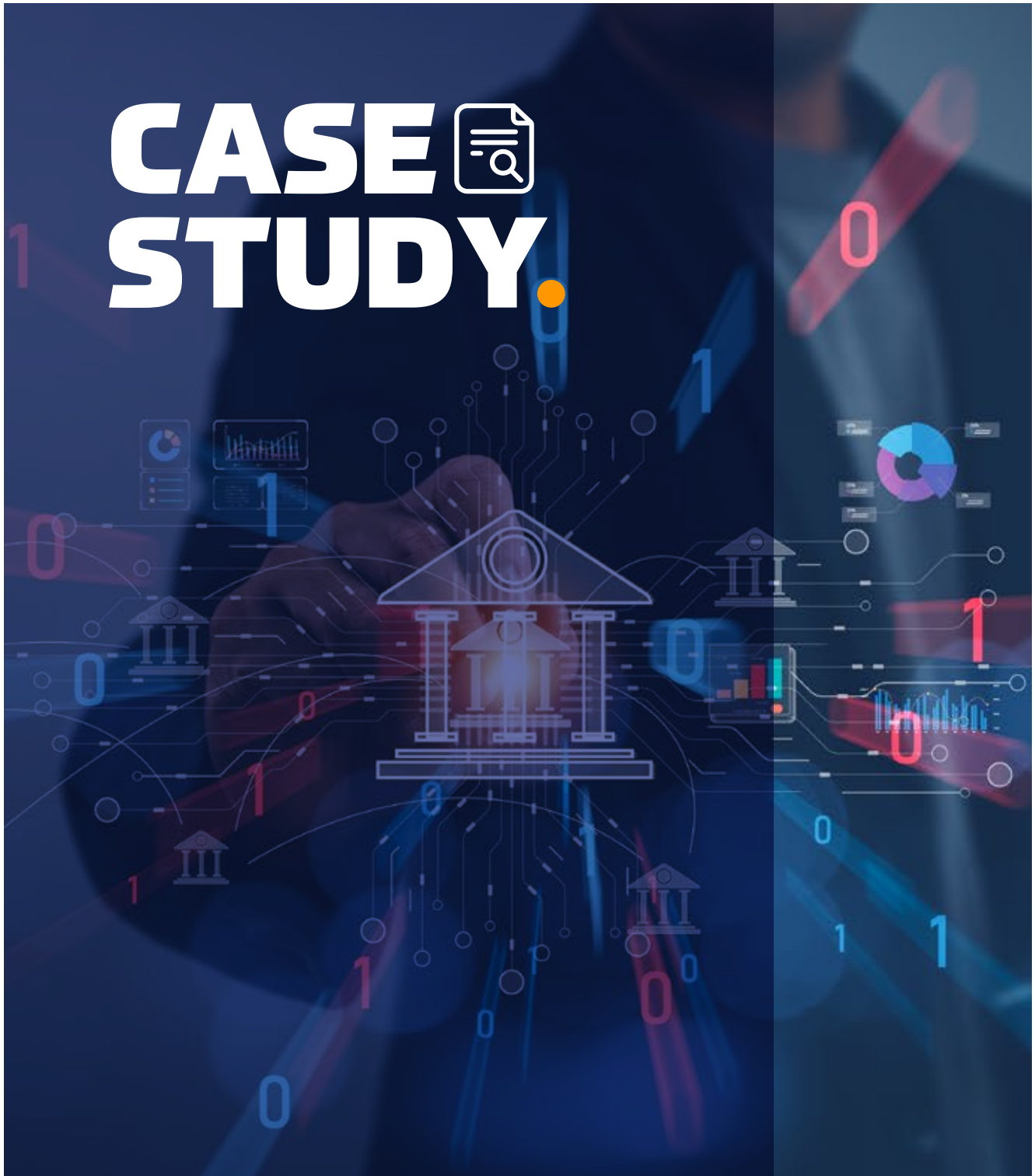


# CASE STUDY.



**QualityKiosk's AI-ready testing center  
of excellence advances top UAE Bank's  
IT Modernization**



# Overview

The client, a leader in banking & financial services in the UAE, has a four-year IT modernization program that aims to elevate its digital-first user experiences as a benchmark in its market. QualityKiosk (QK) worked with the bank to transform its testing capabilities, enabling the client to rapidly release best-in-class products and features to deepen its competitive advantage.

**35+**

Digital modernization projects delivered

**70%**

Reduction in regression testing times

**20%**

Reduction in Quality Engineering costs

**Zero**

Critical production defects

# Client



One of the top 10 largest banks in the UAE, the client is a modern and progressive banking institution offering a full range of innovative retail and commercial banking services. Over the years, the bank has been steadily investing in enhancing its digital products and services and is recognized as a leader in user-centric digital banking in the region.



# Goals & Objective



As an ambitious leader in financial services, the bank wanted to expand its digital strategy to deliver increasingly superior digital-first user experiences. To do this, it created a four-year digital modernization blueprint that included upgrading technology, driving channel transformations, conducting cloud migrations, and developing CI/CD and CT integrations. These initiatives were designed to improve the bank's ability to scale digital innovation that would help build a deeper competitive advantage through the rapid release of new products and features that:



**Enhanced the banking experience** to drive customer delight and loyalty



**Enhanced revenue and profitability** by improving product adoption and customer recommendations

The bank's four-year time frame for the transformation was bold but achievable if it focused on modernizing its existing project-specific quality engineering framework. By bringing a laser focus to quality, the banking leader could:

- ✓ **Accelerate time to market**
- ✓ **Improve cost efficiencies**
- ✓ **Improve ROI for investments made in innovation**
- ✓ **Access scalability**





# QK's Enterprise-Wide Solution



The bank didn't have to look far for a technology partner to identify areas of innovation and improvement. QualityKiosk Technologies (QK) had the right domain experience and was ready with the pre- and post-production insights required to support the bank in powering the digital modernization to accelerated completion.

QK joined forces with the bank to identify the required improvements. The assessment showed the need for a Testing Center of Excellence (TCoE) that would become the foundation for advancing the bank's digital-first banking ambitions.

QK helped the bank streamline its enterprise-wide quality engineering with a tailored TCoE that centralized enterprise-wide testing for enhanced operational efficiencies, improved productivity, and faster time to market. The resulting TCoE built delivered:



- **A shift left quality engineering strategy**, which empowered the bank to detect defects in the early stages of the DevOps lifecycle, eliminate cost and development inefficiencies, & accelerate time to market.
- **An automation-first strategy** that became the core of enterprise-wide quality engineering. In addition, QK periodically identified new automation opportunities, maximizing quality engineering efficiencies.
- **Testing centralization and standardization** under the TCoE helped build a common knowledge repository from different projects, enabling the bank to enhance cross-team collaboration, integrate best practices, eliminate effort duplication, and boost productivity.
- **Transparent real-time reporting and optimized governance** with PowerBI-driven data visualization for enhanced IT and business performance.
- **Service virtualization** to reduce environment dependencies for integration testing, effectively simulating production-like behavior for accurate and efficient performance testing.
- **Streamlined demand management** to optimize resource utilization & allocation. QK established vertical domain-driven teams and horizontal technology teams for AI-led initiatives, automation, NFR, service virtualization, and test data management.
- **Integrated industry-leading tools** for automation, service virtualization, cross-browser and mobile device compatibility testing, real-time reporting, CI/CT/CD Integrations, and self-healing.

This significantly reduced the time required for automation script maintenance, accelerating time to market.

- **Designed a continuous feedback loop** to optimize issue detection and prevention. Harnessing a tailored process, QK collected feedback from production for monitoring, tracing and analyzing defect leakages.



## Laid the groundwork for enterprise-wide AI testing through:

- **Testing accelerators** for intelligent and data-driven creation, maintenance, & execution of tests for extended coverage and faster time to market.
- **AI-driven insights** for actionable and simplified view of enterprise-wide quality engineering for efficient IT-business collaboration, reduced resolution time, and enhanced customer experience.
- **AI-powered process optimization** for streamlined enterprise-wide quality engineering processes to enhance efficiencies and reduce costs

# Results & Roadmap

The TCoE empowered the bank to meet its IT modernization goals, completing the targeted number of digital modernization projects that it aimed for. With the TCoE, the bank has enhanced its customer experience by several magnitudes, consolidating its lead in the market for the foreseeable future. QK enabled this by delivering:

**35+**  
Digital modernization projects

**300,000**  
Test executions automated

**150,000**  
Tests centralized

**100+**  
Services virtualized

**18,000+**  
defects identified and closed

**20%**  
Reduction in QE costs

**Zero**  
Critical production defects

**70%**  
Automation penetration

**70%**  
Reduction in regression testing cycle times

### **About QualityKiosk Technologies**

QualityKiosk is a focused Reliability, Cloud, AI, and Product Engineering solutions provider. The company, established in 2000, offers diverse services enabling organizations to adopt and adapt AI in Product Development, Quality and Reliability Engineering, CloudOps and Automation. In an AI-first world, QK synthesizes deep domain expertise with excellence in technology to consistently deliver great experiences for its customers' customers.

Operating in more than 25 countries and with over 3,500 employees, QualityKiosk helps leading brands in banking, capital markets, insurance, automotive & manufacturing, technology & digital natives, consumer goods, and healthcare to transform their digital capabilities.

The company's expertise and achievements have garnered recognition from esteemed global advisory firms such as Forrester, Gartner, & The Everest Group for innovative, IP-led solutions and the significant value those solutions deliver to clients. For more information, visit [www.qualitykiosk.com](http://www.qualitykiosk.com).