

CASE STUDY

Robust Test Automation setup for Leading American Multinational Consumer Goods Manufacturer



Client

Headquartered in Ohio, our client is a leading American multinational consumer goods corporation with a heritage spanning over 185 years. With a roster of more than 65 trusted brands operating across approximately 70 countries, the company generates over USD 80 billion in annual revenue and serves billions of consumers globally. They are a wellknown brand for their high-quality household and personal care products. Their commitment to innovation, sustainability, and operational excellence has cemented their position as an industry leader, driving continuous growth across diverse markets.

Tech stack: SAP, Coupa, Tricentis Tosca

Market Dynamics

CPG companies today face mounting pressure to modernize operations amid rapid digital change. The need for real-time insights, agile decision-making, and seamless data integration is more critical than ever. Legacy systems, once the backbone of operations, now struggle to support modern demands, driving the need for a transformative solution. Implementing solutions that scale with the company's growth and changing needs is often challenging and the need of the hour. Brand experience and customer reputation are core criteria for innovative CPG companies to succeed. System glitches or product issues due to inadequate testing can harm the customer experience and brand reputation. Moreover, in the case of large multinationals, integration is required for several geographies, making the technological transformation imperative. Testing automation is required to adapt to market trends and quickly implement changes



Challenges

Building a reliable automation testing framework

The CIO of our client faced difficulties in establishing a robust, automation testing framework that aligned with their QA processes, ensuring seamless coverage across multiple use cases and environments.

Lack of test data and overdependence on functional heads

A significant challenge is the unavailability of adequate test data, forcing teams to rely heavily on functional heads or Subject Matter Experts for data creation and identification, which slows down the testing process.

Roles and authorization issues

Misconfigured roles and access permissions often result in test case failures and defects, creating bottlenecks in the overall QA workflow and delaying project timelines.

Challenges in Data and Operational Systems

1

Limited Scalability

Scalability issues hinder adaptability but not collaboration

2

Extended Integration Cycles

Long onboarding times significantly affect collaboration and adaptability

3

Siloed Data Systems

Disconnected systems limit collaboration and adaptability

4

High Manual Dependency

Manual processes greatly impact collaboration but not adaptability

Solution

To meet market demands for efficient test automation and test data management and governance, we developed 650+ automated E2E test scripts, scaling from a single region to multiple regions with a peak team of ~15—ensuring comprehensive coverage and accelerated migration.

Our deep engagement provided insights into evolving needs, addressing data bottlenecks and authorization challenges that often delay functionalities, migrations, or update releases. By implementing robust automation, we enhanced testing efficiency and streamlined the client's S/4HANA migration, reinforcing the value of a strategic, long-term partnership in navigating complex transformations.

To ensure seamless and noiseless deployment, we leveraged LTM's "RELY.AI" framework. It is a comprehensive suite of SAP program quality assurance and compliance services designed to streamline the execution of S/4HANA implementations. RELY.AI serves as a one-stop solution, fully equipped with an integrated suite of testing tools essential for the project lifecycle, including impact-based testing and DevOps Practices.

Here are the key highlights of the solution:

- **Developed advanced reusable components**

Built sophisticated reusable components and dynamic end-to-end automated scenarios to validate critical business processes, ensuring accuracy and efficiency of the automation suite.

- **Automated test data preparation**

Automated the creation of test scripts to meet pre-requisite test data needs and designed a structured template for data input from functional heads to streamline repository certification processes.

- **Streamlined user roles and permissions**

Generated multiple test user IDs with precise roles and authorizations and conducted smoke tests to validate role configurations before execution, minimizing errors.

- **Continuous maintenance of test automation**

Implemented a consistent process for maintaining automated test scripts, ensuring they remain up-to-date and functional with changing requirements.

- **Regular execution of automated scripts**

Conducted the execution of automated scripts during weekly and monthly release cycles, ensuring seamless integration and quality assurance for all deployments.

- **Scalable automation for new requests and regions**

Developed new test scripts to accommodate change requests and expanded coverage to the additional areas, enabling the client to scale effectively

Business Benefits

We implemented a scalable automation framework aligned with QA standards, enabling seamless integration testing between SAP Fiori Web, Coupa and other connected apps. This led to a significant reduction in defects during lights-out testing, faster validation for functional heads after every code change, and easy measurement of execution reports for improved decision-making.

- 70% Test Automation Coverage
- 30% Reduction in testing cycle time
- 30% Identify defects in early lifecycle
- 650 E2E automation test scripts with multiple data variants

Implementing SAP S/4HANA has completely transformed the client's operations by consolidating their disparate systems. Critical workflows have been automated with faster integration, reduced costs, and enhanced ability to respond to market changes. This transformation is a testament to LTM's strategic partnership with customers, helping them drive innovation and excellence.

Conclusion

By implementing LTMindtree's scalable and intelligent automation framework, RELY.AI, we enabled the client to achieve seamless, high coverage testing that dynamically adapts to evolving business requirements. Our solutions eliminated test data bottlenecks, streamlined user access management, and ensured continuous test script maintenance for longterm efficiency. With automated execution aligned to release cycles, the client achieved faster validation, minimized defects, and enhanced overall QA agility, driving higher reliability and business confidence in every deployment



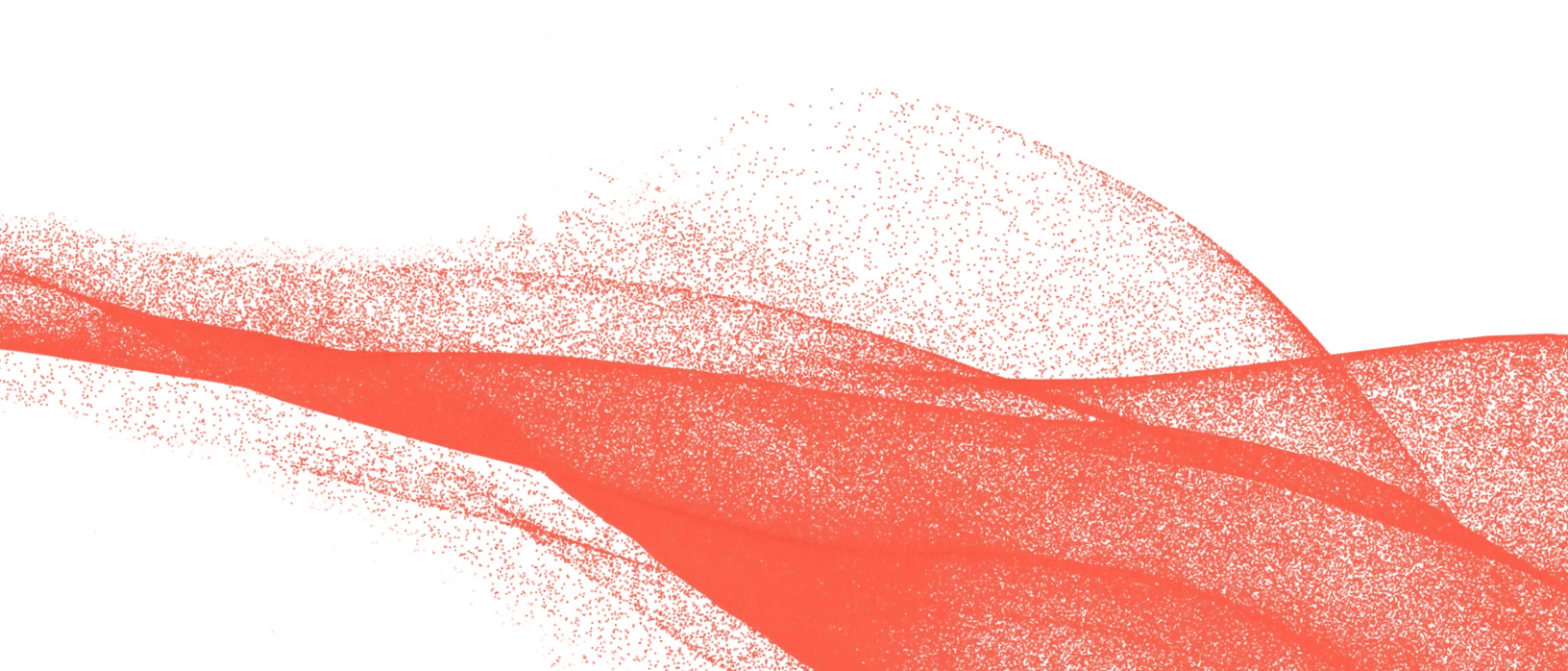


Internal Quote

I'm proud to highlight our successful collaboration with the client, where we implemented a robust test automation system. Addressing their needs for a comprehensive framework, test data creation, and authorization management, we utilized advanced reusable components, automated scripts, and detailed test user roles.

Our strategies achieved improved test coverage, reduced manual effort, and enhanced cost-effectiveness, resulting in over 650 E2E scripts, significant defect detection improvements, and a scalable framework. Our ongoing focus ensures continuous maintenance and development for a seamless, efficient testing process.

Pushkar Deshpande | Principal Director



LTM — a Larsen & Toubro Group Company — is an AI-centric global technology services company and the Business Creativity partner to the world's largest enterprises. We bring human insights and intelligent systems together to help clients create greater value at the intersection of technology and domain expertise. Our capabilities span integrated operations, transformation, and business AI — enabling new ways of working, new productivity paradigms, and new roads to value. Together with over 87,000 employees across 40 countries and our global network of partners, LTM owns outcomes for our clients, helping them not just outperform the market, but Outcreate it.