



Mindtree

A Larsen & Toubro Group Company

**Enhanced coverage
and improved
time-to-market** for a
leading US cosmetic company

The Client

The client is a US leading cosmetic company who need support to enhance its current marketing efforts and deliver new innovation, enabling them to deliver the right content which should be personalized according to the individual, and delivered at the right time, right place, and via the right channel. To meet client's requirements, Mindtree chose CRM 360, a platform that stores and processes consumer information and also has a business service function that uses the processed data to drive consumer experiences and various marketing programs.

Our Solution

- Mindtree team implemented a single solution DAF (Digital Automation Framework), compatible with both hybrid and native applications. It is used across all the applications covering E2E automation from the front-end brand sites to validate data on Cassandra and HIVE, including email campaigns
- Automated functional validation for 34 brand sites and, backend CRM 360 platform
- Implemented Dev-Ops(CICD) to deliver quality products - Faster time-to-market
- 60% E2E regression scenarios automated, providing support for future releases
- Reconciliation and validation of data using automated scripts
- Achieved standardization of the QA processes e.g., test case template, test strategy, metrics, reusable function and scripts for automation.

Client Benefits

100% requirements were delivered with zero schedule slippages

Test execution cycle time reduced by **40%**.

Test Coverage improved as E2E flows were covered by the test automation for multiple brand rollouts, thereby reducing manual effort by **50%**.

>95% defect removal efficiency achieved

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 260 enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 24 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 27,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."

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