

Noibu Increases Efficiency by 100% After Switching To TestMu AI (Formerly LambdaTest)

Success Metrics

4x

Uplift in code deployment

100%

Increase in efficiency

400%

Boost in developer feedback time

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Introduction

Noibu faced a critical challenge: ensuring seamless functionality across diverse devices, browsers, and operating systems without incurring the high costs of manual, in-house testing.

By adopting TestMu AI's Web & Mobile Browser Automation, Noibu scaled their testing capabilities, achieving a 4x increase in deployment speed and a 400% boost in developer feedback time.

About Noibu

Noibu is a leading eCommerce error detection and resolution platform designed to help businesses prevent revenue loss. Noibu provides comprehensive monitoring of eCommerce and retail websites, identifying unnoticed errors and performance issues that hurt sales and flagging them instantly.

The platform provides detailed insights, allowing development teams to prioritize and fix issues efficiently. It completely eliminates the time taken by developers to replicate the issue by providing a detailed web session and helps in prioritizing the fixes.

At a glance

Industry :

Information Technology

Challenge :

Noibu faced a significant challenge in ensuring device coverage across diverse user combinations of devices, operating systems, and browsers.

Location :

Canada

Key Highlight :

With TestMu AI, Noibu achieved a 4x increase in code deployment speed, 100% efficiency growth, and a 400% boost in developer feedback time.

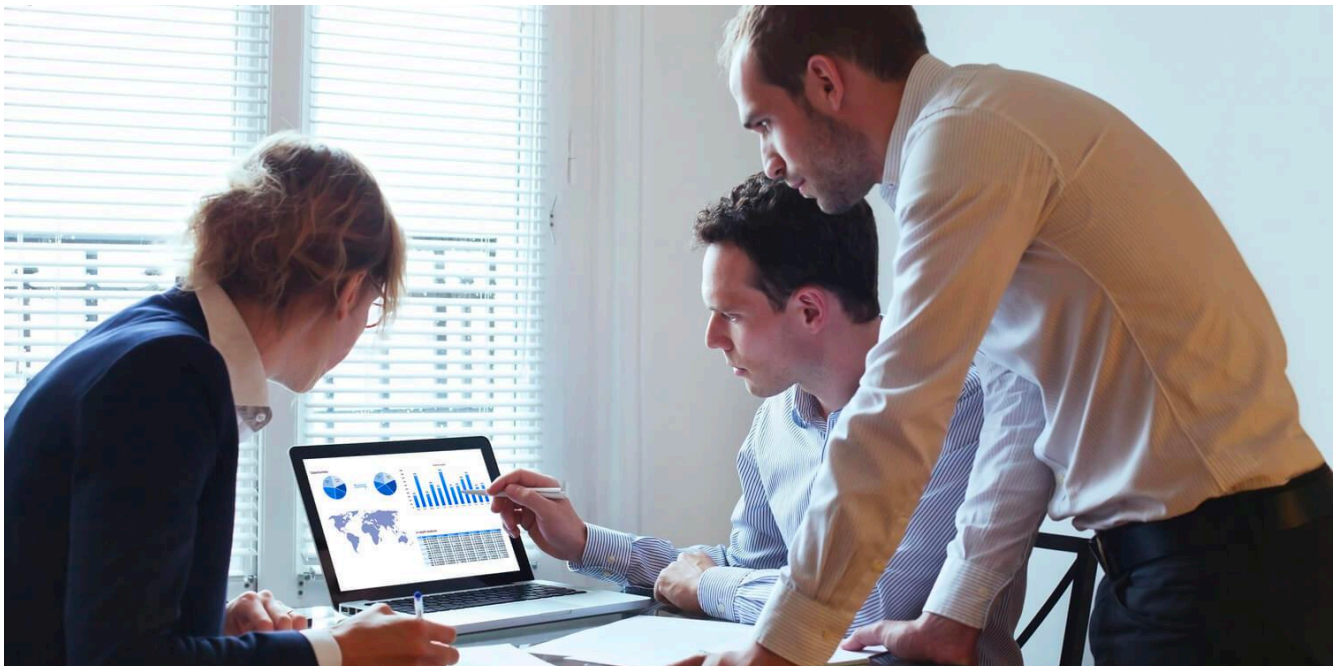
Solution Used :

[Automation Testing Cloud](#) ↗

The Challenge: Ensuring Seamless Device Coverage

As Noibu expanded its capabilities to better serve eCommerce businesses, it encountered a significant challenge with ensuring comprehensive device coverage. The users of retail or e-commerce websites use different combinations of devices, operating systems, and browsers to access their websites. What worked on one combination did not work on another. To solve this, Noibu needed a flexible and scalable testing solution that could ensure clients' e-commerce websites function properly across a wide range of devices, browsers, and operating systems.

Setting up an on-premise device lab was extremely costly. Also, doing this manually required a lot of time and resources. It also increased developer feedback time drastically. Therefore they wanted to automate the process of testing.



Evaluating Solutions: The Search for Efficiency

Noibu understood that setting up an in-house test execution infrastructure was time-consuming and costly. They also wanted a solution that helped them run automated Selenium tests in parallel.

Noibu was using a competitor product before moving to TestMu AI. However, they needed a cloud-based solution that could offer greater efficiency, enhance productivity, and expand device coverage to meet their growing needs effectively.

Web & Mobile Browser Automation

With TestMu AI, Noibu opted for [Web & Mobile Browser Automation](#), enabling them to run multiple parallel tests. By leveraging TestMu AI's robust testing environment with support for over 5,000 latest devices and browsers, Noibu effectively addressed the challenge of ensuring that their clients' e-commerce websites function seamlessly across different combinations of devices, operating systems, and browsers.

TestMu AI's Web & Mobile Browser Automation platform helped Noibu achieve its goal of automating the testing process. Noibu seamlessly implemented it on the Selenium framework, reducing manual efforts and enhancing test accuracy. This eliminated the need for a costly in-house lab, enabling Noibu to run automated Selenium tests in parallel, achieve faster testing cycles, and ensure consistent performance across all devices and browsers.

They achieved remarkable results:

- **4x uplift in code deployment speed**
- **100% increase in overall efficiency**
- **400% boost in developer feedback time**

How Noibu Achieved Better Results with TestMu AI's Infrastructure

Increased Device Coverage

After switching to TestMu AI, Noibu can now run tests simultaneously on over 5,000 of the latest devices and operating systems, including iOS, Android, macOS, and Windows. This expanded coverage allows them to replicate issues quickly without waiting for a tester to finish and free up a device, ensuring comprehensive device coverage and compatibility across all platforms.

Reduced Developer Feedback Time

Noibu achieved a **400% improvement** in developer feedback time by running automated tests with multiple parallel sessions, allowing them to get results faster. With TestMu AI's complete Selenium execution logs, video logs, network logs, viewport screenshots, etc testers are able to replicate issues faster to reduce the developer feedback time.

Deployed Code Faster

Noibu is growing at a rapid scale and faster release cycles are the need of the hour. Using TestMu AI's test execution infrastructure, Noibu is now able to run tests faster and deploy changes quickly. This has resulted in a **4x increase** in the speed of feature and code releases.



Image Source : Microsoft Future Ready Event

“

LambdaTest (Now TestMu AI) **is creating that next level of efficiency** around test automation so that people can actually focus on testing versus test orchestration.”

Satya Nadella, CEO, Microsoft

Results: A Trustworthy Partnership with TestMu AI

Noibu's journey with TestMu AI began in 2022 when they adopted the Web & Mobile Browser Automation plan. Since then, they've relied on TestMu AI for secure, reliable testing, building a partnership rooted in trust. Over time, TestMu AI has eliminated Noibu's cross-browser and cross-device testing challenges, leading to a 100% increase in efficiency.

Noibu can now reduce developer wait time, accelerate time to market, and introduce new features that will enhance their customers' experience.



About TestMu AI

TestMu AI (Formerly LambdaTest) is a fully autonomous agentic quality engineering platform that empowers teams to test intelligently, smarter, and ship faster. Over 10,000+ customers and 2 million+ users across 132+ countries rely on TestMu AI for their testing needs.



1.2 Bn+
Tests



2M+
Users



10K+
Enterprises



132+
Countries



Exploratory Testing

Enhance web and app quality to ensure seamless user experience with real-time, live, exploratory testing on 10,000+ devices.



KaneAI

Boost testing efficiency with an AI platform that uses natural language to create, debug and evolve tests.



Test Manager

Streamline test creation, management, & reporting for improved efficiency with AI - native unified Test Manager.



Automation Cloud

Accelerate product releases with secure, scalable, end-to-end test automation in the cloud.



Real Device Cloud

Test on 10,000+ real Android and iOS devices, and 3000+ browser combination cutting costs while ensuring compatibility.



HyperExecute

Accelerate testing speed by 70% with AI-Native orchestration for faster digital transformation.



Accessibility Testing

Ensure inclusive, accessible websites with TestMu AI's manual and automated Accessibility Testing tool.



Visual UI Regression

Achieve UI perfection quickly with AI-Native visual regression testing across all platforms.



+1 (866)-430-7087

www.testmu.ai

sales@testmu.ai

TEST INTELLIGENTLY. SHIP FASTER.

