



Credit Card Issuer Gains 26 percent ROI with Automation

INDUSTRY : Banking, Financial Services, and Insurance

Background

One of the world's largest credit card issuers works hard to maintain its unparalleled reputation for customer service. Paired with that focus is a commitment to providing innovative resources for the many businesses and individuals who use its payment, travel and expense management services. As Web 3.0 technologies become more mainstream, increasingly interactive options for transaction services have become an essential part of this industry's digital offering.

Challenge

To maintain its leadership position, the company knew it needed to build a top-of-the-line framework for its online services and applications. The organization had built a key product to shift digital customers onto more modern Web and mobile platforms, but it needed an adaptive solution that could continuously improve and adapt to the trends of the transactions industry. A more efficient testing process would accelerate release cycles, shorten complex workflows and address full-stack implementation of all next-generation Web 3.0 technologies.

The company's far-flung global team would also benefit from a cohesive plan for implementing and integrating technology upgrades. Models constructed for Web systems of a previous era were no longer adaptive or efficient enough to manage marketplace demands, and the firm was in search of a more efficient and less labor-intensive approach to maintaining its technology.

Increasingly, businesses across all industries are struggling to keep up with consumer demands for constant updates and improvements to their applications. A recent survey found that while 67 percent of major companies deploy new builds at least weekly, 46 percent say they want a faster deployment time than they currently have. Too often, a company's review and testing processes are slowed by poor communication between teams and by laborious, error-prone manual testing. The global trend toward improved efficiency is growing, as 88 percent of organizations have now adopted at least some aspects of agile methodology, and rates of automation and continuous integration are increasing rapidly. Still, as of early 2016 only 26 percent of businesses use more automated testing than manual testing.

Any firm that wants to stay at the forefront of its field benefits greatly from the speed and other advantages that come from automated testing. The credit card company turned to PK to build an agile framework that would ensure the highest quality for its digital services and applications.



Solution

Drawing on years of testing and agility implementation experience, PK built an open source-based test automation framework, substantially increasing efficiency. In total, the client's open source adoption and framework setup of 1,200 test cases reduced regression cycles from six weeks to one week. The system was made using Java, which provided the ability to automate end-to-end tests, and continuous integration practices allow the organization to test early and test often. Through the use of lifecycle tools like ALM and Rally, PK's solution is able to break down organizational silos and clear the way for faster, smarter decision-making. Over time, the changes have reduced overall cost of quality from 13 to four people annually. Integration with virtualized services and an organization-wide test data management system provides a clear perspective for team members, regardless of location.

The end financial benefits are undeniable: ROI was 26 percent in the first year and 84 percent in the second.

By applying sustainable automation using open source frameworks to quickly and smoothly improve Web 3.0 apps, PK has enabled the organization to cut costs while maintaining its foothold in the industry.