

GlobalLogic

A Hitachi Group Company

Revolutionizing Full Cycle QA with GenAI for a Global Leader in Media and Entertainment

A media and entertainment conglomerate in the broadcasting and streaming space faced challenges in ensuring that its OTT systems could reliably scale to support a worldwide audience. Partnering with GlobalLogic enabled this storied company to face these challenges and achieve measurable improvements.

30-40%

reduction in overall STLC cycle time



Challenge

An iconic media and entertainment company encourages its viewers to explore and enjoy a vast array of entertainment options.

They faced challenges in ensuring that its front-end and back-end systems could reliably scale to support a worldwide audience.

To guarantee optimal performance and a seamless user experience, the company needed to enhance its full lifecycle system testing.

Value Created

Working with the client's Global Quality Assurance team, we created an extended team who worked on Manual, Automation & Performance testing engagements of the OTT streaming and Aggregated TV channels, Video Data Platform, Adtech & Revenue Recognition systems, ensuring seamless user experience and robust quality. Key outcomes were:

- Customized Test-as-a-Service (TaaS) framework for Media and OTT testing
- Performance and Scalability Testing experience to simulate peak load parameters
- Auto-generated automation test scripts with QACompanion, a GenAI accelerator
- Core-Flex model to scale the team based on demand

Impact

- **30-40% Reduction in Overall STLC Cycles:** Implemented strategies and tools that significantly streamlined the STLC.
- **Facilitated Shift-Left Approach Adoption:** Facilitated the adoption of a Shift-Left approach to quality assurance.
- **Optimized Test Case Maintenance:** Supported implementation of best practices and tooling to achieve long term optimized test case maintenance.