



Kraysis Leads in Strategic Software Quality Assurance

Country or Region

Pakistan

Country Audience

Global

Industry

Software

Customer Profile

Anyone who is developing software or getting software developed by a company is a potential client. In both cases, the SQA act as a lifeline for them.

Solution

Kraysis has an innovative service model of providing SQA services to small and medium development organizations at affordable prices. They have packaged and ready solutions to increase product quality for clients. Kraysis enables the fastest conversion from source code to product, flexible and seamless integration frameworks, wide array of automation and testing tools and multidimensional pool of experienced professionals

Benefit

- Cost saving – companies can out-source their QA to skilled HR that already has a dedicated test environment
- Time saving - Re-usable processes and established frameworks are already available
- Knowledge and Skill shortage on Testing Tools and Processes can be defeated through a huge knowledge pool available with the company

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Kraysis's services are flexible enough to suit the clients timeline and requirements. They have multiple models to facilitate their customer needs and are capable of providing services at any stage in the QA lifecycle. Kraysis has a developed seamless and flexible model to serve their clients. They have a unique QA management system which can easily be integrated into the client environment.

Kraysis is a Strategic Software Quality Assurance Center in Pakistan. There are number of testing companies in the world, but very few strategic testing centers providing single platform for all the QA needs in a Software Quality Assurance Lifecycle, the direction that Kraysis is evolving towards. Kraysis is a service provider company specializing in several verticals.

In the domestic arena, Kraysis has to create the market. Being the first movers they made a lot of effort, but now the model is pretty known and clients have started contacting them directly.

Research and Development is a core part of the company's business model. QA is a wide domain and needs more effort to keep the team updated with emerging knowledge, technologies and trends. This requires a great deal of investment in RnD. Kraysis has developed collaborations with respected academic institutions around Pakistan such as NUST, LUMS and NUCES to overcome the knowledge challenges. Kraysis has an in house RnD team as well that helps in quickly getting hands onto the projects if there are challenges. Therefore, Kraysis is actually in Knowledge Process Outsourcing in the area of QA as well.

Way Forward

There is tremendous potential for a company like Kraysis to function on the local as well as the international markets. There are very few strategic QA companies worldwide and presently there is roughly a \$3 billion market for QA in 2008-2009 that is serviceable by companies such as Kraysis. With support and exposure, Kraysis can tap into a greater percentage of that demand.

For more details, please visit kraysis.com or ciopakistan.com/casestudy