



Deliver Value Drive Momentum™

## ValueMomentum Case Study

# Prominent Bank Significantly Reduces Defect Leakage with ValueMomentum as a Testing Partner

## Results

- Improved test coverage to less than 5% defect leakage in the application testing phase and less than 2% in production.
- Achieved a 30% cost reduction by using an onsite-offsite global delivery model. An additional 10% cost reduction was realized through QA efficiency gains.
- Significantly reduced manual processes using test automation.

## Business Situation

Our client, a Tier I regional bank sought to upgrade its existing internet banking service to enhance user experience in line with what their customers expected. The client planned an aggressive six releases per year schedule to deliver business functionality, which meant managing a release every two months; an incredibly quick turnaround time.

## Challenge

To deliver a quality cost-effective, on time solution to its customers, the bank selected ValueMomentum as a QA partner to support its development initiatives. Some of the challenges they faced included:

- Lack of consistent and sufficient test automation and optimal test coverage across Web and Mobile
- Lack of internal QA project management experience, and no department-wide strategy around QA Processes.
- No existing standardized QA process across the organization
- High cost of execution since everything was done on-site

---

## Solution

---

ValueMomentum's devised an application-specific testing approach to QA helped the bank to come up with short-term and long-term plans to achieve its goals. The short-term plan was to establish a test automation framework for user interface and database testing. Long-term goals included year-on-year cost reduction, creating and following a roadmap for higher test coverage, test automation across architectural layers and implementing industry best practices across test life cycle of the projects. ValueMomentum achieved

- Developing a robust test automation framework. This automation framework enabled test runs to be scheduled for automated execution.
- Implementing industry best practices in test planning, test execution, reporting and streamlining the defect management process to include defect root cause analysis and other defect prevention best practices.
- Implementing a comprehensive reporting process through metric definition, and a process to capture the metrics, measure, monitor and track towards continuous improvement of the same and reported test metrics across projects to multiple stakeholders.
- Institutionalizing a comprehensive engagement governance model that demonstrated transparency across stakeholder hierarchy supported by mature relationship management.
- Utilized a delivery model featuring a team of on-site QA professionals who advise and work with the client on a daily basis, supporting by some measure of offsite team members, thus reducing costs for the client.

---

## About ValueMomentum

---

ValueMomentum provides Software & Services to Insurance, Healthcare & Financial Services firms.

Our Software is offered as part of our Foundry family of products that addresses Product Configuration, Rating, Underwriting and Agent Portal. Our Services offerings include Application Development & Systems Integration, Enterprise Content Management, Quality Assurance & Testing, Information Management & Business Intelligence and Customer Relationship Management.

Contact ValueMomentum today by writing us at [solutions@valuemomentum.com](mailto:solutions@valuemomentum.com) or visit [www.valuemomentum.com](http://www.valuemomentum.com).

---

## Industry Recognition

---



Recognized by Tech Decisions & Novarica as Winner of 2012 RAVE Award based on high scores achieved in Novarica's Average Customer Experience (ACE) Rankings and in an Insurance Networking News and Financial Insights (an IDC Company) survey as "Up & Coming" and "Adds Best Value".

Ranked 24th in Deloitte Technology Fast 50 India, 225th in Fast 500 APAC.; Information Week EDGE Award for "Product Design & Rating"



### US Headquarters

220 Old New Brunswick Rd, Suite  
100, Piscataway 08854  
Ph: +1 908-755-0048

### US West Coast

830 Stewart Drive, Suite - 271  
Sunnyvale, CA 94085  
Ph: (408) 720-1079

### Asia-Pacific

ValueMomentum Towers Plot No 36 & 37,  
Gachibowli, Financial District,  
Nanakramguda, Hyderabad – 500032,  
India, Ph: +91 40 67338400