

How QualiZeal Transformed QA Processes for a Leading U.S based Building Materials Manufacturer



90%

Automation Coverage



80%

Risk Coverage



30%

Productivity Boost



95%

Reduction in Manual Testing

The client is a leading U.S.-based building materials enterprise—a **Fortune 500 company with a broad distribution network across North America**. As a major supplier of construction inputs including cement, aggregates, and prefabricated components, they serve critical infrastructure, commercial, and residential projects. Operating across multiple business units with independent development teams, the client has a fragmented QA landscape involving diverse tech stacks and release cycles in ERP, logistics, and customer-facing portals.



Challenges

- Siloed QA processes across multiple teams led to inconsistent quality practices and limited traceability.
- Heavy reliance on manual testing, causing slow regression cycles and unreliable deployments.
- No shift-left approach, delaying QA involvement until late in the cycle.
- Lack of centralized reporting impeded monitoring of release readiness.
- Production defects slipping through, affecting business continuity.

Solutions

- **Centralized Test Management:**
qTest as the single source of truth, integrating it with Jira and CI/CD pipelines for seamless traceability across requirements, test cases, and defects.
- **Modular Automation Framework:**
Architected and deployed a scalable test automation framework (e.g., Selenium + BDD), targeting UI, API, and regression paths.
- **Shift-Left Integration:**
Embedded QA at the early development stage using BDD-driven test design and continuous feedback loops.
- **Real-Time Dashboards:**
Designed QA dashboards in qTest to visualize test status, defect trends, and automation coverage across sprints.
- **Risk-Based Coverage:**
Instituted risk-based test selection and traceability to cut defect leakage and enforce release quality gates.

About

QUALIZEAL

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 over 200+ projects 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 Gold Stevie® Award winner for 2025 in the Fastest Growing Tech Company of the Year category. 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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