



# How Hyper-Testing Added \$15MN to an Organization's Bottom Line

The role of Managed Testing Services in accomplishing an annual savings of \$950,000 while decreasing 91% testing efforts



*attention.  
always.*



*A US-based media solution provider who serves many leading companies like **Midwest Communications, Sinclair Broadcast Group, Macquarie Media Limited, Cumulus Media** and so on*

## Introduction

The compulsion to come up with seamless applications and services forces IT organizations to adopt more and more efficient solutions. Even though the Quality Assurance solutions help in cutting down the time and resources that are involved in manual testing when it comes to addressing challenges like lack of technical expertise, limited resources, and purchasing software licenses, testing in-house isn't always the right option. This is where a strong testing strategy comes into the picture. A sound test automation strategy is capable of improving the bottom line, reducing test efforts and cost, and increasing time to market while generating high-quality results by providing customized, relevant and reliable software, test engineers, and automation solutions. A testing strategy should also enable a centralized testing process by the means of having a strong TCoE.

## About the Organization

- Over 23 products with a wide spectrum of distribution channels- SaaS, license-base, on premise and cloud
- With an increased distribution portfolio, their testing capabilities needed a major revamp

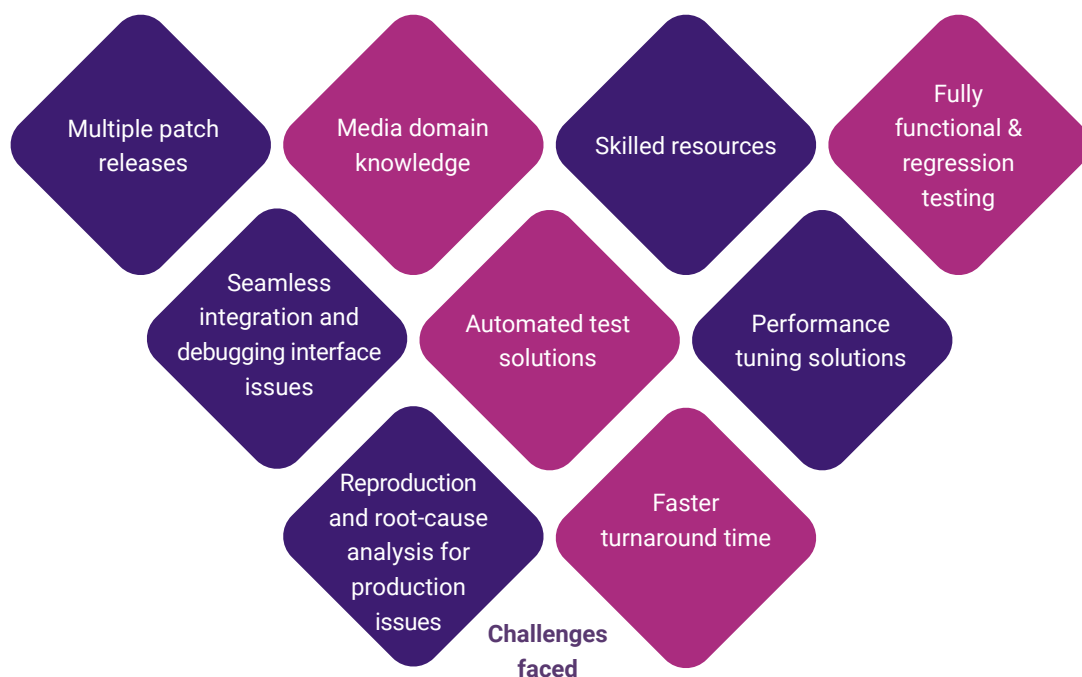


## Bottlenecks

It is quality and faster delivery of products that the customers in the industry demand for but often organizations are made to take risks on these due to short deadlines, tight budget, and need for agile deployment. No matter how big or small the company is, when failed to address these challenges it impacts the reputation and brand name in the market thereby giving their competitors the chance to stay ahead of the game. Here's a story of one such organization that faced challenges that delayed their time to market and reduced customer retention. Being a prominent US-based software solutions provider for media companies with a focus on premium broadcast technologists, their solution aims to streamline workflow between their customers and advertisement agencies. When the customer decided to increase their distribution portfolio, however, without an updated QA routine, they faced many challenges that impacted their testing capabilities and business outcomes. Owing to the challenges they faced they needed a testing expert who can help them address their technical needs.

## Pain points

- Higher turnaround time
- Increased cost to operate
- Difficulty in maintaining resources
- Lack of adequate product support
- Lack of software product support and appropriate test documentation
- Difficulty in discovering potential causes of production defects





*By implementing Hyper-Testing, about **125250** test cases were run, more than **150** production releases were supported, **8125** test scripts were created, **50000** defects were captured, and about **15 million** USD was saved over a period of time.*

*Want to know more about Hyper-Testing?*

*Let's **catch up for a demo** or Write to us – **christina.sridhar@aspresys.com***

## Hyper-Testing – An Intelligent Breakthrough

The customer made the right choice by partnering with highly efficient testing experts and leveraging their cutting edge solutions for day-to-day quality assurance issues, transforming their testing capabilities and achieving high-quality systems cost-effectively. The best part of leveraging these services is that the customer would not lose overall control. Eventually, they handed over their products to the partner, Aspire Systems who realized the need for a robust QA routine to meet all their testing needs.

With their collective years of experience in resolving the software testing challenges of global businesses, Aspire has developed a quality engineering approach called Hyper-Testing. This distinctive methodology to reengineer the testing process with a strategic concept ensured enhanced performance of the current products. It addresses testing issues from all three dimensions, like processes, practices and tools and reusable assets to drive agile testing at greater speed and minimal costs.

Hyper-Testing is accelerated with AI test automation tools and designed exclusively for the Agile and DevOps-driven environment with the main focus on customer experience. This AI-based testing strategy improves the entire team's productivity, ensures faster time to market, and reduces QA costs. Hyper-Testing is boosted by an intelligent automation framework called **AFTA 3.0** that offers intrusive testing in the shortest possible time by enabling project teams to manage multiple automation components under a single framework.



Wondering how efficient  
**AFTA 3.0** is?

**Schedule a quick demo now**

or Write to us – **christina.  
sridhar@aspresys.com**

This state-of-the-art automation solution enables organizations to break through the barriers experienced with traditional methods of testing. It aims to consistently deliver quality products within shorter timelines while optimizing costs and efforts simultaneously. Therefore, organizations get ahead of speed, quality, and scale to promote faster innovation and enhanced customer experience. Hyper-Testing ensures the seamless functioning of various enterprise-level software applications that are robust and secure that can deliver the preferred performance and expected convergence.

## AI–Powered AFTA 3.0

The impacts of implementing AI in Test Automation:

- Self-healing scripts to identify changes in the application
- Analysis of the test automation results
- Defect Analytics on the severity of the bugs
- Auto Update of defects in defect tracking tool
- Build Analytics on the previous runs
- Live Streaming of the test results with Intelligence



## The Success Story in Detail

Aspire's took upon end-to-end QA testing for about 23 products. The engagement model was a combination of onsite and offshore resources, 60 in total, thus providing around-the-clock QA support for the customer

This model helped the customer to constantly achieve faster time to market and tremendously increase their opportunity to serve a bigger spectrum of customers.

The solutions in detail are as follows:

- Created Dynamic Test Plan approaches in two modes: customer-specific or time-based
- Executed complete automated test solution using AFTA 3.0
- Implemented sanity and smoke tests with CI process
- Made high-responsiveness to end-customer queries
- Implemented full backend support by traveling to the customer's place and training the end-customer regularly
- 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
- Formed a TechOps research team of a developer, DBA & QA personnel
- Ensured the products are delivered with stability and scalability by implementing performance testing solutions
- Submitted Release Health Index (RHI) reports that quickened Go-No-Go decision-making process

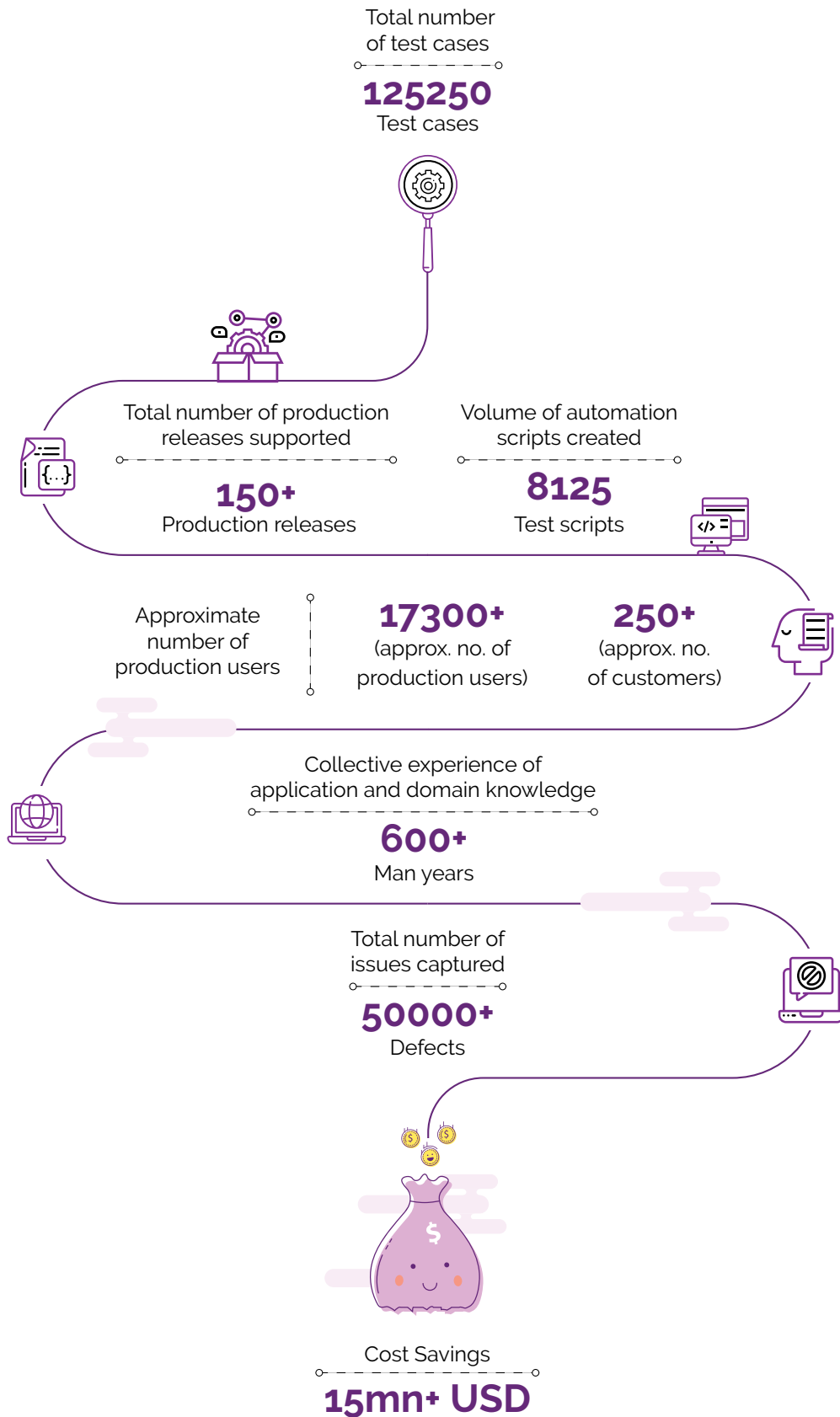
## Highlights:

- Exploratory testing for Documentation
- Automated test solutions to reduce time constraints and provide faster delivery of projects
- API automation for Web Services
- Tech Ops Research Team for technical and performance issues





In the **16 years** of being engaged with the customer, here is a summary of work.

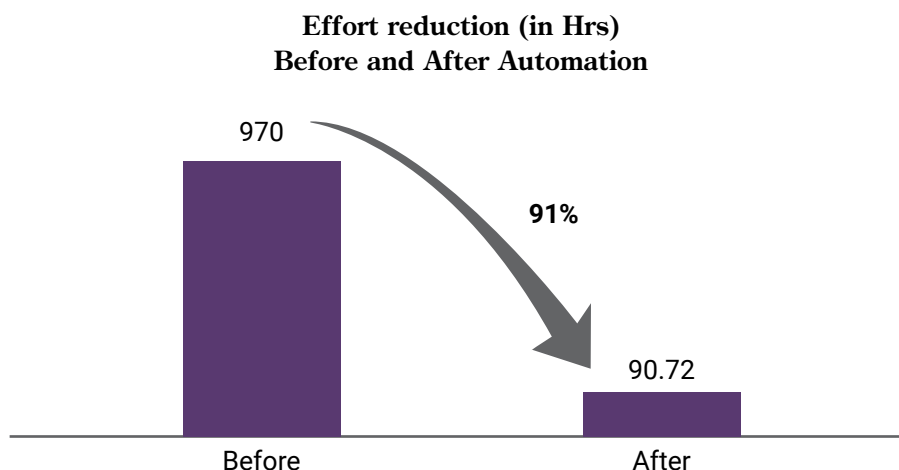


If they can achieve this, you can too. Contact us here - [christina.sridhar@aspresys.com](mailto:christina.sridhar@aspresys.com)



## Business Benefits

Implementing Hyper-Testing and AFTA to streamline the development and testing of their software applications allowed the customer to accelerate their turn-around time, increase Return on Investment to a greater extent with its cost-effective methods for handling production issues. The team made significant progress for the client possible, by emphasizing on reducing defect leakage, and, by reducing the turnaround time by providing full backend support along with end-to-end testing automation services.



In addition, the customer was benefited with more time to concentrate on expanding its market to improve its profit cost. The customer received the following business benefits after they implemented Hyper-Testing and its Test Automation Services

Before Hyper-Testing	After-Hyper-Testing
No professional QA team	Professional QA team delivered the final product
No QA process	Implemented industry-standard QA processes
Communication Gap between Dev-QA	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 reproduced, analyzed and provided solution faster than regular dev approach
No professional support personnel	Dedicated Product support team was formed to help the end customers





## Best Practices Employed

Aspire made sure to follow these best practices in order to provide the customers with the best possible services.

- Furnished effective estimation calculation to the customer to handle release deliveries simultaneously
- Created a traceability matrix for all the requirements hence driving more test coverage
- Followed a standard scheduling and tracking mechanism continuously to facilitate multiple product releases
- Set up QA environments with scrubbed customer production database backups
- Proposed instant solutions for ad hoc feature requests and suggestions on their system design and requirements
- Arranged internal and external training sessions to comprehend the technical challenges in the media industry
- Developed Test management Portal, Quman, to automate the complete test process from test planning to reporting for multiple product releases



## Customer Testimonials

*“I have managed software development for over forty years in the Media Industry. For 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





## About the Author



**Practice Head**  
**Janaki Jayachandran**  
 Vice President - Testing

Janakiraman is the Head of Testing and Test Automation Service Line at Aspire Systems with an industry experience of about 18 years spanning across the SDLC. He also has a delivery experience of managing a 300+ people team with in-depth expertise in designing, testing, and implementing cloud-based SaaS products for various domains.



**Author**  
**Christina Sridhar**  
 Research Consultant

Christina is a Senior Content Writer in Aspire Systems with an experience of about 4 years. She is closely associated with the Independent Testing Services team. She writes research-driven content such as blogs, whitepapers, articles, and solution pages about recent market trends to increase company branding.



For more insights on our Testing Services, please [schedule a demo](#) now - or ping us here – [christina.sridhar@aspiresys.com](mailto:christina.sridhar@aspiresys.com)

## 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.

For more info contact

[info@aspiresys.com](mailto:info@aspiresys.com) or visit [www.aspiresys.com](http://www.aspiresys.com)

NORTH AMERICA  
+1 630 368 0970

POLAND  
+44 203 170 6115

INDIA  
+91 44 6740 4000

MIDDLE EAST  
+971 50 658 8831

EUROPE  
+44 203 170 6115

SINGAPORE  
+65 3163 3050