
Co - Creation of value @ FS Testing

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- ❑ The Solution : Co-creation of value.
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Changing Role of the Consumer

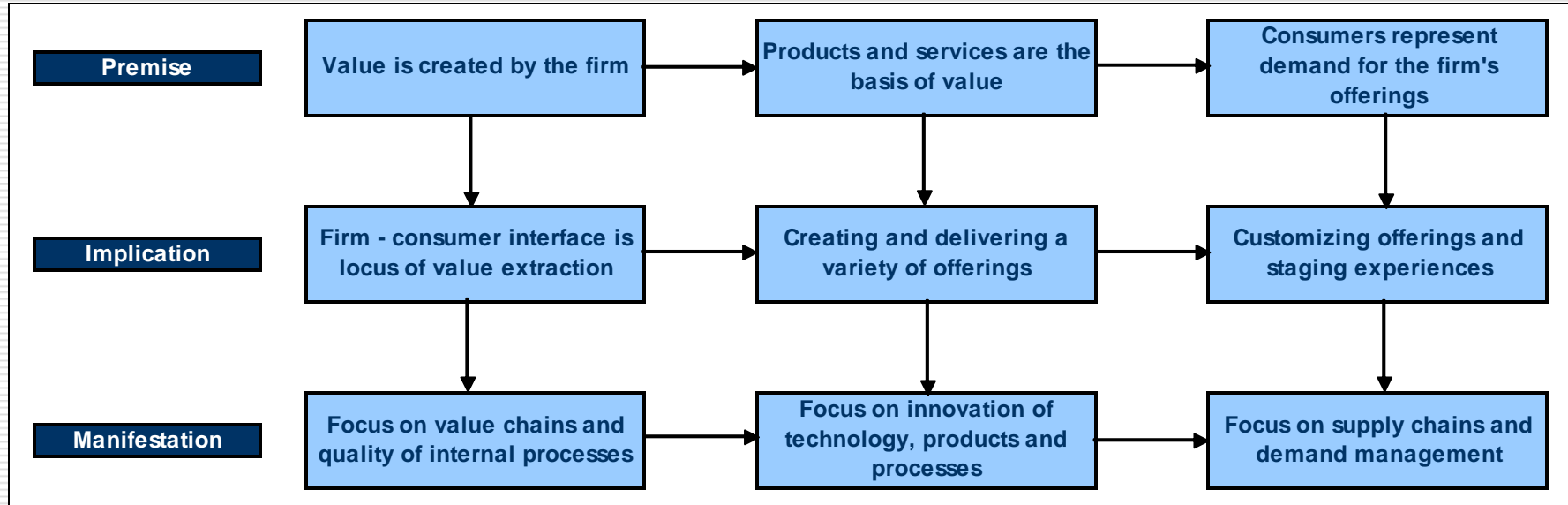
- Paradigm shift
 - Isolated → Connected.
 - Unaware → Informed.
 - Passive → Active.

- Enablers of the paradigm Shift
 - Information access.
 - Global view.
 - Networking.
 - Experimentation.
 - Activism.

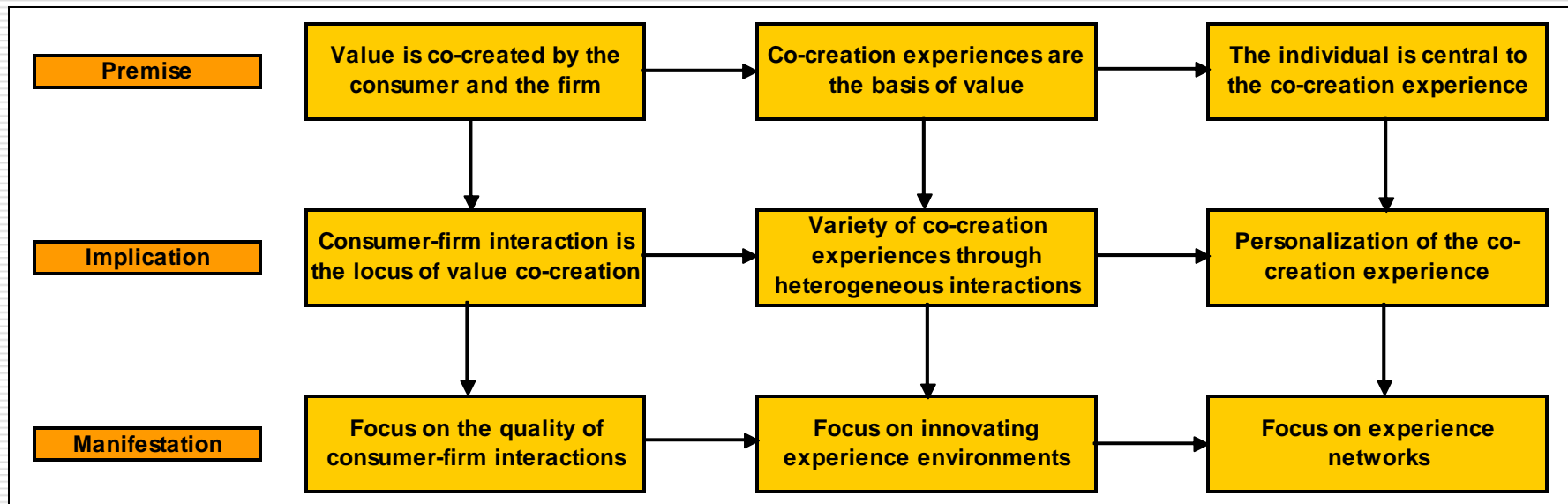
- Consumer–Company interactions : Emerging Reality of value creation
 - Challenges traditional business assumptions :
 - Given company/industry can create value unilaterally.
 - Value resides exclusively in company's/industry's products & services.
 - Shift in outlook :
 - Traditional model : B2B or B2C vis-à-vis Future Model : **C2B2C**.

Reference for Value Creation : A Contrast

Traditional frame of reference for Value Creation



The New frame of reference for Value Creation

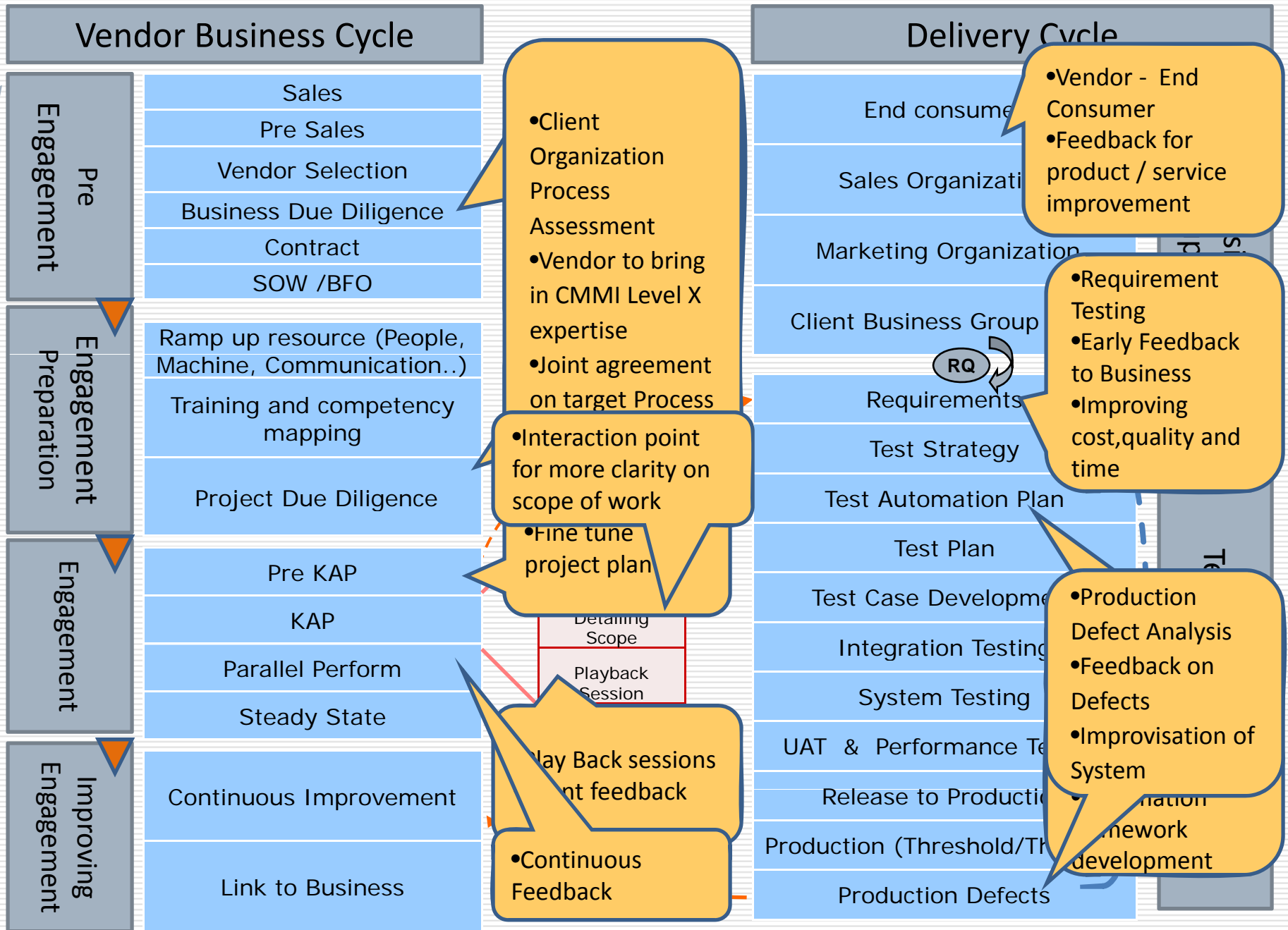


Co-Creation : The Concept

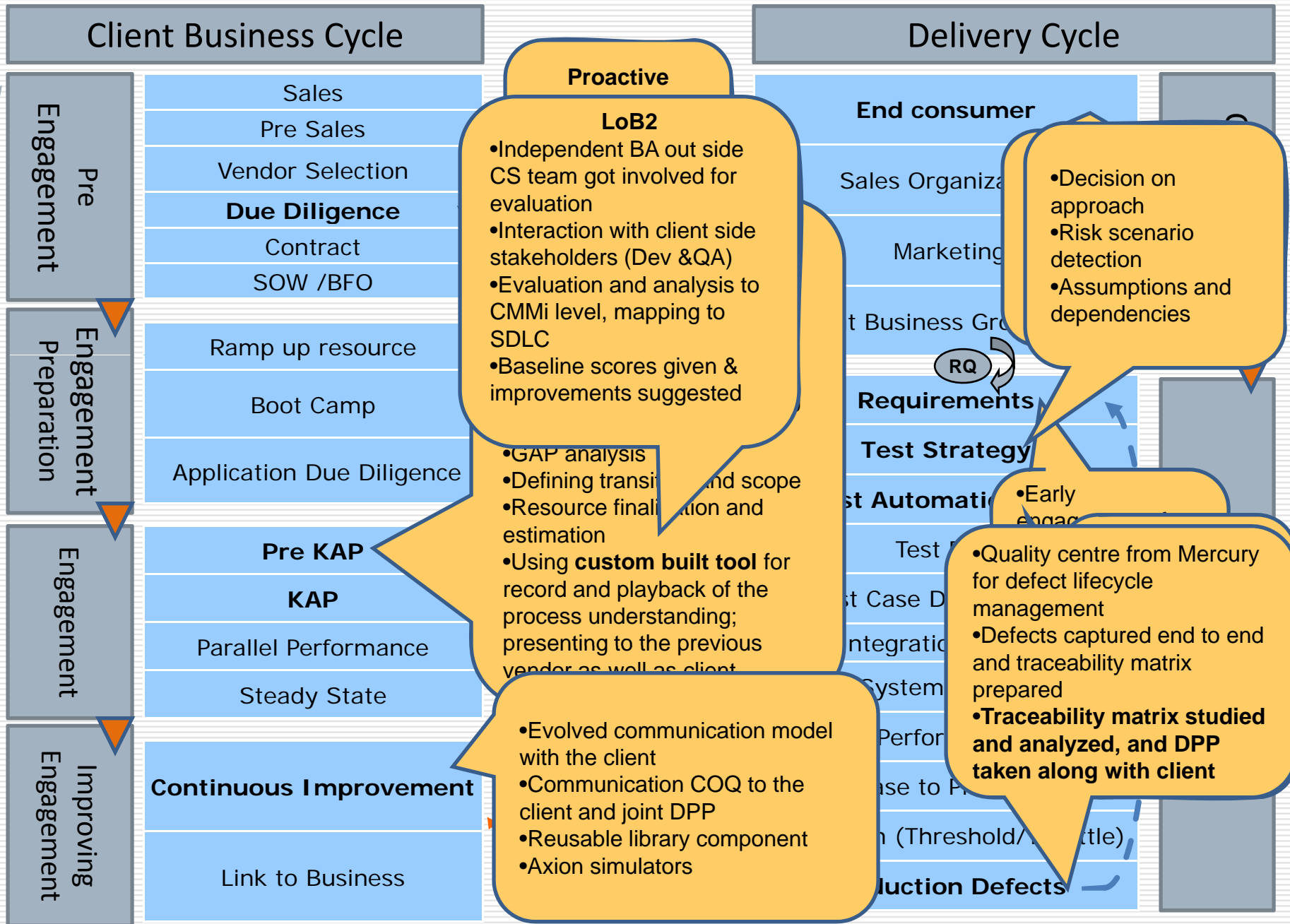
- *“Jointly creating value that is unique to the consumer and sustainable to the firm.”*
- Building blocks of Co-Creation :
 - **“DART”** : *Dialogue, Access, Risk Assessment, Transparency*
 - **Dimensions of Choice** in consumer-company interactions:
 - Companies must provide *multiple channels of access*.
 - Companies must provide *experience centric options*.
 - Focus on *co-creation experience* through transactions.
 - *Price-experience relationship*.
- Migration to Co-Creation Experiences

	Traditional Exchange	Co-Creation Experiences
Goal of Interaction	Extraction of Economic Value	Co-creation of value through compelling co-creation experiences, as well as extraction of economic value
Locus of interaction	Once at the end of value chain	Repeatedly, anywhere and anytime in the system
Company - Consumer Relationship	Transaction based	Set of interactions and transactions focused on a series of co-creation experiences
View of choice	Variety of Products and services, features and functionalities, product performance, and operating procedures	Co-creation experience based on interactions across multiple channels, options, transactions, and the price-experience relationship
Pattern of interaction between company and consumer	Passive, firm-initiated, one-on-one	Active, initiated by either company or consumer, one-on-one or one-to-many
Focus on quality	Quality of internal processes and company offerings	Quality of consumer-company interactions and co-creation experiences

Co-Creation @ FS Testing



Case Study – Realization of the concept

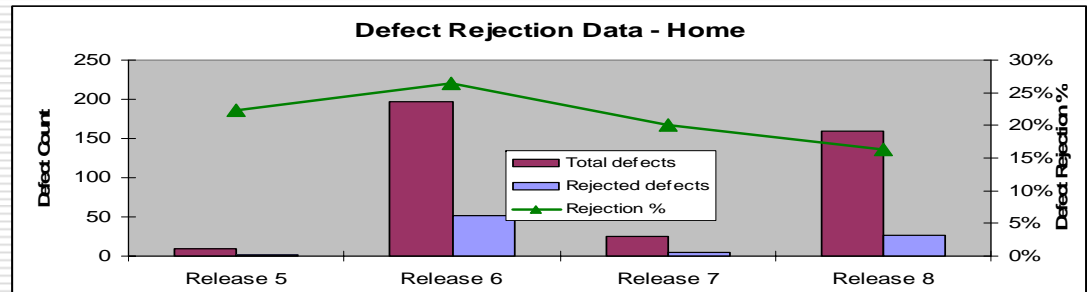
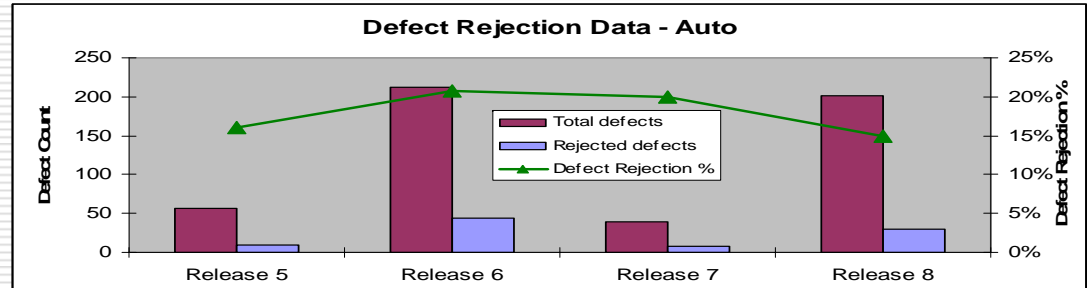


Sample Results

Defect Rejection Ratio - Downtrend

- Process improvements implemented:
 - Increased participation in BSM meetings for thorough understanding of requirements
 - Strengthened both internal and external review process
 - Requirements traceability matrix is enforced

Rejection 5% less compared to data before



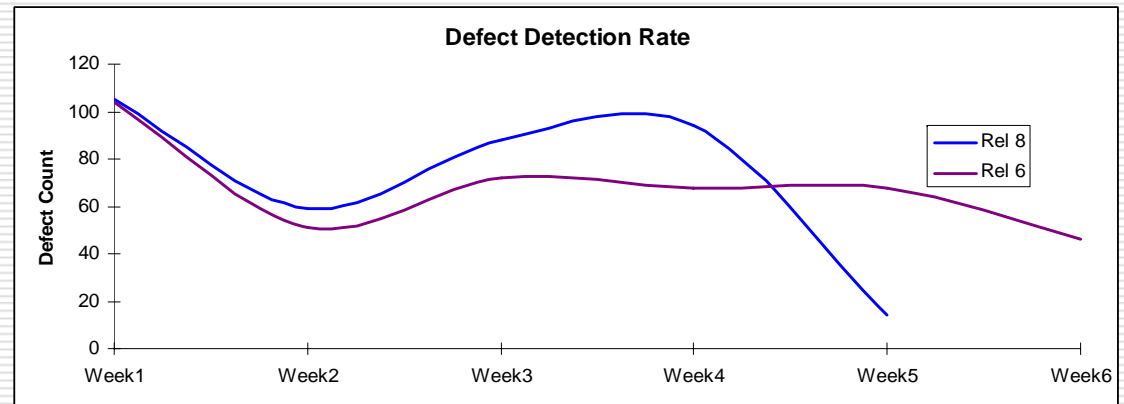
Code Coverage

Code Coverage Improved from 30% to 90% compared to Test Execution before

Warranty Defects

Warranty defects show downtrend : Reduction close to 90% in a particular release

Early Defect Detection



- Implementation of Risk Based Testing resulted in achieving early defect detection in Release 8
- Goal is to pull the bell curve early in the lifecycle

Thank You