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:

9+ 55+ **Brands** Countries Languages Websites 100% >41,000 >95% 45 Regression Test Test Releases Defect removal Coverage supported till Cases/ Release efficiency date across geos 3,500+ 65% ~35% Defects Critical/ Major Regression Code level detected automation defects defects till date

Made possible by:

Focus on functional as well as non functional aspects- language, visual verification etc.

coverage

© 2018 HeadSpin & Wipro

- 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

