Guaranteed Seamless
Digital Experiences

DIGITAL
360
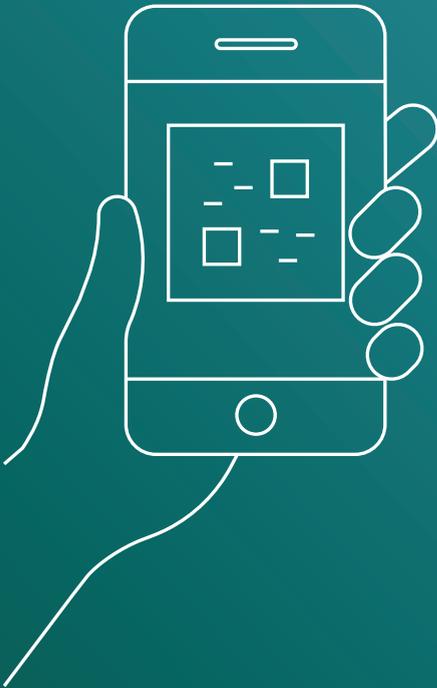ASSURANCE

zensar

Brochure

Meeting customer expectations is not enough, brands need to delight them by delivering seamless, enjoyable and disruption free digital experiences.

Companies that lead in customer experience outperform competition by over **80%**

A 4 or 5 star app rating has a positive brand influence of over **70%**

Losses of up to **$1.6 trillion** are incurred by companies whose customers switch due to poor experience
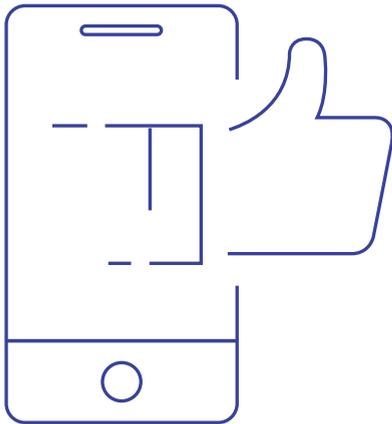
Source: Forbes, Apptentive

Digital 360 Assurance - D3A

Zensar's Digital 360 Assurance is a powerful managed service that allows brands to comprehensively test, certify and deploy their applications, platforms and websites across a multitude of endpoints; so that teams can focus on delivering superior experiences.

Consistency

Navigability

Accessibility

Social Interaction

Browsability

Stability

Performance

Delight

D3A - Delivering Seamless Digital Experiences

Mitigate complexities in virtual application development

Safeguard against possible cyber-threats with security and vulnerability testing

Enable secure large scale shift to cloud, point of presence (PoPs), routing, load balancing, and content delivery networks

Identify and fine-tune variations in app functionality and performance due to geography and network carriers
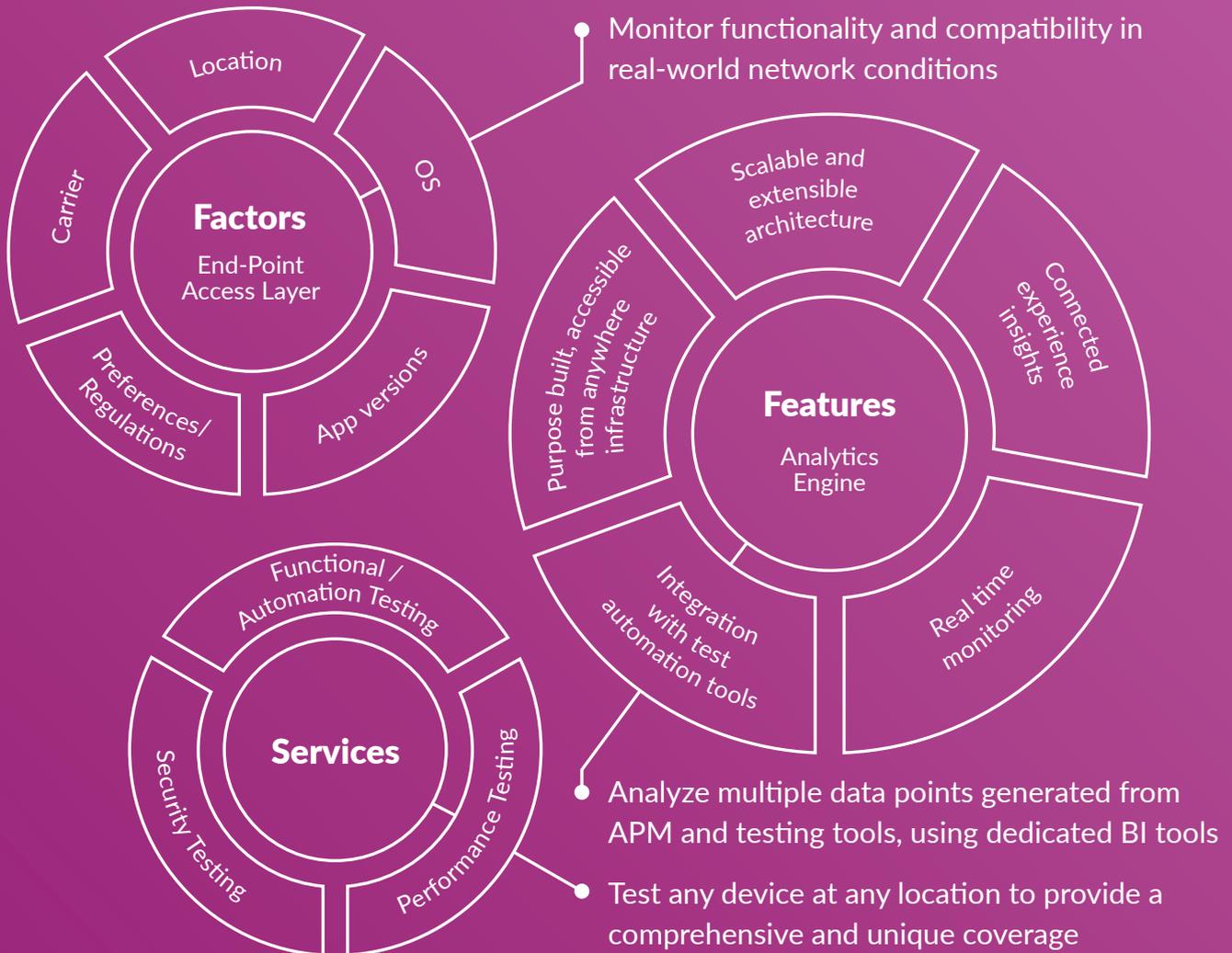
Deliver uniform consumer experience on different devices and platforms

Manage the growing number of OS versions and frequent app releases

Digital 360 Assurance Framework

Factors
End-Point Access Layer

- Location
- OS
- App versions
- Preferences/Regulations
- Carrier

Features
Analytics Engine

- Scalable and extensible architecture
- Connected experience insights
- Real time monitoring
- Integration with test automation tools
- Purpose built, accessible from anywhere infrastructure

Services

- Functional / Automation Testing
- Performance Testing
- Security Testing

Monitor functionality and compatibility in real-world network conditions

Analyze multiple data points generated from APM and testing tools, using dedicated BI tools

Test any device at any location to provide a comprehensive and unique coverage

Digital 360 Assurance Engagement Models

Pay-as-you-go

- Development teams can select the kind of testing from the catalog
- Billed at end of the month
- Minimum commitment required

Best suited to unpredictable testing requirements, limited number of experience units across limited end-point devices.

Dedicated D3A Lab

- Dedicated lab infrastructure with fixed physical devices
- Additional devices on cloud

Ideal for more structured and predictable operations with larger number of experience units & end-point devices

Bespoke Services

- Customized services aligned to the customer's requirements

Suited for quick start and ad-hoc requirements

Why Digital 360 Assurance ?

70%
Lesser experience blockers

40%
Savings in cost and time

40%
Reduction in re-releases

50%
Faster rollout of updates

25
Unique releases every month

Industry Specific Case Studies

Large retailer increases online sales with enhanced application performance

Zensar helped considerably improve application performance to enhance the brand's overall image. A dedicated D3A lab was set up, competitive benchmarking was performed for user experience and monitoring of retail-specific KPIs was enabled.

Insurer's digital-first strategy enabled with D3A

A major insurance organization was looking to include local laws and regulations across its complex multi-platform applications. Zensar provided end-to-end automation and TCoE setup for devices across the globe. We enabled on-the-go testing for agent apps and insurance value chain monitoring.

Digital transformation assurance for hi-tech giant

Zensar helped customize applications for all of the client's manufacturing units. The D3A team provided device interoperability validation, compatibility testing, network impact testing and monitoring, on-demand and at scale.

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An **》RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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