

ACCELERATING AND SCALING SALESFORCE TESTING FOR A LEADING DIRECT TO CONSUMER BEAUTY BRAND WITH GLOBAL E-COMMERCE



About the Client

The client is a leading beauty and cosmetics manufacturing and direct to consumer brand with global e-commerce-based operations. It is a 60-year-old brand with millions of customers across the globe. It uses digital channels like its website and mobile application to engage with customer across the customer life cycle from exploring to buying its products.

The Client Challenge

The client leverages the Salesforce engagement platform and its applications suite for customer relationship management across 35+ markets. They were using traditional & legacy software testing methods which resulted in slow time to market and considerable costs. Continued dependence on significant manual regression testing distracted them from their core responsibilities and delayed project releases.

The Client Challenge



They needed to transform their Salesforce application testing process, culture, and tools and establish automated continuous agile testing processes. They were looking for a strategic consultative partner that could help them set it up and help them achieve the following:

- ✦ Improve turnaround time of feature releases across different markets globally
- ✦ Deliver consistent quality and improve coordination with the delivery teams with an agile process
- ✦ Improve operational efficiency

Movate Solution

Transforming Salesforce Testing using Tricentis Tosca Platform

Movate analyzed the client's existing testing and quality engineering environment and recommended them to leverage Tricentis Tosca, the leading continuous testing platform, to modernize their testing processes.

Movate conducted a feasibility study and POC of automation capabilities for features/platform testing. Tricentis Tosca was selected to help the client test and detect impacts to their core end-to-end business transactions across various Salesforce products – Commerce, Community, Marketing, and Core, and certify integrations with legacy internal and external systems.

With Tricentis Tosca's strong platform capabilities and Movate's domain knowledge and deep understanding of the client's system environment, the client was able to transform their Salesforce testing.



Scope Of Services



- ✦ **Framework design and setup** - Installation, configuration, coordination, and consultancy for setting up the environment at client premises
- ✦ **Continuous Agile Testing** - Scalable, agile testing in different environments/ operating systems (Windows/ MACOS), mobile platforms (iOS/Android), and browsers (IE/Chrome/Safari) by effective test automation in Tricentis Tosca, test environment maintenance, CI/CD integration, and continuous application releases for different global markets
- ✦ **Reporting and dashboards** - Customized intranet dashboard for analysis and reporting of test results to the client's senior stakeholders
- ✦ **Global delivery model** - Onsite-offshore QA model ensuring continuity in work with regular reviews with project stakeholders for continuous improvement
- ✦ **Support and Maintenance** - Movate provided the technical point of contact for Tricentis Tosca for efficient support

Business Benefits

60-70%

of time savings in early automation attempts during the development phase itself. Release cycles also improved from 3-4 weeks to weekly

Faster time-to-market

20%

Improvement in team productivity by upgrading functional testers to automation

Productivity Improvement

25%

optimization through common framework, reusable components and standards

Maintenance Optimization

The client can rapidly create and manage end-to-end automated tests without relying on highly technical resources

Test automation kick-off

A single solution to test across Salesforce interfaces - APIs, web, and mobile, and test data management for stable, reliable test automation

Simplified end-to-end testing

CI/CD execution and results analysis to ensure quality as soon as application features are deployed on various environments

Streamlined test execution

About Movate

Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 12,700 full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.

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