



Global Retail Giant Accelerates Testing and Performance

With Enhops Test Automation and Performance Engineering Solutions

About the Client

The client is one of the India’s largest retail organizations, serving millions of customers across groceries, digital services, telecom, media, and more. As they expanded aggressively across sectors, managing quality and speed across their complex IT ecosystem became a critical business priority.


To address these needs, the client partnered with Enhops to modernize their testing processes, automate regression testing, and improve system performance at scale.


Business Situation

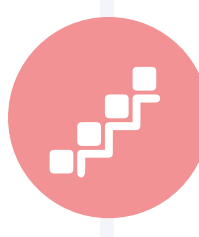
The client was rapidly expanding its digital footprint. With hundreds of interconnected Web, Desktop, Mobile, and API applications, their manual testing and fragmented automation created major bottlenecks. Release cycles slowed, system performance under load became unstable, and maintaining a consistent user experience was increasingly difficult.


To keep pace with growth and meet quality expectations, the client needed a scalable approach to testing, automation, and performance management.

Key Challenges

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Fragmented Automation: No unified framework to automate across platforms, making maintenance and consistency difficult.
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Manual Regression Bottlenecks: Manual testing delayed releases and increased the risk of late defect discovery.
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Disconnected CI/CD Pipelines: Lack of integrated testing in Azure DevOps delayed feedback and slowed down delivery.
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Performance Blind Spots: Inability to proactively detect and resolve performance issues across application, database, and infrastructure layers.

After a technical assessment and PoC, the client partnered with Enhops to build a scalable testing ecosystem that unified automation, improved performance, and enabled faster, more reliable releases.

Tools Used

- Selenium
- Winium
- Appium
- Rest Assured API
- Hybrid framework

Solution: A Unified Automation and Performance Engineering Strategy

Building on insights gathered during the PoC including stakeholder input, assessment of the client’s existing tech stack, and performance analysis, Enhops focused on streamlining test automation, integrating performance testing, and embedding quality checks into the CI/CD pipeline.

The solution prioritized high-impact business scenarios, improved system stability under load, and accelerated feedback loops across development and QA teams.

Key Initiatives:

- Hybrid Automation Framework:** Built a single, scalable framework supporting Web, Desktop, Mobile, and API testing, using Selenium, Appium, and Rest Assured.
- Enhops Customized Automation Platform:** Delivered a robust Regression Suite and a critical Smoke Test Suite, ensuring environment readiness and faster regression cycles.
- CI/CD Integration:** Integrated automation into Azure DevOps pipelines for centralized execution, real-time feedback, and continuous testing with every code commit.
- Performance Testing Suite:** Developed dynamic load and stress testing scripts, incorporating reusable features, parameterization, and cross-geography execution capabilities.
- Deep Root Cause Analysis:** Analyzed logical data flow, database schemas, web services, authentication processes, and application layers to uncover and fix core bottlenecks.
- Multi-Utility Tools Development:** Created custom tools to automate recurring tasks and improve operational efficiency for the QA and DevOps teams.

Key Outcomes: Accelerated Delivery, Improved Stability, and Operational Excellence

The client realized tangible and high-impact outcomes through the Enhops engagement:

- Icon:**  **Faster Smoke Test Execution:** Smoke Suite execution time was reduced from 8 hours to 30 minutes.
- Icon:**  **Accelerated Regression Automation:** 400 test cases automated; regression cycle time cut from 100 hours to 9 hours.
- Icon:**  **Performance Gains:** 70+ memory leaks resolved, improving stability under load.
- Icon:**  **Monitoring & Feedback:** Centralized reporting enabled faster issue detection and resolution.
- Icon:**  **Productivity Boost:** Utility tools improved efficiency across testing and release processes.

Through deep collaboration with internal stakeholders and a shared commitment to long-term outcomes, Enhops ensured every solution aligned with the client’s business goals.

About Enhops, A ProArch Company

Enhops works at the forefront of Quality Engineering and Software Product Engineering solutions to suit the most unique business needs. Enhops was established in 2015 with a vision of driving Digital Disruption across industries through ‘Quality-Engineering’, ‘Automation-First’, and ‘Smart Testing’. Our philosophy has always been to partner with our clients in their Digital Transformation journey.

Blending Enhops’ Quality Engineering capabilities and ProArch’s two decades of expertise in Software Product Engineering, we are a true partner who delivers value-based outcomes.



A proarch company

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