

## AI Assessment Is a Roadmap to Higher Quality, Lower Costs for a Global Retail Giant



### Challenges

Centralize and mature QA under a new Center of Excellence.

Frequent releases, diverse tooling landscape, lack of reliable metrics and limited QA resources.



### Solutions

Created in-depth assessment of current quality and detailed recommendations for the future.

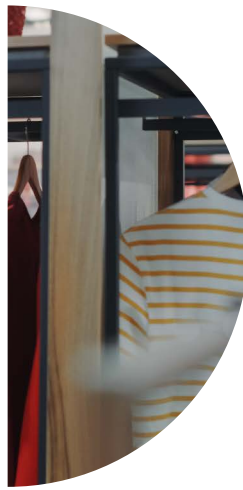
Used innovative AI technology to aggregate disparate data points into a single source of truth.



### Results

Enabled new strategies to boost productivity, improve processes and increase automation.

40% reduction in test spend and 30% reduction in excess testing.



## Client overview

Our Client is one of the largest, most well-known fashion lifestyle conglomerates in the world. They offer a wide range of iconic brands to consumers online and in more than 6,000 stores across 40 countries.

## Optimizing systems for better quality and faster releases

Limited by a small number of QA resources, the Client was facing ongoing challenges from every part of the quality ecosystem:

- They were dealing with frequent major and minor releases across different systems every year.
- They were operating in a diverse tooling landscape.
- There was a vast amount of QA and testing data, but it was scattered across all SDLCs, making it inconsistent as well as inaccessible.

The Client wanted to improve overall quality as well as leverage automation for greater efficiency, speed, lower costs and improved UX. They planned to streamline and mature their quality assurance practices under a new Center of Excellence and tapped Qualitest to help launch the effort. Our agreed-upon deliverables would be an in-depth, objective assessment of their current state of quality maturity, as well as recommendations for future initiatives.

## Transforming disparate data into a single source of truth

Qualitest began with qualitative research. Under a tight timeframe, we created and sent out surveys, conducted QA health checks and completed more than 60 interviews with key Client stakeholders.

Next, to bring order to the Client's disparate test data, we brought in our proprietary automated AI testing technology, Qualisense. Working at top speeds, Qualisense performed a data ingestion, aggregating more than 70,000 development and test data points from diverse SDLC systems into one single storage medium—a single source of truth—and removing duplications along the way.

We delivered a detailed quality maturity assessment of our findings, along with recommendations for the future. Our recommendations included focus areas to test and ways to improve processes, boost productivity and increase the use of automation.

**“The Client wanted to improve overall quality as well as leverage automation for greater efficiency, speed, lower costs and improved UX. distinguish the test strategy for each.”**



## Key benefits

After we completed the initial deliverables, the Client brought us on board to help with implementation, supporting or assuming full responsibility for delivery of our recommended initiatives. Less than three months after implementation, we were able to see tangible results and benefits that included:

- 40% reduction in test spend from initiatives delivered
- 30% reduction in excess testing
- New strategies for automated nonfunctional testing
- New strategies for improved UX
- A streamlined, accessible data repository providing reliable metrics and quantified data insight.

“Due to the asynchronous nature of the event-driven architecture and event-based compute engine being highly scalable, Qualitest was able to achieve a high level of concurrent test executions.”

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