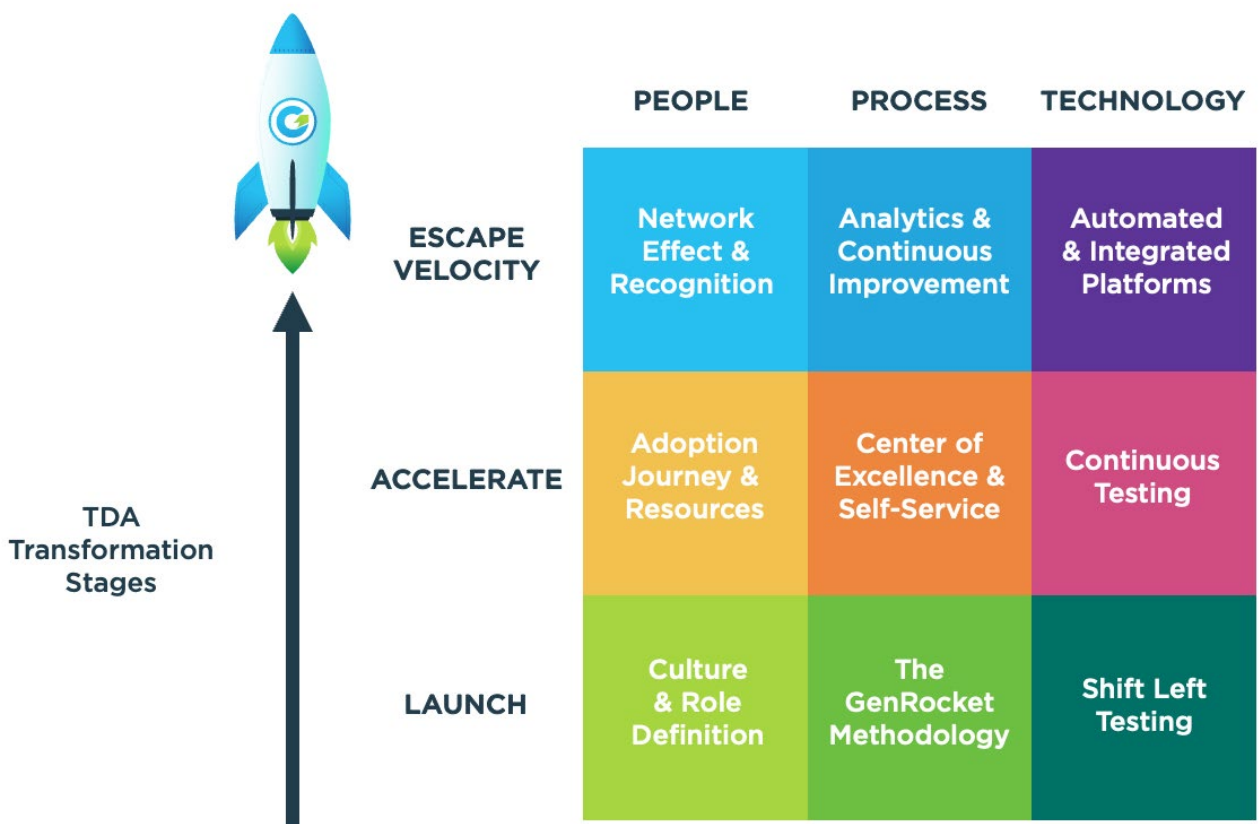# GenRocket

DEPLOYING TEST DATA AUTOMATION ACROSS A GLOBAL ENTERPRISE

Introducing The Test Data Automation Deployment Framework

To manage your transformation to TDA, we'll show you how to manage the three critical dimensions of any successful transformation program: People, Process, and Technology. And we'll incorporate these dimensions into three major stages of technology deployment. As you might expect, we've named them after the stages of a rocket ship launching into orbit - from its initial takeoff through its escape from the pull of gravity.

The GenRocket Deployment Framework presents a phased approach to effectively scale Test Data Automaton within your organization. It encompasses three transformation stages: LAUNCH, ACCELERATE, and ESCAPE VELOCITY, focusing on the dimensions of PEOPLE, PROCESS, and TECHNOLOGY.

The LAUNCH stage establishes a foundation for growth with the right culture, processes, and use cases. This allows you to ACCELERATE your expansion and adoption. At ESCAPE VELOCITY you'll reach the highest levels of automation and integration. During each stage, we'll guide you through the dimensions of people, process and technology.

TDA Transformation Stages

Stage	PEOPLE	PROCESS	TECHNOLOGY
ESCAPE VELOCITY	Network Effect & Recognition	Analytics & Continuous Improvement	Automated & Integrated Platforms
ACCELERATE	Adoption Journey & Resources	Center of Excellence & Self-Service	Continuous Testing
LAUNCH	Culture & Role Definition	The GenRocket Methodology	Shift Left Testing

Empowering People: Creating a culture of learning and collaboration is vital to support users on their adoption journey and recognize their accomplishments. It is crucial to establish an environment that encourages continuous improvement and embraces the benefits of Test Data Automation.

Streamlining Processes: The GenRocket Methodology is a process that lays the groundwork for implementing a Center of Excellence and a distributed self-service model. This model's efficiency is continuously enhanced through analytics and reporting, ensuring optimized processes and streamlined operations.

Leveraging Technology: Test Data Automation enables teams to conduct early, continuous, and high-quality testing with extensive coverage. By fully automating and orchestrating the delivery of synthetic data into development tools and testing frameworks, GenRocket facilitates efficient and effective testing practices.

GenRocket offers comprehensive analytics to measure and adapt to organizational needs by focusing on crucial areas such as test cycle time, test coverage, team efficiency, data privacy, and alignment with strategic goals and objectives. This enables organizations to build value and achieve success in their testing endeavors.

To learn more, read our comprehensive *TDA Deployment Guidebook.*