



## Case Study

### International Retailer

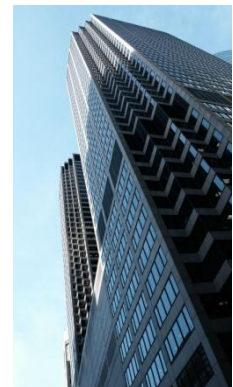
**Introduction** An international retailer wanted to enhance their promotion and marketing activity by targeting individual customers by collecting details of their spending habits through their loyalty card and extending this capability into other companies in the group. This would provide them with opportunities for additional revenue generation and enhanced customer loyalty

**The Challenge** The high profile programme had been running for 3 years involving six partners and had six months remaining till the fixed launch date. The project delivery schedule had been planned backwards from this date. It became clear that the launch date would not be met because of a stalled start to test execution. It was determined that with no further additional budget available, a more effective and hands on programme test management skill was required to get the programme delivered on time. At the commencement of the assignment specific challenges were identified:

- Poor analysis and detailed planning to meet launch date
- All teams had their own process structures which mean that information was hard to gather for early test phases. This was not helped by a resource shortage and weak SIT, OAT, UAT and planning
- Consistent, meaningful and actionable reporting across teams could not be reliably produced
- The complexity of building a new SAP/Oracle based system using IBM Message Broker and integrating this into existing legacy systems infrastructure had design gaps.
- The testing of third party delivery of the complex modified EPOS code had been poorly planned and executed with the intricacies not being fully understood
- Relationships with the offshore software supplier were strained because of misleading and incorrect information on test status

**Our Solution** Experimentus provided an experienced and hands on Programme Test Manager who took charge of the test programme. He

- Replanned the delivery schedule and activities
- Established a risk assessment culture
- Identified technical requirement design gaps and clearly established dependencies
- Introduced structured test process', defect management and execution together with being involved in hands on management in these areas
- Increased and facilitated communication between development teams
- Institutionalised lessons learned in approach to test phases and requirements
- Provided visibility and instilled ownership of quality in all teams
- Identified and managed risk of running parallel test phases in epos, system test, SIT, OAT, Volume & Performance testing and UAT
- Prioritised, directed and drove defect rework
- Managed testing of integration of new infrastructure into existing legacy system



*"They have demonstrated a very good level of skills, a rigorous approach, high dedication and exceptional adaptability to changes and unexpected events."*  
*Global Head of Quality*



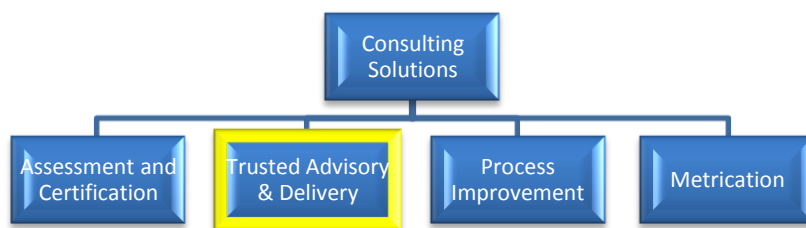
**The Result**

- The launch date for the new capability was met
- The implementation trials were conducted with no severity one defects
- An orderly and structured release of the EPOS implementation into the organisation.

**The Benefits**

- On time launch
- An enhanced promotion capability to drive customer loyalty and revenue opportunities
- A legacy of a structured approach to test and risk management within the organisation
- Future engagements with 3<sup>rd</sup> parties are in a better position to deliver quality based on enhanced test and quality processes

**Experimentus solutions provided**



For further information on how Experimentus can help you optimise your Software Quality Management and Test processes, please contact us:  
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