

Case Study

Accelerating Digital Transformation for a Global Real Estate Leader



CUSTOMER CHALLENGE

A prominent US based real estate firm with \$1.5 billion market cap and global workforce of 8,000 employees was grappling to go-live with a key project where the timeline overshoot by 6-months and go-live seemed far away, leading to:

- Engineering efforts were **duplicated** causing significant delays and budget overruns by **30%**.
- **Defect Slippage** to production was at **40%** creating high friction and low morale among teams.
- Importantly the **Production Instance was unstable** even after recurring extension to go-live timeline.



THE IMMEDIATE ASK

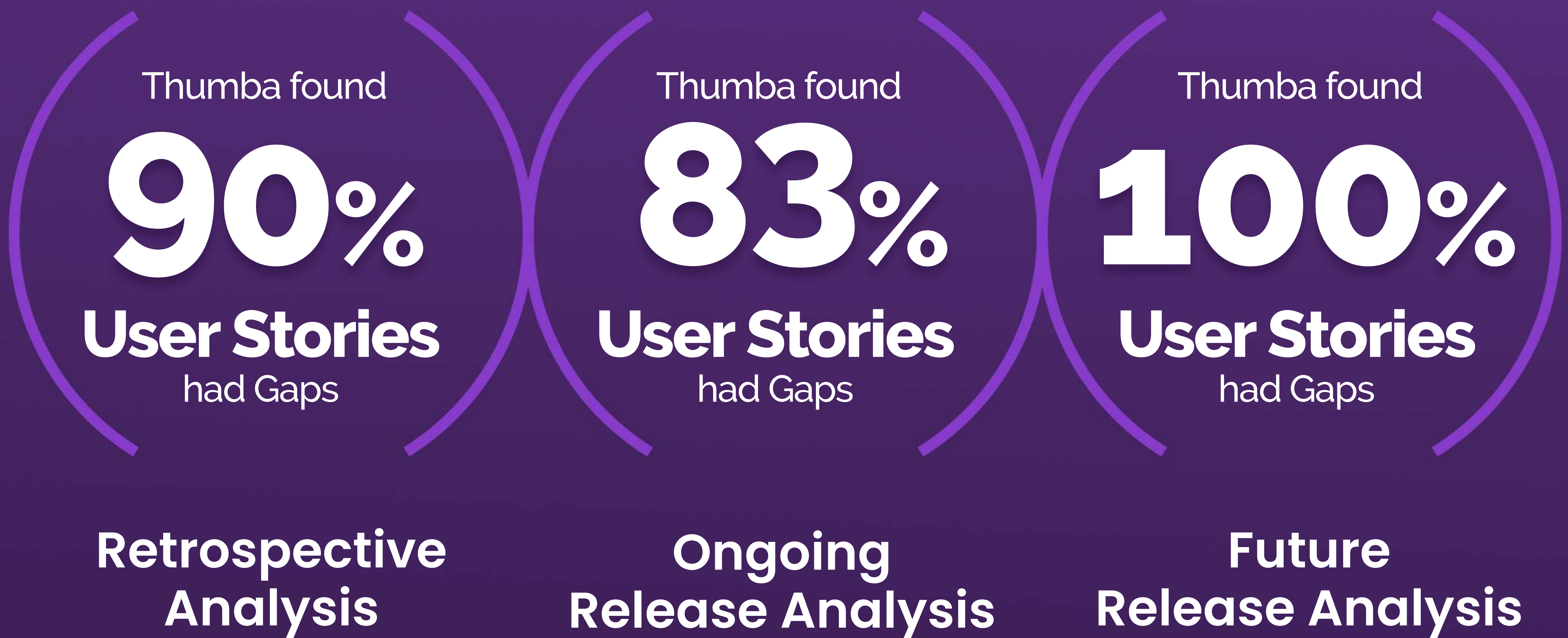
When Thumba team met with the CTO, their immediate needs were:

- To identify cause of **bottlenecks** and implement preventive actions.
- To shorten the test cycles & avoid **defect slippage** to production.
- To improve the **quality** of project deliverables.
- To bring **consistency and transparency** across teams and eliminate silos.



OUR SOLUTION

We approached the problem in 3 stages – Retrospective, Ongoing and Future Roadmap:



— Retrospective Analysis

We scanned **155 user stories** from last **8-months**, and leadership were confronted with startling reality:

- **90%** of user stories were found to have gaps, out of which – **60% were critical**.
- **15%** of user stories contradicted each other leading to high technical debt and unnecessary rework.
- **23% of User stories were identified be very similar which on analysis identified significant duplicate code being developed.**
- **20%** of user stories have been worked upon for more than **6-months**.

— Ongoing Release Analysis

Thumba scanned **11-User Stories** & generated **38-test cases** from ongoing release and found:

- **16-Gaps** were found among **11-user stories**.
- **37%** of user stories were **ambiguous** in nature.
- Test Cases generated saved **70%** artefact creation efforts for QA team.

— Future Release Analysis

Thumba scanned **12-User Stories** from their backlog & generated **42-test cases**:

- **100%** user stories failed key criteria such as atomicity, contradiction, formation, ambiguity, etc.
- Thumba took **20-seconds** to identify gapssaving weeks of rework efforts.
- QA team reported test cases generated by Thumba met almost **80%** of coverage, reducing their design efforts.



WE SAVED

Approximately

\$65,000

&

Effort of

80 hours

in less than 5 minutes.

THE OUTCOME

This proactive approach saved the real estate conglomerate an estimated **\$65,000** and weeks of effort in less than **five minutes**.

But it was not about the money, these gaps were ticking time bombs that if missed, could have led to irreversible damage to the brand and user base.

This was not only an eye-opening exercise to recognize hidden reason for high technical debt, defect slippages and rework but also fostered better coordination between business, engineering and testing teams. The teams were now able to talk the same language and improve collaboration and teamwork.

The success of this engagement has paved the way for a broader partnership to scale Thumba across teams to enable early time to market & help them save millions by avoiding rework.

LOOKING AHEAD

Building on this success, customer continues its partnership with Thumba as we progress with our latest features:

— 01. Ask Thumba!

BA will be able to identify gaps early > look at Thumba's recommendations to address the gaps > generate smart user stories + Acceptance Criteria with all fixes > generate test artefacts.

— 02. Precision Layer

Users will be able to generate high quality contextualised User Stories and Test Cases that are backed by project documentation by uploading **PRD, FSD, HLD, Architecture doc**, etc., to Thumba.

— 03. Test Automation

QA teams will be able to accelerate automation design by generating test scripts from test cases.

"Curious what this might look like for your team? Let's talk."

WRITE TO US

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