LTIMindtree

Brochure

Achieve 2x Tangible Benefits in Retail & CPG: Elevate CX through Quality Engineering Excellence

Quality Engineering Solutions for Retail & Consumer Packaged Goods (CPG)

Quality Engineering (QE) is essential in the digital engineering and product-centric world. With continuous testing, hyper-automation, and AI/ML advancements, organizations are adopting a holistic quality approach to enhance customer satisfaction. Good customer experience (CX) is crucial for businesses in the retail and consumer packaged goods (CPG) industries. It can lead to tangible benefits such as increased customer loyalty, improved brand reputation, and operational efficiency.

Retail is at the forefront of cutting-edge tools adoption and technological revolution and the focus is shifting to four key pillars of commerce: Omnichannel experiences, Hyper-personalization, Data analytics, and Digital store capabilities.

LTIMindtree, with our proven expertise in enabling quality across transformation programs in the retail & CPG space, believes that we are rightly placed to navigate your transformation journey from Quality Engineering to Quality Intelligence with AI at the forefront.

Retail & CPG : QES Offerings - From Edge to Experience

45+ Delighted Customers	700+ Strong QE Team	8 of top 20 Retail & CPG companies	>70% Agile engagements	80% Specialized testing

Quality assurance for seamless Omnichannel Experience

Ecommerce (B2B, B2C & D2C)	Unified Commerce
In - Store Experience	Distributed Order Management
POS applications	Store applications
E2E Automation & Mobility	Holiday readiness & Resiliency

Data and Analytics Assurance for Hyper Personalization

Personalized promotions	Targeted Campaigns
Retail Execution & Analysis	Assortment analytics
Content Management	Data Transformation
Sales forecasting	Customer 360

Quality assurance for enhanced Supply Chain Efficiency

Demand Planning & Forecasting	Dealer Management
Inventory Management	Product Pricing & Payments
Shipment Tracking	Connected Supply Chain
Warehouse Management	Trade Promotion Management

Quality assurance for the focused Retail CPG Segments

Grocery & Convenience	Discount stores
Department Stores	Mass Merchants
Apparel & Footwear	Sports & Accessories
Home Improvement	E - commerce & B2B Distributors

Tailored Testing for Retail and CPG:

POS Testing
Functional & E2E validation of all applications ensuring continuous availability of Point-of-Sale system for new upgrades / maintenance

Holiday Readiness Assurance
Performance engineering & resilience strategy to validate manage peak load transactions during holiday season

Store in a Box Assurance
Readiness Tests - testing of instore applications leveraging golden regression test suite for the various business lines Rollout Tests - validations leveraging predetermined checklist prior to rollout /cut over for every store format

Mobility Testing
Functional validation of Omni-channel/ Multi-channel cross browser/device/OS with real time validation of integration and consistent user experience

A/B Testing
A randomized experiment with two variants of the same brand site. Includes statistical hypothesis testing for brand sites for better business conversion

Accessibility Testing
Enabling RCG businesses to create high quality websites not excluding people with disabilities, covering manual, assistive, accessibility test consulting, web accessibility evaluation, automation of accessibility testing etc.

Transforming Retail & CPG: Our Case Studies

1. **End-to-end Test Automation and CRM 360 Validation for a Global Cosmetics and Personal Care Leader**

   As the QE partner for a customer 360 platform (Data Lake), LTIMindtree led functional, end-to-end reconciliation, data validation, and ETL testing, enhancing marketing efforts with innovative solutions. We implemented a comprehensive automation solution for hybrid and native applications, covering functional and Big Data testing, and API and automated data validation on Cassandra and HIVE. Additionally, we supported email campaigns, eCommerce, and end-to-end testing using tools like Data Gap, Tricentis, and custom automation suites for SAP flows.

   ## Key Benefits

   Accelerated brand rolloutswith a **50% reduction in test cycle time**

   Enhanced regression test coverage to 80% for comprehensive program testing

   51.5% overall cost savings and increased sales conversion rate through targeted campaigns.

2. **Comprehensive End-to-end and POS Automation for Europe's Largest Sportswear and Athletic Apparel Manufacturer**

   LTIMindtree developed a robust automation framework and provided expert recommendations of the best-suited tools for enterprise-level test automation to be effectively utilized across all regression cycles. We built a data-driven framework to support automation script creation and execution, with detailed intuitive reporting along with proof points.

   ## Key Benefits

   Dramatically improved efficiency through **90% automation coverage**

   50% boost in user satisfaction.

   90% increase in reach of customer

   Defect Removal **Efficiency > 95%**

Revolutionizing Quality Engineering with AI: Discover Our Advanced Platforms

With a platform-centric approach, we continue to invest in building contextual IPs, frameworks, and plug-n-play solutions as a part of 'Cosmos,' our next-generation, AI/ML-led platform with 'value solutions' contributing across the software development lifecycle to deliver quality, efficiency, and cost objectives. Through the extendibility and orchestration layer, Cosmos integrates well with existing frameworks and third-party products.

Our Focus on AI/GenAI enabled Quality Engineering
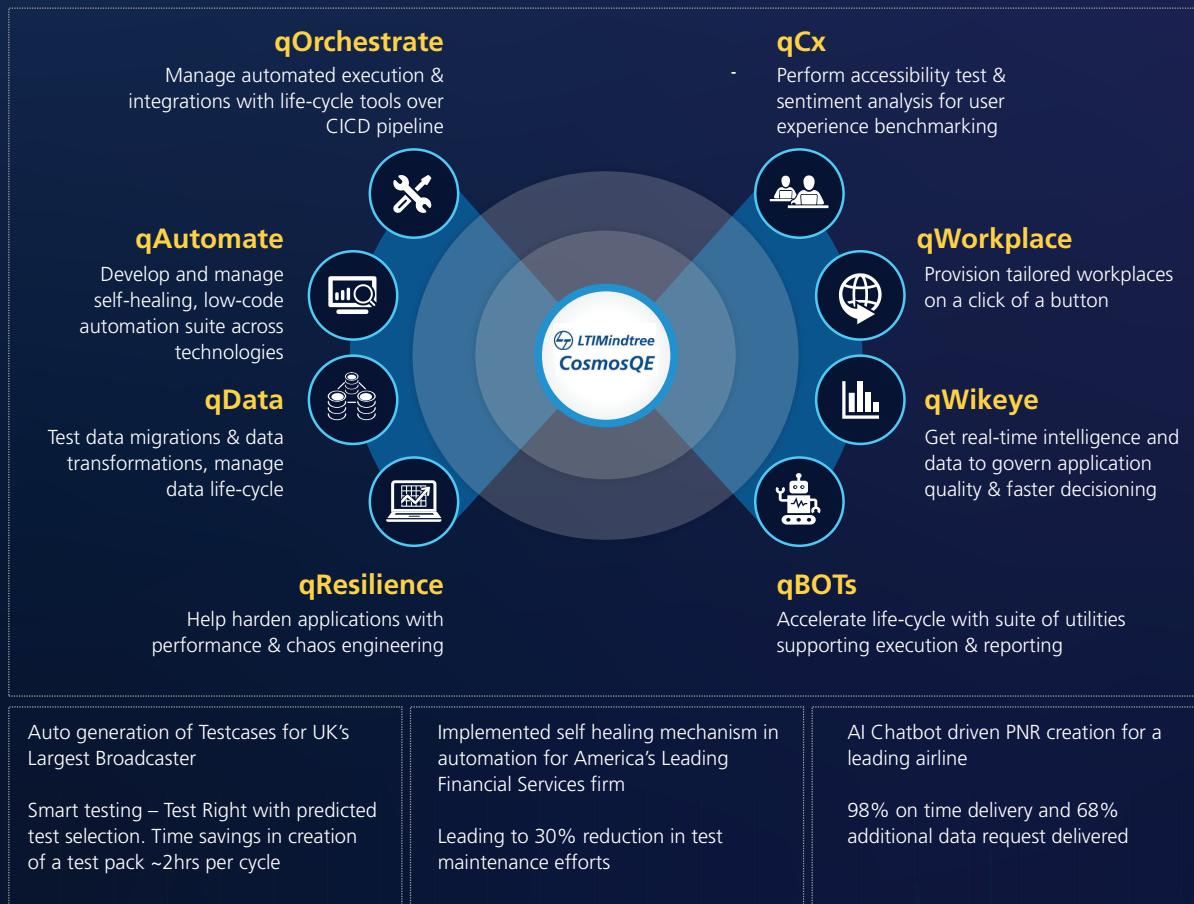
Our USP is in 'Powering' or 'Priming' AI/GenAI

f Application Context

$+$

f Technical Context

$+$

f Enterprise Context

// Test Cases, API specs, Code quality etc.

// Test Automation, NFR, Data Validation, Model Validation

// Enterprise Integration, Organizational standards and patterns

$=$

(Accelerated Test Lifecycle)

Focus Areas where for AI/GenAI interventions can bring value

Requirement Analysis	Test Optimization	Test Coverage	Defect Prediction & Preventions	Test Execution	Insights & Analytics
Prioritization of dependencies and Requirements	Automated Prioritization & Selection of test cases for more efficiencies	Enhance Test Coverage through dynamic data profiling & test data optimization	Prediction of future defects, identification of hotspots & defect anomalies	Accelerate Test Execution through pattern recognition & intelligent release orchestration	Cognitive Insights through automated RCA and test performance analysis

Our Revolutionary Platform

orm with 'value solutions' contributing quality, efficiency & cost objectives

cle with suite of utilities
tion & reporting

5-30%   >35%

tion in critical   Increase in pipeline
to deployment   efficiency

qOrchestrate

CICD pipeline

qCx

Perform accessibility test &
sentiment analysis for user
experience benchmarking

qAutomate

Develop and manage
self-healing, low-code
automation suite across
technologies

qWorkplace

Provision tailored workplaces
on a click of a button

qData

Test data migrations & data
transformations, manage
data life-cycle

LTIMindtree
CosmosQE

qWikeye

Get real-time intelligence and
data to govern application
quality & faster decisioning

qResilience

Help harden applications with
performance & chaos engineering

qBOTs

Accelerate life-cycle with suite of utilities
supporting execution & reporting

Auto generation of Testcases for UK's Largest Broadcaster	Implemented self healing mechanism in automation for America's Leading Financial Services firm	AI Chatbot driven PNR creation for a leading airline
Smart testing – Test Right with predicted test selection. Time savings in creation of a test pack ~2hrs per cycle	Leading to 30% reduction in test maintenance efforts	98% on time delivery and 68% additional data request delivered

LTIMindtree CosmosQE

Why LTIMindtree - Our Differentiators

At LTIMindtree, with 25 years of experience, 9,000+ specialized quality engineers, and an AI-powered quality transformation approach, we help 400+ clients across industries achieve continuous quality and exceptional customer experience. Our excellence in Quality Engineering has led to long-standing relationships with global leaders, proving the value of our services and the trust our clients place in us.

LTIMindtree is geared to address the Quality needs …

through our deep domain QE experience with next - generation solutions

Expertise and Experience

- **Global Leader in providing QE Services**
  (400+ Clients across 30+ countries, 25+ Years of Industry Leadership in Quality Engineering)

- **Transform engagement models**
  (Advisory Led, Continuous QE for Agile/DevOps, Domain & Business Assurance)

- **Independent & Integrated QE**
  (Complete E2E ownership of QE, to ensure business assurance & seamless experience)

Specialized Offerings and Practices

- **Focussed Practices**
  (Enterprise App, Digital, Data, Automation, Performance & Connected Universe)

- **Script-less, No Code Automation, Data Analytics, Chaos & Performance Engineering, & Security**

  - Intelligent Assurance
  - Hyper-automation
  - Digital & Data Assurance
  - Hybridization of QE
  - Cloud Assurance
  - NXT Assurance (IoT, Bluetooth etc.)

LTIMindtree Quality Engineering Services

Cutting- edge QE Engine

- **AI / GENAI driven QE**
  Driving intelligence into QE practices driven by Narrow AI and Generative AI infusion across QE lifecycle

- **Hybridization of QE**
  (Increase focus on Quality, Improve enterprise-wide quality ownership & synergy of scale)

- **Cognitive Automation Platform**
  (to maximize coverage using our State-of-the-art integrated QE orchestra-tion platform)

Industry Leading Credentials

- **Our frameworks, & platforms**
  enhance test life cycle efficiencies and increase delivery effectiveness

- **Strong Alliance Partnership with Global Technology Leaders**
  Partnering with the best, we offer our clients unmatched expertise and innovative solutions

- **Robust knowledge management** across enterprise

- **QE Transformation** partner for multiple Fortune 200 companies

LTIMindtree (logo)

Ready to transform your Quality Engineering processes?

Contact us at qes@ltimindtree.com

Let's drive impactful results together.