



5x Faster Automation for an OTT platform

QA
Services

Success Story

Client

The client is an Entertainment company in the US, offering premium / on-demand online content services on their platform / channels. The company attracts over 30 million viewers with OTT services, Live TV, and other content accessible on various devices.

Business Requirements

The platform is equipped to provide 1000s of quality content and aims to enhance its quality in terms of User Experience and Functional stability across platforms and devices.

- Seamless content access (accuracy and timeliness) and streaming experience
- Competitive and short release cycles with dynamic content changes/updates to the app to retain and attract new customers
- Comprehensive QA Strategy and immediate reporting of results with viewer experience goals such as buffering, video quality adjustments, interrupts, UI etc.

Testing Requirements

- Test the UI/UX of the platform, validating elements on each screen that a user would interact with and experience the features.
- Verify the usability and functional quality in a complete and exhaustive sequence, from the launch of the URL to consistent experiences on user devices.
- Compatibility on cross browsers and devices.
- Automation Solutions for rigorous functional and regression test coverage.

Solutions and Savings

- **Automation functional Testing Solutions**
 - **Swift release testing:** Utilized uphoriX Indium's Smart Automation Platform to generate functional automated scripts (non-selenium based) for the UI based actions. (the application is UI heavy and contributed to maximum coverage using automated test scripts). Test execution effort saved was 80% as the remaining 20% was used to prepare reports.

- **Multiple Retest effort saving:** Since the scripts are recorded and automated, the defect retest effort saved as 100% as the execution was a just a click of a button.
- Expedited testing with parallel execution on cross browsers and devices.
- 300+ Test Scripts were created for live application, dynamic content scenarios with flexibility to customize / reorganize.
- Scheduled test execution on multiple environments and real-time reports.
- Continuous testing.
- Real time reports and Dashboards to track test execution status and summarize results.

Application

Online Streaming Platform / OTT

Domain

Media

Technologies

Streaming OTT TV / Android and iOS Devices, AWS

Solutions

Automation using uphoriX

Key Highlights

- Utilized uphoriX Automation Platform to generate functional automated scripts for the UI based actions. Test execution effort saved was 80%. and 100% savings in retest effort
- Parallel execution on browsers / devices / channels to validate compatibility and user experience consistency
- Automation efficiency is 5x faster, inclusive of test case maintenance and resource utilization

Value Additions

- uphoriX Platform responds well to dynamic scenarios and is a right fit for the application under test which requires dynamic content and feature updates.
- Keeping up with release cycles: Automation efficiency is 5x faster, inclusive of test case maintenance and resource utilization.
- The solution is extendable (because of the uphoriX platform's open-source components) and comes with no additional costs to extend test management capabilities, integrate with CI/CD etc. Automation Transparency: The scenarios/workflows that are automated are summarized clearly;
- ROI on automation (vs manual) testing can be realized clearly for every release.



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