

Empowering Growth: NBrown's Digital Transformation

Founded in 1859, NBrown is a top 10 UK clothing and footwear digital retailer. The company operates multiple brands under its portfolio, catering to both men and women. In the fiscal year 2022, NBrown reported a turnover of £95.0 million, reflecting pleasing growth in product revenue from their strategic brands, which increased by 10%. NBrown has a rich history and a strong presence in the digital retail market, focusing on providing a seamless and enhanced customer experience through continuous technological advancements and robust systems.

£1.3m

in cost savings

Regression testing cycles reduced by

80%

10,000

regression test cases executed
each and every month

Brief

- NBrown faced challenges in managing and maintaining the technology infrastructure across its diverse brand portfolio.
- As part of the digital transformation journey, a single SAP Hybris platform was to be implemented to support future business growth.
- Large offshore teams caused costs to increase while testing was still taking too long. NBrown needed confidence & consistent from QA.

Challenges

- To address these challenges, Spike implemented an automation and performance improvement roadmap.
- This program aimed to help NBrown achieve efficiency, confidence, and customer experience.
- Test tooling and associated technology were upgraded to provide a consistent process for UK & India.
- Spike provided the necessary thought leadership to realise the vision and provided coaching to upskill the global teams.

Summary

- 80% reduction in regression cycle time allowing faster delivery with confidence.
- Save over £1 million per annum in third-party costs, contributing to substantial cost savings for the company.
- Increased automation coverage from near zero to 75%.
- License cost savings of more than £80,000 annually by using open-source.
- Golden quarter confidence through performance testing in production to provide accurate metrics ahead of peak trading.

Don't just take our word for it



The confidence that our new approach gives to our business and product owner communities is clear, in terms that can be comprehended and evaluated against business risk.

Over the last 8 months there has been significant change in the approach to allow complete, subset, and highly targeted runs to be executed.

Head of Testing, NBrown

Want to know more?



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