



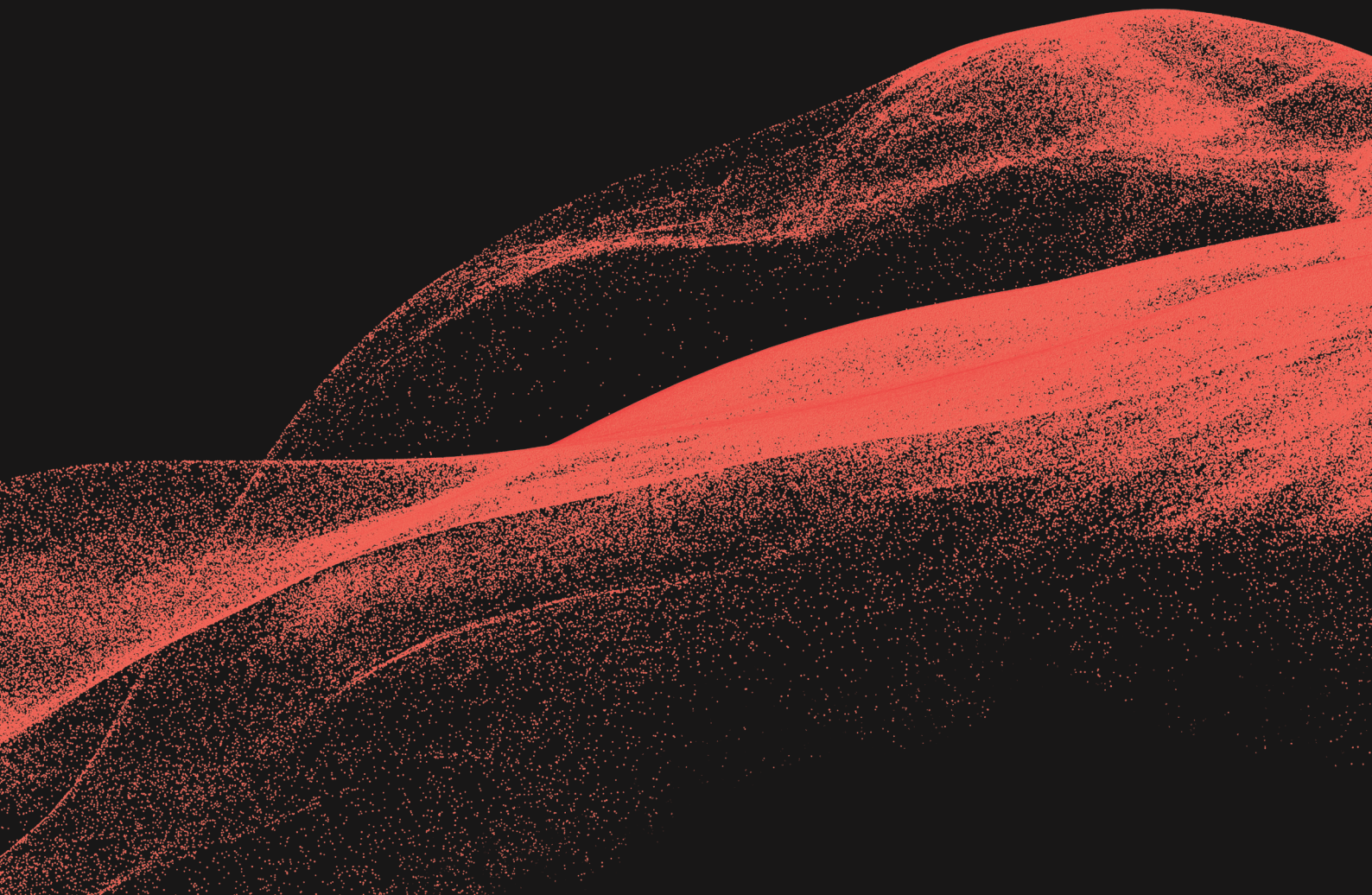
A Larsen & Toubro
Group Company

LTM

Enterprise Testing Services

Interactive & Mobility Assurance

AI-powered quality engineering for mission-critical
Interactive and Mobile platforms.



Can Your Digital Experience Keep Up with the Speed of Change?

Modern enterprise applications rely on CMS, commerce, mobile, and digital experience platforms to deliver seamless customer journeys and drive digital growth. As organizations modernize digital ecosystems, every release, content update, integration, and platform enhancement introduces new quality, performance, and compliance risks.

Interactive & Mobility Assurance helps organizations Outcreate fragmented digital quality processes through AI-powered, platform-centric quality engineering. By combining intelligent automation, continuous validation, and business journey assurance, LTM helps enterprises improve release confidence, strengthen customer experiences, and maintain quality across interconnected digital ecosystems.

Why Digital Quality Breaks Down

- Despite growing investments in digital platforms, many organizations continue to struggle with: Fragmented testing across CMS, commerce, and mobile environments, where customer journeys break across touchpoints
- Manual regression cycles that slow releases and increase production risk
- Accessibility gaps across WCAG 2.1, WCAG 2.2, and EAA requirements, creating legal and brand exposure
- Core Web Vitals and performance issues that affect user experience and conversion rates
- Limited visibility into end-to-end digital quality and business risk

The result is delayed go-lives, unstable releases, business disruption, and reduced stakeholder confidence.

Our Solution

Interactive & Mobility Assurance provides an AI-led, platform-centric quality engineering approach designed to assure digital experiences from code to customer journey. The solution is



Embedded across CMS, commerce, mobile, and digital experience platforms



Focused on validating business journeys, not just test cases



Powered by the AI-IQA (Interactive Quality Assurance) framework



Designed to support continuous validation and release confidence

Interactive & Mobility Assurance is delivered through the Enterprise Assurance Platform and powered by AI-IQA, creating a single ecosystem for end-to-end digital assurance.

What Interactive & Mobility Assurance Delivers

The solution brings together specialized assurance capabilities across the digital experience landscape.

Coverage	
Omnichannel Experience Assurance	End-to-end validation of web and mobile customer journeys
CMS & Digital Experience Assurance	Quality engineering for AEM, Sitecore, and headless or composable platforms
Commerce Platform Assurance	Validation of checkout, catalog, integrations, and customer experience workflows across SFCC, Hybris, Magento, and WCS
Mobile & Device Assurance	Testing across iOS, Android, responsive applications, wearables, IoT, and AR/MR ecosystems
Accessibility & Compliance Assurance	Continuous validation against accessibility standards and compliance requirements
Digital Marketing & Analytics Assurance	Validation of SEO, Core Web Vitals, and Google and Adobe Analytics implementations

AI-IQA Ecosystem

The AI-IQA Ecosystem strengthens Interactive & Mobility Assurance by bringing automation, intelligence, and quality insights into a unified framework.



Channels Supported

- Web, CMS, and Commerce Platforms
- Mobile Applications
- Connected Devices
- API and Web Services



AI-IQA Capabilities

- AI-driven test orchestration for improved efficiency
- Automated test case and script generation
- Self-healing automation to reduce maintenance effort
- Cross-browser and device validation
- Accessibility accelerators for faster compliance validation

Outcreate Digital Quality at Scale

The following outcomes help organizations improve digital quality and release confidence:

60–70% faster releases through AI-enabled regression optimization

10× faster test creation using reusable accelerators

Higher automation coverage with reduced defect leakage

Audit-ready accessibility compliance

Improved customer experience stability across digital journeys

Platform Coverage

Interactive & Mobility Assurance supports digital transformation initiatives across:

- Cloud interactive application migrations and platform testing
- UI/UX quality assurance and accessibility validation
- SEO and Core Web Vitals assurance
- AI-powered personalization and customer journey validation
- Composable and headless CMS modernization programs
- Mobile and connected device testing

Stories of Outcreation

- Outcreating Omni-Channel Commerce Assurance for a Fortune 50 Home Improvement Retailer, Delivering 99.9% Uptime
- Outcreating Commerce Platform Assurance for a Global Timeshare Leader, Driving Self-Service Adoption and Lowering IT Costs
- Outcreating Accessibility Assurance for a Global Enterprise, Accelerating Remediation with Continuous WCAG Validation

Write To Us At

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