Infosys Digital Assurance Solution

Digital technology is transforming the world and as a result, expectations of customers from businesses they interact with are constantly growing. Today's customers demand 'anything-anytime-anywhere' service with the best experience. They want new features in mobile apps and websites, quicker and faster. Even minor glitches in customer experience can cost enterprises their reputation and result in loss of business.

- **1B+** Facebook members
- **3 B** internet users
- **80%** of users prefer to connect with brands on facebook
- **90%** of customers trust peer recommendations compared with **14%** who trust advertising
- Global IoT market projected to be **$ 8.9 T**

Quality Assurance (QA), by addressing the challenges of speed, security, performance and reliability, play a key role in ensuring that customers enjoy the superior experience they expect.

Testing of the digital dimension of a business is not limited to one application or integration of a few applications. Digital testing must ensure superior and seamless customer experience across channels and devices.

Infosys Digital Assurance Solution addresses the multi-faceted needs of digital transformation testing. We assure digital transformations by conducting comprehensive testing across your digital value chain encompassing digital marketing, web portals, web content, digital assets web analytics, and the entire digital ecosystem – which includes cloud, mobility, big data and connected devices. The solution draws on our vast experience in the digital domain and leverages our value-adding elements such as reusable test assets and in-house suite of testing tools and accelerators.

With Infosys Digital Assurance Solution you can add customer centricity and agility to your assurance approach for improved customer satisfaction and increased business.

Digital Value Chain

Testing across Digital marketing, web portals, web content, digital assets management and web analytics

Digital Ecosystem

Testing for Cloud, mobility, big data, connected devices

Analytics

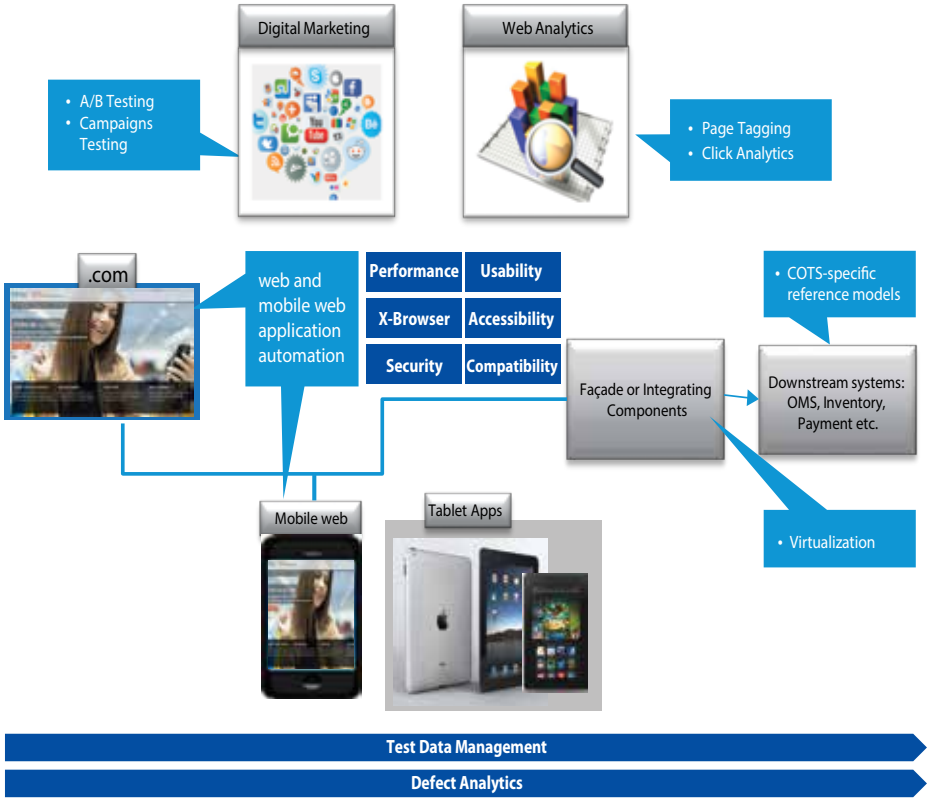
Uses Social Analytics and defect analytics to define assurance strategy

Tools and Accelerators

In-house tools for Test Data, Virtualization, life cycle automation, performance, security

How it works

Infosys Digital Assurance Solution enables testing across various layers, multiple platforms, channels and devices. We leverage service virtualization to speed up testing and provide you with a holistic approach for test data management. The solution has in-built performance, security and availability parameters and uses analytics to define the testing approach.



- With Infosys Component Testing Framework, QA team can test software components as and when these are built.
- Infosys Middleware and Virtualization Solution helps you virtualize unavailable services, accelerating the time to market.
- Infosys Web Automation Framework, allows you to use the same scripts to test applications on the web as well as on mobile devices. Business processes testing can be automated using Infosys Automation Solution.
- Infosys Accessibility solution ensures adherence to WCAG standards
- Our Test Data management Solution generates and masks dynamic data for testing.
- Infosys Digital Assurance Solution with strong in-built performance testing capabilities checks performance issues not only at the server side but also at the front–end, providing a holistic view of the performance of applications.
- Infosys Dependability Solutions check for any security vulnerabilities and ensure reliability and availability.
- The solution uses the power of analytics for a scientific approach to regression testing.

Benefits to Business

Infosys integrates industry best practices with domain and technology solutions.

01 **Customer Centricity for your Business** - Ensure seamless customer experience across channels through analytics based assurance approach

02 **Stability in Business** - detecting defects early by shifting the testing left and deploying best in class processes across testing cycle

03 **Agility In Business –** Extreme automation and virtualization strategies enables faster time to market

04 **Future Proofing your Business –** by ensuring Performance, Scalability, Resilience and Security in your applications

For more information, contact askus@infosys.com

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