

Streamlining quality assurance on an e-commerce platform for a global brand

A leading infotainment solutions provider wanted to build an eCommerce sales capability for its products

The brand faced obstacles with regards to managing an optimum Quality Assurance

ThincGlobalSoft deployed a global delivery model, and built a requirement traceability matrix in order to map test cases, and address each and every need of the client

ThincGlobalSoft, by leveraging its Global delivery expertise, brought down the testing project resource cost of the client by 45%

To know more about how TGS can help you streamline your quality assurance, [contact us](#) today

Client

A global brand, with over six decades in the audio and infotainment solutions space and a target audience linked by a common passion for high-fidelity sound and multimedia, wanted to roll out an eCommerce strategy for digital marketing management and deliver an online eCommerce sales capability for its products.

Challenges

The client faced challenges in managing Quality Assurance (QA). Traditionally, QA was managed at discrete project level and not coordinated across programs/functions which resulted in:

- a) Limited view of function level progress/quality
- b) Lack of standardization of tools/processes/test environments
- c) No centralized reporting/service execution
- d) Rapidly changing requirements
- e) Requirements' documents not updated and team has to rely on emails to create test cases
- f) Extremely tight timeline

Our Approach

ThincGlobalSoft made use of a global delivery model with one member onsite to start with, and one working offshore for QA assessment phase, followed by 6 member offshore team during the preparation and execution phase. We implemented industry best practices pertaining to QA cycle management and documentation. We created Requirement traceability matrix and mapped test cases to each requirement. We measured the testing coverage provided by this mapping and detailed our findings at the conclusion of each and every testing cycle. At the end of the project we found close to 1000 defects, followed up and made sure all these were corrected before the go live date.

Benefits

The client had the following benefits after implementing ThincGlobalSoft's recommendation for its QA process:

1. The quality of the product improved through QA process and wider coverage of testing areas
2. All QA reports generated really helped the client to assess functional level effectiveness and productivity
3. Reusable artifacts, knowledge assets and processes resulted in improved productivity
4. Leveraging its expertise in Global delivery, TGS remotely executed testing services at offshore location, which led to the reduction of testing project resource cost by approximately 45%
5. TGS put forth a skill augmentation model for a quick ramp-down/ ramp-up which addressed the peaks and troughs of the testing cycle