Guaranteed Seamless Digital Experiences
Meeting customer expectations is not enough, brands need to delight them by delivering seamless, enjoyable and disruption free digital experiences.

Companies that lead in customer experience outperform competition by over 80%

A 4 or 5 star app rating has a positive brand influence of over 70%

Losses of up to $1.6 trillion are incurred by companies whose customers switch due to poor experience

Source: Forbes, Apptentive
Zensar’s Digital 360 Assurance is a powerful managed service that allows brands to comprehensively test, certify and deploy their applications, platforms and websites across a multitude of endpoints; so that teams can focus on delivering superior experiences.
D3A - Delivering Seamless Digital Experiences

- Mitigate complexities in virtual application development
- Safeguard against possible cyber-threats with security and vulnerability testing
- Enable secure large scale shift to cloud, point of presence (PoPs), routing, load balancing, and content delivery networks
- Identify and fine-tune variations in app functionality and performance due to geography and network carriers
- Deliver uniform consumer experience on different devices and platforms
- Manage the growing number of OS versions and frequent app releases
Digital 360 Assurance Framework

- Monitor functionality and compatibility in real-world network conditions
- Analyze multiple data points generated from APM and testing tools, using dedicated BI tools
- Test any device at any location to provide a comprehensive and unique coverage

Factors
- End-Point Access Layer
- Location
- OS
- Preferences/Regulations
- App versions

Features
- Analytics Engine
- Scalable and extensible architecture
- Connected experience
- Insights
- Real-time monitoring
- Integration with test automation tools
- Purpose built, accessible from anywhere infrastructure

Services
- Functional/Automation Testing
- Security Testing
- Performance Testing
Digital 360 Assurance Engagement Models

**Pay-as-you-go**
- Development teams can select the kind of testing from the catalog
- Billed at end of the month
- Minimum commitment required

Best suited to unpredictable testing requirements, limited number of experience units across limited end-point devices.

**Dedicated D3A Lab**
- Dedicated lab infrastructure with fixed physical devices
- Additional devices on cloud

Ideal for more structured and predictable operations with larger number of experience units & end-point devices.

**Bespoke Services**
- Customized services aligned to the customer’s requirements

Suited for quick start and ad-hoc requirements
Why Digital 360 Assurance?

70% Lesser experience blockers

40% Savings in cost and time

40% Reduction in re-releases

50% Faster rollout of updates

25 Unique releases every month

Industry Specific Case Studies

Large retailer increases online sales with enhanced application performance
Zensar helped considerably improve application performance to enhance the brand’s overall image. A dedicated D3A lab was set up, competitive benchmarking was performed for user experience and monitoring of retail-specific KPIs was enabled.

Insurer’s digital-first strategy enabled with D3A
A major insurance organization was looking to include local laws and regulations across its complex multi-platform applications. Zensar provided end-to-end automation and TCoE setup for devices across the globe. We enabled on-the-go testing for agent apps and insurance value chain monitoring.

Digital transformation assurance for hi-tech giant
Zensar helped customize applications for all of the client’s manufacturing units. The D3A team provided device interoperability validation, compatibility testing, network impact testing and monitoring, on-demand and at scale.
Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital Transformation journey. A technology partner of choice, backed by a strong track record of innovation, credible investment in Digital solutions; and unwavering commitment to client success. Zensar’s comprehensive range of digital and technology services and solutions enables its clients to achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through myriad of technology solutions, is uniquely positioned to help its clients surpass challenges they face running their existing business most efficiently, helping in their legacy transformation, and planning for business expansion and growth through innovative and digital ways.

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