

# ABOUT US

# ideyaLabs Fact Sheet

ideyaLabs is a Silicon Valley based company focused on Product Engineering, SaaS, Enterprise Software development and technology consulting services for technology product companies and innovative SaaS enterprises.



**24+ Clients**

Over 1200 Releases



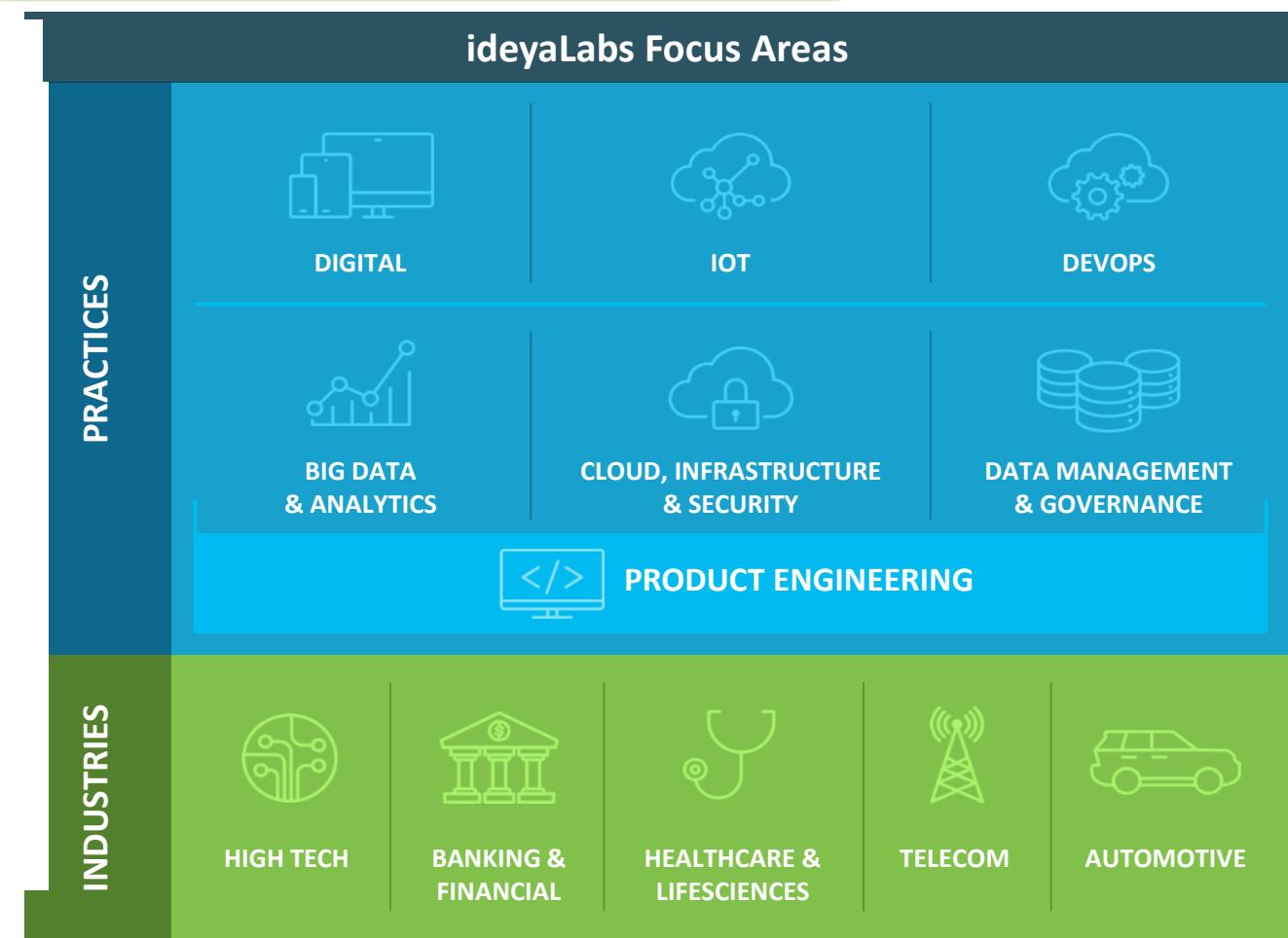
**750+ Employees**

**650+ Engineering**

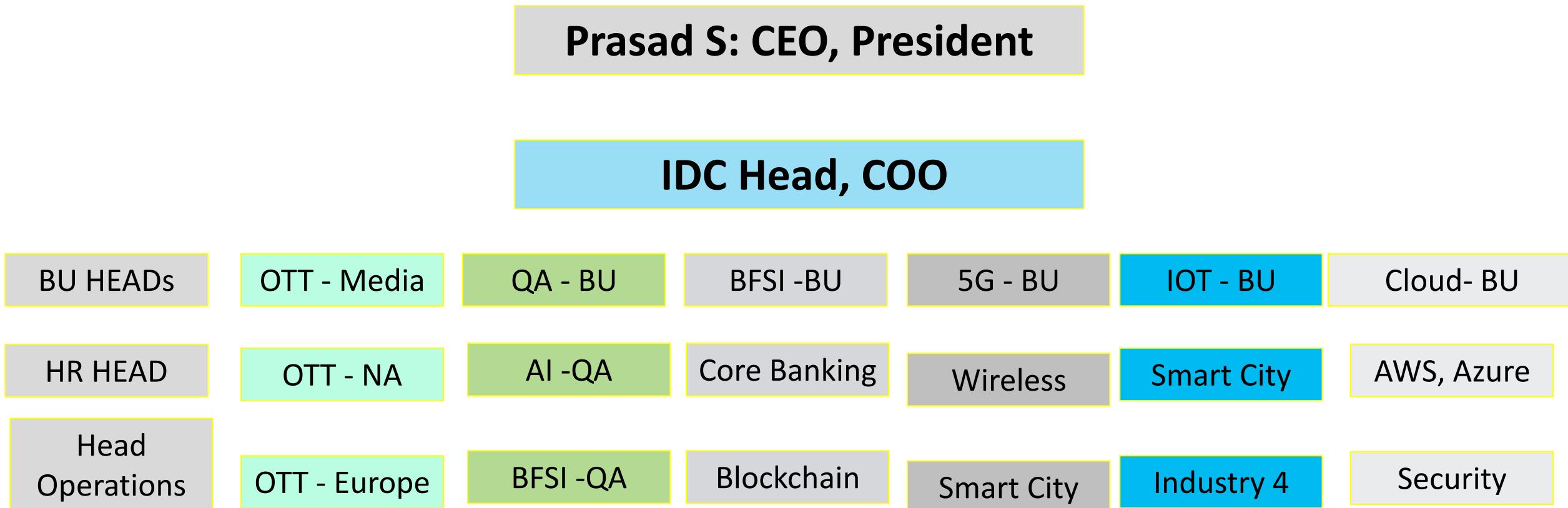


**8 Locations**

<https://www.ideyalabs.com/locations>



# ideyaLabs Org Chart



BU: Business Unit

OTT: Over The Top

BFSI: Banking and Fintech

IOT: Internet of Things

CoE: Center of Excellence

SMEs: Srini S + 15

Product Managers: Venkat + 9

PMO Office: Naveen + 24

CoE-Technology: Jagadish + 28

AI / ML: Rahul + 15

# Representative Clients

High-Tech  
Global  
Leaders



High-Tech  
Cutting Edge  
Start Ups



Financial  
Services



Telecom



Healthcare &  
Life Sciences



Automotive

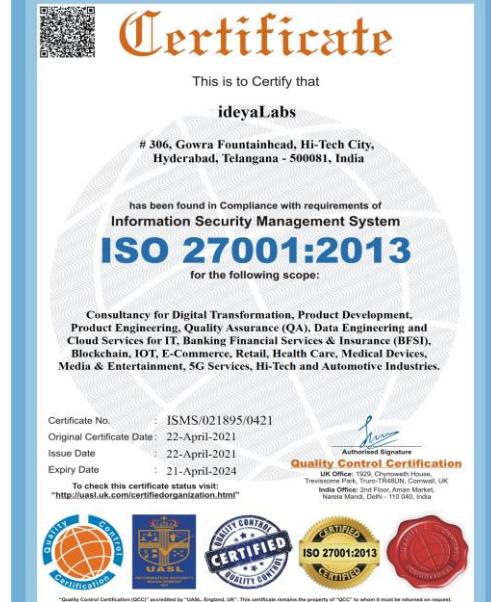


Mercedes-Benz



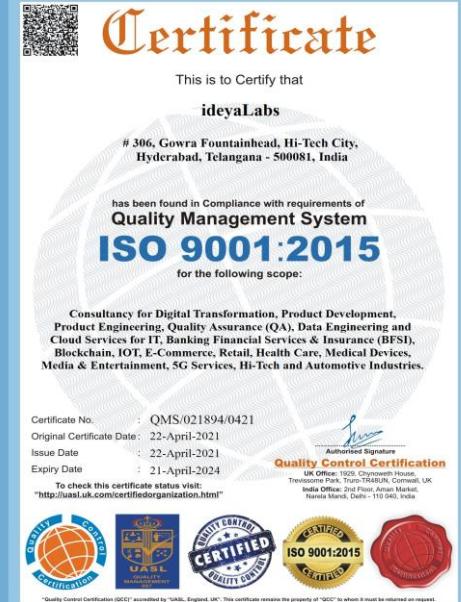
# ideyaLabs Certifications

## ISO 27001-1:2013



Information Security  
Management System

## ISO 9001:2015



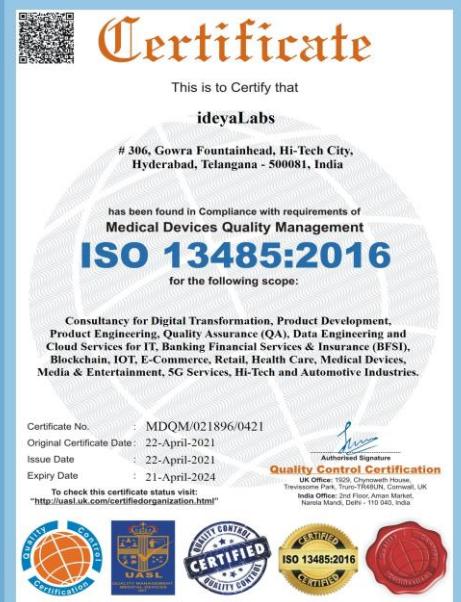
Quality Management  
System: SaaS

## ISO 20000-1:2018



IT Service Management

## ISO 13485:2016



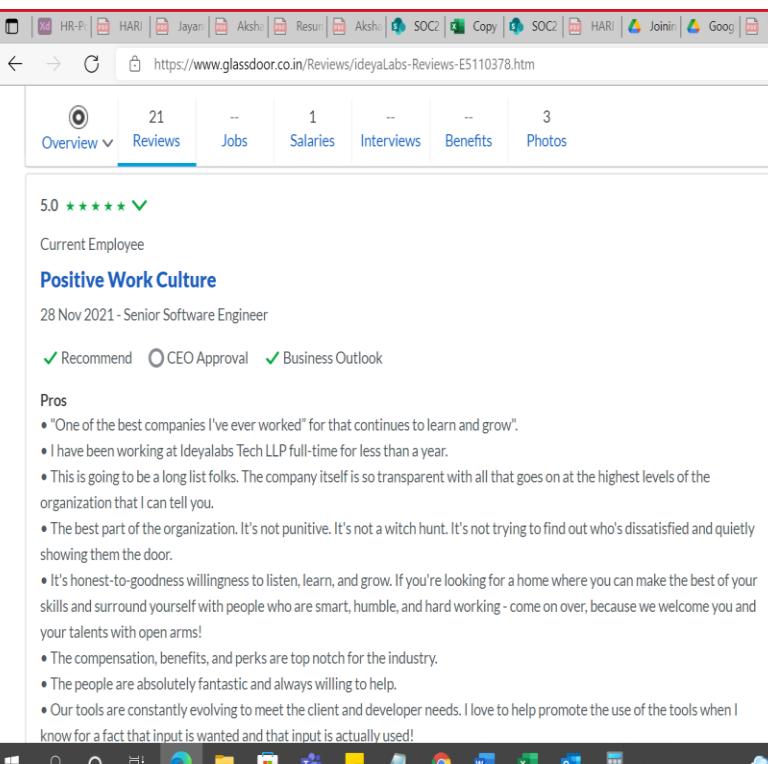
Medical Devices QMS



May 2022

# Glassdoor Reviews on ideyaLabs

## Glassdoor Reviews Rating: 4.9 / 5.

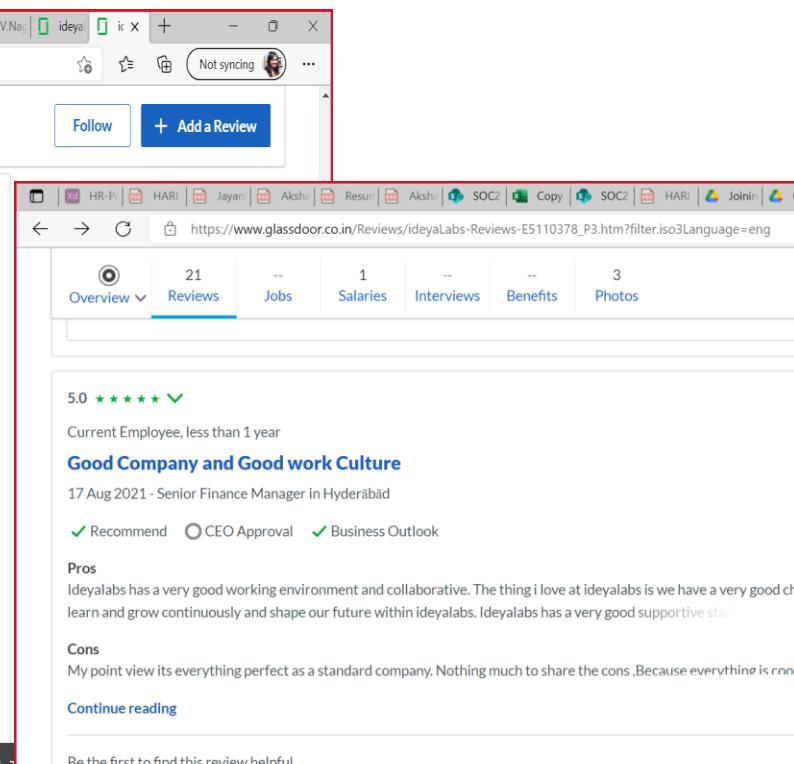


**Positive Work Culture**  
28 Nov 2021 - Senior Software Engineer

✓ Recommend  CEO Approval  Business Outlook

**Pros**

- "One of the best companies I've ever worked" for that continues to learn and grow".
- I have been working at Ideyalabs Tech LLP full-time for less than a year.
- This is going to be a long list folks. The company itself is so transparent with all that goes on at the highest levels of the organization that I can tell you.
- The best part of the organization. It's not punitive. It's not a witch hunt. It's not trying to find out who's dissatisfied and quietly showing them the door.
- It's honest-to-goodness willingness to listen, learn, and grow. If you're looking for a home where you can make the best of your skills and surround yourself with people who are smart, humble, and hard working - come on over, because we welcome you and your talents with open arms!
- The compensation, benefits, and perks are top notch for the industry.
- The people are absolutely fantastic and always willing to help.
- Our tools are constantly evolving to meet the client and developer needs. I love to help promote the use of the tools when I know for a fact that input is wanted and that input is actually used!



**Good Company and Good work Culture**  
17 Aug 2021 - Senior Finance Manager in Hyderabad

✓ Recommend  CEO Approval  Business Outlook

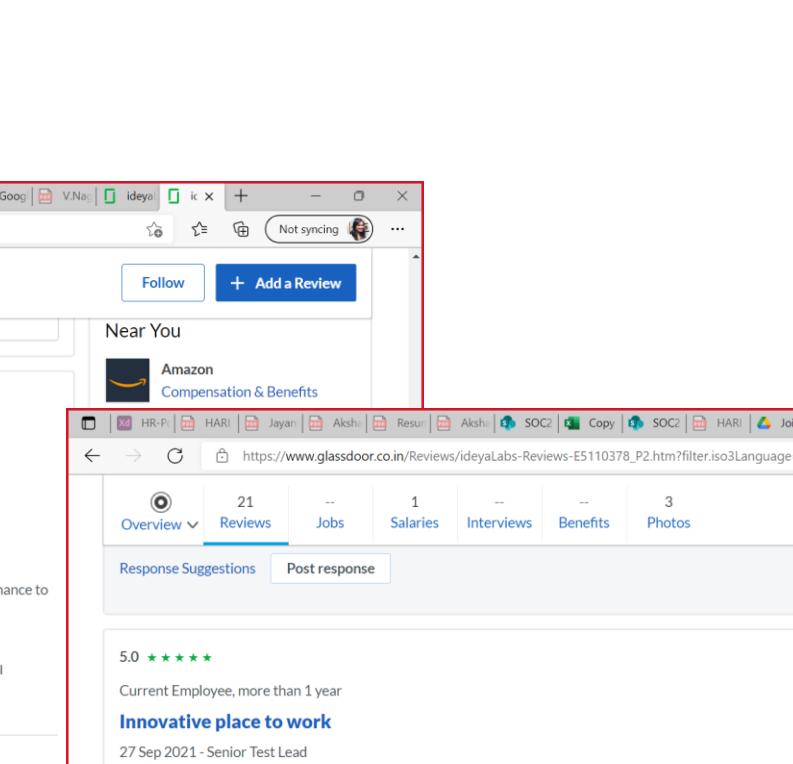
**Pros**

Ideyalabs has a very good working environment and collaborative. The thing i love at ideyalabs is we have a very good chance to learn and grow continuously and shape our future within ideyalabs. Ideyalabs has a very good supportive staff.

**Cons**

My point view its everything perfect as a standard company. Nothing much to share the cons ,Because everything is cool

[Continue reading](#)



**Innovative place to work**  
27 Sep 2021 - Senior Test Lead

✓ Recommend  CEO Approval  Business Outlook

**Pros**

The work environment at ideyaLabs is truly refreshing, while the facilities provided are beyond appreciation. Moreover, the team I am a part of is one of a kind; supportive of each other and always ready to take time out to guide their colleagues. We master the art of providing Quality Assurance Services (QAS, Automation Tools) of the highest standards.

**Cons**

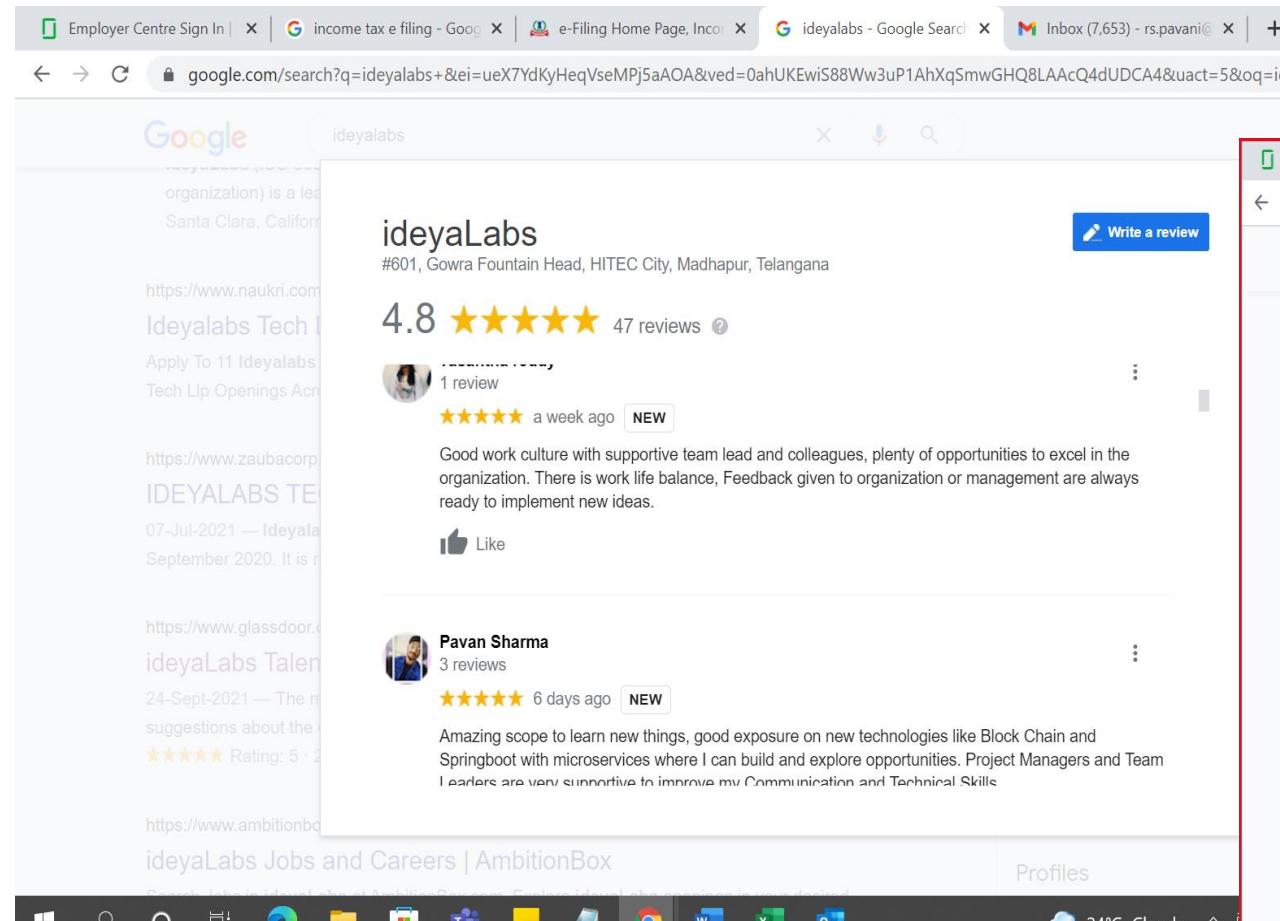
So far everything is going smooth.

Be the first to find this review helpful

Share  Feature This Review

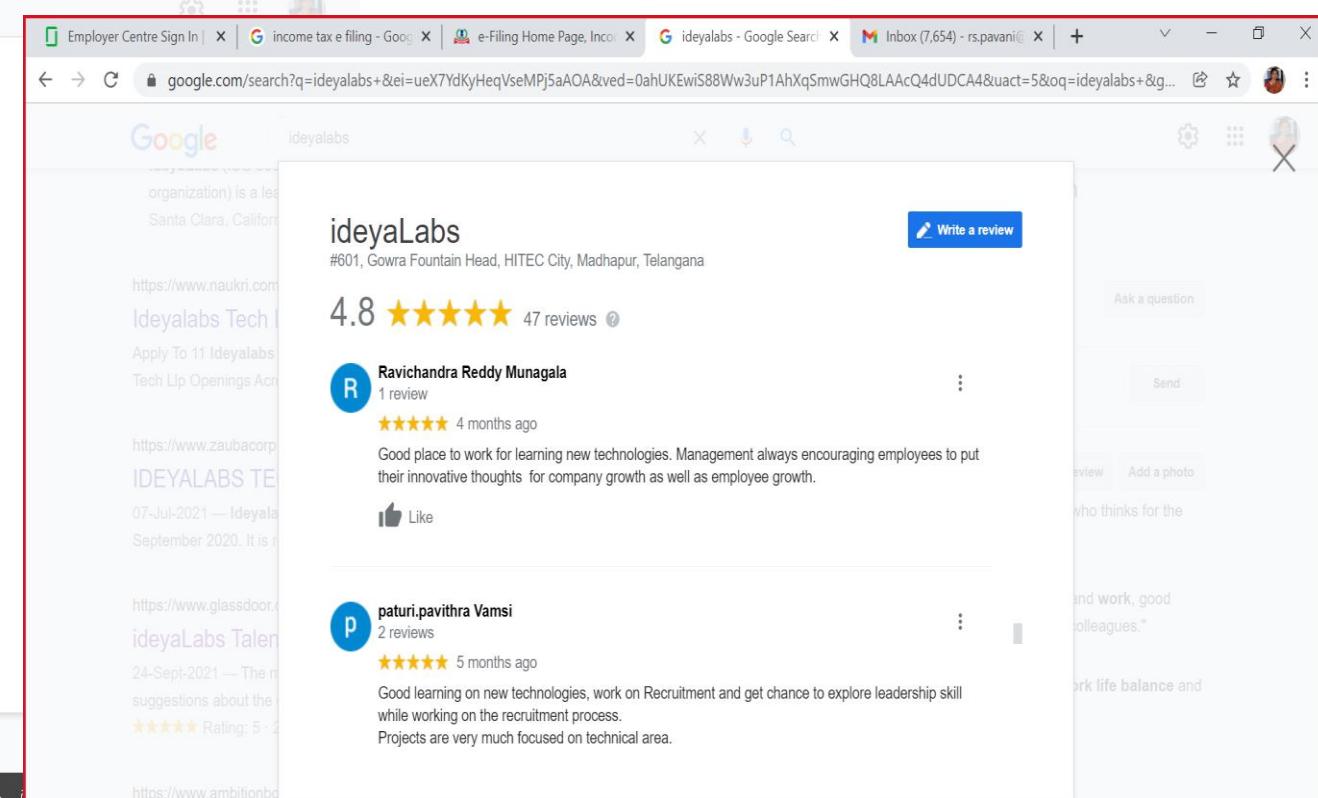
# Google Reviews on ideyaLabs

Google Reviews Rating: 4.8 / 5.



Employer Centre Sign In | Google income tax e filing - Google | e-Filing Home Page, Incor... | ideyalabs - Google Search | Inbox (7,653) - rs.pavani@...

Google search results for "ideyaLabs". The top result shows a 4.8 rating based on 47 reviews. The review snippet from Pavan Sharma reads: "Amazing scope to learn new things, good exposure on new technologies like Block Chain and Springboot with microservices where I can build and explore opportunities. Project Managers and Team leaders are very supportive to improve my Communication and Technical Skills".



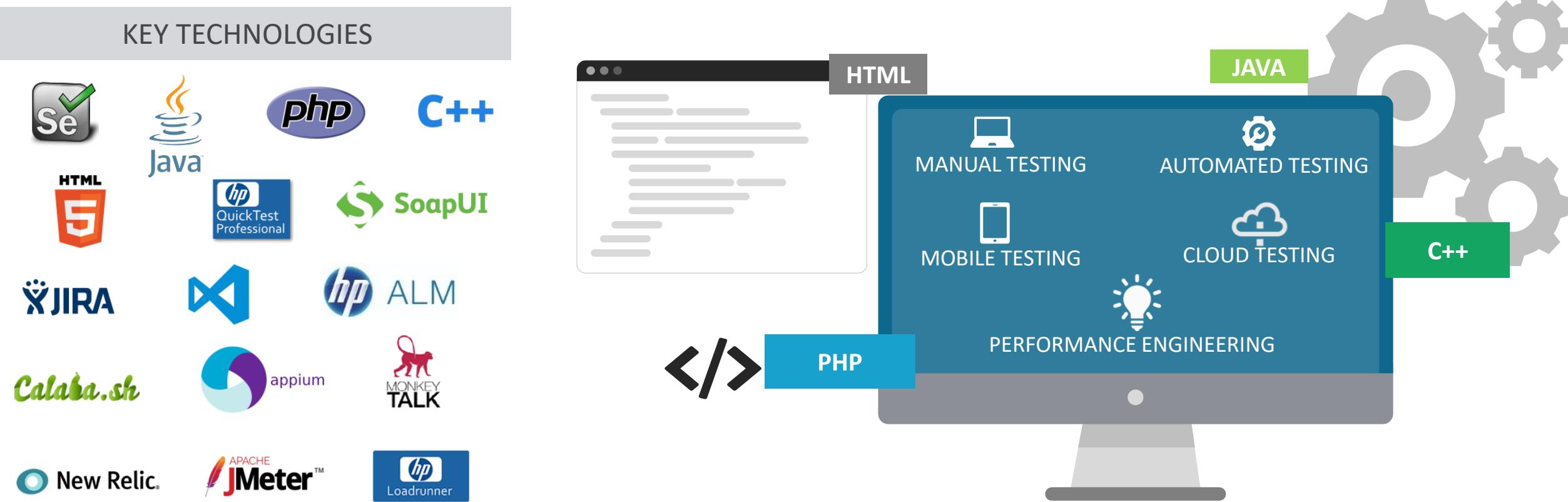
Employer Centre Sign In | Google income tax e filing - Google | e-Filing Home Page, Incor... | ideyalabs - Google Search | Inbox (7,654) - rs.pavani@...

Google search results for "ideyaLabs". The top result shows a 4.8 rating based on 47 reviews. The review snippet from Ravichandra Reddy Munagala reads: "Good place to work for learning new technologies. Management always encouraging employees to put their innovative thoughts for company growth as well as employee growth".

# Capabilities

# QA Practice

ideyaLabs brings over two decades of experience helping software teams ensure their products, systems, applications, and platforms behave as per the specifications and remain tightly integrated, secure, and compliant. In this, we have developed extensive testing capabilities for various verticals, across platforms, and applications.



# Frontend - UI Development Expertise

Globally 100 + Engineers including UI Engineers, UX Designers and UI Architects

## KEY ENGAGEMENTS

BLUE HEXAGON



Aera

SAP Ariba



Parlo™



- ▶ Dedicated Practice with a Team of 100+ experts across multiple platforms and tools.
- ▶ Expertise in the front-end technologies like HTML5, CSS3, jQuery with JS frameworks like **Angular, React, D3, Backbone**.
- ▶ Creating responsive designs & cross-platform layouts using latest CSS3 frameworks.
- ▶ Building fast, responsive single-page and rich JavaScript applications for both web & mobile platforms.

## KEY TOOLS



# Backend Practice

Globally 100+ Java, .NET, NodeJS technology professionals including Product Specialists, Solution Architects, Technical Architects, Certified professionals

## KEY TECHNOLOGIES



## PRACTICE HIGHLIGHTS

- ▶ Developed creative and innovative applications using Java, .NET, NodeJS technologies for different Domains
- ▶ Delivered 200+ projects using technologies
- ▶ Developed In-house, Natural Language based automation product named NLPro using Java
- ▶ Proven expertise in Application development, Application re-engineering and enhancement, migration, porting, maintenance

# Mobility Practice

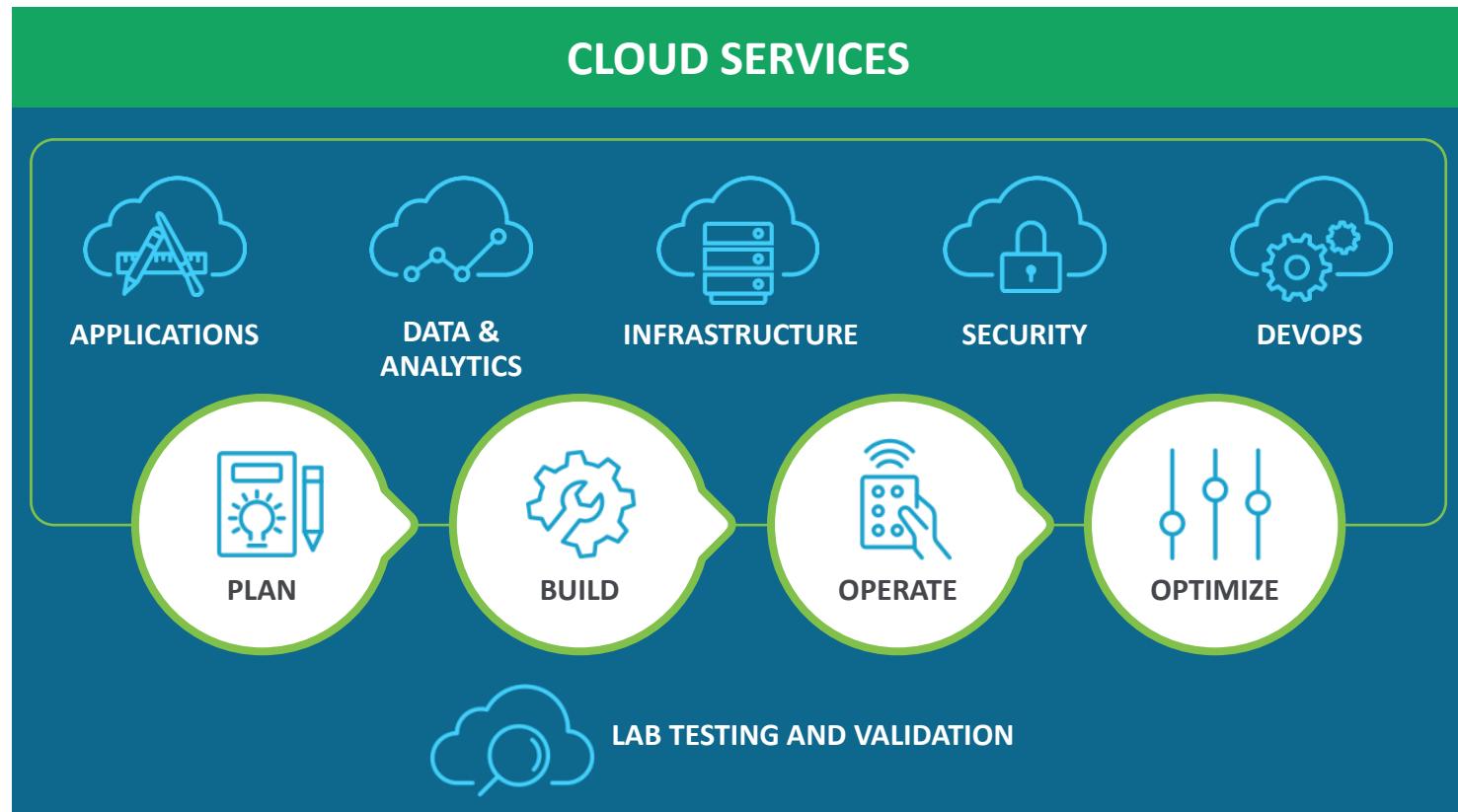
*ideyaLabs provides a holistic approach to first understanding the requirement, evaluating various technologies and then implementing a mobility solution that provides a significant ROI to our customers.*

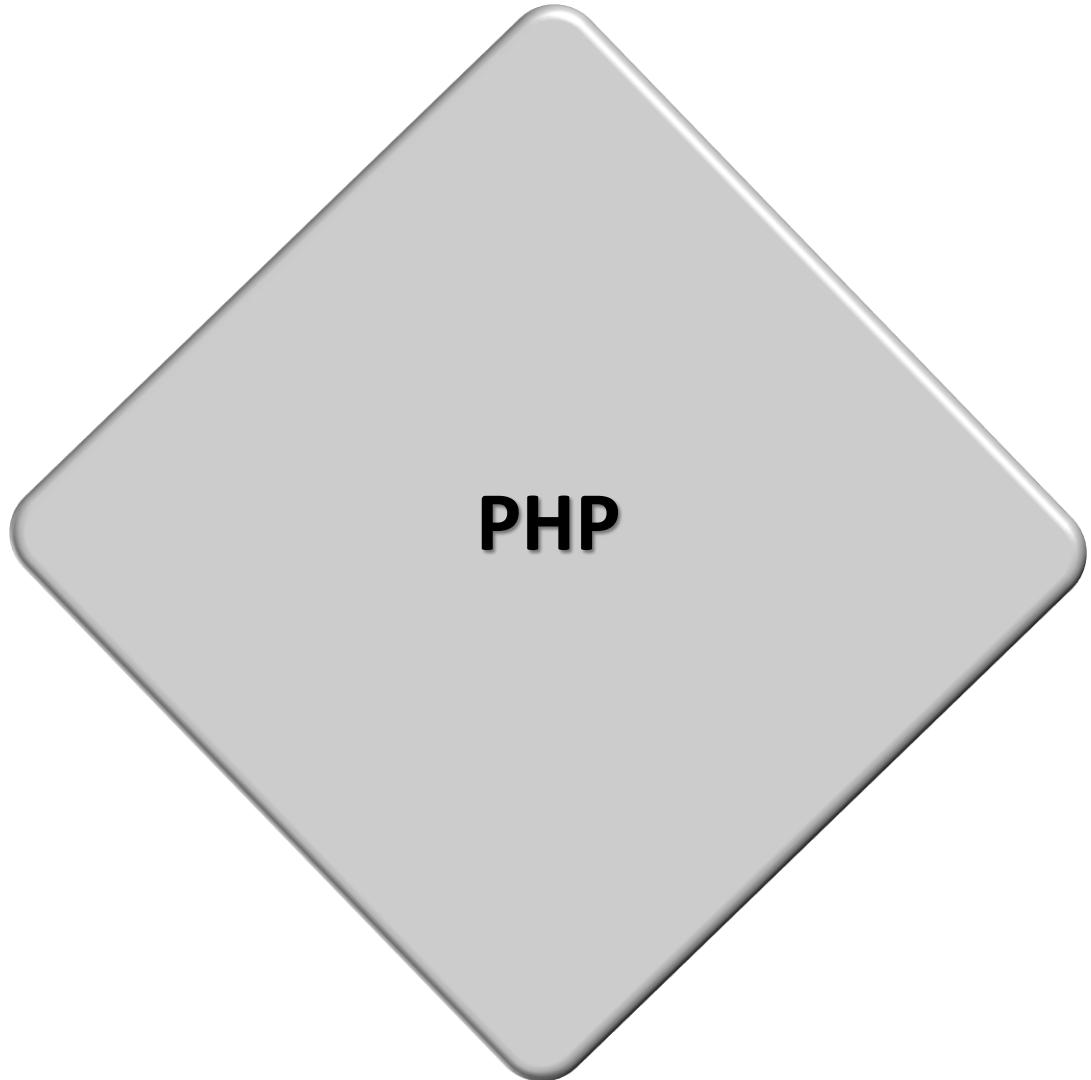
## KEY TECHNOLOGIES



# Cloud Practice

ideyaLabs cloud offerings span the entire spectrum of services from application to infrastructure and security.





**PHP**

# PHP Practice

Globally 100+ PHP technology professionals including Product Specialists, Solution Architects, Technical Architects, Certified professionals

## KEY TECHNOLOGIES



## PRACTICE HIGHLIGHTS



- ▶ Developed creative and innovative applications using PHP technologies for different Domains



- ▶ Delivered 200+ projects using technologies

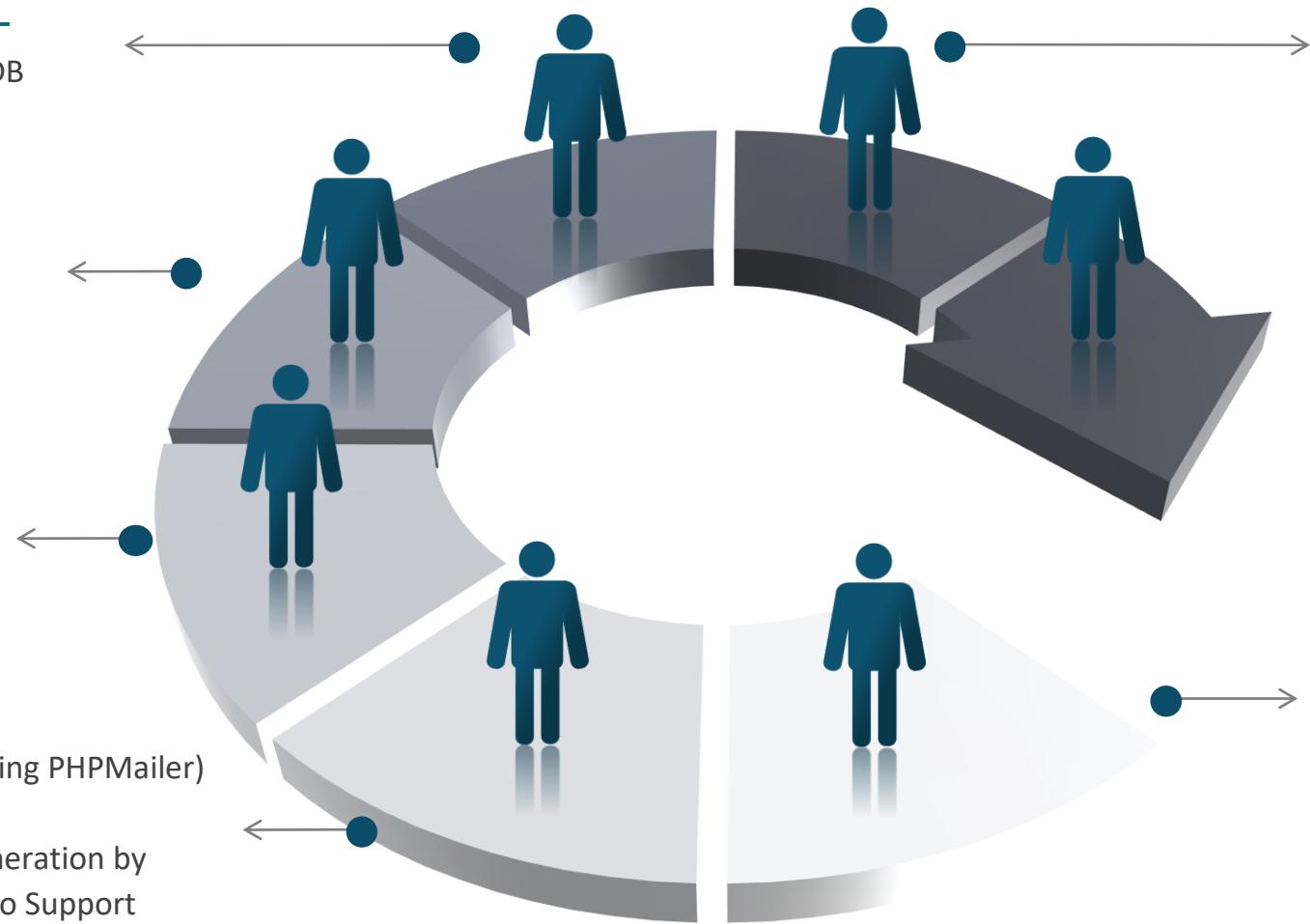


- ▶ Developed In-house, Natural Language based automation product



- ▶ Proven expertise in Application development, Application re-engineering and enhancement, migration, porting, maintenance

# Special Expertise on PHP Stack



## BackEnd Programming-

- PHP, REST API'S, Maria DB

## Web Technology

- HTML, CSS, AJAX, XML, Bootstrap

## App Servers

- Apache

## Other Services

- Bulk Emails (Using PHPMailer)
- SMS
- Auto Ticket generation by sending email to Support email

## Authentication Patterns

- Customized tokens which are encrypted using SHA-256 algorithm
- JWT tokens for REST API

## Testing

- JUnit, HttpUnit, EasyMock

# PHP Service Offerings



## APPLICATION DEVELOPMENT

- App Development using Backend Frameworks
- Web Services
- Reports
- Mobile Application Development



## APPLICATION REENGINEERING & ENHANCEMENT

- Design & Development Applications
- Application Maintenance
- Re-Development & Re-Engineering



## Migration & Porting

- Legacy Technologies to PHP
- Legacy Unix app to PHP apps
- Legacy apps to Backend platforms
- App Re-Engineering



## MAINTENANCE

- Architectural Design
- Functional Features Requirements
- Quality Assurance

# Key Projects Executed on the Back End

**Design and development of a comprehensive end-to-end core PHP and enterprise class software applications in the areas of supply chain, asset management, various business processes/functions in financial services, healthcare, network management, storage management, etc**

**Development and implementation of plug-ins and extra features in the existing Java software application development**

**Migration and porting of PHP applications to other architectural platforms and vice versa**

**White box, performance, and stress testing of PHP and integration testing of the application**

**Integrating Back End applications with other back-office applications**

**Performance tuning of PHP applications**

# Implementation for CRM

## CRM



### OVERVIEW

- ▶ Our client has web-based application for Ticketing and Lead Generation. It would track new opportunities with different products signed by sales team across the world.
- ▶ Solution is a suite of applications which help clients to get the best possible ways for new leads.
- ▶ Billing Module (Invoicing, Payments etc..)
- ▶ Expenses Module
- ▶ Complaints Module

### BUSINESS BENEFITS

- ▶ Sales person would be able to view how their different accounts are doing and how much profit they are making on each product.
- ▶ It would also track for an Individual product wise complaints and service history.
- ▶ Complete End-2-End flow for Lead Generation.
- ▶ Customized lead generation process as per customer requirement.

### BUSINESS PROBLEM AND SCOPE

- ▶ Contact Management : Capturing the primary and secondary contact details who can take a decision.
- ▶ Opportunity Management: This component decides whether the opportunity will be converted to lead.
- ▶ Sales Analytics : Helps to create better marketing campaign's by analyzing the hard data of previous campaigns.
- ▶ Chat Integration : Integrated the Chat feature with CRM through which you can chat with Employees , Partners and Customers.

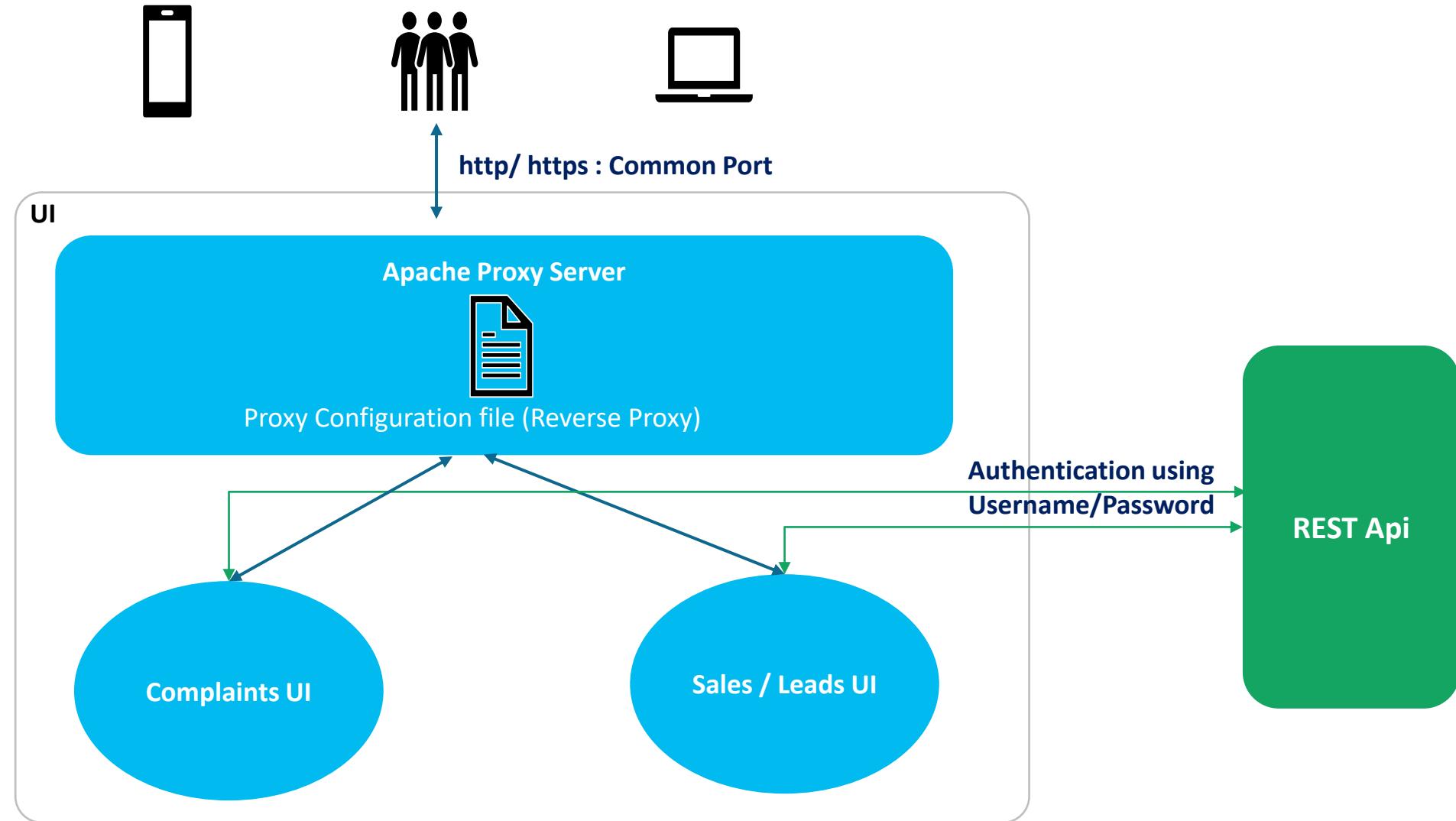
### ideyaLabs SOLUTION

- ▶ Developed thin performance responsive UI with HTML, CSS and Bootstrap.
- ▶ Built webservices with **Rest API's**.
- ▶ Used CodeIgniter framework for authentication and authorization.
- ▶ CRM has a unique architecture of two separate UI modules: Sales and Complaints. They can be independently deployed and managed.
- ▶ Individually Managed services easily deployable independently Individual services can be upgraded without affecting other with minimum downtime.
- ▶ All the UI communications are state-less, thus eliminating the need and overhead of maintaining sessions

### TECHNOLOGY STACK

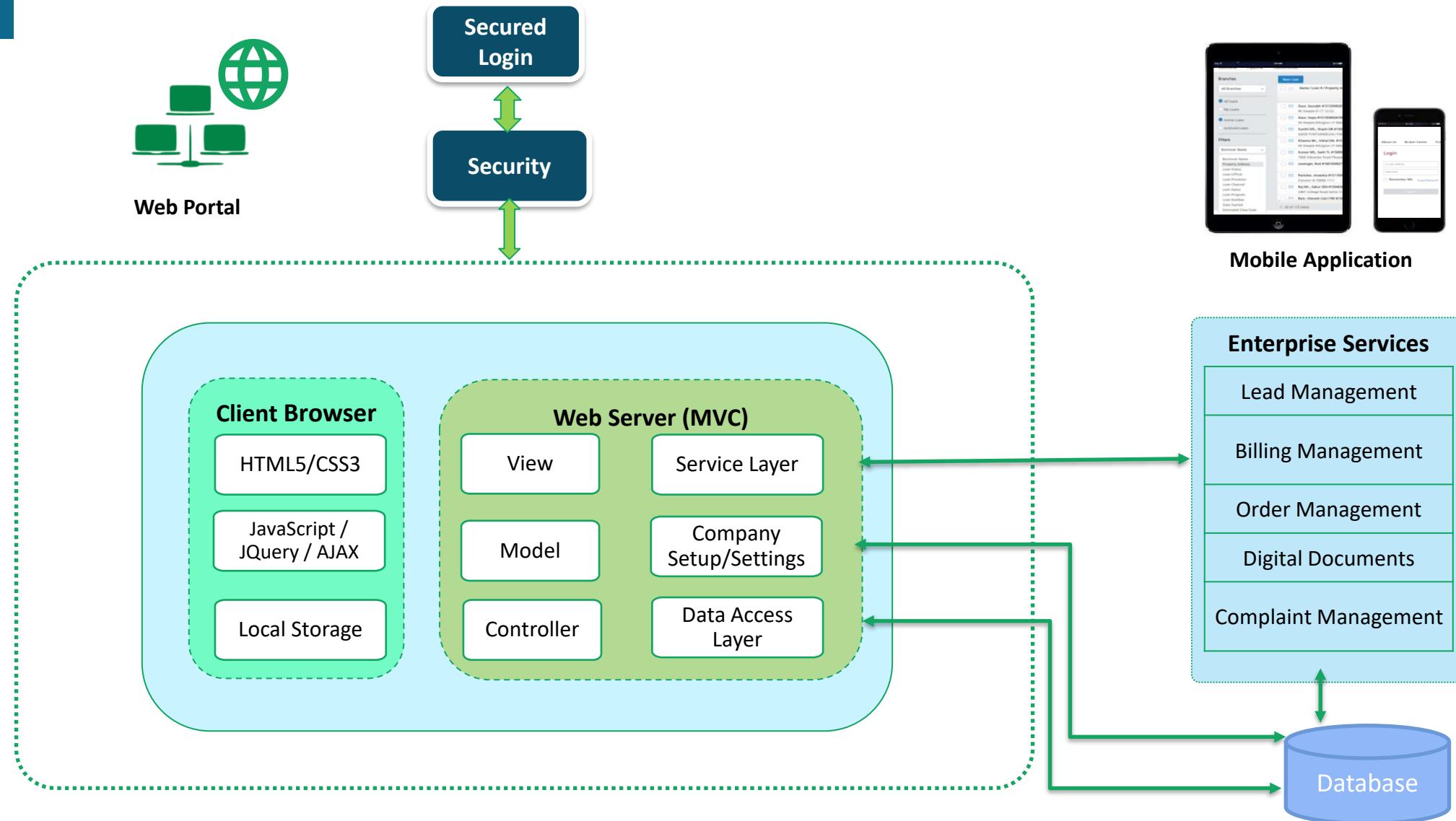
- ▶ Operating Systems - Linux (CentOS), Languages - PHP (CodeIgniter), REST API, Maria DB - (MySQL), Web Server - Apache.

# REST API Implementation for CRM



# Modernization from Legacy Product to Platform

## Architecture



# Bid Generation Process



## CLIENT OVERVIEW

- ▶ Our client's provides Bidding Solution to several charities across states in USA.
- ▶ The solution is designed to Customer can bid for any items they like. Highest bid amount can receive the item amongst all the bids for that item.
- ▶ Payment integration with PayPal and Authorize.net
- ▶ Items can be shipped based on the selected shipping carriers available for their locations.

## BUSINESS BENEFITS

- ▶ Increased collaboration between customer and Community Auctions
- ▶ Maximize revenue and eliminate inefficiencies throughout the revenue cycles

## BUSINESS PROBLEM AND SCOPE

The current project scope deals with the Admin Portal. Only community team can bid on behalf of the Customers, which is a client facing problem.

Integration of Payment gateway.

Integration of FedEx.

## ideyaLabs SOLUTION

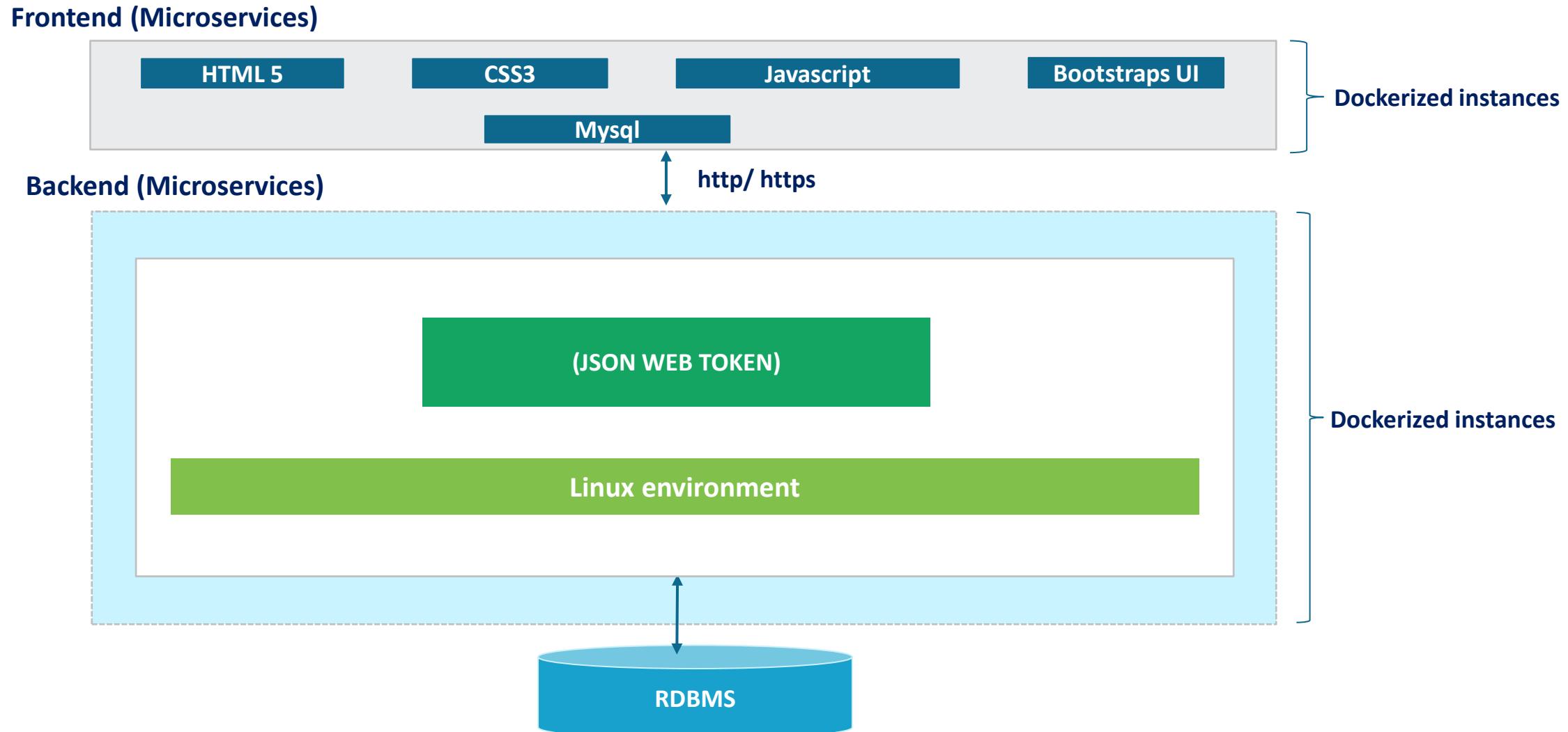
- ▶ ideyaLabs team is currently working on Digital form Module thereby enabling the Customer to view all items and they can bid for the items they like.
- ▶ ideyaLabs is contributing towards front end UI development using HTML,CSS and Bootstrap as well as developing Customer Portal, integration of payment gateway and separating business rules from business logic in application code
- ▶ Integrated PayPal and Authorize.net
- ▶ For shipping of items, integrated FedEx shipping API.
- ▶ Multiple Report Generation.

## TECHNOLOGY STACK

- ▶ Core PHP, Maria DB (MySQL), REST API, Apache Server, Linux (Centos 8)

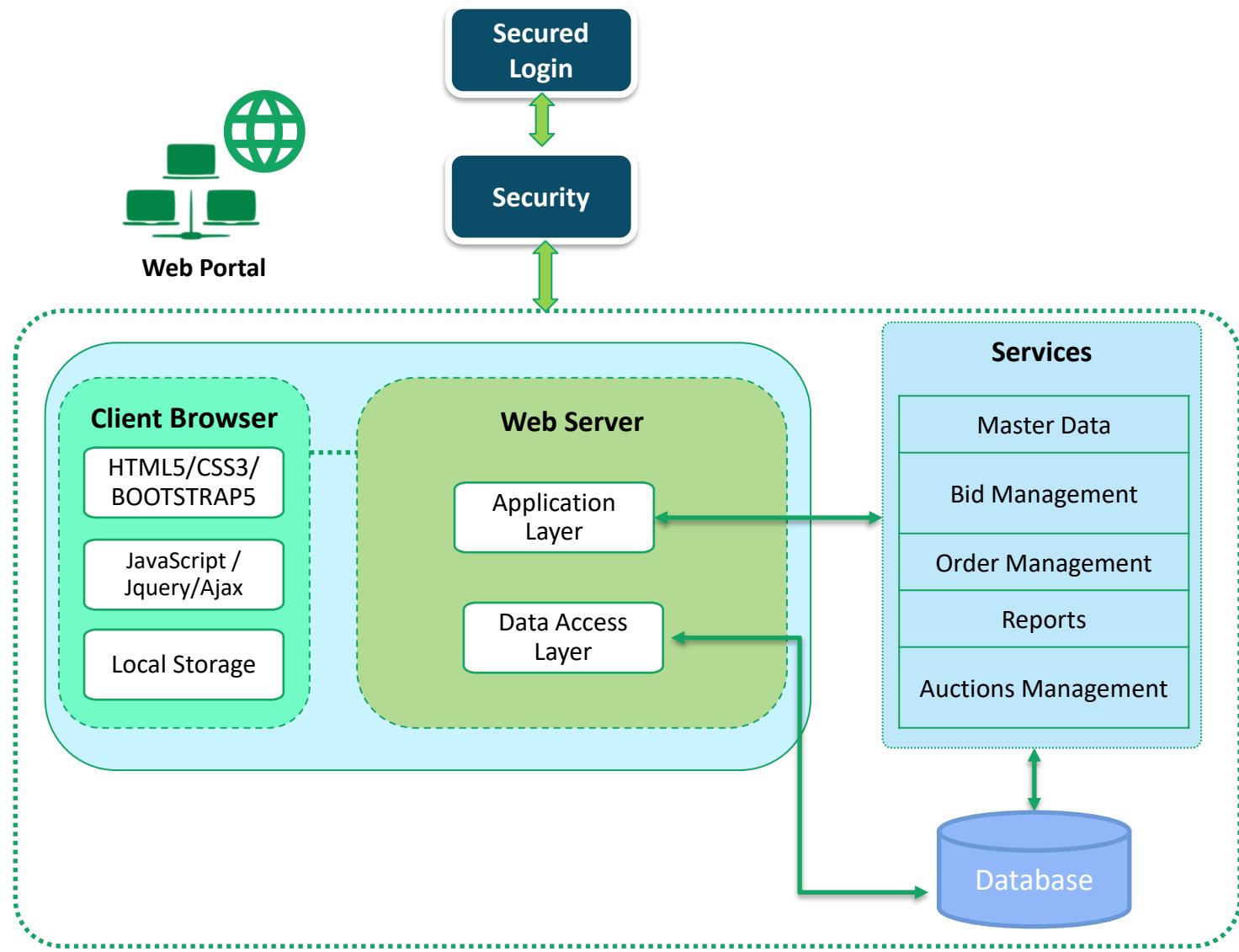
# Micro services Implementation

## Architecture



# Bidding Management

## Architecture



# Implementation for Gated Community Management

## GCM



### OVERVIEW

- ▶ This gated community social networking platform which helps to connect the living community and vendors.
- ▶ Residents can pay their Monthly Maintenances through integrated Payment Gateway. They can get Instant SMS on the payment receipt and email with the acknowledgement to the registered email ID.
- ▶ Flexibility to manage multiple properties, Tenants and Apartment data including Resident Details, Parking allotments etc.

### BUSINESS BENEFITS

- ▶ An application that simplifies life for everyone in a gated community, from residents and management committee members to security guards and facility managers.
- ▶ Manage accounts and payments, resolve complaints and keep the community up-to-date with all that's going on in the society. Easy for the management committee and residents.

### BUSINESS PROBLEM AND SCOPE

- ▶ Many gated communities still using the old model for Monthly Maintenances, General meeting and complaints. Still they are using books or papers to track all these activities.
- ▶ Online payments.
- ▶ Complaints tracking.
- ▶ Visitor Management and Vehicle Management.

### ideyaLabs SOLUTION

- ▶ Developed thin performance responsive UI with HTML, CSS and Bootstrap.
- ▶ Built webservices with **Rest API**.
- ▶ Used CodeIgniter framework for authentication and authorization.
- ▶ GCM has a unique architecture : All the modules are independently deployed and managed.
- ▶ Individually Managed services easily deployable independently Individual services can be upgraded without affecting other with minimum downtime.
- ▶ Integration of payment gateway for Online payments.

### TECHNOLOGY STACK

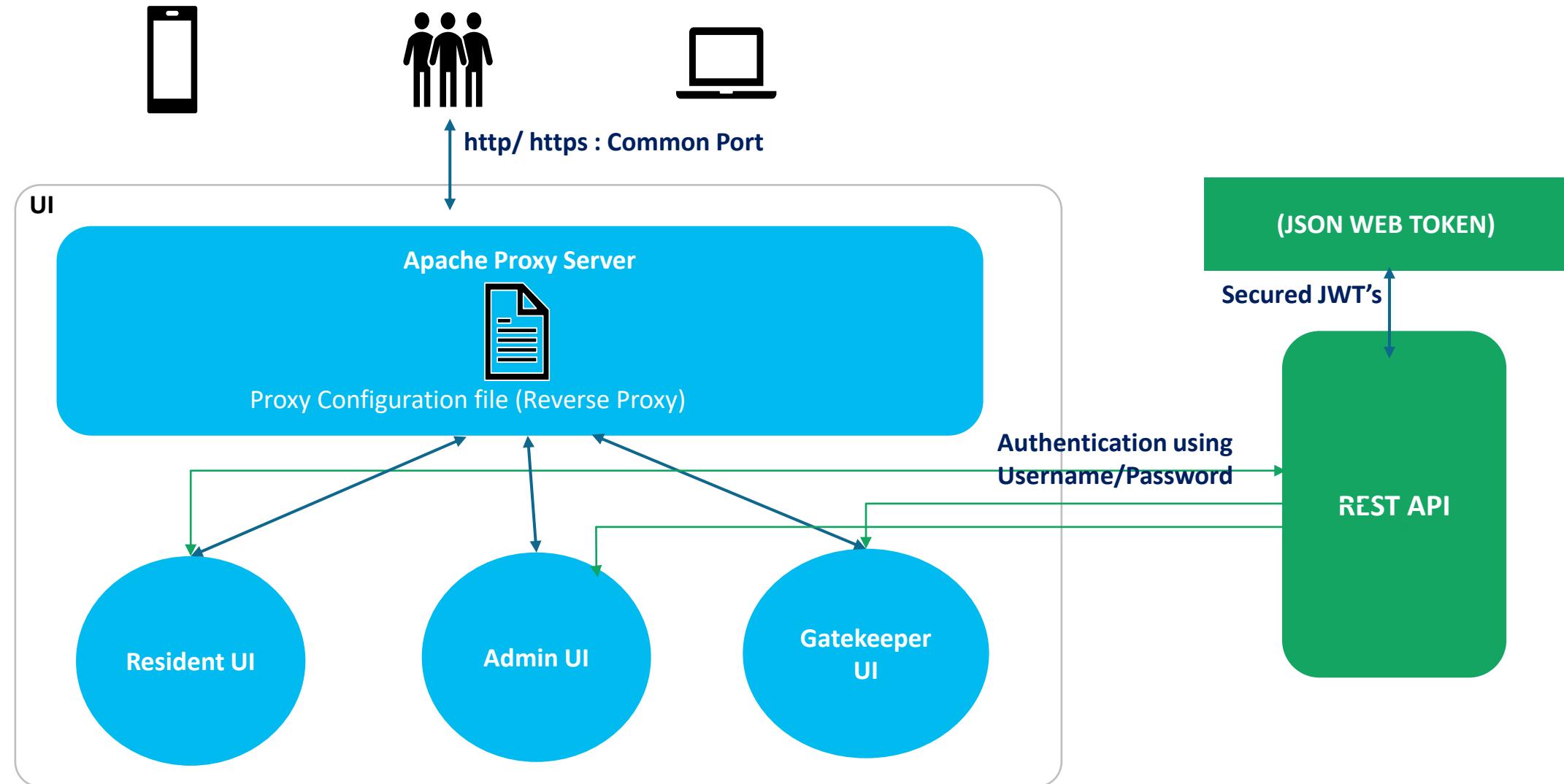
- ▶ Operating Systems – Linux (CentOS), Languages – PHP (CodeIgniter), REST API, Maria DB (Mysql), Web server – Apache.

# Gated Community Management Features

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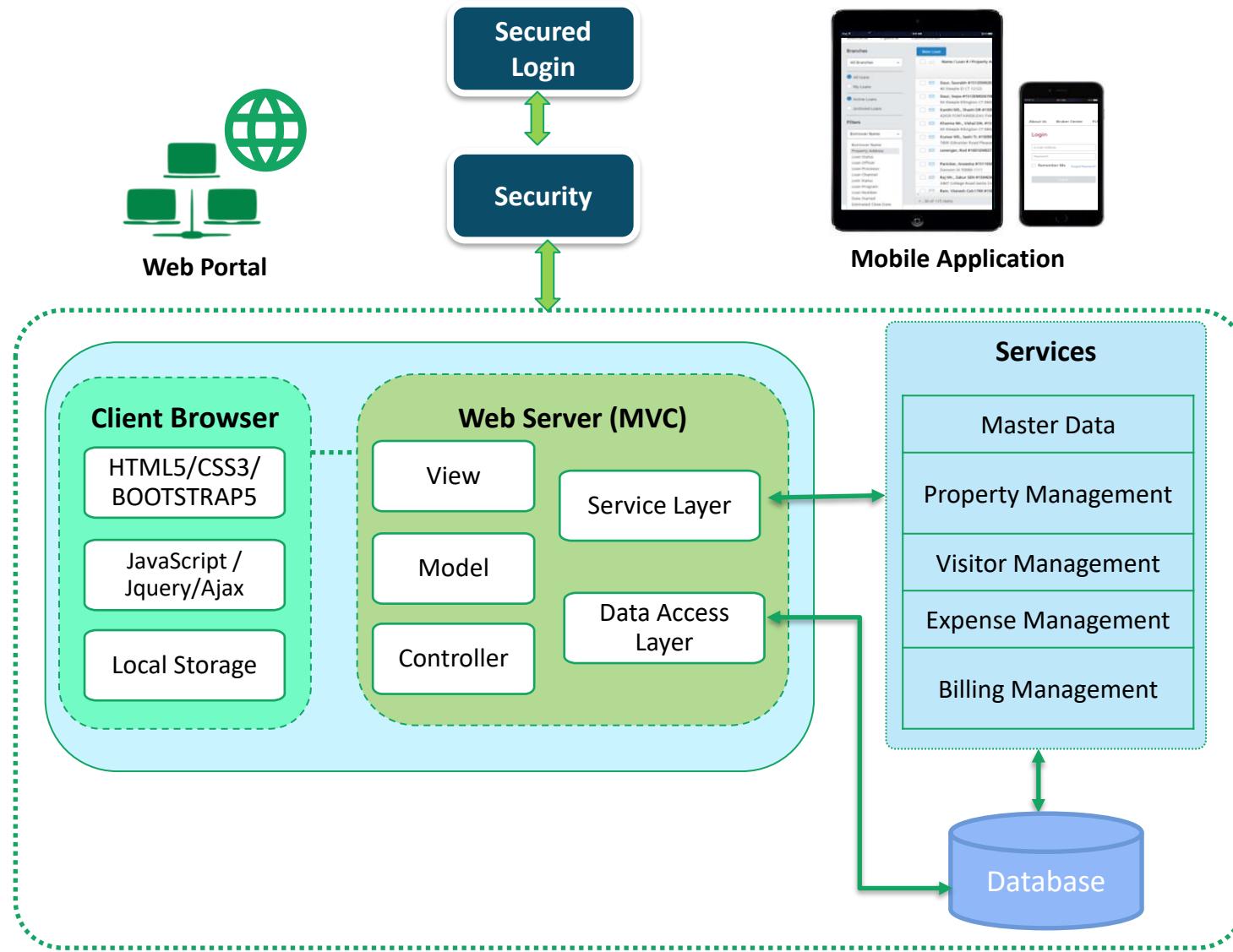
- ▶ **1. Payments :** Residents can pay their Monthly Maintenances through integrated payment gateway. They can get instant SMS on the payment receipt and email with the acknowledgement to the registered email-id.
- ▶ **2. Document Management :** One place where all documents can be placed and shared to all residents.
- ▶ **3. Property Management :** Flexibility to manage multiple properties, Tenants and Apartment data including Resident details, Parking allotments etc.
- ▶ **4. Complaint Management :** Residents can raise complaints at their ease and can monitor their complaint status either on provided Web interface or on Mobile app. Residents can re-open their tickets if the complaint is not addressed as per their satisfaction.
- ▶ **5. Facility booking :** Provides real time club house/tennis courts slot availability details and facilitates booking with online payment gateway integration. This feature brings ease of booking at your convenient time.
- ▶ **6. Activities Notification :** You feel connected with this module as it gives notifications on Mobile App / Web Interface / SMS message based on the activities, so that every resident feel connected with the ongoing activities in the community.
- ▶ **7. Resident Directory :** You can have all contact details at one place and is readily available to get access at any time. You can find professionals i.e. Doctors in case of emergency.
- ▶ **8. Vendor Directory :** Approved vendors details will be seen and you can directly call them to avail their services.
- ▶ **9. Billing & Accounting :** Reduces 80% of work load for collections and reconciliations and helps to keep cashflow data on finger tips and provides transparency.
- ▶ **10. Expense Tracker :** This module provides facility to track expenses against different headers. Property manager can create different expenses headers dynamically. It provides single view of complete expenses and sub components of expenses.
- ▶ **11. Visitor Management :** Resident or Tenant can post his expected visitor / vendor with identification details, so that the security guards at gates can allow the visitors without any waiting at the gate.
- ▶ **12. Intercom :** For taking approvals from residents, guards can make GSM calls from Visitor Management system itself or they can make What's app call whichever is feasible.

# REST API Implementation for GCM



# GC Management

## Architecture



# API Microservices Implementation For Mobile App

High-Tech  
Leader

Global 

## OVERVIEW

- ▶ Our client has a mobile application where users can do payments in the petrol stations using the app.
- ▶ Solution is to provide a set of API's which will be independent of the app and works on a separate server which further handles the payment and saving the credit/debit cards.

## BUSINESS BENEFITS

- ▶ Finance team would be able to monitor all the transactions and can export the records.
- ▶ Finance team can issue refund, cancel payments accordingly. They can set the banners in the mobile app using the portal in real-time.

## BUSINESS PROBLEM AND SCOPE

- ▶ An Independent Backend System: A simple independent microservice which can be maintained and deployed separately without depending on the mobile application.
- ▶ Separate Admin portal : A complete separate portal where admin can get the complete transaction list and handle the transactions for finance management .
- ▶ Complete migration : They require a migration of the complete microservices which can handle the huge traffic as the app moved to national level from state wide.

## ideyaLabs SOLUTION

- ▶ Developed API services with the best framework which can handle thousands of request every second.
- ▶ Built Microservices with Ubiquity(PHP framework).
- ▶ Used Redis cache which further reduces the number of calls to the database.
- ▶ Designed and developed a complete front-end system (SPA) using Vue.js which helps to get the transaction list along with user information.
- ▶ Individually Managed services easily deployable independently Individual services can be upgraded without affecting other with minimum downtime. maintaining sessions

## TECHNOLOGY STACK

- ▶ Operating Systems – Centos, Languages – PHP, Ubiquity, Vue Web server – Apache Tomcat, Redis, Aws.

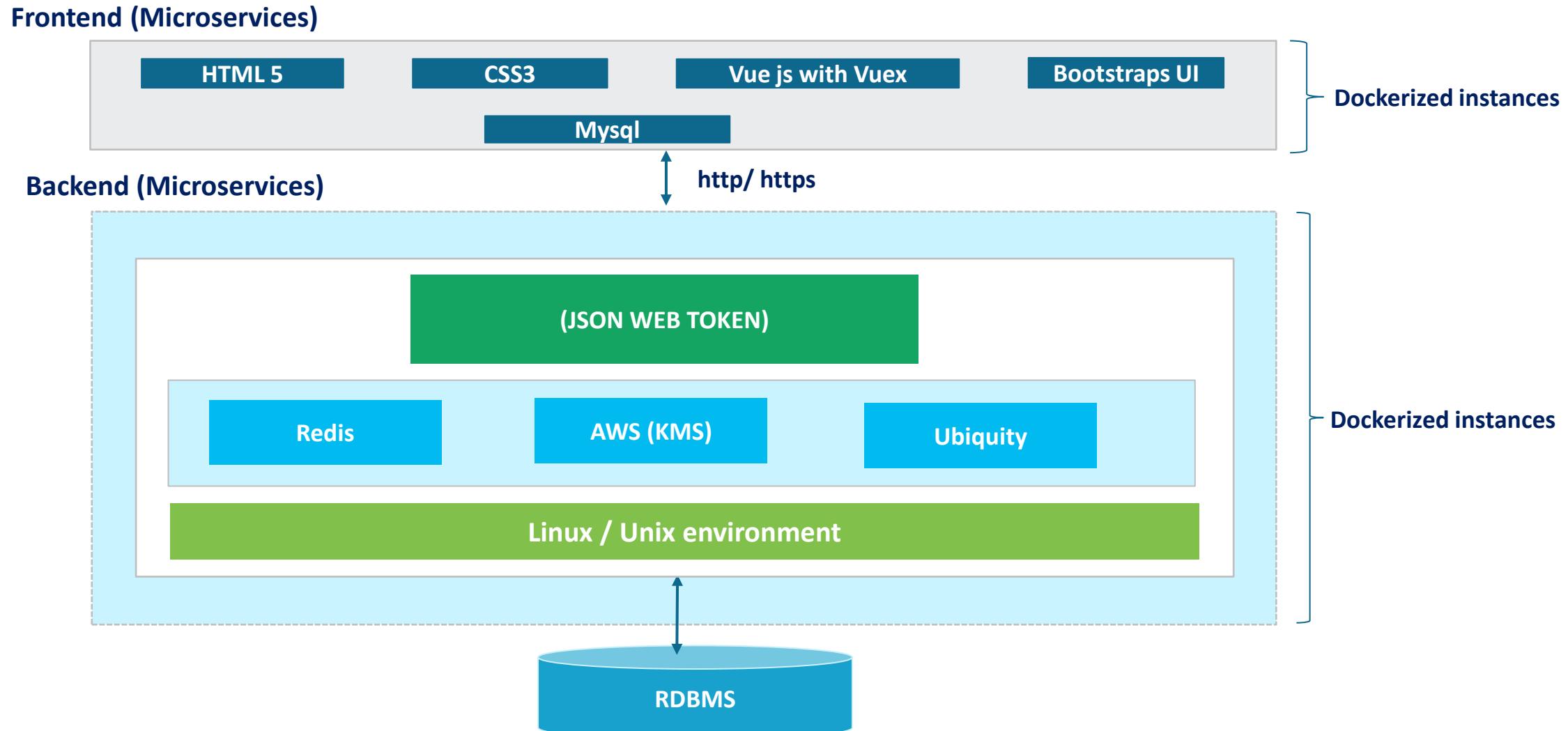
# Features:

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- ▶ 1. Complete independent service which has no dependency for deployment of front-end system.
- ▶ 2. Add or save credit card or debit cards(Tokenization), which uses AWS key management service for saving the card details in cloud and follows PCI-DSS regulations.
- ▶ 3. Charging of cards using tokenization
- ▶ 4. Create a recurring payment service and can be stopped by using the simple API's which are integrated with the mobile app front end.
- ▶ 5. SPA for easy access of all the transactions and can perform operations like refund and cancel payment.
- ▶ 6. Users can authorize, cancel or request refund the payments.
- ▶ 7. Use ubiquity framework which enables to handle huge traffic
- ▶ 8. JWT token is used for user authentication.
- ▶ 9. Schedulers and cron jobs to monitor the system performance.

# Micro services Implementation

## Architecture



# Migration to Laravel 8

## Migration from Laravel 5.1 to 8.x



### CLIENT OVERVIEW

- ▶ Our client provides a system which Promote your brand to kids and apps which are safe and run campaigns. This system runs on Laravel 5.1, Php 7.1.3 and Redis cache which have become very obsolete and need migration.
- ▶ The solution is to upgrade Laravel to 8.X in a sequence way which involves implementation of Multi Auth, remove custom providers and use the eloquent guards.

### BUSINESS BENEFITS

- ▶ Migrating to latest version of PHP and Laravel has brought the advantage to use the default Eloquent Based Multi Auth, removed the old custom providers
- ▶ Achieve better performance by using the latest version of plugins, code refactor and upgrade all the deprecated functions both in Laravel and PHP.

### BUSINESS PROBLEM AND SCOPE

As the Laravel version is upgrading gradually and including many new features, system need to upgrade as the support for the old version is decreasing and there are many new features included in latest version along with the support. As to keep up with new version and make the system to function flawlessly and include new features system need to upgrade both PHP and Laravel version and migrate to latest version of plugins which help to run the system smoothly

### ideyaLabs SOLUTION

- ▶ ideyaLabs team is currently working on migration of Laravel from 5.1 to 8.X which enables the client to use the Eloquent based Multi Authentication with custom guards.
- ▶ Upgrading or rewriting all the deprecated functions in PHP 8.1 version and upgrading all the plugins which have been deprecated In the latest versions.
- ▶ Writing Smoke tests and unit tests for all the functionalities to make migration seamlessly.

### TECHNOLOGY STACK

- ▶ Laravel, MySQL,Postgres, RedShift , Aws, Redis, Elastic Search, Restful webservices

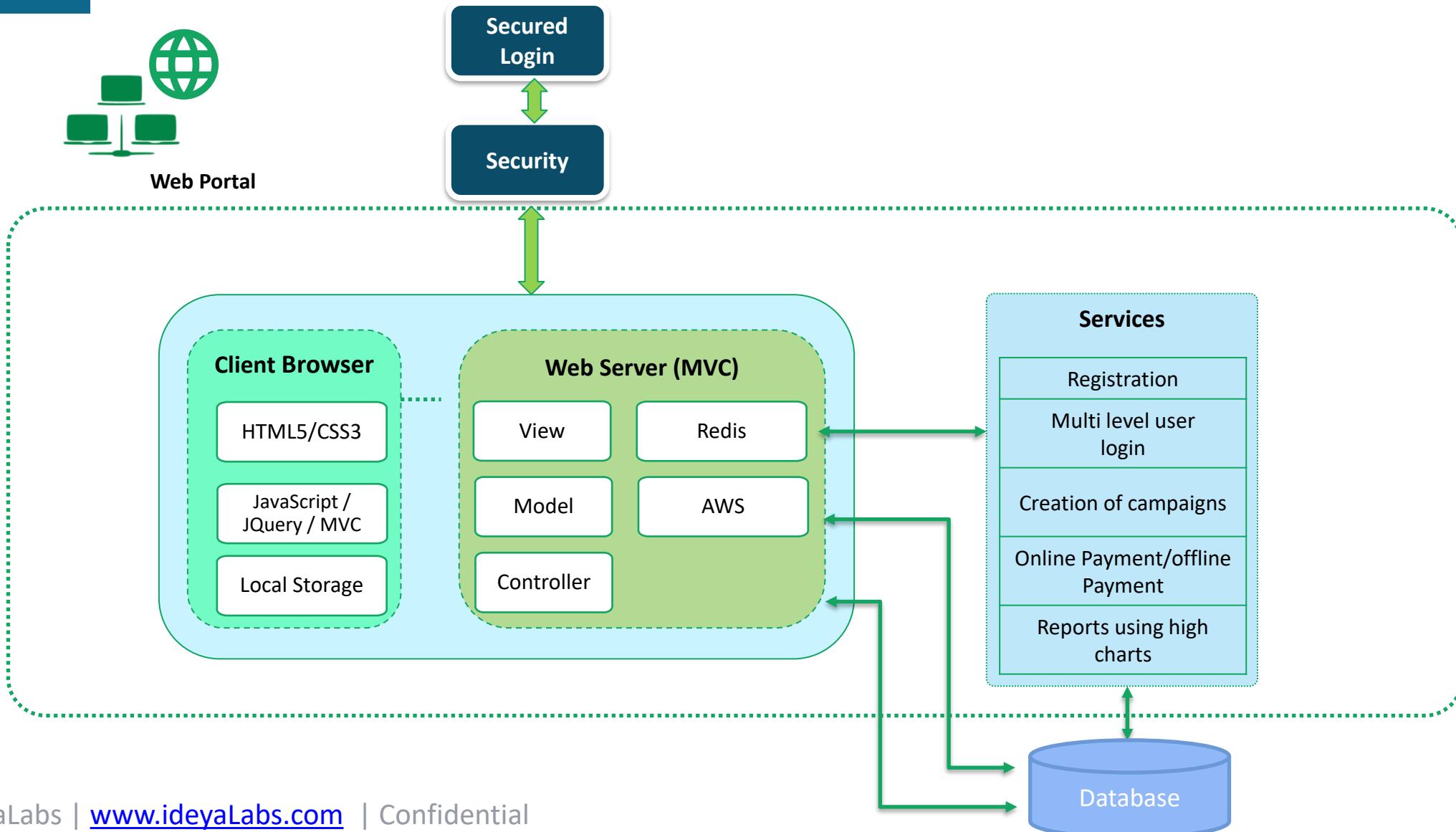
# Features:

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- ▶ 1. Multi level Authorization system with Google captcha and 2 factor Authentication
- ▶ 2. Multiple dashboards and operations depending on the roles
- ▶ 3. Custom providers for registration and logins
- ▶ 4. Creation of schedulers to save the data from master to slave database.
- ▶ 5. Creation on multiple campaigns and clusters to group all the campaigns
- ▶ 6. Use of high charts for reporting
- ▶ 7. Scheduler to monitor the complete system performance on daily basis
- ▶ 8. Automated data backup everyday using the AWS.

# Migrated Architecture of the system

## Architecture



# Service Tax Calculation System



## CLIENT OVERVIEW

- ▶ Our client provides a service tax system which allows to register under the system ,generate the digital service tax and pay online
- ▶ The solution is to build a system using Laravel framework which has multi level users and authentication and integrated with third-party API's for authorization.

## BUSINESS BENEFITS

- ▶ Complete online system which enables users to directly register and get their tax to be calculated completely online and pay the tax both in offline and online methods
- ▶ All the reports are transferred using the GNUPG encryption securely

## BUSINESS PROBLEM AND SCOPE

- Multilevel roles, where every application must pass through each role.
- Third party integration for Authorization.
- Need to support both Online payments and Offline payments.
- Need to generate dynamic tax durations according to the dates.

## ideyaLabs SOLUTION

- ▶ ideyaLabs team developed a system which includes multiple micro services which handles Authorization, generation of tax durations, calculation tax amount and penalty amounts.
- ▶ Integrated both offline payment flow and online payment flow in the system which reduces the manual checking.
- ▶ GNUPG encryption id used to decrypt the files and run individually
- ▶ Writing Smoke tests and unit tests for all the functionalities to check the complete functionalities.

## TECHNOLOGY STACK

- ▶ Laravel (8), MySQL, Redis, Restful Webservices, GNUPG, jQuery

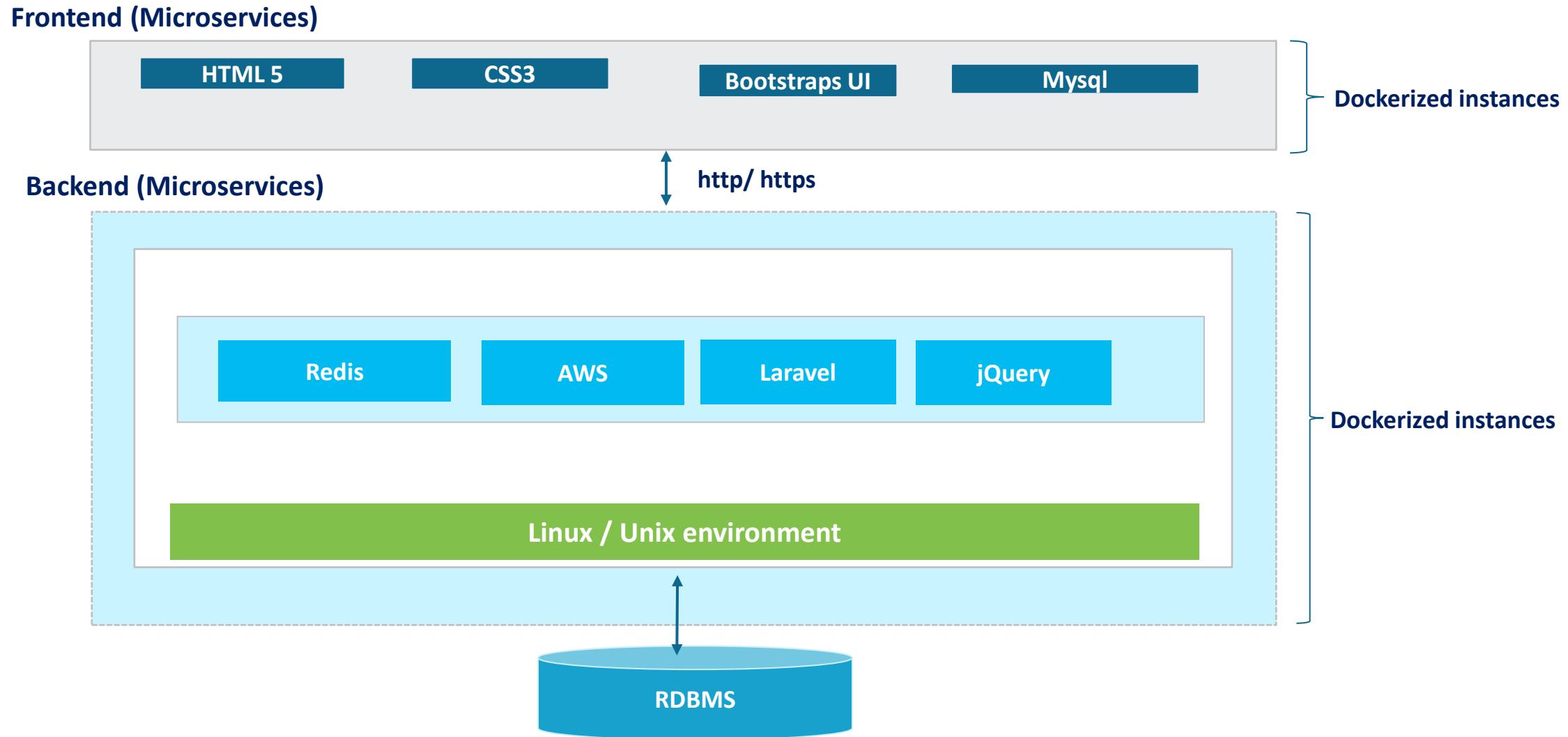
# Features:

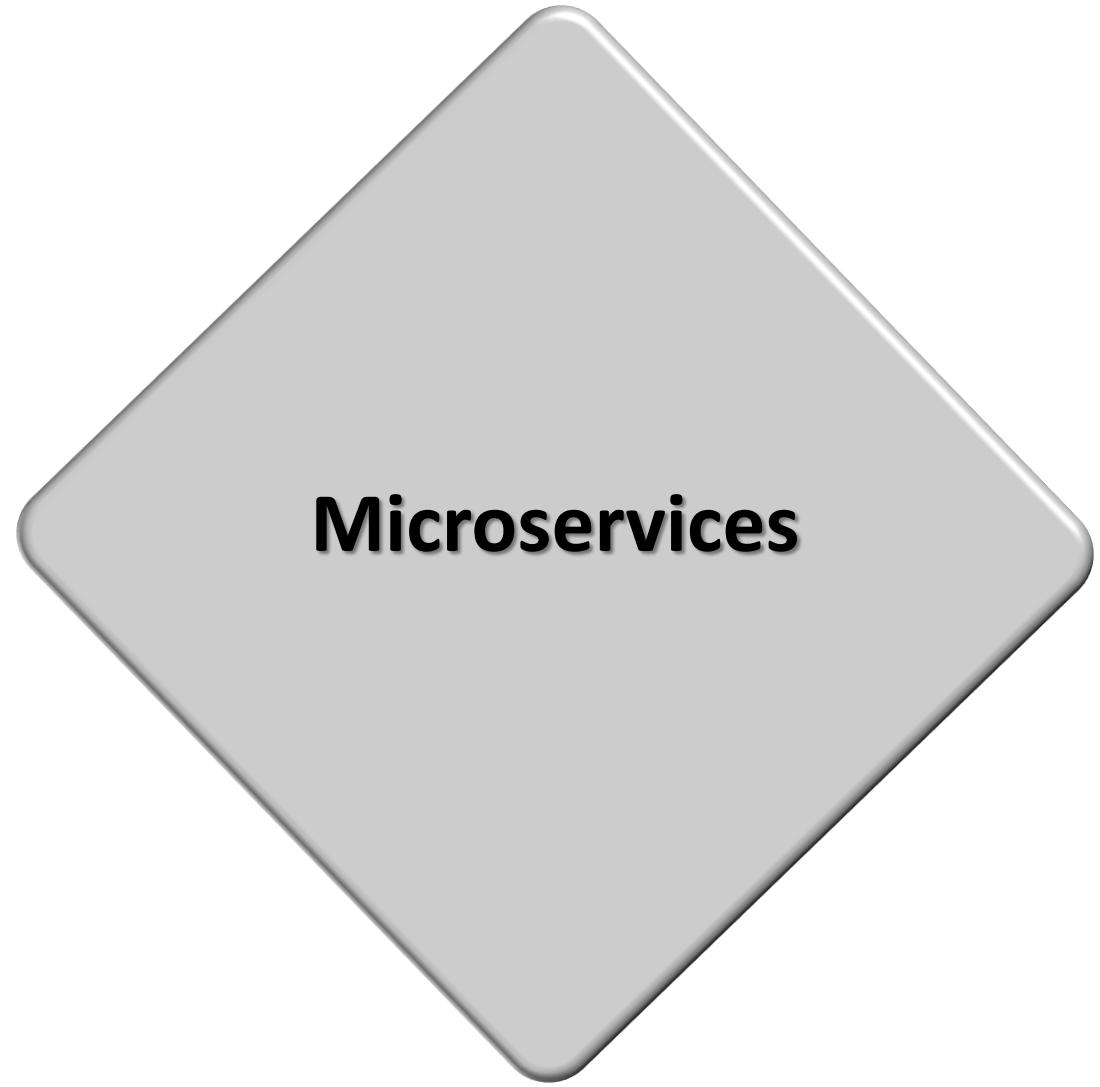
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- ▶ 1. Multi level Authorization system with 2 factor Authentication
- ▶ 2. Multiple dashboards and operations depending on the roles
- ▶ 3. Creation of Periods for tax paying dynamically using the schedulers
- ▶ 4. GNUPG encryption and decryption in order to save and read the files from the banking system
- ▶ 5. Online and offline payments for user
- ▶ 6. Multiple modules and user flow for user like Query, Debt management and remission
- ▶ 7. Third party API integration which is required to authorize the internal staff from a different system
- ▶ 8. Dynamic Tax and Penalty calculations

# Micro services Implementation

## Architecture





**Microservices**

# Backend Practice

Globally 100+ Java, .NET, NodeJS technology professionals including Product Specialists, Solution Architects, Technical Architects, Certified professionals

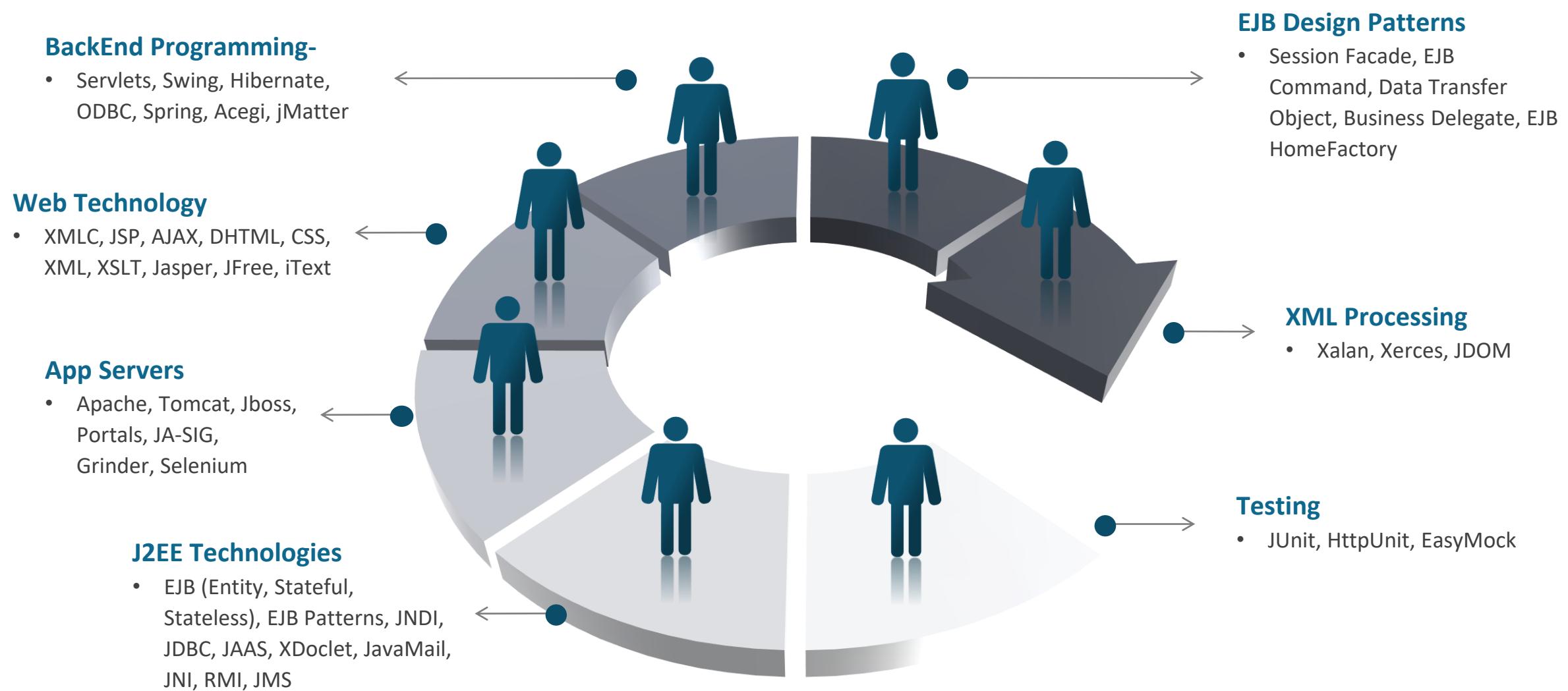
## KEY TECHNOLOGIES



## PRACTICE HIGHLIGHTS

- ▶ Developed creative and innovative applications using Java, .NET, NodeJS technologies for different Domains
- ▶ Delivered 200+ projects using technologies
- ▶ Developed In-house, Natural Language based automation product named NLPro using Java
- ▶ Proven expertise in Application development, Application re-engineering and enhancement, migration, porting, maintenance

# Special Expertise on Backend Stack



# Backend Service Offerings



## APPLICATION DEVELOPMENT

- App Development using Backend Frameworks
- Web Services
- Reports
- Mobile Application Development



## APPLICATION REENGINEERING & ENHANCEMENT

- Design & Development Applications
- Application Maintenance
- Re development & Re engineering



## Migration & Porting

- Legacy Technologies to Java, .NET, NodeJS
- Legacy Unix app to Java, .NET, NodeJS apps
- Legacy apps to Backend platforms
- App Re-Engineering



## MAINTENANCE

- Architectural Design
- Functional Features Requirements
- Quality Assurance

# Key Projects Executed on the Back End

**Design and development of a comprehensive end-to-end core Java and .NET enterprise class software applications in the areas of supply chain, asset management, various business processes/functions in financial services, healthcare, network management, storage management, etc**

**Development and implementation of plug-ins and extra features in the existing Java software application development**

**Migration and porting of J2EE, .NET software applications to other architectural platforms and vice versa**

**White box, performance, and stress testing of J2EE, .NET components and integration testing of the application**

**Integrating Back End applications with other back-office applications**

**Performance tuning of Java, .NET applications**

# Microservices Implementation for Desk Support System

High-Tech  
Leader

Global 

## OVERVIEW

- ▶ Our client has web-based applications for Sales and Operations. It would track revenue being realized for different contracts signed by sales team across the world
- ▶ Solution is a suite of applications which help clients to get the best possible routes with desired margin and profits for SMS Aggregation with help of data mining

## BUSINESS BENEFITS

- ▶ Sales person would be able to view how their different accounts are doing and how much profit they are making on each contract
- ▶ It would also track supplier prices changes in real time and automate price change notification to customer

## BUSINESS PROBLEM AND SCOPE

- ▶ A Classification Engine: Help to mine customers or Carriers messages and classify into categories
- ▶ A Pricing Advisor: Helps prepare custom quotes based on the flow casts and constraints imposed to objectives defined for the particular
- ▶ A Margin now-casting Engine: This component is more a reporting engine that reports up to minute margin position
- ▶ A Route Matching Engine: The current search-based methodology should migrate to a pure matching engine while at the same time maintaining the manual search and assign capabilities

## ideyaLabs SOLUTION

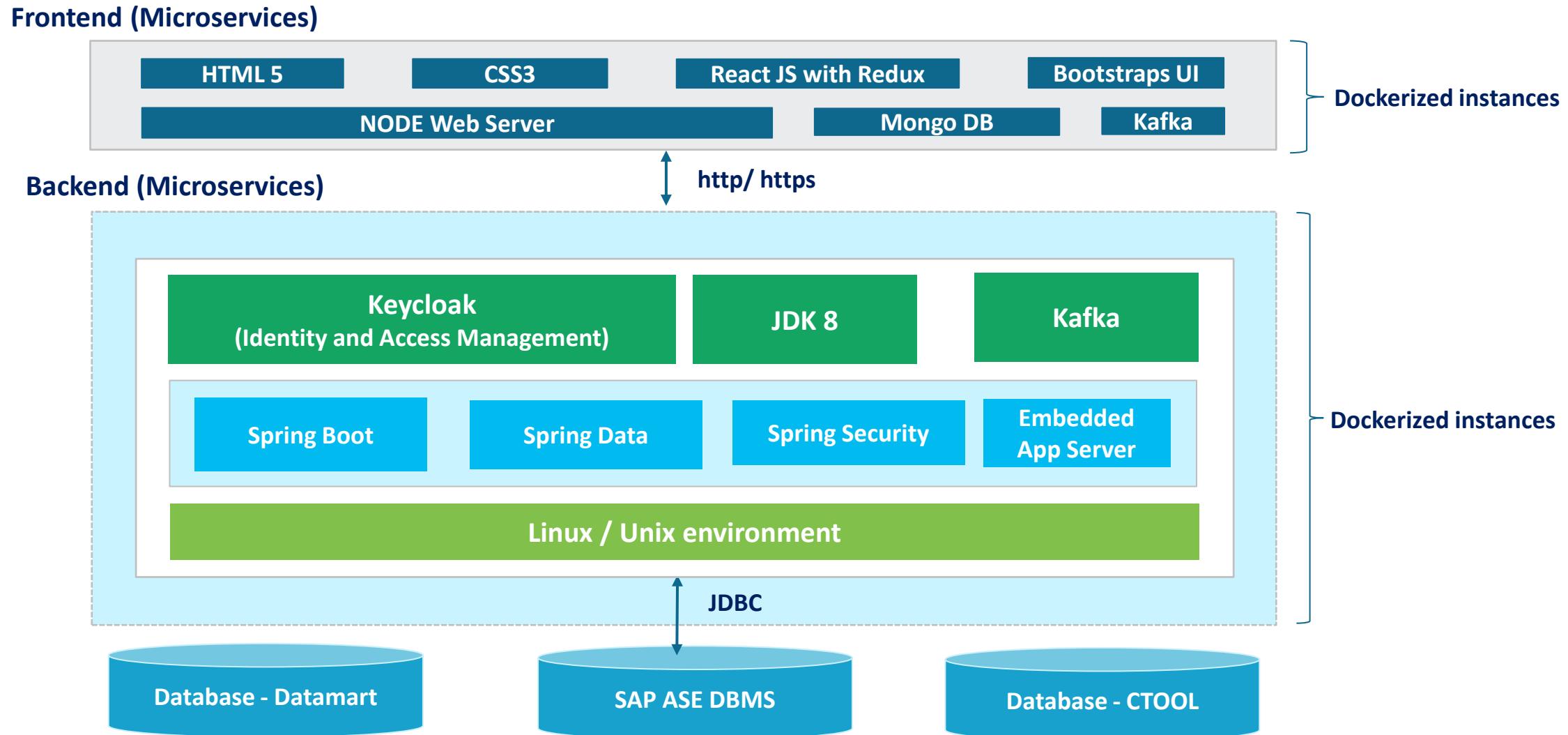
- ▶ Developed thin performant responsive UI with React JS
- ▶ Built Microservices with **Spring Boot**
- ▶ Used Spring security framework for authentication and authorization
- ▶ ADS has a unique architecture of two separate UI microservices: Sales and Operations. They can be independently deployed and managed
- ▶ Individually Managed services easily deployable independently Individual services can be upgraded without affecting other with minimum downtime.
- ▶ All the UI communications are state-less, thus eliminating the need and overhead of maintaining sessions

## TECHNOLOGY STACK

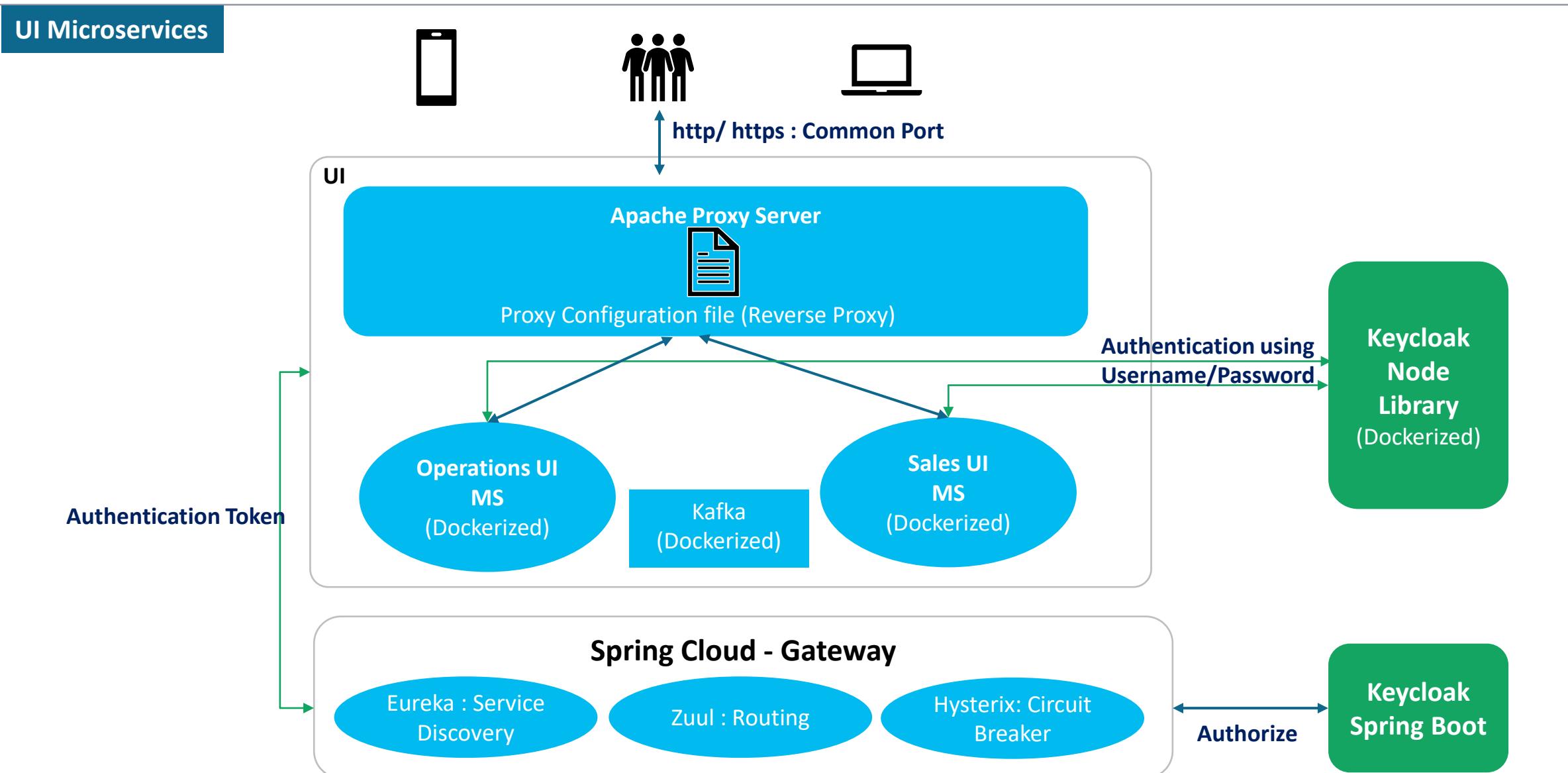
- ▶ Operating Systems – Windows, Languages – Java, Spring Boot, React, Web server – Apache Tomcat, Node JS.

# Microservices Implementation for Arbitrage Desk Support System

## Architecture



# Microservices Implementation for Desk Support System



# Integrated Patient Access Solution (iPAS)

## Patient Access technology solutions



### CLIENT OVERVIEW

- ▶ Our client's provides Patient Access Solution iPAS (Integrated Patient Access Solution) several hospitals across states in USA to help hospitals and physicians improve patient experience,
- ▶ The solution is designed to financially clear patients at the first point of contact by increasing the quality of registrations, maximizing point of service payments, and using cloud-based technology

### BUSINESS BENEFITS

- ▶ Increased collaboration between patient, provider and payer
- ▶ Maximize revenue and eliminate inefficiencies throughout the revenue cycles

### BUSINESS PROBLEM AND SCOPE

The current project scope deals with the Patient Portal. Patients can use VIM (Virtual Intake Management), which is a client facing application to validate themselves, confirm appointment, complete form

### ideyaLabs SOLUTION

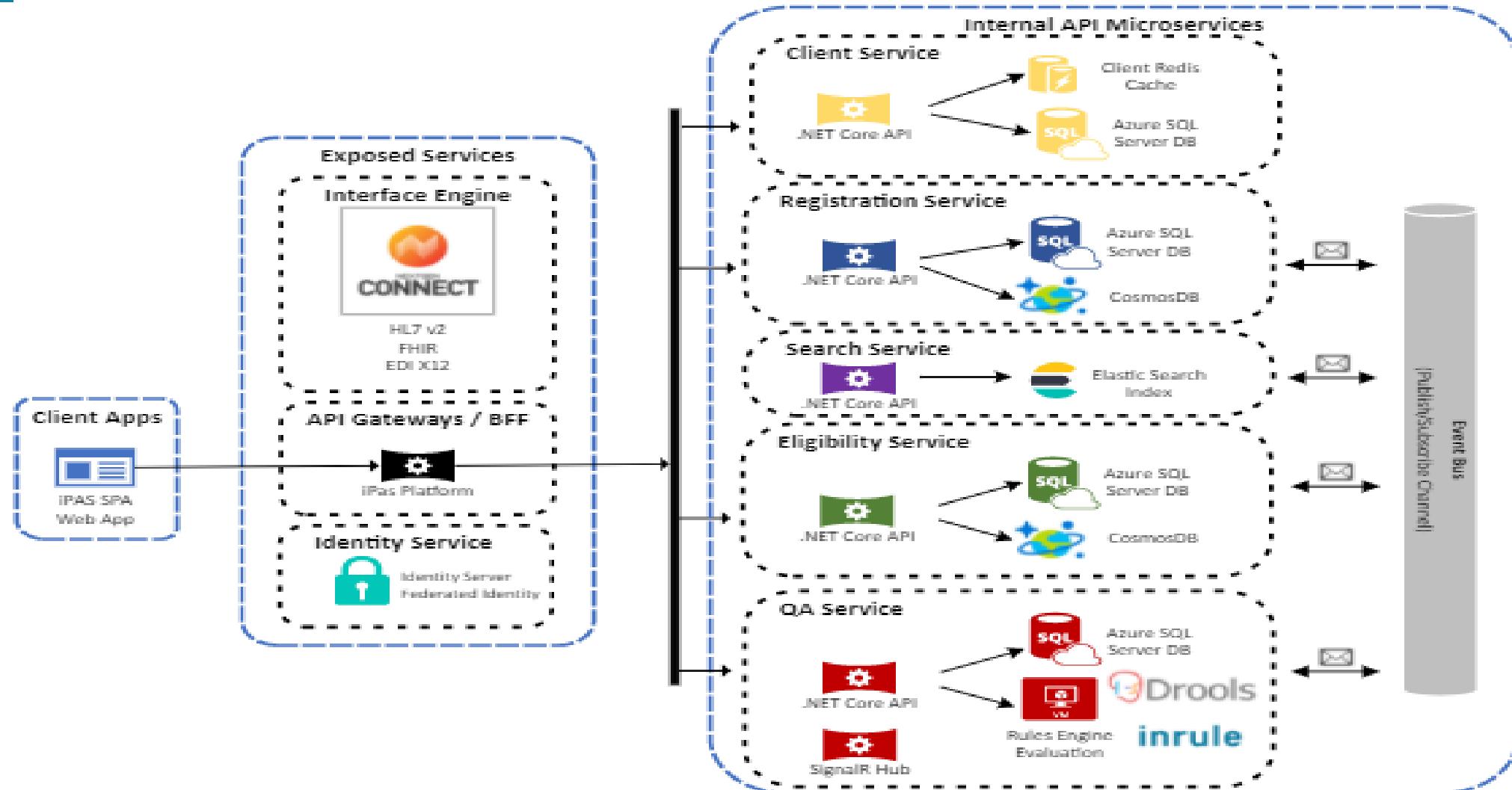
- ▶ ideyaLabs team is currently working on Digital form Module thereby enabling the client to view all digital documents and forms for a patient visit with an ability to edit, print, download and request for signature.
- ▶ ideyaLabs is contributing towards front end UI development using Angular as well as developing Digital Document Services, integration of BRMS – inRule separating business rules from business logic in application code
- ▶ ideyaLabs team is also building payment facilitator module which allows patients to book appointment and facilitates secured payment processing . It also takes care of discount processing which is provided by various healthcare providers In

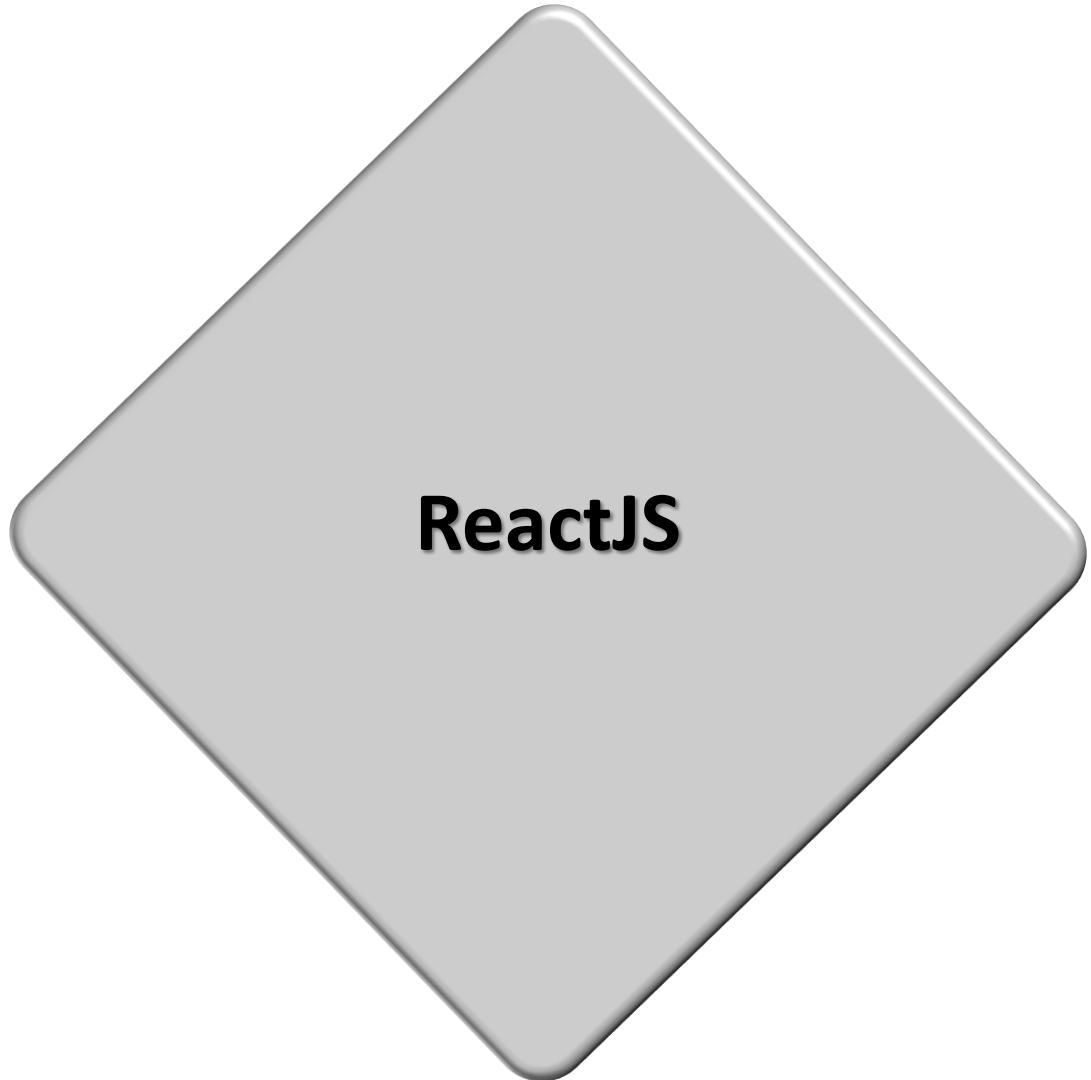
### TECHNOLOGY STACK

- ▶ Angular 9, .NET Core, SQL, Cosmos, Reddis, Elastic Search, MicroService, Event Bus ( Microsoft Azure Bus), inRule (BRMS)

# Integrated Patient Access (iPAS) Solution

## Architecture





**ReactJS**

## **Front End - Practice**

# UI Development Expertise

Globally 100 + Engineers including UI Engineers, UX Designers and UI Architects

## KEY ENGAGEMENTS

BLUE HEXAGON



Aera

SAP Ariba



Parlo™

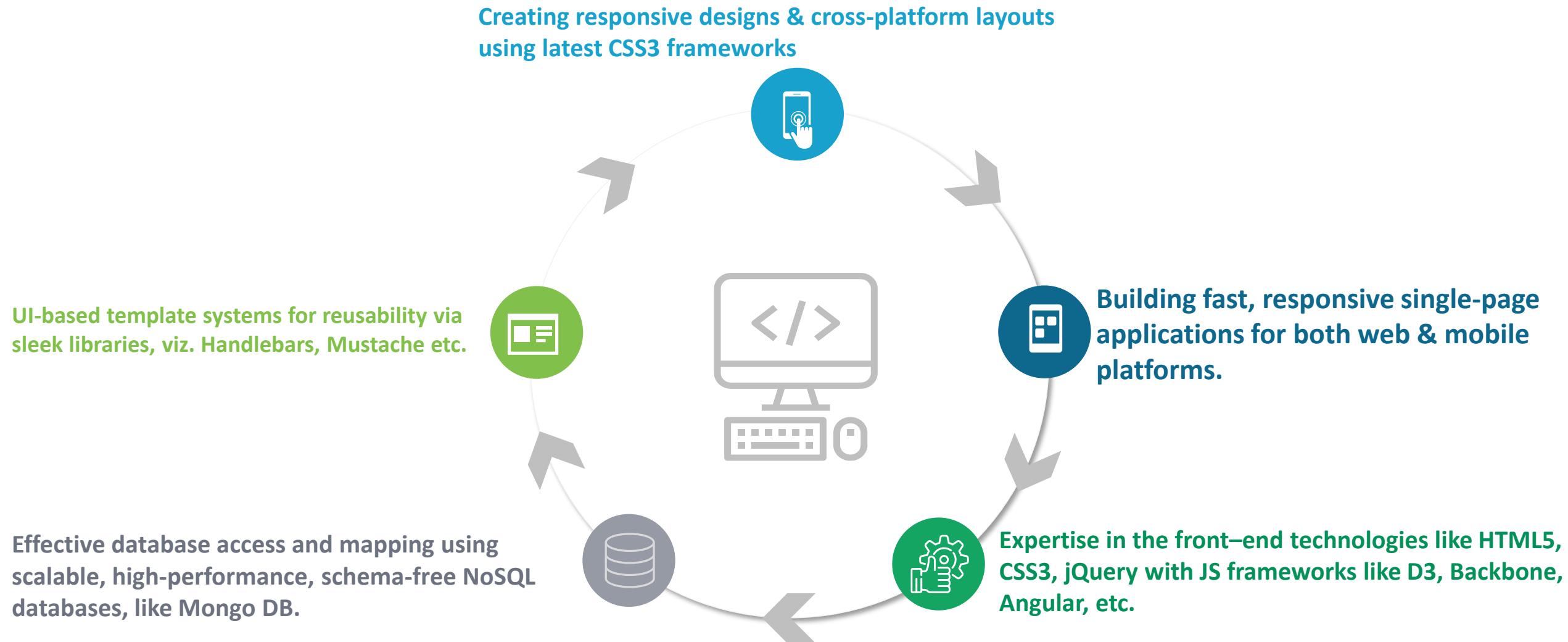


- ▶ Dedicated Practice with a Team of 100+ experts across multiple platforms and tools.
- ▶ Expertise in the front-end technologies like HTML5, CSS3, jQuery with JS frameworks like **Angular, React, D3, Backbone**.
- ▶ Creating responsive designs & cross-platform layouts using latest CSS3 frameworks.
- ▶ Building fast, responsive single-page and rich JavaScript applications for both web & mobile platforms.

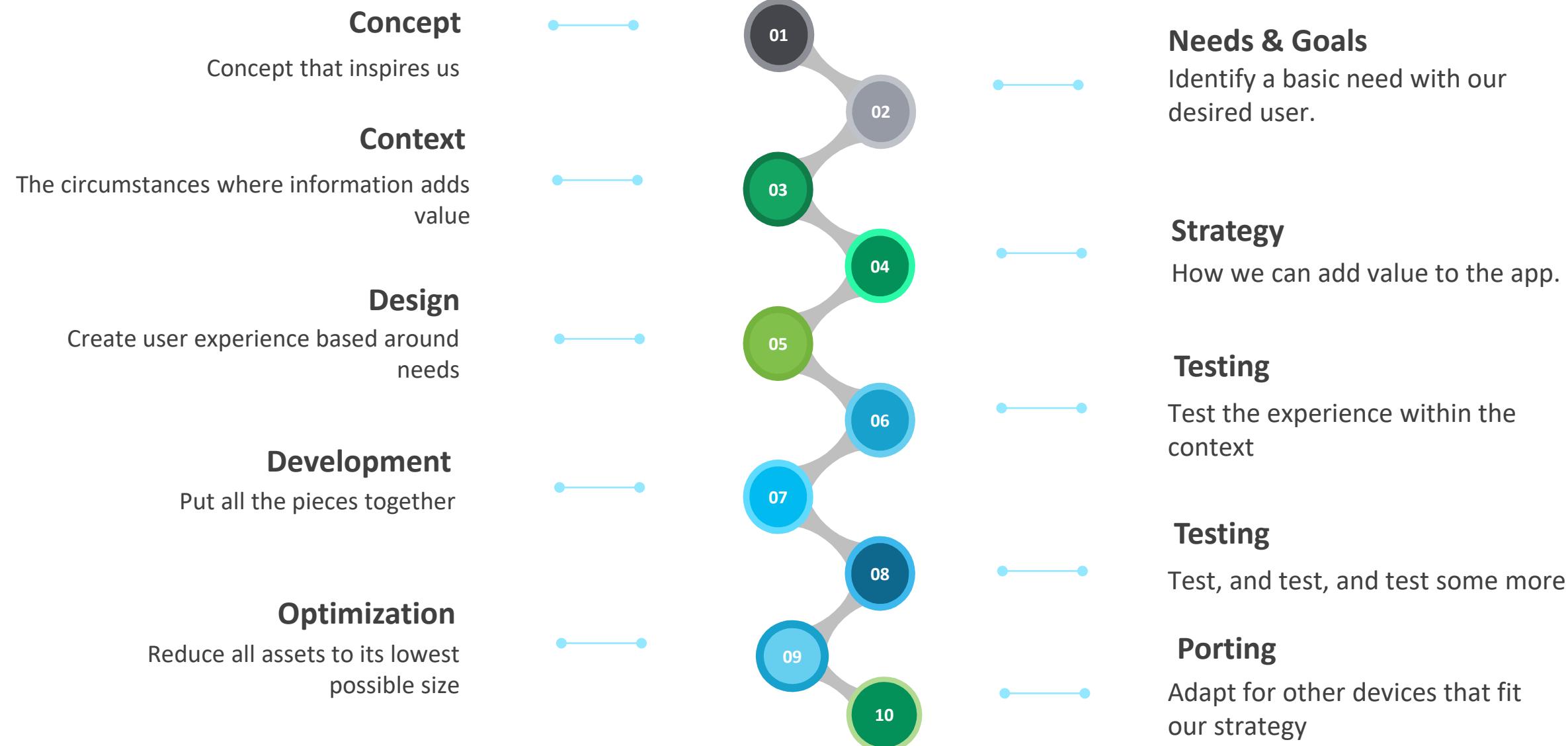
## KEY TOOLS



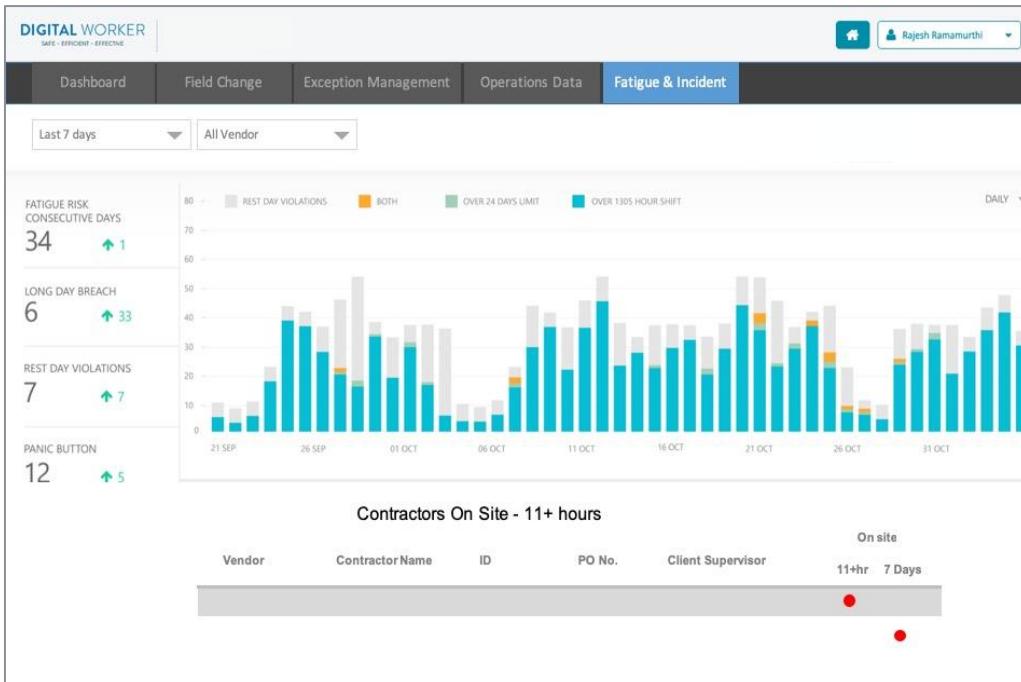
# Process



# How We Work



# Digital Worker Tracking & Reporting



## OVERVIEW

- ideyaLabs partnered with our client to provide solution for :
- Oil & Gas Industry clients where they have to manage Contractors and resources at Oil rigging locations



## ideyaLabs CONTRIBUTION

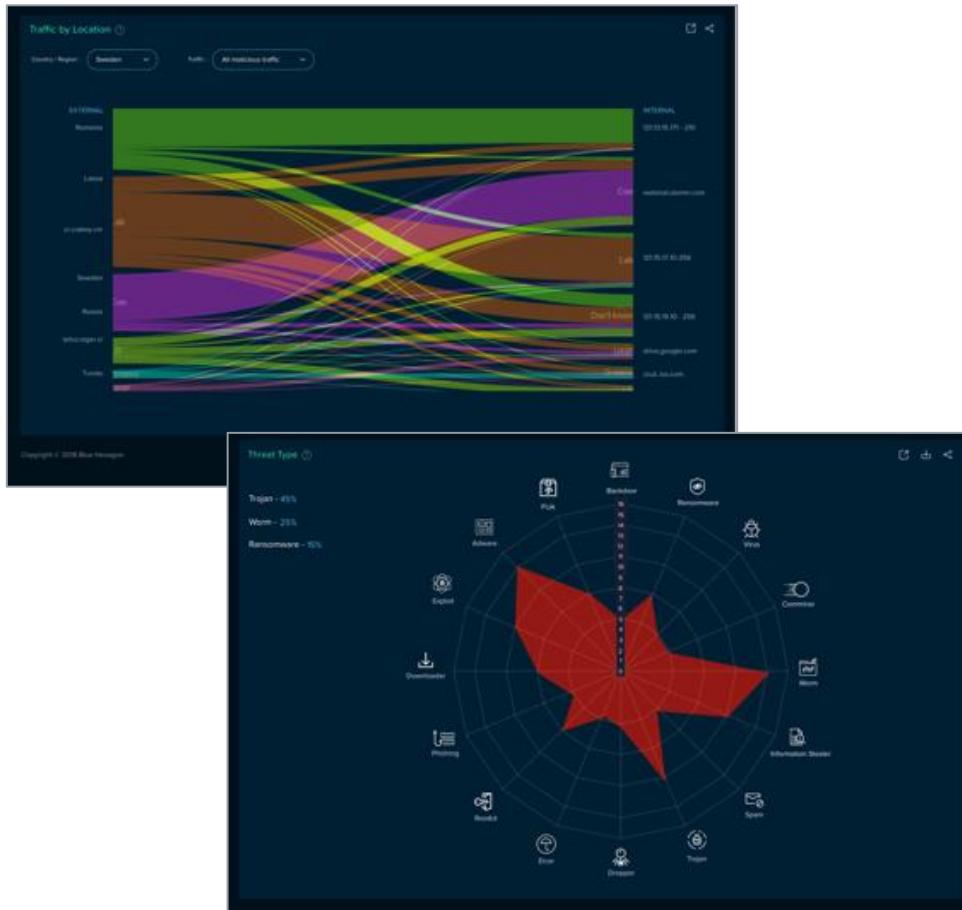
- ideyaLabs architected the application to adopt pure Azure Service Fabric offerings
- ideyaLabs implemented API versioning and client specific API maps using API Management services of Azure
- All deployments triggered via Visual Studio Team Services build definition
- Feature Definition, Information Architecture, UI Design, Data Visualization
- Customized Dashboards created using data from OMS and Application Insights
- Alerts were defined for watching Service health and maintain SLAs



## TECHNOLOGY STACK

- .NET Core, .NET 4.6.2, SQL Azure, Identity Server, AngularJS 4, NVD3
- Azure Resources –Service Fabric, OMS, Application Insights, Blob Storage, Azure SQL, Azure Websites

# Network Security Application



## OVERVIEW

- ▶ The client is a startup specializing in AI based network security with an innovative product that can detect unknown threats in a matter of seconds as against existing products that take minutes, sometimes hours to do the same



## ideyaLabs CONTRIBUTION

- ▶ Wireframes and UI design were developed, created and fine tuned
- ▶ An Invision prototype was built and demonstrated to client
- ▶ React based UI for dashboard being updated in real time
- ▶ Provision for both shared and dedicated deployments leveraging Terraform and Ansible
- ▶ Scalable Infrastructure and Storage
- ▶ SQS and Lambda based server-less implementation for robust and scalable message handling of network threat data



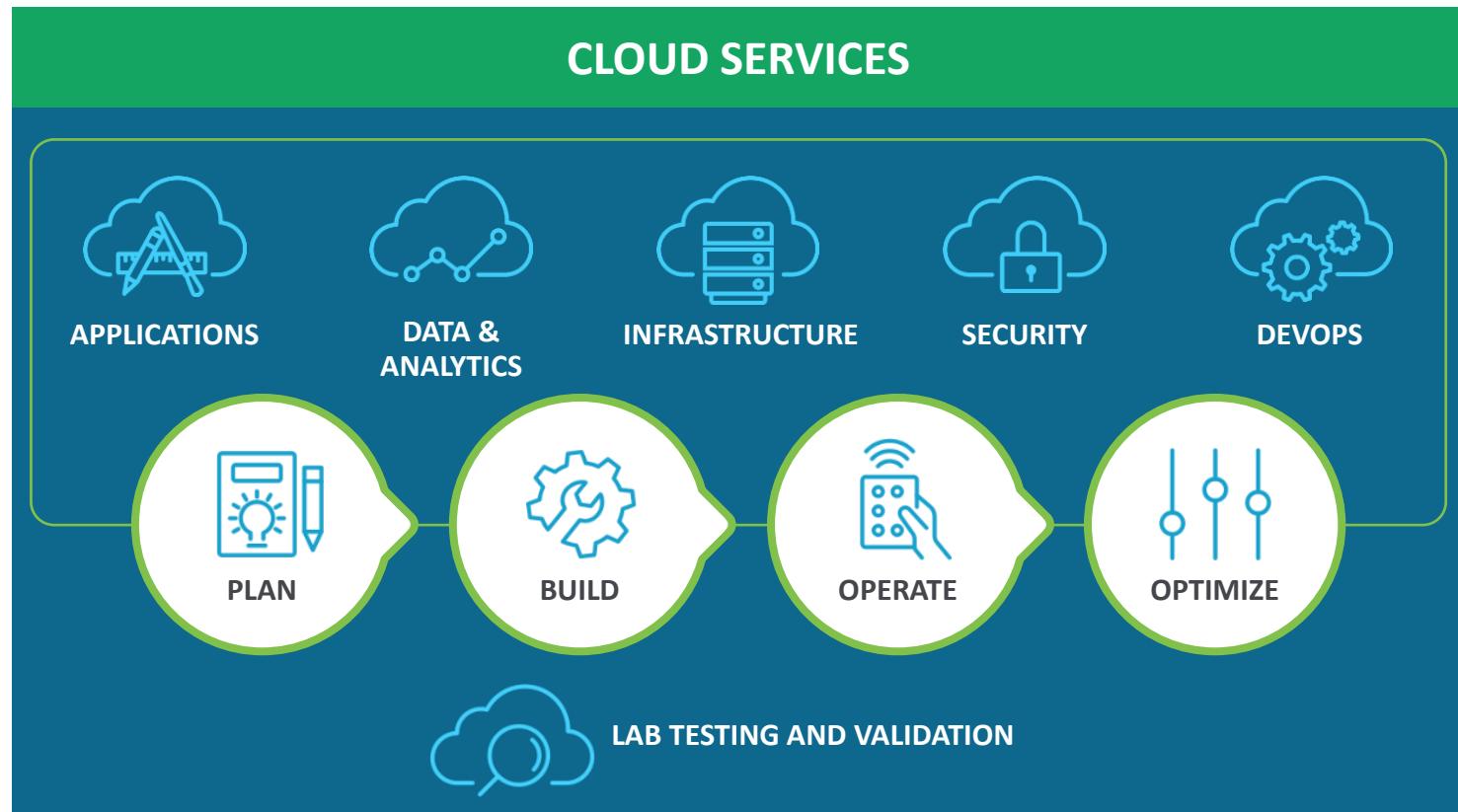
## TECHNOLOGY STACK

HTML5, CSS3, D3, ReactJS

## **Cloud - Practice**

# Cloud Practice

ideyaLabs cloud offerings span the entire spectrum of services from application to infrastructure and security.



# Cloud Services

				
APPLICATIONS	DATA & ANALYTICS	INFRASTRUCTURE	SECURITY	DEVOPS
Enterprise Application Migration strategy  Application Migration framework based on public cloud native services	Data Warehouse migration  Hybrid Data Warehouse Implementation  Implementation ETL for processing High volume streaming data	Infrastructure Profiling and Sizing  Infrastructure Performance Benchmarking & Tuning  Usage Monitoring and Optimization	Cloud Data Security  Cloud Infrastructure Security Monitoring  Threat Evaluation Integration  Segmentation and Flow Visibility	Cloud Foundry Implementation  Cloud template - based Orchestration & Resource creation  CI/CD Automation  Blue-Green Deployments

# AWS Expertise & Key Services

ASSESSMENT
<ul style="list-style-type: none"> <li>• Assess Technology</li> <li>• Assess Operational Readiness</li> </ul>



DEVELOPMENT
<ul style="list-style-type: none"> <li>• Incorporate Scalability</li> <li>• Map to AWS Constraints</li> <li>• Redundancy Designs</li> <li>• Leverage Parallel Processing.</li> </ul>



MAINTENANCE & SUPPORT
<ul style="list-style-type: none"> <li>• 24*7 Support</li> <li>• Infrastructure Management</li> <li>• Application Modelling.</li> </ul>



PROFESSIONAL SERVICES
<ul style="list-style-type: none"> <li>• Automate Operations</li> <li>• Integration with Configuration &amp; Monitoring Tool</li> <li>• Backup, DR/BCP Services</li> </ul>



## AWS SERVICES



Virtual Private Cloud



EC2



Route 53



CloudWatch



S3



SNS



RDS



ELB



IAM

# Modernization from Legacy Product to Platform

## Leading Financial Institution



### OVERVIEW

- ▶ Client offers a SaaS based end-to-end solution for mortgage originators
- ▶ Client wanted to rearchitect the monolithic legacy application which could also be scaled up for a larger user base
- ▶ To reduce the time of the existing transactions which was taking 12-35 seconds to complete even in a normal load scenario

### BUSINESS BENEFITS

- ▶ 30% increase in adoption by the end users
- ▶ 4 times increase in revenue generation per closed loan by full adoption of services
- ▶ Lowered cost of infrastructure as contracted SaaS buyers were expected to grow double from the existing 200 K users
- ▶ Enabled lenders, service providers, and ISVs to - easily build their custom loan applications and deploy on cloud
- ▶ Performance engineering reduced processing time from 9 Sec to 3 Sec.
- ▶ Automated CI/CD process with more than 90% test cases.

### ideyaLabs SOLUTION

- ▶ Rearchitected the monolithic legacy desktop application into a SOA and Micro-services-based SaaS platform
- ▶ Developed consistent and responsive UI across various products for Input Form Builder, third party site and core product, leveraging pure CSS
- ▶ Custom common control library was developed for providing consistent user interface
- ▶ Converted existing code as Restful APIs to be consumed by applications UI & mobile app
- ▶ Solved the difficulty of monitoring and managing multiple individual instances for application availability
- ▶ Developed Micro services for new functionality to be exposed on Amazon leveraging Amazon API Gateway and Lambda functions

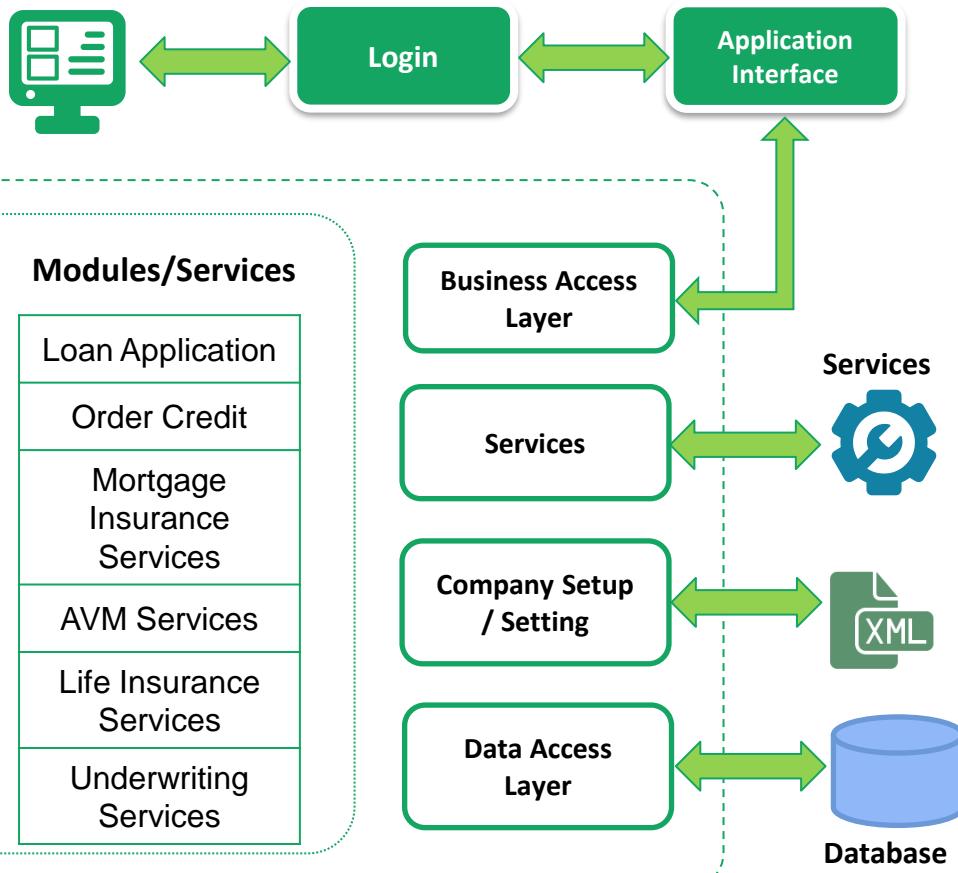
### TECHNOLOGY STACK

- ▶ Microsoft .NET 4.5 and ASP.Net 4.5; Android, Visual Studio 2012, Languages and Tools: ASP.Net MVC 4, C#, AngularJS (MVC), Qunit (unit testing), JS Closures and Namespaces, Media Queries, Selectors and new CSS 3 Constructs

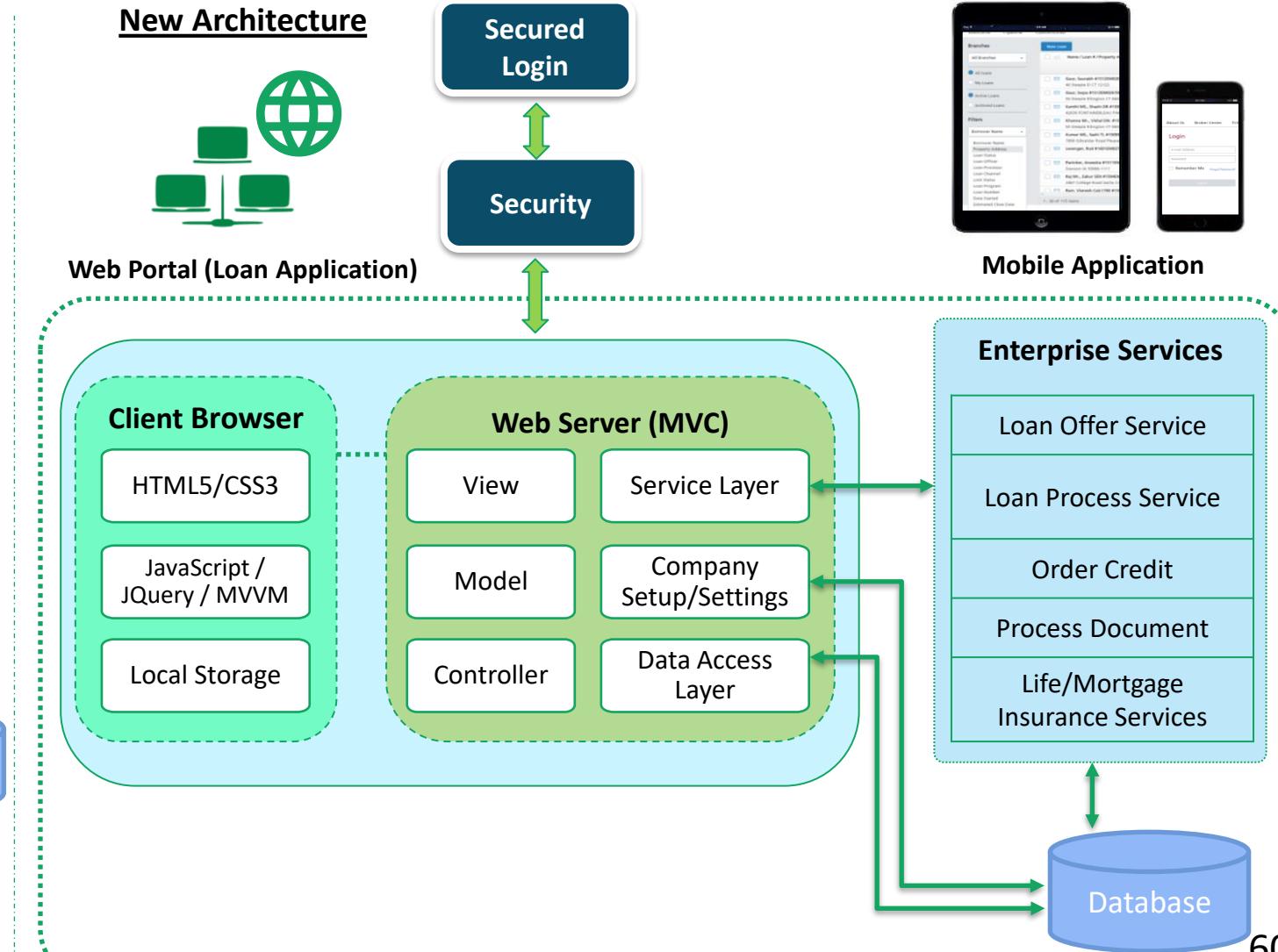
# Modernization from Legacy Product to Platform

## Architecture

### Old Architecture



### New Architecture



# Bilateral Netting Solution Migration from Hosted to AWS Cloud

## Forex Trades Processing and Settlement Entity



### OVERVIEW

- ▶ Existing solution is a Blockchain based standardized, automated bilateral payment netting service for FX trades between various trading participant
- ▶ Solution also involves other third-party applications and Financial Settlement services such as SWIFT
- ▶ This solution needs to be migrated to AWS based services

### BUSINESS BENEFITS

- ▶ Use of Cloud managed services with less dependence on on-prem and private data centers.
- ▶ Public cloud benefits for cutting down infra-structure costs and move towards pay-per use model passing the cost savings to the participants.

### BUSINESS PROBLEM AND SCOPE

- ▶ To Move from legacy software and hardware infra-structure towards more modern and standardized software and managed services model
- ▶ To Move from existing active-passive set-up to active-active set-up to cut down cost and disaster recovery time savings
- ▶ Lower legacy software licensing costs

### ideyaLabs SOLUTION APPROACH

- ▶ **Cloud Migration** - Worked on Cloud Migration Strategy such as Lift and Shift or Partial Cloud Native
- ▶ **Cloud Deployment** - Worked on multiple Availability Zone based Active-Active set-up for Compute as well as Data Storage planes
- ▶ **Software Modernization** – Identified AWS Managed Services for legacy technology components such as older database and messaging systems.  
Example use of AWS-RDS with multiple Availability Zone based replicas to migrate from DB2 database
- ▶ **Data Migration** – Migrated existing Blockchain and Ledger data to Database instances based on AWS EC2 VMs/instances

### TECHNOLOGY STACK

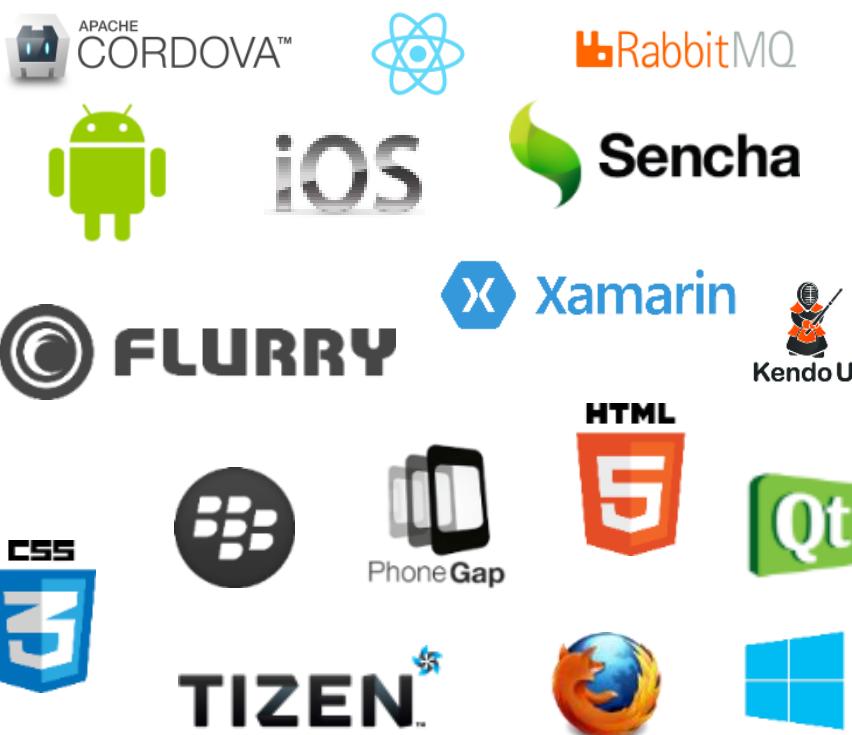
- ▶ AWS Services, IBM MQ, IBM DB2, CouchDB, Java, Docker

## **Mobile- Practice**

# Mobility Practice

ideyaLabs provides a holistic approach to first understanding the requirement, evaluating various technologies and then implementing a mobility solution that provides a significant ROI to our customers.

## KEY TECHNOLOGIES



# Our Mobility Focus

 APPLICATIONS MANAGEMENT	 TESTING	 SECURITY	 POST DEPLOYMENT	 DEVICE MANAGEMENT
Cross platform application development  Application porting, integration, application testing and publishing to app-store.  Deploying Enterprise App store	ideyaLabs Mobile Test lab  Protocol testing, performance testing, field testing, operator acceptance testing and application testing.  Ready-to-use automation framework	Secured access to Enterprise Assets  Role based device usage permissions and selective access to corporate  User Enrollment and Rights Management  Policy Definition and End-Point Policy Management	Integration with Enterprise systems  Monitoring and tracking use and ensuring policy compliance  Building Analytical Apps and provide actionable insights  Support services like Help-Desk , 24x7 and Self-Service Portals	Planning and Assessment for developing comprehensive strategy  Device Provisioning from Cloud Hosted (Private/Hybrid) Servers  Dashboard for entire device ecosystem  Profile and Policies configuration to Enable BYOD

# iOS and Android Development Services

*ideyaLabs delivers scalable and secure iOS & Android applications. We have expertise in enterprise mobility needs like BYOD, Security and MDM*



## APPS UI/UXA DESIGN

- ▶ End user interaction
- ▶ Create best suitable user experience
- ▶ Creating responsive designs & cross-platform layouts based on iOS and Android standards
- ▶ Create wireframes & multiple theme options for the application



## APPS ADEVELOPMENT

- ▶ End to End development using Objective C/Swift, Java, or cross platform development tools
- ▶ Application certification and Cross platform porting across different platforms and Intra-platform porting



## APPS TESTING

- ▶ Test Strategy Consulting
- ▶ Manual Testing
  - Functional Testing
  - Usability Testing
  - Network Testing
  - Accessibility Testing
  - A/B Testing
- ▶ Automation Testing
  - Unit Testing
  - UI Testing
- ▶ Specialized Testing like App crashes, Memory Leakage, Security Testing



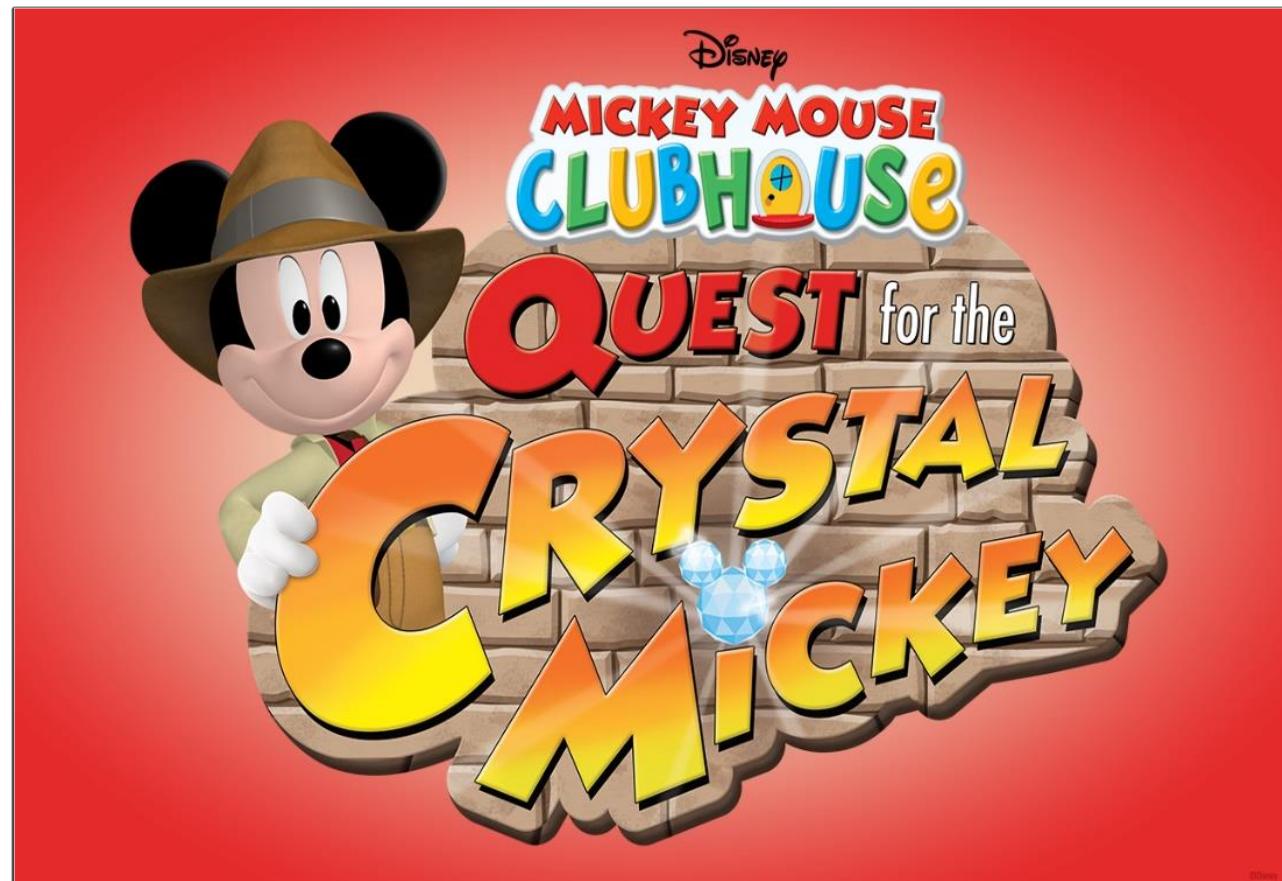
## APPS SUPPORT & MAINTENANCE

- ▶ Post Publishing support
- ▶ Updates , Bug Fixes & Enhancements
- ▶ Implementation plan for new releases based on user community feedback

# Interactive Android App For Toddlers

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Android based application that allows toddlers to experience a new way of playing, watching and interacting directly with Disney Junior TV shows.



# Interactive Android App For Media And Entertainment

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## OVERVIEW

Android based application that allows toddlers to experience a new way of playing, watching and interacting directly with Disney Junior TV shows



## SCOPE

- ▶ Growing the team size which would continue to build and deliver new Appisodes
- ▶ Build reusable components to reduce development efforts and release products quicker
- ▶ Build new Appisodes across platforms like iOS, Android, Windows and Firefox
- ▶ Add to the gaming portfolio of Disney across different mobile platforms



## TECHNOLOGY STACK

Android, Cocos2d-x, NDK, C++, Java, Referral Store, comScore, DMOAnalytics, HockeyApp

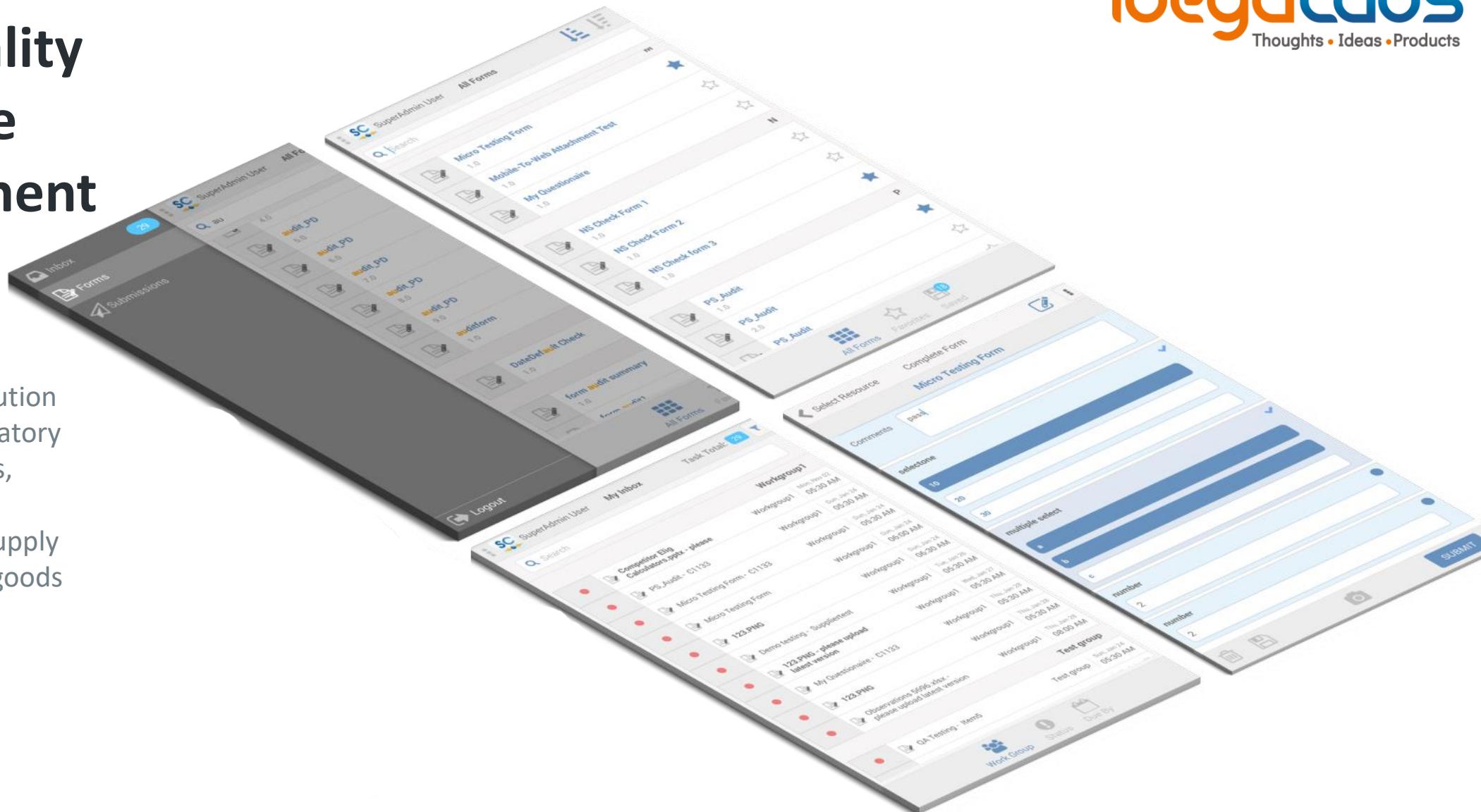


## ideyaLabs SOLUTION

- ▶ Developed a replica of client's iOS app on Android which involved interactive videos, voice detection, touch gestures, animations and accelerometer actions
- ▶ Built a framework comprised of reusable components for voice detection, play-head and external event handling
- ▶ Provided support for mobiles / tablets running on Android OS Ice Cream Sandwich (v4.0) onwards
- ▶ Catered to all types of screen resolutions
- ▶ Integration of libraries like Referral Store for more Disney Games, MoPub for Ad, DMOAnalytics, Kochava, comScore for Analytics, HockeyApp for tracking crashes

# Food Quality Assurance Management Solutions

A web and mobile solution which look after regulatory compliances as well as, safety and quality management of the supply chain of consumable goods manufacturers.



# Web & Mobile Solution For Food Quality Assurance Management

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## OVERVIEW

Our Client provides cloud-based food safety and quality management solutions to help providers of consumable goods enforce – in real-time.



## FEATURES

- ▶ Web based UI Clickable Mode software and a mobile application for Smartphones and Tablet (**iOS & Android**)
- ▶ Dashboards for Reports , Alerts, Forms, Audit Trails
- ▶ Built “Views”



## TECHNOLOGY STACK

Web App: Visual Studio 2013, Angular,Kendo UI, LESS, HTML5/CSS3, jQuery, ASP.Net MVC 5, ASP.Net Web API 2.0

Mobile App (iOS and Android): Xamarin Studio – iOS and Android ,XCode, SQLite, SVN ,WCF Rest Service, Android SDK



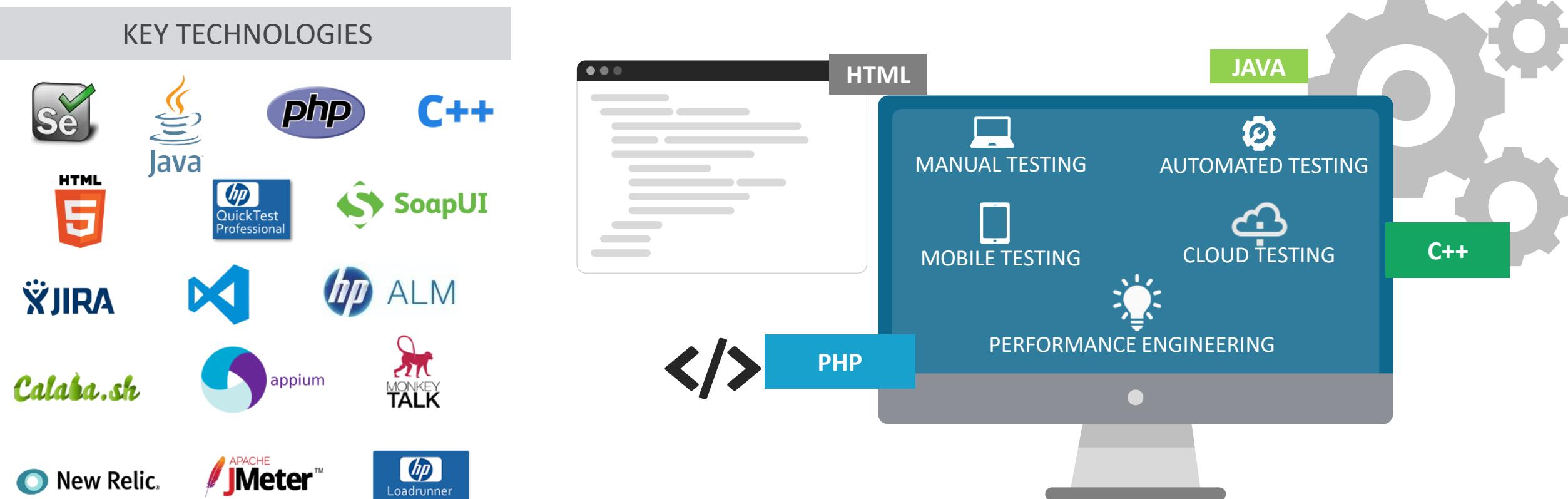
## ideyaLabs SOLUTION

- ▶ Developed a mobile solution for iOS as well as Android platform with all the web application functionalities
- ▶ Architected the applications to use a thin mobile Client to be deployed on iOS and Android devices that communicated with a server.
- ▶ Built “Views” using drag-and-drop functionality and property fields using iOS designer
- ▶ Developed application using Model-View-View Model with Observer pattern to re-use more components across platforms

## **QA Capabilities**

# QA Practice

ideyaLabs brings over two decades of experience helping software teams ensure their products, systems, applications, and platforms behave as per the specifications and remain tightly integrated, secure, and compliant. In this, we have developed extensive testing capabilities for various verticals, across platforms, and applications.

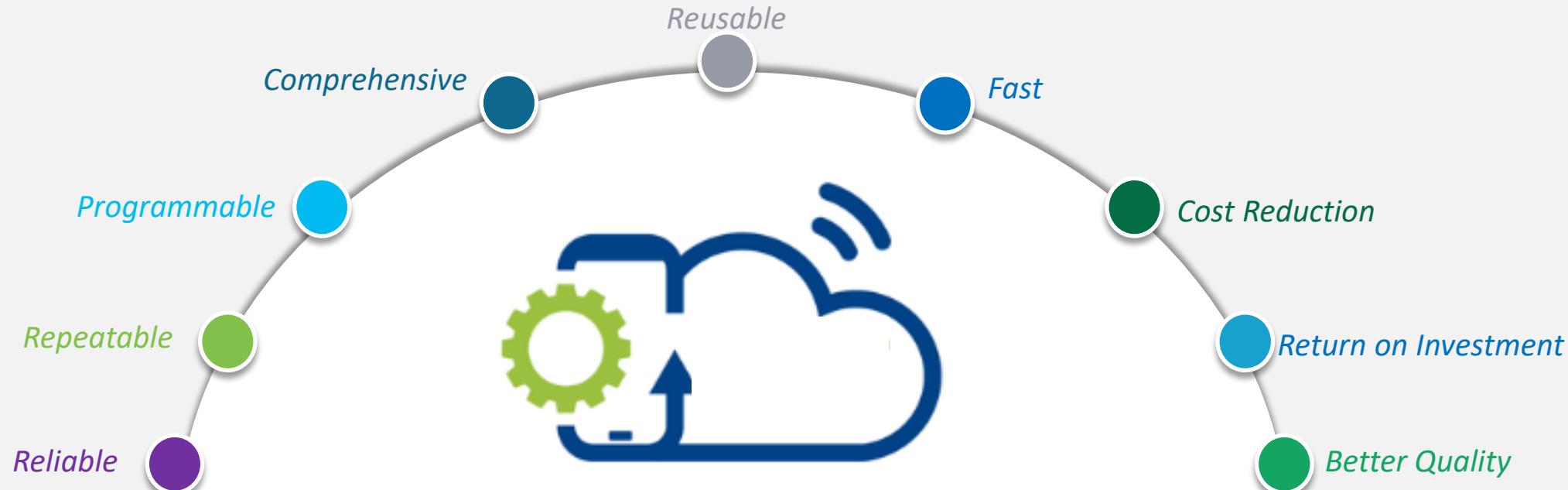


# QA Focus

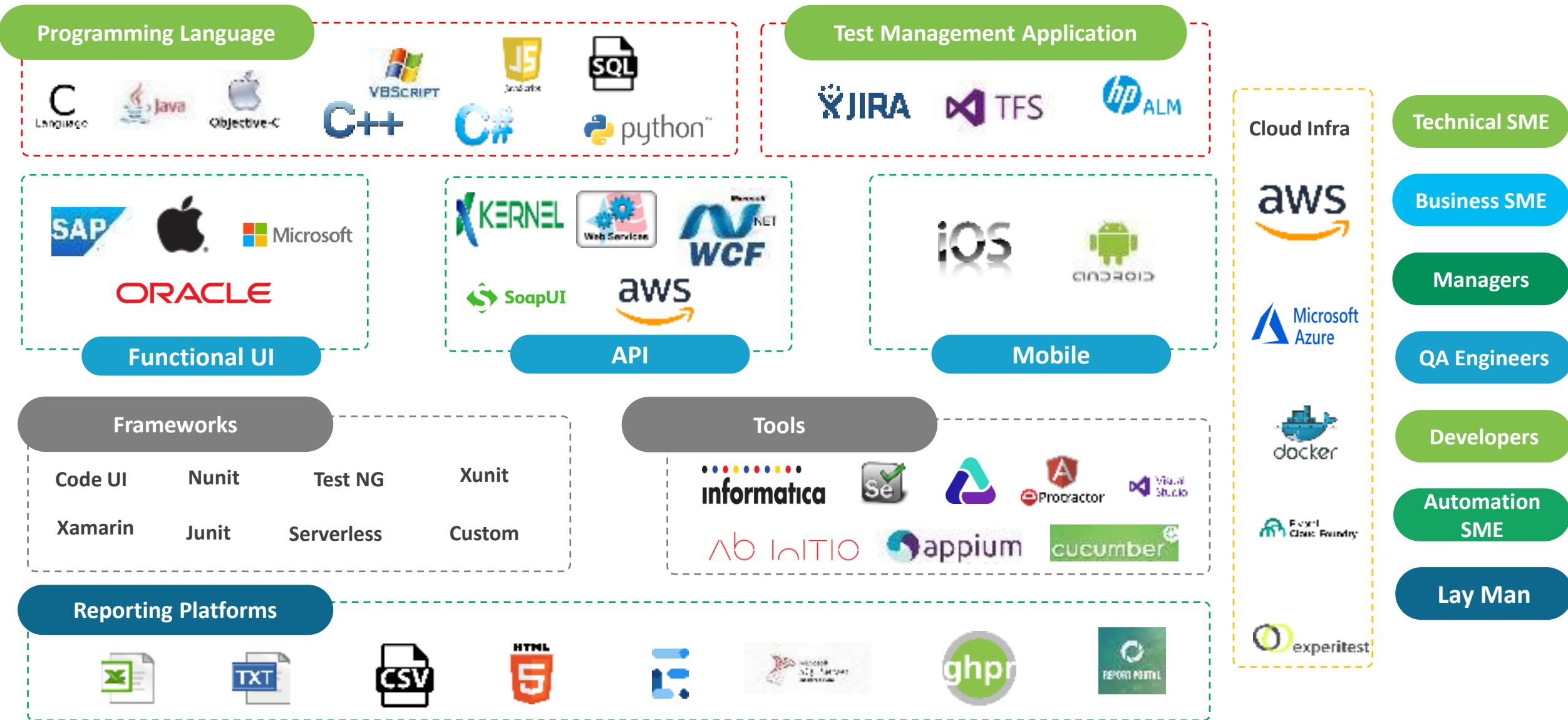
 <b>MANUAL TESTING</b>	 <b>AUTOMATED TESTING</b>	 <b>MOBILE TESTING</b>	 <b>CLOUD TESTING</b>	 <b>PERFORMANCE ENGINEERING</b>
<ul style="list-style-type: none"> <li>Core test services</li> <li>Functionality and UI</li> <li>Robustness, Reliability</li> <li>UI, Accessibility, Usability</li> <li>Smoke Testing</li> <li>Regression</li> <li>Compliance</li> <li>Expert Test Services</li> <li>Performance Testing</li> <li>Security</li> <li>Globalization, Localization</li> <li>Compatibility</li> <li>Interoperability</li> <li>Logo Compliance and Certification</li> </ul>	<ul style="list-style-type: none"> <li>Proprietary test automation frameworks applicable in multiple domains</li> <li>Expertise in domain specific methodologies, frameworks &amp; tools, mature processes and metrics driven test management</li> <li>Agile testing methodology adopted</li> <li>Proficiency in various commercial and open source functional and Performance testing tools</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise APP</li> <li>Devices</li> <li>Browser</li> <li>Data</li> <li>Network</li> <li>Carrier</li> <li>Functional &amp; Performance</li> <li>Network, Security, compatibility</li> <li>Conformance, Usability, Installation/provisioning</li> </ul>	<ul style="list-style-type: none"> <li>Functional Testing</li> <li>Bandwidth and Latency Testing</li> <li>Load and Performance Testing</li> <li>Stress Testing</li> <li>Testing various cloud solutions such as SaaS, PaaS, IaaS, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Production Performance Projection</li> <li>Performance/Capacity Modeling</li> <li>Application Profiling</li> <li>Predict Application / Infrastructure behavior</li> <li>Project Performance impact of Infrastructure change</li> <li>Improve Performance to Cost ratio</li> </ul>

# Digital Transformation -> Automated testing

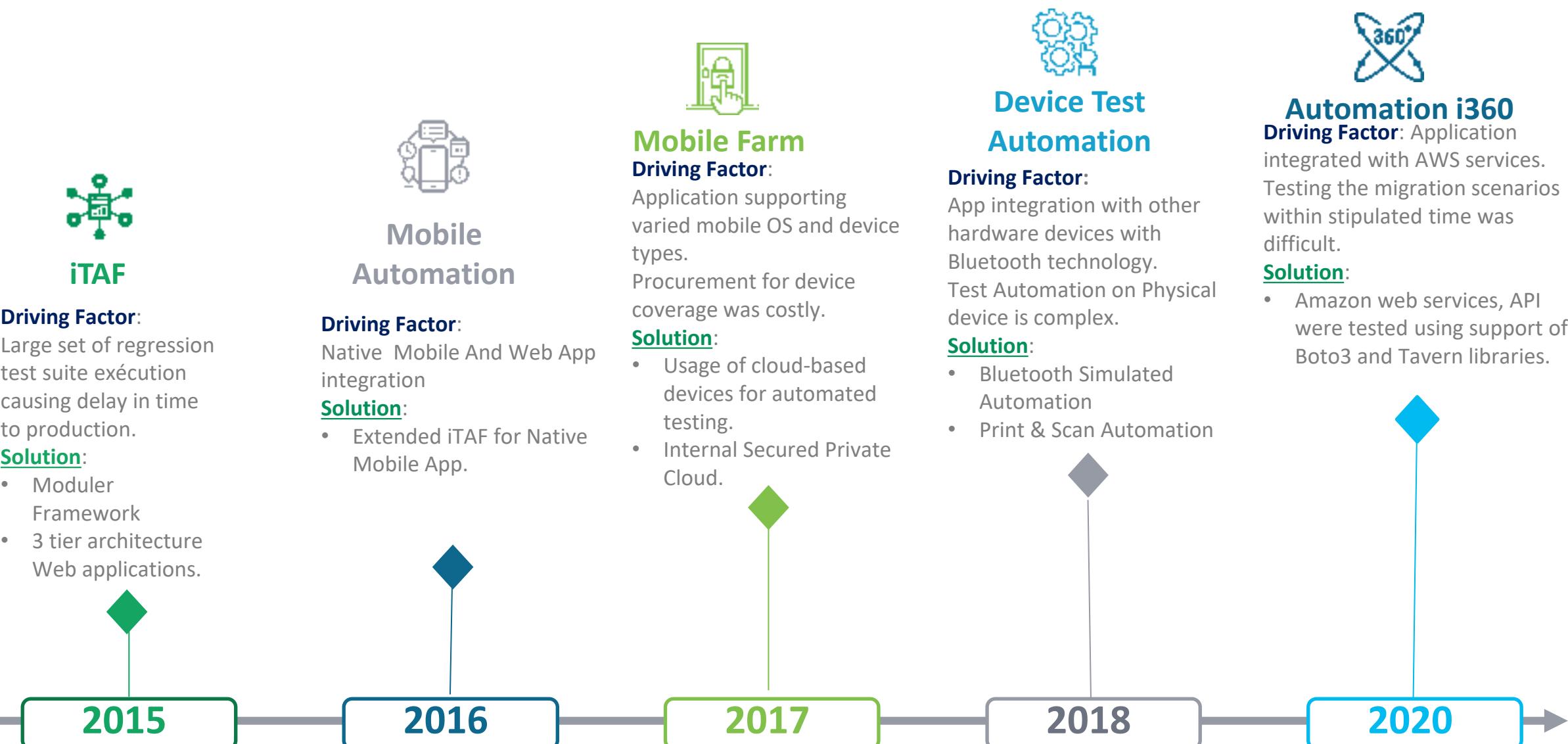
- ▶ Digital Transformation – Automation testing plays an **increasingly critical role in the success**. Key factors are:
  - demand for faster releases
  - higher service levels
  - backlogs bottlenecks
  - testing complexity
  - room for improvement / continuous change requests
  - feedback loops / Continuous testing
- ▶ How does Automated testing help
  - enhanced productivity and time savings
  - early Issue Identification
  - quick response to changing business demands
  - speedy time to market
  - objectivity & Transparency
  - higher coverage with greater process consistency & relevant repetition



# ideyaLabs Test Automation Ecosystem



# ideyaLabs Automation Journey



# Rapid Automation Cycle

Leveraging our approach of Rapid Automation, reduction in testing efforts can be achieved



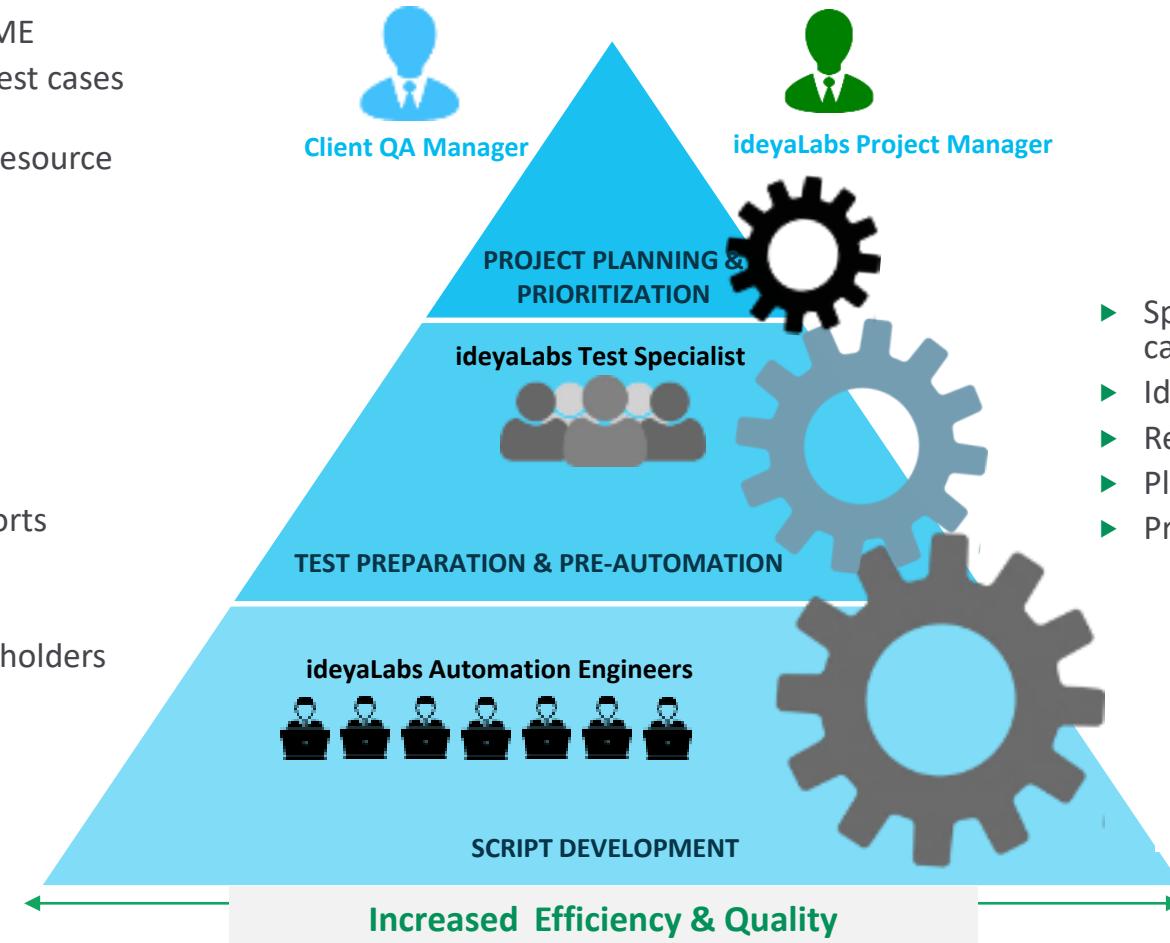
Onsite Lead

- ▶ Work with QA Manager & SME
- ▶ Identify and brainstorm on test cases prioritization
- ▶ Work closely with Offshore resource
- ▶ Provide Training



## Advantages

- ▶ Agile & Extensible
- ▶ Qualitative Advantage
- ▶ Reduced Cycle Time & Manual Efforts
- ▶ Quick and Easy onboarding
- ▶ Rapid Process Orientation
- ▶ Better Process Overview for stake holders
- ▶ Continuous Governance



- ▶ Specialists analyze and review test cases
- ▶ Identify issues in manual test cases
- ▶ Remove any gaps for automation
- ▶ Plan test cases with steps
- ▶ Prepare test data



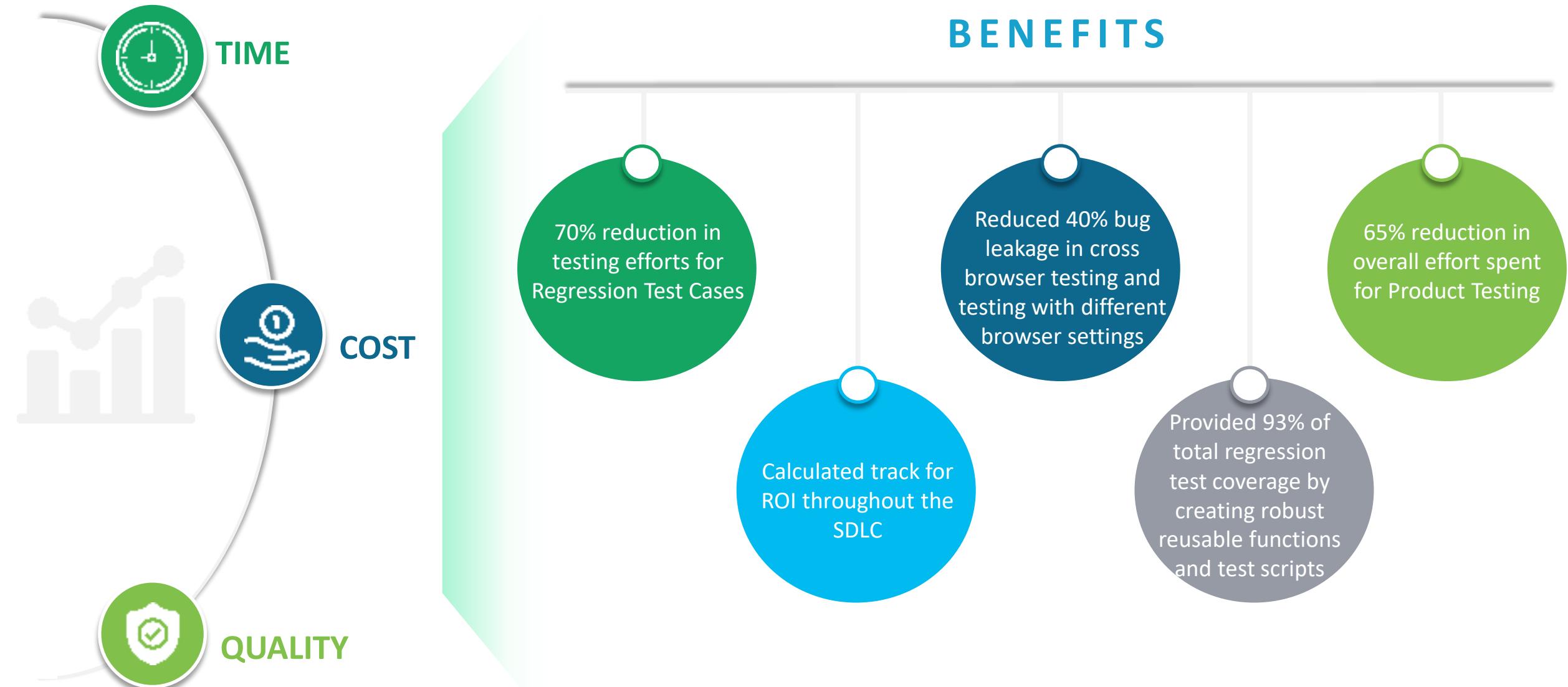
Test Specialist

- ▶ Develop automation scripts
- ▶ Execute and Test
- ▶ Build and Deploy
- ▶ Prepare documentation



Automation Engineers

# Business Benefits



# Automation-i360 in Cloud Applications

## Financial services and software company



### OVERVIEW

- ▶ Most of client infrastructure is hosted on AWS. Multiple services are intertwined to achieve existing workflow. These include Glue, Athena, Spark, Lambdas etc. To ensure that E2E cloud-based workflows are working as expected this automation framework was developed

### BUSINESS BENEFITS

- ▶ AWS Library can be used with any AWS Automation Project. Plug and Play technique.
- ▶ Tavern Test API Framework Used which is compatible with Pytest
- ▶ Immediate detection of any showstopper issues.
- ▶ Integration with Test Rail assures standard reporting across all stakeholders

### BUSINESS PROBLEM AND SCOPE

- ▶ Client faced the following challenges and was expecting vendor to perform automation testing:
  - ▶ Distributed set of services used across cloud which included AWS Services, API, UI
  - ▶ High rate of Production Defect Leakage and a long list of Items on Road map necessitated robust automation of basic functionality

### ideyaLabs SOLUTION

- ▶ Developed an open source technology based Robust POM (Page Object Model) Cloud Framework that encompasses Cloud Services, UI and API Testing
- ▶ Framework was developed using Python, Pytest, Selenium, Tavern, Boto3.
- ▶ Artillery was also used as a separate module for performance testing
- ▶ Used lightweight and easy to develop YAML Files for API testing thereby simplifying script development for API Automation
- ▶ Prioritizing AWS Services automation followed by API Test Automation then UI Automation. This ensures crucial functionality which was at cloud level was secured first; followed by API Verification of data flows

### TECHNOLOGY STACK

- ▶ Python, Pytest, Selenium, Boto3, Tavern, Artillery

# Testing Services for Personal Finance Application

## Personal Finance Company



### OVERVIEW

- ▶ Client's mobile application gives users access to all of their financial information —bank accounts, credit cards, bills, mortgages, loans, and, of course, your credit scores — all in one location, all under one account.

### BUSINESS BENEFITS

- ▶ Reduced business cycle time, achieved more accuracy and overall operational efficiency
- ▶ Overnight running test cycle by offshore team saves time
- ▶ Zero defect leakage
- ▶ Complied with several federal laws and standards like OWASP
- ▶ Top 5 rated apps with 5 star reviews

### BUSINESS PROBLEM AND SCOPE

- ▶ ideyaLabs developed a growth, training and execution plan to meet client's requirements
- ▶ The team comprises of Test management which includes test designers and manual testers

### ideyaLabs SOLUTION

- ▶ ideyaLabs conducted a complete QA cycle in the respective phases for testing the native application across devices and networks
- ▶ Testing services: Manual Testing, Security Testing, Exploratory Testing, Black Box Testing and Database Testing
- ▶ Created complete test plan for both generic and platform test cases
- ▶ Used Appium for verification of Native app's functionality and UI testing
- ▶ Appium tool was used for testing across multiple mobile operating systems of iOS and android , with the same automated script
- ▶ Due to the presence of Selenium web driver, Appium tool was also used to render support for multiple languages for development (Java, C#)

### TECHNOLOGY STACK

- ▶ JIRA, TestRail, Confluence, SQL, Android SDK, Selenium, Appium

# QA of Mortgage Products

## Leading Mortgage Software Provider



### OVERVIEW

- ▶ Our client is a US based Leading provider of innovative on-demand software solutions (SaaS) and services for the residential mortgage industry
- ▶ It offers a cloud-based all-in-one mortgage management solution that allows banks, credit unions and mortgage lenders to originate and fund mortgages and improve compliance, loan quality and efficiency

### BUSINESS BENEFITS

- ▶ Achieved minimum regression timeframe speeding up the release cycle to production, regression cycle optimized from 4 weeks to 1 week cycle
- ▶ API Automation – Team has successfully used SOAP UI and SOAP UI Pro version to automate 100% API (SOAP + REST) related test cases
- ▶ Achieving 100% Automation of the functionalities developed within the same sprint

### ideyaLabs SOLUTION

#### Functional Tests-

- ▶ ideyaLabs extensively worked in areas like - Loan Origination, Product & Pricing Services, Consumer Portal, Third Party Origination, Secondary Market, Total Quality, Mortgage CRM, EDS,ECS.
- ▶ About 15+ functional SME are trained on Mortgage domain and Expertise in doing the end to end functional tests of the Loan origination product. Complete Calcs and compliance related changes are handled by functional SMEs. Web Encompass is being currently tested by the team.

#### Performance Tests-

- ▶ ideyaLabs has dedicated resources for the performance tuning and execution of the performance scripts. Team has expertise in Load Runner, Web load, SOAP UI and Jmeter.
- ▶ Team has engaged to do performance test for multiple platforms and has developed the critical production work flow patterns and executes them on daily basis.

#### API Tests-

- ▶ Team has engaged in testing APIs for platform for mortgage application. Manual and automation testing is performed using SOAPUI and automation framework.

#### Automation Tests-

- ▶ ideyaLabs team developed automation scripts for UI, mobile, API and has developed 2500+ test scripts with 90% coverage on the automation.

### TECHNOLOGY STACK

- ▶ Selenium WebDriver, HP UFT, Core JAVA, SOAP UI, JIRA, TFS, Eclipse, Jenkins, Groovy Scripting, Load Runner, Web Load and JMeter

# Automation Testing of Mobile Application

Provider of networked crisis communication solutions



## OVERVIEW

- ▶ Our Client has comprehensive suite for crisis communications within and between organizations, people, devices, and external entities as to enable informed decisions and effectively protect the people and communities in general

## BUSINESS BENEFITS

- ▶ Overnight execution achieved to ensure maximum Test Coverage benefits
- ▶ Any defect or any anomaly reporting done on devices that may not be used by Manual QA Team.
- ▶ Immediate detection of any showstopper issues & device related anomalies
- ▶ Integration with ALM assured standard reporting across all stakeholders

## BUSINESS PROBLEM AND SCOPE

- ▶ Large set of Regression Test Cases that needs to be executed on multiple devices and multiple OS versions in limited time frame
- ▶ QA Taking longer time than Development due to vast scope of Test Cases and Devices
- ▶ Production Defect Leakage

## ideyaLabs SOLUTION

- ▶ Developed an open-source technology based Robust POM (Page Object Model) based Mobile Automation Framework that caters to both Android (version 4.4.4 & onwards in HTC, Motorola, Samsung S4 onwards) and iOS (version 9.0.1 & onwards in iPhone 6 onwards) Devices
- ▶ Framework was developed using Robot Framework, Appium for mobile related interaction & Selenium for Web Interaction
- ▶ Single Script for Android and iOS Test Cases handled at Keyword Level
- ▶ Added 3rd Party apps (ES File Explorer/Location Demo/Fake GPS) for covering edge cases
- ▶ Integrated Database for DB Level validations of various Mobile App features
- ▶ Media (Image/Video Uploads) related operations were also incorporated in Automation Scripts and DB Validation
- ▶ Map related Test Cases were automated using Firefox and DB Validation

## TECHNOLOGY STACK

- ▶ JSON Wire Protocol, Selenium, Device (Android/IOS), Appium, ES File Explorer, Android SDK, iOS X-Code, Robot Framework, Python

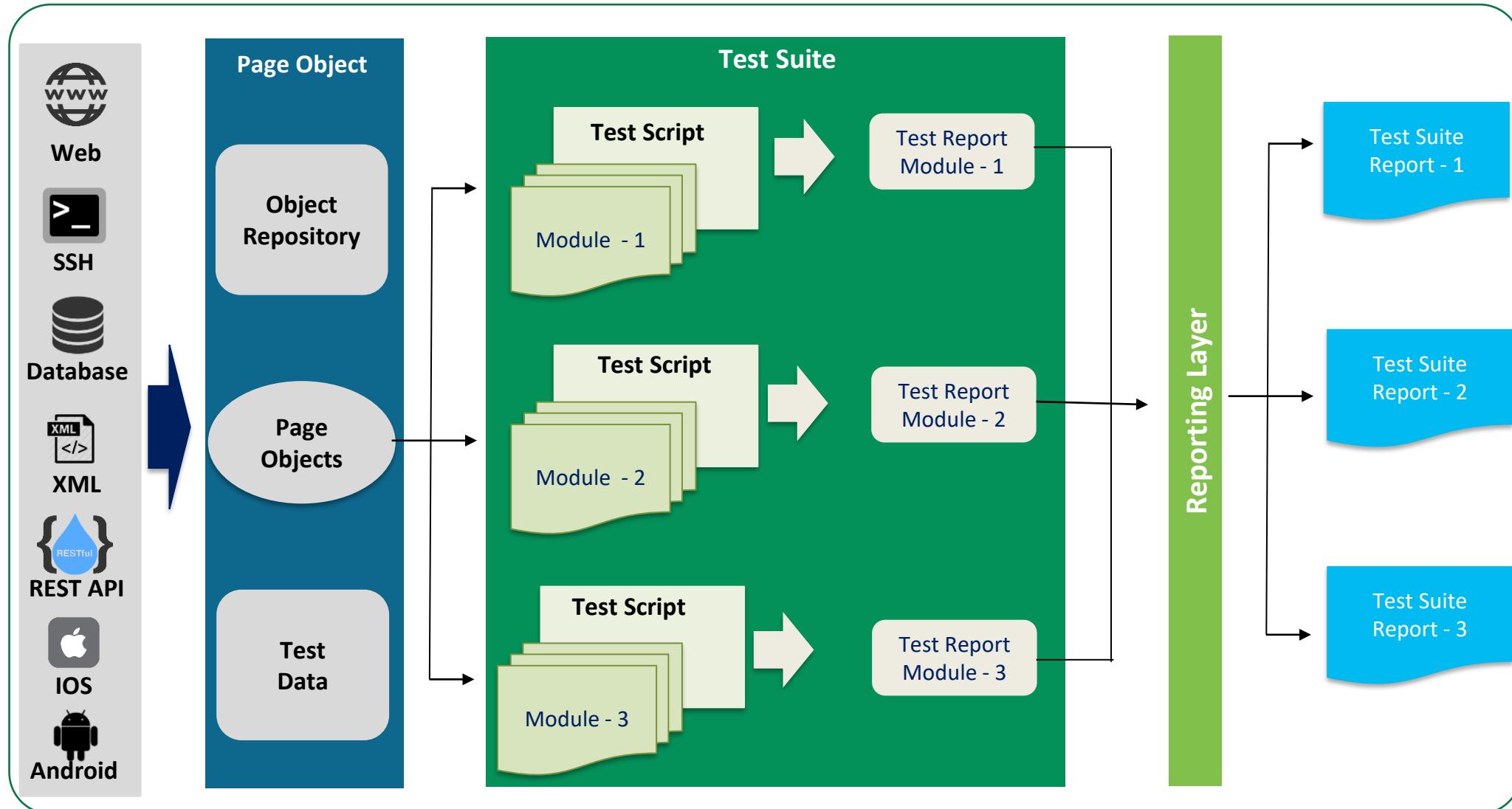
# ideyaLabs Test Automation Framework: iL-TAF

## KEY FEATURES

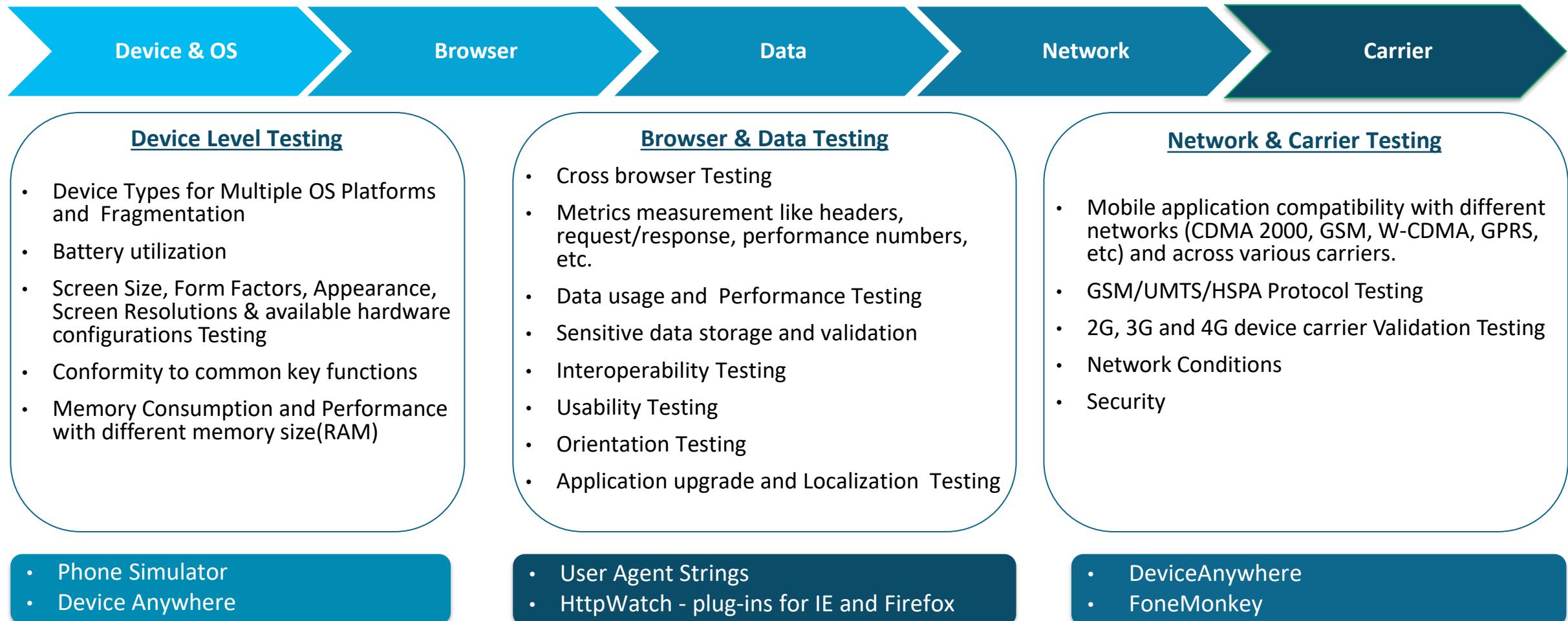
- ▶ Built using industry standard architecture and technology
- ▶ Platform and application independent
- ▶ Aggregation of frontend, backend, and database test cases in a single script
- ▶ Flexibility to replicate from technologies like Ruby, Python including Open Source
- ▶ Compatible with multiple browsers
- ▶ Generates master/detailed reports

## iL-TAF KEY BENEFITS

- ▶ Reduced QA cycle time by about 50% for both web and enterprise applications
- ▶ Increased test speed and software quality
- ▶ Improved ROI as Open-source tools are deployed
- ▶ Minimal to no maintenance
- ▶ Decreased costs and shorter Time to Market



# Mobile Application Testing

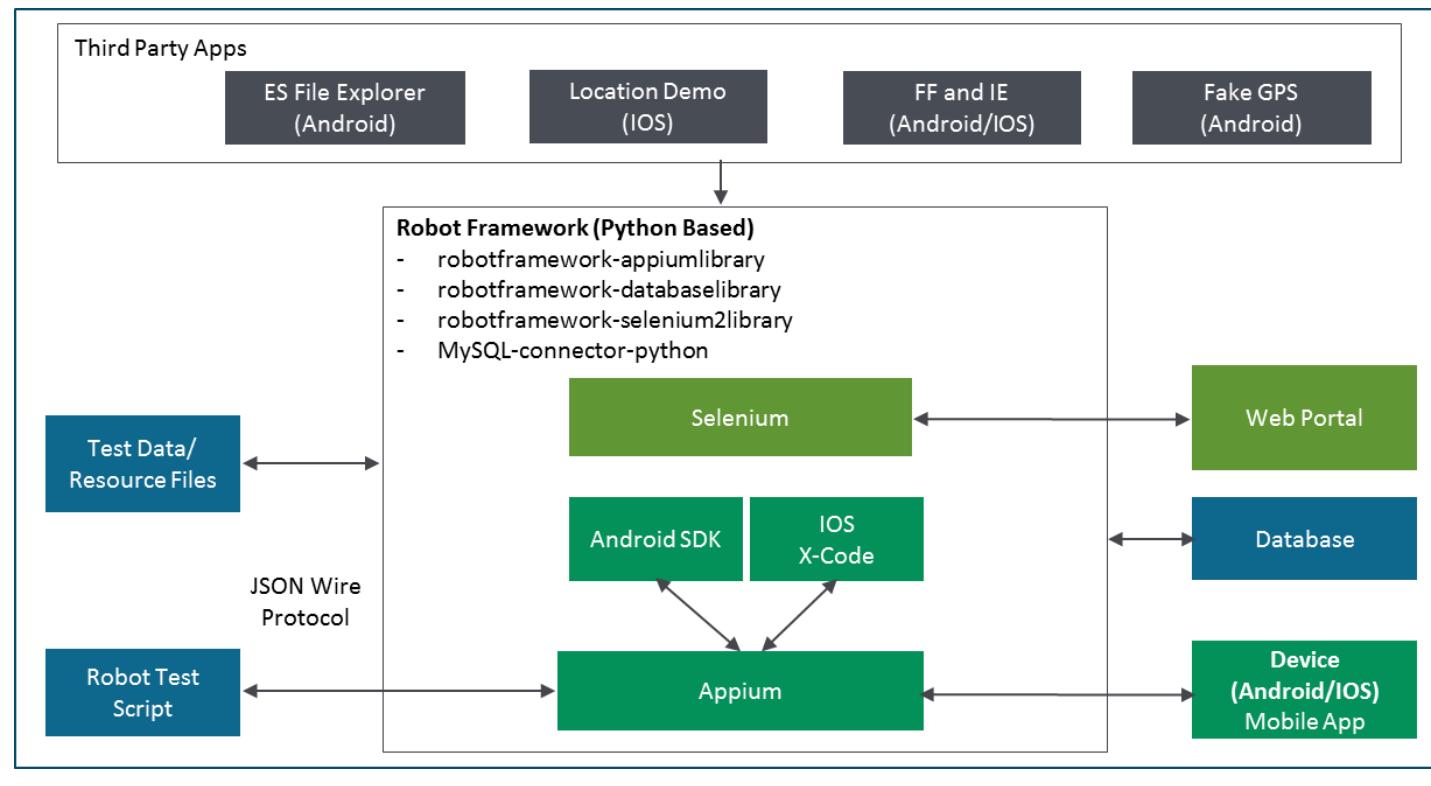


*Well established, Ready-to-use frameworks for mobile automation testing (Native/Hybrid/Web App)*

# Mobile Automation Testing

*ideyaLabs has developed ready-to-use automation framework with a keyword driven approach to support different operating systems and their various respective versions*

- ▶ Platform independent and generates automation scripts for different types of apps
- ▶ Enables continuous integration and minimizes manual testing efforts
- ▶ Robust POM (Page Object Model) based Mobile Automation Framework that caters to both Android and IOS Device
- ▶ Framework developed using Robot, Appium for mobile interaction & Selenium for web interaction
- ▶ Framework can be customized to suit device specific functions which are done differently per device (E.g. app going to background)



# Testing Services for Personal Finance Application

## Personal Finance Company



### OVERVIEW

- ▶ Client's mobile application gives users access to all of their financial information —bank accounts, credit cards, bills, mortgages, loans, and, of course, your credit scores — all in one location, all under one account.

### BUSINESS BENEFITS

- ▶ Reduced business cycle time, achieved more accuracy and overall operational efficiency
- ▶ Overnight running test cycle by offshore team saves time
- ▶ Zero defect leakage
- ▶ Complied with several federal laws and standards like OWASP
- ▶ Top 5 rated apps with 5 star reviews

### BUSINESS PROBLEM AND SCOPE

- ▶ ideyaLabs developed a growth, training and execution plan to meet client's requirements
- ▶ The team comprises of Test management which includes test designers and manual testers and Automation experts

### ideyaLabs SOLUTION

- ▶ ideyaLabs conducted a complete QA cycle in the respective phases for testing the native application across devices and networks
- ▶ Testing services: Manual Testing, Security Testing, Exploratory Testing, Black Box Testing, Database Testing and Automation
- ▶ Created complete test plan for both generic and platform test cases
- ▶ Used Appium for verification of Native apps functionality and UI testing
- ▶ Appium tool was used for testing across multiple mobile operating systems of iOS and Android with the same automated script
- ▶ Due to the presence of Selenium webdrive, Appium tool was also used to render support for multiple languages for development (Java, C#)

### TECHNOLOGY STACK

- ▶ Jira, TestRail, Confluence, SQL, Android SDK, Selenium, Appium

# QA for On Demand File Storage Provider

## On Demand File Storage Provider



### BUSINESS PROBLEM AND SCOPE

- ▶ Our client application- Native file sharing application for storing, accessing and sharing files of any size and format with colleagues and business partners
- ▶ The application developed for Android and iOS platforms

### BUSINESS BENEFITS

- ▶ Reduced business cycle time, achieved more accuracy and overall operational efficiency
- ▶ Overnight running test cycle by offshore team saves time
- ▶ Zero defect leakage
- ▶ Complied with several federal laws and standards like OWASP
- ▶ Top 5 rated apps with 5 star reviews

### ideyaLabs SOLUTION

- ▶ ideyaLabs conducted a complete QA cycle in the phases for testing the native application across devices and networks
- ▶ Created complete test plan for both generic and platform test cases
- ▶ Used Calabash for verification of native apps functionality and UI testing
- ▶ Due to the presence of attributes from Ruby and Cucumber, the Calabash tool was used for supporting behavioral testing activities
- ▶ Used Calabash tool to generate detailed HTML and XML format reports
- ▶ Configured Calabash with the continuous integration system to eliminate additional debugging steps.

### TECHNOLOGY STACK

- ▶ Jira, TestRail, Confluence, SQL, Android SDK, Selenium, Appium

# Thank You

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