



# Accelerated Automation

A full-scale QA automation  
ecosystem built with velocity.

# Executive Summary

A leading technology company partnered with CodeRoad to replace slow, manual QA process and modernize inherited legacy applications by implementing a Playwright-powered automation ecosystem across two mission critical applications. In just 120 days, CodeRoad delivered a comprehensive QA foundation featuring standardize workflows, AI-assisted test creation, and end-to-end automated coverage. This accelerated release velocity, improved platform reliability, significantly reduced manual effort, and established a scalable Quality Engineering system to support their continued growth and product innovation.

## About the Client

This client is a fast-growing technology company that builds communication, reputation management, and engagement tools for the automotive, powersports, agriculture, and equipment dealership industries. Their platform powers **texting, payments, reviews, scheduling, AI-driven customer interaction**, and other communication workflows used by thousands of dealerships across North America.

Dealerships rely on their services to:

- Convert more leads through real-time texting
- Centralize customer communication
- Automate follow-ups and review collection
- Streamline payments and service interactions
- Improve response times and customer experience
- Reduce operational friction across sales and service teams

The company has grown rapidly as dealerships shift away from phone calls and emails and toward instant, mobile-first communication. The company's AI and messaging solutions sit at the center of that transformation.



# Looking for Innovation and Momentum

The company inherited two mission-critical dealership applications with almost no automated testing, inconsistent QA processes, and slow manual regression cycles. These gaps created production risks, slowed feature delivery, and made it difficult for engineering and product teams to maintain reliable release velocity. To continue scaling their AI-powered communication platform, they needed a fully modernized QA foundation—built fast and built from scratch.

## Our Velocity Playbook in Action

The team established standardized QA workflows, designed and documented test plans, implemented AI-assisted test creation, and built automated test frameworks for both applications. Through nearshore engineering expertise and rapid delivery cycles, CodeRoad delivered a scalable, automation-driven QA program that accelerates the team's releases and strengthens long-term product reliability. In just 120 days, CodeRoad delivered:

### 1. QA Program & Operating Framework

- QA workflows aligned with Dev & Product
- Test plans, test cases, and documentation
- Velocity and reporting dashboards

### 2. Automation Engineering

- Playwright-based automated frameworks for two applications
- Cross-browser and end-to-end automation aligned with modern QA standards
- Smoke and regression suites powered by Playwright
- CI/CD-integrated test execution for continuous validation

### 3. AI-Assisted Quality Engineering

- AI-generated test cases
- Automated defect classification
- Coverage optimization insights

# Shipping Fast, Building Right



## Full-scale QA foundation

A complete Quality Engineering system now guides testing, workflows, and release readiness.



## Reliable Releases

Defects are caught earlier, resulting in more stable and predictable deployments.



## Automated Coverage

Playwright-powered automated tests now run across core flows, reducing risk and manual effort.



## Faster Deployments

Streamlined QA processes and automation allow companies to ship updates more quickly.



## Process Optimization

Playwright automation and AI tools significantly cut down repetitive manual testing.



## Scalable System

Standardized, Playwright-based QA frameworks extend easily across multiple applications.

# A Velocity Roadmap for AI-First Development.

Our partnership has provided the company with a structured roadmap aligned to future automation expansion, coverage targets, AI-assisted test generation, and continuous delivery improvements—ensuring the company can scale its platform without compromising speed or reliability.

The team established standardized QA workflows, designed and documented test plans, implemented AI-assisted test creation, and built Playwright-based automation frameworks for both applications. Leveraging nearshore engineering expertise and rapid delivery cycles, CodeRoad delivered a scalable, automation-driven QA program that accelerates the team's releases and strengthens long-term product reliability.

The company can now ship dealership-ready features faster, with higher confidence, and with predictable release quality.

Technology  
in action

## Playwright

for automated  
end-to-end testing

## GitHub Actions

for CI execution

## Artificial Intelligence

for assisted test  
generation tools

## Dashboards

for custom reporting.

# Talent + Acceleration + Performance

*"CodeRoad has positively impacted both our product reliability and the way we view Quality Assurance across our entire organization. Their team brought a level of care and discipline to our unit and E2E testing that saved us from potential disaster during our largest annual industry release. From architecting an entire automated testing ecosystem to navigating complex mobile frameworks, they've embraced every challenge with professionalism and spirit. We are truly grateful for the dedication they've invested in getting our technology right."*

*— VP of Engineering, Enterprise Automotive SaaS Platform*

## Engineered Momentum

CodeRoad's Business Impact by the numbers

100%

automated framework. We designed and deployed an AI-first ecosystem for E2E testing.

2X

faster deployments. We slashed release cycle times by replacing manual regression gates with a high-speed automated ecosystem.

2X

full-Scale QA Systems. Our comprehensive coverage across mission-critical communication and payment platforms.

# How CodeRoad can help you accelerate

CodeRoad delivers Velocity-as-a-Service (VaaS) by transforming manual quality bottlenecks into high-speed automation engines. We partner with you to replace slow, human-centric testing with a Playwright-powered ecosystem across mission-critical communication and fintech platforms. By standing up a full-scale Quality Engineering system in weeks, we accelerated deployment tempo by 50% while hardening legacy stability. CodeRoad's systems are engineered to ensure that rapid product innovation is always matched by enterprise-grade reliability.



## Strategic Technology Solutions

- AI & Machine Learning Solutions
- Web & Mobile Applications
- Data Engineering & Visualization
- Middleware / ETL & Integration Services
- Automation & AI Tools
- Cybersecurity & Cloud Infrastructure
- Cybersecurity
- IT Systems Administration & Network Support



## What's next for retail automotive?

Discover how to gain a tech-fueled competitive edge in the rapidly consolidating automotive industry with our latest eBook. Get the latest on:

- Cloud Modernization
- Fintech Engineering
- Infrastructure Automation
- Containerized Delivery
- Operational Observability
- Cost Governance
- System Integration

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## Connect With Us

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