

# How CloudBeat Empowered Menora Mivtachim To Boost Their Digital Transformation



## About Menora Mivtachim

Menora Mivtachim is an insurance company founded in 1935. It's headquartered in Tel Aviv, Israel with products that include health insurance, car insurance, business insurance, and personal insurance. In addition, Menora Mivtachim also provides life assurance which covers the policyholder for their entire life.

Its name changed from the General Liability Office to Menora Mivtachim Holdings in 2006. In 2017, they invested approximately \$30 million in Kushner Companies to help fund a Maryland development. Menora Mivtachim also invested \$60 million with Canadian Solar Inc. to develop solar power projects in Israel.

The strategic team supporting IBM's Alpha Zone joined with Menora Mivtachim in 2018. Together, they accelerate startups with the purpose of developing industry specific solutions for the enterprise market. Their program focuses on post Seed & Round A funded companies that bring innovation to Retail, Healthcare, Travel and Transportation, Energy and Utilities, Telco and Media.

In 2018, Menora Mivtachim increased their investment enormously by holding 4% in Wix. In that same year, the New York Times described Menora Mivtachim as "one of Israel's largest financial institutions."

## Speeding Up the Digital Transformation to Beat the Competition

In recent years, especially due to self-service caused by pandemics, the insurance industry is going through massive digital transformation. With tight competition, the best customer service is the big winner. Menora, as many other insurance companies, has many legacy and enterprise systems that went through modernization and digitalization process.

The complexity of digital transformation of many large-scale systems poses a real challenge in ensuring the superior quality of internal and customer-facing applications. To win the competition and keep providing exceptional customer service, Menora reinvented its approach to testing and business process monitoring.

CloudBeat, with its revolutionary digital test automation and analytics platform, was able to fulfill Menora's needs with a 365 degrees solution. The solution was provided for software quality aspects, development stages and production stages.

## Keeping Customers Happy With Continuous Testing

Improving the features of an existing product allows Menora to outperform their competition. Whether the improvement involves security, better performance, or enhancing a capability, it results in a benefit for the customer.

The plan for Menora includes placing all their tests into a Continuous Integration/Continuous Delivery (CI/CD) pipeline. It's favorable because customers receive value at a rapid rate. The CI/CD pipeline is a series of automatic steps that frequently develop, test, and deliver software.

By using CloudBeat platform, Menora now has a single pane of glass to keep track of defects in the development stage, analyze and troubleshoot failed tests in seconds, assess version release risks and keep monitoring defects in production. With CloudBeat, any defect or production issue can be instantly identified and troubleshooted - reducing the risk of jeopardizing the user experience to almost zero.

## The Valuable Solution: CloudBeat To The Rescue

Menora's Infrastructure group adopted CloudBeat to boost the automation of Web sites and Rest APIs. Tests are written seamlessly and intuitively in **Oxygen**. Once written, the tests are then uploaded to **CloudBeat test** where they are executed on multiple browsers and devices in parallel.

But Menora didn't stop there, They took it one step further by introducing **CloudBeat synthetic monitoring**.

Using CloudBeat they are able to perform application live health checks and monitor both the server side and User side and find problems before the users spot them.

The best thing of all, they are using the same test cases they wrote in Oxygen for test automation, thus saving valuable time in writing and maintaining test automation.

## About CloudBeat

CloudBeat is a centralized continuous quality platform that helps create, execute, and analyze tests. The tests can be Sanity, Unit, API, Integration, Regression, or End-To-End. CloudBeat seamlessly integrates with the most popular testing frameworks and CI tools.

Large test suites with out of the box parallelization can be executed with an ability to perform root cause analysis on failures. The mission is to help increase software quality, reduce testing, decrease development time, and improve customer satisfaction.