

VFCorp: American apparel and footwear company

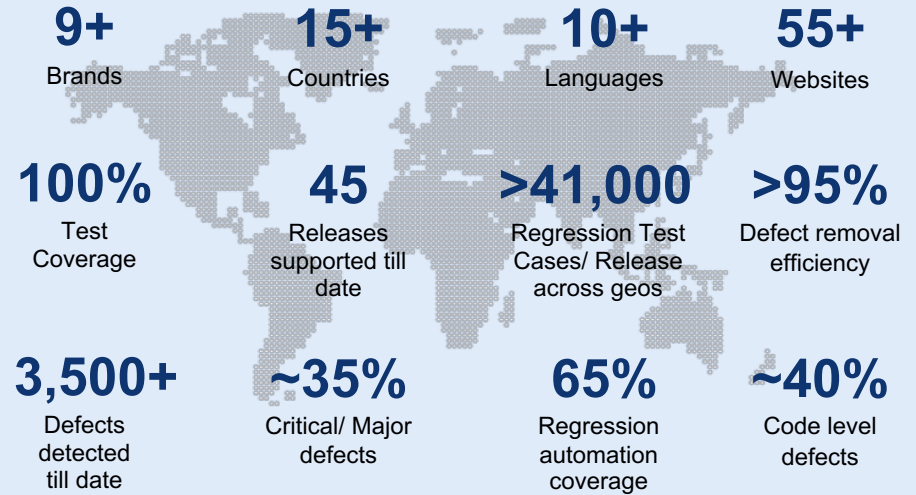


- To improve regional sales across the globe, the client wanted to launch a new **Digital platform**, focusing on **Localized** story telling for rich, **tailor made e-commerce experiences**, which would have an impact on key, high **revenue generating** brands
- Wipro/HeadSpin was selected as the **Digital Localization assurance partner** for all the B2B applications, across the globe

Localization assurance for:

- USA
- Canada
- Austria
- Belgium,
- Switzerland
- UK
- Germany
- Denmark
- Spain
- France
- Ireland
- Italy
- Luxembourg
- Netherland
- Norway
- Portugal
- Sweden
- China
- South Korea

Localization assurance engagement highlights:



Made possible by:

- Focus on **functional** as well as **non functional** aspects- language, visual verification etc.
- **Bidirectional traceability** across various projects, for **all brands** and **regions** in scope
- **Cross skilled** resources having **locale** and **cultural** knowledge
- **Automated functional regression** testing, for each **region** and **language**
- Support for **UAT** and **Brand Rollout** of Site Releases
- **In- sprint** compatible **automation framework** and execution