



# Transforming Quality Engineering for a Leading Global Cruise Line



↓0.1%

Defect Leakage



100%

Test Coverage



>90%

Security Coverage:  
Remediation Rate



100%

Release coverage for core  
business processes

Our client is a globally renowned luxury cruise line, celebrated for delivering an unmatched travel experience on the high seas. **Operating across 15 countries and seamlessly managing 12 currencies, they cater to a diverse and elite clientele**, setting the gold standard for luxury, comfort, and innovation in the cruise industry.

The cruise line's technology landscape is highly complex, **consisting of numerous integrated enterprise applications and Commercial Off-The-Shelf (COTS) systems, including Seaware, FexcoX, Crafter, and HubSpot**. The lack of alignment in release schedules across these systems led to significant quality challenges, including miscommunication, process inefficiencies, and delayed resolutions to critical issues.



## Challenges:

### ● Limited Product Support for Reservation Management

The client relied on a third-party reservation management system that was maintained externally. However, the support provided was limited, causing delays in addressing critical issues.

### ● Lack of Alignment in Release Schedules

Different integrated enterprise applications and COTS systems followed independent release schedules, leading to inconsistencies and deployment failures.

### ● Miscommunication and Process Inefficiencies

Disjointed communication between teams caused delays in defect resolution and impacted overall system reliability.

### ● Delayed Issue Resolution Impacting End-User Experience

Post-release, frequent disruptions caused errors for tour agents and onboard staff, leading to revenue loss.

## Solutions:

- • QualiZeal established a dedicated reservation management support team to bridge the gap.
- Implemented a proactive monitoring system to identify and resolve issues faster.
- • Standardized release schedules by coordinating with multiple vendors.
- Introduced automated CI/CD pipelines to synchronize releases.
- Ensured 100% release coverage for all shoreside and shipboard core business processes and core configuration.
- • Implemented end-to-end traceability using qTest for clear defect tracking.
- Established streamlined workflows and quality gates for better collaboration.
- • Deployed a dedicated production support team to handle critical issues in real time.
- Leveraged automation and AI-based monitoring to detect and resolve issues before they affected users.
- Introduced QualiZeal's QE dashboard for real-time insights into key quality metrics.

# Cruise Lines System landscape

The Integrated systems for Reservation management System (Shoreside) includes:



The Integrated systems for Property Management System (Shipboard) includes:

1. Security Authentication.
2. GDS (Global Distribution Systems)
3. Content management System (CMS)
4. APIs/Microservices
5. Marine Exchange Platform (MXP)
6. Document management System (Legal policies)
7. Payment Gateway
8. Financial and HCM.

- Backend Java
- Database: oracle for handling large amounts of data, such as passenger information & operational logistics.
- Frontend: Classic JavaScript with frameworks for web based management consoles.
- Integration: REST APIs and SOAP services for external integration with payment systems, inventory management, and third party providers.

1st Tier - oracle Database

2nd Tier - Ship inventory, Car Deck, Dining, Conference Room/Facility, Hotel Inventory, Air Inventory/Limits, Selling Limits & Broker

3rd tier - Business Logic that deals with all aspects of creating and updating reservations

4th Tier - Interface that includes but is not limited to Custom GUI, WEB client, GDS interface, Wholesalers and other distribution channels.

1. Medical Care
2. Onboard telephony
3. Intranet
4. Procurement
5. ShareEx
6. Restaurant Management
7. Point of Sale (POS)
8. MXP



Seaware

## Key Outcomes:



Operational efficiency, faster time-to-market, and enhanced application reliability across legacy and modern systems.



Optimized test suite of 3000+ test scenarios, covering both core business processes and reservation system features.



100% manual code quality coverage and functional coverage.



Comprehensive security coverage, including SAST, DAST, and NPT.



Improved agent satisfaction and reduced defect-related revenue losses.

# About



QualiZeal is North America's fastest-growing independent digital quality engineering services company. With a diverse portfolio of digital transformation services encompassing Quality Engineering, Digital Engineering, Advisory and Transformation, and Emerging Technology Testing, QualiZeal empowers organizations of all sizes globally to achieve quality excellence and sustainable market leadership. With a headcount of 850+ elite software quality engineers and trusted by 70+ global enterprises across 12+ industries, QualiZeal is widely recognized for its pioneering innovation and industry leading client and employee Net Promoter Scores (NPS).

QualiZeal has been acknowledged as the Fastest Growing Digital Quality Engineering Services Company in North America at the 2022 Global Choice Awards. Additionally, QualiZeal has also been named the winner of the Bronze Stevie® Award for 2024 Tech Startup of the Year (Services) category in the 22nd Annual American Business Awards®. We also have been recognized as a Major Contender in Everest Group's Specialist and Next-Generation QE Services PEAK® Matrix 2023 reports and as a notable provider in Forrester's Continuous Automation and Testing (CAT) Services Landscape Report (Q4 2023).



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