
MAKING
GOOD
TECHNOLOGY
GREAT
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TECHNOLOGY

IS A WORD THAT

DESCRIBES SOMETHING THAT

DOESN'T WORK YET

DOUGLAS ADAMS

TWO DECADES OF CENTERCODE

Fellow Innovators,

When we launched Centercode in 2001, our vision was to build a company that could serve as a force multiplier for our lofty ambition of ensuring technology had the most positive impact possible on the world.

We believe technology should exist to solve real problems, reduce friction, increase our reach, and improve our quality of life — but due to many mounting complexities, it often struggles to do so.

We've since proven that this dilemma is solved by unlocking opportunities for customers to wield their enthusiasm to participate in shaping the products that stand to improve their lives. We've leveraged this boundless enthusiasm to build a movement that facilitates a powerful win-win relationship between innovators and their audiences.

Making Good Technology Great is both an introduction to Centercode and a celebration of the nearly 20 years of pursuing our vision. We couldn't possibly be more proud of or humbled by the hundreds of companies, thousands of products, and millions of customers that we've had the extraordinary opportunity to support — resulting in many of the most iconic and successful products and brands of our generation, and improving the lives of hundreds of millions of people around the world.

Stay Well!



Luke Freiler
CEO / Cofounder
Centercode

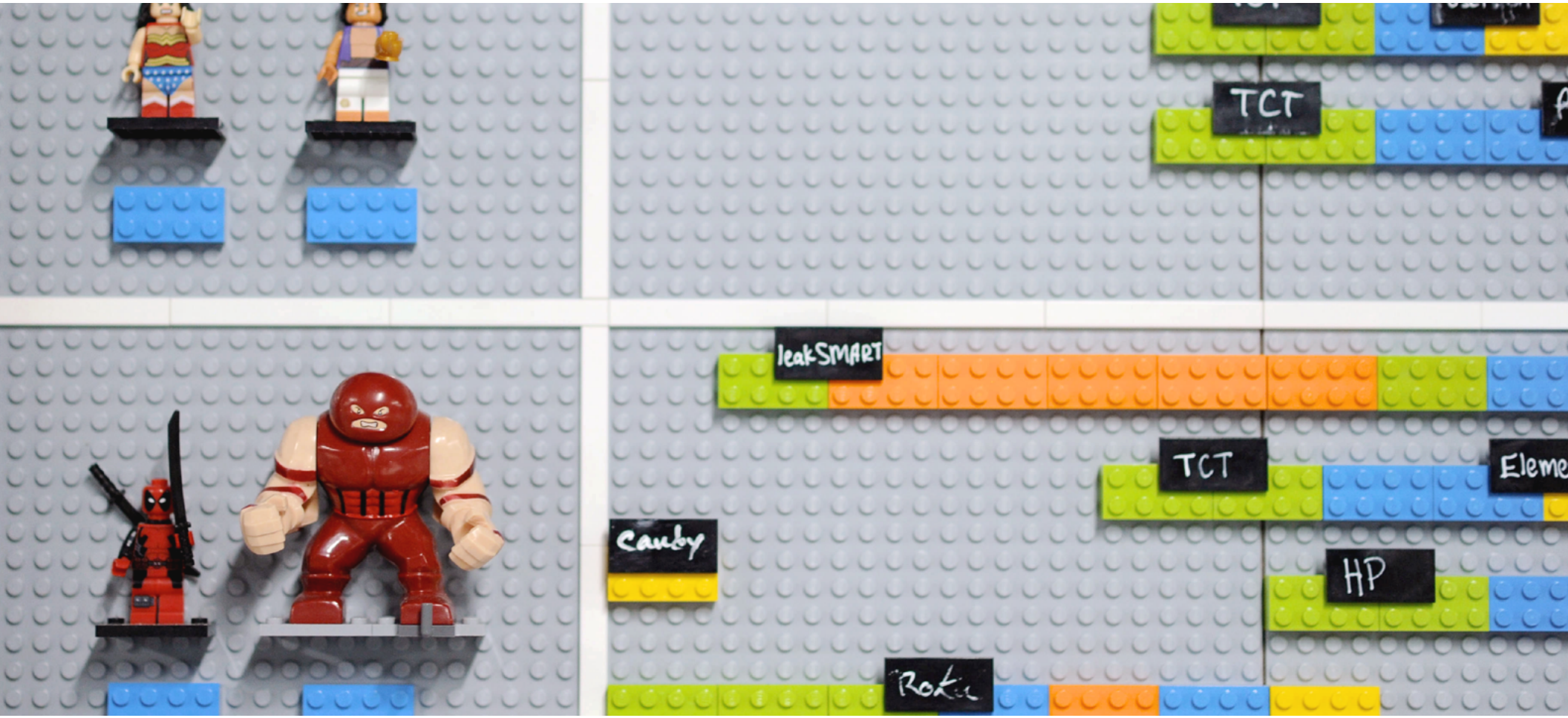

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Any other year, there'd be people in this picture. :(

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Making Good Technology Great

For nearly two decades, Centercode has provided the leading customer testing automation platform and best practices to help companies turn good technology into great products. We bridge the gap in the last mile of development to ensure high-quality, crowd-pleasing, and market-dominating results.

While investing in market research, quality testing, user experience, and product analytics are absolutely essential to building a good product, **delivering a *great* product requires getting it out of the office and into the hands and true environments of its future users**.

Hundreds of the most successful brands in the world have done just that. They've leveraged Centercode to run highly effective, customer-facing tests that significantly increase customer satisfaction with far less time and capital invested.

Making Good Technology Great reveals our proven approach for perfecting products and iterative releases before they hit the market. We'll also share a collection of use case snapshots covering the deep-sleeve expertise we've earned in a wide variety of contemporary product categories.


DON'T PANIC

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Building Perfect Products

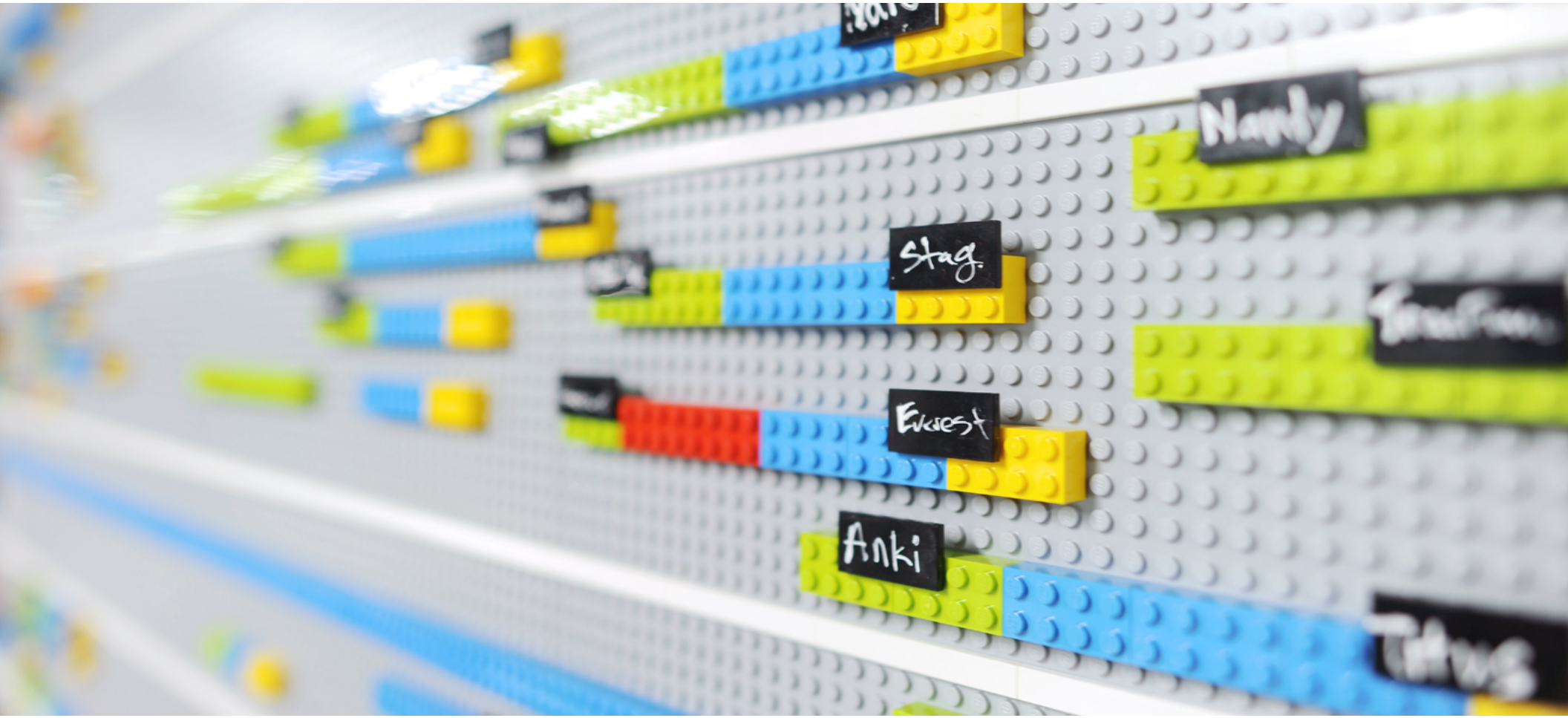
A perfected product is one that meets its design requirements, provides an amazing user experience, exceeds customer expectations, and blows revenue forecasts out of the water. But reaching this high bar in today's market is no easy task.

Today's products are increasingly sophisticated and deeply integrated within highly connected tech ecosystems. That means companies must continuously iterate and improve to keep up with the requirements of evolving ecosystems and shifting expectations. At the same time, modern markets are hyper-competitive and comprised of impatient, unforgiving audiences, where reviews on even just one channel like Amazon or the App Store can single-handedly drive your product to meteoric success or dismal failure.

The pursuit of product perfection comes with unique challenges, and we've had the opportunity and luxury to work closely with companies from a wide range of industries to solve them all — from simple mobile apps to complex superterrestrial satellite systems.

We've also worked with professionals carrying over 100 distinct titles, ranging from P&L owner to executive sponsor, product owner to product manager, and QA engineer to beta program manager. We've addressed the unique goals of each group and stakeholder, including executives concerned with brand equity and revenue, product managers focused on the success of their specific product, and beta managers who need to run enterprise-wide programs.

Over the years, we learned that across all of the different industry goals and professional concerns, the first step to success is an awareness of the deeper value brought on by integrating customers into the development process early and often.


Nandy
Stag.
Anki

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Much More Than an Insurance Plan

When you buy insurance — be it for your car, your mortgage, or your life — you hope you never actually have to use it. In every case where you do need to use it, it's because something went horribly wrong. That's why we treat insurance as a necessary evil.

Unfortunately, this is exactly how most companies have traditionally treated their beta and related late-stage customer testing programs. They're seen only as an insurance plan that sits on top of other investments already made in critical areas like market research, quality, and user experience.

While a key value of customer testing is validating the results of these prior investments, achieving its *total* value means two things: considering the completely unique context it brings and understanding its distinct ability to go beyond the inherent limitations of those prior initiatives.

The fact is, **only customer testing programs leverage real users, in their true environments, experiencing an actual product, over a period of time**. This is a unique and essential combination of factors that simply isn't achieved by any other type of program. Customer tests are truly the last mile of perfecting any product. They build on existing customer co-creation, QA, and research initiatives with an explicit contribution to product success.

In our nearly 20 years of testing thousands of products across countless categories, it's unthinkable that a test would either produce no results (i.e., the ideal outcome of an insurance plan) or only find issues and concerns that other programs should have already found (or did).

A great customer test surfaces original, high-value issues and insights — every time. This is how a perfect product is made.



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The Next Generation of Beta is Delta

The most commonly recognized form of customer testing is beta testing, which has been around for half a century now. Everyone knows that it's an important step of product development, but if you ask any program manager how successful their company's beta tests are, you'll typically get a very bleak response. Beta testing is often slow, time-consuming, unfocused. It typically produces limited value and lacks the details necessary to truly deliver meaningful results.

The problem is that beta testing remains stuck in the past along with the legacy waterfall processes it was built to support. Back in those days, companies would build products, beta test them for a few weeks, make some modest changes, then release and move on to the next product.

But the agile practices of today require constant iteration, supported by rapid, ongoing communication with customer testers. Outdated and inconsistent beta processes, paired with a myriad of decentralized tools, have resulted in customer tests that are nearly impossible to manage, measure, and drive real impact with.

In order to successfully help companies perfect their products, we knew we first had to perfect the testing process. We used our expertise and industry network to reimagine beta testing into the prescriptive, continuous, and agile-aligned process of Delta Testing. We then built that process directly into our platform, making it easier than ever to keep testers engaged, drive actionable feedback, and prioritize it for the greatest impact.

While our history is beta, our future is Delta — and we're all in.

So What Exactly is Delta Testing?

Delta testing is a proven continuous customer testing process that drives rapid, actionable feedback and insights for every relevant feature and experience of your product. Like a traditional beta test, Delta typically begins prior to the initial product release. But unlike beta, it continues as the product matures through constant iterations.

Similarly to agile sprints, Delta operates on a fixed cadence with most cycles typically lasting a few weeks. Each test cycle focuses on a clearly defined set of features and experiences that need to be tested. Each feature is evaluated through a simple activity that leads testers to experience and explore it, and the activities are effortlessly managed through engagement automation.

Based on their experiences, testers are asked to explicitly rate their satisfaction with each feature using a simple 5-star system. While telling on its own, this rating also serves as a signal that drives rich, detailed feedback in one of three deliberate forms:

- **ISSUES** represent problems (often bugs) experienced with the product's quality, interoperability, and real-world performance. They show you what doesn't work as designed or is harmful to the user experience so you can proactively **fix** it before release.
- **IDEAS** reflect the acceptance of your product and provide the customer's viewpoint so you can optimize the user experience and prioritize your backlog. They allow you to polish and **improve** what already works, but could go further to delight your customers and elevate their experience.
- **PRAISE** highlights the distinct features and experiences of the product that your testers adored, and will in turn delight your customers. Praise enables you to proactively **promote** the most positive aspects of your product in your marketing positioning and messaging.

Testers are also encouraged to collaborate through voting and discussion, adding further detail and context to the growing collection of feedback.

This collaboration, along with numerous other signals, feeds into a distinct Impact Score for each piece of feedback. This score provides clear prioritization, and ensures the most positive result given the available schedule, budget, and resources.

The Delta Testing Audience

Unlike traditional beta testing, which was often driven by friends, family, and other arms-length volunteers, Delta tests include defined target tester audiences that change based on the product's maturity.

Early on, this often includes **employees** and represents the modern form of a classic dogfooding program. This period is generally focused on quality (similar to a traditional alpha test), which ensures that the product works as designed and allows future testers to focus on less obvious issues. Beyond guaranteeing more productive and impactful future test phases, this period provides the additional benefits of internal alignment and early product training.

As the product moves through development, representative customers are introduced to the program. It's critical that these customers meet the three criteria of being an ideal tester. Ideal testers are individuals who:

- Match the specific **target market** of the product. This is often represented by multiple sub-groups or personas covering both demographics and technographics.
- Are enthusiastic enough to participate and provide consistent feedback throughout the test.
- Are strangers who — unlike employees, friends, and family — have minimal bias.

After initial launch, **existing customers** are typically included in ongoing testing phases, which usually focus on software-based enhancements as the product evolves throughout its lifecycle.

Note that while the testing audience evolves as the product matures, the Delta process is consistent throughout. It constantly generates prioritized feedback that leads to perfected products.

Delta is an obvious fit for complex products like IoT hardware, but its principles and processes apply equally well to any modern technology, from simple mobile apps to complex product ecosystems.


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Industry Spotlights

The following pages highlight the deep industry experience we've gained as we've helped customers solve bleeding-edge challenges like interoperability, connectivity, ergonomics, environmental conditions, machine learning and AI, form factors, and human factors.

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INDUSTRY SPOTLIGHT

Smart Home

PRODUCTS TESTED

Smart Lights
Smart Home Hubs
Smart Switches and Thermostats
Smart Sprinkler Systems
Connected Vehicle Battery Chargers

INSIGHTS

The Smart Home market is expected to grow at a rate of 25.9% CAGR leading into 2023, when it is expected to generate $58.7B. The ever-evolving nature of interoperability in this industry is a unique challenge — both for industry titans newly embracing digital transformation and for companies that were born out of it.

The pathway to solving these interoperability issues lies in beta testing pre-release products across a wide range of demographics and technographics. Centercode allows companies to target testers with specific living spaces, device ecosystems, and more — while also keeping user and test data secure.



TRUSTED BY LEADING GLOBAL BRANDS...

nest Google SmartThings PHILIPS hue WYZE GE by GE

UNIQUE TESTING SCENARIOS

- Interoperability with a myriad of smart devices and smart hubs (e.g., Alexa, Google Home, etc.)
- Achieving connectivity in environments with various building materials
- Functionality with dimmer switches and other non-standard configurations
- Geofencing and machine learning for set-it-and-forget-it operation

INDUSTRY SPOTLIGHT

Smart Appliances



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iRobot · P&G · Breville · weber · dyson · MO

UNIQUE TESTING SCENARIOS

- Measuring cooking time and temperature accuracy
- Cleaning and maintenance on ovens, vacuums, grills, and more
- Operating in/on a wide range of home layouts and surfaces types
- Computer vision training in specific countries where floor plans are unique

PRODUCTS TESTED

Smart Ovens and Grills
Smart Air Purifiers
Connected Coffee Makers
Robotic Vacuums
Connected Water Heaters

INSIGHTS

Success in the highly competitive Smart Appliances market means delivering products that not only solve everyday challenges but are convenient and easy to use. That's the only way to corner a share of the industry's projected revenue growth of 30% each year until 2022, when it'll reach nearly $50B.

Ensuring quality and ease of use means structuring beta tests that fit seamlessly into people's lives. Centercode drives test activities that mimic everyday use and generate more feedback. Paired with our platform's smart prioritization feature, companies have everything they need to address the most impactful fixes and improvements before release.

INDUSTRY SPOTLIGHT

Home Security

PRODUCTS TESTED

Smart Doorbells
Indoor Cameras
Outdoor Cameras
Companion Mobile Apps
Monitoring Services

INSIGHTS

The Home Security market is expected to grow to $16.5B by 2023. This growth will be driven by traditional enterprise companies that are shifting focus towards connected products and a flood of new entrants bringing more affordable solutions to market.

Customers place an immense amount of trust in the products they select for their home security needs. Reliability, consistent quality, and ease of use ensure customers feel safe when arming their security system. Centercode has enabled smart home companies to test and refine their products to meet some of the most rigorous requirements.



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ring vivint. Yale Panasonic blink eugust

UNIQUE TESTING SCENARIOS

- Indoor and outdoor use during a wide range of weather conditions in rural, urban, and suburban areas
- Capability requirements, such as geofencing accuracy, battery life, and ambient light resilience
- Ambient noise cancellation and natural language processing (NLP)
- Other factors like smart speaker integration, subscription monitoring services, sensor calibrations, and installation compatibility

INDUSTRY SPOTLIGHT

Home Audio



TRUSTED BY LEADING GLOBAL BRANDS...

BOSE SONOS JBL HARMAN Dolby DENON Brüel & Kjær

UNIQUE TESTING SCENARIOS

- Ease of use for users ranging from audiophiles to general users, and from professional-grade to consumer-level equipment
- Room configuration and wall coverings, and their impact on sound quality
- Audio equipment positioning (distance and angles) for optimal listening experience
- Wireless speaker and subwoofer pairing

PRODUCTS TESTED

Wireless Soundbars
Wireless Headphones
Wireless Earbuds
Portable BT Speakers
Companion Mobile Apps

INSIGHTS

The Home Audio market is expected to grow to $31.8B by 2023 as a result of expanding demand for portable entertainment and continuing advances in wireless technology.

Evaluating the finer details — like speaker and subwoofer positioning or the precise calibration of audio levels across a wide range of home environments — is the key to delivering products that audiophiles are willing to shell out big bucks for. Centercode helps companies validate that their products look, feel, and are operating the way picky hi-fi fanatics expect them to.

INDUSTRY SPOTLIGHT

Streaming Entertainment

PRODUCTS TESTED

Smart TVs
Stand Alone Streaming Devices
Streaming Sticks
Traditional Streaming Services
Live Streaming Services

INSIGHTS

By 2027, the live and non-linear streaming service market will exceed $188B. With everyone at home streaming content, bandwidth and server load issues have a significant impact on the customer experience. And even though those issues aren't your product's fault, end-users will still blame it for the bad experience.

In order to avoid the unfair blame game, testing across a wide variety of internet speeds, bandwidths, and network infrastructures is critical. Centercode has an easy-to-use survey engine to help qualify and recruit target market users, ensuring that the results of each test reflect the true attitudes and behaviors of your customers.



TRUSTED BY LEADING GLOBAL BRANDS...

peacock COMCAST sling VUDU DAZN youview

UNIQUE TESTING SCENARIOS

- Compatibility across a vast range of in-home streaming devices
- Event-based approach for streaming server load testing
- Video and audio streaming quality over time and over varying bandwidths
- Discovering mean time before stream failure
- Wi-Fi and IR remote interference monitoring

INDUSTRY SPOTLIGHT

Home Theater



TRUSTED BY LEADING GLOBAL BRANDS...

BOSE TOSHIBA DENON dish TiVO TCL

UNIQUE TESTING SCENARIOS

- Ensure high quality out-of-box and setup experiences
- Placement of satellite speakers, subwoofers, and soundbars
- Troubleshooting Bluetooth and cable interference
- Integration with voice assistants and other smart home devices

PRODUCTS TESTED

Smart TVs
Smart Remotes
Soundbars and Subwoofers
Satellite Speaker Systems
AV Receivers

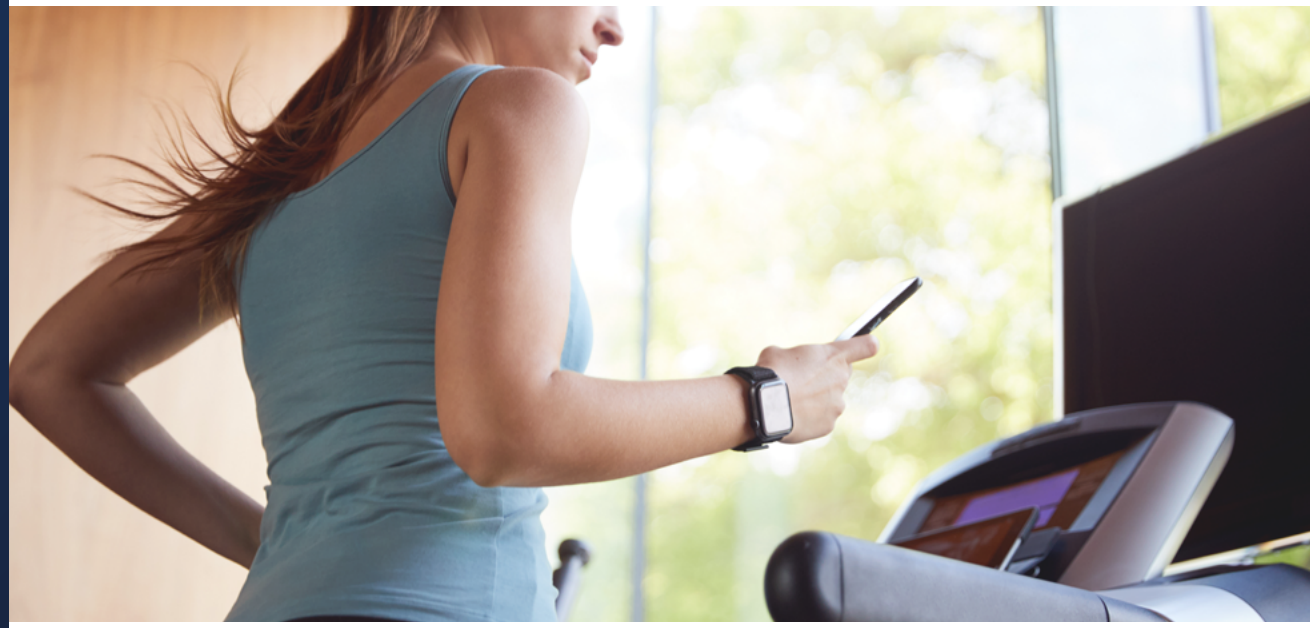
INSIGHTS

More than 40% of US households feature a home theater system, and the global market is expected to reach $31B by 2023. In the home theater space, sound and picture quality are king. When a home theater kit isn't set up properly, it can lead to a very negative and frustrating experience for consumers.

Centercode enables companies to refine set-up experiences and ensure customer satisfaction by helping them rake in the feedback during pre-release testing. With more feedback across a wider range of unique technology environments and acoustic profiles, companies are able to deliver the high-quality experiences that drive sales.

INDUSTRY SPOTLIGHT

Connected Fitness



PRODUCTS TESTED

Connected Exercise Bikes
Connected Treadmills
Workout Streaming Services
Fitness Trackers and Wearables

INSIGHTS

Home gyms are becoming more affordable, more accessible, and more vital for the mainstream consumer in today's world. As a result, the Connected Fitness market is expected to top $15B by 2026, with a large influx of products that need to work seamlessly no matter where consumers are using them.

Centercode gives test managers the most up-to-date information about their testers, like the type of home they live in, the technology they own and use everyday, and even their internet speeds. It ensures the feedback they're using comes directly from their audience and will translate into increased customer satisfaction at release.

TRUSTED BY LEADING GLOBAL BRANDS...

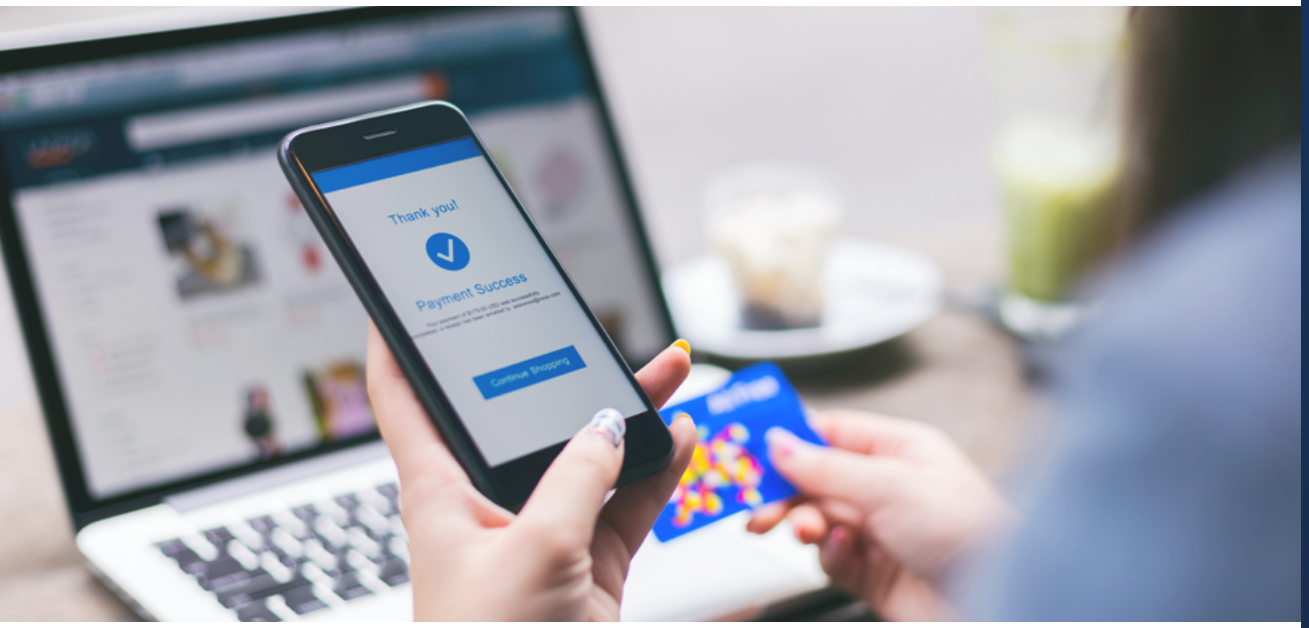
PELOTON wahoo fitbit FLY LesMILLS

UNIQUE TESTING SCENARIOS

- Resistance against sweat and water
- Fit, comfort, and usability for a wide range of body types, skin tones, and fitness levels
- Streaming bandwidth for live classes
- Interoperability with consumers' other connected products

INDUSTRY SPOTLIGHT

Mobile Apps and Services



TRUSTED BY LEADING GLOBAL BRANDS...

UNIQUE TESTING SCENARIOS

- Hardware quick installs and initial set-up experiences
- Load testing and testing at scale
- Tablet and other mobile device compatibility
- Compatibility with home, business, and other real-world tech ecosystems
- Geo-fencing triggers

PRODUCTS TESTED

Consumer Banking
Home Automation
GPS and Traffic
Exercise and Health Tracking
Music Streaming

INSIGHTS

Mobile app revenue across the globe is projected to generate $935.2B through in-app ads and paid downloads by 2023. Making an excellent first impression is more important than anything with a mobile app. Micro interactions are the norm, which means you have seconds to impress a user with what your app can do.

Centercode helps app developers take the crucial step of starting small with beta testing to verify the stability, quality, and user friendliness of each app experience. By ensuring customer satisfaction with a smaller group before release, companies are able to prevent disastrous public releases rife with uninstalls and poor early reviews.

INDUSTRY SPOTLIGHT

AR and VR

PRODUCTS TESTED

AR Audio Glasses
AR Robots
AR Toys and Mobile Games
AR Holographic Software for Connected Cars
Enterprise Wearables and Integration

INSIGHTS

By the end of 2023, a predicted 30 million units will be sold annually in the AR and VR space. In such a nascent industry, there are many unique variables to cover during customer testing. For example, not many industries have to pay attention to things like pupillary distance. These variables have a drastic effect on customer impressions.

Centercode delivers tools and processes for capturing unique information (like pupillary distance) and using it to contextualize feedback during testing. By understanding the unique aspects of each customer — like head size and shape, environment, and technographics — you'll run more impactful tests and deliver products customers love.



TRUSTED BY LEADING GLOBAL BRANDS...

BOSE · Honeywell · LOWE'S · JAUNT · poly · MATTEL

UNIQUE TESTING SCENARIOS

- Object tracking
- Focus and pupillary distance
- Visual inertial odometry
- Vergence accommodation conflict
- Frame rate, fatigue, eye strain, and motion sickness



TRUSTED BY LEADING GLOBAL BRANDS...

fitbit · GoPro · willow · Owlet · intel · Whistle

UNIQUE TESTING SCENARIOS

- Ergonomics and comfort for all body types
- Points of contact on various body types for the device
- Secure and proper fit during various activities and conditions
- Waterproofing and effectiveness/accuracy in a range of operating conditions
- Battery life and charging speed

INDUSTRY SPOTLIGHT

Wearables

PRODUCTS TESTED

Fitness Wearables
Smart Watches
Pet Trackers
Smart Breast Pumps
Wearable Baby Monitors

INSIGHTS

By the end of 2024, worldwide shipments of wearable products are expected to reach 526.8M units. Wearables have quickly become an easy way to enhance fitness routines and deliver notifications from paired mobile devices. More importantly, consumers rely on these devices to measure vitals for both proactive and reactive health care, as well as improve their overall quality of life. That's why accurate readings and an intuitive UI are so crucial to success.

Running beta tests through Centercode ensures that all body shapes and skin tones are part of the testing process. It helps companies deliver wearables that are ergonomic and accurate for all users in all real-world conditions.

INDUSTRY SPOTLIGHT

Home Office



PRODUCTS TESTED

Wi-Fi Routers
Desktop and Cloud Software
Portable Hard Drives
Wireless Printers
Headsets, Keyboards, and Mice

INSIGHTS

Remote work has suddenly become a normal part of professional life across the globe, and it is here to stay. One thing is for sure: staying connected relies on technology. When that technology doesn't function properly or isn't compatible with existing products, businesses and their remote employees suffer.

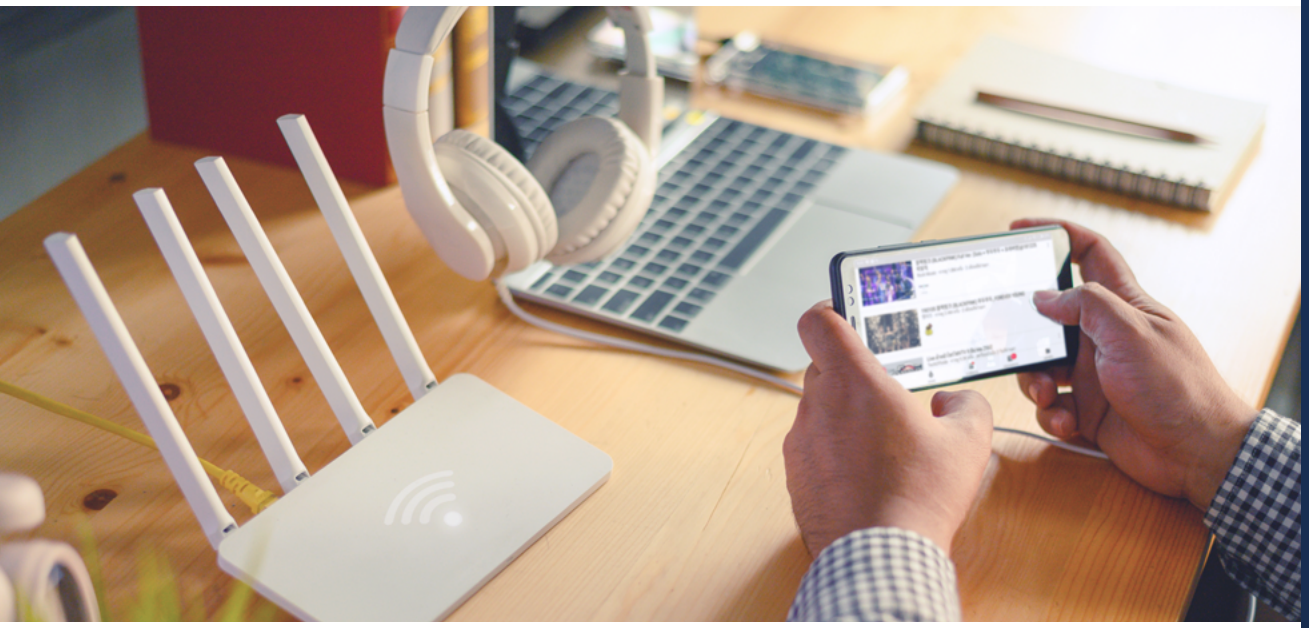
Centercode provides companies with a database of vetted testers that have provided full details about the technologies they use at home. This enables test managers to recruit the exact testers they need more quickly and capture the specific feedback they're looking for to drive seamless product interoperability.

TRUSTED BY LEADING GLOBAL BRANDS...

zoom · hp · ARRIS · EPSON · NETGEAR · SEAGATE

UNIQUE TESTING SCENARIOS

- Utility of multi-use home office appliances
- Integration of smart assistants and natural language processing (NPL) into home office equipment
- Effects of heat or low airflow, depending on location and proximity to other appliances
- Equipment security and user access control
- Use across a variety of computers and operating systems (e.g., Windows, Mac)



TRUSTED BY LEADING GLOBAL BRANDS...

AT&T verizon TalkTalk BT Sprint

UNIQUE TESTING SCENARIOS

- Photo, video, and other camera-related features and functions
- Personalization of content delivered to mobile devices
- Streaming and content delivery quality for video, text, and audio media and communications
- Content management and account controls (e.g., limitations for minors)
- Hardware provisioning and rapid deployment
- Network stability in new and upgraded areas

INDUSTRY SPOTLIGHT

Telecom

PRODUCTS TESTED

Mobile Phones and Tablets
Robocall Prevention Software
Home Smart Hubs and Set-Top Boxes
Cellular and Wi-Fi Boosters
Home Network Protection Systems

INSIGHTS

In 2020, there were roughly 7.7 billion active mobile broadband subscriptions across the globe — more than double the number of subscriptions in 2015. With the rapid deployment of 4G LTE and the 5G future, people want content faster and faster. Coverage, speed, and reliability makes or breaks the success of telecom products.

While testing for coverage and reliability in the field can be a challenge, Centercode empowers companies to quickly recruit testers from targeted zip codes or counties and enables rapid validation of new product updates. Meanwhile, geo-targeted testing helps your service team understand where to prioritize their efforts.

INDUSTRY SPOTLIGHT

Enterprise Software



PRODUCTS TESTED

Computer Aided Design (CAD)
Geographic Information Systems (GIS)
Cloud Computing and Virtualization
Time, Attendance, and Fleet Management
Business Intelligence and Predictive Analytics

INSIGHTS

With automation and big data analytics on the rise, the global Enterprise Software market is estimated to grow to $575B by 2024. With companies spread across the globe, testing enterprise software tends to be a rat's nest of org charts, legal agreements, email, and spreadsheets, which often lead to buggy releases and angry customers.

As companies continue to digitize workflows and change the way products are sold and delivered, Centercode keeps the Voice of the Customer at the forefront. It gives developers on-demand access to customer feedback so they can make changes in real time, deliver software releases faster, and keep enterprise customers happier.

TRUSTED BY LEADING GLOBAL BRANDS...

AUTODESK. tableau ca technologies vmware esri AVEVA

UNIQUE TESTING SCENARIOS

- Feature-flagged releases to live SaaS environments
- Single Sign-On and API integration capabilities
- Multiple sites with teams of testers at each location
- Large-scale enterprise equipment field tests and rollouts
- Multi-module SaaS platform testing

INDUSTRY SPOTLIGHT

Consumer Software



TRUSTED BY LEADING GLOBAL BRANDS...

intuit McAfee TechSmith Ableton COREL UDACITY

UNIQUE TESTING SCENARIOS

- Unique home and network ecosystems
- Usability and ease of use for the new and unique scenarios in each release
- Frequency of use, along with adoption accelerators and inhibitors
- Data and analytics collected for software improvement
- Variety of threat landscapes in software and web browsing

PRODUCTS TESTED

PC Security
Video Editing
Self-Improvement
Tax and Personal Finances
Desktop Gaming

INSIGHTS

Over the past five years, consumer SaaS companies have seen growth rates as high as 7x. More and more companies are shifting to a recurring SaaS revenue model — and with that shift comes new customer testing challenges, like recurring payment systems and unfamiliar security vulnerabilities.

As new SaaS delivery models come to the forefront, Centercode enables companies to gather the customer insights they need to handle the unfamiliar territory. Features like task automation and granular access controls handle the heavy lifting so you can focus on understanding and fixing any issues that impact success at release.


Launch
WITH
Confidence

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Taking Your Product From Good to Great

With all of the investments you've already made in market research, UX/CX, and QA, you can't afford to start celebrating when you've yet to bring your product over the finish line. **Centercode Delta Testing is the critical last mile in perfecting your product before release**.

We enable your pursuit of perfection in three key ways:

- The Centercode Platform is the only system that is purpose-built on top of proven customer testing best practices. It allows your entire team to simplify, centralize, automate, and streamline their efforts, from recruiting ideal testers, to managing programs, to surfacing and sharing meaningful insights.
- Betabound, our global tester network of hundreds of thousands of profiled testers acts as the springboard for our customers' recruitments. In addition, our customers can leverage the personal networks of our ambassadors to extend project recruitments and overall community growth.

We've helped shape the success of products from the best companies in the world, and by working with Centercode, you'll benefit directly from that expertise. Our customers highlight these four quantifiable impacts of working with Centercode:

- **Higher quality products** that achieve ½+ star higher customer ratings
- **Decreased product-related costs** of up to 50%, including lower beta unit and support costs and fewer RMAs
- **Time savings** that shave off half the time spent on customer testing through automation and machine learning
- **Better quality feedback** and a 75% Increase in tester engagement that drives 3x more bug fixes



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THANK YOU

TO EVERYONE WHO HAS PLAYED A PART IN THE CENTERCODE STORY SO FAR

We're both humbled and honored that our incredible customers have allowed us to make such an impact over the last two decades, and we're looking forward to many more years to come.

Are you losing sleep chasing product perfection? Let us help.

Get in touch with us at:
centercode.com/meet

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DON’T PANIC