

Media giant jump-starts QA automation

In just 60 days, Cognizant eliminated the targeted backlog and set the stage for increased velocity with reusable components.



At a glance

Industry

Media & entertainment

Location

North America

Challenge

Jump-start regression testing to reduce a complex backlog in 60 days while establishing a sustainable automation foundation

Success Highlights

- 98% of targeted backlog cleared in 60 days
- 50% jump in automation of priority P1/P2 test scenarios
- Regression cycles shortened by 25%-40%



The challenge

Media companies' content operations teams are all about scaling creativity. For one industry giant, that effort plays out across a vast portfolio of brands and titles. The team manages mission-critical workflows that span the company's streaming platforms as well as residuals, rights and accounting.

With the volume—and complexity—of the company's digital content rising, the team set an ambitious goal: jump-start its regression testing and work through a segment of its backlog—in just 60 days.

To succeed, the company sought a partner that could deliver automation coverage fast, while laying the groundwork for a sustainable testing foundation.

Our approach

Cognizant launched a two-month, gated delivery model that provided regression testing—with a twist.

For one thing, we designed the program to be comprehensive, automating the client's highest-priority test cases and implementing standards and modular components that the teams could reuse across all applications.

For another, to ensure minimal disruption and maximum payoff for the client, we integrated the testing effort into the existing environment by following the company's QA governance and reporting practices. We also delivered the work using the client's existing testing tools, such as GitLab, Atlassian Jira and Xray, and critical path test repository (CPTR), so there was no need to adopt or learn new tools.



Kickoff and setup—fast

Sixty days is a narrow window, so we got to work right away. The project's kickoff included a review of the initial regression test sets, followed by collaboration with the client to identify and prioritize test cases for the targeted backlog segment. Getting QA team members up to speed quickly was a top priority during this initial phase. To make that happen, we created a centralized repository of training materials: detailed project roles and responsibilities; overviews of goals and timelines; and guidelines covering maintainability and best practices. We reinforced that foundation with **structured training sessions** on regression setup, CPTR usage and test suite organization, ensuring new hires learned the system in a consistent, uniform way.

Perhaps most innovative was the use of an automated agent to set up team members' accounts, VPN access and GitLab credentials. The result was that new team members could become productive within **48 hours**.

Next step: Testing gets faster and more reliable

With the project's foundation in place, the next phase focused on automating the backlog. A key goal for our team was ensuring our client reaped all the gains that automation offered. We could see there were still big benefits to be realized in terms of reduced testing time and fewer errors, or the defects that "leak" after production.

To position the company for faster and more accurate tests, we began by expanding its automation coverage. We targeted its most important test cases for automation, bumping P1 and P2 test cases to the front of the queue. Reusability became a top priority. By identifying and building test components that content ops could use across its application portfolio, we empowered the client teams' testing efforts to deliver real value to the company.

Metrics were a critical part of the project. Gamification became a key strategy for ensuring the work met benchmarks like pass/fail, reuse percentage and cycle time impact. The incentive-driven program we implemented balanced the project's emphasis on speed and accuracy with concrete actions. Team members' accomplishments were recognized with a system of points and badges and even included accolades directly from the client.

Business outcomes

By the end of the 60-day program, the targeted testing backlog—21% of the complex high-priority cases—had been reduced by an astonishing 98%.

Perhaps the biggest outcome, however, is the team's ability to quantify testing's measurable returns. The numbers are impressive:

- The team automates 50% more of its top-priority P1/P2 test scenarios, instilling greater confidence in the process among engineering teams
- With regression cycle time shortened by up to 40%, the team moves faster on release decisions with less manual effort
- What's more, the new library of 16 reusable automation components provides a host of benefits, including reduced duplication, less maintenance and a head start on further expansion of automation coverage

Importantly, the content ops team now has a sustainable testing foundation. By standardizing automation, the team ensures consistent delivery and scaling across applications and products throughout the company's media ecosystem.

The real-time reporting and dashboards enable leadership to maintain clear visibility into automation performance, success

rates and defect prevention. The team plans to apply the new knowledge transfer process to upcoming QA automation initiatives.



Ongoing relationship

We recently launched a second phase for the project, expanding the managed service, outcome-based model to take on the remaining backlog of approximately 600 tests. This next phase includes an important innovation: an automated self-healing mechanism that identifies breakage in components and looks for solutions. If it identifies a solution, it applies it, retests the ticket and pushes it through. The self-healing capability will speed future updates by reducing failures. The capability is in the early demo stage, and the feedback has been positive.

In just weeks, the client moved from a constrained testing function to a modern, scalable capability aligned to the pace of its content business. Backed by the combination of rapid automation and repeatable processes, the company now has a resilient, efficient approach to quality that it can replicate across its organization. It turned a short-term backlog challenge into a long-term testing capability—and the next phase will push automation even further.

98%

of targeted backlog cleared in 60 days

50%

jump in automation of critical tests

25%-40%

faster regression cycles



Cognizant (NASDAQ: CTSI) is an AI builder and technology services provider, building the bridge between AI investment and enterprise value by building full-stack AI solutions for our clients. Our deep industry, process and engineering expertise enables us to build an organization's unique context into technology systems that amplify human potential, realize tangible returns and keep global enterprises ahead in a fast-changing world. See how at www.cognizant.com or @cognizant.

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB
England
Tel: +44 (01) 020 7297 7600

India Operations Headquarters

Siruseri-Software Technology
Park of India (STPI)
SDB Block—Ground Floor
North Wing
Plot No H4, SIPCOT IT Park
Chengalpattu District
Chennai 603103, Tamil Nadu
Tel: 1800 208 6999

APAC Headquarters

1 Fusionopolis Link, Level 5
NEXUS@One-North, North
Tower
Singapore 138542
Phone: +65 6812 4000
Email:
inquiry@cognizant.com

© Copyright 2025–2027, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission of Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned here in are the property of their respective owners.