

Overview

Our client, a leading content management product company, specializes in software solutions for creating and publishing diverse digital content across multiple platforms. They needed a reliable solution to address quality and performance challenges in their content management ecosystem.



Objective

The client aimed to achieve seamless content delivery with zero downtime, ensuring consistent website performance and accessibility across multiple browsers and devices. The objective was to streamline content authoring, ensure ADA compliance, and optimize testing coverage for e-commerce and B2C operations.

Business Challenges

The client faced multiple quality and performance issues that hindered operational efficiency and content delivery. These challenges included:

- **Inadequate Content Authoring Training:** Limited expertise led to inefficiencies in content creation and publishing
- **Absence of Detailed Wireframes:** Lack of clarity in design elements delayed development and testing processes
- **Agile Implementation Gaps:** Inconsistent agile practices affected collaboration and project timelines
- **Insufficient Test Data:** Lack of relevant assets like images, documents, and videos restricted thorough testing coverage

The Solution

The client was provided with a comprehensive Quality Assurance (QA) Center of Excellence tailored to their content management needs. The solution included component, template, and page testing, along with automation using TestProject. ADA compliance was ensured through tools like WAVE, Accessibility Insights, and Crown Peak. Cross-browser and device testing was conducted using real devices, BrowserStack, and Sauce Labs. Additionally, SEO, performance, and analytics testing were implemented to ensure a fully optimized digital experience, supported by effective resource utilization through cross-training.

Value Delivered

The implemented QA Center of Excellence transformed the client's content management processes, ensuring consistent quality, performance, and accessibility across their digital platforms. The comprehensive testing approach led to smoother content delivery, enhanced collaboration, and improved digital experiences for end-users.



Simplified content authoring with fewer manual errors and faster updates



Maintained zero downtime during maintenance for uninterrupted access



Boosted productivity through cross-trained teams across applications

Business Benefits



Zero Downtime



Seamless Content Delivery



Enhanced Accessibility Compliance



Optimized Resource Utilization