



# Everest Group Quality Engineering (QE) Specialist Services PEAK Matrix® Assessment 2023

Focus on Qualitest  
November 2023



## Background of the research

In today's dynamic business landscape, enterprise technology landscape is rapidly evolving with software products taking center stage. The need for faster time-to-market has become imperative, driving frequent releases and the adoption of both shift-left and shift-right approaches. Quality engineering now holds heightened importance, as expectations for superior products soar. To support enterprises in their journey toward quality transformation, service providers are channeling investments into innovation and enhanced capabilities.

In this research, we present an assessment of 24 quality engineering service providers featured on the [Quality Engineering \(QE\) Specialist 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 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 24 leading quality engineering service providers featured on the PEAK Matrix®:**

- **Leaders:** Cigniti, Coforge, Nous Infosystems, Qualitest, and QualityKiosk
- **Major Contenders:** a1qa, Apexon, DataArt, eInfochips, ImpactQA, Jade Global, Marlabs, Planit, QualiZeal, RTTS, SLK Software, TestingXperts, Trigent, and ValueMomentum
- **Aspirants:** QASource, QualityLogic, TestCrew, Testhouse, and TO THE NEW

### Scope of this report



**Geography**  
Global



**Providers**  
24 leading QE specialist service providers



**Services**  
Quality engineering services

## Quality Engineering (QE) specialist services PEAK Matrix® characteristics

### Leaders

Cigniti, Coforge, Nous Infosystems, Qualitest, and QualityKiosk

- Leaders have a superior vision for quality engineering 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 quality engineering 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, Apexon, DataArt, eInfochips, ImpactQA, Jade Global, Marlabs, Planit, QualiZeal, RTTS, SLK Software, TestingXperts, Trigent, and ValueMomentum

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

### Aspirants

QASource, QualityLogic, TestCrew, Testhouse, and TO THE NEW

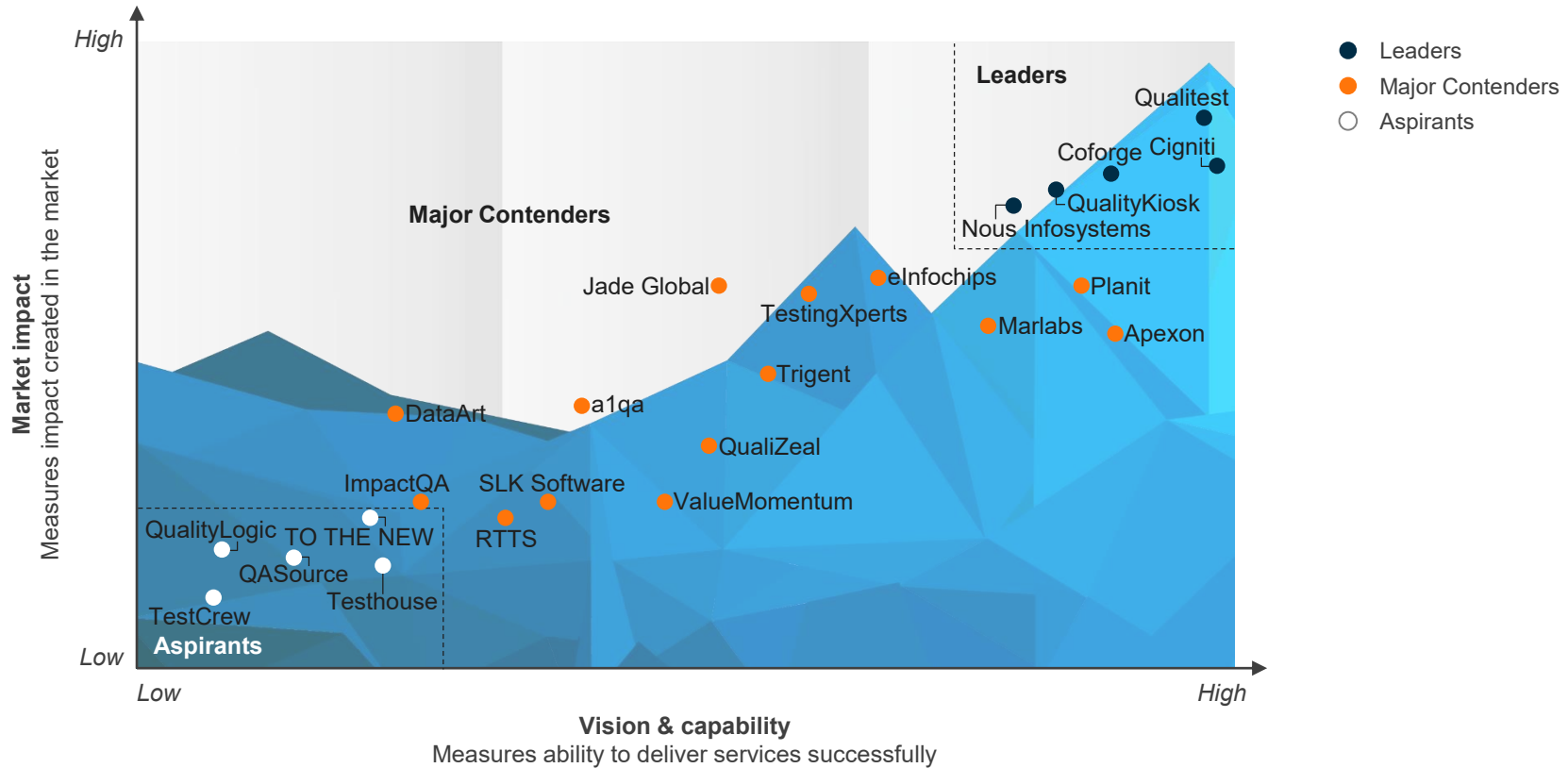
- Aspirants have a limited market presence but are expanding their footprint and capabilities. They are looking to grow and diversify their customer base and continuously improve their services to meet client needs
- They need to invest in enhancing their partnerships with technology providers and focus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

# Everest Group PEAK Matrix®

## Quality Engineering (QE) Specialist Services PEAK Matrix® Assessment 2023 |

### Qualitest is positioned as a Leader

#### Everest Group Quality Engineering (QE) Specialist Services PEAK Matrix® Assessment 2023<sup>1</sup>



<sup>1</sup> Assessments for ImpactQA, QASource, QualityLogic, RTTS, and TestCrew excludes service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers  
Source: Everest Group (2023)

# Qualitest profile (page 1 of 4)

## Overview

### Vision

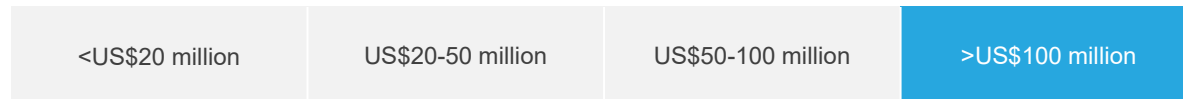
Qualitest aims to be a leading modern QE specialist, providing strategic enterprise customers with end-to-end quality management services across the software life cycle, by leveraging its deep industry expertise, next-generation technology solutions, and world-class engineering talent

### Scope of services

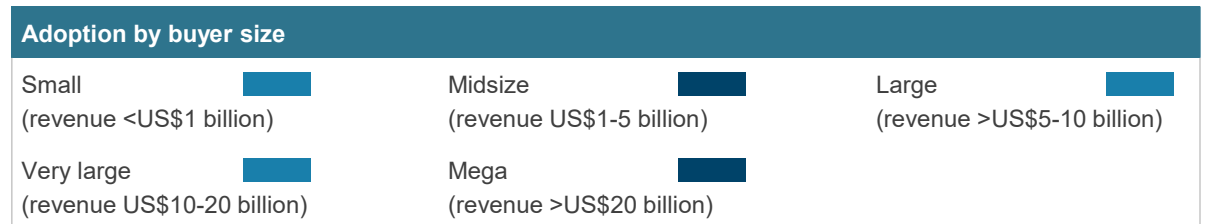
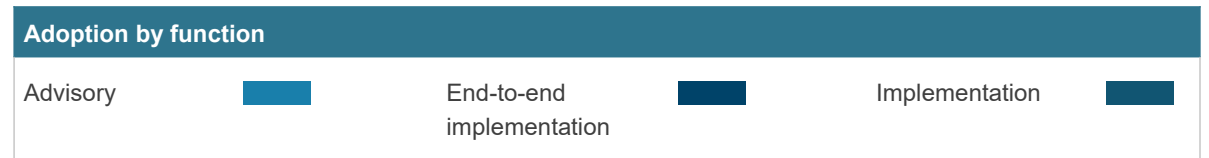
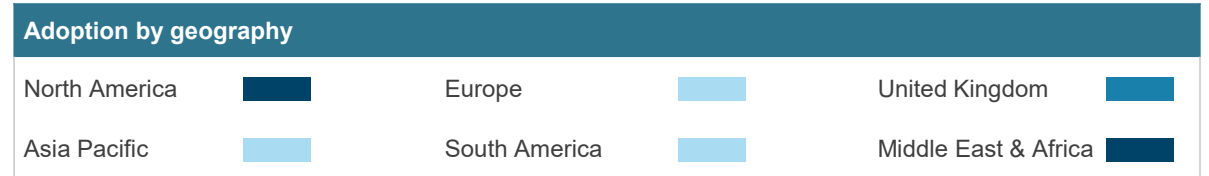
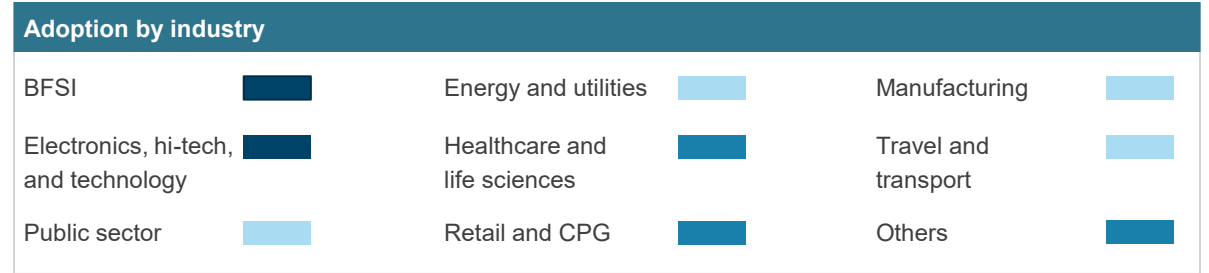
The scope of services includes:

- AI for QE: AI for DevOps, process and transformation advisory, and intelligent test automation
- QE for AI: ground truth data collection, data QA, testing, and enhancement of AI models
- Digital testing: cloud, microservices, web, mobile, IoT, embedded systems, and regulatory and compliance
- End-to-end functional testing
- Non-functional testing including cybersecurity, DevSecOps, ethical hacking, digital resilience and application security, performance and load testing, accessibility, and UX/CX
- Lingual testing
- Packaged testing for SAP, Oracle, Infor, Salesforce, Workday, etc.
- Data analytics, data science and AI modelling, big data, and BI testing

### Quality engineering services revenue



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



## Qualitest profile (page 2 of 4)

### Offerings

#### Proprietary solutions for quality engineering services (representative list)

Solution name	Details
Qualisense	It is an AI Platform for 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.

#### Quality engineering 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.
Saucelabs	It partnered with Saucelabs to co-develop automation and client-specific solutions, which ensures the leverage of its superior mobile testing capabilities for more of its clients.
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.
AccelQ	It partnered with AccelQ to offer AI-powered codeless test automation and management built on a cloud-native platform. It provides a unified platform for web, mobile, API, database, and packaged applications.

#### Quality engineering 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.
Talent development	It invested in a modern learning platform QCRAFT that encourages learners to pursue autonomous learning using the multiple modes of learning available in the platform.

## Qualitest profile (page 3 of 4)

### Case studies

#### Case study 1

#### QE partner for delivering digital transformation

**Client:** a leading healthcare insurance solutions provider

##### Business challenge

The client wanted to shift from a project-based to a product-based delivery model and implement DevOps for more than 300 existing applications including Electronic Data Interchange (EDI), claim repricing, billing, and receivables, data warehouse, and data lake. It wanted to shorten the release cycles and enable automation.

##### Solution

Qualitest deployed an intelligent QE solution with its AI platform, Qualisense, for smart requirement validation and regression optimization. It worked on scaling DevOps maturity at the enterprise level and proceeding to DevSecOps supported by DevOps and quality metrics dashboard (Qualiview), pipeline as code. It leveraged the automation framework (Qualiframe) to bring about enterprise-level automation. For advanced reliability and resiliency, it also executed application modernization (cloud-ready and cloud-native) and Site Reliability Engineering (SRE) enablement.

##### Impact

- Increased automated development deployments per sprint by 20%
- Reduced requirement-related defects by 35%
- Increased in-sprint test automation by 15%
- Increased revenue realization by 30%

#### Case study 2

#### Resiliency engineering implementation

**Client:** a US-based energy utilities client

##### Business challenge

The client service territories were riddled by two successive storms that inflicted heavy damage through rain, snow, and high sustained wind for more than 48 hours, which resulted in 1.7 million service interruptions across the region, affecting around ten million customers. IT systems were impacted and overloaded, affecting contact centers, mobile applications, and text message alert systems, and restoration teams experienced significant delays in their ability to diagnose, dispatch, and report the status of field efforts. Post-event investigations revealed insufficient end-to-end performance testing of mission-critical storm applications. The client required a first-of-its-kind end-to-end resiliency engineering solution across 26 critical applications and peripheral systems simultaneously.

##### Solution

Qualitest applied its proven resiliency testing and engineering approach, scaling it to meet the needs of multiple applications and it was delivered in three phases – strategy development, implementation, and continuous improvement. It identified 78 corrective actions in the first year and 69 in the second year, covering performance, stability, response time issues, system limitations, application defects, configuration, and environmental problems.










##### Impact

- Enabled reputational protection with improved resilience of storm systems
- Improved customer experience

# 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 appreciate Qualitest’s endeavor to bring strategic partnership mindset in its service engagements by going above and beyond contractual commitments
- Qualitest has developed wide coverage of IP covering use cases across the testing life cycle; this helps it to deliver productivity and efficiency benefits for its clients
- Qualitest has built a partnership ecosystem spanning different areas in quality engineering. This allows the firm to address key problem statements for its clients

### Limitations

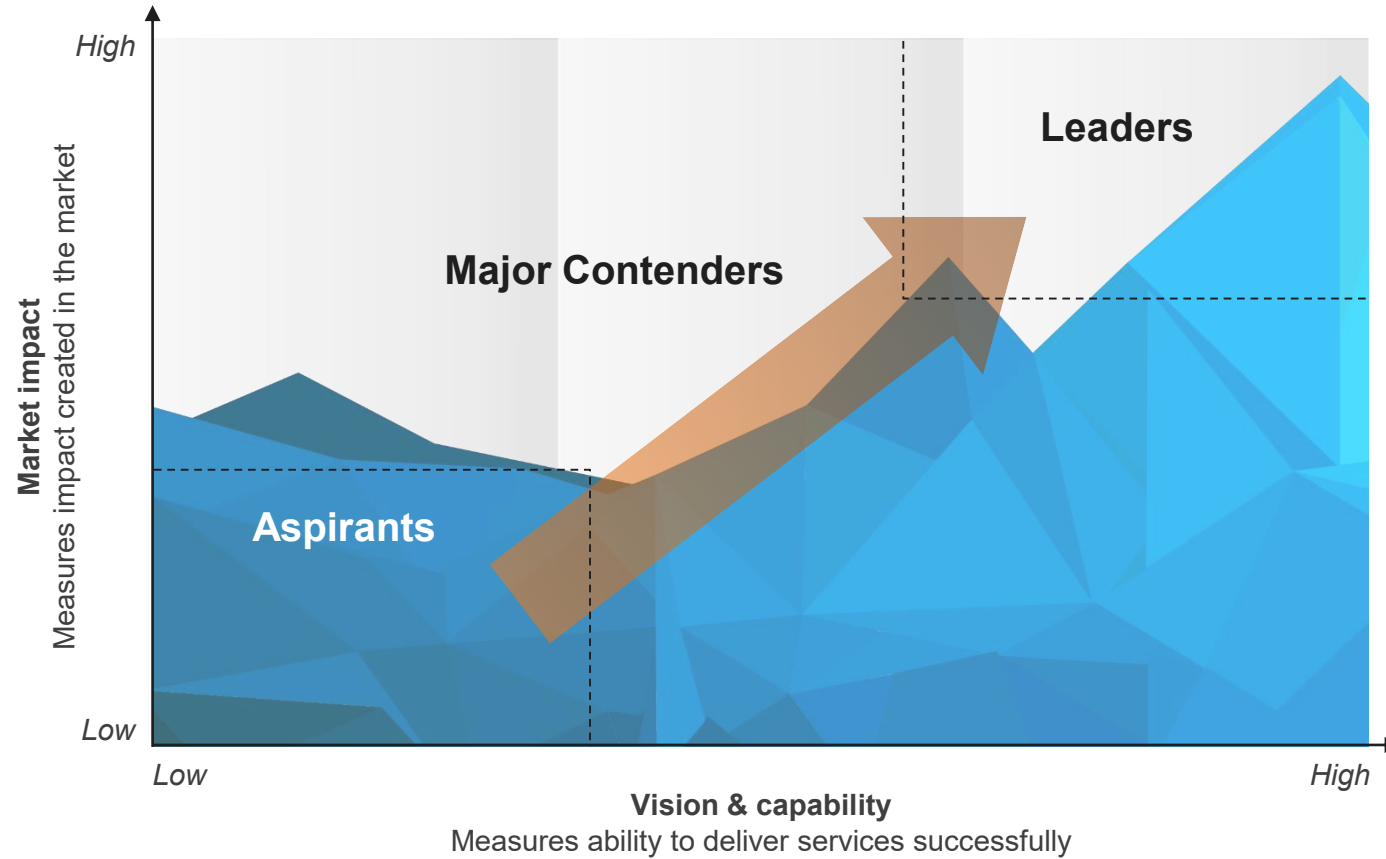
- Although the provider has a significant client base in North America and the EMEA region, there is a need to tap into opportunities beyond and gain meaningful experience in emerging regions such as APAC
- Qualitest’s higher prices limit its ability to serve customers looking for low-cost QE services; 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

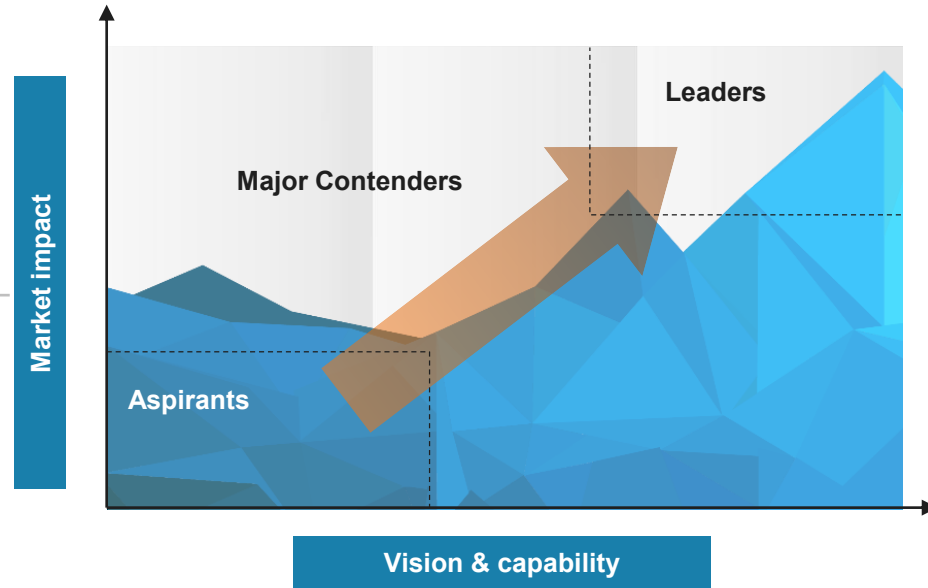
Everest Group PEAK Matrix



# 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

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned 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 service 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 PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

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

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

## **What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?**

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
  - Issue a press release declaring their positioning. See [citation policies](#)
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix 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 the designated POC at Everest Group.

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

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. 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 as well as serve the future expectations of enterprises



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