

An AI-driven, end-to-end continuous SAP Testing Platform  
for a hyper-local marketing brand.



A large, abstract graphic on the left side of the page. It consists of a dark grey, downward-pointing triangle that overlaps with a series of colored rectangular blocks (orange, yellow, gold, blue, light blue) that appear to be stacked or layered, creating a sense of depth and movement.

**OUR CLIENT**

It all started with two companies on the same mission to help local businesses get more customers. Founded in 2020 through the merger of Mudlick Mail and Muscle Up Marketing, UpSwell brought with it over 13 years of experience in hyper-local marketing for small to medium-sized businesses. Post the merger, it has rebranded its business focus and priorities. It now offers enhanced data analytics powered by Artificial Intelligence, helping clients to effectively target consumers most likely to become their customers. To find such new customers, UpSwell provides a more comprehensive, data-driven approach to marketing, along with the ability to handle all aspects of marketing on multiple platforms.



## THE ASK

UpSwell approached NewVision to automate the Order-to-Cash process on the SAP HANA landscape new S/4 platform. They needed to speed up SAP testing with an AI-driven, end-to-end continuous testing platform. The aim was to turbo-charge SAP innovations with the test automation platform, so that they could make weekly (and even daily) releases a reality. They were also looking to protect their business processes, while eliminating the need for hypercare – with AI-powered risk analysis that provided 90%+ risk coverage and zero defect releases.

We had to build a platform that was AI-driven and codeless, shrinking testing costs by as much as 50% or more through reduced test volume and the automation of manual tasks.







# KEY PRODUCT PARAMETERS

Automation Testing requires the right tools, frameworks and technical knowledge to yield optimal results. To set up these repetitive, thorough and data-intensive tests for success, we followed numerous best practices of test automation. (These helped testers to not just organize and execute tests for maximum efficiency, but also balanced their resources between manual and automated tests.)

- Decide which tests to automate
- Divide tasks based on skill
- Collective ownership of tests
- Remove uncertainty
- Pick the right tool
- Test on real devices
- Keep records for better debugging
- Use data-driven tests
- Early and frequent testing
- Prioritize detailed & quality test reporting

The key challenges of Automation Testing we faced, were as follows:

- Lack of reliability
- Understanding our client's requirements
- Higher chance of risk
- Time-consuming process
- Separating fact from fiction
- Selecting the right testers
- Meeting the stipulated deadline
- Incomplete coverage
- Knowing when to stop testing
- Testing without a tool





## OUR SOLUTION

Partnering our client on their digital journey, NewVision streamlined the processes of data collection, data validation and data movement. We implemented all steps with lean iterative cycle times, ensuring that UpSwell gained quick wins while always remaining agile even as their business processes evolved. The lean automating testing platform we designed allowed them to catch bugs early, and significantly improved their processes – making them quicker, and boosting efficiency with each cycle.

The focal points of our digital journey with our client are summarized below:

- Improved their overall Order to Cash efficiency by automating the sub processes.
- Validated and automated data into SAP for order entry, pricing and mass changes to material and customer records.
- Provided governance and workflow around complex scenarios, such as data collection for new material and customer records.
- Enabled great service, set up the appropriate architecture and responded promptly beyond expected levels.





## THE OUTCOME

- A supersonic delivery of an automation testing platform, AI-driven and codeless.
- An AI-driven risk analysis that provides 90%+ risk coverage and zero defect releases.
- Shrinking testing costs by as much as 50% or more, through reduced test volume and the automation of manual tasks.



## ABOUT NEWVISION

NewVision Software is a global information technology consulting and services company. We are digital natives discovering ideas, constantly innovating, improvising to build a better future for our customers. We strengthen and transform businesses by providing focused software solutions. Headquartered in India with presence in the US and the Middle East, the company offers a range of innovative and high-quality consulting services across several sectors and practices to help our clients adapt to the digital world to improve their results.

As a Centre of Excellence-based organisation, we follow frameworks that deliver technology leadership, inculcates best practices, accelerates research and training for the following offerings to our clients and partners.

### SOFTWARE PRODUCT ENGINEERING

Nurturing your idea end to end

### BUSINESS PROCESS MANAGEMENT

Process-powered profitability

### QA AUTOMATION

Test. Automate. Simplify.

### CLOUD

Unlock Scale, Unlock Speed, Unlock the Cloud Continuum.

### DEVOPS

Transform faster and safer

### UTILITIES

Transforming lives globally

### DATA

Demand more from data