

CASE STUDY

European Company Bolsters Critical Application for Rapid Change with AIQ

Problem

This fast-growing fintech company found its growth and service delivery hamstrung by its manual QA. They couldn't hope to scale with the necessary development and growth milestones needed by the business.

Solution

Less than a year later, they are benefiting from a comprehensive QA regime, one that is easily tracking along as they develop and deploy new apps on new platforms. Further, their resource commitments are low due to the transformational productivity enabled by the AI-powered AIQ system.

To learn more about AIQ please
email us at info@appvance.ai

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This leading financial services company offers an application that supports financial advisors and their clients in North America, South America, Europe, and Asia. The company has a robust regulatory compliance culture that is fundamental to its reputation. Delivering on time and with high quality are values that make them market leaders. When their flagship application was consistently breaking and falling behind in innovation due to a faltering QA function, they realized they needed to initiate a step change in their QA processes.

The Challenge

Persistent failures in their flagship application were proving detrimental to their business and their brand. The size of the application made manual testing impossible, and existing legacy automation was particularly brittle, involving several hundred, high-maintenance Selenium scripts. Despite employing both onshore and offshore QA teams for 24/7 testing, application coverage was, at best, fifty percent. As a result, the application suffered regular system outages. These dysfunctions also made QA the bottleneck in the rapid updates needed to keep pace with changing financial regulations to avoid compliance issues. Worst of all, the inability to test properly prevented the development team from advancing new features the app needed to stay competitive.

Objectives

To address these issues, the company launched an effort to select an advanced, AI-native QA solution. They needed a unified QA platform that would:

- ❑ End their burdensome script maintenance
- ❑ Support more updates with an agile development model
- ❑ Support rapid releases when needed
- ❑ Not increase current staffing levels or require new expertise on the

Quick Facts

Industry

Fintech

Geographies

North America, Europe, Asia, South America

Applications Under Test

Financial Advisor
Support Application

part of the team

- ❓ **Advance their goal of moving from a Quality Assurance team model to a Quality Engineering team model**

On the corporate level, the goal was to avoid regulatory compliance issues. If a country in which they operated suddenly introduced a new rule or law, they needed to be able to quickly update the app to comply. Additionally, they wanted to grow their business via the application by aggressively introducing multiple new features and innovations.

The AIQ Solution

The client approached Appvance for a pilot program to explore the possibility of using the AIQ AI-native quality platform for their testing. The pilot was highly successful, leading the client to quickly expand the use of AIQ across their entire application. The AIQ team collaborated with the client to create hundreds of scripts for a comprehensive functional test battery, which is run nightly to ensure quality.

As the client's development team moved to a more Agile posture and delivered code more frequently, test automation became critical to meet the high level of government regulations. With AIQ's highly resilient scripts, script maintenance was virtually eliminated, freeing up the Quality Engineering team to work on other high-value/high-risk projects without increasing staffing. Additionally, the adoption of AIQ enabled product owners to prioritize new use cases, which were implemented alongside the development team, resulting in faster script creation.

With the greater productivity and resilience of the generative scripts written in AIQ, the client was able to achieve their goals. Their app could finally expand and iterate features at the speed needed to compete successfully in the marketplace.

Key Results



Test script re-use increased to 30%



Test coverage increased to 70%



Enabled continuous delivery of code