



Quality Assurance Advisory Services

2026

WWW.TESTINGXPERTS.COM



AGENDA

- **QA Advisory Services for End-to-End QA assessment**
- **Focus Areas for QA Maturity Assessment**
- **Tx Test & AI Readiness Assessment Approach**
- **Tool Evaluation Framework**
- **QA Assessment Parameters (TMMi)**
- **QA Maturity Assessment Samples**
- **High Level Engagement Plan (Sample)**
- **Business Benefits of QA Advisory**
- **Case Studies**



Globally Top 3 Software Testing and QA Company, with a specialist division, for AI & Digital Engineering Services



UNIVERSAL

US and UK
Co-Headquartered |
13 Global Offices



EXPERIENCE

25+ years of Industry
Experience



DEMONSTRATED

Delivered for
480+ Clients



RIGHT SCALE

1400+ people Agile &
customer-centric culture



CUTTING EDGE

5% Revenue on R&D &
Innovation focused on
Efficiency & Effectiveness



MATURED

ISO 27001 |
ISO 9001:2015 | Cyber
Essentials certified

AI at the Core

Agentic AI-led end to end QE solutions | QA of AI systems

Recognized by Analysts and research organizations



Leader
Quality Engineering



Leading vendor in Gartner
Market Guide Application
Testing Services 2025



Leader and Star
Performer
QE Specialist Services



Rising Star
AI-driven ADM Services
2025

Recognized by Industry



Certified 6 times
in a row

Recognized by Community



WINNER
The Asia Pacific Software
Testing Awards 2025



FINALIST
The AI
Awards 2025



FINALIST
North American Software
Testing Awards 2025



FINALIST
National DevOps
Awards 2025



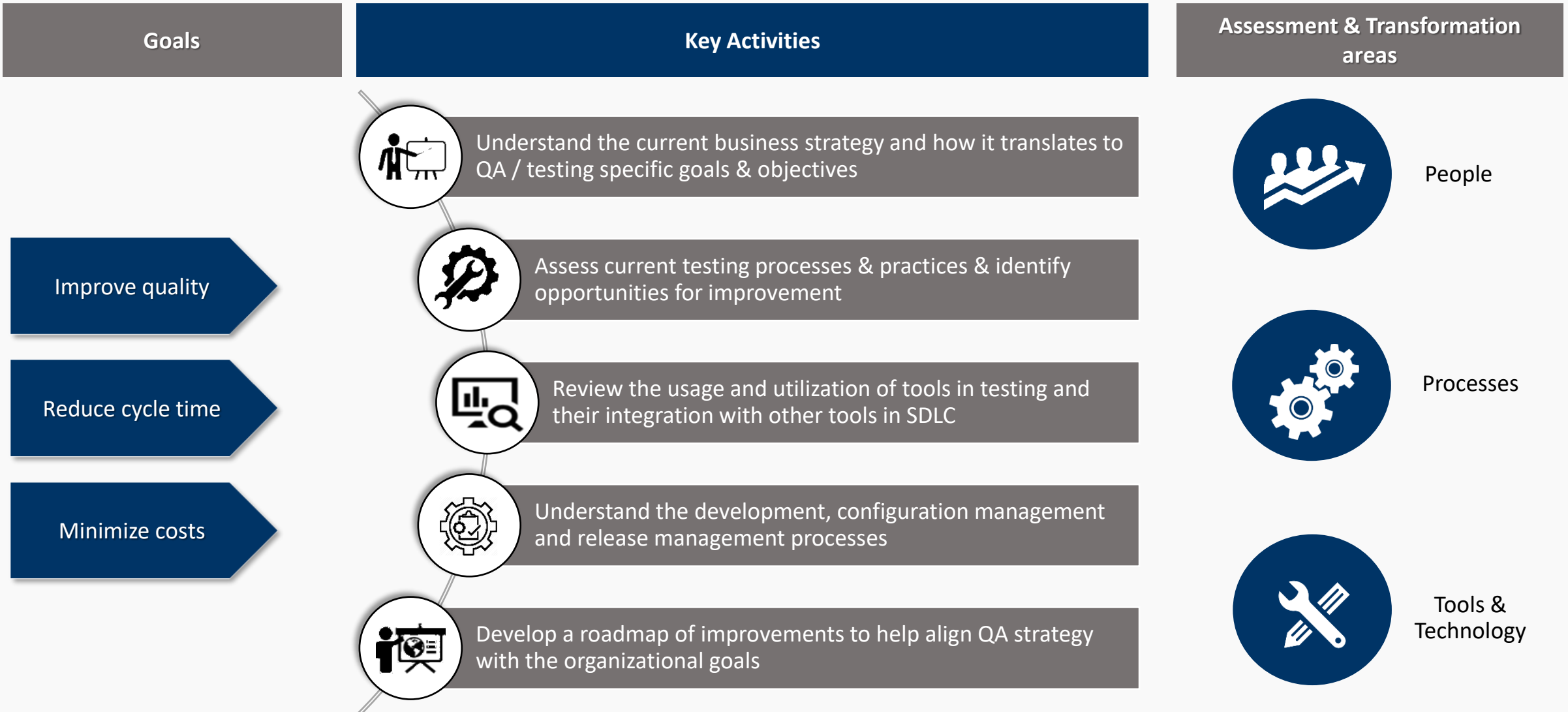
FINALIST
The European Software
Testing Awards 2025



Customer Satisfaction:

4.7/5 Average **Source Gartner Peer Insights Reviews

Objective: To identify gaps and build a roadmap to implement the best practices



Focus Areas for Test Advisory



People

- Resource planning
- Roles & responsibilities
- Skills & competencies
- Knowledge management
- Training
- Organization culture
- Governance and PMO



Process

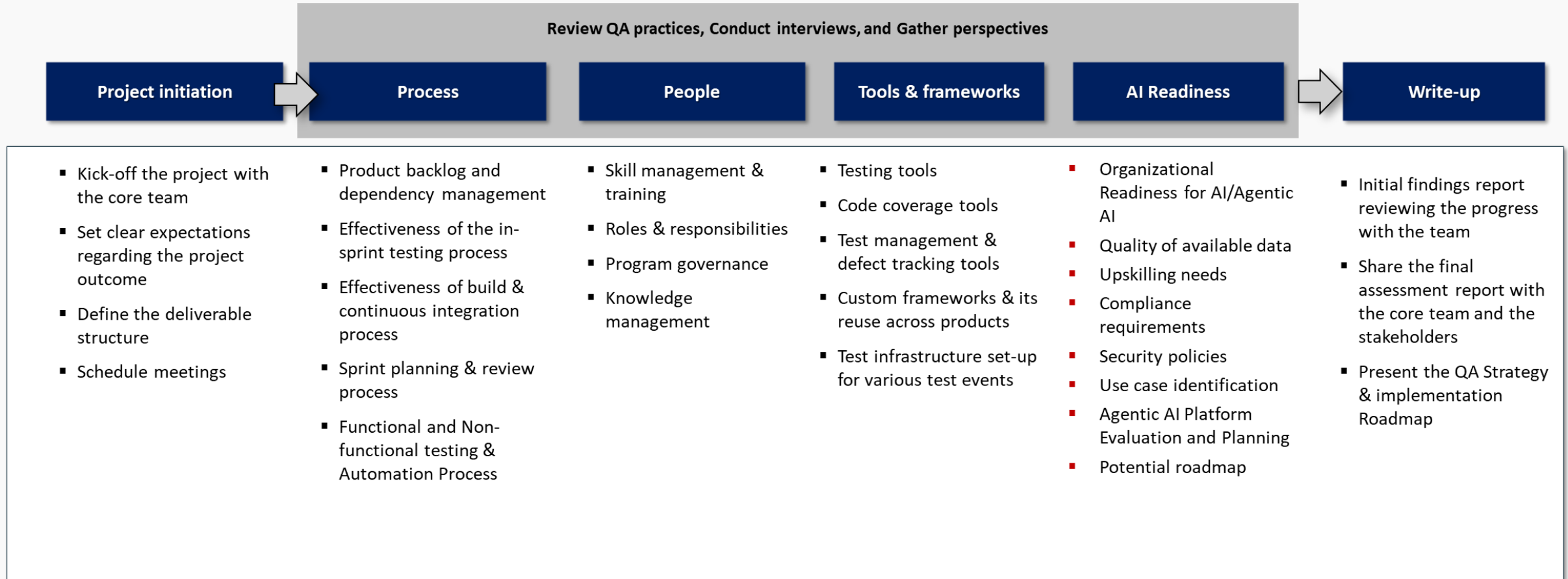
- Test methodology
- Test governance
- Test planning
- Change Management process
- Testing Metrics
- Test estimation techniques
- Test requirements management
- Risk management
- Functional & Non-Functional testing
- Test data strategy
- Configuration management
- Build management
- Test environment capabilities
- Test driven development practices



Tools

- Applications integrations
- Test management and defect tracking tools
- Performance testing tools
- Security Testing tools
- Integration of tools across SDLC
- Code coverage and continuous integration tools
- Test hardware and software asset inventory
- Test environments for various test events

Tx Test & AI Readiness Assessment Approach



Tx Enablers



Tx AI Readiness Questionnaire



Tx Test Advisory Questionnaire



Testing Assessment Checklist



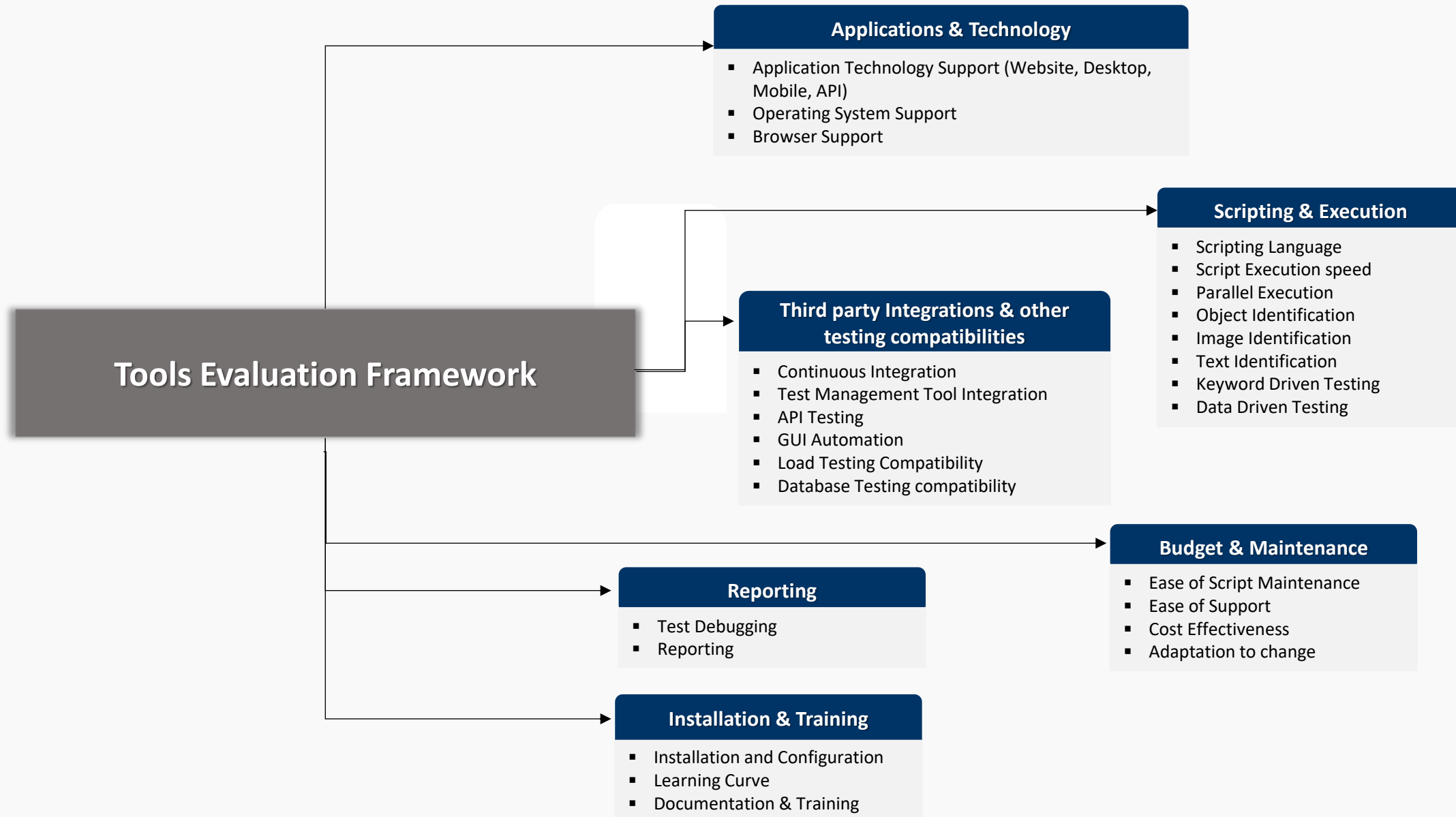
Reference Guide for TMMi/TPI Model

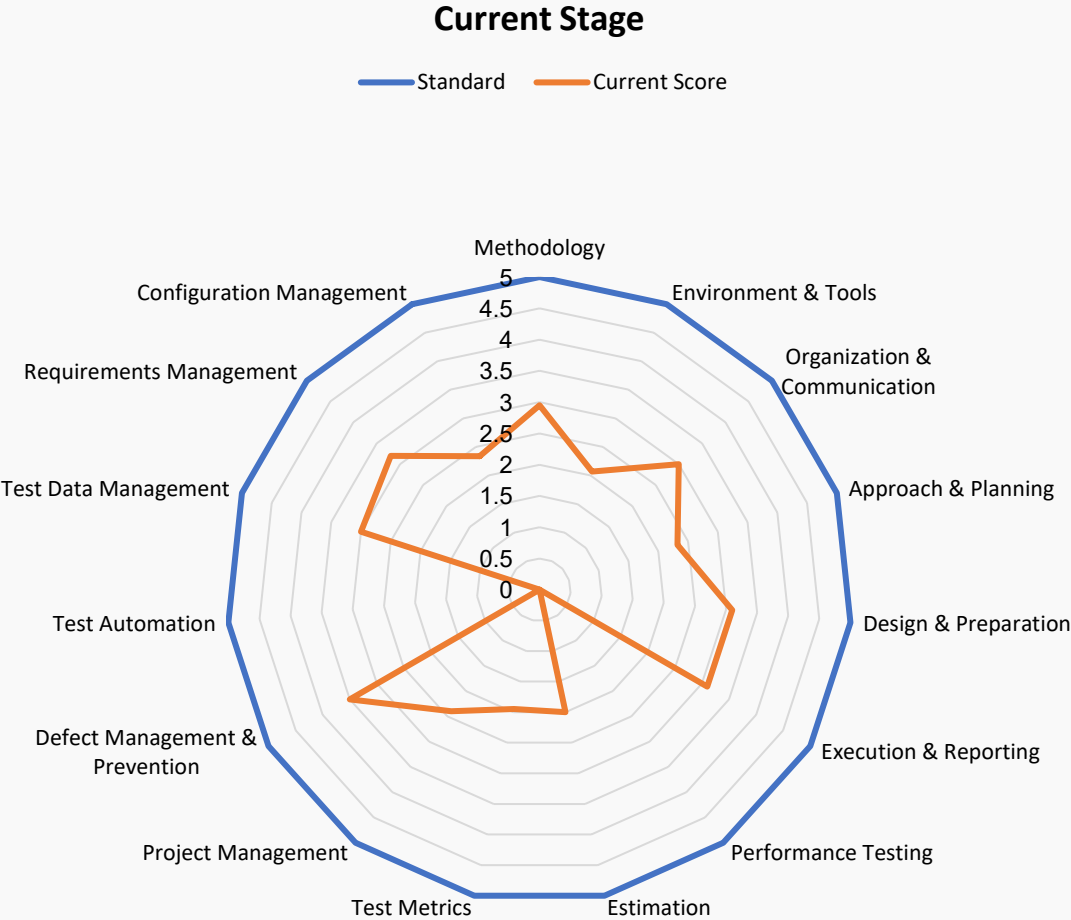


Plan Template



Reporting Framework/ Template





Sample – Assessment Chart

Assessment Parameters
Test Strategy - Methodology
Test Strategy -Environment & Tools
Test Strategy –Organization & Communication
Test Lifecycle – Approach & Planning
Test Lifecycle –Design & Preparation
Test Lifecycle –Execution & Reporting
Testing Disciplines –Performance Testing
Testing Disciplines – Estimation
Testing Disciplines – Test Metrics
Testing Disciplines – Project Management
Testing Disciplines – Defect Management & Prevention
Testing Disciplines – Test Automation
Testing Disciplines –Test Data Management
Testing Disciplines – Requirements Management
Testing Disciplines – Configuration Management
Average



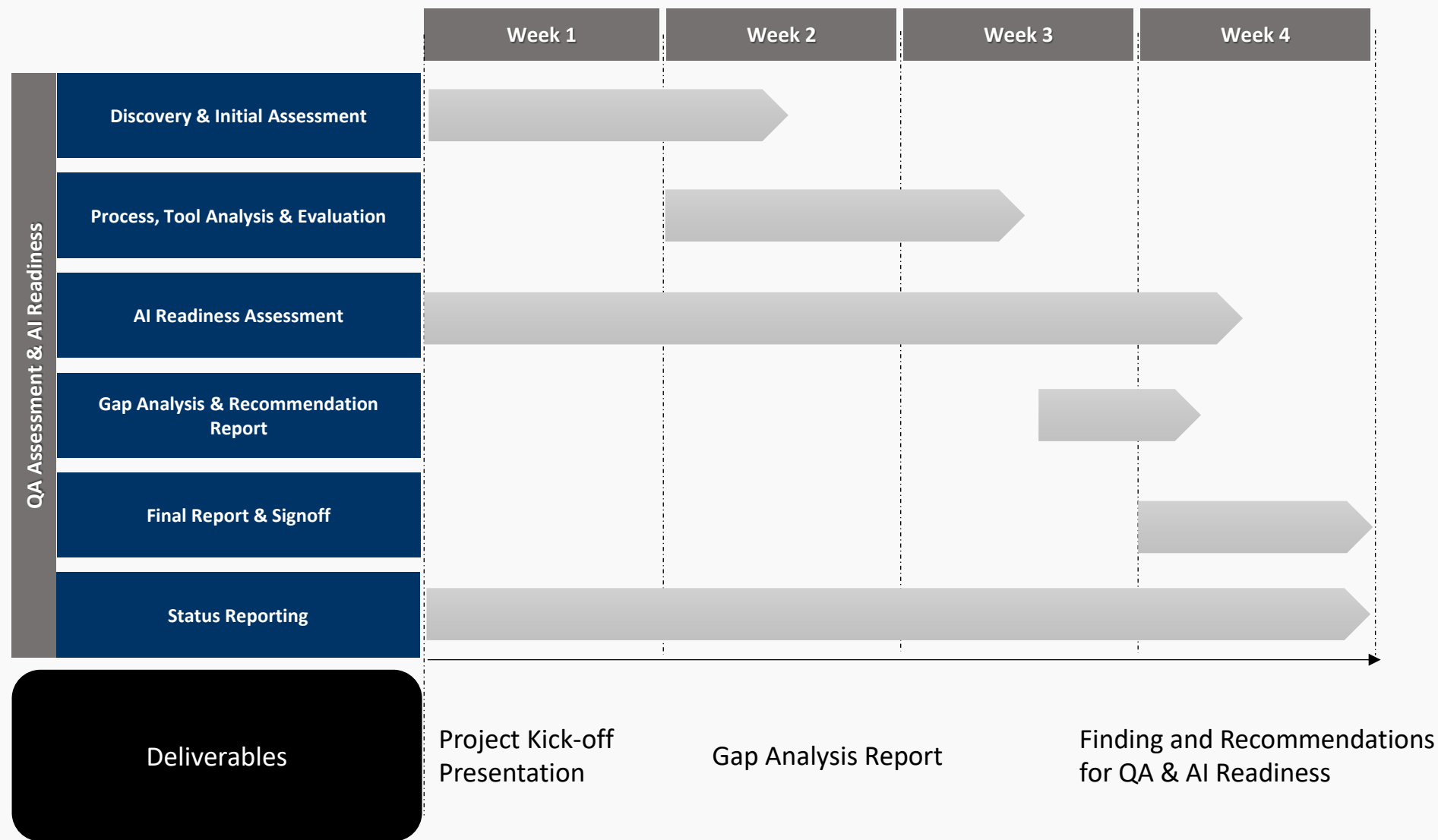
Domain	Test Area	Rating														
		Initial (0-1)			Managed (1-2)			Integrated (2-3)			Measured (3-4)			Optimized (4-5)		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High	Low	Med	High
Test Strategy	Methodology			0.9												
	Environment & Tools							2.1								
	Organization & Communication		1.0													
Test Lifecycle	Approach & Planning					1.5										
	Design & Preparation					1.5										
	Execution & Reporting						1.8									
Testing Disciplines	Performance Testing		0.8													
	Estimation					1.1										
	Test Metrics		0.7													
	Project Management					1.4										
	Defect Management & Prevention					1.6										
	Test Automation	0.0														
	Test Data Management		0.5													
	Requirements Management					1.8										
	Configuration Management							2.5								

Sample TMMi Score

Portfolio	Improvement Area	Tx Recommendation	Current State/ Findings
Functional QA	Optimal use of Azure DevOps	We can utilize Azure DevOps for below mentioned items: • Test Case Authoring and Execution • Test Strategy and Planning • Test Case Review • Test Cases and Defect Traceability	During the interaction sessions we found that Azure DevOps tool is not utilized optimally
	Smoke & Sanity	We should have dedicated suites for smoke and sanity testing, which should be regularly reviewed and updated	Missing Smoke and Sanity Test Suites
	Automation	All business-critical scenarios should be prioritized for automation in the smoke and regression suites, with CI/CD triggering the scripts post-deployment on the QA environment and displaying test results through reports	Regression, Smoke and Sanity Automation not in place
Performance Testing	Benchmarking	SLAs should be as per industry standards to predict how system functions and ensure testing aligns with business expectations	SLAs are not as per industry standard; historical data is considered as benchmark
	Monitoring & Analysis	Use APM tool with good metrices coverage to analyze the bottlenecks in QA. Production monitoring should be done to point out and fix issues early	Limited monitoring with access to only 1 Grafana dashboard i.e. CPU and memory stats. Hence, high-level analysis is done; issues are not drilled down
	Test Coverage	Increase test coverage up to 70% for Web backend APIs, mobile backend API , Web Front-end pages and mobile frontend pages and align it with business-critical scenarios instead of high hitting APIs.	0.1 % test coverage: Backend Web APIs: 8-10 out of 473, Backend CAS APIs: 4-5 out of 110, no front-end pages are being tested
Unit Testing	Test Coverage	We advise to increase the Unit test coverage which will help in early bug detection, improved code quality, easier refactoring, and reduced maintenance costs. We recommend that for: • Web App Backend • In first 2 months - overall ~50%+ code coverage should be targeted • In 6 Months, we should aim for ~70% + code coverage • Web App - frontend & Mobile (Frontend + Backend) • Initiate and implement code coverage analysis using tools like SonarQube • In 6 months, aim for ~50%+ overall & 70% coverage for critical modules • Long-term (All applications) – Maintain ~85%+ unit test code coverage	Web App Backend • Test coverage for critical modules only 10% • Total Test coverage is around 43% Web App Frontend • As per verbal confirmation, there is only 10-15% code coverage, and no formal reports are being shared Mobile (Frontend + Backend) • No test coverage reports, or visibility shared • Current unit test implementation details are unknown
DevOps	Security & Availability	• Implementing source code and Docker image scanning, establishing HA & DR strategies • Utilize Private Link & Private Endpoints to improve system security, minimize vulnerabilities, and enhance availability	These initiatives are already part of the Client 2025 roadmap and need to be strategically planned and resourced for implementation within the architecture

Sample - Tx Recommendations

High Level Engagement Plan (Sample)



1

Well-Defined QA Roadmap &
Robust Strategy



2

Increased quality of software
delivered to production



3

Reduction of risk in deploying
systems



1

Enhanced business owner
confidence delivered



2

Tooling and Framework
Rationalization



3

Improved IT & business
alignment



1

Improved QA Maturity &
Process Optimization



2

Efficient test processes for
reduced costs



3

Readiness for Emerging Tech &
AI in QA



QA Assessment for Automation testing services and CI-CD setup



An insurance provider based out of Pennsylvania, USA, that specializes in property and casualty insurance service

BUSINESS NEED

The client needed a strategic partner to:

- **Provide comprehensive QA assessment:** An in-depth evaluation of the current QA processes, team structure, and automation tools to identify gaps and opportunities for optimization.
- **Provide enhanced automation coverage:** Expansion of automation to include critical applications like Gbiz, LMIC, DXC Claims, E2Value, ImageRight, and Salesforce, ensuring consistent quality across the ecosystem.
- **Deliver a robust framework and analysis:** A detailed review and refinement of existing web and API automation frameworks to improve efficiency, reliability, and maintainability.
- **Support defect reduction:** Address the high defect rates reported by users by identifying root causes and implementing effective preventive measures.
- **Deliver a unified QA approach:** Establish a structured and integrated QA strategy to standardize processes, improve traceability, and enhance team collaboration.

KEY HIGHLIGHTS OF OUR APPROACH

- **Flexible & scalable engagement model:** Tx designed a two-phase approach with a flexible and scalable engagement model, ensuring continuous improvement and optimizing team deployment to maximize the client's value and benefits.
- **Holistic assessment for process improvement:** Tx conducted a comprehensive assessment across Processes, People, and Tools, aligning with the TMMi model to identify areas for improvement and ensure alignment with industry best practices.
- **Gap analysis & roadmap creation:** Tx identified process gaps and improvement opportunities by baselining current practices, developing a detailed roadmap to address these gaps, and implementing improvements through best practices and proprietary Tx assets.
- **Prioritized test automation:** Tx leveraged the Cypress tool to automate 120 critical scenarios from DXC Claims, 120 from Salesforce applications, and 60 high-priority API scenarios, accelerating test cycles and enhancing testing accuracy.
- **Agile methodology for transparency & collaboration:** Tx implemented agile methodology, engaging in daily scrum meetings and regular communication with the Goodville Mutual team. This methodology ensured high transparency and alignment throughout the engagement.
- **Continuous improvement & value delivery:** Tx's approach focused on ongoing improvements and delivered tangible benefits by addressing process inefficiencies, implementing automation, and ensuring close collaboration, all of which maximized the client's operational efficiency.

BUSINESS OUTCOMES

- Alignment with TMMi model
- Cypress automation for key scenario
- Holistic process assessment
- QA process remediation and best practices

Tools & Technologies: Cypress

KEY BENEFITS WITH Tx's VALUE ADD



Increased operational efficiency: By conducting a holistic assessment and aligning with the TMMi model, Tx improved the maturity and efficiency of Goodville Mutual's QA processes. This structured approach helped standardize testing practices, leading to more predictable, efficient, and high-quality outcomes.



Reduced test cycle time: Automating 120 scenarios from DXC Claims, 120 from Salesforce, and 60 API scenarios reduced manual effort, allowing testing to be completed faster.



Future-proof automation framework: Using Cypress to automate key testing scenarios created a reusable and scalable test suite. As the project evolves, the automated tests can be extended to new features, applications, or systems with minimal incremental effort, ensuring ongoing efficiency in testing and reducing future operational costs.

Advisory to Modernizing QA & DevOps for Scalable Payment Platform



A highly acclaimed platform for automation, efficiency, and control in item processing and case management

BUSINESS NEED

The client needed a strategic partner to modernize its Deluxe Payment Platform (DPP) by addressing both QA and DevOps challenges. Key needs included:

- **Enhanced test automation coverage:** Validate and improve functional test coverage across the DPP, including integration of multiple gateways (e.g., Govolution, iATS, First American, Certipay).
- **Seamless pipeline integration:** Build CI/CD pipelines for Android, iOS, and Web apps using Harness.
- **Centralized test management:** Migrate existing test suites from Azure DevOps to Zephyr and JIRA.
- **Infrastructure as Code (IaC):** Provision and manage on-premises cloud infrastructure, enabling robust state tracking and reusability.

KEY HIGHLIGHTS OF OUR APPROACH

- **Defined QA strategy:** Designed a comprehensive test strategy tailored to platform modernization.
- **Behavior-Driven Development (BDD):** Implemented BDD practices to align test scenarios with business requirements.
- **Test asset optimization:** Migrated and optimized test cases in Zephyr to improve coverage and reduce redundancy.
- **Advanced automation:** Used JUnit for unit tests, RestAssured for API tests, and integrated automation into Azure DevOps for continuous testing.
- **CI/CD pipeline creation:** Developed CI/CD flows in Harness, integrating tools like SonarQube and JFrog for code quality and artifact management.
- **IaC implementation:** Used Terraform and Terragrunt with Harness pipelines to provision infrastructure across Dev, QA, and Prod.
- **Reusable components:** Built custom utilities (web, Excel, reporting, email) to standardize automation.
- **Training and enablement:** Provided knowledge transfer to enable the Deluxe team to manage the solution independently.

BUSINESS OUTCOMES

- **Maximum automation coverage:** Over 80% automation of test cases, reducing manual effort and accelerating release cycles.
- **Streamlined deployment process:** Fully automated CI/CD pipelines improved speed, reliability, and consistency.
- **Improved system performance and responsiveness:** Standardized processes minimized duplication and maintenance overhead.
- **Infrastructure stability:** IaC with validation rules (via Tx-IACT framework) ensured resilient cloud provisioning and compliance.

Tools & Technologies: | **QA & Testing** | JIRA, Zephyr, Azure DevOps, JUnit, RestAssured, JMeter | **DevOps & CI/CD** | Harness, SonarQube, JFrog, Terraform, Terragrunt

KEY BENEFITS WITH Tx's VALUE ADD



Enhanced Test Coverage: Automated UI & API tests improved reliability and defect detection.



Efficient CI/CD Integration: Harness-based deployment ensured faster feedback and high release velocity.



Knowledge Transfer: Client teams were trained to manage and extend the automation framework and infrastructure independently.

A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business deal or agreement. The image is dark and moody, with a large, solid red diagonal shape overlaying the right side. The text 'Thank you' is centered in a white box on the left side.

Thank you