

Beating the Odds: Centralizing Game Testing at Scale

AMBITION

A **large-scale digital betting and gaming operator** depends on a constant inflow of new games from multiple third-party suppliers. As the ecosystem expanded, fragmented testing ownership and device constraints became major bottlenecks — slowing releases and increasing operational overhead. Validating games across platforms, browsers, and devices while ensuring fairness and regulatory accuracy required a step-change. The ambition was clear: **centralize quality assurance to accelerate time-to-market without compromising game integrity or player experience.**

To achieve this, the operator needed to:

- **Centralize QA ownership:** Consolidate validation across a complex, multi-supplier ecosystem.
- **Scale release velocity:** Increase the number of games validated and launched each month.
- **Ensure gameplay integrity:** Maintain cross-platform performance, accurate payouts, and consistent user experience.

ACTION

To streamline this complex pipeline, the gaming operator partnered with **Wipro Engineering – Connected Services**. Managing multiple game suppliers required a centralized, disciplined QA infrastructure. Operating as the client's dedicated testing arm, Wipro's domain-experienced teams designed and executed a comprehensive validation strategy:

- **Deep Functional Validation:** Conducted integration, UX, payout, and functionality testing across native apps, mobile wrappers, and cross-browser environments to ensure mathematical and operational accuracy.
- **Centralized Supplier Dashboards:** Implemented transparent quality dashboards tracking performance and RAG status across all game suppliers.
- **Dedicated Device Management:** Established a fully managed mobile test lab, assuming ownership of device availability and eliminating testing bottlenecks.
- **Adaptive QA Methodologies:** Built reusable regression test packs alongside targeted exploratory testing to identify complex edge cases.

AMBITIONS REALIZED

By centralizing QA, Wipro transformed a fragmented, multi-vendor testing model into a streamlined, high-velocity release pipeline.

The Business impact:

- **Scaled game throughput**, with **15+ games released monthly** across desktop and mobile while maintaining **100% adherence** to quality SLAs.
- **Significant defect reduction**, with **2,500+ validated defects** identified early in development — up to **70% through exploratory testing** — reducing issues in live environments.
- **Reduced operational overhead**, as multi-supplier coordination and device management were fully centralized without adding external management cost.

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