

End-to-End QA Solution for a Leading US Media & Broadcasting Solutions Provider



ATTENTION. ALWAYS.



aspire 
SYSTEMS
attention. always.

THE CUSTOMER

The customer is a prominent software solutions provider for media companies with a focus on premium broadcast technologies. Headquartered in the US, their solution aims to streamline workflows between their customers and advertisement agencies on both sides of media transactions.



THE CHALLENGE

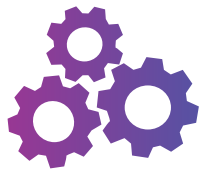
The customer offers their media solutions as products with a wide spectrum of distribution channels- SaaS model, license-controlled software products, on-premise or cloud distribution model and other professional services. With increased distribution portfolio, their testing capabilities needed a major revamp.



Business Challenges

Without an updated QA routine, the customer faced the following issues:

- 1 Incurring higher turnaround time
- 2 Difficulty in maintaining talented resources
- 3 Lack of adequate product support
- 4 Lack of appropriate test documentation



Technical Needs

The customer wanted these technical needs to be fulfilled:

- 1 Multiple patch releases
- 2 Media domain knowledge
- 3 Skilled resources
- 4 Full functional & regression testing
- 5 Seamless integration and debugging interface issues
- 6 Automated test solutions
- 7 Reproduction and root-cause analysis for production issues
- 8 High turnaround time in handling technical issues with production environment

THE SOLUTION



We implemented full testing automation, along with onshore and offshore modelling for all the products to complement the end-to-end Testing services better and, also to eradicate main issues such as Higher-turnaround time to provide customer satisfaction.



Aspire's team, as an experienced testing partner, took upon end-to-end QA testing for the customer. As a part of the test plan, the team carried out test automation, API testing, performance tests etc.

Solution and Approach in detail:

- 1 Aspire's team created Dynamic Test Plan approaches in two modes: customer-specific or time-based.
- 2 We executed complete automated test solution with smoke and regression test cases.
- 3 The team further implemented sanity and smoke tests with continuous integration process.
- 4 The team had made high-responsiveness to end-customer queries a priority, by implementing full backend support such as travelling to the customers place and training the end-customer in a regular basis.
- 5 Developed an exploratory testing approach for requirements that had no history of documentation.
- 6 The team also went the extra mile by forming a TechOps research team (comprising of a developer, DBA & QA personnel) to probe technical and performance issues occurring in production and offered appropriate solutions for the same.

Services offered by Aspire

- Testing Services
- Test Automation Services
- ETL Testing Services
- Tech Ops Research
- Product Support

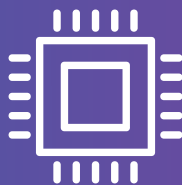
BEST PRACTICES

- 7 We also participated in business analysis, product upgrade and implementation for the end-customers.
- 8 The entire project was orchestrated as an onshore-offshore model to provide around-the-clock QA support for the customer.
- 9 The team also submitted Release Health Index (RHI) reports to the customers with specific recommendations that quickened Go-No Go decision making process.

We implemented full testing automation, along with onshore and offshore modelling for all the products to complement the end-to-end Testing services better and, also to eradicate main issues such as Higher-turnaround time to provide customer satisfaction.

- ➔ Aspire's team offered effective estimation calculation to the customer that helped them handle release deliveries simultaneously.
- ➔ The team created traceability matrix for all the requirements hence driving more test coverage.
- ➔ Continuously followed a standard scheduling and tracking mechanism to facilitate multiple product releases.
- ➔ The team set up QA environments with scrubbed customer production database backups.
- ➔ Offered instant solutions for the end-customers' adhoc feature requests and also provided suggestions on their system design and requirements.
- ➔ Arranged internal and external training sessions for customers to understand the technical challenges in media domain.

TECHNOLOGY SNAPSHOT



Tools: Visual Studio, Embarcadero Delphi IDE, SQL Server, Jira, Confluence, Testlink, Testcomplete, SoapUI, Selenium, Jmeter, Team City, Maven

Platform: Windows

Language: Delphi, C++, .Net, Java

RESULTS & ROI



- ➔ Aspire's end-to-end QA solution automated and streamlined the customer's testing process helping them accelerate their turn-around time.
- ➔ High Return on Investment
- ➔ Cost effective methods in handling production issues
- ➔ Reduction in Defect Leakage

Suite	Tests #	Effort required (Before Automation)	Effort required (After Automation)	Effort reduced (%)
Smoke tests	105	10	0.75	93%
Regression tests	4839	810	72	91%
Total	4944	820	72.75	91%

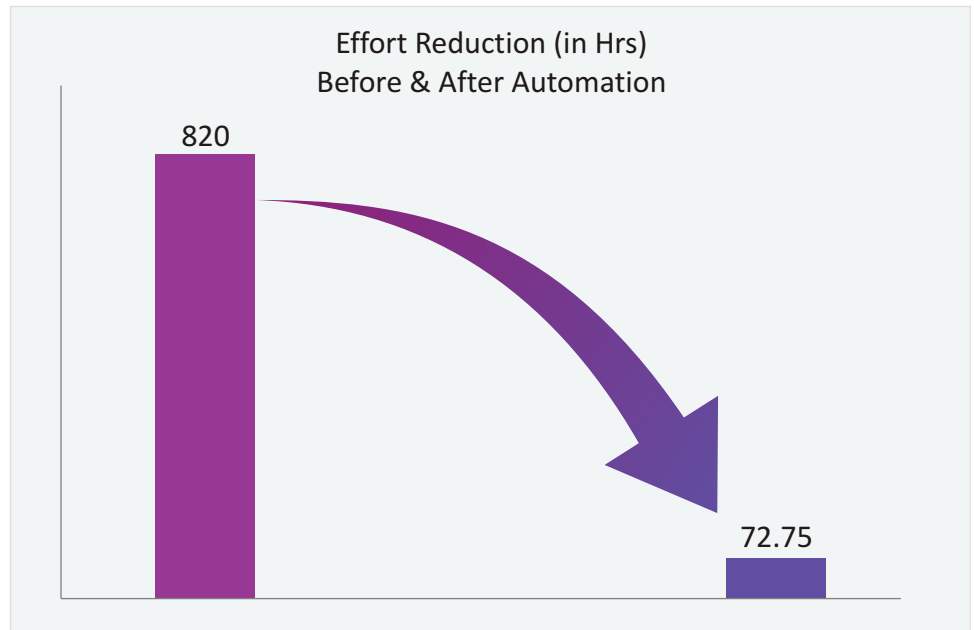
The results are based on the following challenges faced by the customer before acquiring Testing Automation Services from Aspire and after acquiring Testing Automation Services from Aspire. The services can be taken to the client's concerned domain to implement successful end-to-end QA Testing.

ASPIRE'S SOLUTION IMPACT

Before end-to-end QA Services by Aspire	After end-to-end QA Services by Aspire
➔ No professional QA team	➔ Product was delivered by a professional and established QA team
➔ No QA process	➔ Implemented industry standard QA processes
➔ Gap in Dev-QA communication	➔ Communication gap was addressed by positioning Onshore leads
➔ High defect leakage	➔ Minimal Defect leakage
➔ No automated solutions	➔ Automated solutions for smoke and regression tests
➔ High turnaround time on Production defects	➔ Tech Ops research team reproduces, analyses and provide solution faster than regular dev approach
➔ No professional support personnel	➔ Dedicated Product support team was formed to help the end customers

The team made significant progress for the client possible, by placing emphasis on reducing defect leakage, and, by reducing the turnaround time by providing full backend support along with end-to-end testing automation services.

The following graph provides the amount of effort reduced (in terms of hours), after the implementation of Aspire's Testing Services.



Moreover, by gaining more time to concentrate on widening their market and less on worrying about defects, the customer expands their profit cost and time effectively.

Implementation of these solutions for Media and Broadcasting Services.

Furthermore, these solutions by Aspire for media and broadcasting services can be applied by the following approaches for different issues :

- ➡ Exploratory testing approach for Documentation Projects
- ➡ Automated test solutions to reduce time constraints and provide faster delivery of projects
- ➡ API automation for Web Services Projects
- ➡ Tech Ops Research Team approach for technical and performance Issues.
- ➡ Training Sessions from external domain expertise.

FUTURE IMPACT



Aspire's testing team's futuristic solution has helped the customer stride confidently in the path of achieving faster time to market and will tremendously improve their opportunity to serve a much wider spectrum of customers.

CUSTOMER TESTIMONIAL

"Aspire's QA team is outstanding. They have devised a good long term QA strategy. I find it easy to do business with Aspire as their on-shore resources are easier to communicate and work with"

- Client Program Manager

"Aspire support is doing a terrific job at handling all the issues for the end-customer"

- Client Program Manager

www.aspiresys.com



ATTENTION. ALWAYS.



ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

SINGAPORE
+65 3163 3050

NORTH AMERICA
+1 630 368 0970

EUROPE
+44 203 170 6115

INDIA
+91 44 6740 4000

MIDDLE EAST
+971 50 658 8831

For more info contact
info@aspiresys.com or visit www.aspiresys.com

