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.

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.

| **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.

**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.

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