

Driving Superior Customer Experience Through Quality Engineering Excellence

Quality engineering services

Since its inception, our quality engineering services have been providing “Quality @ Speed” to our customers. The impact of our quality engineering excellence has resulted in over **50% of our engagements being long-standing** (10+ years) and aligned with 11 industry verticals **with a global presence**.

The onset of new and complex technologies increases the need for a dedicated focus on niche and specialized QE Services. Our sub-practices address these niche services of the industry through workforce transformation (80+% QEs with specialized/niche skills), innovation and IPs, and advisory services. A snapshot of the Quality Engineering Services capabilities is provided below:

We're a **global leader** in Quality Engineering



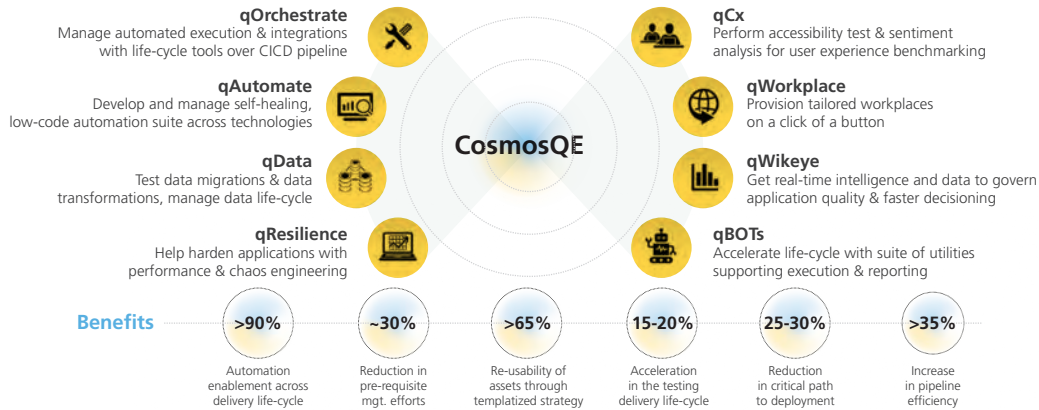
Our quality engineering capabilities in retail

Retail is at the forefront of the adoption of cutting-edge tools for the technological revolution and the creation of strategies to remain competitive. The focus is shifting to four key pillars of commerce: omnichannel experiences, hyper personalization, data analytics, and digital store capabilities. LTIMindtree, with our proven experience in enabling quality across transformation programs in the retail value chain, strongly believes that we are rightly placed to help take Quality to the Next Level and transform from QA to QE and QI.

45+ Satisfied Clients	700+ Strong QE Team	8 of top 20 CPG companies	5 of top 15 Retailers	70% Agile engagements	80% Specialized testing
Digital Quality assurance for Omnichannel Experience			Data and Analytics Assurance for Hyper Personalization		
B2C Commerce StoreFront	Omni Commerce	B2B Commerce StoreFront	Personalized promotions	Targeted Campaigns	Retail Execution & Analysis
POS applications Testing	Mobile Automation	Store applications Testing	Assortment analytics	Digital Marketing	Content Management
Holiday readiness testing	End to End Automation	Mobile application Testing	Store management	Sales forecasting	Pre and Post sale Services
Quality assurance for enhanced supply chain efficiency			Quality assurance for Cloud and DevOps adoption		
End to end Quality Assurance	Dealer Management		Application security Testing	High Availability Tests	
Cloud Migration testing - ERP apps	Shipment Tracking		End to End test Automation	Performance Test Assurance	
Product Pricing & Payments	Trade Promotion Management		Intelligent Automation	Performance Engineering	

Our quality engineering platform - CosmosQE

CosmosQE is our next-generation, AI/ML-led platform with 'value solutions' contributing across SDLC to deliver quality, efficiency, and cost objectives. Through the extendibility and orchestration layer, CosmosQE integrates well with LTIM's flagship products, customers' existing frameworks/tooling ecosystem, and third-party products.



Success Stories

1. Digital automation testing for a Fortune 500 consumer goods company

The client was looking to resolve privacy and accessibility issues found in creative assets supplied by creative agencies by obtaining approvals and ensuring a high-end user experience, including UI/UX. LTIMindtree implemented a unified Test Automation Framework (TAF) compatible with hybrid and native applications, which was used across all the applications covering E2E automation from front-end brand sites to validate data on the backend. This platform helped the client in a well-defined work product compliance process implemented with exhaustive checklists approved by customers to ensure work products aligned with client guidelines.

Key Benefits	45% Improvement in overall end-user experience	70% Improvement in site response time	60% E2E regression automated provided
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2. Digital platform testing for one of the largest paint companies

The client was looking for multiple country rollouts with localized languages covering countries including Belgium, Brazil, Norway, France, Sweden, and the Netherlands and cost optimization in regression testing. LTIMindtree developed a hybrid single-solution automation framework using Cucumber, Java, and Selenium, which supports cross-platform testing, multi-device, and localization testing, and scripts compatible with multiple countries/languages, multiple browsers, and devices. We also ensured that E2E regression testing was automated, providing 80% automation for future releases and the development of end-testing scenarios, which were also used by local markets for UAT sign-off.

This platform helped the client with predictability in release dates due to the standardization of QA processes, with UAT and business testing through an automation framework to support an agile delivery model.

Key Benefits	85% Coverage through automation for all the platforms	50% Reduction in localization testing for multiple geographies	24/7 Regression testing run all multiple rollout countries and report published
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