

case study

# End-to-End Business Assurance

for a Leading Global Media and Entertainment Company



## Client Overview:

As a leading global media and entertainment company, the client creates and distributes the world's most differentiated and complete portfolio of content and brands across television, film, and streaming platforms.



## Challenges:



Need for a new iterative model using agile methodologies



Unavailability of an integrated automation framework to cover the daily in-sprint/regression execution and frequent releases automatically



Absence of a robust framework for dynamic test data management, API/backend validation, and triggering user-friendly test reports to be sent to stakeholders



Lack of visibility for QA on API functionality and quality of API responses



No test management tool to indicate real-time execution status and risk coverage



Ambiguity in requirements/functional specs hampering test coverage and increasing the risk of defect leakage during production



No E2E test process across multiple applications (as a whole workflow testing)



## Our Solutions:

- Automated more than 50 applications, providing extensive coverage across technologies with over 30,000 test cases designed using Tricentis Tosca
- Created custom controls in Tosca to support applications across the technology stack
- Conducted CI/CT through a distributed execution server, allowing automated and independent test execution against production releases along with automated reporting to stakeholders
- Set up provision for parallel unattended distributed executions across multiple test labs using Tosca
- Developed QA capabilities to test APIs using manual and automation methodologies leading towards progressive shift-left automation
- Leveraged test case design and test data management to standardize test data setup activity
- Introduced process enhancements like better sprint grooming and brainstorming sessions, detailed review of requirements in early stages, and detailed retrospective sessions
- Built on the domain expertise by partnering with project teams throughout the software development while participating in agile ceremonies.
- Leveraged LTIMindtree solution accelerators – DTF, XML-Sync, JSON-PDF comparator to save execution time and manual efforts



## Benefits:



**Less than 1 % defect**  
leakage in production and  
0% defect leakage in UAT



**26% schedule**  
reduction



**More than 90%**  
**automation test** coverage  
across applications



**More than 90% reduction**  
in test execution time



**20% increased**  
test coverage



**40 applications**  
enabled with CI/CD



**Zero human**  
**dependencies** with an  
automated process for  
test status reporting



**E2E tests with near real-time**  
**test data (PLT)** identified  
integration issues across multiple  
applications as part of MSC  
before production releases for  
any of the apps in the chain

### About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 83,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.