



Ecommerce

End to End QA Capabilities

e-Com – Trends & Market Insights

The e-Commerce market revenue is experiencing a strong surge due to rising internet accessibility, economic expansion, and an increase in online shoppers.



Using IoT devices has widened the scope of E-Commerce platforms as they help personalize advertising for various businesses and target specific customers

The E-Commerce Platforms market was valued at USD 7.1 Billion in 2023 and is estimated to reach USD 13.5 Billion by 2028 at a 13.71% CAGR (Compound Annual Growth Rate).

E-commerce platforms provide all the components a merchant needs to operate and grow its online business without complicating day-to-day operations.



Challenges

Expertise

To verify and validate the end-to-end user journeys in the integrated environment with integration points between different components, and 3rd party applications.

Using a range of positive and erroneous test cases and input data to ensure that applications under tests meet their intended requirements across the new platform.



Data Consistency



Delay in processing information from 3rd party applications



Complexity of systems



Limitation in accessing some of the third-party system and financial system. This increases dependency on validation.



Lack of detailed Requirement documentation for any E2E implementation.



Reprocessing the order request again due to inaccurate shipments/return processed.



Execution of the specifically designed E2E scenarios. E2E also includes testing critical functionalities from regression perspective



SFCC Business Manager
(Promotions, product catalog,
SEO, Einstein
recommendation)



IP feed files and Sales Audit
report validation for
Enterprise system.



Customer journey mapping



Orchestrate end to end
testing workflows



Understanding logs in
Splunk/Mulesoft etc



Understanding of ecommerce
architecture and systems



Data flow between systems



Order Management System
expertise(Orders, Inventory
Supply,Items,Master data,
Customer Service, Payment
Transactions, locations...)

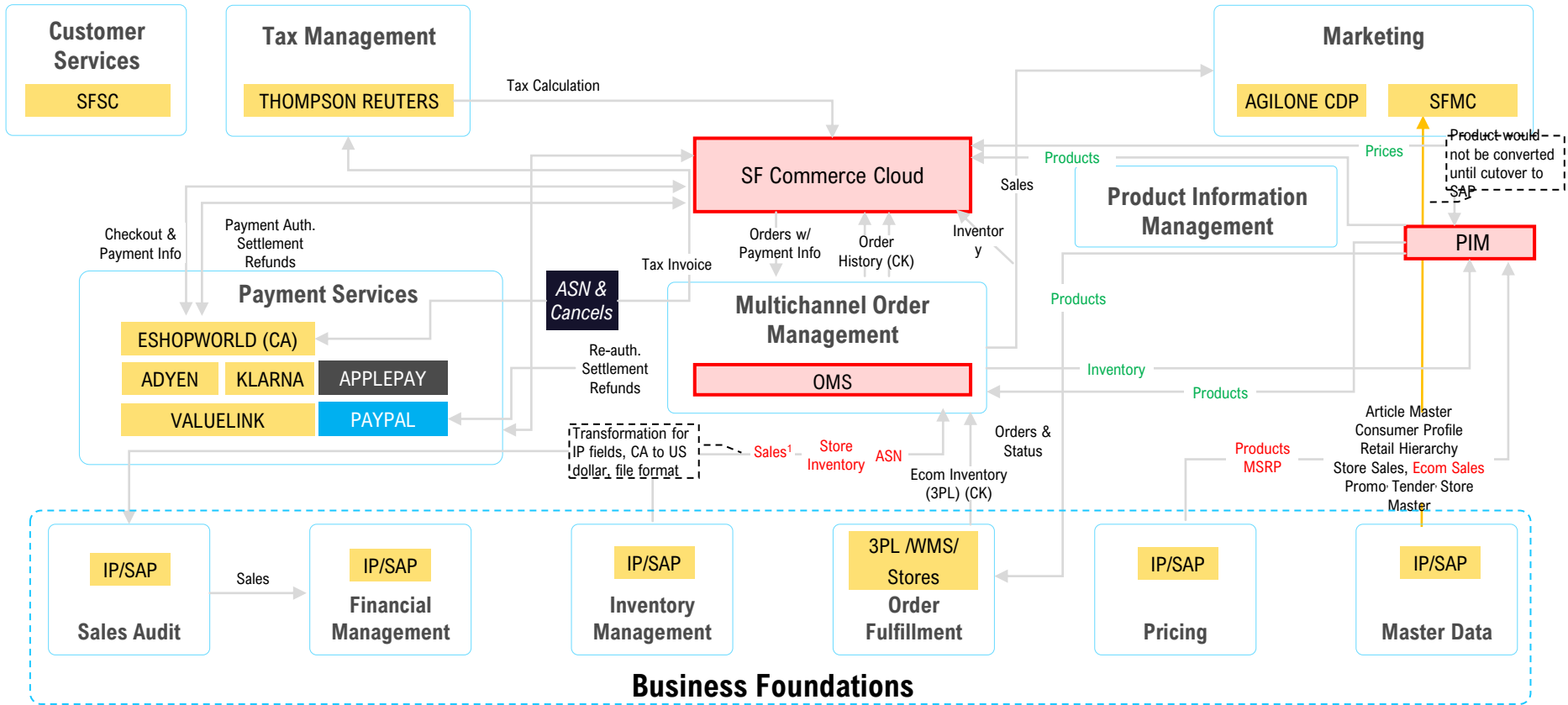
End to End Testing



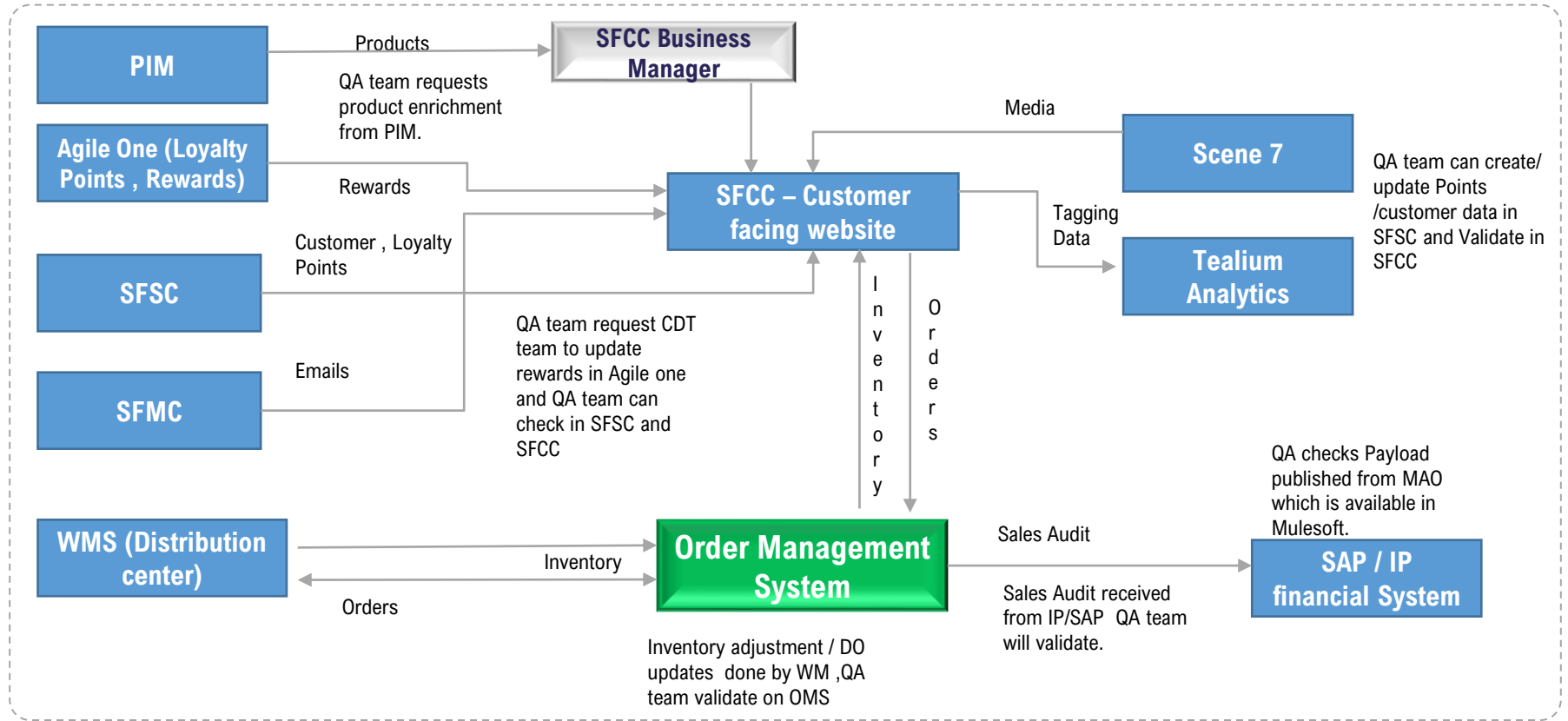
Challenge		Expertise	
Verify and validate the end-to-end user journeys in the integrated environment with integration points between different components, and 3rd party applications. Using a range of positive and erroneous test cases and input data to ensure that applications under tests meet their intended requirements across the new platform.	Requesting in processing the shipments/returns from the WM Team.	Understanding of ecommerce architecture and systems	Understanding logs in Splunk/Mulesoft
Execution of the specifically designed E2E scenarios. E2E also includes testing critical functionalities from regression perspectives (if major Issues found)	Reprocessing the order request again due to inaccurate shipments/return processed.	Customer journey mapping	Mocking end to end shipments/returns using postman tool.
Limitation in accessing some of the third-party system and financial system. This increases dependency on validation.	Complexity of systems	Data flow between systems	IP feed files and Sales Audit report validation for Enterprise system.
	Data Consistency	Orchestrate end to end testing workflows	Regression/Integration/Functiona I/ UI testing strategies
	No Requirement documentation in JIRA or in ALM for any E2E implementation.	Order Management System expertise(Orders, Inventory Supply,Items,Master data, Customer Service, Payment Transactions, locations...)	Store shipment from store APP and Returns from In Store Return APP
		SFCC Business Manager (Promotions, product catalog, SEO, Einstein recommendation)	Basic check on Tealium Tags using UTAG Debugger



Ecommerce Architecture



Data Flow



Our Industry Expertise

Domain Expertise

1

Domain Knowledge

Our wealth of domain knowledge across complex Supply Chain and warehousing processes, combined with our sole dedication to quality assurance has given us a wealth of project-based experience

2

Extensive Experience

Qualitest have been involved in large ecom testing across retail, wholesale, and manufacturing customers for 26+ years.

3

Warehouse Management

(POS, Transaction Logs, Payments)

4

Supply Chain, B2B

5

Transportation Management

Snapshot of Clientele



QE Expertise



Quality Engineering

Web, Mobile, IoT Testing, TDM, TEM, QMO Services, Cloud, TCoE, Automation



Non-Functional

Performance, Security, Accessibility



Agile Transformation

DevOps, DevSecOps, Cloud Engineering, CI/CD/CT



ERP Business Assurance

SAP, Oracle, Microsoft Dynamics, Workday, Etc.



Quality Management Office

What differentiates us

EXPERTS



100+ ecom experts

400+ Retail domain experts

SKILLS



TRICENTIS
TOSCA
ALM
ctane
ACCEIQ
COPADO
Jenkins
Jira

PRODUCTS / TOOLS

eCommerce landscape understanding. Knowledge of Order Management, loyalty, Shipments and Product Information Management, Tag Manager.



Key Outcomes Delivered



70% Reduction

End to End Testing

Comprehensive End to End testing suite which led to execution reduction time



50% Reduction

Regression Testing

Mocking different systems like Shipping to ensure reduction in testing effort



Test Coverage

Order Processing

Increased the test coverage and documented the parameters which can be used for multiple systems and rollout. This has stabilized the system.

CLIENTS





Thank You