



Esri Creates a Consistent Experience for Testers and Developers using Centercode



Company Esri
Industry Geographic Information System Software
Revenue \$776 million

Challenge

Prior to 2010, Esri used a home-grown application to manage its beta program. The application was spun up, and then back down after each project. “Since spinning up the application and setting up the community from scratch required considerable investment of effort and time, the beta framework was used only for flagship products,” says Program Manager, Sanjay Lala. This created three major challenges for Esri’s beta team. First, they had trouble recruiting the large numbers of testers they needed in time for each of their tests. Second, once they had recruited the testers, the disjointed experience turned many of them off and suppressed tester participation. Third, not all of Esri’s products were reaping the benefits of a beta test. As a result, the Esri team began looking for an alternative solution that could help them build a large, persistent beta program.

“The Centercode platform has various user-friendly features like journals, task lists, and forums that our community leverages for better collaboration.”

Sanjay Lala Program Manager

Solution

To get an idea of how the Centercode platform may work for their company, Esri began with a two-month pilot project. That quickly grew, and to date Esri has tested 80 products using Centercode. “For our customers and users,” says Lala, “this platform allows for a more continuous beta experience. They can proactively keep an eye on the latest developments in our software platform and can participate in the beta tests that interest them.” The Esri team, in the meantime, can easily launch and manage a wide variety of projects, access customer feedback, and generate reports for stakeholders, all within a single platform. This has allowed them to build, maintain, and manage a 38,000-person beta community for all of their products.

Beta Program Results



38,000 community members



80 products tested



20,000 surveys completed



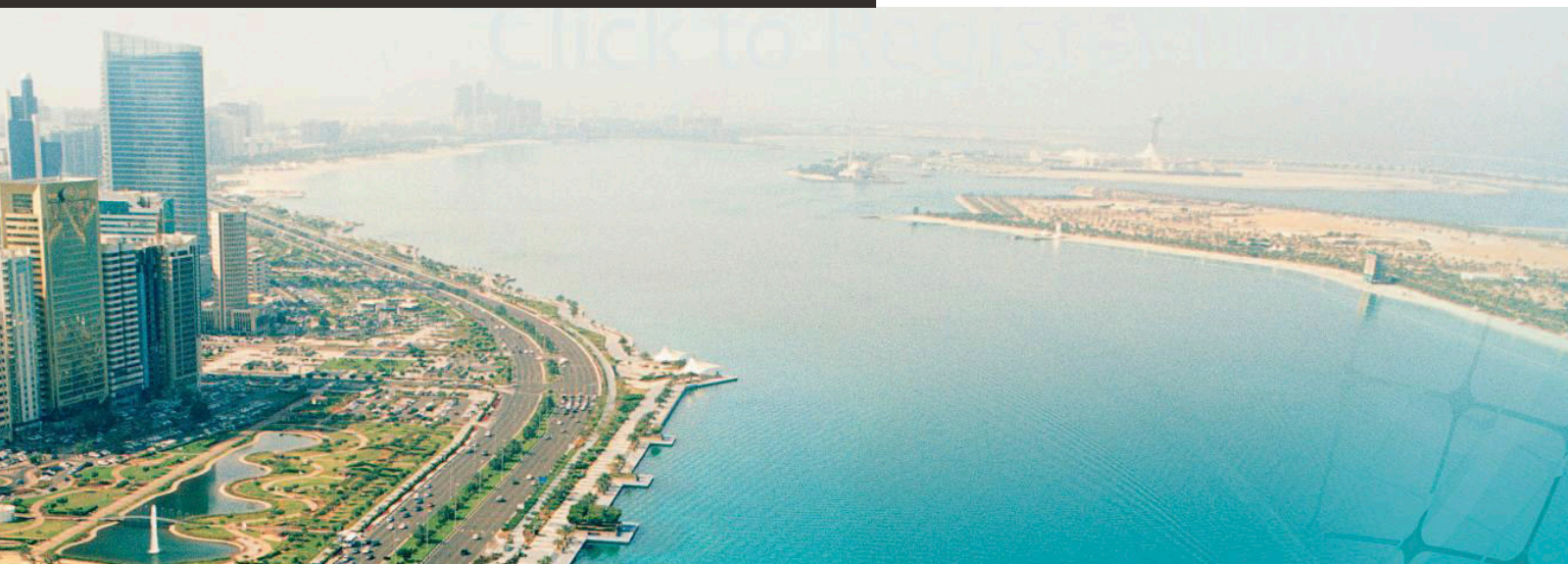
7,000 user forum posts



15,000 pieces of feedback

“The Centercode platform gives our developers easier access to useful feedback and allows them to test various workflows and obtain quick feedback from our customers.”

Sanjay Lala
Program Manager



Learn more about Centercode at www.centercode.com/software