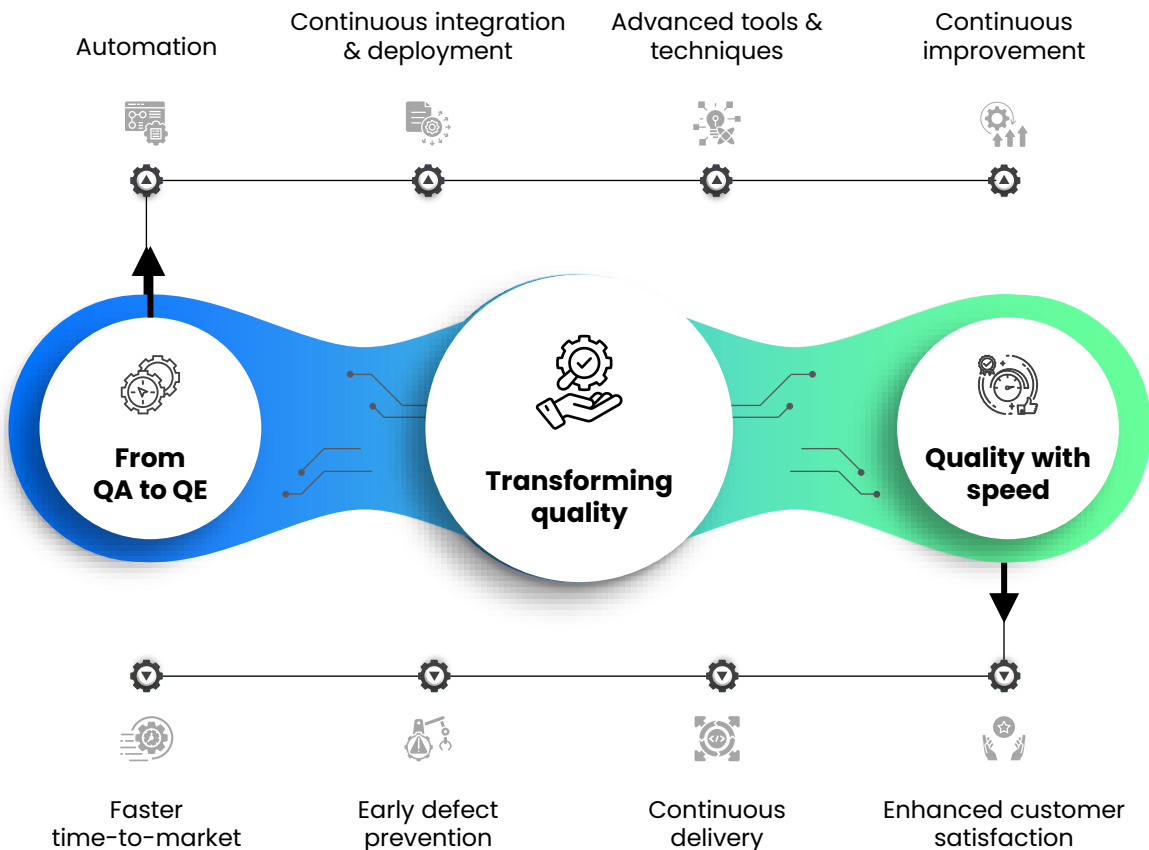


Driving quality excellence in entertainment technology



At a glance

InfoVision partnered with a leading entertainment and technology provider to resolve critical quality issues and enhance user experience through specialized TV testing and transformative Quality Engineering (QE) practices. Our global team operates across onsite, offshore, and expanding nearshore locations, enabling us to deliver comprehensive solutions seamlessly. Treated as a strategic partner by the client, we are entrusted with more work and greater control, reflecting their confidence in our capabilities. We remain committed to supporting the client with ongoing enhancements and innovation, ensuring sustained quality improvements and readiness for future technological advancements.





The business need

The client, a prominent entertainment and technology company, faced concerning quality issues impacting user satisfaction, revenue, and brand reputation. Transitioning from firmware 5.0 to 6.0 was crucial to restoring product quality and user trust, necessitating comprehensive and efficient testing of new features such as 6K streaming and multi-device synchronization.



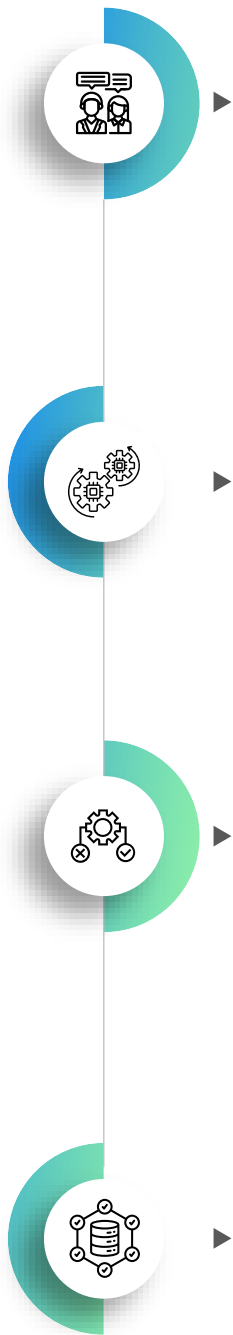
The situation

The client struggled with testing due to low standards of awareness, a lack of strategic alignment, and ad-hoc test designs missing critical scenarios. Predominantly manual methods lacked continuous integration, traceability, and documentation, leading to poor quality. Additionally, metrics for tracking progress were undefined, and defect prioritization was inconsistent, impacting overall efficiency and effectiveness.



The solution

InfoVision adopted a comprehensive approach for sustainable, strategic, and scalable impact. Our approach included:



Consulting phase

Intensive assessment to identify gaps and critical scenarios in the embedded application environment, followed by detailed observations and tailored recommendations for holistic transformation.

Automation strategy

Focused on API interaction, building an automation suite for API testing. Developed custom UI test automation tools and integrated Suitest for UI testing with labs in Pune and Bengaluru for in-depth analysis.

Hybrid testing approach

Combined manual and automated testing to address embedded complexities and diverse user experiences, ensuring comprehensive coverage and high reliability.

Quality engineering transformation

Implemented the QA to QE roadmap, influencing client processes to achieve “quality with speed.” Our ‘Automation First’ culture and Quality Intelligence (QI) approach **reduced testing time by 40%** and **increased defect detection by 30%**, ensuring rapid and reliable delivery of high-quality products.

Active commitment – R&D labs

To enhance our capabilities in testing and embedded development of the client’s TVs, InfoVision created specialized labs in Pune, Hyderabad, and Bangalore. These labs provide a controlled environment to ensure quality, performance, and innovation, aligning with the client’s standards and end-user expectations. We have also built Centers of Excellence (COEs) across different locations to ensure minimal downtimes and lessen dependency issues and risks.

Our dedicated R&D set-up ensures

- ▶ Enhanced technical capabilities
- ▶ Competitive edge
- ▶ Innovation-driven work culture
- ▶ Customized solutions capabilities

Tangible impact

4K+

automated test scripts

95%

functional coverage

40%

faster testing

30%

increased defect detection

Zero

critical deployment issues

Success factors



Specialized skills development

Unique expertise for reliable TV testing



Quality consulting insights

Insightful analysis to create roadmap



QE transformation

Journey from QA to QE with automation and quality first approach



Strong stakeholder relationships

Transparent and collaborative

Customer Speak

InfoVision has been instrumental in transforming our functional testing process, seamlessly integrating an innovative automation strategy that has elevated our product quality and user experience. Their proactive approach in developing custom frameworks has exceeded our expectations, reducing defects and optimizing our testing cycle time. The dedication and expertise of the InfoVision team have brought stability and confidence to our product line, profoundly impacting end-user satisfaction and boosting our confidence



- VP Global Quality Innovation ★★★★★