

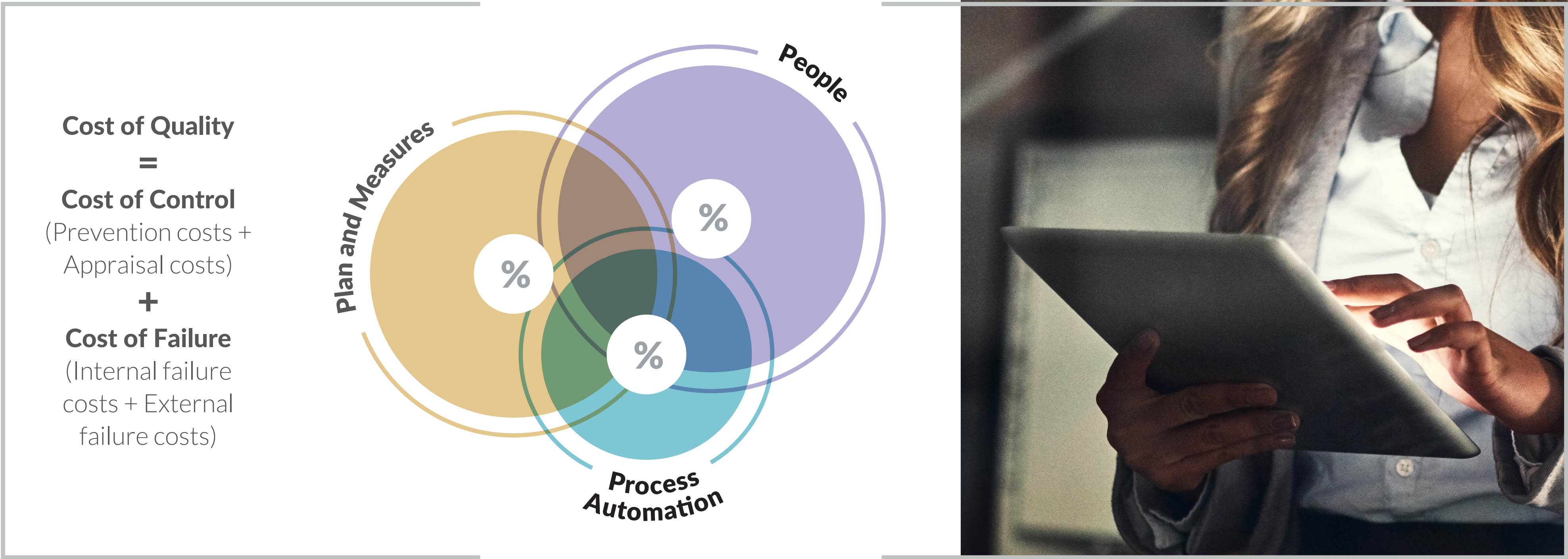
DEVX

A Software Development
Experience that shaped a
Culture of Quality

Case study

At Zensar, we pride ourselves on being partners to our clients in a holistic sense. We view our clients (and their requirements) from a lens that's much bigger than just technology. Our widened perspective gives us the ability to approach problems in unexpected ways and solve them in unique ways.

It was this very ability that helped us bring down cost of quality by 10% for one of our insurance clients. But before we get to the solution, let's walk you through the problem.



The missing piece | The Challenge

Our client, a progressive financial services provider, was taking all the right steps to improve the quality of its services. It had invested in the latest tools and technologies and deployed DevOps with individual state-of-the-art tools, processes, and automation. Our client's investment resulted in an increase in speed, but despite adopting the latest tech, the quality index remained unaltered.

To figure out where the problem was, we started by examining the set-up thoroughly. There was no doubt that the technology stack was robust, so what was stopping it from achieving its full potential?

We quickly realized that they were missing an important piece of the puzzle – the people using the technology. While the technology was seamlessly interconnected, it failed to connect with people.

User experience of a different kind | Our Solution

It's easy to forget that technology is just an enabler. No matter how new or advanced it is, it will not add value unless it is usable. In fact, 70% of online businesses that fail do so because of bad usability.* That is why user experience plays a huge part in digitalization.

By shifting the focus from technology to experience, we came up with a unique approach in the form of our DevX (or Developer Experience) framework. This framework would be built around the people who were driving the technology – the developers, testers, release managers, and operations teams.

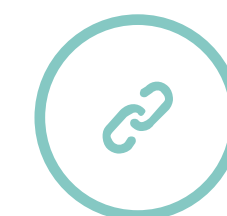
An in-depth discovery phase with them enabled us to accurately map their pain points. DevX was then custom engineered to overcome their roadblocks.

Here's how we paved the path to a culture of quality:



Improving focus with
'One Tool Per Role'

We wanted to create a set-up which would allow each individual to focus on what they do best. So, we integrated the existing toolset and eliminated any manual steps to de-clutter and trim the existing setup. This allowed us to create a customized and focused experience for each role via one single tool given to them. For example, IDE was assigned the experience focus for a developer, with the entire toolset (Source Code, Agile Sprint, CI System, Deployment) made available through it. Similarly, for release managers, Jira became the experience focus, where all activities could be carried out from this one tool.



Introducing shared ownership with
'You Code-Build-Maintain'

In the world of development, compartmentalization can lead to many silos. And another problem of compartmentalization is that while everything is everyone's responsibility, no one is actually the owning the end product.

We solved this with our 'You code it, build it, maintain it' model. In this model if a developer writes a code, he would have to explain how to deploy it and would be called in if it broke in production. This established shared ownership.



Refining testing with 'QA & Security in Everything'

To enable QA and Security in all aspects of the software delivery, each feature/user story was self-tested by everyone for its quality and security. This ensured that no detail, however little, was missed.

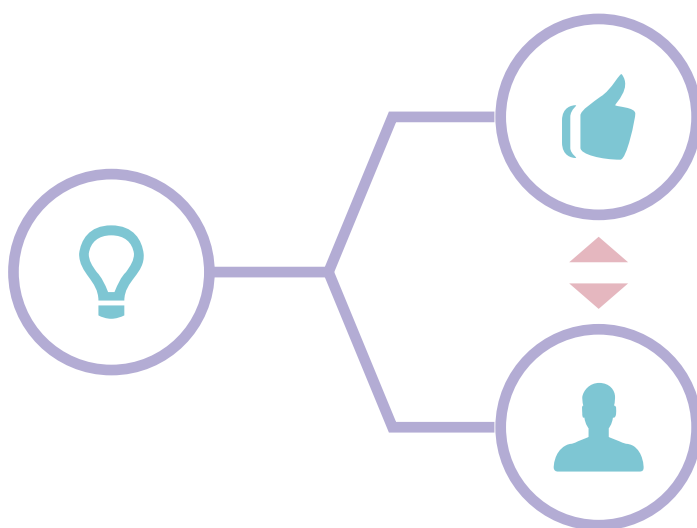
**Source: <https://www.smallbizgenius.net/by-the-numbers/ux-statistics/#gref>*

A gift that would keep on giving | Our impact

With this project, we helped our customer maximize the returns from their existing investments and achieve efficiency. But it was a lot more than that.

With DevX, the people behind the technology were empowered to deliver their best every single day. In the short term, this made a tangible impact on the client's business goals (by reducing the cost of quality from 25% to under 15% in 6 months). More importantly, though, in the long-term, our solution helped perpetrate a people-centric ethos which led to a reinforced, more productive workforce on one side, and happier customers on the other.

Our Solution



Happy Dev

Happy Customer





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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