



# Optimizing offshore testing increases efficiency and ROI for a client in the media and marketing solutions domain

## Client

Client is a leading US based News and Media Corporation comprising a diverse range of broadcast, digital, mobile, and publishing companies. These brands enable customers to connect with audiences through superior marketing services, specialized solutions, and personal reach.

## Challenge

The client faced challenges in optimizing offshore testing efforts during the Agile sprint development methodology execution where things are changing very rapidly. They needed a very productive team that can be embedded into their existing development team. Their business priority was to reduce the 'time to market' by reducing the testing cycle time. Testing had to be done across multiple OS environments and browsers. They were looking for an offshore testing service model across manual testing, automation testing, and mobile testing. The applications had to be tested on different mobile devices: Galaxy Tab, Motorola Xoom, iPad 2, iPad 3, iPhone 4 and iPhone 4s, Android 4.0 Ice Cream Sandwich, HTC - Nexus and Android 4.1 Jelly Bean.

## Marlabs Solution

- Marlabs proposed an offshore team structure, which will be a part of each sprint and run Scrum offshore
- Onshore test lead conducted Scrum meetings with the offshore QA team thereby improving the quality of deliverables and increasing the offshore ownership of user stories
- Selenium (open source) tool was used for test automation
- A hybrid automation framework was designed using Selenium, which was easier to maintain and involved the following techniques:
  - Run the same script against multiple datasets and environment

- Run the same script on IE , Chrome and Firefox
- Update only test data sheets
- Execute test script concurrently using Selenium Grid, which reduces the execution time
- Resource structure was optimized across projects to provide more productivity
- Testing service was expanded across manual, automation and mobile testing.
- Web applications were tested for cross-browser compatibility (IE , Chrome, and Firefox) across Windows XP, Windows 7, and Mac OS desktops
  - Mobile testing was conducted for the apps on iOS and Android OS platforms
  - Mobile testing was conducted for Galaxy Tab, Motorola Xoom, iPad 2, iPad 3, iPhone 4 and iPhone 4s, Android 4.0 Ice Cream Sandwich, HTC –Nexus, and Android 4.1 Jelly Bean.

## Benefits

- Marlabs owned the application knowledge and managed the end-to-end testing for each sprint
- Performed test execution across multiple OS and browser combinations within the short sprint cycle due to increased testing efficiency
- Reduced the time require for sanity testing
- Good returns on investment due to open source tools
- Enhanced confidence in product delivery
- Increased stability of the application
- Test automation increased the productivity of the testing team
- The offshore testing team identified a number of critical and major defects.

## Technologies

- Perl
- PHP
- MySQL and Web HTTP/S
- Mac OS
- xCode 4.2
- Selenium

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