



---

Blue Square Ltd (part of Rank Interactive Gaming) – and SQS (Software Quality Systems)

## Successfully Backing Quality

### Benefits

- Cost efficiencies through offshore management of projects
- Improved quality of game and betting applications through fast, transparent testing
- Single testing services provider that makes resource available flexibly, depending on project needs
- Complete Testing solution including functional and certification testing required by regulatory commissions
- Rigorous verification of key third party compliance and payment services
- Around the clock access to a team, expert in testing for compliance requirements

Blue Square, part of Rank Interactive Gaming, which has a total of 750,000 customers, is one of the largest interactive betting companies in the UK. The company has expanded from its beginnings as a traditional bookmaker in 1999, to offering customers a multitude of gaming applications from card and table games affiliated with casinos to wagers on televised talent shows, award shows and elections. It continually strives to expand its product range enabling clients to play online, on mobile phones, through interactive TVs and even with traditional phones.

### The challenge

Blue Square offers online betting and casino games to its customers on various channels including the Internet, mobile devices and interactive TV. These gaming applications are accessible to customers in most parts of Europe. As part of its business objectives Blue Square is required to release newer games and betting applications to its customers on a frequent basis ahead of its competition to help retain and grow its existing customer base. This fast release schedule for Blue Square's games and applications poses a multitude of challenges, including the need for reduced testing time to support faster development cycles.

Blue Square's games and applications not only need to be user friendly but also functionally stable. The games and application also need to comply with the regulations specified by Alderney Gambling Control Commission with whom Blue Square is a registered licensee.

For its testing services, Blue Square needed a partner with long-standing proven experience in the games and gaming sector, and a combined onshore offshore Managed Testing Service. It also needed to comply with regulatory frameworks around the world without compromising the functionality of its site. In fact, Blue Square's systems sometimes deny potential customers in certain countries access to games that might be illegal in their area. Blue Square often relies on external compliance and payment companies and it has to have confidence that applications from these third-party services will work properly at bluesquare.com.

---

## The Solution

Blue Square selected SQS in 2004, based on its expertise and success in the Managed Testing Services arena and continues its partnership presently with the company. SQS is responsible for testing all of Blue Square's Internet applications. SQS provides Blue Square with a combination of affordable offshore testing and on demand onshore test consultancy that allows the company to meet its quality assurance challenges.

SQS provides Blue Square with fast, transparent testing and test consultancy processes from a single vendor. Services include: functional, compatibility, certification, test automation and performance testing. SQS' independence and its specialised testing services guarantee high quality of results and cost efficiency. SQS domain experts get involved at the early stages of the project with requirement analysis. They build up test plans and assets in advance and provide feedback on a continuous basis to increase the quality of software.

SQS' specialist games and gaming testing team uses its in-depth knowledge of this sector and the requirements for regulatory compliance to meet Blue Square's testing needs. The testing is rigorous and based on **SQS PractiQ<sup>®</sup>**, the best practices developed by SQS. The majority of testing is facilitated through SQS' offshore facilities, in Pune, India, which is accredited for compliance testing.

The SQS approach involves three-phases:

1. Preparation
2. Interim assessment
3. Final assessment

During the preparation SQS identifies key requirements through the team's knowledge of regulatory frameworks and develops tailored checklists and tests for that particular game. Following the interim assessment, SQS produces a compliance report with recommended actions to address non-compliances. Following any rework, a final assessment is carried out and SQS provides guidance on managing any remaining non-compliances.

Offshore management and delivery of projects enhances cost efficiencies for SQS customers. SQS' flexible team enables Blue Square to maintain a small in-house team mostly for coordination with SQS. Furthermore, there is a high availability of SQS key personnel on the engagement during and after normal business hours, providing all services in English.

SQS also provides UK support for large projects to ensure that Blue Square's needs are fully understood and to enhance coordination with the offshore test team. SQS proved itself to be a true partner by successfully taking complete ownership of testing and contributing to improved quality of the game and betting applications released, meaning that Blue Square could concentrate on its core business obligations.

"Our successful partnership with Blue Square relies on quality, timing and expertise in the testing services arena. Additionally, our pricing flexibility also appeals to companies like Blue Square. For example, our pricing model depends on the size and complexity of the project undertaken. Our flexible commercial solutions are based on our Managed Testing Service, which allows Blue Square and SQS to agree fixed prices for smaller projects based on a clearly defined objective and larger projects can be billed by the actual time and materials used," said Amogh Bendre, Account Manager, SQS Group.

For more information, see: [www.sqs-uk.com](http://www.sqs-uk.com) and [www.sqs-group.com](http://www.sqs-group.com)

---