

ENTERPRISE TEST AUTOMATION FOR COMPLEX QUOTE-TO-CASH FLOWS

ENSURING SCALABILITY, SPEED, AND END-TO-END VALIDATION ACROSS ENTERPRISE APPLICATIONS

CUSTOMER PROFILE

HQ

United States

INDUSTRY

Application Security & Multi- Cloud Delivery

EMPLOYEES

10,000+

ITC SERVICES

- Test Automation, QA Consulting, Enterprise Test Strategy

APPLICATIONS & TECHNOLOGIES

- Salesforce, Oracle CPQ, Oracle Fusion, Oracle E- Business Suite, RMCS, Clarify, TEEM, Selenium, REST Assured, Azure DevOps (ADO)

INTRODUCTION

The client is a global leader in multi-cloud application security and delivery, enabling organizations to securely deliver and optimize applications across diverse environments. With a highly interconnected enterprise landscape and growing operational complexity, the organization needed to automate its Quote-to-Cash (Q2C) processes across multiple systems.

To support rapid business operations and ensure accuracy across critical workflows such as pricing, billing, and revenue recognition, the client sought a scalable and robust test automation framework capable of delivering end-to-end validation across its application ecosystem.

CHALLENGES

With multiple enterprise systems tightly integrated, the client faced significant challenges in implementing effective test automation:

- Automating complex Quote-to-Cash flows across more than seven interconnected applications.
- Ensuring true end-to-end validation across UI, APIs, and backend systems rather than siloed testing.
- Managing dynamic application behaviors, including DOM refreshes, iFrames, and multi-system dependencies.
- Limited internal QA bandwidth to support enterprise-scale regression testing.
- Tight timelines require rapid implementation without compromising quality or coverage.

ITC ADVANTAGE

- Proven expertise in enterprise-scale test automation across complex, multi-system environments.
- Strong capabilities in designing hybrid automation frameworks combining UI, API, and backend validation.
- Deep experience in handling dynamic application challenges such as iFrames and DOM instability.
- Seamless integration with CI/CD pipelines for faster, more reliable release cycles.
- Scalable, business-aligned solutions that enhance quality, efficiency, and long-term application performance.

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SOLUTION

IT Convergence partnered closely with the client's cross-functional teams to design and implement a scalable, enterprise-grade automation solution.

The engagement involved:

- End-to-End Business Flow Mapping across CRM, CPQ, ERP, and revenue management systems to ensure comprehensive coverage.
- Hybrid Automation Framework Development using Selenium, REST Assured, and Behavior-Driven Development (BDD) to enable modular, scalable, and reusable automation.
- Multi-Layer Automation Architecture spanning feature files, step definitions, orchestration logic, Page Object Model (POM), API wrappers, and execution/reporting layers.
- CI/CD Integration with Azure DevOps (ADO) to enable seamless automation execution within continuous integration and delivery pipelines.
- Custom Engineering Solutions, including driver handlers, retry mechanisms, and wait strategies to handle iFrame complexity, DOM instability, and cross application dependencies.

Through this structured and multi-layered approach, ITC enabled reliable, scalable automation across all integrated systems, ensuring consistent validation of critical business processes.

RESULTS

- Achieved ~69% reduction in execution time, reducing test cycles from 49 hours to 15 hours through parallel automation.
- Reduced manual testing effort by 60–70%, allowing QA teams to focus on higher-value initiatives.
- Accelerated release cycles with automated regression across multiple environments, including SIT and UAT.
- Reduced production defects by approximately 40% through early identification of cross-system integration issues.
- Delivered measurable cost savings by minimizing dependency on large manual QA teams.
- Improved business confidence with reliable validation of Quote-to-Cash workflows, ensuring accuracy across pricing, contracts, billing, and revenue recognition.

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