

WorldNow Quality Assurance & Testing Outsourcing

WorldNow LLC is a New York based internet solutions company which provides comprehensive publishing and advertising solutions to over 300 television stations globally. WorldNow enables their clients to manage large volumes of videos and advertising through an online content Management System (CMS). The company has been growing rapidly is one of the two largest content management companies in the United States, and is seeking resource expansion plans to keep pace with the increasing demands of the business.

The Challenge

To keep up with the increasing expansion to the client base WorldNow needed to expand their workforce on the software side of the business. Given the expansion of Internet giants Yahoo and Google Inc in the New York area, WorldNow found it difficult to retain existing employees, and even more difficult to attract the new workforce that it needed. As a result WorldNow demanded a dedicated offshore Quality Assurance (QA) and testing team following the Agile approach to software development. Since the nature of work involved online video publishing and content management, the infrastructure requirements and bandwidth were critical to successful execution of such offshore services. The success was dependent on tightly coupled quality assurance and development teams at two different geographical locations regularly communicating through regular conference calls, emails and document sharing tools.

How Creative Chaos Helped

WorldNow's flag ship product WorldNow Producer™ - is an entirely browser based Content Management System(CMS) and a cost- effective way to manage and distribute their dynamic and static media content on the web. Nearly all the clients directly or indirectly used this core product and at the same time demand new and latest set of functionalities to remain competitive.

To keep pace with the growing business and increasing human resource costs WorldNow engaged Creative Chaos as an extension to the WorldNow QA team in New York with only three (3) resources.

The core product was developed using ASP, JAVA Scripts, SQL, Flash, etc and therefore success was dependent on the competency for QA on these technologies. A structured QA process based on Agile development practices was agreed upon and support tools like fogbugs was used for bug tracking to make the process more collaborative and well managed. Apart from WorldNow Producer™ Creative Chaos was also involved in Quality Assurance of automated news feed archival systems, customized Flash video players integrated with producer and a range of small QA cycles for improvements made to the core system. Dealing with offshore QA of online media products, the project demanded high bandwidth and fast machines which Creative Chaos readily fulfilled.

Initially the team at Creative Chaos was responsible for testing of CMS application with limited privileges but as WorldNow became confident for the quality of work delivered by Creative Chaos they extended Creative Chaos's role to by further outsourcing the creation of QA plans, test cases and perform test execution of complete CMS application with full privileges. The process was made highly collaborative through regular exchange of emails and phone calls.

With in three (3) years of engaging in QA outsourcing WorldNow completely outsourced its QA operations to

Creative Chaos and requested us to take on board a QA architect who would look after the complete QA operations from Pakistan.

Benefits of Outsourcing

Outsourcing from Creative Chaos proved to be a major cost saver for WorldNow and has resulted in a cost saving of over \$ 2 million. Now they are able to address the growing needs of their clients and focus on the development efforts to keep pace with competition. With increasing Human Resource Costs and shortage of experienced professionals a timely smart move by WorldNow has put them back into the front line in their area of business.



Creative Chaos (Pvt.) Ltd. specializes in providing customized technology solutions. Our eclectic client base spans a number of industry verticals across the globe, a distinction that places us amongst the leading technology players in Pakistan.