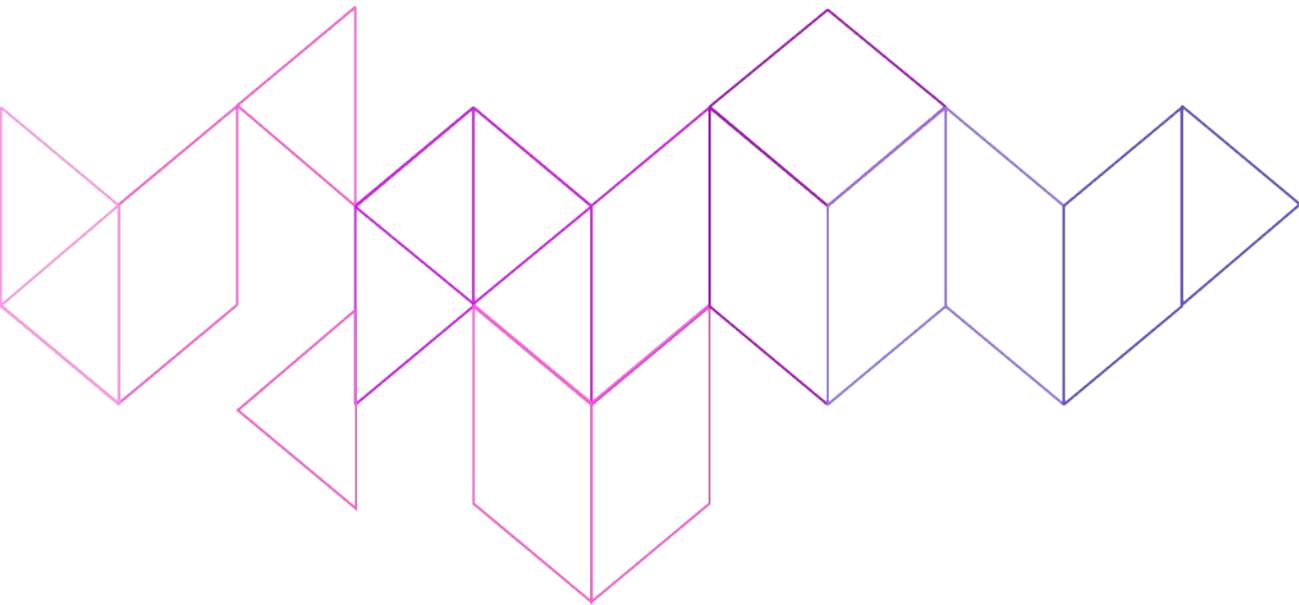


HOW TO SAVE AND AVOID **\$517,000**

IN TEST AUTOMATION COSTS



Summary

Interested in learning how we can save and avoid \$517,000 in test automation costs?

Sure, you'll need to spend money to buy Mesmer. And spend time learning and maintaining Mesmer. But when all is said and done, your ROI will still be 163% (note: all calculations assume a team size of 6).

Likely more. You'll make more money by releasing new features 67% faster. Plus your business will innovate faster than your competitors. Your brand reputation will improve by catering to the 15% of users with disabilities requiring assistive technology. You'll release less buggy software & increase your customer satisfaction scores.

None of those though are included in our ROI analysis. Not because they're not meaningful or impactful, but because they are harder to quantify.

How to Save \$211,000 — Increasing Efficiency

Your automation team is moving fast. But they can move faster, and time is money. Most teams takes on average 1,440 minutes to automate a single end-to-end test using existing automation tools. Mesmer customers take on average 1.7 minutes to automate this same test.

Let's assume 25% of a team's activities is spent automating tests. Expect \$153,000 in labor savings from your current test automation spend.

But there's more. **Manual testing activities can also be done faster via Mesmer.** Most teams take 32 minutes to manually perform a "look and feel" test. And that's because these tests can't be easily automated with existing tools. Using Mesmer, that same test is (1) automated and (2) takes 3.3 minutes to run. If your team only spends 25% of time manually testing, expect \$103,000 savings against your current test automation spend.

Now, we understand that every new tool requires an investment. Time spent learning how to use the tool. Time spent maintaining the tool month to month. We factored that into your expected savings. Based on other customers' experiences, plan on spending \$45,000 in labor using Mesmer.

\$211,000 (Net savings) = \$153,000 (Faster automation) + \$103,000 (Automating manual) - \$45,000 (Mesmer labor costs).

Plus, Save Another \$244,000 — Reducing Risk

Accessibility compliance is required by law. Break the law and expect steep fines. And if you're unlucky you might get sued and lose \$6 million, like Target Corporation did.

Automating accessibility testing has many benefits. First, you will save money automating previously manual tasks. Let's say your team only spends 10% of their activity time manually testing for accessibility. With the automation efficiencies seen with existing customers, expect at least \$41,000 savings from your test automation spend by automating accessibility testing.

Second, you will avoid potential fines. And fines are expensive. The first violation costs a company \$75,000, while every one after costs \$150,000. Now not everyone will spot the flaws in your application and report them. So let's assume that just 10% of the actual violations are reported. Even with this conservative assumption expect to pay \$218,000 in fines. The number of complaints and lawsuits are rising rapidly this year after a 2019 US Supreme Court decision. Experts expect them to triple in 2020.

Lastly, if someone sues you, things could get much worse. Let's assume lawsuit damages cost \$3 million (Target Corp. was \$6 million). But to be conservative, we assumed a 1% chance that someone actually sues you. Expect to pay \$30,000 a year in lawsuit damages.

Let's be sure to factor an additional \$45,000 in labor costs using Mesmer's Accessibility Bot.

$\$243,000$ (Net savings) = $\$41,000$ (Automation) + $\$218,000$ (Potential fines) + $\$30,000$ (Potential damages) - $\$45,000$ (Mesmer labor costs)

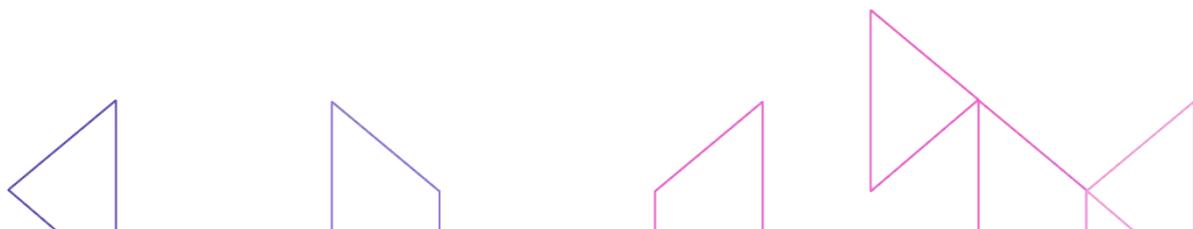
And, How to Save Another \$64,000 — Saving Time

You'll be amazed at just how much time goes into supporting testing activities. First, you can't test unless you have a device. And getting new devices via internal procurement teams can take up to 3 months.

Second, you can't fix what you find without good bug reports. And it's shocking how long it takes to write bug reports (120 minutes per defect on average).

Lastly, a huge amount of time is spent maintaining test data. Your test user accounts expire or change. That means you're updating all of your tests with the new test data. It's incredibly time consuming.

Mesmer automates all of the above and makes test automation self-service. We have a cloud device farm that you can access anytime from anywhere. We automate defect reports in 2 mins instead of 120 minutes. We have rich APIs that integrate and automate test data management and defect ticket creation. If 6% of your team's activities is spent on these activities, expect \$62,000 in savings.



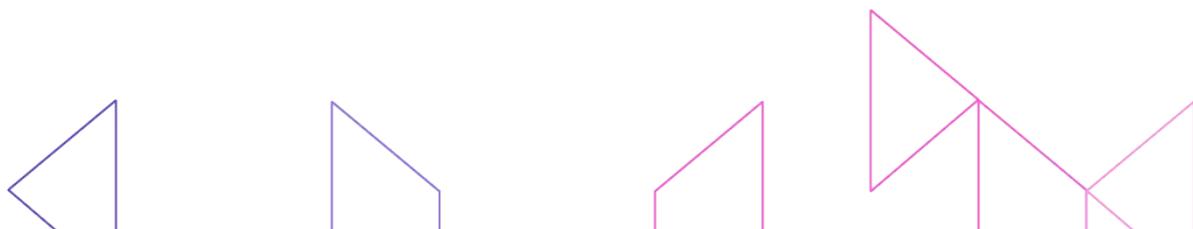
Mesmer's Secret Sauce

Mesmer is unlike any other testing tool. And that's because we use Robotic Process Automation (RPA) and Artificial Intelligence, and others don't. Why does that matter? RPA & AI make automation easy, and easy matters. Think about how much faster work gets done with easier to use products. Think mainframe versus PC. Blackberry vs. iPhone. On prem vs. cloud.

Your team should expect to release 67% faster because of how easy test automation is via Mesmer. Faster releases means you're out-innovating competitors. Innovators win. They take market share from competitors.

Easier to use test automation also means more testing gets done every sprint. You run more tests, you find more bugs every release. This means fewer support calls. And higher customer satisfaction and app store ratings with each new release. Happy customers are paying customers.

Lastly, easy to use means anyone can participate in testing. Can your UAT testers & product owners use your existing automation framework? They will when you use Mesmer. Getting their feedback earlier in the process will speed up your releases and allow you to experiment as a team without worrying about how to rapidly test it. Not to mention, improve your product quality.



How Mesmer Works

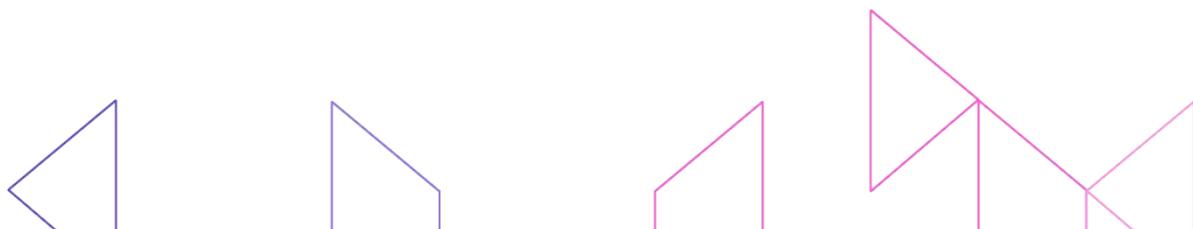
Robotic Process Automation uses software robots (a.k.a. bots) to automate tasks. Our bots are smart. They use Artificial Intelligence, using convolutional neural networks, recurrent neural networks, and a variety of other deep learning machine learning models to help our bots mimic human behavior. Our Deep Learning Automation (DLA) uses these machine learning techniques to give the bots over 10,000 skills, anything from inputting text on a form, to swiping through content, to scanning QR codes.

Think of DLA as allowing bots to see, understand, and interact with applications. Using computer vision, a bot will recognize objects on a screen (e.g., buttons, input fields, text content, etc.). For example, it will see (via computer vision) two input fields and a button on a particular page. Computer vision won't help the bot understand the context of a page. And without this context, it becomes difficult for it to appropriately interact with the page. To understand context Mesmer uses Natural Language Processing (NLP) to analyze text on the screen, very similar to what a human would do. In the above example, the bot understands the first input field says email, the second password, and the button sign in. Based on this text it concludes that this is a login page.

Once the bot understands the screen, it uses a series of path planning models to determine how to best interact with it. For example, the login path planning model instructs the bot to first enter username, followed by password, and only then click on the login button. You get this sequence wrong and bot will never make it past this screen.

Mesmer ships with DLA models created by our data scientist team. These models are based on training performed from tens of thousands of apps in the app store, hundreds of thousands of screens, and millions of UI elements.

Imagine what's possible with an easy to use, intelligent mobile test automation suite.

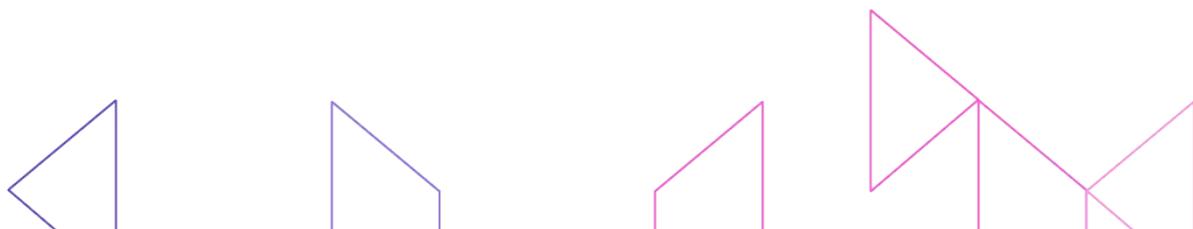


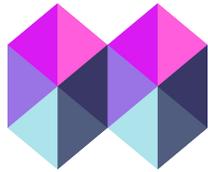


About Mesmer

Mesmer, the leader in RPA in Development (RPAD), automates entire software development processes. Bots powered by Deep Learning Automation (DLA™) automate development workflows, starting with customer experience testing. The result: happier, more productive engineers delivering higher quality apps that customers love.

Learn more at www.mesmerhq.com





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