



Everest Group Next-generation Quality Engineering (QE) Services PEAK Matrix[®] Assessment 2023

Focus on Qualitest
November 2023



Introduction

Enterprises aiming to embrace digital transformation are exploring cutting-edge next-generation technologies to gain a competitive edge, drive business model innovation, and expand their operational boundaries. However, to achieve the desired benefits without disrupting existing operations, it is imperative to implement comprehensive Quality Engineering (QE) processes for these next-generation technologies. To support enterprises in their journey toward quality transformation with the adoption of next-generation technologies, service providers are channeling investments into innovation and enhanced capabilities in areas such as cloud, AI, IoT, blockchain, extended reality.

In this research, we present an assessment of 35 next-generation QE service providers featured on the [Next-generation Quality Engineering \(QE\) Services PEAK Matrix® Assessment 2023](#). Each provider profile provides a comprehensive picture of its service focus, key Intellectual Property (IP) / solutions, domain investments, and case studies. The assessment is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading quality engineering service providers, client reference checks, and an ongoing analysis of the quality engineering services market.

The full report includes the profiles of the following 35 leading next-generation quality engineering service providers featured on the PEAK Matrix®:

- **Leaders:** Accenture, Capgemini, Cognizant, HCLTech, Infosys, Qualitest, TCS, and Wipro
- **Major Contenders:** a1qa, Aspire Systems, Cigniti, Coforge, eInfochips, Eviden, GlobalLogic, Indium Software, Infogain, Marlabs, Mphasis, Nous Infosystems, PwC, QualityKiosk, QualiZeal, Tech Mahindra, TestingXperts, Trigent, ValueMomentum, Virtusa, and Zensar
- **Aspirants:** 3i Infotech, Daffodil Software, Dexian IT Solutions, SLK Software, Testhouse, and TO THE NEW

Scope of this report



Geography
Global



Providers
35 leading next-generation QE
service providers



Services
QE services

Next-generation Quality Engineering (QE) Services PEAK Matrix® characteristics

Leaders

Accenture, Capgemini, Cognizant, HCLTech, Infosys, Qualitest, TCS, and Wipro

- Leaders have a superior vision for next-generation QE services and have gained significant mindshare among enterprises due to the depth and breadth of their service portfolio and delivery capabilities spread across high-growth markets
- Leaders in this category have a strong delivery capability and a proven track record of delivering successful next-generation QE projects across different industries and geographies. They have well-defined delivery models, processes, and tools to ensure efficient and effective project execution. They also have a strong partner ecosystem to leverage the latest technologies and accelerate innovation

Major Contenders

a1qa, Aspire Systems, Cigniti, Coforge, eInfochips, Eviden, GlobalLogic, Indium Software, Infogain, Marlabs, Mphasis, Nous Infosystems, PwC, QualityKiosk, QualiZeal, Tech Mahindra, TestingXperts, Trigent, ValueMomentum, Virtusa, and Zensar

- Major Contenders are making continued investments in developing the talent and partnerships required to accelerate time-to-market for their clients; their leadership commitment and commercial flexibility act as strong differentiators
- They have exhibited strong industry credentials for delivering next-generation QE engagements, making them strong contenders to Leaders
- While these service providers have developed meaningful solutions to deliver next-generation QE services, their service portfolios and delivery capabilities are not as comprehensive and balanced as those of Leaders

Aspirants

3i Infotech, Daffodil Software, Dexian IT Solutions, SLK Software, Testhouse, and TO THE NEW

- Aspirants have a limited market presence but are expanding their footprint and capabilities. They are looking to grow and diversify their customer base and continuously improve their services to meet client needs
- They need to invest in enhancing their partnerships with technology providers and focus on talent development initiatives to build a strong resource pool with advanced skill sets

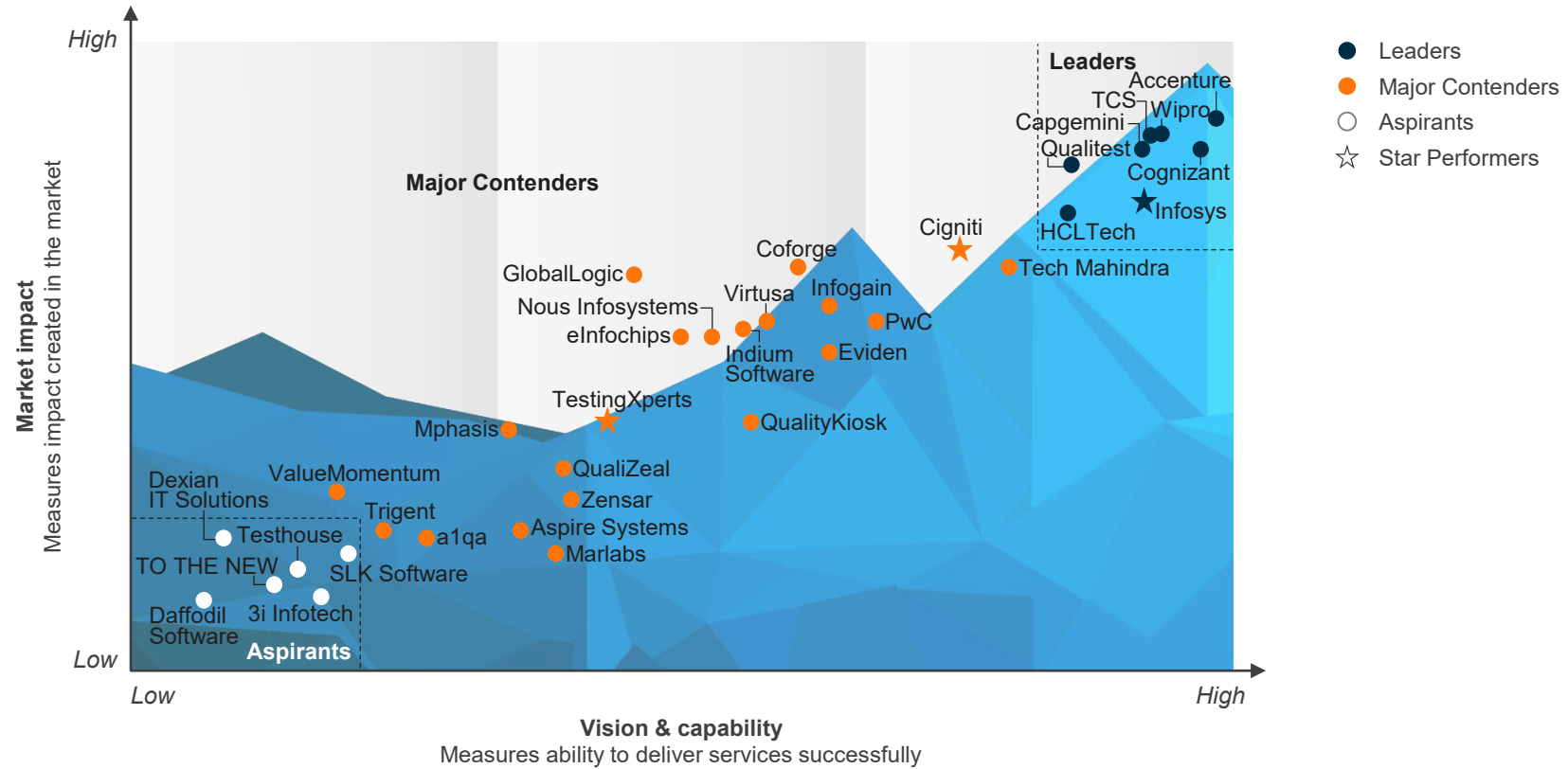


Everest Group PEAK Matrix®

Next-generation Quality Engineering (QE) Services PEAK Matrix® Assessment 2023 |

Qualitest is positioned as a Leader

Everest Group Next-generation Quality Engineering (QE) Services PEAK Matrix® Assessment 2023¹



¹ Assessment for Eviden and Virtusa includes partial inputs from the service provider, and is based on Everest Group's estimates that leverage its proprietary data assets, service provider public disclosures, and interactions with buyers
Source: Everest Group (2023)

Qualitest profile (page 1 of 4)

Overview

Vision

Qualitest aims to revolutionize the future of QA, challenging the legacy QA status quo and enabling customers to rapidly modernize into Quality Engineering (QE) through the adoption of AI, auto-healing frameworks, self-service enablement, and next-generation pedigree engineering talent.

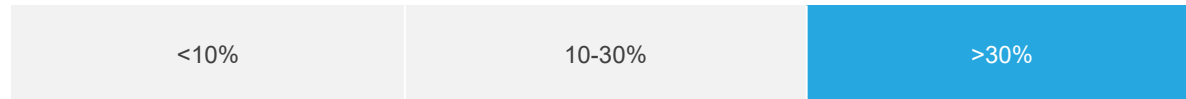
Scope of services

Its scope of services includes AI for QE: AI for DevOps, process and transformation advisory, intelligent test automation, QE for AI ground truth data collection, data QA, testing and enhancement of AI, digital testing – cloud, microservices, web, mobile, IoT, embedded systems, regulatory and compliance, E2E functional testing, NFT including cyber – DevSecOps, ethical hacking, digital resilience and application security – performance and load, accessibility and UX/CX, language testing, packaged testing – SAP, Oracle, Infor, Salesforce, Workday, data analytics, data science and AI modeling, big data, and BI testing.

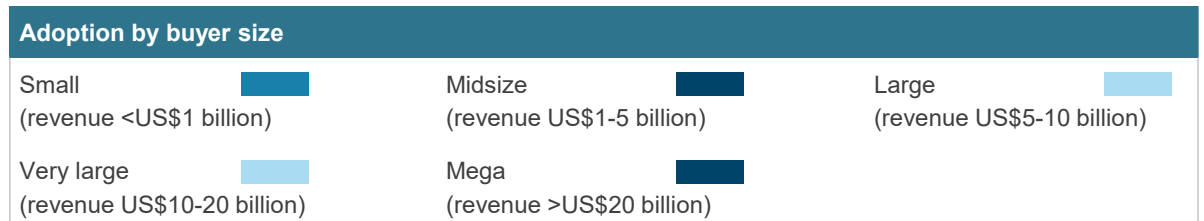
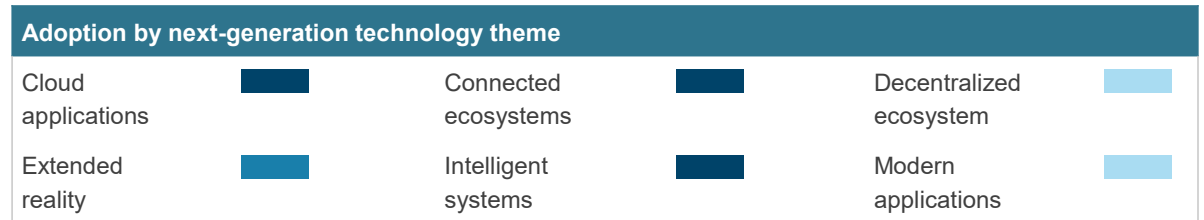
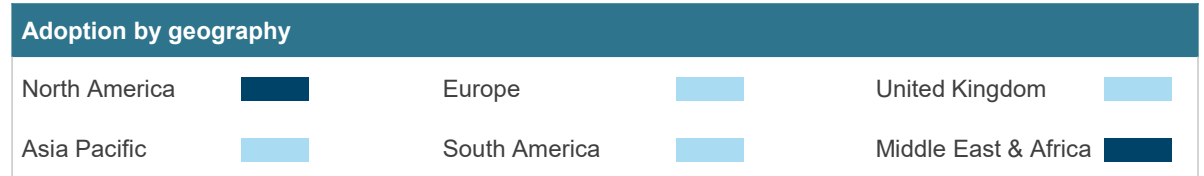
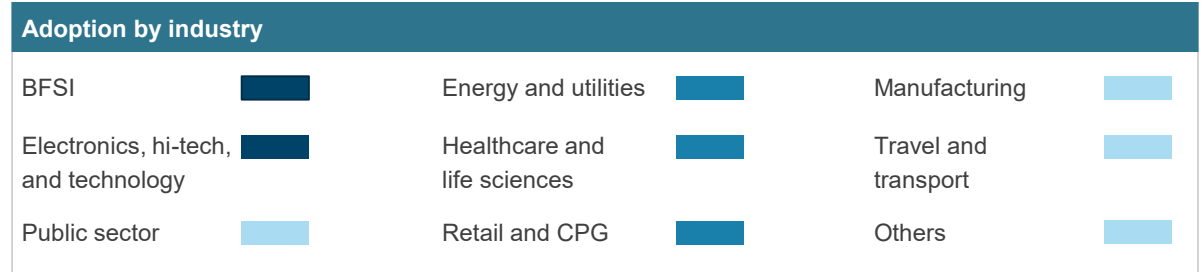
QE services revenue



Next-generation QE services focus



Low (<10%) Medium (10-20%) High (>20%)



Qualitest profile (page 2 of 4)

Offerings

Proprietary solutions for next-generation QE services (representative list)

Solution name	Details
Intelligent QE solutions with AI platform Qualisense	It is an AI platform or QE with multiple use cases and outcomes for customers at every point in the product life cycle, from requirements to development to test, and into production for continuous feedback to improve outcomes.
Integrated QE solutions platform	It is a modular QE tools and accelerator platform, which addresses tool fragmentation and integrates with other open source and commercial toolsets to improve client outcomes in Test Data Management (TDM), reporting, non-functional testing, automation, phygital, enterprise applications, and blockchain, and is bound together with a knowledge management solution to support implementation and maintenance.
QCloud QE platform	It is a cloud QE platform to accelerate the QE process during migration and building cloud-native applications. It has cognitive capabilities that ensure quicker time-to-market and better coverage.
User experience QE Platform	It is a technology-powered service package that is designed to test and refine a digital product holistically. It supports CX testing, accessibility testing, accessibility engineering, accessibility consulting, localization testing, and localization engineering.

Next-generation QE services partnerships (representative list)

Partner name	Details
Tricentis	It partnered with Tricentis and co-developed pre-built test automation solutions for enterprise QE, automatic data generation, and intelligent integration assurance.
Testbirds	It partnered with Testbirds for crowd-testing solutions to enable exploratory testing, localization testing, usability testing for IoT, connected devices, and network connectivity testing with rapid QE turnaround with user research.
Datagaps	It partnered with Datagaps for an automated data testing tool for data reconciliation and data analytics testing, data error reporting and role-based access control, TDM solutions for big data, and AI data QE.
GenRocket	This partnership enables synthetic data generation for advanced analytics, test data automation, and CI/CD integration.

Next-generation QE services investments (representative list)

Investment name/theme	Details
Acquisition	The acquisition of a large AI data services company Q Analysts, brought dedicated labs in two US-based sites equipped with state-of-the-art and ground-truth data services and calibration equipment. It also invested in a portable lab for global transport for localized and diversified ground truth data services that are used to tune and test AI/ML logic and smart devices such as AR/VR/XR devices.
Acquisition	The strategic M&A of ZenQ provided niche next-generation capabilities and expertise in blockchain, drones, Phygital and IoT. Qualitest founded new CoEs based out of the specialist Phygital lab in India, especially focused on these capabilities.
Integrated Data Platform Development QualiDII	It invested in an integrated data platform that can be used to bridge the gaps between the existing test data generation and test data management solutions. It reduces data mining efforts and DBA impacts, integrates with the existing TDM tools but provides one unified experience for test data generation and reservations, and seamless integration with automation and CI/CD pipelines.

Qualitest profile (page 3 of 4)

Case studies

Case study 1

Developed QE solutions for blockchain asset management

Client: a provider of digital asset management and peer-to-peer trading network

Business challenge

The client lacked confidence in the new releases for each customer, the DeFi protocol implementation, and the extended testing effort, which was impacting the deployment velocity.

Solution

Qualitest leveraged its in-house accelerators to validate API specifications and created API test automation scripts. It used Qualitest's Qblocks blockchain testing accelerator, including a sandbox test environment with TestNet installation. It performed testing of the blockchain layers by leveraging the reusable test cases, test environment, and automation framework to accelerate testing and increase quality outcomes. It helped to redesign the test process and make it more streamlined, efficient, and more focused on the various layers of blockchain. The new systems were integrated into the CI/CD system as part of a complete transformation into a continuous testing process.

Impact

- Reduced two days of regression testing of core modules and system readiness for release to <4 hours
- Reduced manual efforts by 60%
- Increased confidence in the release process, and improved the integration pace for new Crypto and DeFi protocols into the system

Case study 2

Developed an elderly care emergency alert system

Client: a senior independent living solution provider

Business challenge

The client's service solution built around purpose-built wearable devices was experiencing failures of core functions, poor battery management, and user experience challenges in its target demographic. The failure of the client's solution was putting its customer health and life at risk and poor UX reviews were degrading its business model and reducing confidence in its solution.

Solution

Qualitest executed a comprehensive testing strategy by incorporating network and GPS testing, encompassing real-world and lab-controlled scenarios using its Qualisim solution. This approach involved assessing locational performance under varied network strengths and reliability conditions. Qualitest's proficiency in network testing highlighted opportunities for network infrastructure expansion or enhancement, essential for emergency alarm triggering functionality. Furthermore, the company conducted feature and exploratory testing by mirroring user actions, emphasizing usability and accessibility. Additionally, automated firmware regression testing and hardware assessments, including battery life monitoring, were executed under controlled conditions.










Impact

- Improved network and enhanced performance that resulted in zero downtime of the device for medical alerts with a two-star increase in customer reliability rating
- Improved UX by focusing on accessibility requirements for an aging population, which resulted in a three-star increase in device usability
- Increased market share by 30%, embedded a leading solution in the US market; further devices were developed on established non-functional principles to support a broader client base

Qualitest profile (page 4 of 4)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

Strengths

- Enterprise clients value Qualitest for its commitment to fostering a strategic partnership mindset in its service engagements, where it consistently goes beyond the stipulated contractual obligations to provide exceptional support
- Qualitest has established an extensive portfolio of AI-driven IP that addresses various next-generation technology use cases. This strategic asset empowers it to deliver significant productivity and efficiency advantages to its clients
- The acquisition of ZenQ has enabled Qualitest to focus on innovation as well as on building internal capabilities around blockchain

Limitations

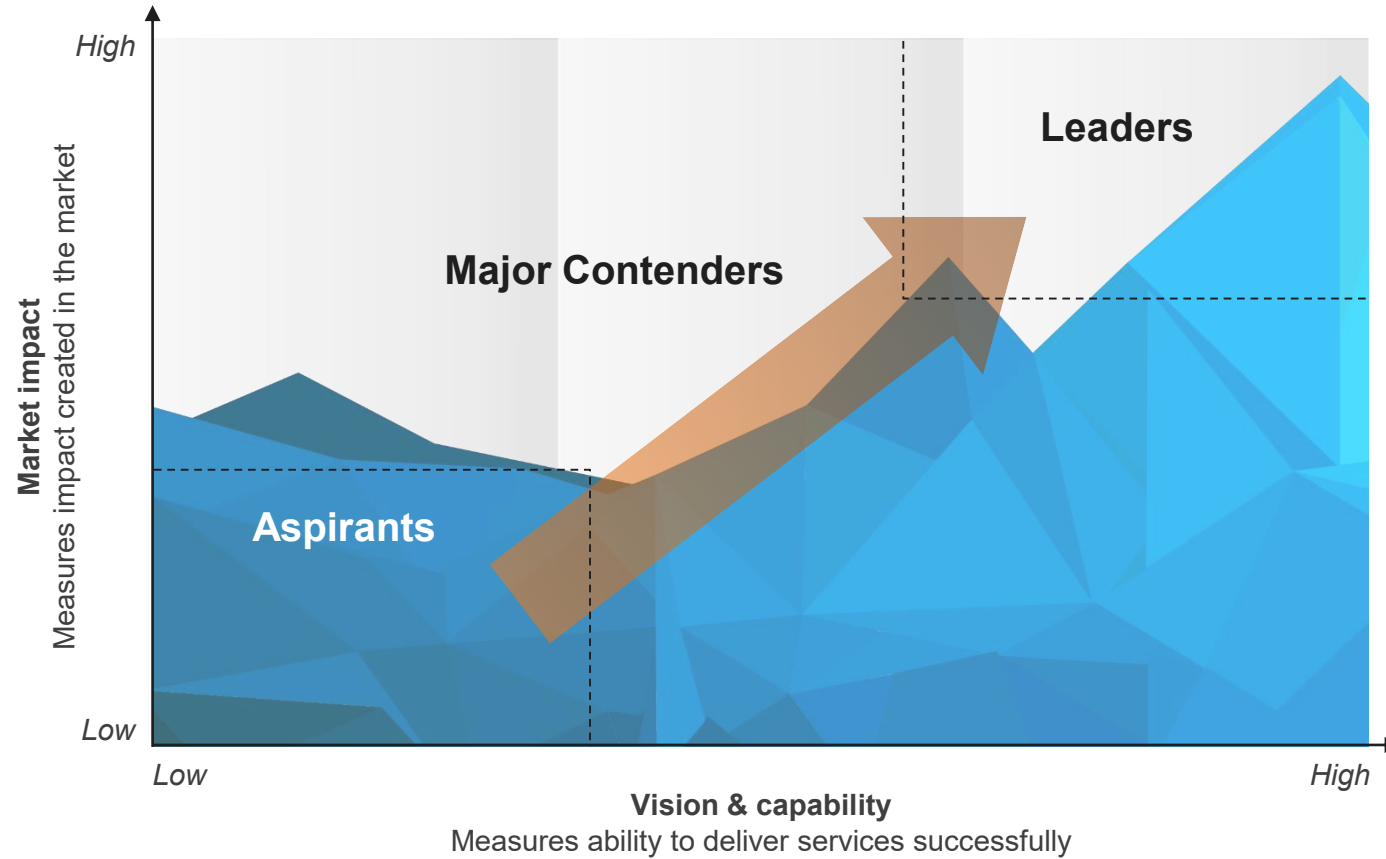
- Qualitest has limited proof points in delivering next-generation-focused QE engagements for APAC-based enterprises
- Qualitest’s higher prices limit its ability to serve customers looking for low-cost QE services; it can produce innovative and flexible commercial models for such customers

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



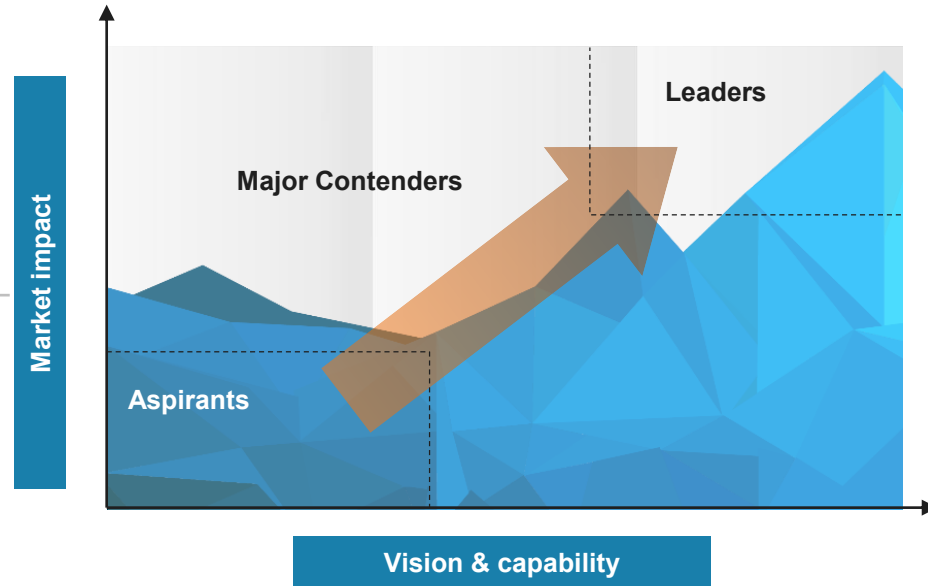
Everest Group PEAK Matrix



Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, YoY growth, and deal value/volume
- Portfolio mix**
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**
Value delivered to the client based on customer feedback and transformational impact



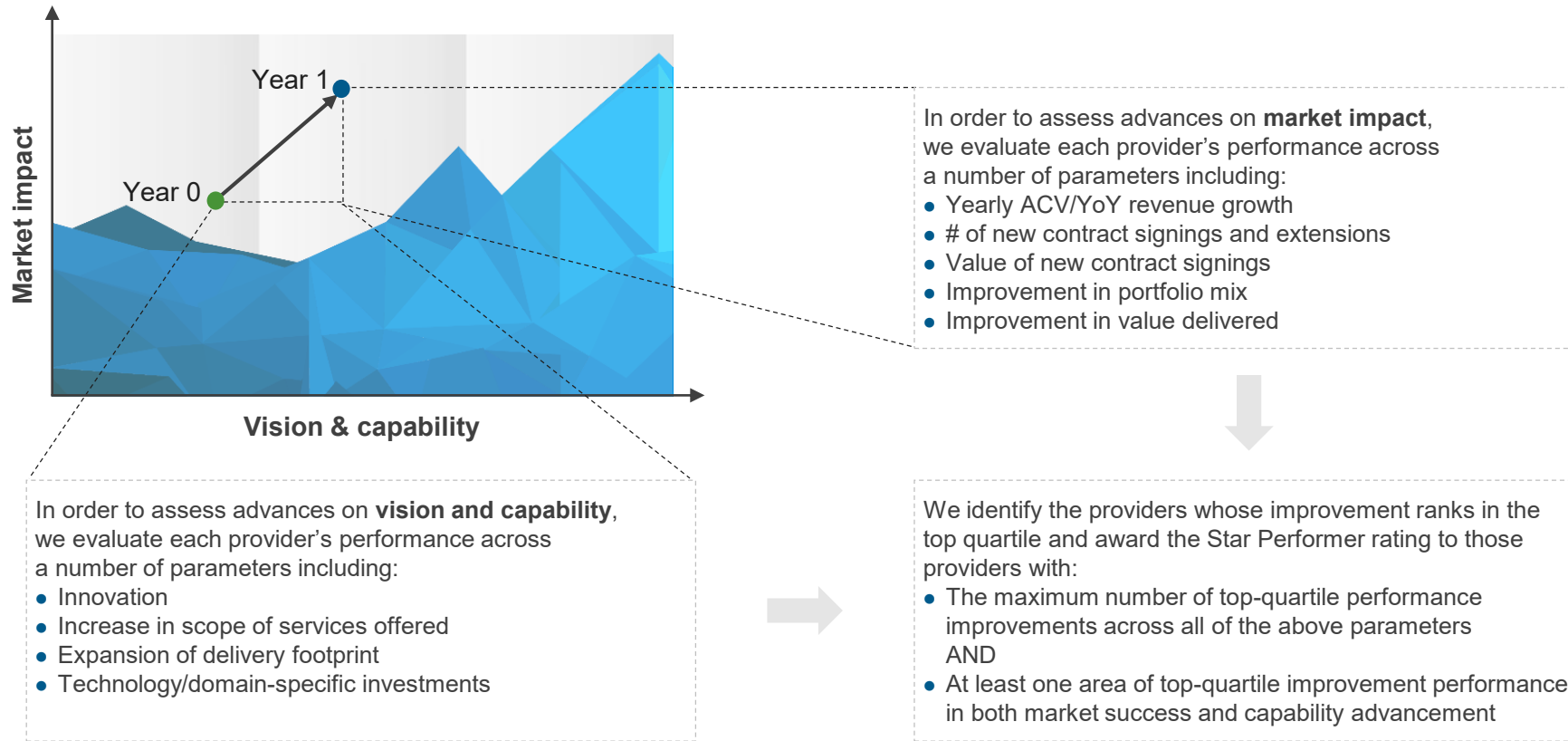
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**
Delivery footprint and global sourcing mix

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
 - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
 - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
 - Issue a press release declaring positioning; see our [citation policies](#)
 - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
 - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or [contact us](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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