



Case Study:

**Automate complex,
cross-platform, end-to-end
user tests.**

**Visual AI-automation,
simple & fast.**



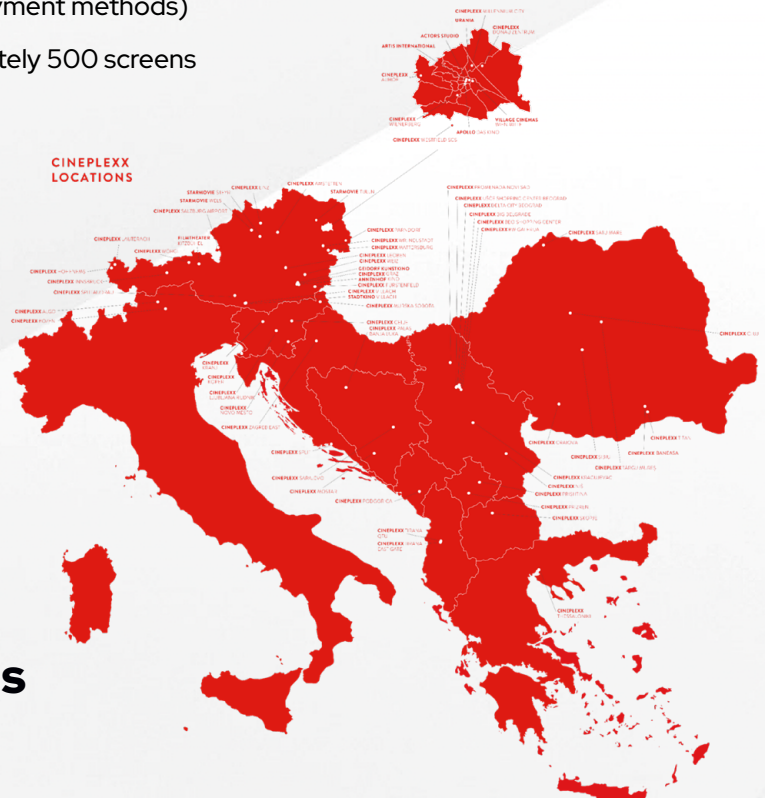
„Drvless saves us a tremendous amount of time and frees our team from routine tasks“

Sabine Ringhofer, CIO, Cineplexx Group

About Cineplexx

Region	12 Länder; IT-Zentrale in Wien
System	Website, Point-of-Sale (POS), Mobile Apps (Android & iOS)
Core- Use-Cases	Ticket purchase & reservation (including variations such as ticket types, Seating charts, login status, payment methods)
Cinema	70 cinema locations approximately 500 screens
Visitors	More than 11 million

Cineplexx operates cinemas in twelve countries, primarily in Southern and Southeastern Europe. All IT support is managed centrally from Vienna. The website, POS systems, and mobile apps must be reliably tested across countries, languages, and layout variations.



Initial Situation & Challenges

International setup: Multiple countries, different languages, and layouts significantly expand the test matrix

High release frequency: New features and bug fixes are rolled out roughly every two weeks—every change requires regression testing.

Business-critical user journeys: Ticket purchase, seat selection, reservation, and payment must function reliably and consistently.

Manual testing as a bottleneck: Manual regression tests are time-consuming and error-prone; valuable IT resources are tied up in routine work.

High variability in the UI: Parameters such as ticket types, seating charts, login status, and payment methods generate many scenarios that must be tested repeatedly.

OBJECTIVE



Reduction of manual regression tests and faster feedback cycles prior to releases.



Reliable, repeatable tests for business-critical E2E flows (web & app) across multiple countries/languages.



Enablement: Test automation should be able to be created, maintained, and executed without programming knowledge.

Solution: Using Drvless Since 2023

Cineplexx became aware of Objentis during a conference, and after evaluating several tools, chose Drvless. This tool uses graphical/UI recognition and dynamically adapts to UI changes. Automated tests can be created and executed without programming knowledge.



Features used by Cineplexx

Visual UI recognition: More stable automation even with UI changes.

No-code creation: No programming knowledge is required; logic (e.g., loops/conditions) can be mapped in simple steps.

Execution lists: Reusable execution lists for standardized regression tests.

Parameterization: Variation of ticket types, seating charts, devices, login statuses, and payment methods for broad test coverage.

„The tests run stably and reliably—even with complex visual elements such as seat selection or payment flows.“

CINEPLEXX

Sabine Ringhofer
CIO, Cineplexx Group



Operating Model in Practice



Test cases are created internally and supplemented with input from other colleagues.



Regression tests are executed automatically in a defined order via execution lists.



Goal: to reliably and reproducibly cover as many scenarios as possible—with significantly less routine work.

RESULTS & BUSINESS IMPACT

Time savings:

Cineplexx estimates a 50% savings due to the elimination of manual testing.



Higher release stability:

Repeatable, reliable test runs increase confidence prior to deployments.



Reduced workload for the IT team:

Less routine work, more time for complex tasks and further development.



Scaling across countries/languages:

Uniform test setup for international rollouts.



About Drvless & Objentis

Drvless is an AI-powered visual test automation agent that enables technology-agnostic, non-invasive end-to-end test automation across web, desktop, and mobile—without any programming knowledge. Objentis has been supporting companies in software testing and quality engineering since 1999, and developed Drvless as a scalable automation solution for complex system landscapes.

„Drvless has saved us a lot of manual work. No programming knowledge is required to work with Drvless.“

CINEPLEXX

Isabel Weilguny
IT-Applications, Cineplexx



New test automation approach



... recognizes, operates, and interprets applications just like a human.

Our customers (selection)

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International

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zum Leben

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Would you like to see how Drvless can automate testing of your business-critical user journeys?



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