Obsqura zone

71%

OF ORGS CALLING AUTOMATION A PRIORITY STILL RUN PREDOMINANTLY MANUAL QA.

CAPGEMINI WQR 2023

QA INTELLIGENCE

Your QA team isn't slow. Your process is.

Your QA engineers are intelligent people spending half of every release cycle re-running the same tests they ran last release. This is not a talent problem and it is not a headcount problem. It is an infrastructure problem, and it has a one-time fix.

Prepared by Obsqura Zone
ISO 9001:2015 Certified · 8 Years · 60+ Engineers
US · UK · Canada · Australia · India · GCC

Transforming Lives in IT

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THE STRUCTURAL GAP

Most teams don't have a testing problem. They have a coverage problem.

> *The team is not slow. The process has no leverage. Running the same manual tests before every release is not a QA strategy. It is a cost centre masquerading as one.*

When QA keeps requesting more headcount, the assumption is that the team is understaffed. Sometimes that is true. More often, the team is spending more than half of every release cycle re-running tests that have already been verified. Not because they enjoy it, but because no one has built the infrastructure that would make it unnecessary.

This is not a skills problem. The automation capability exists in most teams. The framework does not. Scripts that were built for an earlier version of the product break with every new build. Coverage that looked acceptable at v1 is critically incomplete at v3. The gap is not obvious from the outside, but it is the reason QA stays a bottleneck regardless of team size.

What follows is a pattern that appears in product and delivery teams across every stack and every scale. These are not edge cases. They are the structural default for teams that have grown faster than their QA infrastructure.

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Capgemini WQR 2023

30x

FASTER REGRESSION WITH A PROPERLY BUILT AUTOMATION FRAMEWORK VS MANUAL CYCLES

1x

MANUAL TESTING COST GROWS WITH EVERY RELEASE. AUTOMATION RUNS IN THE SAME TIME REGARDLESS OF PRODUCT SIZE.

THE PRINCIPLE

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DIAGNOSTIC

If your team recognises more than 3 of these, the bottleneck is structural.

01

Regression takes more than 2 days before every release

The whole team waits. Developers sit on standby. Product is frustrated. Every single time.

02

The same test cases run by hand every sprint

Repeatable, predictable scenarios. Executed manually. Sprint after sprint, year after year.

03

QA is the last bottleneck before every release

Everything else is done. The team waits on QA sign-off. The pattern is permanent.

04

Automation scripts exist but break constantly

There is something there. It breaks with every new build and nobody has time to fix it.

05

Exploratory testing never happens

QA capacity is consumed entirely by regression. The work that actually finds bugs gets skipped.

06

Bugs found in production that regression should have caught

Customers report what the QA cycle missed. It has happened more than once.

07

Release frequency is limited by QA throughput

The team could ship more often. QA is the hard constraint on every release decision.

08

Automation is on the roadmap but never gets prioritised

It has been on the plan for three quarters. There is always something more urgent in the sprint.

THE COST

Manual regression has a price. Most QA managers have never put a number to it.

Consider a QA team of four engineers running a five-day regression cycle before each fortnightly release. That is 480 engineer-days per year spent on repeatable, automatable validation. At a conservative Rs 3,000 per engineer-day, that is over Rs 14 lakh annually, before delayed releases or the exploratory testing that never happens because regression fills the entire cycle.

For HR and leadership, that number translates directly. The team appears understaffed because the process is consuming the equivalent of two full-time engineers' output every fortnight before any actual development-facing work begins. More hiring does not solve a process gap. It funds it.

For companies serving clients across India, the Middle East, and Europe, a five-day regression window before every release is not just expensive. It is a competitive constraint.

480

ENGINEER-DAYS PER YEAR ON MANUAL REGRESSION

Rs 14L+

ANNUAL COST, CONSERVATIVE 4-PERSON QA TEAM

30x

FASTER REGRESSION WITH A PROPER AUTOMATION FRAMEWORK

WHY GOOD TEAMS STAY STUCK LONGER THAN THEY SHOULD

01

THE TIME TRAP

Too busy running tests to build the thing that stops them

The urgency of this release's regression cycle crowds out the investment in infrastructure that would free the team for the next one. The trap is self-sustaining.

02

THE ARCHITECTURE TRAP

Scripts are not a framework

Without Page Object Model, data separation, CI integration, and reporting, automation becomes a fragile collection of scripts that breaks with every application change.

03

THE STARTING TRAP

Decision paralysis on where to begin

Which tests first? Which framework? Wrong early choices mean tearing it all down six months later. Most teams delay the decision indefinitely.

FROM THE FIELD

Two teams. Two stacks. One outcome.

Different technology. Different starting points. Same result: regression stopped being the bottleneck.

5x QA speed improvement

Distinct Infotec Solutions, Infopark Kochi. Manual regression replaced with a structured automated workflow. The same verification completed in a fifth of the time.

50% faster regression

RM India had manual QA, single-browser coverage, and no pipeline safety net. Obsqura built a hybrid automation framework on their live codebase and integrated it into Azure DevOps with parallel cross-browser execution. The team left automation-ready.

Selenium / C# | Azure DevOps | Parallel Execution | Technopark, Trivandrum

Manual to automated in one engagement

C-DAC Trivandrum had recurring UAT defects, unstable releases, and no CI pipeline. Obsqura transitioned manual testers into automation engineers, built a TestNG + Page Object Model framework, and integrated it with Jenkins for continuous quality feedback on every build.

Selenium / Java | Jenkins CI | TestNG + POM | Trivandrum

"Training is an investment for your future business."

Obsqura Zone has delivered test automation engagements for teams at Allianz, a major automotive manufacturer, C-DAC, and technology companies across India, the GCC, and international markets.

Obsqura zone

Book a complimentary Automation Readiness Review.

What it is

A 20-minute structured session with our automation engineering team at Obsqura Zone. They map your team's current test coverage against your release cadence and identifies the highest-value automation opportunities in your specific codebase.

What you get

At the end of the session, you have a prioritised list of the 10 business scenarios that, if automated today, would recover the most engineering time per release cycle.

What it costs

Nothing. No proposal, no commitment, no follow-up unless you want one.

Who it is for

CTOs, Engineering Directors, QA Managers, and DevOps Leads at software product and delivery companies. The session is designed for the person who owns the release pipeline.

One-time, not ongoing

The automation framework Obsqura builds is owned entirely by your team after delivery. There is no ongoing dependency on Obsqura. None.

To book your Automation Readiness Review:

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