

# Independent Testing Services Help a Leading Digital Media Company Improve Overall Business Execution

**Customer:** A global leader in specialized business news and information

**Size:** 501-1000 employees

**Location:** New York, USA

**Industry:** Media and Marketing

**Profile:** The client is a B2B integrated digital media company that delivers premium content to professionals in the legal, real estate, consulting, insurance, and investment advisory industries.

**Services:** Independent Testing

## Business Need

Being a leader in the publishing industry, the client delivers headlines, deep insights, expert analysis, peer perspectives, and world-class events across 28+ legal, real estate, consulting, insurance, and investment advisory industries.

Managing over 28 websites, each requiring weekly content updates on a single day was not easy. While the client had the required resources and expertise to develop and publish content on the websites, what they lacked was a robust QA team who could test the website for accurate placement of content and images and URL redirection.

With quality becoming a core success-defining factor, it was getting increasingly difficult for the client to update content on the many websites and conduct regression tests to identify unexpected behavior of webpages for different websites. Therefore, the client was looking for a QA partner who could provide independent testing services and identify bugs.

## Solution and Approach

To overcome the problem of unexpected website behavior, improve quality, and ensure timely publishing of content, Synoptek provided a perfect

blend of automated and manual regression testing. As part of our Independent Testing Services solution, we:

- Manually tested content on 28+ websites for accurate text and image positioning, URL redirection, and image loading.
- Used automation scripts to automate certain aspects of website testing such as header and footer link verification, and section verification.
- Identified issues and problems using an offshore delivery model and enabled the client to publish content onto production environment quickly and easily.

## Business Results

Through our Independent Testing Services, the client has been able to enjoy several benefits and witness substantial improvement in overall business execution.

- Instead of a 48-hour cycle to test and publish content, the client can get content from staging to production environment in 24 hours.
- With the help of automation scripts, testing efforts have reduced to more than 50%.
- By leveraging our time-tested offshore delivery model, the client is not only able to get content up quickly, but also at reduced costs.

## About Synoptek

Synoptek is a Global Systems Integrator and Managed IT Services Provider offering Comprehensive IT Management and Consultancy Services to organizations worldwide. Our focus is to provide maximum "business value" to our clients enabling them to grow their businesses, manage their risk/compliance, and increase their competitive position by delivering improved business results.

Synoptek's QA services has helped the client increase the quality of their published content. Since all issues

are detected in time, the client can provide a flawless browsing experience to users across all the websites.

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