

A hand is shown touching a glowing digital screen. The screen displays abstract, colorful patterns in shades of blue, green, and purple, suggesting a digital or data environment. The background is dark with some blurred light patterns.

ACHIEVE OMNICHANNEL SUCCESS WITH EPAM DIGITAL ASSURANCE

<epam>

DIGITAL ASSURANCE IS CRITICAL TO SUCCESSFUL DIGITAL TRANSFORMATION

Organizations around the world are undergoing significant transformations to meet the needs of a well-connected, empowered end user through optimized product, service, development, and mobile strategies. While the business is looking for rapid deployment of those applications, platforms, and services, the end result for the customer is in the form of websites, tablet, and mobile applications that have tremendous impact on their perception of the brand. With time to market and user experience being a top priority, digital transformation initiatives require a fast, seamless approach.

FOR BUSINESSES TO KEEP UP WITH RAPIDLY CHANGING DIGITAL DELIVERY DEMANDS, COMPREHENSIVE AUTOMATION, INCLUDING TESTING, IS CRUCIAL TO DIGITAL ASSURANCE IN THE FOLLOWING AREAS:



QUALITY: Before a business ever releases a new piece of technology, it must be rigorously tested for functionality, UX, and other factors that impact a customer's perception of application quality. When this process is automated and managed, consistent quality assurance is the result.



DELIVERY: The ultimate goal is continuous delivery, but this is only possible when the delivery lifecycle becomes an automated process that scales in harmony with customer feedback, new business initiatives, and market changes.



BUSINESS: Testers must engage in previously untapped business functions like customer support and feedback discovery to ensure a business's technology closely aligns with its goals as an organization. This way, each application and subsequent release functions as an integral, value-adding asset to your brand. The ultimate goal is to ensure a truly consistent and highly engaging experience across all channels of interaction.

EPAM'S TESTING IP ACCELERATES TIME TO MARKET WITHOUT COMPROMISING QUALITY

In our over 20 years of testing, software engineering, and product development experience, EPAM has worked through a lot of scenarios and learned many important lessons along the way. Drawing on this significant experience, our QA process and test automation has moved below the glass, which is to say below the device screen in the operating systems, browsers, interfaces, and networks we enable through testing. EPAM has also invested in a multitude of IP/accelerators to help businesses overcome assurance-related challenges with thorough test automation strategies. Offering these dynamic tools to our clients is not just about testing for every possible scenario, but also about providing a more efficient and cost-effective way forward in business.



REPORT PORTAL:

Easy to integrate and proven to reduce test results analysis efforts by 20%, the Report Portal visualizes and stores all of your test automation results while tracking velocity, stability, and effectiveness.



CLOUD ORCHESTRATOR:

Capable of reducing your infrastructure costs by up to 17%, our comprehensive multi-platform, multi-cloud application orchestration framework unifies cloud testing environments into one centralized dashboard for monitoring and management.



WEB & MOBILE ACCELERATORS:

Our web and mobile test automation accelerators reduce script maintenance effort by up to 30% as they decrease automation start-up time for web and simplify cross-platform automation for mobile.



INSIDEEDGE XAFT:

Go scriptless with InsideEdge xAFT, our multi-tier automation framework that allows business analysts, functional testers, and automation scripters to collaborate without writing new code for every change and iteration of your technology.

A STEP BEYOND FUNCTIONALITY TESTING

Good testing ensures a good user experience, but just testing application functionality is not enough. No matter how nice the application looks, how engaging its functionality is, or how positive feedback has been from users in one location, there's no way to guarantee that it works flawlessly outside of one incubator, geography, or innovation lab without testing. As the list of testing variables continues to grow in length, it's critical that we take a no-stone-unturned approach to testing. So, what are the variables that impact application quality and brand perception, and why are we testing them?

PLATFORM: Does this app perform its intended functionality across all mobile, desktop, and browser platforms as well as other connected devices?

DEVICE: Does this app have the same functionality and look and feel across all devices from mobile to desktop to tablet?

UX: Is the user experience designed in a way that adapts to the user base and its expectations?

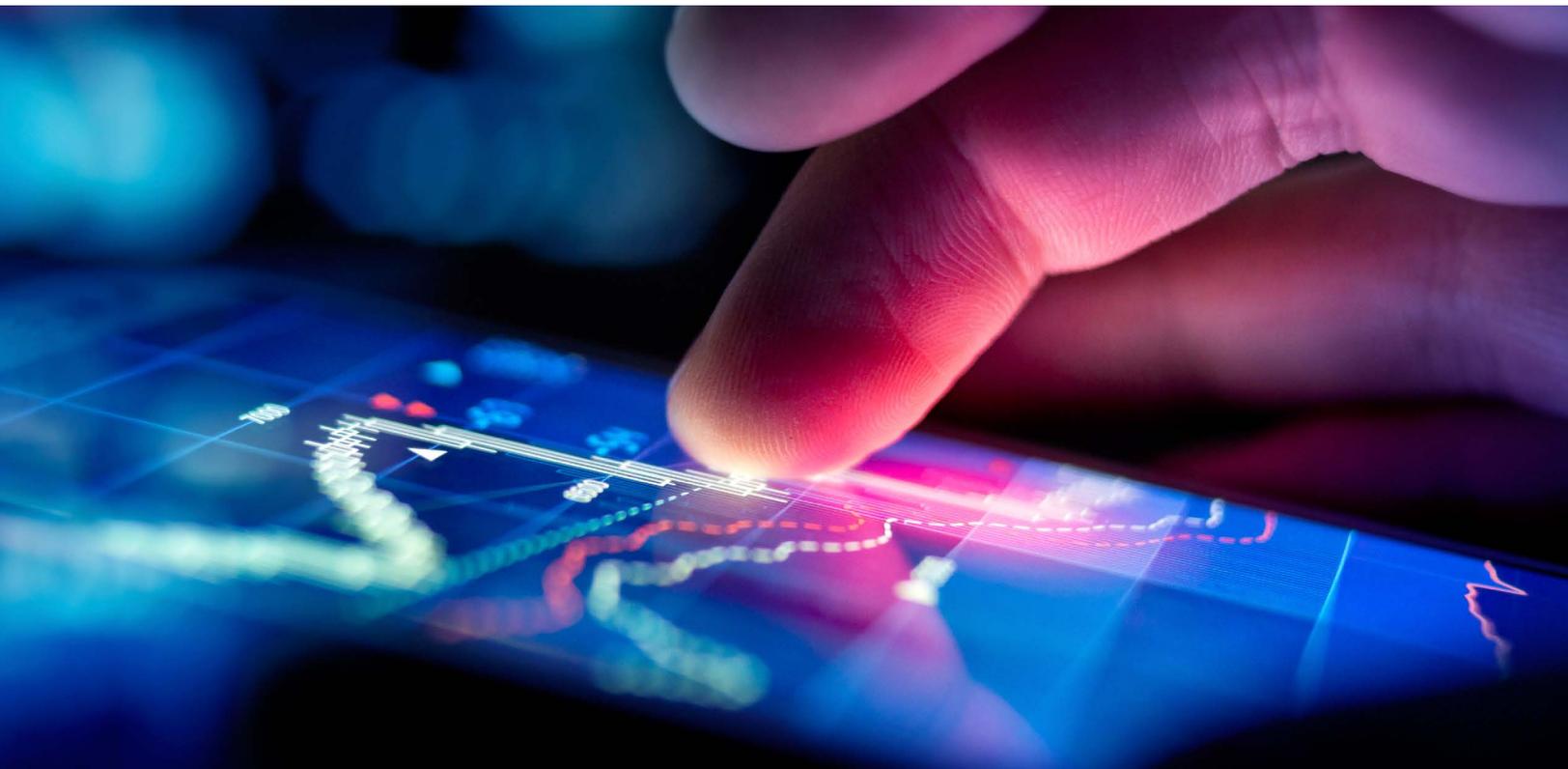
LOCATION: Does this app work as intended across all user locations, and does it meet user specifications (language, culture, etc.) in each geographical region and integration?

CONNECTIVITY: Will this app stand up to changes in connectivity? Will it lose entered information if connectivity gets interrupted? What are the potential implications of integration with other services like payment methods, social, etc.?

CARRIER: Does this app function in its intended way across all carriers, both emerging and established?

NETWORK: Can this app deal with specifications changes from network to network?

SECURITY: What happens when this app is exposed to different security risks in different locations? What is the potential risk for the business and its end users?



INCREASED BRAND VALUE WITH DIGITAL ASSURANCE

When we implement test automation into a client's delivery lifecycle, customers benefit from continuous, real-time testing with components like cloud, crowdsourced, and CI orchestration. Simply put, the result is quality assurance in digital, where defects are eliminated before the application or its latest release ever hits the market. When positive customer experiences become the norm for your brand's technology users, the challenge is to keep current customers coming back for more and attract new ones at the same time. Here are a few of the benefits of test automation-enabled digital assurance:

POSITIVE FEEDBACK HELPS STRENGTHEN MARKET SHARE

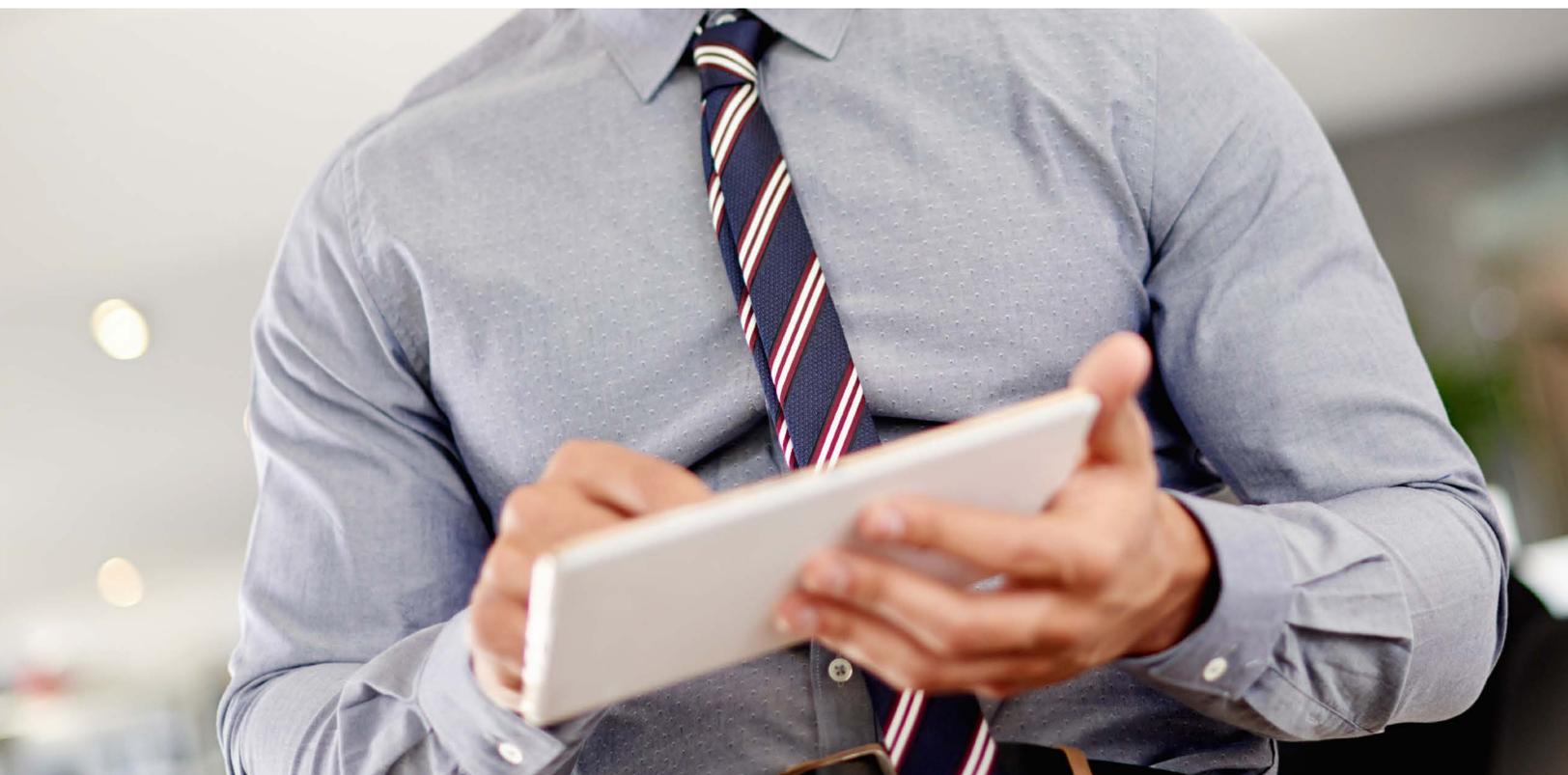
- New versions of your apps and products are thoroughly tested, bug-free, and quality-assured, thus resulting in positive user feedback and customer experiences that people will tell their friends about
- Get a leg up on competitors who falter as they rush to market with subpar, untested technologies

OPTIMIZED RELEASES TRANSLATE TO BRAND VALUE

- Low-quality or malfunctioning apps result in negative user feedback and damage the brands they represent
- Positive user feedback directly impacts app store rankings and brand value, resulting in increased downloads and, by extension, market share

DIGITAL EXPERIENCES THAT ADAPT TO GLOBAL AND LOCAL UX EXPECTATIONS

- Technologies can be easily fine-tuned to cater to local and global contexts (cultures, languages, currencies, demographics, etc.)
- Insights act as customer research in the pursuit of UX perfection
- Learn from real-time testing under real-life conditions



TODAY'S TESTERS ARE PART OF THE BUSINESS

For a tester, the biggest challenge they face is understanding the exact business requirement of the end user. Now, testers are closer to the business than ever before, enabling them to understand the overall business needs and ensure each new release of technology coincides with company goals and user expectations.

The end goal of this shift in a tester's job description is digital assurance, the concept that involving testers in every aspect of a project's strategy ensures flawless delivery. Now managing testing in every stage of the project lifecycle, testers work to align technologies with business goals in development, design, UX, and implementation.

EPAM DIGITAL ASSURANCE AT A GLANCE

4,000+

**ASSURANCE & TEST
AUTOMATION ENGINEERS**

25+

**DELIVERY CENTERS
ACROSS THE GLOBE**

20+

**YEARS OF INDEPENDENT
TESTING EXPERIENCE**

PORTRAIT OF AN EPAM TESTER



Today's testers need to be just as passionate about the product as they are about the business. They take user feedback personally and stop at nothing to fix – or prevent – defects that would otherwise result in user drop-off and brand apathy. They interact with clients to learn more about business goals, and they act as brand ambassadors and protectors as a part of their jobs. Testers are obsessed with the product, its users, and the brand, and they have a strong say in how technology is developed and how its functionality coincides with the client's service offerings and organizational ambitions. These are the testers of today – the testers of EPAM.

EMBRACE MARKET CHANGES & NEW TECHNOLOGIES WITH EPAM TEST AUTOMATION

The technology landscape is changing at record speed, and, as a result, so are user expectations and market demands. EPAM is dedicated to embracing these changes as we constantly realign our services and re-educate our technologists to address digital business challenges. We are constantly recalibrating and optimizing our core skills and competencies in testing, and we promise to never stop evolving to better serve our clients.



WANT TO LEARN MORE ABOUT TEST AUTOMATION AND DIGITAL ASSURANCE?

CONTACT US TODAY TO LEARN
MORE ABOUT HOW WE CAN MAKE
END-TO-END QUALITY, DELIVERY,
AND PRODUCT ASSURANCE A
REALITY FOR YOUR BUSINESS.

SALES@EPAM.COM



For more information,
PLEASE VISIT [EPAM.COM](https://www.epam.com)

41 University Drive, Suite 202
Newtown, PA 18940 USA
P: +1 267 759 9000 | F: +1 267 759 8989
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