

SERVICE 05 OF 06 · SKA GLOBAL PARTNERS

Quality Assurance Practice Setup

Build quality in from the start — not on at the end.

Service 05 · Principal-led

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The Challenge

Most organisations treat QA as a gate at the end of delivery: a team that checks whether what was built is what was asked for. That model is too slow, too late, and too disconnected from the engineering decisions that actually determine quality. The result is production incidents, release anxiety, and a QA team that is seen as a bottleneck rather than a delivery enabler.

Signs you need this

Production incidents are frequent and release confidence is low

QA is a bottleneck — every release waits for testing to complete

Automated tests exist but are not trusted — they pass, then production fails

You are scaling delivery and your QA model will not scale with it

You are setting up a GCC and need quality standards built in from day one

QA is reactive rather than embedded — brought in at the end, not the beginning

Our Approach

Quality Diagnostic — Weeks 1–2

Assess the current state: incident patterns, test coverage and trust, release process, team structure, tooling, and where quality decisions are being made.

- Production incident pattern analysis
 - Test coverage and automation trust assessment
 - Release process and cycle time review
 - QA team structure and capability assessment
 - Tooling audit
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Strategy & Standards Design — Weeks 3–5

Define the target QA operating model: where quality is embedded, what testing standards apply at each stage, which tools to adopt.

- QA operating model design
 - Testing standards by stage (unit, integration, E2E, performance, security)
 - Tooling selection and configuration approach
 - CI/CD integration design
 - QA team structure recommendation
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Build & Embed — Month 2–6

Implement the tooling, establish the processes, train the team, and embed QA into delivery programmes.

- Test automation framework setup
 - CI/CD pipeline integration
 - Team training and capability building
 - QA embedded into delivery squads
 - Quality metrics and reporting framework
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What You Get

Every engagement produces documented, actionable outputs — not presentations that sit in a drawer. Below are the standard deliverables for this service. Exact scope is agreed during the Diagnostic Assessment.

- 0
1 Quality diagnostic report
- 0
2 QA operating model design
- 0
3 Testing standards by stage and risk level
- 0
4 Tooling recommendations and configuration
- 0
5 CI/CD integration setup
- 0
6 Team training programme
- 0
7 Quality metrics and reporting framework

Delivered, Not Just Advised

Across Arab Bank's digital transformation, Senthil oversaw quality standards for programmes that delivered consumer banking apps used by millions, an end-to-end digital onboarding platform, and a loyalty engine across multiple markets. Building quality into delivery at that scale — across internal teams and a Global Capability Centre — required a fundamentally different approach to QA than most organisations use.

Specific outcomes:

- QA embedded into delivery squads across Reflect, Arabi Next, and digital onboarding programmes
- Test automation frameworks deployed across web, mobile, and API layers
- Quality standards established for ACABES (GCC) teams from day one
- Release confidence improved through automated regression and performance testing
- Production incident rate reduced through shift-left quality practices

"Senthil not only provided expertise in designing, developing, and leading the solution — he acted as the sole primary subject matter expert throughout the engagement. I highly recommend Senthil when a level of creativity and ambiguity exists." — Rob Suba, CTO · former client, Cardinal Health "The digital impact has been huge. Many banks around us envy us for what we built." — Senior Executive · Arab Bank Full client references available at [linkedin.com/in/senthilparameswaran](https://www.linkedin.com/in/senthilparameswaran)

Engagement Models

Engagements are sized to fit the problem, not a standard contract. Every engagement begins with a Diagnostic Assessment to confirm the right model before any commitment is made.

QA Practice Build

End-to-end engagement from diagnostic through to operational QA practice. Typically 4–6 months.

QA Strategy & Design

A time-boxed engagement producing the operating model, standards, and tooling recommendations — for organisations with internal resource to execute.

GCC Quality Integration

Specialist support for organisations setting up a GCC — establishing quality standards that work across home and offshore teams from day one.

About Senthil Parameswaran

Senthil is the Principal Consultant at SKA Global Partners and former Chief Digital Officer at Arab Bank (2017–2026). He has 25 years of delivery experience across Singapore, the United States, New Zealand, the Netherlands, the UK, and Jordan.

Every engagement is led personally by Senthil. There are no junior analysts, no sub-contracted teams, and no pre-packaged frameworks applied before understanding your situation.

To start a conversation, send an email with a brief description of your organisation and what you are trying to accomplish. skaglobalpartners.com · [linkedin.com/in/senthilparameswaran](https://www.linkedin.com/in/senthilparameswaran)