

Delivered a game-changing advantage for a media and entertainment services client by leveraging AI to boost automation productivity

About the Client

Is a leading provider of cloud-based enterprise software and data services for the Media & Entertainment industry

Aims to simplify and optimize digital distribution for its clients

Simplifies the complexities of video distribution for customers, assisting them in understanding content value, optimizing content usage, and driving revenue growth

Specializes in delivering Software-as-a-Service (SaaS) solutions for industries including:

- Data Management
- Analytics
- Contract/Deal and Royalty Management Applications
- Television and Film Production
- Broadcasting
- Streaming Services
- Content Licensing and Distribution

Business Needs

Automate 10,000+ test cases for clients across a range of environments

Optimize regression testing by minimizing manual effort and accelerating turnaround time

Refine the QA process to ensure rapid release and market delivery of new features

Reallocate resources from routine tasks to prioritize innovation and enhance testing scalability

Ensure highest testing standards while implementing the most effective QA practices

Reduce redundancy in efforts while ensuring thorough test coverage in each release cycle, facilitating innovation and scalable testing

Solutions



Designed flexible and reusable test scripts across clients and environments, reducing rework



Optimized workflows by leveraging MABL's AI-powered automation



Streamlined automation by prioritizing high-value test cases across environments and setting up a dedicated Testing Center of Excellence



Automated sanity, regression, and compatibility test cases, emphasizing high-risk areas



Developed and implemented a scalable automation solution using the MABL platform



Deployed JavaScript snippets and environment-specific configurations for dynamic testing needs

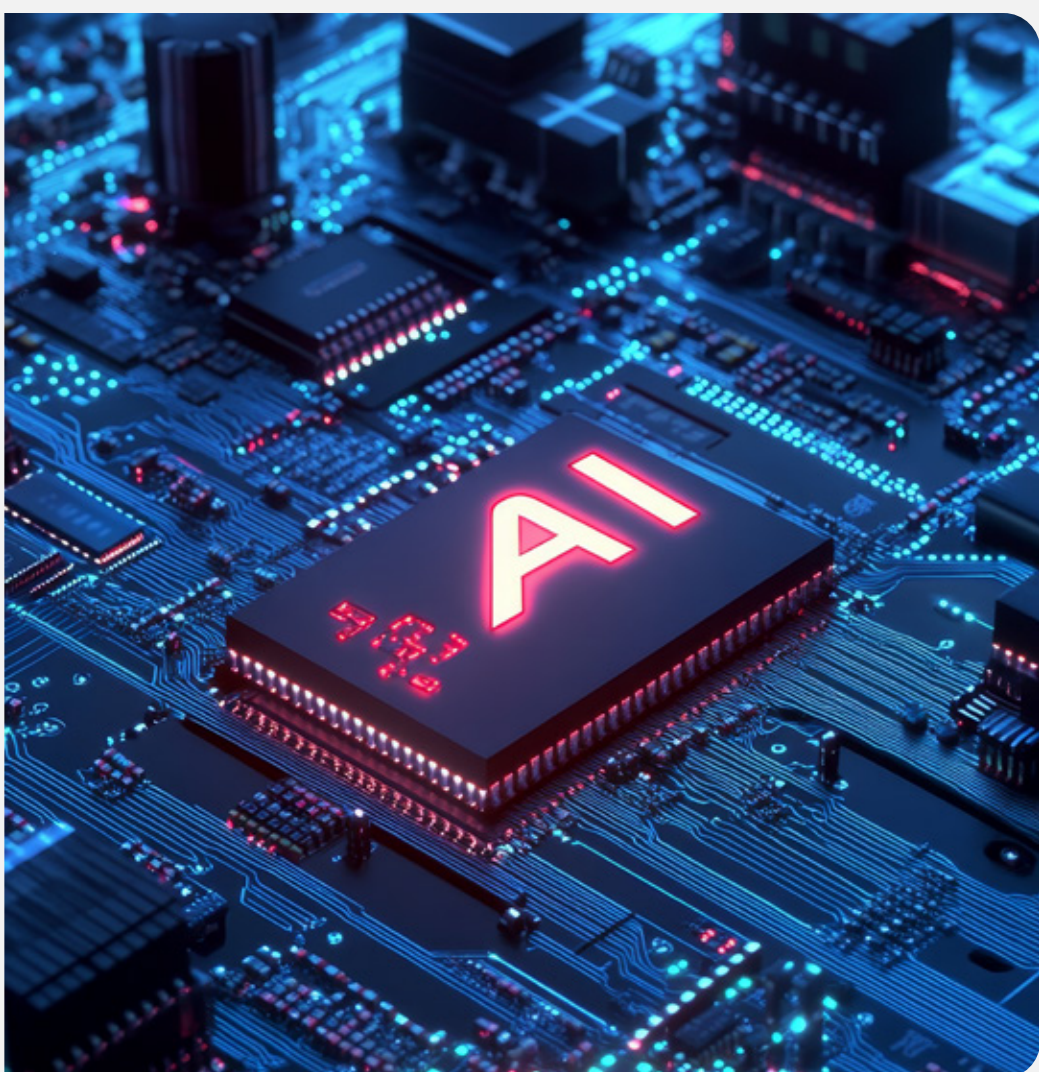


Fast-tracked test case automation to meet tight release deadlines

Technology Stack



Business Impact



Enhanced test coverage, increased reliability, and lowered maintenance costs by leveraging AI technologies

Boosted automation productivity by 350% through MABL automation

Provided a minimal-code experience for non-technical and business users, while granting developers full code flexibility to address complex scenarios through AI integration

Eliminated redundant manual tasks, allowing focus on strategic priorities while achieving a 12X improvement in test execution efficiency

Secured major annual savings by decreasing dependency on manual testing

Decreased regression testing time from weeks to days, enabling faster feature deployments across diverse environments

Boosted scalability and coverage with comprehensive automation coverage across 10,000+ test cases and multiple client environments

Cybage Media & Advertising Services



AdTech



Advertising & Marketing



Publishing



Video Streaming & OTT



Entertainment Production

Elevating performance through automation