



K2
VIEW.

CASE STUDY

AT&T slashes test data provisioning to minutes and time-to-market by 80%



AT&T

● Background

AT&T Communications is the world's largest telecommunications company, the largest provider of mobile telephone services, and the largest provider of fixed telephone services in the United States.

As part of providing these services and an exceptional customer experience, the company is

continuously developing and improving applications for both customers and internal operational support. However, despite its adoption of DevOps and Agile methodologies, its lack of fast, on-demand access to realistic test data prevented the rapid time-to-market it needed.

“We’re on a journey to modernize our apps and to realize the benefits of embracing a DevOps methodology. But while implementing a DevOps methodology and moving to agile is great in theory, you hit a roadblock if you don’t have realistic data to test against. K2View Test Data Management provides a self-service approach for our teams to provision test data on demand – without impacting production source systems.

Ward Chewing

VP of Network Services and Shared Platform, AT&T

● Key goals

- Cut the time to provision test data
- Improve speed-to-market by eliminating test data bottlenecks throughout software release cycles
- Reduce overall test data management operational costs
- Ensure test data integrity and security

To realize these goals, AT&T adopted K2View Test Data Management across all AT&T Business and Consumer Apps, providing the company with high-quality test data to drive agile development, while remaining compliant.



The business impact for AT&T

With K2View Test Data Management, AT&T was able to:

- **Cut the time to create test data from weeks to minutes**
- **Accelerate speed-to-market by 80%**
- **Reduce manual testing resources by 30%**

● Key challenges

Communications firms, including wireless carriers, cable, and media companies, have enormous amounts of data on their customers, networks, devices, plans, and more. Providing access to the right data at the right time – and to the right person – can transform the customer experience. That’s true whether it is via the web, or mobile apps, or simply providing the support team the insights it needs to provide fast, knowledgeable service. That’s what DevOps is all about – enabling companies to quickly develop, test, and deploy customer and operational systems that keep customers happy.

Traditional Test Data Management (TDM) involves manual requests, multiple teams, and time-consuming database backups and restores. This means provisioning test data alone can take days or even weeks. Despite the agility a DevOps pipeline promises, this prolongs each test cycle and forces a time-to-market cycle from three to six months—at best.

In addition to negatively impacting time-to-market, traditional TDM’s dependence on manual processes means data experts are tasked with repetitive busy-work instead of higher value-added work. That means the cost to support testing – not to mention masking data to keep it secure – continues to rise over time.

Testing these apps is where most DevOps and Agile development pipelines slow to a crawl. That’s because the data needed to adequately test and re-test each app is trapped in siloed systems and databases.

OUR THING

● Results

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● About K2View

K2View provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2View platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database™ – one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including AT&T, Vodafone, Sky, and Hertz – deploy K2View in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.