



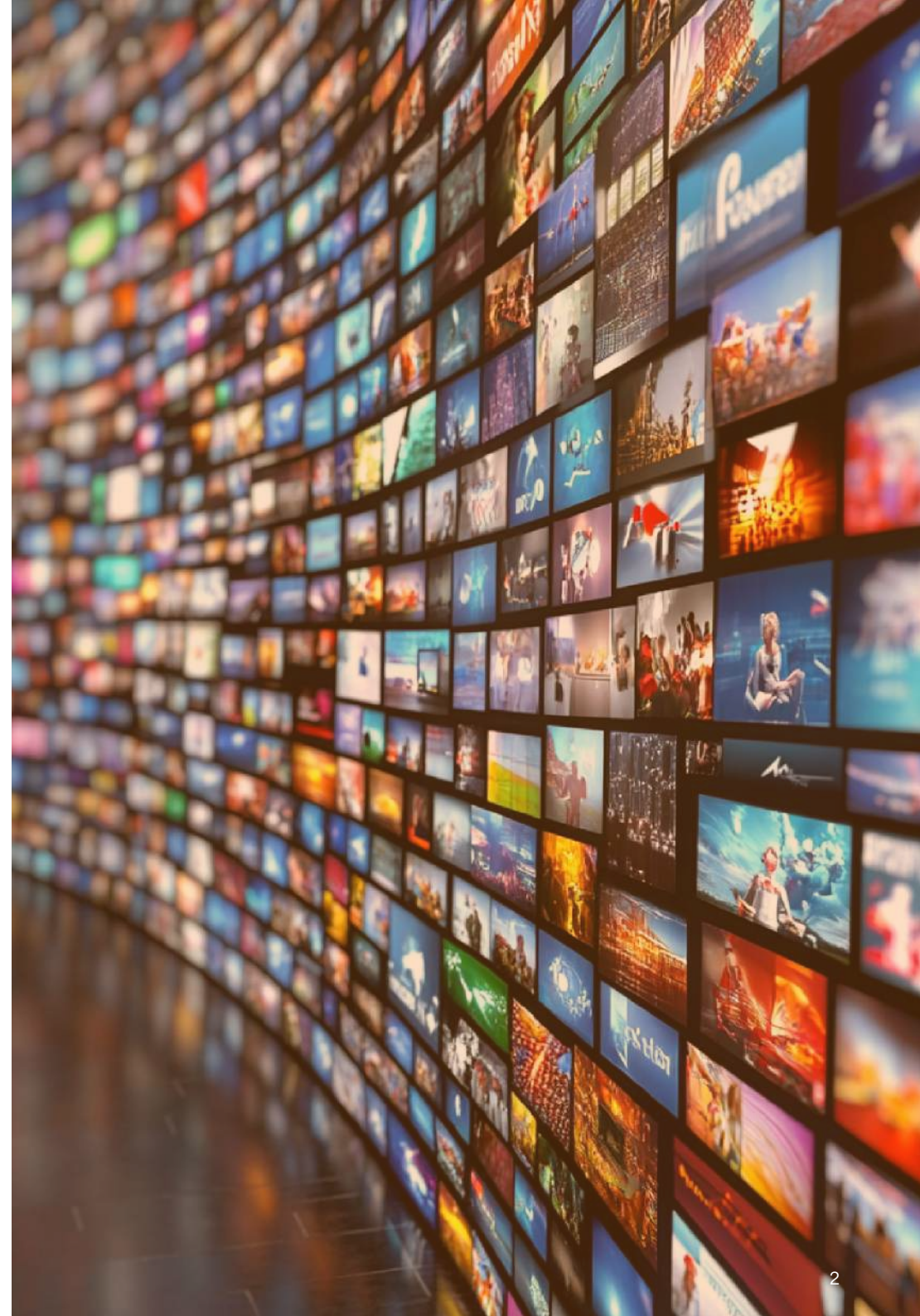
Streamlined Success: Indium Enabled 5X Faster Test Automation for an OTT Platform

SUCCESS STORY

Client Overview

Driven by creativity and technology, the client is a leading entertainment company based in the United States. It specializes in providing premium on-demand online content services through its innovative platform and channels. Renowned for its diverse and high-quality offerings, the company has established itself as a major player in the digital entertainment industry. Its extensive library includes a wide range of content, such as movies, TV shows, original programming, and live TV, catering to a broad audience with varying preferences.

The company's platform is designed for seamless accessibility across multiple devices, including smartphones, tablets, smart TVs, and computers, ensuring a user-friendly and flexible viewing experience. With a robust focus on OTT services, the client has attracted a massive audience, boasting over 30 million viewers who regularly engage with its content.



The Challenges that Blocked the Elevated Viewer Experiences

In the competitive world of OTT platforms, delivering a flawless streaming experience while keeping up with dynamic content demands is no small feat. Key areas the client aimed to enhance the platform include:

Seamless Content Access:

The goal is to deliver accurate and timely content, meet viewer expectations, minimize disruptions, and provide a seamless streaming experience.

Dynamic Content Updates:

Implement competitive and short-release cycles to keep up with market trends. Enable rapid content changes/updates to retain existing customers and attract new ones.

Comprehensive QA Strategy:

Create a robust testing framework to ensure platform reliability and performance, monitoring and reporting viewer experience metrics like buffering, video quality adjustments, playback interruptions, and UI responsiveness.

Comprehensive UI/UX Testing:

Test the UI/UX of the platform by validating elements on each screen that a user would interact with and experience the features.

Ensuring Seamless Usability:

Verify the usability and functional quality in a complete and exhaustive sequence, from the URL's launch to consistent experiences on user devices.

Cross-Device Compatibility:

Ensure compatibility across browsers and devices. Implement automation solutions for rigorous functional and regression test coverage.

Delivered Seamless UI/UX Testing with Indium's uphoriX

Maintaining seamless UI functionality while keeping up with rapid release cycles is a significant challenge. Indium's uphoriX Smart Automation Platform streamlines this process through efficient functional test automation. By utilizing uphoriX, we achieved:

Swift Release Testing

- ▶ For the UI-based activities, useful automated scripts (not dependent on Selenium) were created using uphoriX. The program uses automated test scripts to provide maximum coverage and has a heavy user interface.
- ▶ 80% less work was required to execute the test since the remaining 20% was spent creating reports.

Multiple Retest Effort Saving

- ▶ The retest effort for faults was lowered by 100% because the test scripts were recorded and automated, making it easy to execute the tests by simply pressing a button.
- ▶ Parallel execution across several browsers and devices sped up testing.
- ▶ Generating more than 300 test scripts for live apps that cover situations involving dynamic information and may be altered and rearranged as necessary.
- ▶ Real-time reporting and scheduled test execution across several settings.

Continuous Testing

- ▶ Real-time reports and dashboards to track test execution status and summarize results.
- ▶ Check the spacing, formatting, and grammar and make it error-free. Proofread to ensure accuracy and consistency is good. Tweak if needed, and do not add any additional content.



Unlocking Efficiency: Seamless UI/UX & Speedy Releases

The OTT platform's testing process has undergone a significant transformation, including collaboration with Indium and the implementation of the uphoriX platform. The benefits that were reaped:

- ▶ **The uphoriX platform effectively handles dynamic scenarios and is well-suited for the application under test, which requires frequent content and feature updates**
- ▶ **Keeping up with release cycles: Automation efficiency is 5 times faster, including test case maintenance and resource utilization.**
- ▶ **The solution is extendable, thanks to the open-source components of the uphoriX platform, without incurring additional costs for enhancing test management capabilities or integrating with CI/CD. Automation transparency: Clearly summarizes the automated scenarios and workflows.**
- ▶ **ROI on automation testing, compared to manual testing, is evident for each release.**



About Indium

Indium is an AI-driven digital engineering company that helps enterprises build, scale, and innovate with cutting-edge technology. We specialize in custom solutions, ensuring every engagement is tailored to business needs with a relentless customer-first approach.

Our expertise spans Generative AI, Product Engineering, Intelligent Automation, Data & AI, Quality Engineering, and Gaming, delivering high-impact solutions that drive real business impact.

With 5,000+ associates globally, we partner with Fortune 500, Global 2000, and leading technology firms across Financial Services, Healthcare, Manufacturing, Retail, and Technology—driving impact in North America, India, the UK, Singapore, Australia, and Japan to keep businesses ahead in an AI-first world.

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