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ISSUE TWO

## 4 Ways to Level Up Your Test Automation Strategy

Learn how to evolve your organization's test automation efforts once you've mastered the basics



Congratulations on establishing a successful, robust automated testing strategy tailored to your organization's unique needs! As you continue to navigate the dynamic landscape of scalable business growth, it is crucial to continuously enhance and optimize your testing efforts.

Here are four key strategies to elevate your organization's automated testing initiatives once you have a basic test automation strategy in place, allowing you to stay ahead of the curve and empower your team to innovate and strategize effectively.

### Test Data Management

Efficient test data management is crucial for comprehensive and reliable automated testing. Implementing a comprehensive test data management strategy enhances transparency and accountability within your organization. Pro tip: Try Provar Manager as your hub for centralized management for the entire software testing cycle!

Integrating your automated tests into CI/CD pipelines ensures the maintenance of quality throughout the software development process. Solutions like Provar Automation with CI/CD capabilities enable seamless integration of scripts into your pipeline, reducing cycle times and minimizing rework.

### Continuous Integration and Delivery (CI/CD) Integration

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accommodating diverse user entry points. Provar Grid simplifies this process, facilitating test coverage across various platform/browser combinations without compromising efficiency.

*Prioritizing ongoing refinement and learning, organizations can elevate their testing methodologies and maintain a competitive edge.*

### Parallel Test Execution Across Platforms and Browsers

Broadening your test coverage across multiple platforms and browsers is essential for

accommodating diverse user entry points. Provar Grid simplifies this process, facilitating test coverage across various platform/browser combinations without compromising efficiency.

### Continued Learning and Improvement

Encourage a culture of continuous learning and collaboration within your team. Leverage educational resources such as the University of Provar to equip your team with the necessary skills and knowledge. Foster an environment where feedback is valued, and regular

check-ins help track progress. Embracing these strategies enables organizations to enhance their automated testing efforts, ensuring optimal efficiency and quality assurance within the Salesforce ecosystem. By prioritizing ongoing refinement and learning, organizations can elevate their testing methodologies and maintain a competitive edge.

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Learn more about Provar's offerings for leveling up your test automation strategy today.



**Automate Your Testing Strategy**  
*Built by Salesforce experts, for Salesforce users.*

**provar** **AUTOMATION** leverages Salesforce's metadata for robust, reusable tests, ensuring confident and efficient test automation.



# How Provar Automation Helped Unify Consulting Execute Tests 9x Faster

See why being a Provar partner results in tangible, data-backed success

Unify Consulting, a management consulting firm and a Provar partner, relied on Provar Automation to help their client overcome significant operational challenges, and the resulting success was evident. Previously, they had utilized a manual testing strategy, which created limitations in test coverage and efficiency, especially with a rapidly growing client base. After integrating Provar Automation, their testing workflow transformed, resulting in a remarkable 55% reduction in testing time and a substantial increase in test coverage from 20% to 70%.

To achieve these incredible results, Unify Consulting knew their client needed a test automation solution that would support numerous Salesforce users and diverse environments, as they were scaling fast. They had used Provar Automation with another

client and knew its comprehensive capabilities fit the bill. Backed by thorough training and support from Provar, their team seamlessly integrated

user-friendly interface and low-code approach streamlined their testing processes, enabling their team to focus on critical testing scenarios and enhance their overall testing reliability and accuracy.

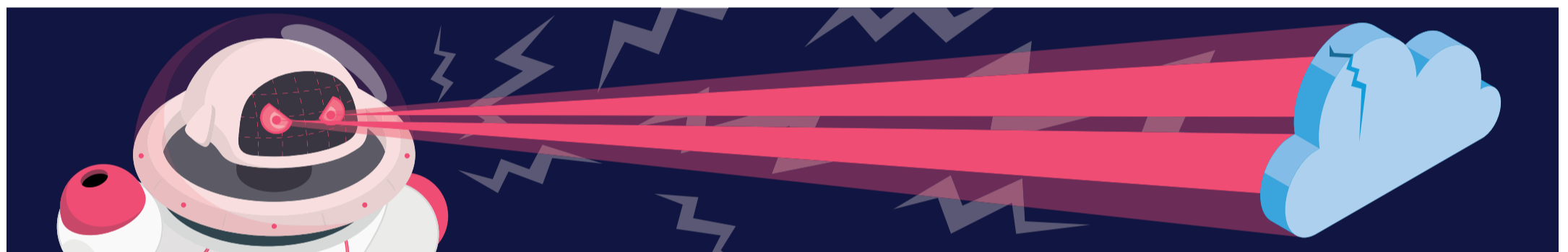
*“Provar Automation caused a 55% reduction in testing time and a substantial increase in test coverage from 20% to 70%.”*

Empowered by this success story, Unify Consulting is eager to explore further opportunities for integration and collaboration, reaffirming their commitment to innovation and forward-thinking practices in the realm of test automation.

Set up a demo with a Provar expert today to learn how Provar Automation can elevate your testing processes.

the platform into their client's testing workflow with quick results.

By automating over half of their original tests, Unify Consulting experienced an unprecedented increase in test coverage for their client and a remarkable 9x acceleration in test execution times. Provar Automation's



## Robotic Testing: Are You Putting Your Salesforce Environment at Risk?

Why metadata-driven test automation solutions are much more resilient in the face of change

When it comes to selecting an automated testing tool, the choice can be overwhelming. Today, two primary approaches stand out: test automation solutions with robotic test building capabilities (also known as Robotic Process Automation, or RPA), and those with metadata-driven test building capabilities.

Robotic tests are popular in test automation for a reason. They take menial, time-consuming tasks off a tester's hands, leaving them with more bandwidth to take on complex tasks or initiatives that require a human touch. However, the same can be said of other kinds of automated testing, such as metadata-driven testing.

There are some important drawbacks to note that are specific to robotic tests which may put your Salesforce environment at risk, such as dependency on UI, complexity, maintenance overhead, data security, and scalability challenges.

When it comes to test automation for Salesforce, metadata-driven test building capabilities have emerged as a superior alternative to their robotic counterparts.

Test automation solutions that employ robotic testing capabilities typically build their tests using HTML, CSS, JavaScript, and DOM-based approaches, which are prone to breakage during

Salesforce updates and app customizations because these factors are unstable.

A test automation solution that uses metadata-driven

test building capabilities will employ stable locators for elements found by leveraging Salesforce's metadata model. The solution then understands the location of elements and automatically updates its locators when Salesforce's metadata changes. As metadata tied to fields and layouts changes less frequently than the rendered web page source, tests have fewer opportunities to break. This reduces maintenance and ensures testing efforts can focus on the


application's functionality and logic.

Some areas metadata-driven test automation solutions excel in are change management, ease of use, reusability, time to value, native integration, and native reporting.

It's crucial to understand how your test automation solution builds its tests. Whether you opt for robotic or metadata-driven capabilities, comprehending your chosen approach empowers you to maximize the efficiency and reliability of your testing efforts. Both have their strengths and considerations, but the right choice can mean the difference between a resilient Salesforce environment or a brittle one prone to risk.

If you are looking for a test automation solution for your Salesforce environment that is built to withstand any situation and rise alongside innovation, Provar Automation stands out as a true change-maker. Connect with a Provar expert today to discuss further.





**provar**  
AUTOMATION  
GRID

## Scalable Test Execution Powered by AI

Execute your tests in the cloud with Provar Grid. Rapidly increase QA execution speed, enhance operation efficiency, and gain flexibility. Plan, schedule, and execute your tests entirely in the cloud, in parallel, with zero additional infrastructure.

Learn more at [www.provar.com](http://www.provar.com)



# Understanding What “Quality” Means in Salesforce Testing

*Provar shares its definition of quality and guides you through the process of identifying your own definition to measure success*

Quality is a fluid concept, often subjective and varying from one context to another. The idea of quality is frequently discussed in the context of Salesforce testing, and it is imperative to know what quality actually means before you know what it will take to achieve it.

Provar’s notion of quality is grounded in resilience, efficiency, and sustainability. It embodies the spirit of creating tests that stand strong no matter the situation and are effortless to maintain, enabling a seamless and dependable Salesforce infrastructure.

But for us, good quality doesn’t end with an excellent testing strategy. Quality also expands to the rest of the DevOps timeline – beginning with a single view of your full Salesforce environment to track patterns and adjust for success, and culminating with deployment.

Every organization has its unique set of requirements and objectives which shape its interpretation of quality. However, what remains constant is the significance of defining what quality means for your organization. This clarity serves as a compass, guiding you through the process of selecting Salesforce testing and quality management tools that align with your specific definition of quality.

you get there.

Want to learn more about Provar’s solutions for quality across your entire Salesforce workflow? Connect with an expert today.



To carve out your definition of quality, start by asking yourself this question: What does success look like? Then, work your way backward to tease out the answers that will help



# Empowering Excellence: The University of Provar's Vision of Educating the Testing Industry

*See why UP is a trusted partner on Salesforce’s Trailhead platform*

The University of Provar (UP) is a pioneering educational platform dedicated to enriching and empowering individuals within the testing industry.

One of the cornerstones of UP’s success is its strategic partnership with Trailhead, Salesforce’s renowned online learning plat-

modules, fostering an environment that promotes knowledge sharing and skill enhancement.

*UP offers a diverse range of free courses and certifications that cater to professionals seeking to expand their skill sets within Salesforce.*

With a mission to foster growth and development, UP offers a diverse range of free courses and certifications that cater to professionals seeking to expand their skill sets within Salesforce and beyond. Upholding the values of curiosity, collaboration, and continuous learning, UP is committed to providing accessible and invaluable educational resources for all.

form. Through this collaboration, UP and Trailhead join forces to curate relevant and engaging content via interactive

Regular brainstorming sessions and seamless collaboration between the teams ensure the development of high-quality edu-

**provar**  
**MANAGER**

**Manage your QA landscape with Provar Manager**

- Organize** your testing process
- Analyze** your data
- Optimize** with one centralized hub to house all your testing information

**GAIN CONTROL OVER YOUR QUALITY JOURNEY**

ational content that resonates with professionals at all stages of their careers.

testing industry. As UP continues to evolve and expand with new modules and training opportunities, both in partnership with Salesforce and on its own regularly updated platform, it remains steadfast in its mission to educate, empower, and elevate professionals worldwide.

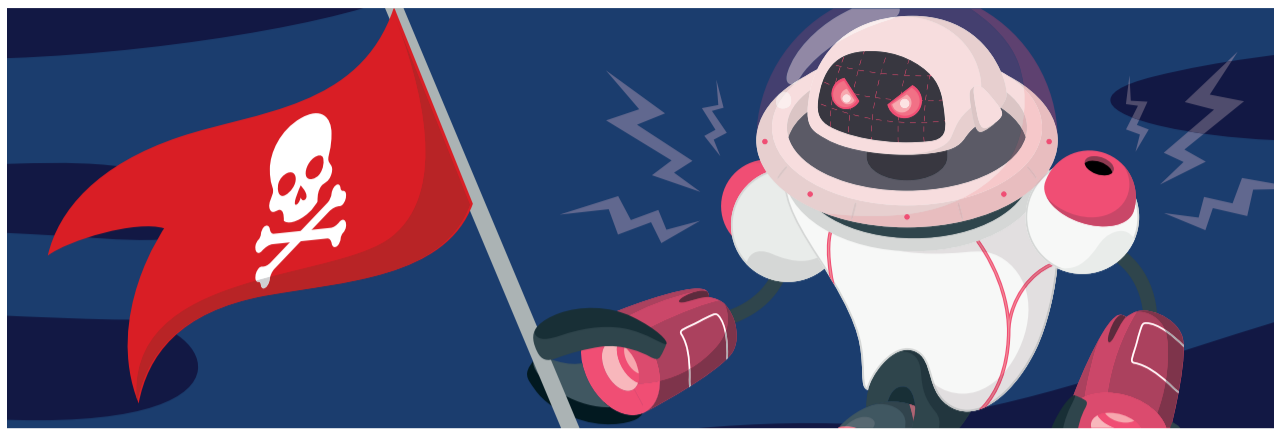
Some recent UP-crafted modules for Trailhead include Quality Teams in the Software Development Lifecycle, Continuous Testing, and Test Management. On the UP platform itself, a series on AI learning was recently released, including courses titled Introduction to AI in Software Quality, AI for Software Quality Assurance, and AI for Test Automation.

Get started with a new learning opportunity today.

Looking ahead, the UP team remains dedicated to cultivating continued education within the







## AI in Testing: The Red Flags You Need to Be Aware Of

Here are three common AI pitfalls to watch for when auditing your existing test automation solution or evaluating a new one

Software testing is undergoing a transformation like never before thanks to the promise and potential of artificial intelligence (AI). The integration of AI in Salesforce testing has ignited a wave of excitement, promising to reshape how we ensure the reliability and quality of our software applications.

However, amidst this excitement, it is crucial to maintain caution. Many companies are embracing AI-powered testing solutions without prioritizing crucial factors such as trust, transparency, and data security. Your team's chosen test automation solution can mean the difference between the safety and resilience of an entire Salesforce environment and the exposure to vulnerabilities that could lead to data breaches, compliance violations, and reputational damage.

Here are three common AI pitfalls in testing to watch out for.

**Pitfall 1:** Watch out for those who hastily embrace AI and prioritize technology trends without due consideration over trust and transparency. Don't fall into the trap of hasty AI adoption without prioritizing trust

and transparency. Trust and transparency should be embedded into the very fabric of AI implementation, with careful consideration of how AI algorithms handle data, make decisions, and interact with other components of the testing ecosystem – lest security issues arise. AI capabilities should be integrated into automated testing solutions carefully and with the customer in mind. If it risks data security, then safety measures should be put in place before adoption – and the customer should have this information at their fingertips.

**Pitfall 2:** Watch out for those who integrate AI quick fixes only (like a blind adoption of generative AI) or overly complex AI models that require extensive training. When organizations opt for quick fixes only, such as a blind adoption of generative AI capabilities, or swing to the other extreme by adopting overly complex AI models that demand extensive training, your Salesforce environment becomes at risk. Generative AI offers numerous benefits in Salesforce testing, but when a test automation solution integrates generative AI alone without a strategy to pad its weaknesses (a lack of pre-

cision, false positives or negatives, etc.), it becomes a problem. Likewise, overly complex models can be resource-intensive, and the time and effort required for training and maintenance may outweigh the benefits. The key to effective AI integration in testing is finding the right balance between simplicity and sophistication.

**Pitfall 3:** Watch out for those utilizing AI capabilities without having a strong data security plan in place to protect the end user. The third pitfall occurs when organizations wholeheartedly embrace being “powered by AI” without making clear the safety precautions they are taking to safeguard an end user's most sensitive data. Any test automation solution touting AI capabilities, particularly those using the cloud, should offer multiple layers of security to protect a user's data. Furthermore, the company should meet two additional requirements. One, it should have its security plan readily available to its users to ease concern and strengthen confidence. And two, it should have short- and long-term goals in place regarding ways to add more layers of security to its solutions.

## Not-So-Classifieds

Our testimonials are not classified information – we want to share our customers' success stories far and wide!

CHECK OUT SOME OF THE HIGHLIGHTS BELOW

“WHY IS PROVAR WORTH MY INVESTMENT?

We can focus on innovation instead of firefighting.”

— Joshua Millsapps, Founder and CEO, Millsapps, Ballinger & Associates

“[WITH PROVAR], by reducing errors, we increased confidence across our teams, stakeholders, end users, and through the entire organization.”

— Nicki Bang-Madsen, Technical Tester, Alm. Brand Group

“THE PROVAR TEAM WAS VERY DEDICATED TO GETTING OUR TEAM SET UP FOR SUCCESS.

Regular check-in calls with their Customer Success team and occasional more hands-on calls with their technical experts make us feel like they support our journey toward more robust, more efficient testing automation.”

— Sayeef Alam, Software Engineer, PSQuote

Choosing the right test automation solution can mean the difference between the safety of your Salesforce environment and exposure to vulnerabilities. By recognizing the potential pitfalls of AI in testing, organizations can make informed decisions about when and how to implement AI capabilities in their testing strategy.

Learn more in Provar's white paper,

**The Pitfalls of AI in Test Automation: What You Need to Know to Keep Your Salesforce Environment Secure**



## Crossword

### ACROSS

- Automate your testing strategy with the leading Salesforce test automation solution since 2014 (Hint: Provar \_\_\_\_)
- What you are doing when you collect, report, and visualize all of your testing data
- From start to finish; how one might test their entire business flow
- A systematic process of determining whether a product or service meets specified requirements
- When a test has the ability to withstand changes, such as Salesforce updates or app customizations, without breaking, it is \_\_\_\_.
- Another word for rapid; a verb you experience when deploying and running tests in the cloud
- Another word for what you do when fine-tuning your testing process
- One suite offering continuous quality testing at every stage (Hint: Provar \_\_\_\_)
- An abbreviation for a methodology that improves and shortens a system's development life cycle
- Anyone building tests manually or by using a test automation solution

### DOWN

- Anything that involves the delivery of hosted services via the internet
- The continuous quality management hub (Hint: Provar \_\_\_\_)
- Testers must eliminate as much rework as possible to avoid excessive \_\_\_\_.
- Mitigating risk
- The world's #1 CRM
- A way to gain control of your testing process by sorting through your data
- Another word for a simple, user-friendly design
- Scalable test execution powered by AI (Hint: Provar \_\_\_\_)
- Of or involving the provision of a complete product or service that is ready for immediate use

Take a picture of your completed puzzle, post it to social media, and tag us at [@provarTesting](#) for a chance to win a Provar swag bag!

Find your crossword answers here:

