

Ocleen.TV Speeds Up Product Release 2X times Due To Outsourced Quality Assurance

Ocleen.TV delivered its cloud-based backend system 2X times faster with Applied Systems' quality assurance support, including regression, integration testing, and test automation.



Key takeaways:

- Alpha version of a TV advertising system was ready in **3 months instead of 6**
- **50%** of testers' workload saved due to **mobile test automation**
- **No critical issues** reported during the warranty period

Customer

Ocleen.TV, a Karlsruhe startup providing personalized advertising and ads-sponsored TV services, needed a supplier with experience in offshore software testing.

Challenge

The customer aimed to create the cloud-based backend system for personalized TV advertising. To deliver the solution on time, the project was undertaken by a **globally distributed team** with software development located in **Ukraine**, quality assurance in **Belarus**, and project coordination in **Germany**.

QA activities encountered several challenges:

- insufficient testing documentation;
- a large number of components and complex interfaces increased the scope of integration testing;
- no reference to any previously built similar solutions or prototypes.

Solution

A **dedicated team of 3 QA engineers** tested a cloud-based backend system with an advert server, a profiling server, ad editing software on a set-top box, and an Android app. Types of testing performed include **functional** and **non-functional** (usability, performance and stress testing), **component, integration and system testing**.

SCRUM-based software development process allowed reacting immediately to any changes in the requirements, and enabled regular feedback and reporting to the customer.

To fix all the major regressions within the current sprint, the team used nightly builds. Furthermore automating UI tests with **Robotium Android** test automation framework **saved 50%** of testers' time.



Results

Outsourced quality assurance facilitated product development and made a radical difference to how work was organized in the globally distributed team.

Detailed testing documentation helped to synchronize efforts for the whole project team.

Running manual and automatic tests simultaneously **increased the speed of build releases 2X times**. The project team delivered alpha version of the system in **3 months instead of 6**, and the final solution was implemented in 7 months.



“ocleen.TV was looking for a professional software development team capable of starting the project in the shortest time and meeting strict deadlines. Based on these requirements, we chose Applied Systems. My experience of dealing with this team is extremely positive. Their specialists learnt new technologies, in particular mobile and cloud development, with vigor and enthusiasm. Applied Systems team showed initiative and commitment that helped us to solve complicated issues at an early stage and promptly respond to the changing project requirements”.

Stefan Knabe Project Manager, ocleen.TV