



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

Focus on Accenture
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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

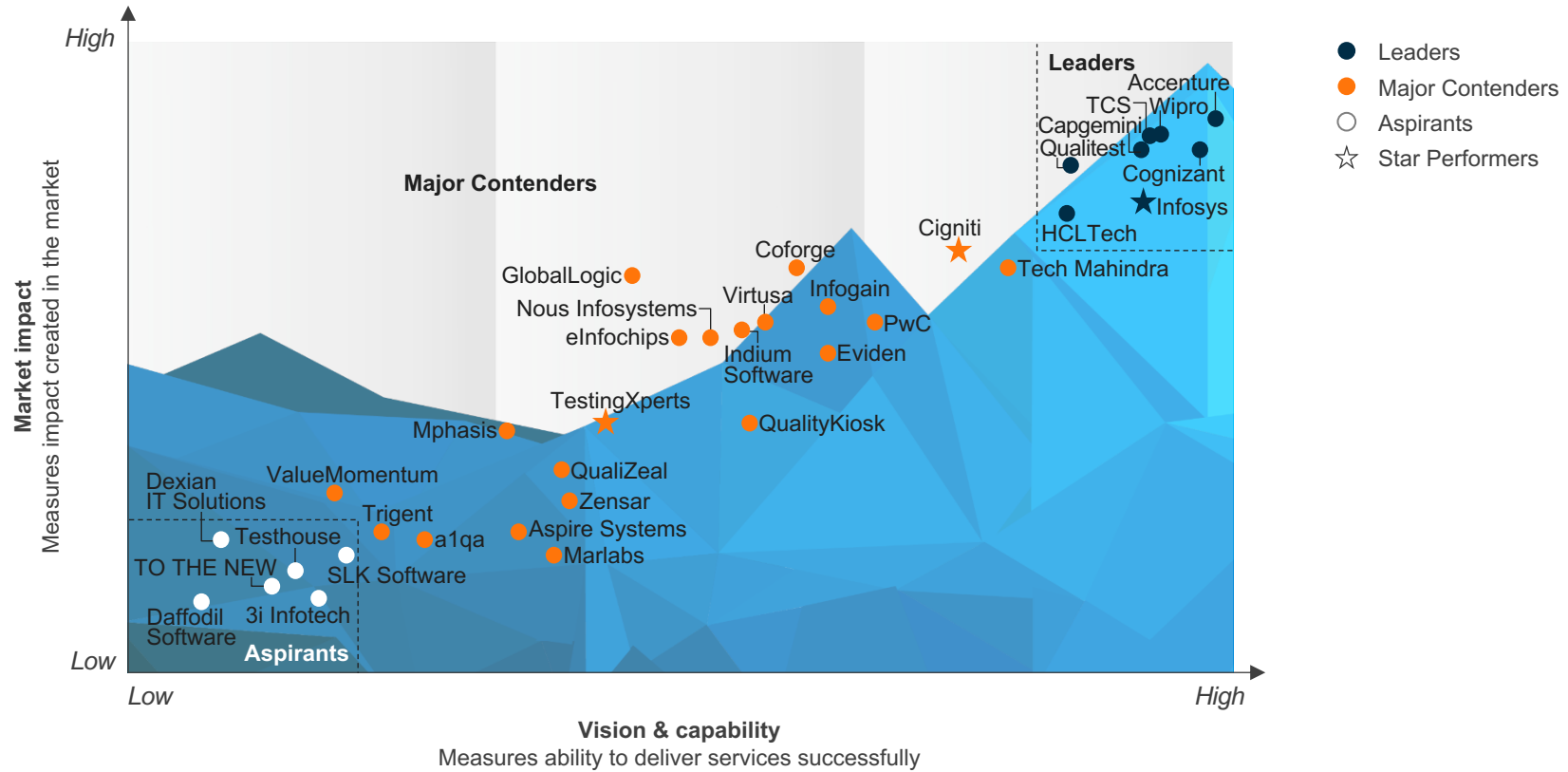
3i Infotech, Daffodil Software, Dexian IT Solutions, SLK Software, Testhouse, and TO THE NEW

- 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 | Accenture 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)

Accenture profile (page 1 of 4)

Overview

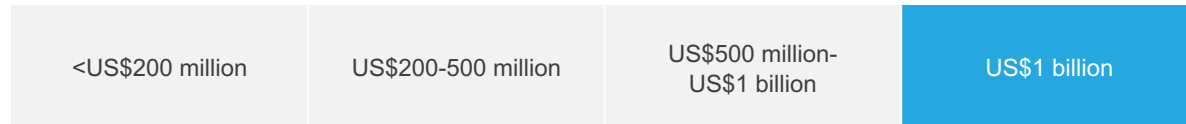
Vision

Accenture's vision for QE is to transform testing into an advisory function that provides quality intelligence. It aims to offer integrated quality intelligence that correlates process quality, structural quality, and product quality with both prognostic and diagnostic insights. It utilizes data science, AI, ML, and data visualization techniques to enable data-driven decision-making, to empower the extraction of meaningful insights from large volumes of life cycle data. It harnesses the power of generative AI to develop intelligent testing frameworks that automatically generate test cases and scripts based on application behavior and user interactions that accelerate the testing process, increase test coverage, and reduce the manual effort required for repetitive tasks. It continuously enhances the speed and effectiveness of automation, test optimization, and other conventional techniques.

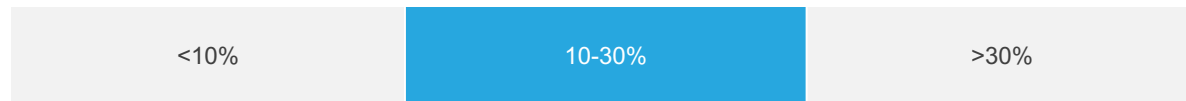
Scope of services

Accenture QE scope of services includes functional testing, test automation, analytics and AI for test optimization and decisioning, runtime pattern mining tools, performance engineering, resilience and chaos testing, security testing, infrastructure testing, cloud quality engineering, mobile and device testing, accessibility testing, and testing of AI systems.

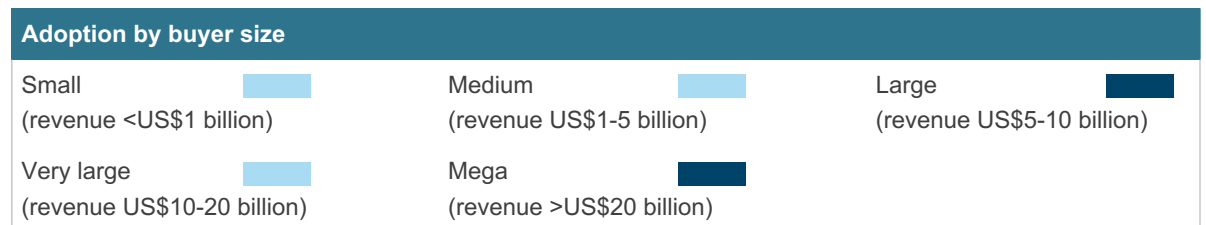
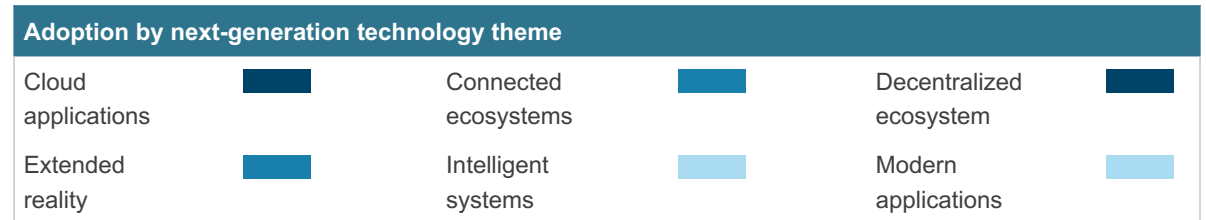
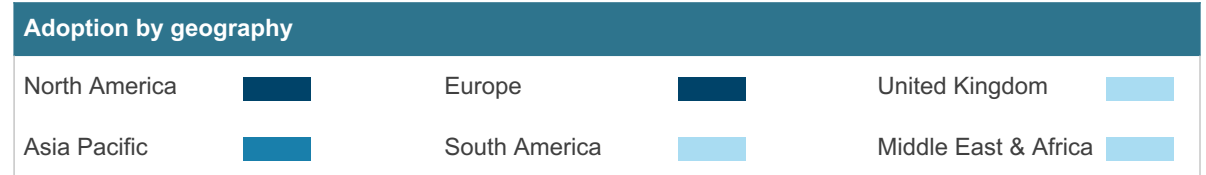
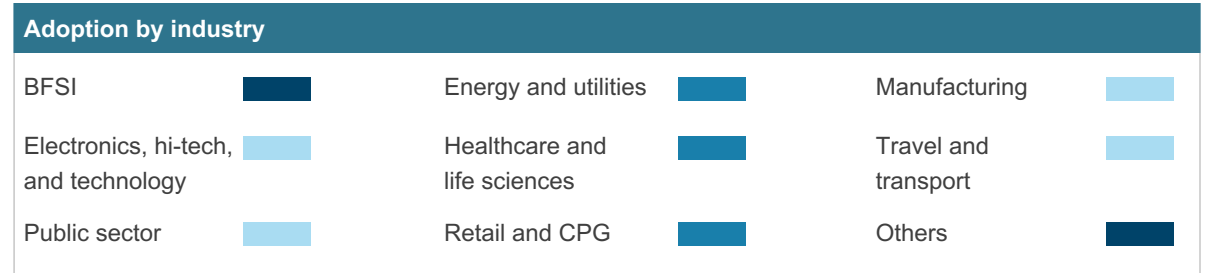
QE services revenue



Next-generation QE services focus



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



Accenture profile (page 2 of 4)

Offerings

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

Solution name	Details
Accenture Container Readiness Test (ACRT)	It provides solutions for end-to-end structural, functional testing, and architectural analysis, reducing testing and maintenance effort. The solution also helps in container structure testing of various container images using different test conditions that helps reduce overall deployment effort by 30%. It enables quick and easy creation and automated execution of E2E functional tests for both business workflows (UI) and integration tests (APIs and microservices), easy generation of test artefacts for DevOps process reduces overall development effort, deployment effort, and test cycles.
Intelligent Decisioning and Iterative Optimization	It provides actionable insights with predictive technology. It helps to perform impact analysis, risk-based testing, and defect prediction, and is also used to find duplicate and highly similar test cases, create clusters of test cases, and defect to test case association.
Serverless Test Automation	It automates serverless functions (especially for black box testing) testing with self-heal capability.

Next-generation QE services partnerships (representative list)

Partner name	Details
Tricentis	Partnered with Tricentis with an aim to integrate the Tricentis Tosca Testsuite into Accenture's application testing services.
Lamdatest	An alliance partnership with thought leadership, participation in conferences, licenses for training and PoCs, and large-scale joint programs such as Testathon to improve skills through learning and certification
Harness	Modern continuous deployment solution with end-to-end value stream management capabilities that help enable its future thinking scenarios. Also, enables its continuous resilience evaluation offering by providing a reliability management platform, with pre-baked scenarios for testing resilience of systems
Dynatrace	An alliance partnership with licenses for training and PoCs and building joint GTM solutions

Next-generation QE services investments (representative list)

Investment name/theme	Details
Chaosathon 2022	Invested to conduct a month-long event on chaos engineering in partnership with Harness/Litmus with a focus on learning, battling out in a hackathon, and certifications. Achieved approximately 250 chaos engineering certifications, propelling its quality engineers into resilience testing skills
MAG certification	Strong certification partnership with its hyperscale partners, and all Accenture technology resources are encouraged to obtain at least one cloud certification (Microsoft Azure, AWS, Google Cloud). As of May 31, 2023, it has ~183K MAAG certifications, held by ~91K unique individuals in Accenture.
Innovation Hubs	Setup innovation hubs / R&D labs that focus on demos, PoCs, and supporting clients in execution as well as defining new use cases and solutions for modernizing existing products and platforms. It has over 22 innovation hubs and future camps globally with three innovation hubs in the Accenture technology centers in India at Bangalore, Hyderabad, and Pune. These centers enable design thinking and drive co-innovation in partnership with its clients and alliance vendors. These hubs have dedicated capabilities and staff that support applied research around industries that includes technology and industry-wide demos and use cases.
Investments on generative AI	Invested US\$3 billion in AI, especially Generative AI, to accelerate its clients' reinvention experience

Accenture profile (page 3 of 4)

Case studies

Case study 1

Enabled next-generation automation solution

Client: major North American health insurance provider

Business challenge

The client faced issues due to the manual and inconsistent process of propagating application changes across food chain environment for treasury/finance applications. It wanted an automation framework that is focused on business requirements and user expectations, at the same time enhancing overall quality of the application.

Solution

Accenture leveraged modern automation framework based on Behavior-driven Development (BDD) methodology supporting in sprint and regression testing for UI and API applications and automation framework for ETL testing and capturing evidence in user-friendly UI screen and DevOps CI/CD pipeline rich in features unit testing, code quality, and a myriad of early testing features providing rapid feedback to developers.

Impact

- Achieved 100% regression automation and more than 50% in sprint automation
- Increased team speed by 140%
- Reduced cost up to US\$2 million + cost avoidance
- Reduced manual efforts per month by 33%
- Automated performance tests (RDS/ODS) layer by 100%

Case study 2

Implemented model-based testing strategy

Client: large pharma player

Business challenge

The client undertook a transformation journey back in 2019. The key business challenges they faced in testing were very large team and driven by individuals, rudimentary automation processes, inconsistent cost and quality, long and expensive testing cycles and inadequate use of testing tools.

Solution

Accenture redefined the testing engagement model to make it scalable with a Scalable Delivery Excellence Framework to ensure quality delivery. It provided validation and compliance-as-a-service, liaising with industry in building pool of validation testing. It also established the testing shared services operating model and enabled test design automation with model-based testing strategy. It used next-generation automation tools like Worksoft. It also incorporated AI in testing through intelligent decisioning and also used bots for ALM tools support.










Impact

- Successfully delivered ~40 projects last year
- Reduction in testing efforts to 20-25% from 40%
- Increase in automation penetration to 470% this year from 8% in 2019
- Reduction in test case reduction rate below 3%

Accenture 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

- Accenture serves a balanced client base for next-generation QE services across all the key geographies and has a portfolio catering to all levels of the market, midsize to large
- Accenture has a focus on training its talent on next-generation technology such as AI, cloud, security, data, metaverse, edge computing, and blockchain
- Accenture has a diverse set of technology partners to enable it to address different QE use cases for clients in an efficient manner and has also won awards for innovating with the partners
- Clients value its thought leadership in the QE market, where Accenture has positioned itself as a trusted QE partner

Limitations

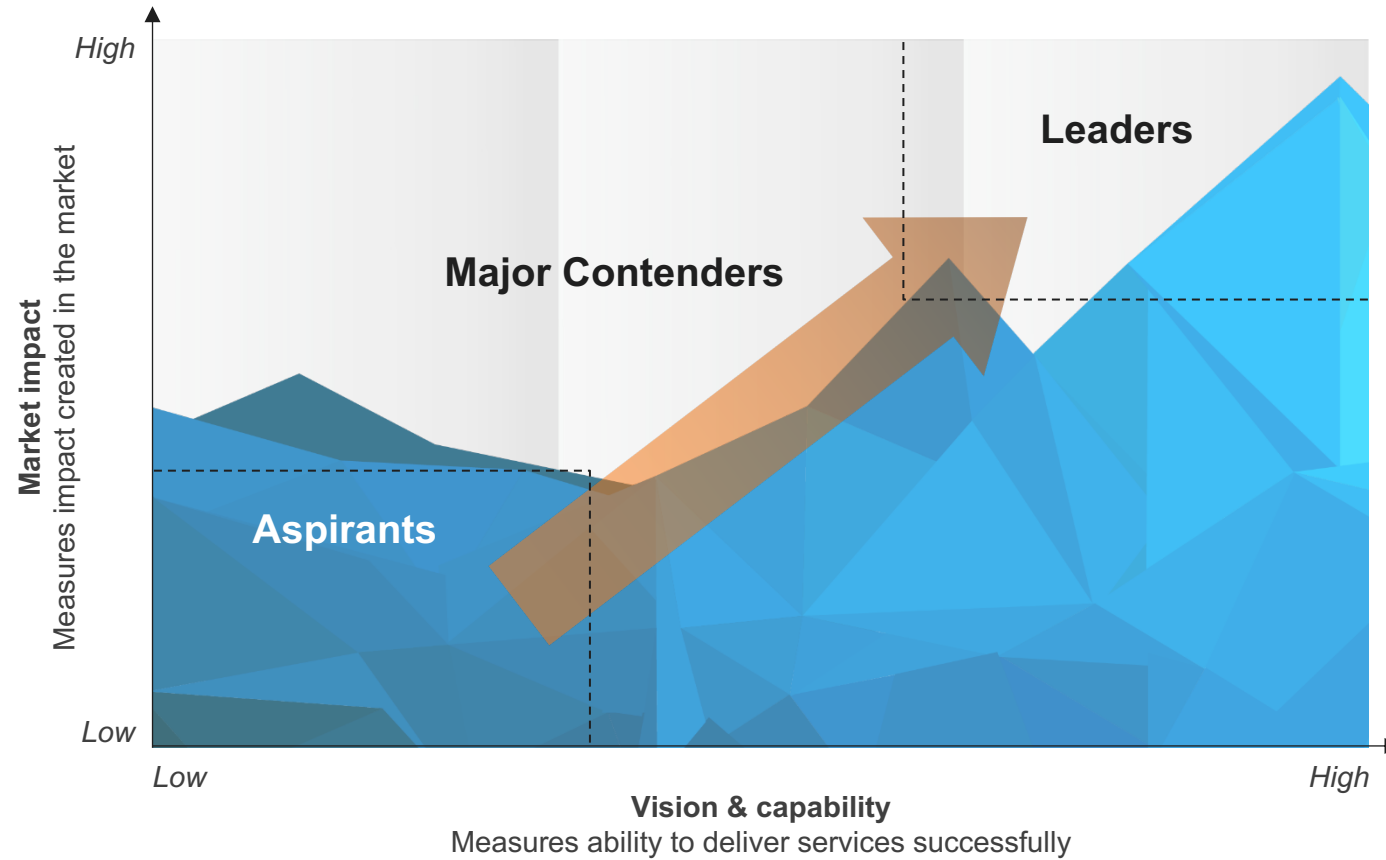
- Accenture’s higher prices limit its ability to serve customers looking for low-cost QE services; it can produce innovative and flexible commercial models for such customers
- Clients expect Accenture to display seamless communication and cooperation among their internal teams to extract substantial value from the engagement

Appendix

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



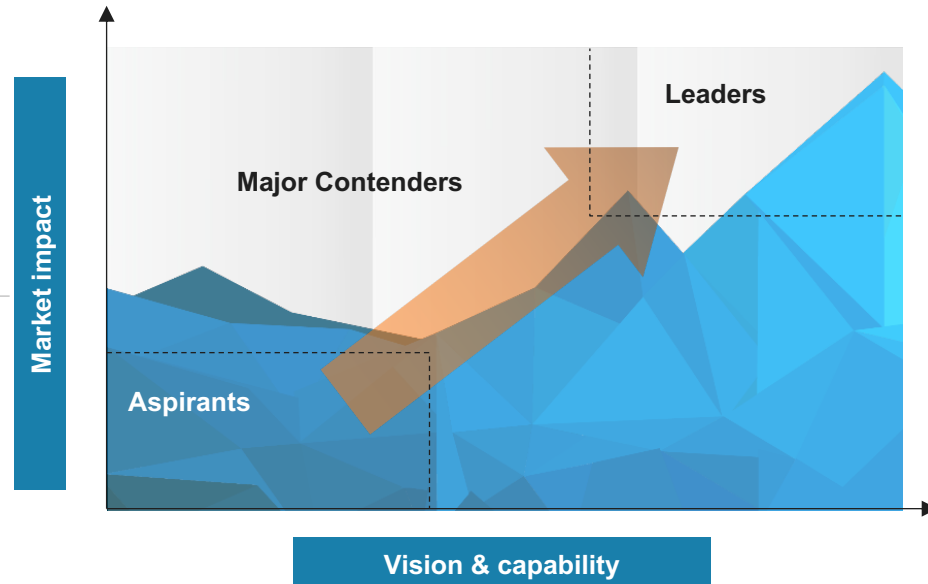
Everest Group PEAK Matrix



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



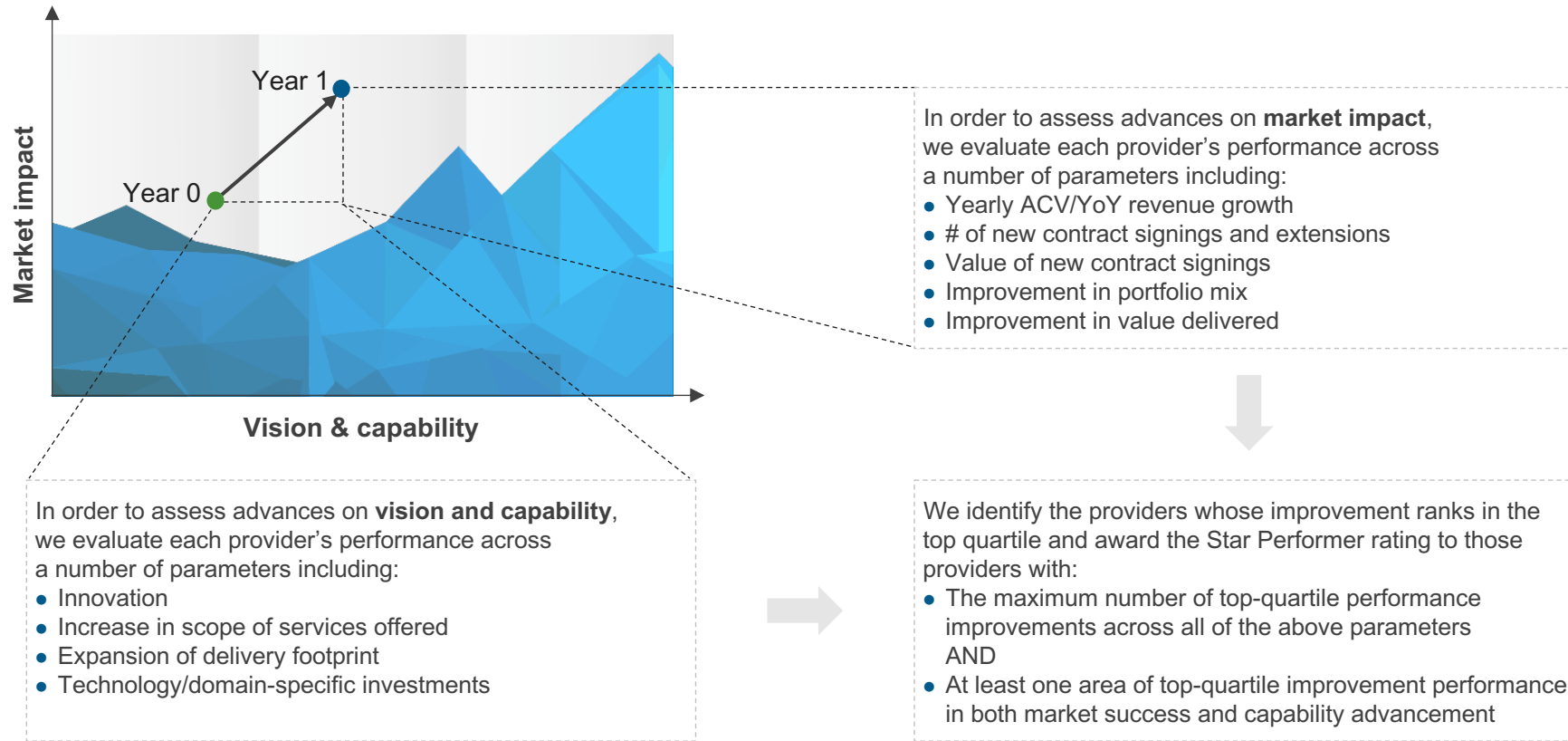
Measures ability to deliver services successfully. This is captured through four subdimensions

- 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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