TestMu AI
Formerly LAMBDATEST | boohoo

Boohoo Uses TestMu AI to Scale Test Coverage by 9X

Success Metrics ————

9X Increase in Test Coverage

67% Reduced Cost

🏢 **Industry**
Apparel and Fashion Retailer

📍 **Location**
Manchester, UK

Table of Contents

Introduction

Boohoo, a leading fashion retailer, needed a scalable and cost-effective testing solution to support its growing digital presence. Initially relying on an in-house device farm, they later moved to a cloud-based platform but faced scalability and cost challenges.

After evaluating TestMu AI, Boohoo achieved 9x test coverage, 67% cost savings, and faster releases with real device cloud, automation testing, and advanced analytics, ensuring seamless digital experiences for customers.

About Boohoo

Boohoo Group PLC is a leading London Stock exchange-listed retail apparel and fashion company, founded in 2006 and headquartered in Manchester, England. With a revenue of £1.768 billion (2023) and a workforce of over 6000+ employees, Boohoo is a digital-first e-commerce giant with a portfolio of 13 brands, including PrettyLittleThing and Nasty Gal, delivering stylish clothing and accessories. With a focus on staying ahead of trends, Boohoo relies heavily on technology to maintain seamless and high-performing online experiences.

At a glance

Industry :
Retail Apparel and Fashion

Challenge :
Boohoo faced challenges in scaling their testing operations cost-efficiently, and managing increasing device and browser combinations. The need for cost-effective scalability and enhanced testing efficiency was critical to meeting their tight release timelines.

Location :
Manchester, UK

Key Highlight :
With TestMu AI, Boohoo achieved cost-effective scalability, increased parallel testing capacity, and seamless integration with their existing tools. Built-in analytics improved release tracking, enabling efficient four-day-a-week updates and delivering high-quality customer experiences.

Solution Used :
Native App Automation ⊡
Real Device Cloud ⊡
Automation Testing Cloud ⊡

From the Challenges of In-House Device Farms to Scalable Cloud Testing

Boohoo's test automation journey began with an in-house device farm, where they managed a setup of multiple devices running on Mac Minis. While this setup served as a starting point for their testing processes, it soon became apparent that maintaining and scaling the in-house infrastructure presented significant challenges.

Managing the physical devices in-house is expensive and time-consuming, with ongoing costs for procurement, upgrades, and maintenance. This setup struggled to keep up with Boohoo's growing testing demands, especially when new devices or operating systems were introduced. Scalability was another major limitation, as adding capacity required substantial investment and effort.

To mitigate these issues, Boohoo switched to some other cloud-based testing platform.

However, scalability with cost-effectiveness remained a challenge in optimizing their testing strategy with their previous cloud-based solution.

Boohoo Landed on TestMu AI – Its Preferred QA Platform

The need for cost-effective scalability and enhanced testing efficiency led them to reevaluate their options, and Boohoo ultimately chose TestMu AI as their preferred cloud-based testing platform.

Zarren, Head of Automation at Boohoo, conducted a rigorous evaluation of TestMu AI's platform through an extensive trial. The platform consistently delivered exceptional reliability and efficiency, meeting all performance expectations. Impressed with the results, Boohoo confidently chose TestMu AI as their automation testing solution.

The team focused on ensuring smooth app performance across devices, flawless button functionality, and seamless user interactions, all while maintaining or even reducing overall test execution time.

> **"LambdaTest(Now TestMu AI) Analytics make release tracking a lot easier."**
>
> The ability to pull comprehensive stats from the dashboard makes tracking releases effortless. The dashboards have greatly enhanced monitoring and issue resolution."
>
> - Zarren Camilleri, QA Automation Manager, Boohoo Group

The Testing Platform Behind Boohoo's Digital Excellence – Achieving 67% Cost-Efficient & QA Efficiency

Boohoo transitioned to TestMu AI to meet their need for a cost-efficient, high-performance testing solution that could scale seamlessly without slowdowns or technical issues. With TestMu AI, they enhanced testing efficiency, optimized costs, and accelerated execution while maintaining quality.

By leveraging TestMu AI's scalable infrastructure, Boohoo achieved a **67% cost reduction** and significantly expanded test coverage.

Since adopting TestMu AI, Boohoo has significantly scaled testing, **executing 9x more tests** across a wide range of devices, browsers, and user scenarios. This explosive growth in test runs has not only accelerated their release cycles but also dramatically expanded their test coverage, ensuring higher product quality and a seamless shopping experience for their customers.

> **" LambdaTest(Now TestMu AI) is an absolutely brilliant platform, we love using it!**
>
> It is user-friendly and flexible. Plus, the extensive device availability has made our QA process more efficient in terms of both scale and cost."
>
> - Scott Jenkins, Group Head of QA at Boohoo Group

To streamline operations and maintain high-quality performance across all platforms and devices, Boohoo opted for Native App Automation, Manual Testing on Real Devices, and Web Automation, enabling them to deliver seamless digital experiences with confidence.

How TestMu AI Powers Boohoo's 4-Day-a-Week Release Cycle

Boohoo handles millions of website visits and app interactions, and the company's technology infrastructure must support dynamic and seamless user experiences. To support this, Boohoo follows a Monday-to-Thursday release cycle, deploying updates daily. TestMu AI helps ensure that every release is bug-free and functions optimally, supporting Boohoo's commitment to maintaining customer satisfaction and trust.

With TestMu AI, Boohoo has 2X parallel session capacity, enabling faster test execution and seamless scalability. This ensures that their rapid release cycles remain efficient while maintaining high-quality standards across web and mobile platforms.

- **Superior Dashboard and UI:** The TestMu AI dashboard offers a significant upgrade from Boohoo's previous testing platform, providing a clean and intuitive interface that allows the team to pull detailed statistics with ease.

- **Data-Driven Decisions:** The dashboard's advanced analytics enable Boohoo to make informed decisions more efficiently, especially during release cycles when critical insights into test performance are essential.

- **AI-Native Test Intelligence:** Real-time tracking and historical review of releases have been transformative. Boohoo can quickly identify passed and failed tests, ensuring smooth operations during their daily testing cycles.

- **Cost-Effective Analytics:** Unlike their previous platform, TestMu AI includes its analytics dashboard in its plan, eliminating the need for additional costs for similar features.

- **Out-of-Hours Testing Efficiency:** The dashboard simplifies overnight test monitoring. Boohoo can easily review failed tests from the previous night, eliminating the need to manually sift through Jenkins builds, saving time and improving efficiency.

- **Critical for Daily Operations:** Testing almost daily on TestMu AI, Boohoo has found the platform indispensable for running tests efficiently, tracking results, and optimizing their processes seamlessly.

Image Source : Microsoft Future Ready Event

66

 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

> "The LambdaTest (Now TestMu AI) UI and dashboard are significantly better than any cloud testing platform we've used so far. They not only help us run tests at scale but also provide 360-degree test observability and an effortless debugging experience.
>
> - Zarren Camilleri, QA Automation Manager, Boohoo Group"

The TestMu AI integrated seamlessly with their existing tools and technology stack, including Selenium for web automation, Appium for mobile web automation, and all native app automation written in Java.

From web automation to native app testing, Boohoo's testing framework has evolved to meet its ambitious delivery timelines and growing feature demands. Initially, their test execution volume was steady, but as the need for faster, more reliable releases increased, they scaled automation significantly, running exponentially more tests than before.

Boohoo's Testing Success with TestMu AI

Boohoo's shift to TestMu AI transformed their testing efficiency, allowing them to scale effortlessly while maintaining high-quality standards. With a robust, AI-Native platform, they streamlined test execution, reduced costs, and accelerated release cycles—ensuring a seamless shopping experience for millions of users worldwide.

With **TestMu AI, Boohoo achieved:**

- **9x increase in test coverage,** enhancing software quality and reliability.
- **67% cost-efficient,** making large-scale testing more efficient and budget-friendly.
- **2X parallel session capacity,** enabling faster test execution and seamless scalability.
- **Deep test insights and observability** enable faster debugging and proactive issue resolution.

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+ Countires

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.

TestMu AI
Formerly LAMBDATEST

📞 +1 (866)-430-7087

🌐 www.testmu.ai

✉ sales@testmu.ai

TEST INTELLIGENTLY. SHIP FASTER.