



We handle the hard and risky parts of
your business.



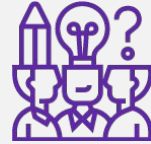
INTRO



Over **15 years**
Experience in the
QA industry



First assignment was at
a **large customer in the**
US



From **QA specialist** to
Department leader and
managing a team of
12 QA engineers

WHY ?

1. **Major challenge:**
Facing the company's right sizing policy

3. Forced me to design and implement **rigorous onboarding & training processes**

2. **Downside:**
Hiring new people instead of having a permanent team

4. **Upside:**
Using said processes to ramp up the company, **BetterQA**

What happens when QA fails?

Customer churn 88% of users won't return after a bad app experience. ⁽¹⁾

Downtime losses

AWS outage in 2021 disrupted major brands like Netflix and Disney+.

(2)

Reputation damage

Buggy releases frustrate users and attract negative reviews.

The Cost of Failure

Poor-quality software costs businesses \$2.08 trillion annually.

(3)

(1) Source: Qualtrics XM Institute, 2021.

(2) Source: The Verge, 2021.

(3) Source: Consortium for IT Software Quality (CISQ), 2020



Better QA is incorporated in Romania, in full compliance with EU law, headquartered in Cluj-Napoca, a multicultural city hosting a vibrant IT community, nicknamed “The Silicon Valley of Eastern Europe”.



Our team currently counts 50+ people, enjoying a wide diversity in terms of ethnicity, religious beliefs, gender, and age.

INTRO

Brief History:

Founded: In Cluj-Napoca, Romania

Incorporation: Fully compliant with EU law

Growth: Expanded to a diverse team of 50+ professionals

Specializations: Quality Assurance, Quality Control, Software Testing, Security, SEO, and Accessibility Audits

Mission:

Purpose: To ensure the highest quality in software development.

Focus: Preventing defects rather than just identifying them.

Role: Act as the binding connection between development teams, business analysts, and stakeholders.

Values:

Independence: Providing unbiased quality reports by remaining an independent QA team.

Integrity: Ensuring potential issues are not overlooked or ignored.

Diversity: Celebrating a team with wide-ranging ethnicities, beliefs, genders, and ages.

Quality: Prioritizing process improvements to achieve and maintain superior quality standards.

Key Facts:

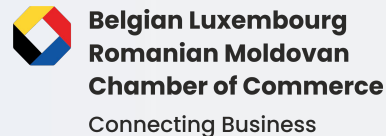
Projects: More than 50 projects worldwide.

Accomplishments: Projects completed for companies, Nestle,

Expertise: A diverse team with expertise in various domains.

Quality: Consistently positive feedback and testimonials.

From **NATO** to **Nestle**, our trusted team has delivered peace of mind to clients globally.



What sets **us** apart from our **Competitors** in the market ?

1. We don't develop software—**we test it**. That means no conflict of interest, no sweeping bugs under the rug.
2. **Striving to be the binding force between** developers, stakeholders, and business analysts.
3. Using a **“holistic approach”** while testing
4. We hold ourselves accountable so you don't have to. With **BetterFlow**, you'll know exactly how our team is contributing to your **success**, every hour of every day.

These are the most critical aspects of our offering

What sets **us** apart from our Competitors in the market ? Proprietary tools



BugBoard



Flows



AUDITI

MULTI-COMPLIANCE AUDITOR



Scanner



BetterFlow



Journey



Hireo



AI Security Toolkit

Tools that think

These tools are part of our QA ecosystem

Our **tools** come together with our engineers

BugBoard: Screenshot or log → documented bug → test case in 5 minutes. AI handles the documentation, engineers focus on finding problems. Integrates with Jira, Linear, and GitHub.

Flows: Record once, replay forever. AI self-healing keeps tests stable across sprints. Exports to Cypress, Selenium, and Playwright.

Together: **BugBoard** documents bugs from screenshots and logs. **Flows** feeds it test failures automatically - screenshots, error context, steps to reproduce. Engineers get documented bugs without manual triage.

These tools are part of our QA ecosystem

BugBoard now has full Testkube integration:

Auto-Sync with Testkube - Test results flow into BugBoard automatically:

- When tests run in Testkube, results appear in BugBoard instantly
- Failed tests bring their screenshots and error logs with them
- Everything connects automatically - no copying and pasting
- Secure connection between the two systems

Control Tests from Your Code Editor - Developers can talk to Testkube without switching apps:

- "Show me all our tests"
- "Run the checkout flow test"
- "Did yesterday's tests pass or fail?"
- "Show me what broke"
- "Download the error screenshots"
- "Stop that test, it's taking too long"

Supports both OSS Testkube and Control Plane APIs.

Our team uses tools we actually trust

Auditi: Multi-compliance auditor. Scans for GDPR, security, accessibility, and FDA compliance across user flows. Audit-traceable findings with fix recommendations - not just a list of problems.

Journey: AI-powered CRM with signal detection. Monitors accounts for buying signals (job postings, funding, product launches, quality issues). Scores opportunities 0-100. Gmail auto-monitoring for reply alerts. Writes its own follow-ups.

Hireo: AI recruitment platform. Parses CVs in any format into structured data in seconds. Smart job matching (semantic, not keyword). Generates branded CVs for client delivery. 3 hours → 2 minutes.

These tools are part of our QA ecosystem

Engineers equipped with **8 tools**

AI Security Toolkit: 8-pillar security assessment in one command. SAST, SCA, DAST, secrets, IaC, cloud, K8s, AI review. Claude analyzes findings, filters false positives, chains attacks. Real insights, not 500-line scanner dumps.

Betterflow: Remote team accountability. Correlates GitHub commits with Jira hours. Shows real output, not just activity. 8 hours logged = 8 hours worked.

Scanner: Monitors SEO and GEO (AI search visibility) across multi-site ecosystems. Tracks rankings, llms.txt files, schema markup, backlinks, and technical health.

We built **8 tools** because what we needed didn't exist. These aren't resold solutions - they're what our engineers use daily, and they're included with our services.

These tools are part of our QA ecosystem

How we manage and monitor with BetterFlow

Recent reports, like the one from [Politico](#) on election software vulnerabilities, highlight a crucial issue: the risks associated with outsourcing when you don't know who's working on your project. ⁽¹⁾

This [article](#) is a clear example of what can go wrong when there's a lack of transparency in outsourcing. Not knowing the team behind your software can lead to serious security breaches and other vulnerabilities.

At [BetterQA](#), we ensure complete transparency. You always know who's on your project, and our team is fully vetted and aligned with your goals. We operate under strict [EU regulations](#), ensuring your data is secure and your project is in safe hands.

(1) [Source: Politico, 2024](#)

Core values

Peace of Mind: At BetterQA, we don't just test software—we ensure peace of mind.

Holistic Approach: We connect development, business analysis, and stakeholders to prevent defects from the start.

Unbiased Assessments: As an independent QA team, we provide unbiased quality assessments, free from the pressures of development deadlines—much like a chef who doesn't certify their own dish.



Working to provide the best Engineers

Involve our engineers in:

- Learning and development Programs
- Knowledge sharing
- Process improvement
- Peer review processes
- Stretched assignments

Building our **organizational culture** together and encouraging continuous learning, personal and professional development.

BRIEF OVERVIEW OF OUR CLIENTS & THEIR INDUSTRIES

50 CLIENTS in total so far:

- **US projects** in healthcare, digital media, FinTech
- **SWITZERLAND**, a collaboration project - a multiplayer paint, eye tracking platform
- **GERMANY** projects in healthcare, logistics, digital media
- **BELGIUM** projects in logistics, real estate, and home services
- Several other projects in **ITALY** (jobs portal), **South Korea** (football analysis), **Spain** (crypto wallet), **Denmark** (GDPR platform), **France**, **UK**, **Poland**.

BRIEF OVERVIEW OF OUR PROJECTS

SEPHORA

Quick Qnect®

BIM Optimization Software

pluto tv



McDonald's

GoDaddy

CO/CO/MO/RE

5MEDIAL
Library • Live • Learning

LE FIGARO



Nestlé

primeur.

Owlet®

butter



brightcheck

vulog



Rhythm Science

ER2

OXID

exense



data
content
manager

safeonline

SP6

SYSTEMS MADE
Secure. Compliant. Resilient.



eyeware

ITIDIGITAL
travel software solutions

METRO

BQA
BETTER QUALITY ASSURANCE

What our partners say about us

"They did the best job we could hope for, and they were extremely professional."

General Manager, Avilabs,
Daniel Reyes

"They consistently find solutions that fit our need and are willing to go the extra mile in daily assignments."

VP of Digital Strategy, ITI Digital
Aline Gill

"Their ability to go the extra mile to fit the situation and turn it around into success is impressive."

Director Project Management, Cocomore
AG
Ciprian David

"We were impressed with their talented, motivated, and smart employees who were diligent and committed."

CEO, Eyeware Tech SA
Kenneth Funes

"BetterQA's ability to provide comprehensive, high-quality testing across multiple platforms stands out."

QA Team Lead, Vullog
Mohamed Rekima



01

Once the feature spec has been written out we review it to address and find problems before it gets implemented.
Example:
file uploads

Writing test cases for the spec while the development team writes the code.

02

03

Executing the selected test cases in a test run, against the newly implemented feature component integration testing; standalone component testing.

HOW WE WORK

04

Bugs will be found - then we need to decide (with the product owner) which ones should get fixed.

05

Once the bugs get fixed, we'll execute another test run.

06

When there are no more bugs to be fixed in the current sprint related to this feature, close out the story ticket and call it as accepted.

HOW WE WORK



QA

- Subset of SDLC
- Process oriented
- Ensure that processes and procedures are in place to achieve quality
- Focus on process to achieve required quality
- Prevent defects
- Whole team approach
- Proactive process

VS



QC

- Subset of QA
- Product oriented
- Activities to ensure the product quality
- Focus on product to check for the required quality
- Find and fix defects
- Reactive process

VS



Testing

- Subset of QC
- Product oriented
- Validate the product against specifications
- Focus on actual testing of the product
- Find and fix defects
- Reactive process

What we usually do

We enjoy diving deeper into the technical aspects of the product and:

- We test the API's which communicate with the backend
- Test out the client behavior when receiving invalid data from the server-side
- Bandwidth connectivity testing using network link conditioner
- Do performance/load testing with Jmeter
- Execute various other testing types against the product depending on the risk factor.

Introducing Specialized Audits:

- SEO & Accessibility Audits: 130+ on-page and technical checks, including crawlability, internal linking, hreflang, and HTTPS issues
- Security Audits: Advanced assessments covering payload manipulation, server-client behavior tests, and risk-adaptive methodologies

Tech Stack

Specialized Audits

Security Audits

(Security Testing Tools, Encryption protocols)

QA Audits

(Process Review, Risk Identification, Product Quality Assessment)

SEO Audits

(On-page and technical SEO tools)

Testing Tools & Frameworks

Selenium

Cypress, Playwright

TestRail

JIRA

JMeter

Postman/SoapUI

(API Testing)

Espresso, Appium

(Android Automation)

XCTest

(iOS Automation)

BrowserStack (Cross-browser testing)

Cucumber (BDD Testing)

CI/CD & DevOps

Jenkins

GitLab CI/CD

Docker

Cloud & Virtualization

Amazon Web Services

(Amazon S3, Lambda)

Microsoft Azure

Kubernetes

Google Cloud Platform

(GCP)

Core Programming Languages & Frameworks

JavaScript/TypeScript (React, Angular)

Python (Django)

Java (Spring)

C#.NET (ASP.NET Core)

Kotlin (Android)

Swift (iOS)

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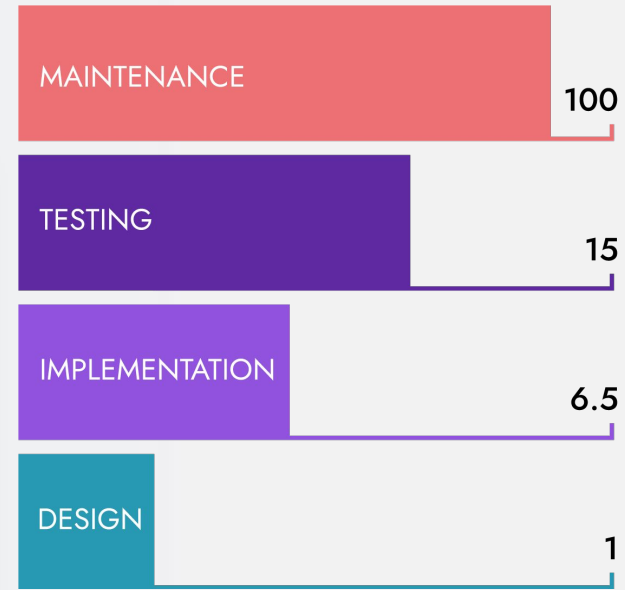
Node.js

CONCLUSION

At BetterQA, we view early testing not just as a quality measure but as a powerful cost-saving strategy.

If we had to describe our purpose in just 3 sentences, these would be it:

1. At BQA, everything we do is driven by a deep passion for outstanding quality.
2. We relentlessly seek to improve our customers' products, ensuring the best-in-class user experience and top product quality.
3. We make no compromises when it comes to quality, aiming for "zero defects."



Defects found in testing were 15 times more costly than if they were found during the design phase and 2 times more than if they were found during implementation

What are the cost of skipping QA?

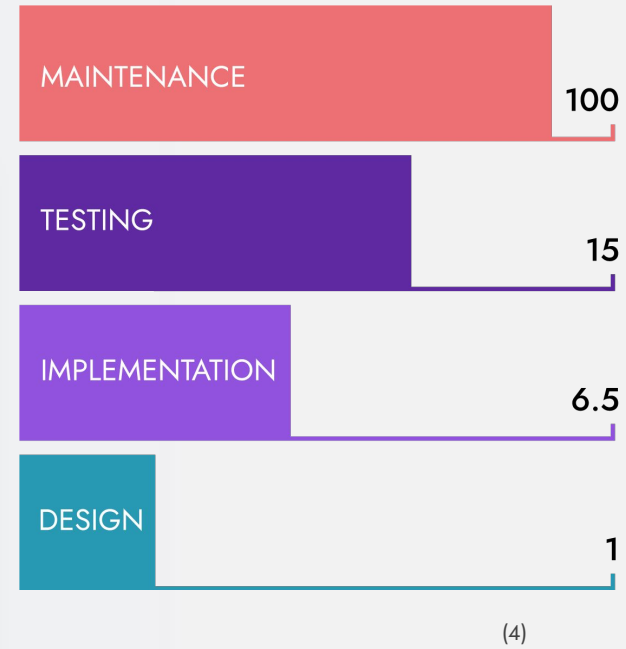
1. **Defect Detection Efficiency:** Up to 85% of defects are detected before release, saving time and money post-launch. ⁽¹⁾
2. **High Test Coverage:** 80% functional coverage and 60% statement coverage ensure thorough software testing. ⁽²⁾
3. **Lower Defect Density:** Fewer bugs per 1,000 lines of code result in smoother user experiences. ⁽³⁾

(1) Source: Project Performance International (PPI), 2021

(2) Source: Atlassian: What is code coverage?, 2017

(3) Source: The Economic Times, 2016

(4) Source: Forbes, 2023



ROI reasons for BetterQA

1. Reduced Revenue Loss in Production

- **Early Bug Identification:** Involving BetterQA early prevents costly production defects, minimizing downtime and lost revenue.
- **Cost Statistics:** Defects found in production can be up to 15x more expensive than those caught during design.
- **Protection Against Failures:** Our thorough testing process ensures critical revenue-impacting issues are resolved before deployment.

2. Protection from Reputation Damage

- **Better Customer Experience:** High-quality standards reduce negative feedback and enhance customer trust.
- **Preventative Testing:** Comprehensive functional, security, and performance testing protects against data breaches and failures.

3. Reduced Business Trust Issues

- **Independent QA Reporting:** Unbiased quality reports improve stakeholder trust and ensure transparent communication.
 - **Stakeholder Confidence:** Independent assessments increase confidence in the software's quality, strengthening business relationships.
-

4. Cost Savings Within the SDLC

- **Reduced Implementation Costs:** Early detection and resolution of issues reduce implementation costs by 25-30%.
 - **Faster Time to Market:** Efficient testing accelerates release times, enabling earlier revenue generation.
-

5. Key Metrics Demonstrating ROI

- **Defect Detection Efficiency:** Up to 85% of defects are detected before release, saving time and money post-launch.
- **High Test Coverage:** 90% functional coverage and 60% statement coverage ensure thorough software testing.
- **Lower Defect Density:** Fewer bugs per 1,000 lines of code result in smoother user experiences.

6. Strategic Advantages

- **Holistic Testing Approach:** Techniques like Equivalence Partitioning and Boundary Value Analysis allow for fewer test cases while maintaining coverage.
- **Mobile Testing Expertise:** Tailored mobile testing solutions address device fragmentation, connectivity, and hardware variations.

BetterQA's ROI Summary

By partnering with **BetterQA**, your organization will benefit from:

- ✓ Reduced defect resolution costs by identifying issues early in the SDLC.
- ✓ Minimized downtime and revenue losses in production.
- ✓ Enhanced brand reputation through reliable, high-quality software.
- ✓ Accelerated time to market, ensuring faster revenue generation.
- ✓ Transparent and unbiased quality reports that build stakeholder trust.

Stay Quality Conscious!



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