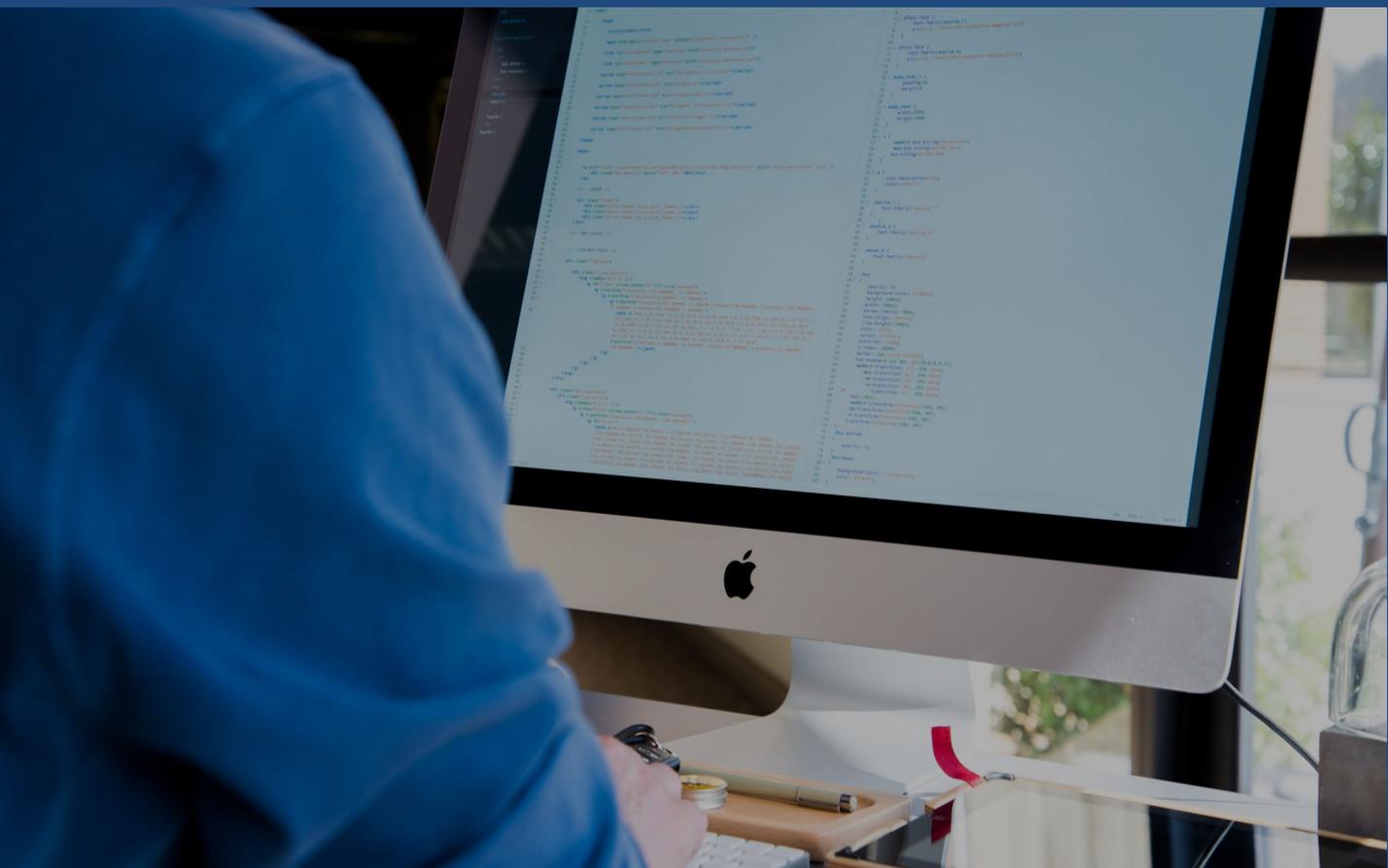




# Case Study: La alianza de Aseguramiento de Calidad de BairesQA con ClickUp



# Resumen Ejecutivo

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BairesQA, una empresa especializada en testing de software con base en Buenos Aires, Argentina, ha establecido exitosamente una alianza estratégica de cuatro años con ClickUp, una de las principales plataformas SaaS de productividad de Estados Unidos.

Desde diciembre de 2021, BairesQA creció desde la provisión inicial de dos profesionales de QA hasta desplegar un equipo dedicado de 14 personas que garantiza la confiabilidad y el correcto funcionamiento de la plataforma de ClickUp, en constante evolución.

Este caso de estudio demuestra cómo la metodología de QA embebido de BairesQA y su capacidad de escalamiento de equipos han permitido a ClickUp mantener un ritmo de desarrollo de alta velocidad, preservando la calidad del software en un ecosistema de productividad complejo y con múltiples funcionalidades.

*En esta relación, BairesQA presta sus servicios a través de WeCodeIT SAS, una entidad legal registrada en Uruguay y propiedad de BairesQA. WeCodeIT SAS es la denominación reconocida por ClickUp para la colaboración directa y referencias.*

**Nota:** El nombre del cliente se utiliza únicamente con fines de referencia.



# Sobre ClickUp: Contexto del Desafío

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ClickUp es una plataforma integral de productividad que combina gestión de proyectos, automatización mediante IA, chat de equipos y gestión del conocimiento, reemplazando múltiples herramientas independientes y dando soporte a millones de usuarios a nivel global.

Fundada en 2017 por Zeb Evans y Alex Yurkowski, ClickUp ha experimentado un crecimiento sostenido, consolidándose como una empresa SaaS de alto crecimiento y una de las principales plataformas de productividad a nivel mundial.

La complejidad de la plataforma presenta desafíos específicos en QA:

- **Ciclos de desarrollo acelerados:** ClickUp trabaja con metodologías ágiles y lanzamientos frecuentes de funcionalidades.
- **Integración de múltiples features:** La plataforma incluye más de 15 vistas configurables, dashboards ilimitados y más de 1.000 integraciones.
- **Requisitos de escalabilidad:** Soporte para múltiples industrias y casos de uso.
- **Funcionamiento multiplataforma:** Consistencia entre entornos web, mobile y APIs.

# La Solución de BairesQA: Arquitectura de QA en Dos Equipos

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## Inicio de la relación y evolución

BairesQA's partnership with ClickUp began in December 2021 with a modest two-person QA team. Recognizing the quality and professionalism of BairesQA's services, ClickUp progressively expanded the engagement, growing the team to 14 dedicated professionals by 2024. The significant growth over multiple years reflects both ClickUp's expanding needs and BairesQA's proven ability to deliver consistent, high-quality testing services.

# The BairesQA Solution: Dual-Team QA Architecture

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## Initial Engagement and Growth Trajectory

BairesQA's partnership with ClickUp began in December 2021 with a modest two-person QA team. Recognizing the quality and professionalism of BairesQA's services, ClickUp progressively expanded the engagement, growing the team to 14 dedicated professionals by 2024. The significant growth over multiple years reflects both ClickUp's expanding needs and BairesQA's proven ability to deliver consistent, high-quality testing services.

# The BairesQA Solution: Dual-Team QA Architecture

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## Strategic Team Structure

BairesQA implemented a sophisticated dual-team approach to address ClickUp's diverse QA requirements:

### Build Check Team (7 Professionals)

The Build Check team focuses on **regression testing and quality gates**, executing comprehensive manual test cases to ensure that new platform changes don't introduce defects that could negatively impact existing functionalities. This approach is critical for ClickUp's continuous deployment model, where frequent updates could potentially disrupt the user experience for millions of active users.

### Key responsibilities include:

- **Pre-release Validation:** Systematic testing of new features before deployment
- **Regression Coverage:** Ensuring existing functionalities remain stable after code changes
- **Quality Gatekeeping:** Providing go/no-go recommendations for production releases

# The BairesQA Solution: Dual-Team QA Architecture

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## Embedded QA Team (7 Professionals)

The second team operates as **Embedded QAs**, with each professional integrated directly into specific ClickUp development squads. This embedded model ensures deep domain knowledge and enables real-time quality assurance throughout the development lifecycle rather than traditional end-stage testing.

Benefits of the embedded approach include:

- **Shift-Left Testing:** Quality checks integrated early in the development process
- **Squad Specialization:** Deep expertise in specific platform areas and functionalities
- **Rapid Feedback Loops:** Immediate identification and resolution of issues
- **Cross-Functional Collaboration:** Direct integration with developers for faster problem-solving

# Implementation Excellence and Results

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## Seamless Integration

BairesQA's team successfully integrated into ClickUp's existing development ecosystem, adopting the company's agile methodologies, tools, and workflows. The four-year partnership duration demonstrates the team's ability to maintain consistent service quality while adapting to ClickUp's evolving needs and technological stack.

## Quality Assurance Best Practices

The BairesQA implementation incorporates modern QA best practices essential for SaaS platforms:

- **Manual Testing Excellence:** While automation is valuable, manual testing provides the nuanced scrutiny necessary for complex user interactions
- **Multi-Environment Testing:** Comprehensive testing across different browsers, devices, and integration scenarios
- **Performance Validation:** Ensuring platform stability under varying user loads and usage patterns
- **Security Compliance:** Maintaining ClickUp's enterprise-grade security standards required by its diverse client base

# Implementation Excellence and Results

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## Scalability and Flexibility

BairesQA's staffing model has proven highly adaptable, scaling from 2 to 14 professionals based on ClickUp's evolving requirements. This flexibility is crucial for SaaS companies experiencing rapid growth and changing development priorities.

# Business Impact and Value Creation

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## Risk Mitigation

By implementing comprehensive regression testing and embedded QA practices, BairesQA helps ClickUp minimize the risks associated with rapid development cycles. This is particularly critical given ClickUp's position as a mission-critical productivity platform for millions of users worldwide.

## Development Velocity Enhancement

The embedded QA model enables ClickUp's development teams to maintain high-velocity feature delivery while ensuring quality standards. Early defect identification and resolution prevent costly downstream fixes and reduce time-to-market for new features.

## Cost Optimization

BairesQA's nearshore staffing model provides ClickUp with access to skilled QA professionals with a high value-to-investment ratio. The four-year partnership duration suggests significant cost-effectiveness and value realization.

## Professional Expertise Access

The partnership provides ClickUp with immediate access to specialized QA expertise without the overhead of recruiting, training, and retaining internal staff. BairesQA's experience across multiple clients and technologies brings best practices and cross-industry insights to ClickUp's QA processes.

# Strategic Partnership Success Factors

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## Cultural and Operational Alignment

BairesQA's ability to integrate seamlessly into ClickUp's fast-paced, innovation-focused culture has been critical to the partnership's success. The team's adaptability and commitment to ClickUp's quality standards have enabled long-term collaboration.

## Continuous Value Delivery

The consistent expansion of the BairesQA team from 2 to 14 professionals over four years demonstrates ongoing value creation and mutual satisfaction with the partnership outcomes.

## Technical Excellence

BairesQA's dual-team approach addresses both immediate quality assurance needs (Build Check) and long-term development integration requirements (Embedded QA), providing comprehensive coverage of ClickUp's testing requirements.



# Conclusion

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The BairesQA-ClickUp partnership exemplifies successful QA outsourcing in the modern SaaS environment. By combining regression testing expertise with embedded QA integration, BairesQA has enabled ClickUp to maintain its competitive advantage through rapid, reliable software delivery. The partnership's four-year duration and consistent, multi-year team expansion demonstrate the effectiveness of BairesQA's approach in supporting one of the industry's fastest-growing productivity platforms.

This case study illustrates how strategic QA partnerships can enable SaaS companies to scale effectively while maintaining the quality standards essential for customer satisfaction and market leadership. BairesQA's success with ClickUp positions the company as a proven partner for other high-growth technology companies seeking to optimize their quality assurance operations.

# Thanks!



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