



# Accelerate Your Digitization Journey

With optimum business assurance and excellence with Sonata's Digital Assurance services!



## Trends in Digitization Space

The constantly changing landscape of digital transformation has given rise to several interesting trends.

- Evolution of the 'Intelligent Customer' who seeks an integrated, seamless and consistent view across multiple channels
- Businesses are now looking at providing an interactive and intelligent experience by leveraging the digital medium to effectively market their products and services
- Conversational AI Interfaces have taken front stage across all online businesses front lining the initial interactive customer support
- 'Everything as a Service' (XaaS) – The concept of 'on-premise' is fading out, with the emergence of cloud technology and with that, the expectation that everything should be available on the cloud, on demand
- Engineer Digital Products that allow for high scalability, low upfront and operational costs



## Digitization Impact and Challenges

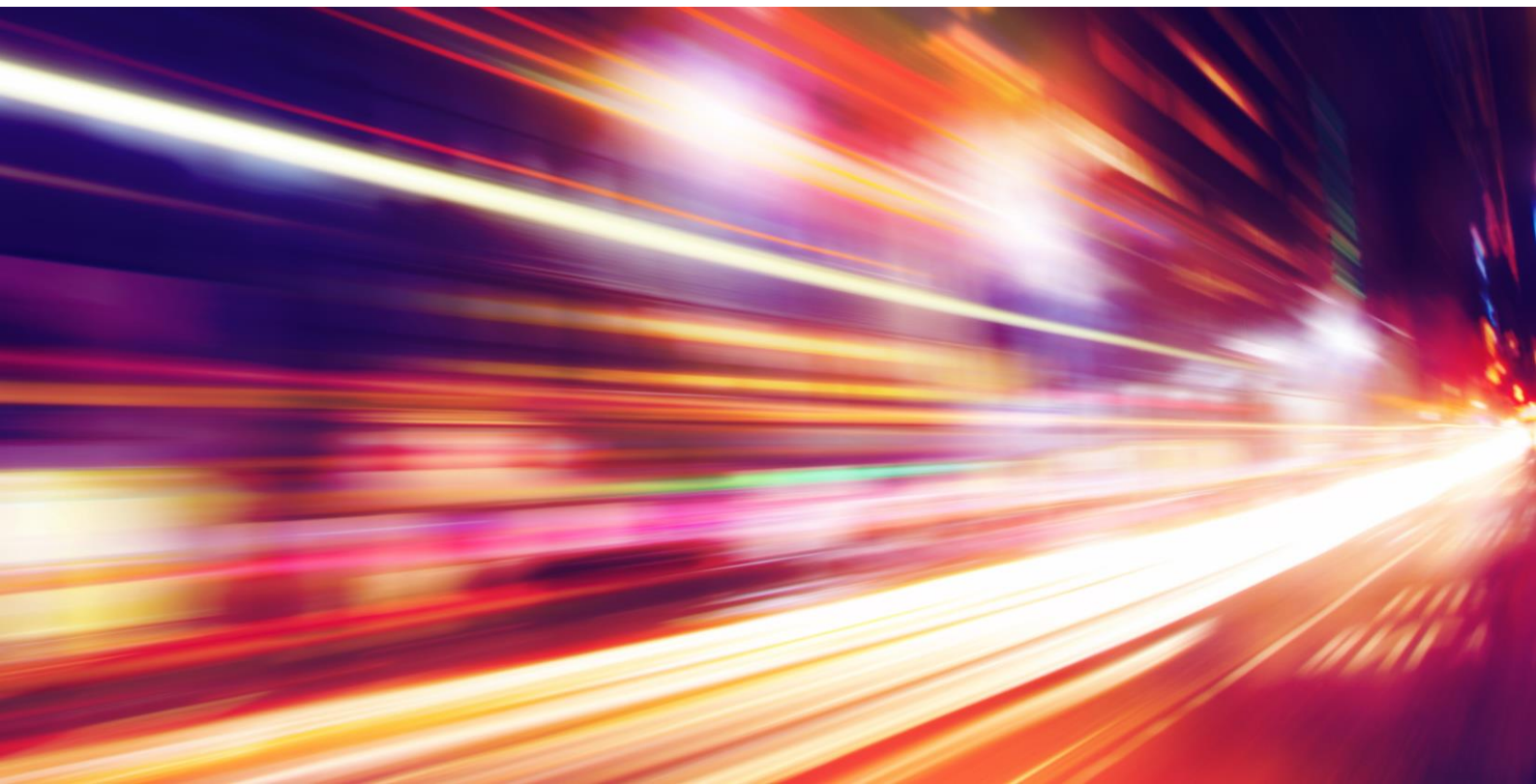
While the rise of new trends has opened up opportunities, it has posed a new set of challenges for Enterprises and Business to overcome to ensure their digitization initiatives are met with success

- **Leveraging Platforms for Scalability**
  - Modernizing tech landscape into extensible platform with pluggable application blocks
- **Customer Persona Focused Solutions**
  - Ensuring Enhanced Consumer Experience through increased focus on engineering for consistency of solutions across multiple channel interfaces and support for varied channels in the future
- **Ensuring Digitization Effectiveness**
  - Enterprises are now seeing Automation as an initiative with a strategic impact on the overall enterprise' digital roadmap, that is no longer an extension of an activity but a service to extend to the various business and technology arms within the organization
  - Organizations have begun taking steps towards aligning to the digital and engineering shift towards continuous delivery with process automations, technology landscaping and infrastructure modernization.
  - Intelligent, Agile & Self Service Processes - Enterprises are now experimenting on how artificial intelligence can be used to optimize the engineering and testing process, to increase the effectiveness and ensure shorter delivery cycles

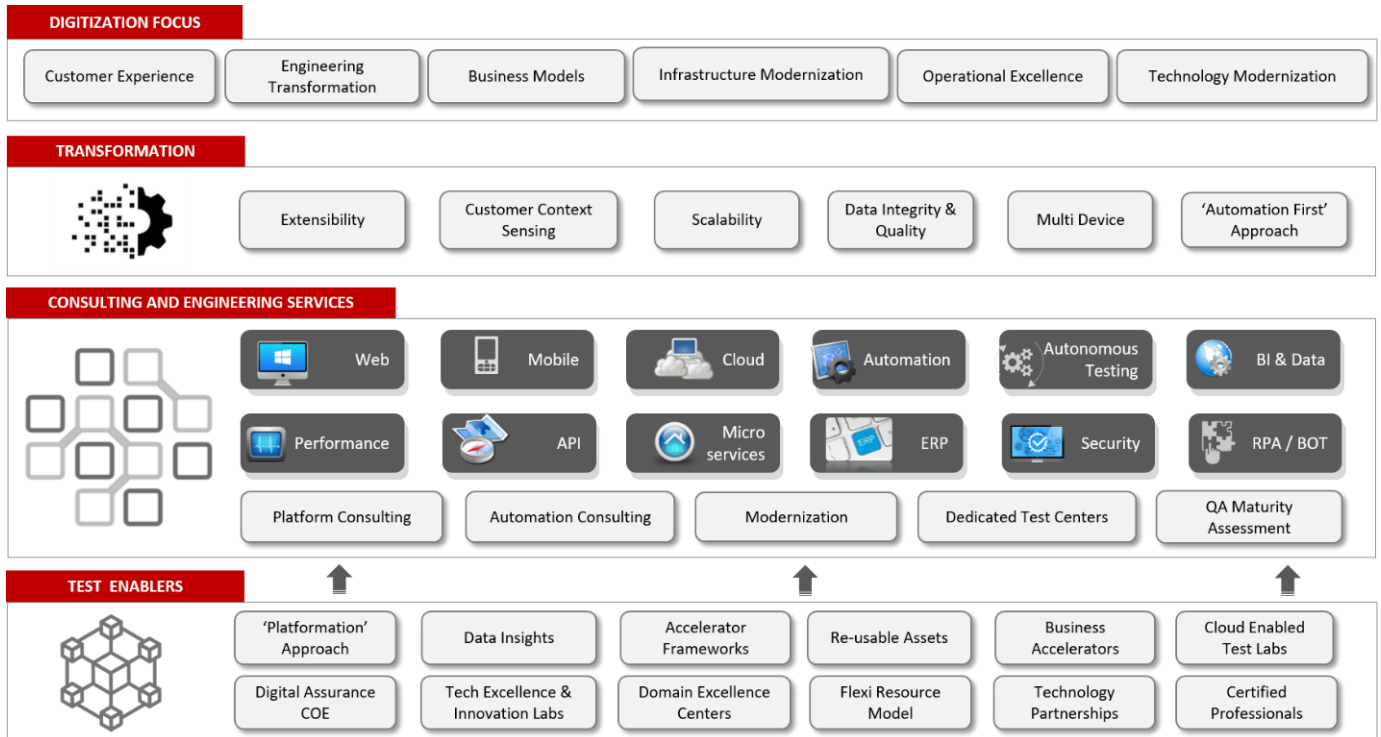
# Digitization Impact on Testing

IT Organizations are looking to revamp their quality engineering process to support

- **Complex Technical Landscapes**
  - Testing of complex product, application and technology innovations
  - Testing of end-to-end workflows, and the orchestration of data and services
  - Increased testing coverage to support emerging digital platforms and architecture, including,
  - AI, Big Data, API, Microservices
  - Integration of Testing Tools for the varied technology spectrum into the Engineering Landscape and Process
- **Various Infrastructure Clouds**
  - Testing of integration of services across local platforms, private and public clouds
  - Optimize infrastructure use through On Demand and Auto Provisioning of Infrastructure and Increased usage of Cloud Based Test Lab / Environments
- **Customer Persona / Behavior Driven Systems**
  - Testing of AI and Cognitive Intelligence powered BOTS and interfaces
  - Increased focus on Customer and User experience
- **Effectiveness**
  - Integration of Testing Model with DevOps and Continuous Model
  - Leverage AI and Analytics for Test Optimization for Leaner and Effective Test Cycles
- **Agility in Automation**
  - Adaptive Test Engineering Model (Agile, DevOps)
  - Accelerate "in-sprint" automation
  - Getting the Business Teams and Non-Technical Stakeholders and Users in the Testing Process early on in the cycle, to ensure constant validation and depth of testing
  - Initiating testing process and activities early on in the engineering cycle (Shift-Left)



# Sonata's Digital Assurance Services



Sonata's 'Platformation' aligned Digital Assurance Service leverages the potential of deep-learning and AI algorithms to increase the QA effectiveness extending automation to a wider spectrum of testing including

## Digital Assurance Strategy Consulting / Discovery

- Understand Digital Agenda and Digital Landscape
- Digital Assurance Fitment and Alignment to Digital Agenda
- Digital Assurance Audit
  - Understand Platform requirements and capabilities
  - Audit the Testing done (types of testing, test coverage, test results)
- Digital Assurance Strategy and Recommendations at a high level

## Digital Assurance

- Customer Experience Testing
  - Personalization, Internationalization & Omni Channel
  - Performance Testing, Cloud Auto-Scaling
  - Compatibility (Multi-Browser, Multi-OS, Multi-Device)
  - Functional Testing
- Platformation Assurance
  - Mapping of requirements to Client's platform objectives / characteristics / principles and /or Sonata's platform characteristics, and providing a view of how the implementation maps to them
- Digital Business Assurance
  - Systems Integration & Business Process Testing
- Test Automation
  - Autonomous Testing (End to End Automation of Test Development and Execution)
  - Proprietary Automation Frameworks for Web, BOTS, API, Mobility and Dynamix AX Testing

# Key Differentiators

- Alignment of Digital Assurance, measurements, and reporting to
  - Digital Agenda and objectives
  - Platform objectives / characteristics / principles
- Reusable test automation frameworks
- Continuous Testing as part of the DevOps pipeline
- The Autonomous Testing Service, reducing the effort and skills required to write, troubleshoot and tune automated test artifacts including scripts and data, allowing scope for engineering teams to innovate and deliver faster and better. This platform also integrates with automated delivery pipelines.
- Unified Engineers for Digital Assurance who are multi-skilled across digital technologies and test needs

