



About the Client

An industry-leading provider of online marketing solutions, the client is known for developing and implementing effective customer-centric email services.

QA Test Automation in an Agile Delivery Model Improves Quality of Deliverables

BUSINESS CHALLENGE

Online marketing agencies are expected to provide innovative solutions that work, making QA and sophisticated technology a crucial part of developing new e-marketing solutions. The client was having a lot of maintenance issues with their deliverables and was looking for a mechanism to provide faster quality feedback in order to troubleshoot and quickly deal with problems. The client also sought to reduce the manual effort required to do regression and basic application testing, which would free up their team for other projects and increase productivity.

THE PROKARMA TOTAL SOLUTION

ProKarma delivered a customized automated QA system for deliverables using the Agile delivery model.

APPROACH

The Agile delivery model was used to quickly increase the features and functionality of the client's application while reducing development and testing time. ProKarma's team collaborated with the client and stakeholders throughout the Agile process to fine-tune the necessary functions and measure efficacy of the QA system. Through documenting business needs, test scenarios, and a maintenance plan, ProKarma's QA engineers planned the initial blueprint of the QA automation system. An open source test management tool was used for documenting test scripts and also used to record and run test cases against various models that were deployed during the testing phases. Dual-shore QA engineering teams in different time zones increased turnaround time of implementation and testing.

ABOUT PROKARMA: ProKarma delivers integrated technology and business process outsourcing solutions for over 150 global leaders in a wide range of industries and markets. ProKarma is co-headquartered in Portland, Oregon and Omaha, Nebraska, with sales and delivery centers in the United States, India, Argentina and Peru. ProKarma was selected as a Global Services 100 Provider for 2012 and ranked as the fastest growing IT services company in America by Inc. 500.

TECHNOLOGY

ProKarma's QA engineers used various open source test tools to ensure cost efficiency, including Selenium and Fitnesse for web testing and Soapui for web services testing.

EXPERTISE

ProKarma's dual-shore team of experienced developers and QA engineers used the Agile delivery model to work quickly and collaboratively with the client.

IMPLEMENTATION AND BENEFITS

With the help of the Agile delivery model, ProKarma helped the client develop applications with new features in short iteration release cycles. Automation of the client's QA system helped provide the development team and stakeholders with faster feedback, improving the quality of overall deliverables and considerably reducing turnaround time.