

Global Apparel Retailer Transforms Retail Quality Engineering to Enable Scalable, Global Omnichannel Operations

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Near-zero production defect leakage, significantly improving platform stability
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Faster release cycles enabled through automation and streamlined QA processes
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Improved test coverage and efficiency across all retail systems

AT A GLANCE

Engagement Snapshot



Industry
Apparel & Retail



Practice area
Quality Engineering



Outcomes tracked
7

The challenge

The customer operates a highly complex retail ecosystem spanning eCommerce, POS, store systems, omnichannel platforms, order and warehouse management, and financial applications. Quality assurance processes were fragmented across systems and vendors, with heavy reliance on manual testing slowing down release cycles. The rise of omnichannel capabilities such as BOPIS, ship-from-store, and returns further increased integration complexity. Global expansion required continuous support for localization, tax compliance, and region-specific fulfillment models, introducing higher risk of production defects and inconsistent customer experiences.

What Everest delivered

Everest implemented a comprehensive managed QA and Quality Engineering model, taking end-to-end ownership of quality across the retail value chain. The engagement was delivered by a dedicated cross-functional team spanning QA, automation, and retail domain specialists, supporting continuous global rollouts and high-volume retail operations.

| Solution components

- **End-to-end QA ownership across eCommerce, POS, store systems, omnichannel flows (BOPIS, ship-from-store, returns), and order/warehouse management**
- **Centralized QA governance with standardized processes and lifecycle ownership**
- **Global expansion and localization validation, including:**
 - Multi-language and country-specific tax
 - Regional fulfillment and shipping/SLA variations
- **Test automation transformation, including:**
 - Conversion of manual test suites into automated regression frameworks
 - CI/CD-integrated testing for faster, reliable releases
- **Quality engineering enhancements, including:**
 - End-to-end omnichannel scenario validation
 - Shift-left testing and defect prevention strategies
- **SLA-driven managed services model, with defined KPIs, metrics, and continuous improvement**

| Impact & outcomes

- Near-zero production defect leakage, significantly improving platform stability
- Faster release cycles enabled through automation and streamlined QA processes
- Improved test coverage and efficiency across all retail systems
- Consistent customer experience across multiple global markets
- Successful rollout of new regions with full localization (language, tax, shipping, distribution)
- Scalable QA model supporting peak retail events and high transaction volumes
- High SLA adherence, ensuring predictable and reliable delivery