

Placing the bet on **quality with Zensar**

How the world's leading online gaming factory relies on us to deliver glitch-free gaming experiences

Case study



Overview

A winning streak

High-stakes – that’s how you would describe the world of online gaming. It is also how you would describe the challenge that our client came to us with. Over the 7 years (and counting) of our partnership with the trailblazers, who work with some of the biggest suppliers in the online gaming world, we’ve become their go-to support system. With our niche game testing practices, we ensure that they can deliver quality experiences, at speed, to stay relevant in this fast-paced, high-stakes world.

Read on to know how we helped them up their game with an increase in productivity by 40%, among other benefits.



Challenges

The odds at stake

Gaming is all about the experience. And to get the experience right across multiple browsers, on multiple platforms, adhering to compliance across multiple countries – let’s just say it’s not a job for “noobs.” Even small glitches or lags can result in losses worth millions over years, and, more importantly, the trust of the gaming community. This was the biggest challenge that we set out to solve at the beginning of our partnership with them.

Experience is not the only thing we wanted to improve. In the online world, pace is what keeps you present. And we wanted to introduce changes that would help them test better and faster to get more games out to market quicker, with lesser bugs.



Our Solution

Placing the right bets

Smart Automation:

We set up a comprehensive automation solution for every stage, right from Unit testing to UAT. The key features of this intelligent test automation solution included:

- integrated CI/CD testing automation – to ensure 100% reliability
- a single platform with 80% reusable components – to save time and effort

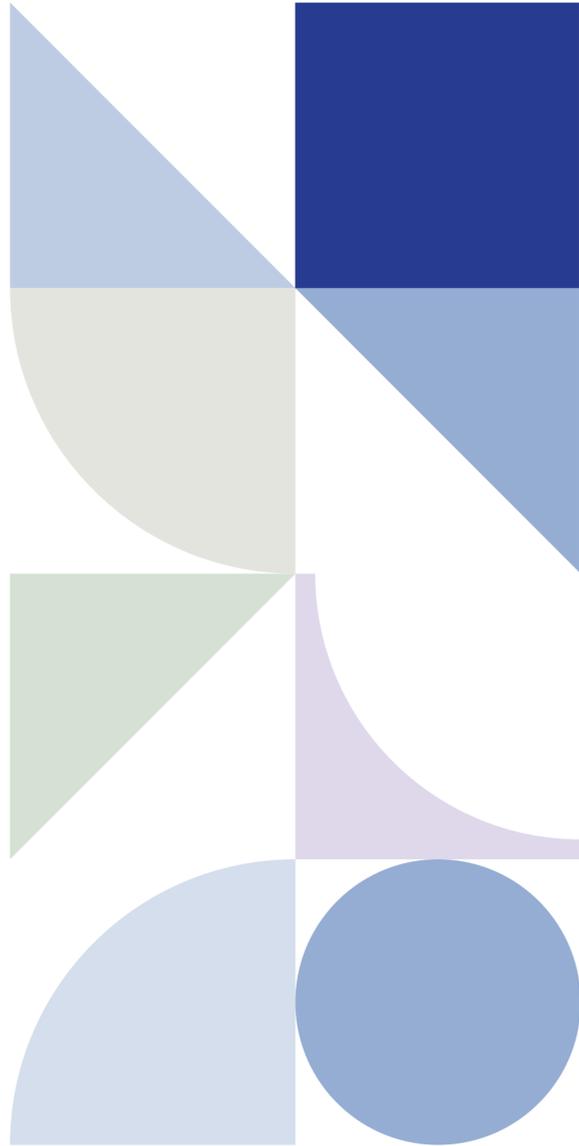
The solution sped up release rates and reduced the mean time to resolution.

Flush with excellence

Testing was crucial for our client. Their games are launched in a lot of markets which required thorough testing. At the same time, long testing cycles or gaps in testing would translate into loss of significant revenue. They could literally not afford to be slow or lax.

We created a trump card in the form of a Center of Excellence (CoE), catering exclusively to these rigorous quality engineering requirements. This team of experts works exclusively on refining and further optimizing testing protocols to deliver efficiency at scale. They also came up with custom solutions to make game testing more comprehensive - like the digital devices testing platform that they specifically created to test across various devices and browsers from across the world, and the game modernization program.

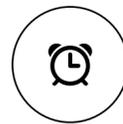




The Impact

The house edge

Some of the other tangible results we were able to drive include:



75% reduction in execution time



40% increase in productivity



40% reduction in testing costs



Up to 33.33% reduction in game development time

And above all, over our extended partnership, our approach to quality engineering gave our client a much-needed business edge by combining speed with accuracy – to help them release faster, without compromising experience.

zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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