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FAST FORWARD TO THE FUTURE

CASE STUDY

Major PH Low-Cost Airline

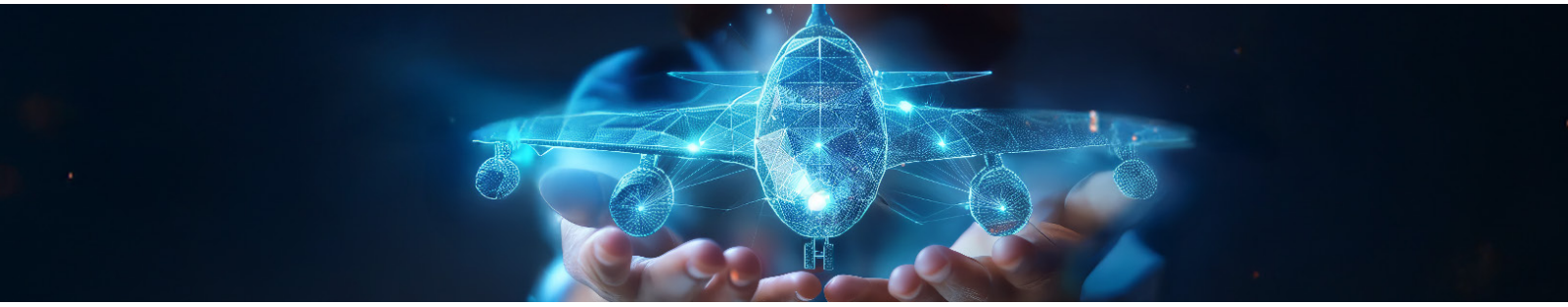
Transforms QA with a Testing Center of Excellence

Managed QA - TCOE



Background

A leading low-cost commercial airline in the Philippines faced a critical need to streamline and enhance its QA operations across numerous customer-facing digital products, internal systems and applications, and projects. With an increase in testing demands and an unsustainable reliance on staff augmentation, the airline required a centralized and cost-effective solution for QA management. Stratpoint's Managed QA service, integrated with a Testing Center of Excellence (TCOE) framework, provided the airline with a sustainable solution, addressing their challenges while delivering cost efficiency and governance in QA activities.



Escalating costs and complexity in QA

The airline's growing portfolio of internal systems, projects, and digital products placed substantial pressure on their existing QA resources. Key challenges included:

Increasing testing demands: With continuous development and updates, internal projects and customer-facing digital products required an intensive amount of testing resources and time.

Management overload from multiple vendors: Utilizing a staff augmentation approach with multiple vendors became unsustainable, resulting in operational inefficiencies and high management overhead.

Escalating costs: Staff augmentation proved more costly than Managed QA services, prompting the airline to consider alternative, more sustainable solutions.

Recognizing the limitations of their existing setup, the airline explored options for Managed QA services. Stratpoint introduced its TCOE framework, aligning well with the airline's goals for efficiency, scalability, and streamlined QA governance.

Managed QA integrated with TCOE framework

Stratpoint's Managed QA service, powered by a TCOE framework, provided the airline with a comprehensive and centralized solution to tackle the challenges associated with testing and QA management. Key features and components of the TCOE framework included:

Resource optimization: Stratpoint deployed 43 QA experts, organized under a TCOE model, to manage the airline's internal systems and applications, flight booking website, and mobile app testing requirements.

Centralized QA governance: With a focus on centralized governance, Stratpoint managed all QA tasks, ensuring quality consistency and adherence to the airline's standards and best industry practices. The governance model allowed for efficient onboarding, task allocation, and auditing of QA activities, which improved overall control and accountability.

Strategic cost reduction: Transitioning from a staff augmentation model to Managed QA services led to significant cost savings for the airline. Stratpoint's centralized approach reduced the need for multiple vendor contracts, cutting operational expenses.

The airline not only accessed QA expertise from Stratpoint's TCOE framework but also structured processes to ensure compliance with the airline's QA requirements.



Agile and scalable testing

Through a combination of automation and manual testing practices, the TCOE model effectively handled a diverse set of the airline's customer-facing websites, mobile apps, and systems, including internal projects. Customer-facing systems cover web and mobile apps used by general users, such as the airline's customers and travel agents booking on their behalf. Internal projects, on the other hand, cover internal systems used by business teams and support the airline's flight booking flow. Key aspects of the implementation included:



End-to-end testing support: The TCOE framework addressed a range of testing needs, encompassing test planning, execution, test automation, reporting, and completion.



Responsive to change: As testing demands grew, Stratpoint rapidly scaled its team to accommodate additional QA roles, demonstrating the framework's flexibility and alignment with the airline's expanding needs.

TCOE Framework

▶ Test delivery phases:

- Test planning
- Test design
- Test execution
- Test reporting
- Test completion

▶ Quality management:

- Audit and compliance
- Management reporting
- Process definition
- KPIs and metrics
- Resource management
- Knowledge management

▶ Test automation:

- Automation tools: Playwright, Selenium, Appium
- Testing frameworks: Pytest, TestNG, Cucumber
- Programming languages: Python, Java
- Version control system: GIT
- CI/CD tools: Azure DevOps, Jenkins

Enhanced efficiency and customer satisfaction

The adoption of Stratpoint's Managed QA with TCOE framework brought measurable improvements to the airline's operations.



Cost savings: By transitioning to a Managed QA service, the airline achieved a substantial reduction in QA operational costs, as compared to the previous staff augmentation model.



Improved QA governance: Centralized QA management eliminated inefficiencies related to vendor coordination, streamlining processes and ensuring uniform quality standards across all projects.



Enhanced user experience: With a structured and robust QA process, the airline's internal and customer-facing systems maintained high reliability and performance, contributing to increased user satisfaction and confidence.

A foundation for future growth and continuous improvement

With the TCOE setup, the airline was able to address immediate challenges as well as establish a scalable framework for future growth. The airline envisions further leveraging the TCOE framework for additional QA capabilities, setting the foundation for future engagements with Stratpoint. The resilient structure and adaptability of the TCOE model position the airline to efficiently manage new projects while continuing to benefit from centralized governance and QA expertise.

By implementing the TCOE framework, the airline gained a sustainable, cost-effective solution to manage its growing QA demands. This empowered the airline to maintain high standards in both customer-facing applications and internal projects, setting the stage for continuous improvement and reinforcing the airline's commitment to quality, efficiency, and customer satisfaction.

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About Stratpoint

Stratpoint is the digital acceleration partner for companies ready to transform. With expertise in agile software development, quality assurance, Cloud, data, and AI, it empowers businesses to boost efficiency, improve decision-making, and gain a competitive advantage in today's digital economy.

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