

# Accelerating time-to-market with quality excellence

## Challenges faced

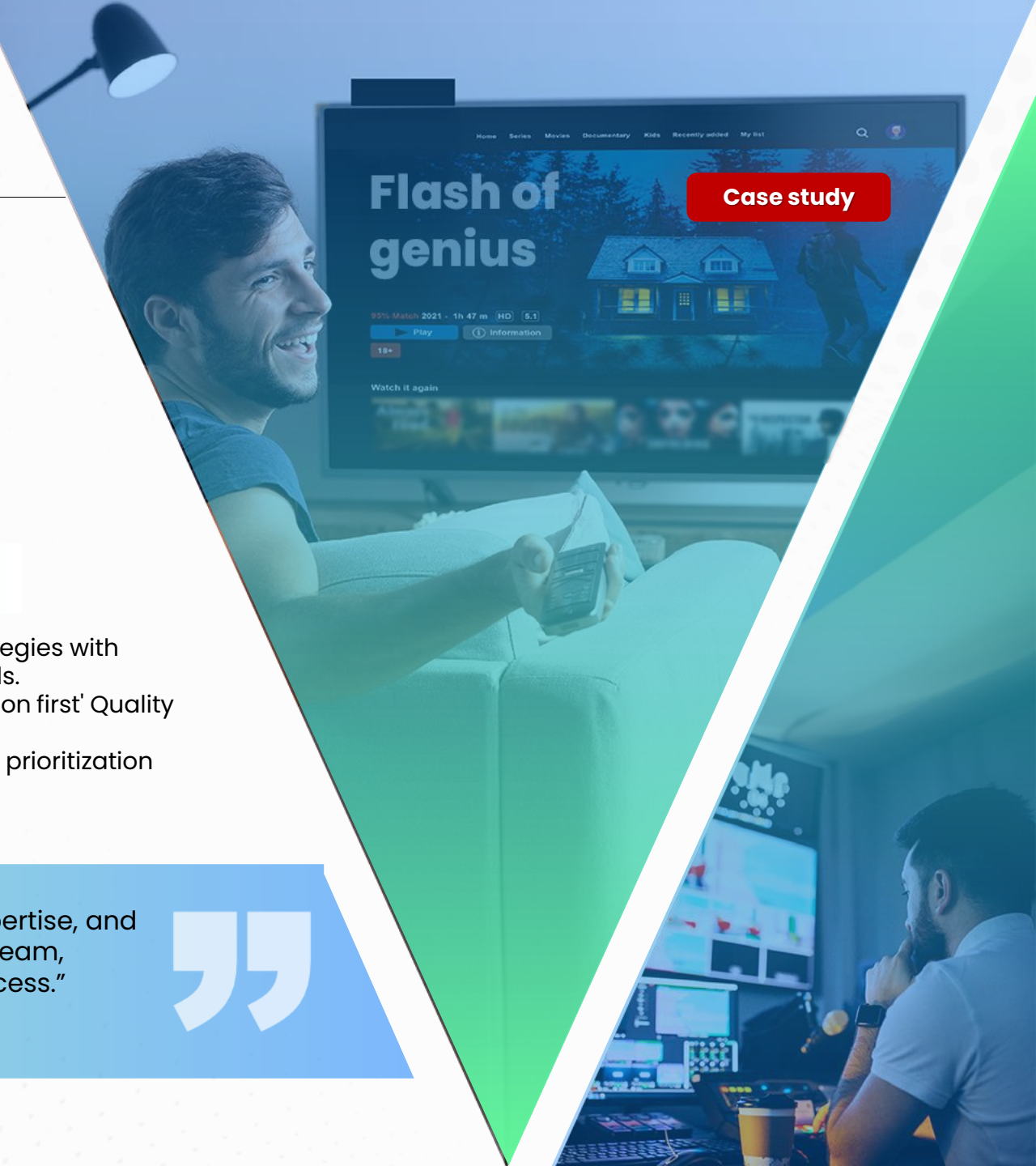
- Compatibility and feature integration issues during firmware migration.
- Manual testing inefficiencies.
- Lack of specific metrics and inconsistent defect prioritization.

## Strategic responses

- Realigning testing strategies with evolving business needs.
- Instituting an 'automation first' Quality Engineering culture.
- Enhancing metrics and prioritization systems for defects.

“I want to express my gratitude for the team’s work ethic, technical expertise, and ability to meet deadlines. They have become valued members of our team, consistently delivering exceptional results, and contributing to our success.”

– **Senior Manager**



## Starting point : Navigating complexities

### Unique challenges of TV testing

Hardware, software integration.

User experience focus

Advanced features -6K streaming, voice control & multi-device synchronization

Real-time performance and stress testing

Compatibility & interoperability

Embedded systems & multi-media testing

### Strategic roadmap

Continuous integration and delivery

Comprehensive testing strategies

Collaboration & communication

Advanced testing tools and techniques

Specialized knowledge and skills



“This is all new paths that we are laying in the QA team and would give us true long-term benefit.”  
- **Vice President, Global Quality Assurance**

# Quality reimaged: From assurance to engineering

## ✓ Deep dive analysis

Thorough assessment to uncover root causes and propose a scalable, future-ready approach.

## ✓ Customized solutions

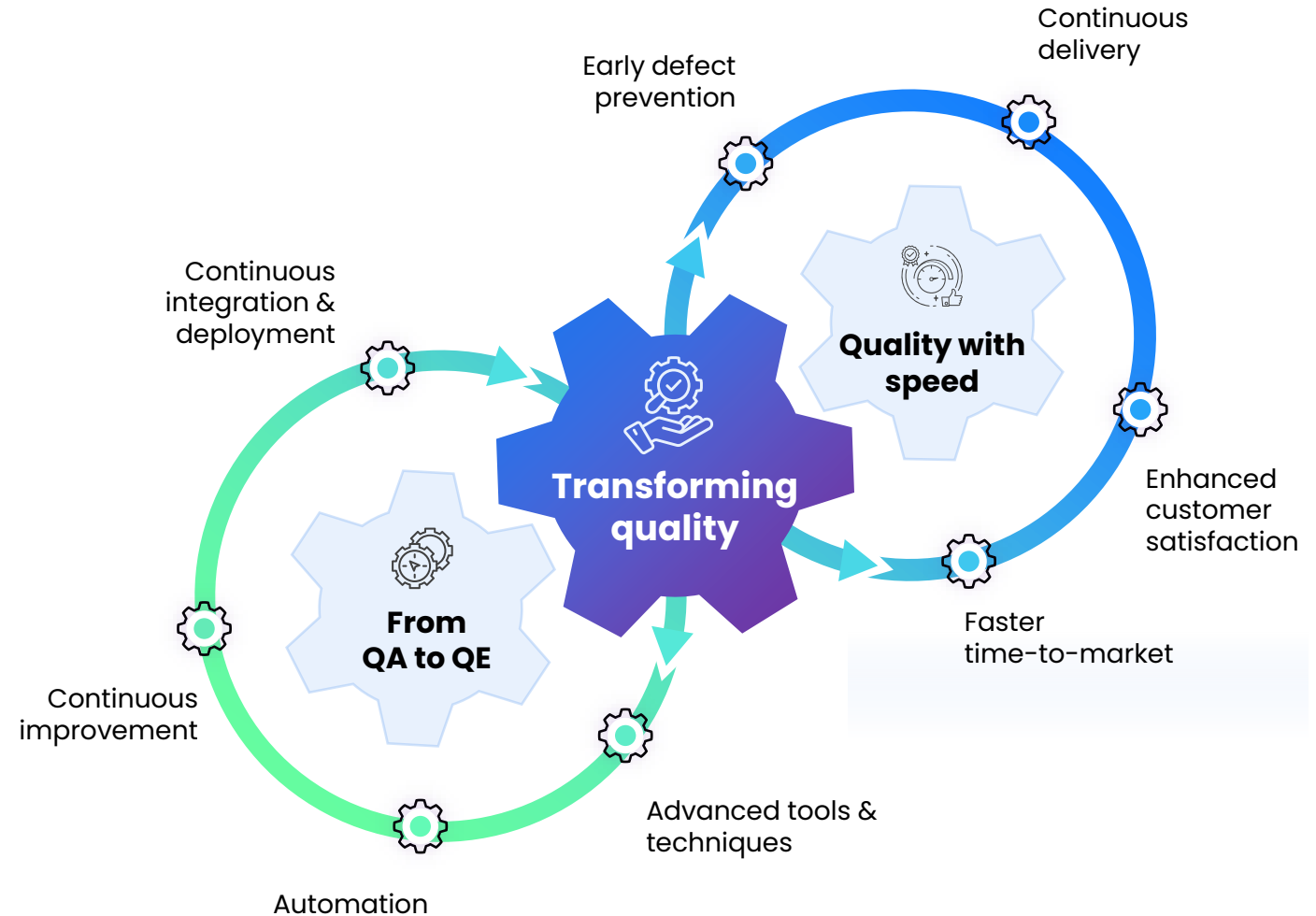
Redesigning testing practices and culture at the client's end for efficiency and robustness.

## ✓ Significant investments

Set up specialized labs, trained and certified our team, fostering continuous innovation.

“The team’s thoroughness in documenting and communicating issues has greatly contributed to the efficiency of our testing process.”

**- Senior Manager**



## The transformation : Results & impact

### Key challenges addressed

- Managing complexity of firmware transition
- Ensuring scalability and future readiness
- Deep integration with the client's processes
- Established robust documentation & tracking system

**ROI +**
**40 % faster time to market**

#### Efficiency gains

**40%**  
faster testing

**30%**  
increased defect detection

#### Quality achievements

**Zero**  
critical deployment issues

**4K+**  
automated test scripts

**95%**  
functional coverage

**6K**  
manual test scenarios

This transformation not only addressed immediate challenges but also solidified our role as long-term automation partners, streamlining the client's journey to quicker market readiness and ensuring a future-proof firmware upgrade.

### Client testimonial

"InfoVision has profoundly impacted our product quality and user experience, seamlessly integrating an innovative automation strategy that has exceeded our expectations."

- **VP Global Quality Innovation**

