Reimagining Quality Engineering at Scale with Testing-as-a-Service

Implementation of a governance-led, automation-driven QE model to unify practices, optimize resources, and accelerate delivery across enterprise platforms.

Overview

- Delivered a governance-led Testing-as-a-Service (TaaS) model integrating functional, non-functional, and security testing.

- Embedded Software Testing Governance Assurance Framework (STGAF) across delivery workflows.

- Standardized tooling and processes to reduce fragmentation and enable automation-led scalability.

- Achieved 30% month-on-month cost savings and 25% quarterly improvement in testing output.

Client Profile

As a global financial advisory leader, the client manages multiple mission-critical platforms supporting advisory services, policy management, and customer engagement. Ensuring consistent quality across these systems was crucial for maintaining regulatory compliance, operational reliability, and customer trust across geographies.

Challenges: Inconsistent QE Practices

- Heavy dependence on individual testers and contractors with no unified governance model

- Limited automation and CI/CD adoption across platforms

- Gaps in reporting, risk management, and tooling standardization

- Misaligned stakeholder priorities and lack of QE governance awareness

- Rising QE costs and slower time-to-market for critical projects

QBurst Solution: Governance-Led TaaS Framework

We implemented a Software Testing Governance Assurance Framework (STGAF) to establish standard practices, enforce governance, and embed automation-driven efficiencies across all enterprise testing operations.

Key solution components:

- Governance model with defined templates, roles, and compliance reviews

- End-to-end test coverage across functional, integration, security, API, and performance layers

- Standardized tooling using open-source frameworks and in-house accelerators

- Scalable TaaS delivery model with flexible resourcing and burst capacity (+25% for critical cycles)

- Integration of CI/CD pipelines for automated health checks and regression testing

- Centralized repository for test artifacts and documentation, reducing silos and promoting reusability

- Training and enablement programs to upskill internal test engineers

Implementation Approach: Designed for Simplicity and Scale

- TMMi-based maturity assessment to benchmark existing QE practices

- Phased STGAF rollout – from assessment to policy definition, process standardization, pilot, and continuous improvement

- Embedded RACI-based governance and risk-based prioritization for automation and performance testing

- Continuous reporting and dashboards for monthly, half-yearly, and annual quality tracking

- Parallel chatbot testing stream to validate enterprise-grade AI solutions within a governed framework

Value-Added Initiatives

- **AI-Driven Automation Enablement:** Conducted GenAI automation pilots and tool evaluations for Microsoft Dynamics 365 and other enterprise environments, improving scalability and cost efficiency.

- **Conversational AI Policy Assistant:** Built a Copilot Studio–powered Teams assistant integrated with the Policy Master Knowledge Base to deliver accurate, context-aware responses for up to 100 concurrent users.

Impact

- 30% month-on-month resource cost savings since TaaS implementation

- 25% quarterly improvement in testing output and efficiency

- Expanded automation coverage across regression cycles, reducing manual effort and release cycles

- Reduced defect leakage and higher execution rates across platforms

- Improved QE governance maturity with a clear roadmap toward TMMi advancement

- Reusable, scalable QE framework embedded into enterprise delivery value chain

- AI-ready QE ecosystem supporting safe and governed adoption of conversational AI solutions