

# expo IQA 25

MADRID  
May 20th,  
21st & 22nd  
2025

## Accelerating Time to Market Through Innovative QA & Release Management

*A Case Study from Space International*

expoqa.eu

Nino Abramishvili



**RELEASE  
TOMORROW!**



**Have You  
Experienced  
This?**



**How QA Became the Hero of Speed & Quality?**

# Beyond QA – A Digital Transformation Leader

**Nino Abramishvili**

- Head of Quality Assurance, **Space International**
- 6+ Years in QA Leadership & Transformation
- Passionate About Speed, Quality, and Innovation
- I speak about **transforming QA**
- I build **high-speed, high-quality** release strategies
- I turn QA from a blocker into a **growth driver**



# Making people's life easier!

- **Space International** an international digital banking platform
- Operating across **Georgia and Uzbekistan**
- Powering financial services through innovation and speed
- Fintech, that provides cutting-edge technologies for **TBC UZ and Payme**, serving up to **14 mln registered users**





**“QA isn’t just testing - it's the key to business success.”**

**Let’s prove it together.**

# Industry Statistics on QA and Release Cycles

**37%** of organizations still release software in cycles longer than three months.

**60-80%** of failed releases are the direct result of ineffective testing, bottlenecks in QA, and poor quality control processes.

**Amazon** deploys every 11.7 seconds  
**Netflix & Google** release multiple times daily

**Frequent releases minimize risk and accelerate innovation**



# Why We Were Struggling

- **6-month** release cycles
- **4 weeks** of regression testing
- **Delayed** feedback loops
- **Monolithic** architecture
- QA as a **roadblock**
- **High number** of production issues





# The Breakthrough: The Strategies That Transformed Our Releases



**Faster deployments**  
**Fewer dependencies**  
**Lower risk**

**From One Big Mess to Independent Services**

**Do they inspect every item in your bag the same way?**





# Not All Tests Are Created Equal

Prioritized critical test cases (high-risk features, core functionality).

Reduced unnecessary test execution → Focused on areas most likely to fail.

Regression testing cut from 4 weeks to 1-day smoke test!

**Remember: testing isn't about doing more; it's about doing what's essential.**

# Redefining Quality: Putting the Customer at the Heart of QA

QA is about delighting users, not just finding defects.



# From Big Bang to Small, Frequent Wins

*It was about creating faster feedback loops.*

*It was about continuous, predictable progress*

Full album release

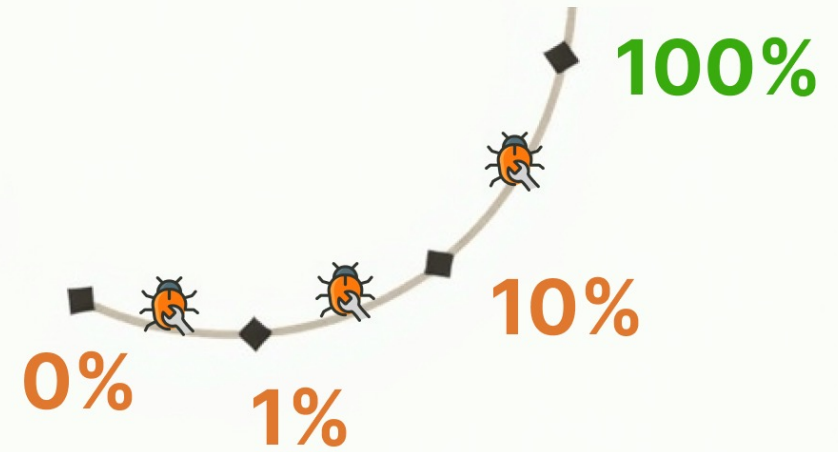


Single release





**Would you serve it  
to 1,000 customers  
on opening night  
without first testing  
it on just 10?**



**Release Smarter, Not Harder**

# From Referee to Coach

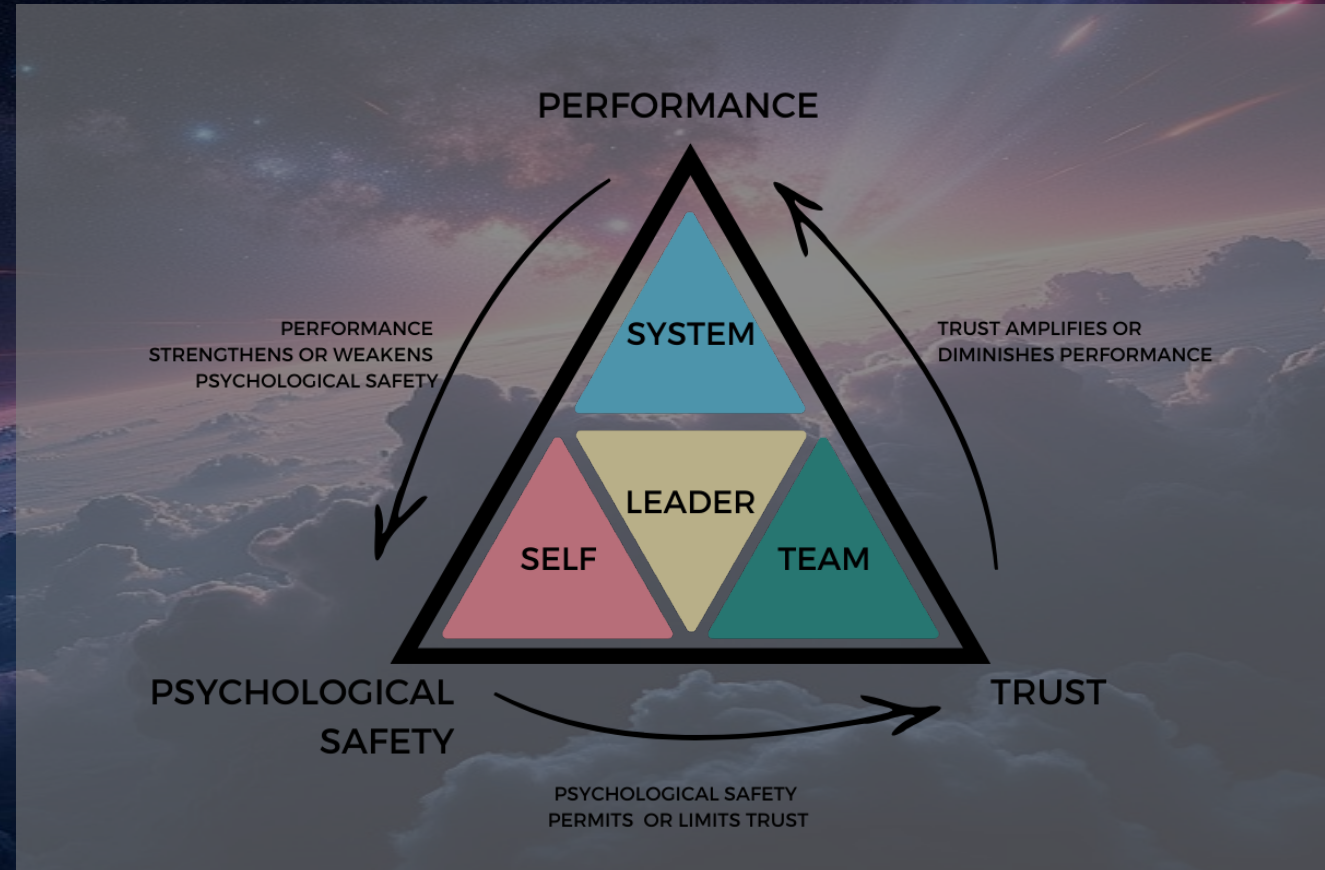
VS

Quality isn't something that happens at the end—it's something that is built into every step



# The Secret Ingredient: Psychological Safety for QA Excellence

- Teams with psychological safety are **35%** more likely to succeed than those that don't
- **82%** of employees in psychologically safe environments are more likely to share feedback and contribute ideas for improvement
- Organizations that prioritize psychological safety see **20% higher** productivity and **25% better** retention rates



**Fuelling Success:  
Celebrating Wins and  
Driving Momentum**



**Momentum is built on consistency, and every small  
victory counts.**

# Before vs. After – The Real Impact

**6-month release cycle**

**1-week release cycle**

**4-week regression test**

**1-day smoke test**

**100% publish on Production**

**Slow Rollout**

**Many Prod Bugs**

**90% decrease**



**This Wasn't  
Easy!**

*“If you can't win the people,  
you can't win the game”*

# What Will You Change Today?

What's **slowing down** your releases?

How can you **test smarter**, **not harder**?

What's **one change** you'll implement next week?

Change starts with you. It starts now!



A dramatic sky scene featuring a vibrant galaxy or nebula in the upper half, transitioning from deep blue to purple and red. Below the galaxy, a layer of dark, textured clouds is illuminated from the right, creating a bright glow and long shadows. The overall atmosphere is mysterious and awe-inspiring.

**Speed doesn't kill quality.  
Lack of innovation does**

*The only way to fail is to stop moving forward*



**Nino Abramishvili**

Head of Digital Products Quality Assurance @  
Space International & TBC Group's Uzbekist...



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Thank you for attending

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