



SUCCESS STORY HIGH TECH

GLOBAL TELECOM ACCELERATES NEW DIGITAL SERVICES WITH AI

Apexon optimizes QE methodology to keep up with rapid release cycles



This company is one of the world's leading telecommunications groups, with a significant presence in Europe, the Middle East, Africa and Asia-Pacific.

A leader in network quality, the company prides itself on offering excellent customer experience and providing integrated, worry-free solutions.

The company's roots are in mobile, but its digital service offering has expanded dramatically across multiple channels in order to stay ahead of the competition.



450M+ MOBILE CUSTOMERS



10M+ FIXED BROADBAND CUSTOMERS



9M+ TV CUSTOMERS



This put enormous pressure on delivery teams to churn out multiple applications, devices, and maintenance releases. It's QE processes could not keep up and service levels and customer satisfaction suffered.

Apexon worked with this global telecom giant beginning in 2018 for over a year. The focus was on optimizing device and service testing and Apexon deployed a solution utilizing AI to optimize the most crucial components of the QE process.

THE RESULTS

KEY OUTCOMES



COST SAVINGS

Cost savings of nearly 1.4M EURO over a three-year period



FASTER CYCLE TIME

More effective testing cycles are speeding up testing execution by as much as 35%



HIGHER SERVICE LEVELS

Better ability to predict risks and failures prevents device and application errors

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

Accelerating the delivery of new digital initiatives with confidence



BE DIGITAL

Creating the infrastructure and foundation to scale digital initiatives



EVOLVE DIGITAL

Leveraging data and analytics to continuously improve digital delivery processes

LAUNCH & EXPERIMENT



AUTOMATE & ACCELERATE



BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

Apexon developed QE strategies and solutions that enabled the company to continue launching and updating devices at frequent intervals, but with lower risk and higher accuracy.

Build digital infrastructure and foundation for enterprises to scale

Apexon developed an AI-powered testing framework to ensure that a diverse universe of devices, services and apps work seamlessly on the company's networks.

Leverage data engineering to make strategic decisions and get digital right every time

Apexon implemented tools for predictive analytics and prescriptive insights based on historical data to assess risk level and test case failure probability for each area of an upcoming release.

THE CHALLENGE

HEIGHTENED QE LOAD AND COMPLEXITY

The rapid adoption of smartphones and next generation digital devices resulted in OEMs launching and updating devices at more frequent intervals.

Similarly, new applications and digital services were also being launched to engage customers.



UNABLE TO HANDLE GROWTH UNASSISTED

The company needed a partner with the ability to leverage the latest digital tools and platforms to help it get control of its growing QE requirements for up to 40 different applications, 200 new devices, 25 different device families and 1,000+ maintenance releases.



LACKING TECHNOLOGY SOLUTIONS

The company needed a solution and platform that could leverage the latest technologies like AI, machine learning, cloud computing, and predictive analytics to manage their hefty yearly validation requirements.



DATED DIGITAL SERVICES

The inability to provide engaging digital experiences and service quality would lead directly to dissatisfied customers and revenue



DIFFICULTY KEEPING UP WITH EVOLVING TECHNOLOGY

This explosion of applications, devices, and maintenance dramatically increased the QE load for the company.



TESTING DIFFICULTIES

Increased testing complexity further exacerbated the situation.

THE SOLUTION

OPTIMIZING THE QE PROCESS

Apexon set out to optimize the most crucial components of the company's QE process using ASTUTE, an AI-powered accelerator tool that uses machine learning.

Using ASTUTE, Apexon provided predictive analytics and prescriptive insights based on historical testing data.

Leveraging data from past releases such as defect data and release notes - features implemented and defects fixed, ASTUTE provided risk levels and test case failure probabilities for each area of an upcoming release.

6-12 MONTH TIMELINE

Platform Development, On-Boarding Service, Deployment and Rollout.



- App Testing
- Device Testing
- Test Case Optimization



- Module Risk Prediction
- Based on historical defects



- Defect Prediction
- For a future regression test run based on the same historical defects, source code process metrics and current release information



- Integration into Test Automation Framework
- To automatically trigger Jenkins job



- Regression Test Generation
- Based on historical defects and current release information data

With the solution in place, the company has gained substantial cost savings, faster time to market and increased revenue capability.

Some of the key enablers of these benefits include:



80% average risk prediction accuracy for device testing



77% test case failure accuracy for device testing



71% defect range prediction accuracy for app testing



83% average risk prediction accuracy for app testing



50% decrease in total 12K data rows, data set



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

 info@apexon.com

 www.apexon.com

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