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about reducing testing  
time to 24 hours

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## Let the Games Begin Or How Can We Afford Automation Testing?

Ladies and gentlemen, the fishing season has started. Last Sunday, George caught two fish and Danny almost pulled a big crab onto the shore. At least we saw the crab waving goodbye to us. Summer is officially here in New England. If you are reading this letter in the hopes of getting fishing tips, stop now.

In today's newsletter we will talk about **money**, and how you can help your company to **afford the automation testing implementation**.

I recently read a great book on money matters from Robert Kiyosaki called "Rich Dad, Poor Dad." I got so excited and liked it so much that I bribed all the members of my family except Danny to read it. I strongly recommend this book to all my friends. **One of the things which are really clear in this book is how poor people are different from the rich. And surprisingly it is not the money, but the state of mind!**

The difference between Rich Dad and Poor Dad is in the way they look at life. The Poor Dad asks "Can I afford this?", and the Rich Dad asks "How can I afford this?" See the difference?

Many of the software development companies resemble that poor man's mentality. They ask the following questions over and over again:

### Can we afford the automation testing? (My question is, how can you not?)

I recently asked one software development organization which built a manual QA group from 1 to 5 in a year and is looking to hire more manual QAs:

Q: How can you afford releasing such a complex product without automation regression, using just manual labor?

A: "We do not think we can not afford automation yet!"

See the problem? They have lost already, and are not even looking for alternative ways!

[Please let me know what you think.](#)

As the Rich Dad says, being broke is a temporary thing and being poor is an eternity.

So if you find your company with a rich man's state of mind, ask the question, **how can we afford the automation?**

I have an answer for you. In order to help any software development organization to determine how to afford automation testing implementation we developed an ROI calculator.

Please follow this link for a [free qaSignature ROI calculator](#). This calculator is based on the history of great returns that automation has brought to organizations.

**I truly believe that by knowing your numbers you can help your company make a sound financial decision, and even save a buck or two.**

In the meantime, enjoy your summer and I will see you this weekend on the great beaches of Falmouth!

As always, don't get mad, call VLAD.

**As always please follow this [link](#) to send your thoughts.**

### **Vlad Shamis**

Founder and CEO, qaSignature

### **About qaSignature**

At qaSignature we are dedicated to helping companies establish confidence that their software is reliable and does not degrade over time.

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