

# A Leading Marketing Solutions Company Enhances its Product Quality and Time-to-market

## CASE STUDY

"The team continues to do a commendable job of keeping to its commitments. In particular, I received very positive feedback as the team stepped up and helped us achieve a critical milestone sign-off. Recently we have received several modules to be reviewed by Production, these are very complex modules and we have been pleased with the results of these early deliveries."

**Executive Producer**

### Client Profile

Our client, a full service marketing & branding agency specializing in digital media & animation specialist established since 1994 have been developing digital animation solutions that transform some of the most recognized brands in the world – Xbox, BBC, Bacardi, Microsoft, Colgate-Palmolive and Cambridge University amongst others.

Their London office is the European HQ of a business employing over 750 people worldwide with offices in Kansas City, New York, Seattle, Boston, Atlanta, Los Angeles, London, Milan, Prague and Bogota.

### Industry

Enterprise Digital Media & Animation solutions.

### Business Benefits

- Enhanced productivity through process standardization and transformation
- Enhanced quality focus, resulting in higher quality products
- Faster time-to-market
- Significant cost savings
- High return-on-investment on automation efforts

### Business Challenge

The London office had worked with specialist offshore service providers to check their websites, but had found that communication with these providers was a real issue, and they were not delivering the services and savings that were expected. They still recognized the benefit of working with an offshore provider who could work to suit their requirements and continued to look, this is why VJIL Consulting were brought in. They wanted a team that was more at ease in understanding their informal culture, work with them very closely and become an extension of that team.

### Requirement

The client wanted a service provider who could establish a dedicated team of testing engineers to provide testing services for their entire web based projects. They wanted the flexibility of deploying these engineers on varied projects at short notice (often at 24 hours notice). As part of its QA process they wanted the offshore QA manager to take responsibility of QA services for the development projects and yet their inhouse QA manager was to retain the overall control of QA services.

The offshore QA manager would be responsible for test planning, test execution etc., interaction with all the project groups. The offshore QA managers activities include test case design, test execution, bug posting, test reports, automation of test scripts. The client also wanted an onsite resource for the sake of convenience.

### Solution

At the clients request VJIL established the team which was lead by a QA manager and testers who had the relevant experience of testing web based applications. The offshore QA manager working with the inhouse QA manager to deliver QA services across the projects whilst optimizing resource utilisation. The retainer team was used in the most efficient manner possible with task planning and resource allocation across the projects. VJIL initially verified applications developed by the client for their clients who happened to be in this case a leading automotive manufacturer in Europe and a leading supermarket chain in the UK.

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Because of the success of the initial projects, VJIL was awarded another contract for providing the testing services for another prestigious client which involved redesigning a public website for a market leading global hotel chain. The site was completely re-architected for a better user experience and performance. The application was enriched with more features and integrated with a state of the art CMS to allow easier and faster changes to the website. The redesigned application had third party interfaces and thus threw great challenges to the offshore team to understand the application interfaces and work with all these groups.

The project was implemented in two phases. In the initial phase VJIL designed the test cases based on the requirement provided by the client and the test cases were reviewed and approved by them. On completion of the test case preparation, the VJIL QA manager spent two weeks at the clients office to gain a better understanding of the testing scope, test coverage and plan the overall testing of the project. The VJIL QA manager interacted with all the groups at the client site and also agreed upon the specific Agile techniques to be implemented for this project. This visit proved to be very productive for providing the required support to the development team during the sprint releases.

After analyzing the scope of the activities and estimating the required effort, VJIL provided a test plan and a Statement of Works (SOW). The second phase of the project was initiated with testing of the early sprint releases. Additionally, during this period it turned out that the clients QA Manager had left the company and so VJIL took over the overall QA responsibility, reporting directly to the Senior Project Manager. The redesigned web application has gone live very successfully and currently the VJIL team is helping to verify the enhancements being carried out.

## Offshore team activities

- Understanding the application and the testing requirements
- Recommendations for the QA approach
- Understand and define the scope of testing
- Defining test plan for the given scope
- Ensure coverage of the testing
- Preparation & execution of Test Cases / Test Scripts
- Maintenance of the bug tracking system
- Defect management and reporting
- Review of the change requests and updates to the test cases
- Integration & Regression testing
- Automation with Selenium recordings for quick regression checks with future releases
- Project management while adjusting and aligning to the changes / deviations in the development plan

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## Automation

On completion of the manual testing, VJIL developed Selenium scripts as part of automating the testing. The objective of generating these scripts is for both development and testing teams to use the same for regression testing or smoke testing without consuming much time.

## Benefits to our client and their clientele

- Test and release of applications within the scheduled time and budget
- Availability of skilled resources at short notice and affordable cost, ensuring application knowledge retention and knowledge gained around specific domains like automobile marketing, hospitality industry etc.
- Testing team was made available in U.K. time zone for more effective collaboration.
- Reduction in the project life cycle duration due to availability of resources round the clock.
- Reducing the work load of the clients QA manger by bringing more and more responsibilities to offshore through the seamless extension of their team.
- VJIL retained and maintained constant teams for their specific projects, thus the knowledge built on those projects allowed the offshore team to get a better understanding of the customer's perspective and thus contributed to a greater extent. This could be seen in the reduction of UAT issues as the project progressed and also resulted in the testing team coming up with lot more suggestions for improving the system.
- Well planned training programs at VJIL to get new members up to speed for a given project and domain.
- Continuous reviews and evaluation of the process along with the client and improvement brought in added quality to the deliverables and added confidence to all parties.
- Timely status reporting to escalate the issues as needed so that the project management could address and resolve the issues as required.
- VJIL's experienced team members could build good working relationship with all the important client team members and all the stake holders of the project so could interact better which also resulted in greater contributions to the project.
- The resource planning at the offshore has ensured that there are proper backups for each and every member of the QA team so that the project is not affected by any contingencies and absence of any one member of the team.



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