



# Building a QA Strategy That Scales

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## About Me



European Testing Awards - Testing Champion  
of the year Finalist 2024

Quality Engineering Enthusiast, Mentor

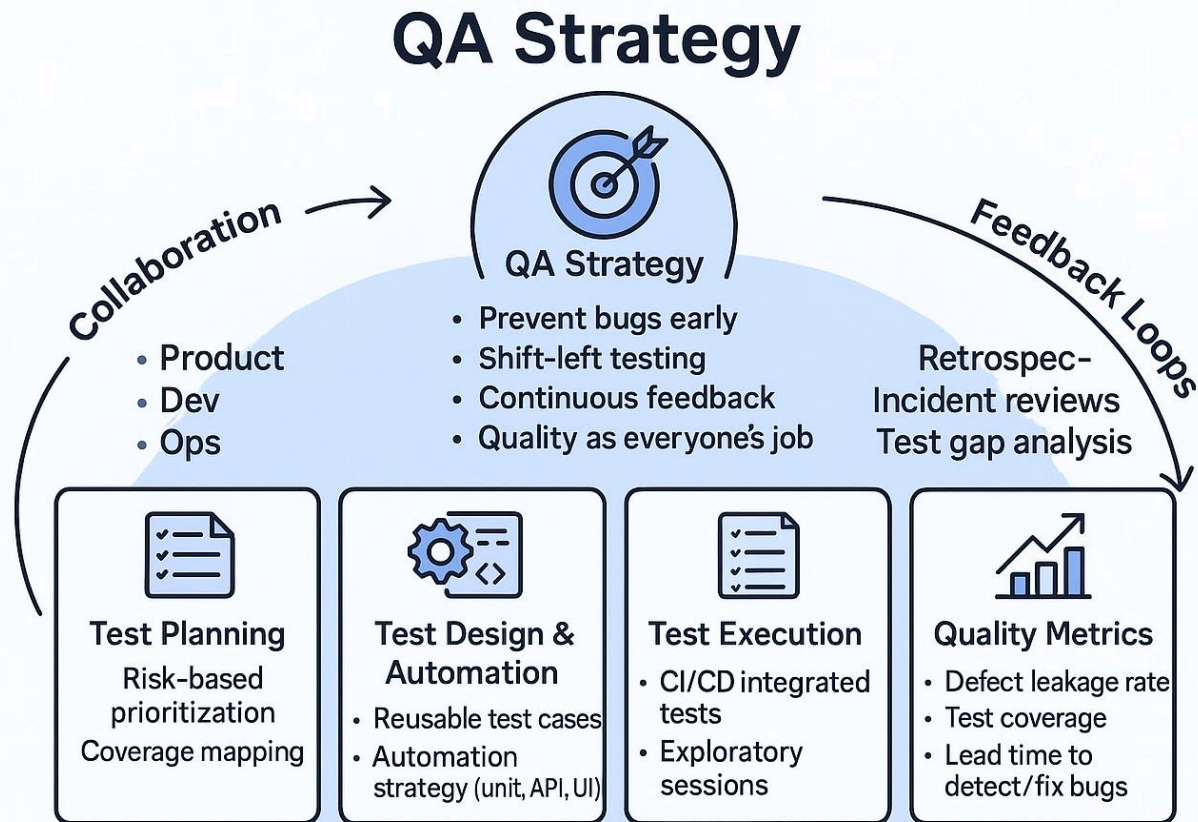
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## Key Highlights

- **Founder of The QE Hub:** Driving Innovation, Excellence, and Collaboration in Quality Engineering in Retail.
- Versatile and High-Energy Technocrat with 18+ years of experience.
- Proven Track Record in Large-Scale Transformations.

## Geo-Domain Experience

- **14 Years in the UK Market:** With organizations Experian, Under Armour, Walgreens Boots Alliance, Harrods, NBrown Group, UST, G10X.
- **13 Years** in Retail and eCommerce.
- **5+ Years** in Financial Services with Experian UK



## QA Strategy - Core Values



### Quality

Ability to deliver superior customer experience with 'Zero' defect delivery mindset



### Agility

Ability to address project/programme's delivery needs at pace



### Efficiency

Ability to improve the overall QA efficiency through shift left approach, reusability GenAI accelerators and continuous service improvements



### Transparency

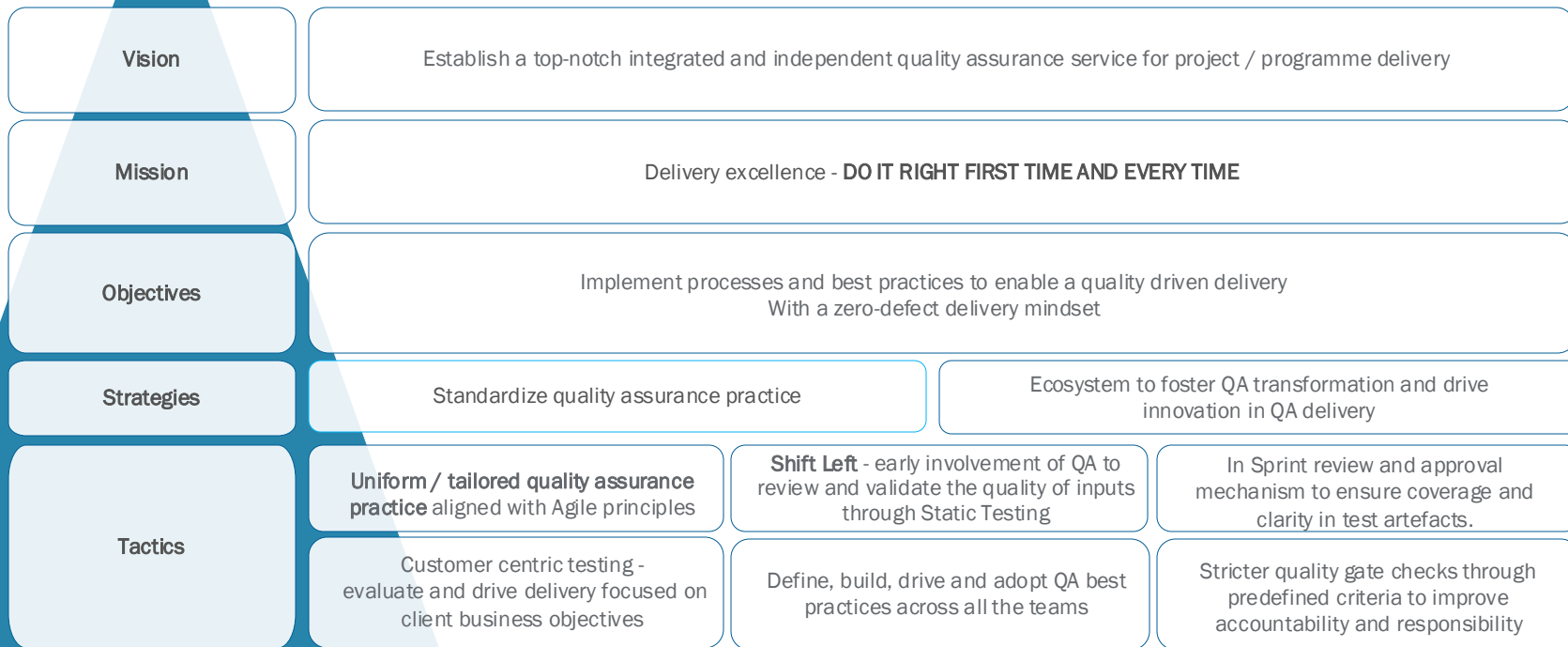
Ability to institutionalize a KPI and Metrics driven Quality Assurance service to drive outcomes



# QA Strategy - Core Value - Quality



Quality



# QA Strategy - Core Value - Agility & Efficiency



Agility



Efficiency

Vision

Establish a top-notch integrated and independent quality assurance service for project / programme delivery

Mission

Improve the agility and efficiency of QA service

Objectives

Improve QA delivery agility and efficiency through **Automate first approach, GenAI accelerators and reusability**

Strategies

Accelerated **frameworks** and **GenAI solution pods**

Accelerate the delivery and reduce cost through **reusability**

Tactics

Shift Left & Shift Right  
automation & non-functional testing  
practice

Enterprise test automation framework to  
implement BDD, API testing & In-sprint  
test automation

Leverage organization's reusable assets  
and maintain consistency

Continuous Integration & Continuous  
Testing adoption to improve Quality  
and Reliability

Enhancement of automation  
framework (SSO Integration, JIRA  
Integration and Automated reporting  
capabilities)

Evaluate and improve the QA efficiency  
through test maturity assessments

# QA Strategy - Core Value – Transparency



Transparency

Vision

Establish a top-notch integrated and independent quality assurance service for project / programme delivery

Mission

Institutionalize a KPI and metrics driven QA service

Objectives

**Measure outcomes and drive continuous test improvements** through enhanced metrics collection, audit and reviews

Strategies

KPI/Metrics driven QA practice

Tactics

Review and redefine KPI/metrics measurements

Establish programme level QA dashboard for metrics driven intervention

Measure, evaluate and innovate to drive continuous QA improvement

E2E Traceability within Test management tool for Tests and bugs across the programme

Weekly Steerco to review the QA workstream progress, reviews and cadence across the programme

# The 5 Pillars of a Scalable QA Strategy

## Business Alignment



QA priorities must align with key **business objectives** — not just functional correctness

- Unified QA efforts should focus on areas that directly affect business outcomes like **revenue, user retention**, and **trust**.

## Balanced Test Mix



Use the appropriate combination of **test types** at the right layers to maximize efficiency and coverage.

- Ensure the relevant test types that covers **all aspects of solution** are considered in QA strategy

## Risk-Based Focus



Prioritize testing based on the **potential business impact** and likelihood of failure.

- Allocate testing depth based on risk, more testing for high-impact, high-usage, or high-risk areas.

## Actionable Metrics



Measure outcomes and drive **continuous test improvements** through enhanced metrics collection

- Focus on meaningful indicators like **defect escape rate, test reliability, and cycle time**, not vanity metrics.

## Scaling Mechanisms



QA practices, tools, and **GenAI accelerators** that support the growth and reduce efforts without increasing complexity.

- GenAI accelerators and build reusable frameworks to enable scale without chaos



### Legacy Mainframe to AWS Solution Modernisation

You are leading QA for the migration of a legacy mainframe-based solution used to create credit reports for 80 million UK customers. The current mainframe solution create the report through a complex integration of 4 functional components to process the customers data.

The goal is to transition to an AWS-based solution without changing the logic, ensuring equal or better performance.

What should your test strategy prioritize to mitigate risk, maintain fidelity, and scale under such a large population size?

QA Objective

Test Phases & Types

Top 2 Risks

Key Accelerators

Success Metric

A blue-tinted photograph of two business people shaking hands. The handshake is the central focus, with one hand gripping the other. In the background, a man in a suit and tie is visible but out of focus. The text 'THANK YOU' is overlaid in white, bold, sans-serif capital letters in the center of the image.

**THANK YOU**