

Zeotap

Next-generation Customer Data Platform

Zeotap's Brilliance

In this era of digitisation, data is the world's most valuable resource. That is why companies like Zeotap play such a vital role in the industry. Zeotap is a Customer Intelligence Platform that helps brands to understand their customers better.

Zeotap offers insights on customer behaviour enabling the brands to invest in developing meaningful customer relationships. In short, Zeotap is all about data monetisation.

In the Beginning

Moolya started playing a role in Zeotap's story from 25th November 2019. Initially there were three Moolyan testers associated with the project for the first six months. Now in the middle of 2022 there is a team of ten test engineers, from Moolya, actively involved with Zeotap.

Offering the Solution

During the initial days the team didn't have a QA structure in place.

"I still remember our first few weeks, in our meeting rooms, as we tried to gather as much information about Zeotap from the different teams," reminisces one of our Associate Test Managers.

"Most importantly, we spent a lot of time in building the trust of our client-partner. I think that played a major role in this long lasting relationship," emphasised the Associate Test Manager.

Initial Success

The first release happened on 12th December 2019 for collecting the first-party data SDK. It was a major milestone and a success.

"There was no looking back after the first release. The trust was built and we Moolyans kept our promise of delivering quality on a consistent basis," added the Associate Test Manager.



Obtaining Total Understanding

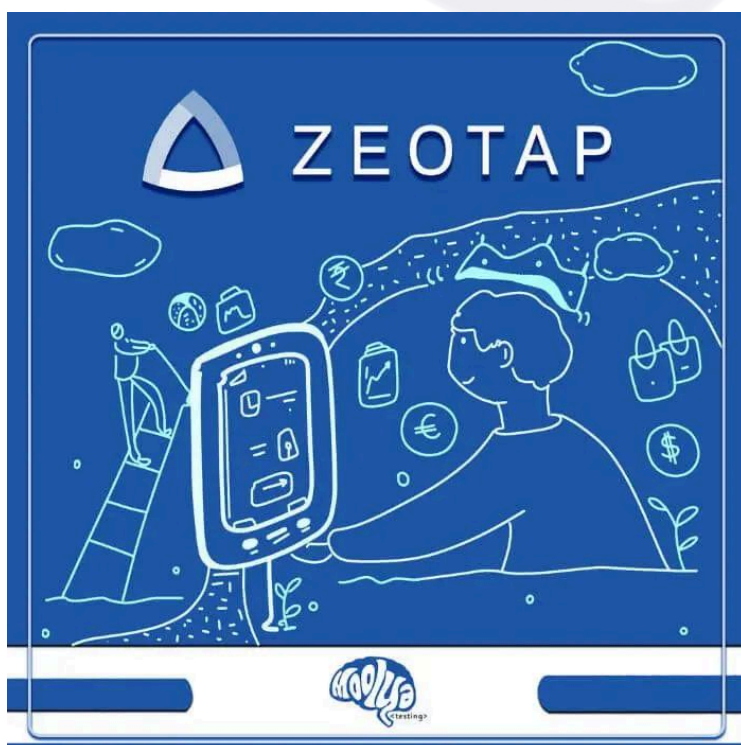
Once the Moolyans got a grasp on the overall technical understanding of the product it became easier for us to perform deep testing and apply the bug prevention method.

The Work Behind it

Moolya follows an Agile method with Zeotap. It's an iterative development methodology wherein the entire project team participates in all the activities. The requirements evolve as the iterations progress. Since the coding and testing are done interactively and incrementally during the entire development phase the main focus is on the improvement of the quality of the product.

The Outcome

Moolya is honoured to be a part of many project releases with Zeotap, over the last two and half years. One of the current releases focused on the Demo environment and customer website builder. It was a crucial and a much needed environment needed by Zeotap. This environment will now enable the SEs to offer customized demos for the Zeotap products.



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