



Threads

# Success Story

SaaS Company Partners with Abstracta to Launch High-Quality Messaging App On Time

## The Client

Founded in 2017 by former Facebook and BrightRoll alums, Threads is a San Francisco-based company designed to help teams inform, discuss, and make decisions at scale. Its platform for work facilitates decision making by tapping into the collective wisdom of an entire team, providing everyone with a voice to assure better business outcomes. **In early 2019, the company came out of stealth with \$10.5 million in series A funding and launched the beta version of its web and mobile app to market.** Today, Buffer and Brex are among the early adopters of Threads.

## The Need

Cofounder, Suman Venkataswamy, sought a small to medium-sized outsourced testing company to work alongside Threads' developers for manual and exploratory testing support. It was important for him to find a partner that shared the company's values and worked within a similar time zone for fluid, real-time communication.

## The Solution

Since 2017, our testers in Uruguay have been working with Threads daily to meet its development timeline objectives and ensure the app's quality is up to standard.

Initially, Threads engaged with one full-time, dedicated tester who focused on the functional testing of its web and native iOS and Android apps. A part-time member has since joined as needed to conduct accessibility and usability testing. **Recently, we've begun using test automation frameworks to automate test cases written in Javascript for increased test coverage.**

Twice, an Abstracta tester has traveled for one week to the Threads office in San Francisco to work side by side with the team. These visits have resulted in greater collaboration, trust, and knowledge transfer between Threads and Abstracta. On the first visit, the Abstracta tester conducted a **mind mapping session** which helped Threads to better understand its testing possibilities and opportunities.

## The Results

Abstracta has assisted Threads since its early product development days to its highly anticipated launch. Today, Abstracta continues to be its quality partner, maintaining a high level of attentiveness to the Threads team's needs and priorities.

Despite the few hour time difference and the physical distance between our testers and Threads' developers, we enjoy a high level of communication (often in real-time via Threads) and have adapted well to each other's work styles.

**Thanks in part to Abstracta's methodology and suggestions for improvement, Threads was able to launch successfully without sacrificing quality, delivering the innovative user experience its technology promises.**



**Threads Co-Founder,  
Suman Venkataswamy**

"I'm most impressed with their ability to go above and beyond to ensure we're happy. They also have a better attitude than most teams I have worked with. With the support from Abstracta, we've been able to meet our deadlines. Their team is prompt, consistent, and open to feedback."

Are you looking for assistance in  
enhancing your software quality?

Let's Get in Touch!

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