CUSTOMER MANAGEMENT PORTAL TO MANAGE AND MONITOR BUSINESS GROWTH

CLIENT OVERVIEW

Our client is a programmatic advertising technology company. They provide a solution in the form of unique software as a service platform by combining ad serving and an ad exchange which includes supply-side platform (SSP) technology. They have developed an integrated technology platform by combining ad server and a real-time bidding (RTB) exchange with a standard supply-side platform (SSP). It ensures the highest real-time value for any trade. This helps publishers to optimize monetization. They offer a platform that lets advertisers reach target audiences through a vast selection of inventory across publisher sites, mobile applications, consumer devices and advertisements.

KEY REQUIREMENTS

- Lessen the manual regression testing time and efforts
- Test Tech solution which should be cost effective and platform independent
- Validation of the portal for the business requirements in agile development environment of bi-weekly sprint
- Test Tech solution which should support both BDD and ATDD
- End to End business scenarios automation so that the same can be used during UAT
- Functional automation of integration between customer instances (both advertisers and publishers instances) with portal and validation with database
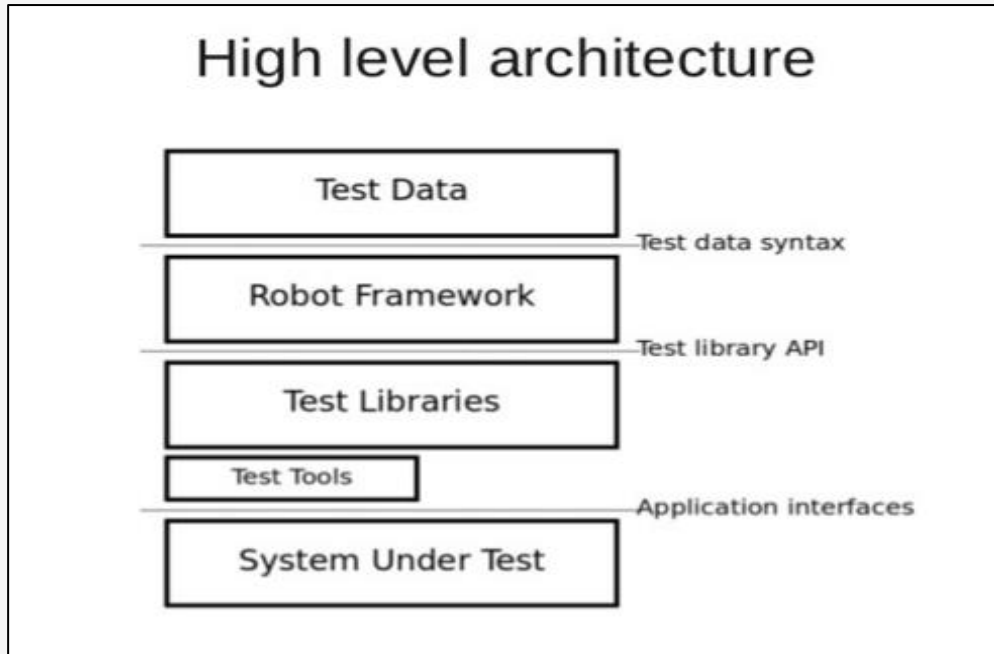
KEY CONTRIBUTIONS

- Fully automated Smoke test suite delivered that added to ascertain crucial functions are working in the system keeping up quality and productivity
- Fully automated database integration test suite which covered more than 200 test cases
- Fully automated regression packs for functional and end-to-end scenarios which covered almost 350+ scenarios that enabled flexible deployment and operational capabilities. These included integration scenarios between customers provided instances and management portal
- Exhaustive testing made possible due to automation with varied sets of data that ensured high quality build delivery
- Continuous integration was done using Bamboo to automate the release management, creating a continuous delivery pipeline

KEY BENEFITS

- Automation helped our client to improve business uptime by identifying potential issues through early detection
- Automation test execution reduced total cost for testing by 20%
- Reduced production defect leakage to 5%
- Reduced backend process errors by about 30%
- Saved manual testing efforts, increased quality and lowered defect rate
- Ensured rapid development by significantly reducing the production defect count

HIGH LEVEL ARCHITECTURE

TECHNOLOGY STACK

- Python
- Robot framework
- RIDE
- MySQL
- Jira
- Git
- Selenium
- Bamboo