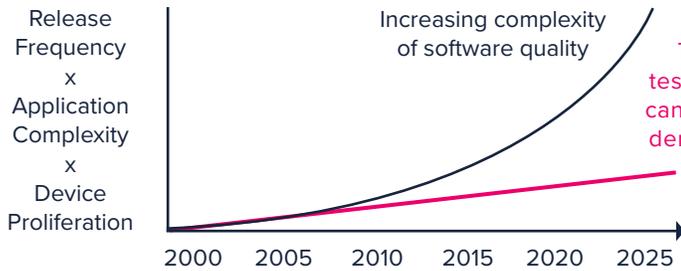


Deliver Visually Perfect Digital Experiences

Protect your brand investment and deliver customer experiences that help you compete and win in the digital world.



PROBLEM WE SOLVE: Traditional testing tools can't keep up with the explosion of applications driven by digital transformation



- Traditional test approaches can't keep up
- There's a gap between the testing that's needed and testing that's being performed
- This results in more bugs discovered in production => hard and expensive to fix
- Performance suffers, customer experience suffers and online business adversely impacted

Exponential proliferation of screen combinations

Apps	Pages	Viewports	Languages	Total Screens
28	x 97	x 5	x 6	= 81,480 Market Average



4,300 respondents

"For the third year in a row, respondents pointed to testing as the primary reason for release delays."

VISUAL AI IS A BREAKTHROUGH TECHNOLOGY: How does it work?

In a similar way to how AI replaces the human eye and brain to analyze the environment for autonomous driving ...

Visual AI mimics how the human eye and brain analyzes computer screens.



- Visual AI allows you to move from testing an element at a time to testing a screen at a time.
- It focuses on the things that matter and ignores the things that don't.
- Visual AI drives massive increases in scalability: Visual AI accelerates and improves work that used to be done manually.

APPLITOOLS PRODUCT SUITE: The leading AI powered testing platform in the world today

Use Cases

Brand Protection
Design Validation/Accessibility
Walmart

Legal & Compliance
Digital Asset Management
Johnson & Johnson

Geographic Expansion
Localization Testing
Microsoft

Visual & Functional
Regression Testing
slack

Visual AI (Applitoools Eyes)
Industry's only AI powered computer vision that replicates the human eye & brain to automate functional & visual testing.

Ultrafast Grid
Validate your applications across all browsers and devices in seconds with unmatched reliability.



Plugins and SDKs
Over 50 different plugins and SDKs to seamlessly integrate Applitoools with your existing pipeline.

AI Powered Dashboards & Automatic Maintenance
Leverage the power of Visual AI to automate your test results analysis.

Use Cases

Improved Customer Experience
amazon

Web & Mobile Testing
USA TODAY

Cross Browser / Device Testing
Capital One

Document Validation
PDF Testing
AT&T

APPLITOOLS PLATFORM: Key differentiators and benefits



5.9x faster test creation
3.8x more stable
45% more bugs caught
18.2x faster test execution

Visual AI:
 The only way to scale your existing test automation investment



Validate every element with one screenshot



Validate without false positives



Handle shifting and dynamic content



Handle responsive designs across all screen sizes



Cover all browsers/ devices in seconds



Automate review and maintenance

ROI: Business impact and value of Applitools and Visual AI



Flawless Customer Experience

Validate the user experience across all devices. Increase conversion & reduce churn

3x

Accelerated Release Velocity

Full validation across all screens in seconds/minutes vs days/weeks

75%

Improved ROI of your testing program

Less code = Less time to create and maintain 5.9x more efficient, 3.8x more stable

86%

Reduction in Manual Review Efforts

Automate coverage across all use-cases & automated analysis of test results

CUSTOMERS: Top brands across all industries use Applitools to deliver perfect visual experiences

<p>7 of the top 10 banks</p> 	<p>2 of the top 3 retailers</p> 	<p>8 of the largest 10 tech companies</p> 	<p>4 of the largest 10 global pharmaceutical companies</p> 	<p>Top Brands in Telecom, Gaming, Media & Insurance</p> 
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ANALYST RECOGNITION AND AWARDS: Applitools wins big market momentum, fastest growing vendor in the industry

