

Managed Testing Services Saves 15MN USD for A Media & Broadcasting Solutions Provider



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aspire
SYSTEMS 

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ABOUT THE CUSTOMER

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



CHALLENGES

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 an increased distribution portfolio, their testing capabilities needed a major revamp.

BUSINESS CHALLENGES

Without an updated QA routine, the customer was facing the following challenges:

- Incurring higher turnaround time
- Cost to operate
- Difficulty in maintaining talented resources
- Lacking adequate product support
- Lacking software product support and appropriate test documentation
- Difficulty in discovering potential causes of production defects

TECHNICAL NEEDS

The customer wanted these technical needs to be fulfilled:

- Multiple patch releases
- Media domain knowledge
- Skilled resources
- Fully functional & regression testing
- Seamless integration and debugging interface issues
- Automated test solutions
- Performance tuning solutions
- Reproduction and root-cause analysis for production issues
- High turnaround time in handling technical issues with production sector

SOLUTION

Aspire's team, as an experienced testing partner, took upon end-to-end QA testing for the customer. We provided a dedicated model that includes **60** resources totally to do end-to-end testing for about **23** products. Using Hyper-Testing, we came up with a comprehensive test strategy to provide end-to-end testing for 23 products. Our engagement model was a combination of onsite and offshore resources, 60 in total.

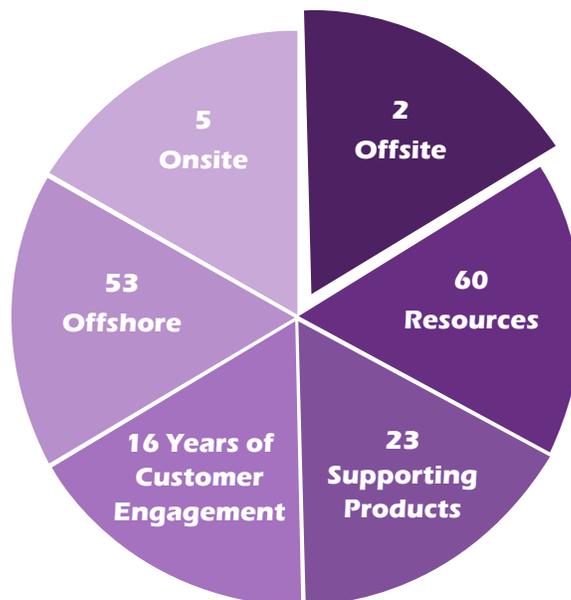


Figure 1. Engagement Model - Number of Key People

SOLUTION IN DETAIL

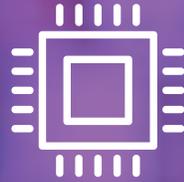
Services offered by Aspire

- Implementation of Hyper-Testing
- Test Automation using AFTA
- ETL Testing
- Non-Functional testing
- Tech Ops Research

- Aspire's team created Dynamic Test Plan approaches in two modes: customer-specific or time-based
- We executed complete automated test solution using AFTA 3.0 with smoke and regression test cases
- The team further implemented sanity and smoke tests with continuous integration process
- The team had made high-responsiveness to end-customer queries a priority, by implementing full back end support such as traveling to the customer's place and training the end-customer on a regular basis
- Also, we participated in business analysis, product upgrade and implementation for the end-customers
- Developed an exploratory testing approach for requirements that had no history of documentation
- 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
- The team ensures the products are delivered with stability and scalability by implementing performance testing solutions
- They also participated in business analysis, product upgrade and implementation for the end-customers
- The entire project was orchestrated as an onshore-offshore model to provide around-the-clock QA support for the customer
- 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 Hyper-Testing, along with onshore, nearshore and offshore modeling to complement the end-to-end Testing services better and, also to eradicate main issues such as higher-turnaround time to provide customer satisfaction.

TECHNOLOGY SNAPSHOT



Tools:

Visual Studio, Embarcadero
Delphi IDE, SQL Server,
Jira, Confluence, Testlink,
Testcomplete, SoapUI, Selenium,
JMeter, Team City, Maven,
Thinfinity, Tableau.Python

Platform:

Windows

Languages:

Delphi, C++, .Net, Java,
ReactJS

RESULTS AND ROI

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

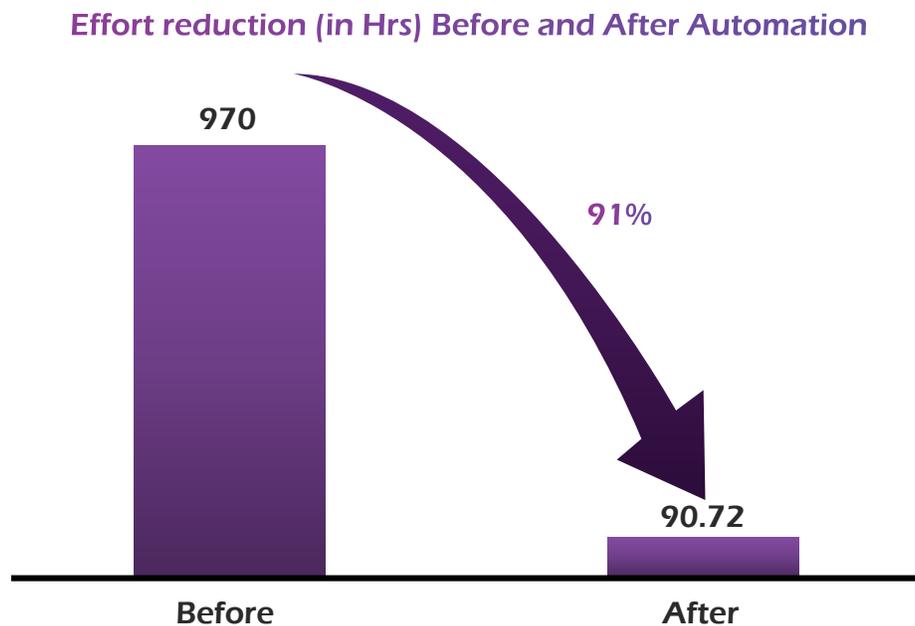
Suite	Tests #	Effort required (Before Automation)	Effort required (After Automation)	Effort reduced (%)
Smoke tests	105	10	0.75	93%
Regression tests	7278	960	92	91%
Total	7383	970	90.75	91%

The results are based on the following challenges faced by the customer before 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.

Before end-to-end QA Services by Aspire	After end-to-end QA Services by Aspire
No professional QA team	Product was delivered by professional 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 for production defects	Tech Ops research team reproduces, analyses and provides 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 back end 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.

Total number of test cases

125250
Test cases



Total number of production releases supported

150+
Production releases



Volume of automation scripts created

8125
Test scripts



Approximate number of production users

17300+

250+
(approx. no. of customers)



Collective experience of application and domain knowledge

600+
Man years



Total number of issues captured

50000+
Defects



Cost Savings

15mn+ USD

BEST PRACTICES

- 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' ad hoc 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
- Developed Test management Portal, Quman, to automate the complete test process from test planning to reporting for multiple product releases

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.

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

CUSTOMER TESTIMONIAL

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"I have managed software development for over forty years in the Media Industry. The last 10+ years I have been with the company. During this time Aspire has handled the QA process for the products I have managed. Their work has been outstanding, the best QA team that I have ever worked with. They proactively manage the QA team and the QA process. They constantly seek out ways to improve their work. Aspire is a very high-class company to work with."

- **Vice President**

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

- **Program Manager**

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

- **Account Manager**

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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.

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