



Let's Solve

# Case Study

Digital Center of Excellence  
Setup for a Leading Media  
Conglomerate



A Larsen & Toubro  
Group Company

## Client

Client is a US-based multinational media conglomerate, and one of the largest broadcasting, cable, and media companies globally.

## Challenges

- Perform end-to-end testing to ensure functional and performance assurance of streaming content (news, music, games), which is updated daily on digital platforms.
- Ensure application compatibility with browsers, platforms, devices and Operating Systems.
- Improve quality of live websites (news, music, games), which are updated daily, and globally accessed by viewers of all age groups.
- Ensure high quality of data integrated from different applications into a centralized data warehouse.

## LTI Solutions

- Set up a Testing Center of Excellence (TCoE) to deliver end-to-end testing requirements of digital applications.
- Ensured adequate test coverage with LTI's Jukebox (repository of ready-to-use business & test scenarios).
- Implemented risk-based, metrics-driven testing approach and API test automation.
- Performed compatibility test across multiple browsers, platforms, devices & OS, to reduce turnaround time and prepare for new product launches by LTI's Test Lab & Device Bank.
- Functional, regression and mobile testing of a range of web applications and devices.
- Conducted digital assessment for websites, and generated detailed website health report along with recommendations, using LTI DiCE (Digital Customer Experience Analysis tool)

## Business Benefits Delivered

- 25% improvement in customer experience on the global websites through LTI DiCE tool.
- 40% reduction in efforts through automation and improved test coverage.
- 60% reduction in testing cycle time.
- Continuous test improvement through comprehensive metrics and governance.
- 80% reduction in post-production defects.
- 20% reduction in time-to-market.
- Significant cost savings through offshoring.
- Expansion of testing services for 35+ applications through cross-skilling of FTEs.

---

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 26,000 LTIites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at [www.Lntinfotech.com](http://www.Lntinfotech.com) or follow us at [@LTI\\_Global](https://twitter.com/LTI_Global)