



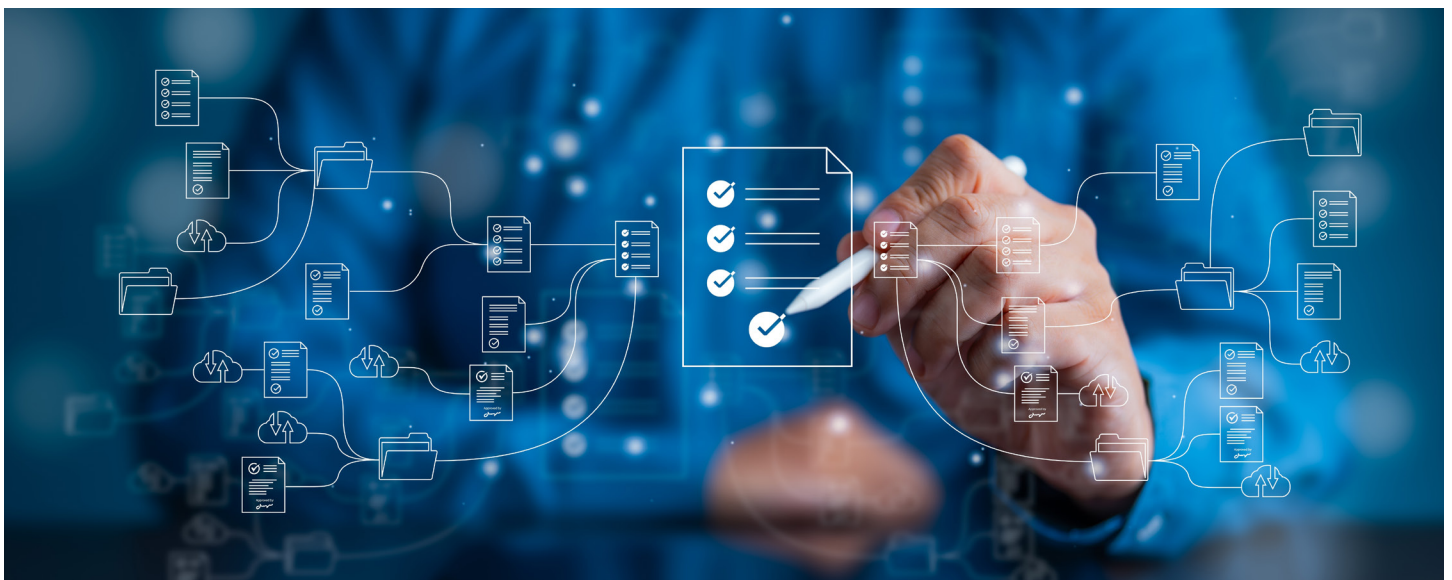
# QUALITY EVOLUTION PLATFORM

Driving Innovation in Enterprise Quality Engineering

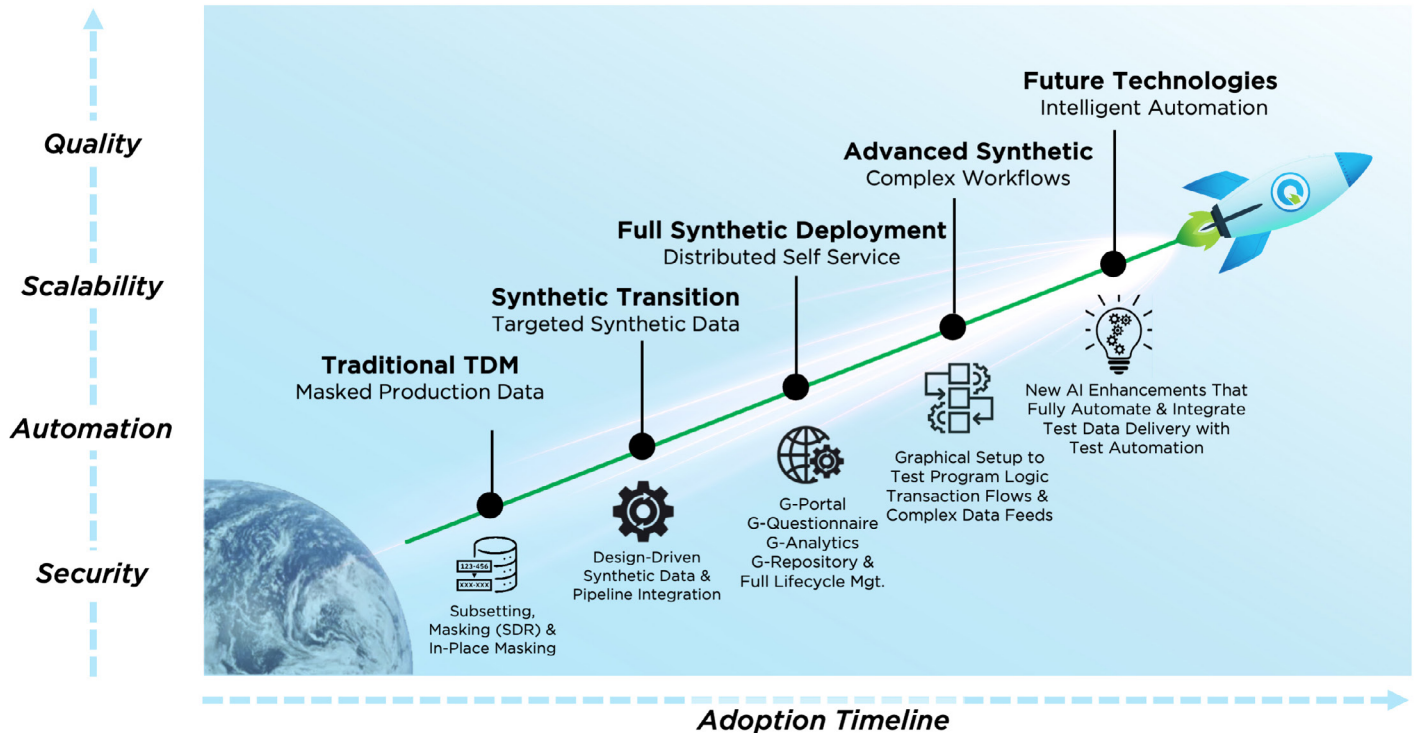
GenRocket's **Quality Evolution Platform** is the next generation of Test Data Management, seamlessly blending traditional TDM processes with cutting-edge synthetic test data generation. It is designed to support enterprises on their journey toward maximum data privacy and quality, as well as the full automation of data delivery into any test environment.

**GenRocket provides a powerful and unified solution for any form of test data provisioning.**

This *quality evolution* journey is depicted in the diagram below and represents a strategic transformation to a highly optimized, future-ready state of quality engineering. At the left-hand side, the journey begins with legacy Test Data Management, characterized by manual efforts, slow data provisioning, and limited scalability. As organizations advance, they transition to synthetic data, enabling faster, on-demand data generation with greater accuracy and reduced dependency on production data.



# GenRocket's *Quality Evolution Platform*



This transition empowers organizations to deliver high-quality software at greater speed and operational efficiency. Each stage along the vertical axis reflects a measurable improvement in speed, accuracy, cost-effectiveness, and overall software quality—demonstrating the undeniable benefits of progressing through this evolutionary journey.

## A Smooth Transition from Production Data to Synthetic Data

For organizations accustomed to traditional TDM processes, the GenRocket *Quality Evolution Platform* introduces robust features, including:

- **In-Place Data Masking** – Securely mask sensitive production data while maintaining referential integrity.
- **Database Subsetting with Masking** – Extract relevant subsets of production data with integrated masking.
- **Flexible File Masking** – Ensure sensitive data in files is protected while maintaining usability for testing.

These capabilities enable organizations to transition from sensitive production data to a fully automated, design-driven synthetic data approach at their own pace.

# Set Your Own Pace of Synthetic Data Adoption



## Design-Driven Synthetic Test Data Generation

**GenRocket is the only provider of Design-Driven synthetic data**—enabling developers and testers to create precisely tailored data volume, variety and formats for all categories of functional and nonfunctional testing. The platform enables:

- **Self-Service Data Provisioning** – Give teams direct access to the data they need, when they need it.
- **Test Data Case Repositories** – Distributed, synchronized repositories ensure data consistency across environments.
- **Centralized Management & Analytics** – Monitor platform utilization and its Return-On-Investment with robust analytics.

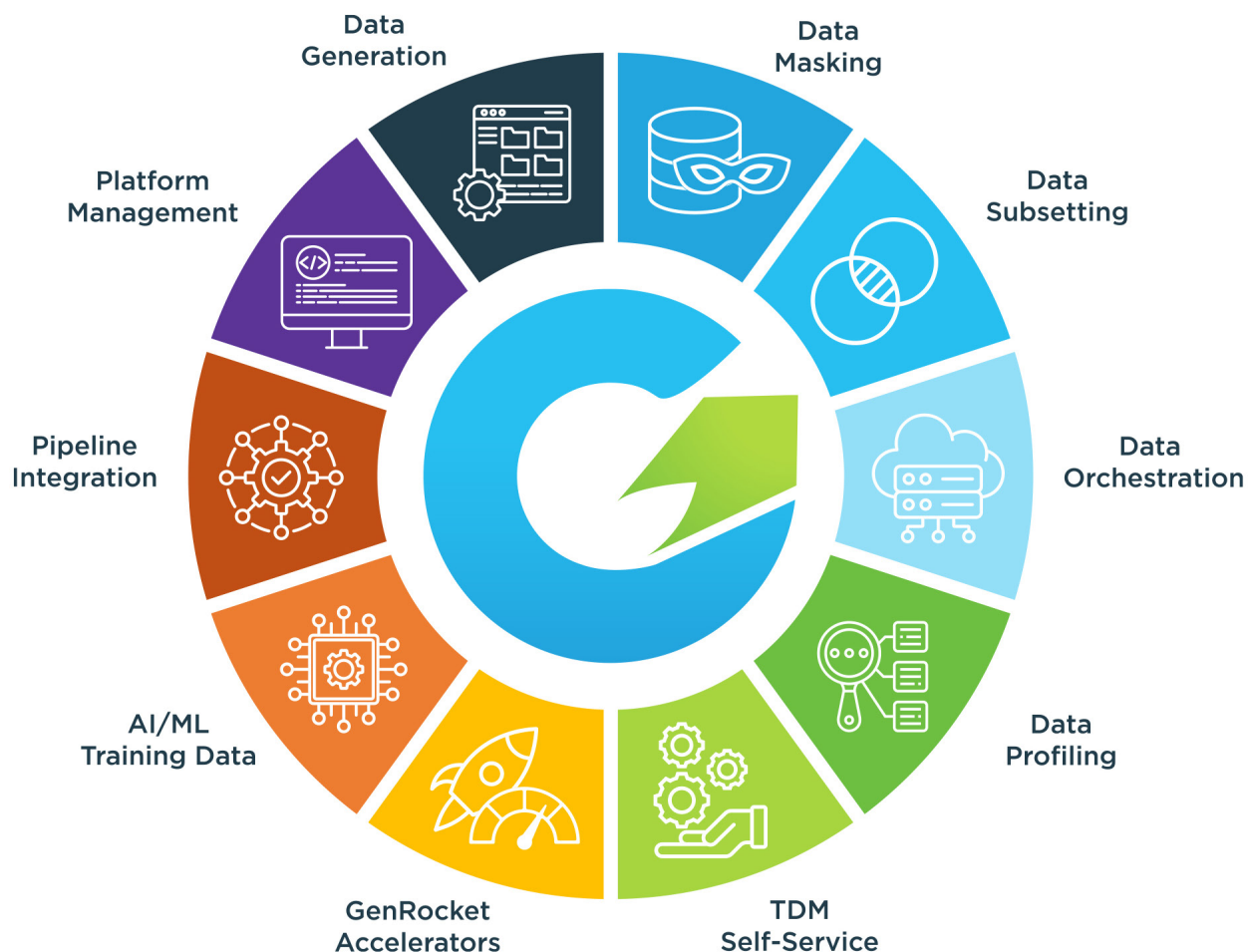
## A Unified Enterprise-Scale Platform

**GenRocket is the only solution that delivers a comprehensive test data provisioning platform capable of handling:**

- **Masked Production Data** – Secure and controlled test data derived from real production data.
- **Generated Synthetic Data** – Fully synthetic test data designed to meet specific test criteria.
- **Hybrid Test Data Solutions** – A blend of masked production and synthetic data to balance realism and security.

GenRocket's *Quality Evolution Platform* is the only solution that combines production and synthetic data provisioning into an architecture that enables centralized management of distributed self-service and pipeline integration—so development and QA teams can create fully automated workflows for software delivery.

## One Enterprise-Class Platform for Data Provisioning



## Flexible Consumption-Based Pricing

With a scalable pricing model, customers only pay for the number of Test Data Projects needed.

Each project includes:

- Unlimited users, data volume, and test runs for any test environment
- Up to 5 project versions can be configured per Test Data Project
- A comprehensive library of **750+ intelligent data generators and 100+ structured and unstructured data formats**

## Guided Evolution with GenRocket Navigator Services

To ensure maximum value, the GenRocket *Quality Evolution Platform* includes **Navigator Services**, providing:

- **Expert Implementation** – Best practices for system deployment and optimization
- **Test Data Design** – Model and design Test Data Cases for any category of testing
- **DevOps Integration** – Seamlessly automated workflows within CI/CD pipelines.
- **Ongoing Consultation** – Strategic guidance to maximize customer value and ROI

## Elevating Data Privacy, Quality & Automation

By transitioning from production test data to synthetic data, organizations enhance:

- **Data Privacy & Security** – Eliminating exposure to sensitive information
- **Test Data Quality** – With precise, controlled data variations for optimal test coverage
- **Operational Efficiency** – To increase automation and eliminate manual provisioning

## Your Quality Evolution Journey Starts Now

With the GenRocket *Quality Evolution Platform*, enterprises can confidently transition from traditional test data management to a fully automated, synthetic data-driven future. Take control of your test data and embark on your quality evolution journey today.