

# Transforming Your Business Landscape with Business Assurance Testing



# Preface



## Improve The Quality and Efficiency of Your Business Processes and Ensure High Assurance .

The nature of digitization is that it speeds up the processes and opens the infrastructure to many lapses and security issues that cause trouble. Testing and services development must focus on areas that would impact the most significant business drivers like sales, development cycle, conversion rate, digital transformation, etc. Without the right tools, techniques, and expertise, the product would fail to meet its capabilities and deliver the expected results. As a solution, your organization can opt for Business assurance testing and enjoy benefits like faster marketing time, zero critical defects, SLA compliance, and more.

For many years, companies have noticed that many of their products and services fail to achieve their fundamental purpose or make a mark among the users even after passing bug tests, security, compliance, etc. This is because the testers, developers, and everyone fail to count the real-world usability while designing the product. As a result, when it reaches the end-users, it doesn't perform the way it was intended to.

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**Users should be most concerned with validating that the system will support the needs of the organization.**

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– Perry and Rice

Software testing was essential to the software delivery supply chain for many years. It is still a reliable method to ensure that the application is ready for launch in traditional and cloud-native platforms. It is beneficial, but standalone testing is expensive and consumes substantial time in the software development life cycle. At the same time, startups and small enterprises also wish to cut unnecessary expenses and improve their delivery timelines. Businesses embrace digitation, but they need to think beyond Quality Assurance to achieve 100% efficiency.



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60% of digital businesses suffer service failures because of IT teams' inability to manage digital risks in new technology and use cases.

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– Gartner

Business assurance testing checks the integration of assurance and risk management disciplines to see if it fits into the proactive data-centric assurance framework. The primary purpose of BA testing is to validate the application against the business requirements. The test is performed before the product is rolled out for the end-users who will eventually use it.





# The Need for Business Assurance Testing

Organizations, irrespective of the size and revenues, should make BA a mandatory part of the software development process due to these reasons:

## Validate the Usability of the Application in the Real World

Business assurance testing validates the legitimacy of the application by testing it from the user's point of view. It considers realistic scenarios that may affect the usability of the product and the changes if needed. By considering live data and real use cases as critical benchmarks, the testers evaluate the end-to-end use cases across different value streams.

## Better Coordination Between Development and Product Teams

Business Assurance Testing elevates the quality of delivered products as it is more profound and covers more areas. The testing professionals improve communication between development and product teams, and it is easier to come to a consensus and have a shared understanding. Business assurance testing broadens the scope of problem-solving by making everyone a part of the process.

## Shorter Time Spent to Create Test Cases

BA Testing helps organizations leverage existing assets in their favor and reduce time and effort spent. It accelerates the testing lifecycle through specialized services and various functions like security, communication, IoT, data services, etc.

## Reduced Expenses

Business Assurance Testing reduces expenses by cutting down unnecessary processes. It takes a shorter time to launch a product on the market, which guarantees a more significant profit margin. It also brings down the overall cost of the product and appeals to more users who are looking for the best and latest solution in the specific domain.

# What Makes Business Assurance Testing Better Choice Over General Technical Assessments

## Business Assurance Testing

- › Tests are performed from a product engineering and marketing standpoint
- › Scope considers user preferences and ease of use
- › Tests are conducted by business assurance testers
- › Apart from making the product bug-free, the testers also perform tests from the end user's perspective
- › It is important to customize every test because every end-user has a unique personality and trait

## Technical Assessments

- › Mostly done from the perspective of product engineering and performance
- › The scope of the test only checks the functionality
- › The tests are conducted by developers or testers
- › Technical teams are more concerned with making the end product bug-free
- › The test criteria are seldom customized

# Benefits of Business Assurance Testing



## Access to a Modernized Testing Framework

Business Assurance Testing uses an elaborate framework combined with high-end tools and techniques. Testers use this environment to automate the entire process aligned with the application development process. This feature is ideal for building capabilities for continuous testing. Lastly, it involves business analysts and Improves documentation in the testing process.

## Reduce Fixing Cost Due to Early Detection

One of the tasks that Business Assurance Testers specialize in is testing possible defects in the application way early in the stage. It is essential because more delay means more expense in fixing the defects. Business Assurance Testing provides a more straightforward and efficient way to note these defects and fix them as early as possible.

## Understand the Requirements of All Parties Involved

Business Assurance Testing gives a better understanding of the requirements from all parties in all aspects. The tester gets a clear, precise, feasible, consistent, and current idea of the best steps to deliver a robust product. The testing professional has early access to necessary elements like design and flow, through which they quickly eliminate the flaws.

## Eliminate Security Loopholes

The new application may leave certain loopholes which hackers can take advantage of. It is evident that every end-user has a different idea of security, and one may fall victim to cybersecurity fraud unknowingly. Hence, it is imperative to conduct tests from the user's point of view and not just from a technical standpoint. Business Assurance Testing removes these loopholes very early during the product development phase. It speeds up the development process, and the product launches faster.

## Business Acceptance Criteria Are Met

Business acceptance criteria involve a list of qualities and benchmarks set by the stakeholders to which a product must adhere. The Business Assurance Tester will conduct their analysis and tests based on these requirements and coordinate with development and product teams to meet these criteria.

## Mitigate Technical and Business Risks

There are a lot of technical and business risks that a new product may cause during its initial launch phase. Business Assurance Testing ensures no such issues, whether hardware compatibility or local and international compliance guidelines. Business assurance testing performs tests with regional and international laws as critical criteria and confirms that every individual compliance measure is followed. Mitigating these risks is key to generating higher revenues and retaining your customers.



# Business Assurance Testing Framework

The first step for successful business assurance testing is to set up a robust and practical framework. The tester uses this framework to control all the known risks and make edits to the design as per the demand of the project.

This framework allows companies to address the challenges sensibly.

## Scope of Business Assurance Framework

- Vendor and Supplier Assessment
- Procurement Management
- Compliance Assessment
- Benchmarking
- Remediation

## This Framework is the Basis For:

- Identifying accountabilities and responsibilities
- Explaining common quality standards to improve compliance
- Improving efficiency and effectiveness of product development cycle
- Assessing the improvement of maturity levels

## Content of Business Assurance Testing Framework

### Why



Explains strategic goals, objectives, capabilities, and principles

### What



Explains the scope of the business assurance testing and inputs/output expected from the process

### How



It explains the key factors that determine the success of business assurance testing

# Common Methodologies Risk-Based Testing

This testing methodology prioritizes features and bugs for each release. Risk-based testing aims to optimize testing efforts and improve business value.

## Behavior Driven Development (BDD) of Automation Scripts

Behavior-driven development bridges the gaps between technical and marketing teams, creating a reliable atmosphere.

## Cost Management

This methodology focuses on the standardization and consolidation of QA services. Enterprise automation strategies are also developed to reduce unnecessary expenses.

## Data Visibility

This methodology takes care of data security, analysis, test data masking, and privacy and improves data management and customer experience.

# End-Goals of Business Assurance Testing



## Enhance Client Experience

Finding New Capabilities and Solutions



## Improve Efficiencies

Implement Automation Solutions



## Reduce Expenses

Reduce Overall Testing Cycle Time

# Tasks Performed by Business Assurance Tester

## Service Delivery

- Test planning and strategy
- Test preparation
- Test execution
- Defect tracking and reporting



## Operations and Governance

- Standard test process definition and maintenance
- Test methods, standards, and templates
- Test vendor management
- Knowledge management
- QA governance
- Resource management
- Continuous improvement



## Organization and Change Management

- Training
- Certifications
- Communications
- Knowledge transfer
- Workforce transition



# Take 'Quality Engineering' To a New Level with Business Assurance Testing

The importance of Business Assurance Testing in the modern digitized business atmosphere goes beyond the application development process. IT professionals are roles of the past. Today's software development lifecycle needs more to ensure that your product adheres to specific standards. The benchmarks and competition are so high that Quality Assurance doesn't seem to be enough.

Business assurance testing results are more accurate and extensive using automated tools, techniques, and development methodologies. Organizations can use this service to meet the ever-changing digital technology and business dynamics. It will empower organizations to respond better to changes in dynamics while enhancing the brand value simultaneously. With Business Assurance Testing, the risk of the application failing among the end-users goes drastically down.

QualiZeal leverages emerging technologies to maximize business assurance results. We also prioritize user thinking and behavior during the entire test process, with best testing practices to help companies reach out to a more significant set of customers in a continuously evolving market and expectations.

