



Mindtree

Welcome to possible

142% year on year (YoY) increase in content requests via mobile devices, with predictable quality and delivery, for a large global broadcasting company

The customer is a large public broadcasting company which delivers high quality products and rich media content across the world. They required:

Seamless experience by the audience when switching from one device to another and between networks

A defined and accepted industry standard for browsers on TVs and a scalable architecture to simplify app development and deployment across many different devices

To keep pace with emerging technologies

Business challenges

Improve predictability of ship dates and quality

Non-uniform test practices across POD

No Test Case Management (TCM) and reliable test environment

Very disparate team with limited knowledge retention, delivery excellence, central QA service availability and flexibility

No single view of the metrics dashboard for testing engagements

Improve reliability of automation and reduce false positives

Our solution

Defined and designed uniformity in testing practices across the board

Improved cross pollination between teams for knowledge sharing

Evaluated and implemented a common test case management tool

Defined, identified and analyzed five common metrics for deriving benefits

Created an offshore team to deliver more coverage at less cost

Business impact

142% YoY increase in content requests via mobile devices through the successful release of the player application on the iOS and Android platforms

Reliable test environment

60% reduction in test cycle time and faster release cycles through superior automation coverage

Hassle-free experience for the customer and manufacturers through seamless certification for 24 devices

Complete executive visibility and transparency through uniformity in test practices

Improved team communication helped code sharing and reuse



Our approach

Enhanced automation reliability through the outside in and the inside out BDD approach

Documented an end-to-end process for device certification, covering tagging, booking form and exit report

Created a unified dashboard

Built a FAQ document for all the tracks, as a kick start for new users

Retained knowledge by moving team members onsite / offshore on a need basis

Took complete quality ownership for radio and music track

Weekly tracked test strategy items and brought executive visibility

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.