

Welcome to

msqDx

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

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Awards

The Drum.
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

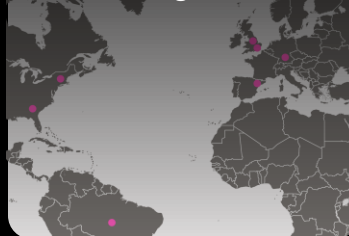


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



Test automation and quality engineering

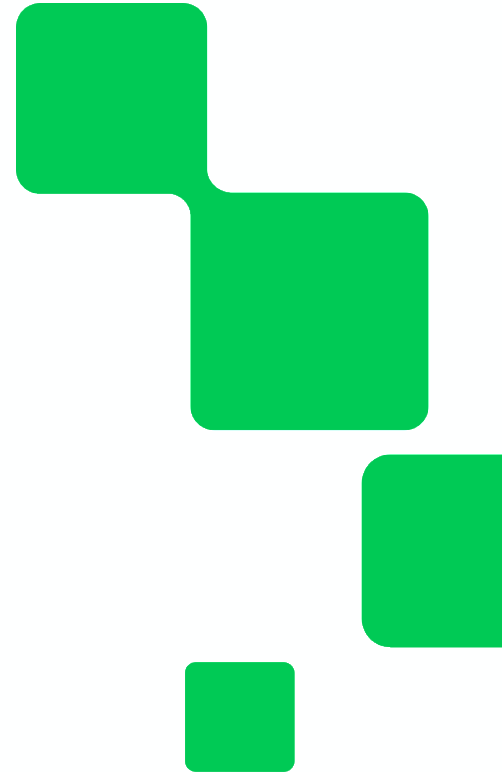
MSQ DX provides test automation and quality engineering services covering test strategy development, automation framework design and implementation, and assurance testing across digital platforms. Our quality engineering approach integrates automated testing within continuous integration and continuous deployment (CI/CD) pipelines to improve quality, reduce release cycles, and minimise post-launch issues.

Service scope includes:

- Test automation strategy and framework design
- Automated test development and implementation
- Assurance testing design and execution
- CI/CD pipeline integration for automated quality gates
- Test environment management across QA, UAT, and production

Example platforms supported:

Optimizely, Umbraco, Kentico, Contentful, Kontent.ai, and custom .NET and JavaScript applications.



Quality engineering discovery

MSQ DX begins each test automation engagement with a discovery phase to understand existing quality practices, technical architecture, and testing requirements. This phase establishes the test strategy, identifies automation opportunities, and defines success criteria for quality improvement.

Discovery activities include:

- Review of current testing practices and coverage gaps
- Technical architecture assessment to identify automation integration points
- Risk-based analysis to prioritise testing focus areas
- Requirements gathering for test automation scope and objectives

Discovery outputs:

- Test automation strategy document
- Automation framework recommendation
- Test coverage plan with prioritised test cases
- Integration specification for CI/CD pipelines



Automation framework design

MSQ DX designs test automation frameworks tailored to each client's technical environment, testing requirements, and team capabilities. Our approach prioritises maintainability, scalability, and integration with existing development workflows.

Design activities include:

- Framework architecture design aligned to application technology stack
- Test data management strategy
- Reporting and metrics definition
- Integration design for CI/CD pipelines and development environments

Design outputs:

- Automation framework architecture specification
- Test case design documentation
- Environment configuration requirements
- Training and handover plan



Automation development and integration

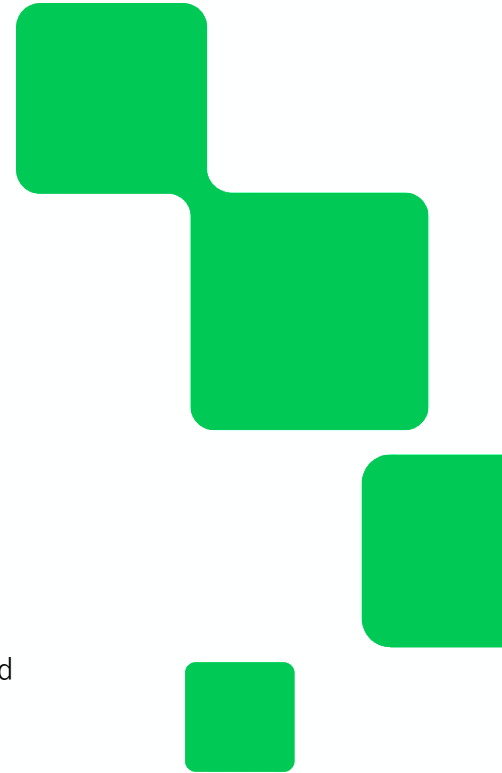
MSQ DX develops and implements test automation using agile methodologies, delivering automated test coverage incrementally alongside application development. Automation is embedded within CI/CD pipelines to provide continuous quality feedback and enable faster, safer releases.

Implementation approach includes:

- Agile delivery with automated tests developed in parallel with application features
- CI/CD integration with automated quality gates
- Multiple test environments (QA, UAT, post-release) to validate quality at each stage
- Code review and quality standards applied to test automation code

Quality assurance:

MSQ DX applies the same development best practices to test automation as to application code, including version control, peer review, and documentation standards. Automated tests are maintained as part of the application codebase to ensure ongoing relevance and accuracy.

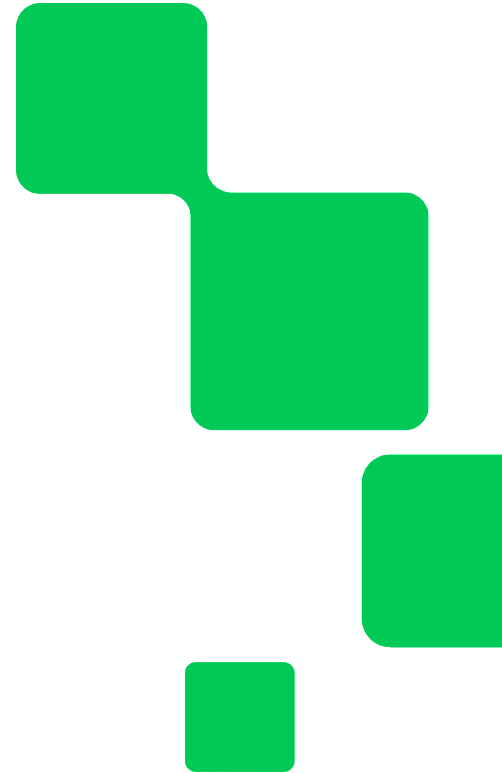


Test automation maintenance

MSQ DX provides ongoing support for test automation frameworks, including maintenance, enhancement, and adaptation as applications evolve.

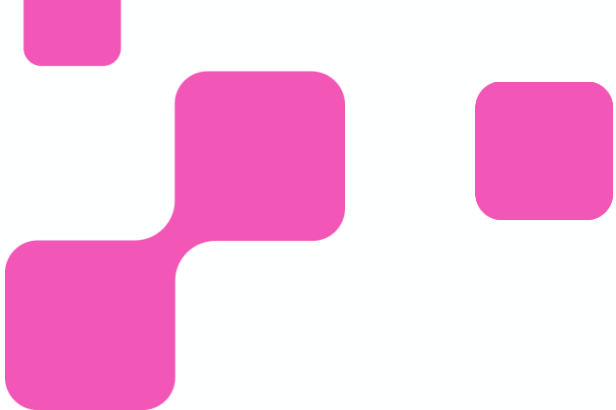
Support includes:

- Test script maintenance and updates as applications change
- Framework enhancements to improve coverage and efficiency
- Reporting and analysis of test results and quality trends
- Knowledge transfer and training for client teams



Working with MSQ DX

MSQ DX operates as an extension of client teams, embedding quality engineering expertise within project delivery. Our collaborative approach ensures test automation aligns with organisational goals, development practices, and release schedules.

A decorative graphic consisting of several pink squares of various sizes and shapes, some overlapping, arranged in a cluster on the right side of the slide.

1.

Dedicated quality engineers assigned to client engagements

2.

Regular reporting on quality metrics and test coverage

3.

Flexible resourcing to scale with project demands

4.

Knowledge transfer to enable client team self-sufficiency

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