

Denon Uses Centercode Managed Betas to Test the HEOS Wireless Home Audio System

Company **Denon**
Industry **Consumer Electronics**
Product **HEOS Home Audio System**



Challenge

Denon's product development team had a robust internal quality assurance and alpha testing process for their products. When they decided to start testing the components of the HEOS home audio system, they determined that they needed to add a thorough beta testing process to their product development cycle. "Given the importance of ease-of-use for this product category, we knew we needed to let the product out into the wild and put it through its paces," says Vice President of Product Development Brendon Stead. "We didn't have anything like a beta or field test process and I felt very strongly that we needed to bring that into the company."

"We've been getting fantastic reviews on the product's setup process. We wouldn't be getting those positive reviews without the beta test we did with Centercode."

Brendon Stead

Vice President of Product Development @ Denon

Solution

Over the course of nearly a year, the Centercode Managed Betas Team tested six products from the HEOS ecosystem with a core group of beta testers from the [Betabound community](#). The beta users tested the wireless speakers and accessories with the companion app, giving feedback on how all the different products in the HEOS line worked together.

The testers provided insight on a variety of the elements that played into the user experience. Particularly helpful was the fresh perspective testers had on the setup process, which allowed the Denon team to make significant improvements to their process prior to launch. Since working with Centercode's Managed Betas Team provided such great results for Denon, they're looking to integrate beta testing into the development of other product categories within the company. "We're looking forward to making this a common staple of our development process," says Director of Product Development Mark Bisceglia.

Beta Test Results



30 beta testers



157 features requested



528 surveys completed



150 bugs reported



276 journal entries



1,001 forum posts

"The whole process was managed very well. Our beta manager was very proactive in getting the information out to testers and working with them."

Mark Bisceglia

Director of Product Development @ Denon

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