HCL

QEx Success Story

HCL HELPED A LEADING
US BASED ONLINE SHOPPING CLIENT
IMPROVE TIME-TO-MARKET &
REDUCTION IN TESTING
EFFORTS BY 50%

LET'S TALK
APPLICATIONS

RETAIL

BUSINESS
ASSURANCE
& TESTING

CLIENT DESCRIPTION

The client is a US based company specialized in creating, developing and running online shopping sites for brick and mortar brands and retailers

BACKGROUND

The client was looking for a partner who could help in designing and developing the website with E-commerce technology, hosting, order fulfilment, customer service, merchandising and order management online merchandising, customer relationship management and online marketing.

Client was facing a time lag issue in launching sites for new partners, which was somewhere around 3 months. This was due to some inherent issues with the base product that needed to be corrected first and then focus on reducing the time lag from the time of idea/launch conception to release. Client was willing to shift the focus towards the testing driven framework and wanted to introduce Agile Methodologies and adapt automation in testing.

BUSINESS CHALLENGES

Other than the time lag issue which was one of the prime concerns for the customer, there were few more challenges that the customer was facing which led customer to lookout for HCL as a partner:

• Scant documentation existed

• Stringent application availability of SLA's non-modular code base

• Highly parameterized application, and restricted access to database environments and need for improving user experience.

ENTER HCL

HCL entered into a relationship with the client in 2004. Since then, it has evolved a stable onshore-offshore model along with the many innovative E-commerce solutions that have assisted the organization in its multi-dimensional growth.

HCL's expertise in E-commerce frameworks and intellectual properties were the biggest strengths leading them to this engagement.

AREA OF ENGAGEMENT

E-commerce Marketing Services – Complete IT support to all the client's constituent companies, including on-site production support and enhancement.

SCOPE OF TESTING

- Functional (Automation and Manual)
- Team size – 60 (Automation) & 80 (Manual QA)
- Duration – 10+ years

HCL SOLUTION

HCL has partnered in an automation drive to convert 80% manual scripts to automated ones by the year 2016.

- Being in E-commerce, domain for Enterprise, the Selenium software framework was identified for web applications testing and automation; and IBM Remote Integration Tool identified to automate back office building blocks
- Enhanced user experience by providing business functions for Search, flexible shipping, enhanced order emails and in-store pickups.
- Completed multi-channel integration with a database independent test framework.
- Provided complete ownership while launching websites on the new architecture.
- Provided data migration and Sterling DOM implementation services.

TOOLS & TECHNOLOGIES

JAVA/J2EE, Selenium, IBM RIT, Oracle, HTML, XML, PL/SQL, CSS, JavaScript, Apache Velocity, AS/400, Data Warehousing and ISML

METHODOLOGIES

- RUP
- Scrum
- Agile
- Waterfall

IPS & FRAMEWORKS ADOPTED

- Struts
- Spring
- Apache Tiles
- Mule ESB
- Ibatis,
- Hibernate,
- Hybrid (Data Driven + Page Object Model + Keyword Driven)
- JDA MMS

BUSINESS BENEFITS

E-commerce framework excellence clubbed with intellectual strength and speed at solution delivery brought vigor to the engagement, with below stated advantages:

QUANTITATIVE

- Improved SLAs: System availability at more than 99.5% uptime, average SLAs to resolve PS tickets reduced from 6.5 days to 3.5 days

- Reduced testing efforts: The automation of regression test cases reduced testing efforts by 50%

- Provided deep domain and application expertise: Resources turnover rate remained below 10%

- Automated 112 business functions covering 65 screen

QUALITATIVE

- Improved Go-to-Market time: The new site launched in two weeks against planned three months.

- Increased site-traffic (the page appears among the top three search results) and site ratings.

- Provided a framework-based testing: Developed a database independent test framework with JSON (Prior to the implementation of this framework, projects were usually delayed as it was difficult to get test data from partners. This framework helps our client to complete all projects on schedule and within budget, leading to its own customers being satisfied).

- Enabled manual testers and business analysts to develop automation scripts

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