Accelerating App Delivery and Quality for a Global Cybersecurity Innovator

The Customer

The customer is a Hi-tech Cyber Security company with offices in North America, Europe and Asia. The company specializes in building and delivering anti-virus solutions.

The Challenge

The company encountered the following challenges:

- Development of new applications consistent with existing applications
- Quality assurance and testing to fix bugs, improve sluggish user experience
- Automate marketing campaigns to save time, costs, and improve efficiency

The Solution

- BA team uses JIRA to log stakeholder requirements; Admins support Sales and maintain systems
- Dev team customizes CPQ, integrates features, with Consultant assistance
- QA employs JIRA and TestRail for testing, addressing bugs, and conducting E2E tests
- Applications team optimizes communication tools and ensures system stability with Community Cloud automation
- Marketing runs campaigns via Salesforce; data analytics aid customer decisions

The Results

- Streamlined application development improved collaboration
- Reduced email traffic with the use of automation tools
- Fewer production bugs due to robust E2E testing
- Enhanced marketing campaigns via Salesforce Marketing Cloud
- Seamless project management with JIRA and TestRail integration

Impact Delivered

- 30% faster app development through collaboration
- 40% reduction in email exchanges with automation tools
- 35% fewer production bugs with improved testing

Solution Components

Salesforce Marketing Cloud