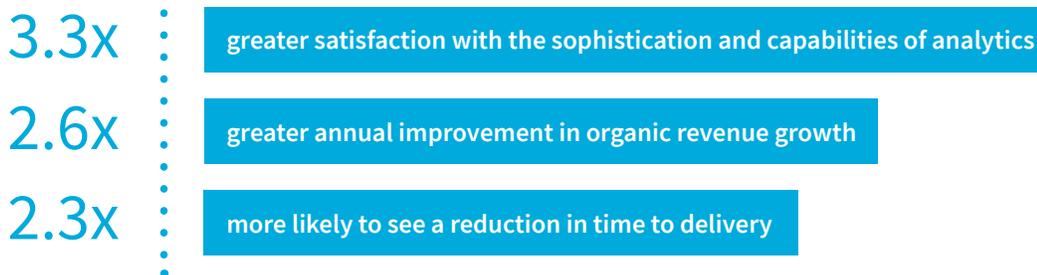# THE BENEFITS OF PREDICTIVE ANALYTICS FOR TRANSFORMING SOFTWARE DEVELOPMENT AND QUALITY
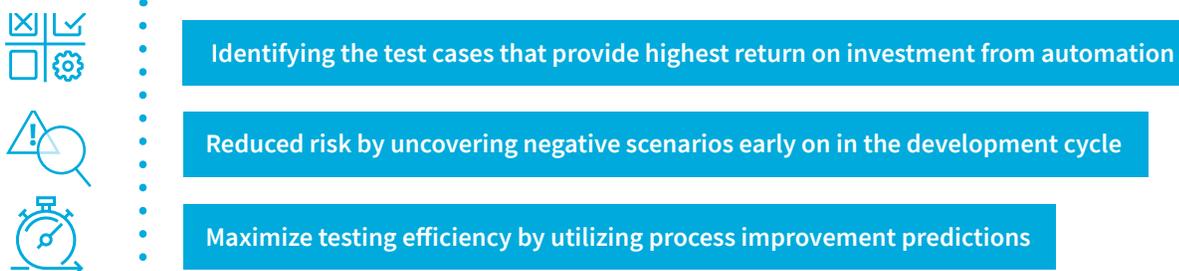
To respond rapidly to the demands of the technology market and deliver complex projects faster, modern businesses today need to have strong predictive analytics in place to put together the right plans for software success and improve planning and execution, while avoiding mistakes in strategies that can derail software projects.

Best in class organizations that engage in predictive analytics enjoy:

3.3x — greater satisfaction with the sophistication and capabilities of analytics

2.6x — greater annual improvement in organic revenue growth

2.3x — more likely to see a reduction in time to delivery

The bottom line: Business leaders invest in predictive analytics to empower people in decision-making.

Software organizations utilizing predictive analytics tools in their software quality assurance and development process can benefit from key advantage such as:

- Identifying the test cases that provide highest return on investment from automation
- Reduced risk by uncovering negative scenarios early on in the development cycle
- Maximize testing efficiency by utilizing process improvement predictions

With Zephyr's predictive analytics, QA and Dev teams can now rely on intelligent insights to take a more pro-active approach to software testing and accelerate their decision making!
Visit **www.getzephyr.com.**

Predictive Analytics: Transforming software engineering for innovation, Jim Rapoza, Aberdeen Group 2016
Predictive Analytics drive accurate foresight, Aberdeen Group, 2017

Zephyr provides the world's most widely used software test management solution, powering more than 18,000 customers and 5 million users across 100 countries. Zephyr is leading a global transformation to DevOps and Continuous Testing Agility through widespread adoption of its advanced quality management, automation and analytics tools. Leading Product and IT teams in Finance, Healthcare, Media, Mobile, IT Services and Enterprise leverage the Zephyr family of products to keep pace with accelerating software delivery lifecycles. Driven by an agile company credo – to help organizations spend less time testing and more time building – Zephyr launched the first testing solution natively inside Jira nearly a decade ago. Today, companies and teams of all sizes rely on Zephyr and its end-to-end solutions, unmatched scalability and support to move from ideas to impact with increasingly greater velocity and quality of collaboration. Zephyr is headquartered in San Jose, Calif., with regional offices in Philadelphia, Europe and India.

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