

WHITEPAPER



Project to Product: QualityEngineering

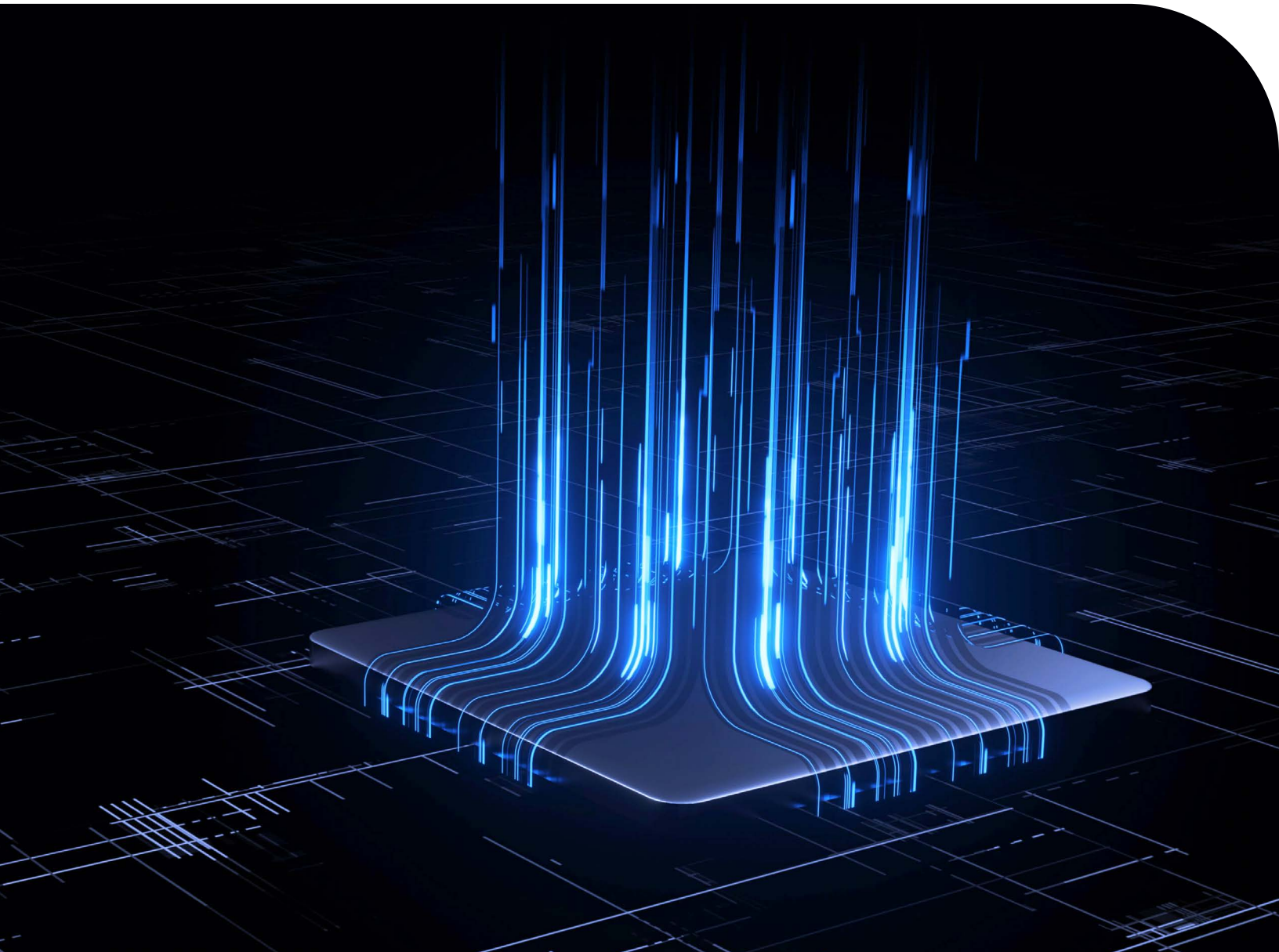


Table of Contents

- 1. Executive Summary 1
- 2. Introduction 2
- 3. The Shift From Project to Product 3
 - Case Study: One Insurer's Journey to Product-Centric Delivery 5
- 4. The Prerequisite for Transitioning to Product-Centric Delivery 6
- 5. Three Principles of a QE Foundation to Drive Product-Centric Delivery 8
 - Product Centric Testing: Key Focus Areas 9
 - Shift-Left 10
 - Shift-Right 11
 - Hyper-Automation 12
- 6. The Foundation to Meet Future Business Demands 13
- 7. How ValueMomentum Can Help 14

Executive Summary

In a landscape of customer-centricity, the demand for quality products is never-ending. Customers demand faster releases, all while expecting personalized, multi-channel experiences to match new needs and interests. For insurers, this translates to a need for speed. Quality Engineering (QE) serves as one critical avenue to accelerate for insurers, one that is at the heart of new products, coverage launches, and expansion to new markets. Insurers who can streamline the very processes that define quality will drive success in this competitive landscape.

QE can be defined as the work of testing quickly and to discern errors prior to and after the release of a product. Traditionally, quality testing has been reserved for the last step of a product cycle, but no more. Insurers increasingly adopt agile processes and continuous testing, implementing levers to prevent defects while ensuring quality in all stages. The business benefits of having a proper QE strategy are immense: accelerated speed-to-market, reduction of technical debt, and simply put, an expanded capacity to differentiate.

Successful QE cannot be achieved without an enterprise-change in delivery practices. Insurers have now begun to herald a new shift to product-centric delivery, which overcomes the limited scope and timeline of the usual project-centric approach. Yet, legacy infrastructures and manual methods continue to hinder insurers, whose visions lack a clear foundation to build their QE strategy. Astute insurers must first become aware of the urgent context in which product-centric mode emerges and ultimately how building a QE foundation will unleash the power of product-centric delivery to transform business.

In this whitepaper, you will learn:

- Changes that prompt the shift from project to product-centric delivery
- Challenges to overcome in order to become product-centric
- Three defining principles of a QE foundation

The Shift From Project to Product



The Prerequisite for Transitioning to Product-Centric Delivery



Three Principles of a QE Foundation to Drive Product-Centric Delivery



Introduction

From evolving risk exposures, to price inflation, to new entrants to the market—insurers face greater pressure to reduce costs all while keeping up with the speed of innovation. The urgency to capture new markets has not softened either. Insurers are relentlessly exploring new entry points through digital distribution, ecosystems, and even adjacent markets via embedded insurance.

As carriers race to enhance their products and services and roll out new ones, product quality serves as a major game changer. This means revamping testing practices and leveraging the latest automation technologies—key to inject speed and ensure quality in product development cycles.

However, most insurers are struggling to reach the standard of quality at speed that customers demand. One reason for this—88% of service leaders mention that their existing QA processes are ineffective or rarely meet expectations of quality, according to Gartner. For insurers, manual testing processes and legacy systems continue to slow down product cycles and contribute to operational inefficiencies.

As more insurers embrace APIs, micro services, and digital engagement as a whole to reap new business possibilities, the issue remains—how can they achieve continuous quality for multiple new systems and tools with speed in the midst of changing customer demands? Reversing this trend of insufficient quality will require a larger shift, one that fundamentally impacts enterprise-wide practices and IT structure.

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