



Everest Group's PEAK Matrix for Independent Testing Services

Focus on Cognizant
June 2017



Introduction and scope

Everest Group recently released its report titled “[Independent Testing Services – PEAK Matrix™ Assessment & Profiles Compendium: “Reports of QA’s Death are not Exaggerated”](#)”.

As a part of this report, Everest Group analyzed 22 leading service providers on the Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix specific for independent testing services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a composite framework that provides an objective, data-driven, and comparative assessment of independent testing service providers based on their absolute market success and delivery capability.

Based on the analysis, Cognizant emerged as a Leader. This document focuses on Cognizant’s independent testing services experience and capabilities and includes:

- Cognizant’s position on the independent testing services PEAK Matrix
- Detailed independent testing services profile of Cognizant

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Background of the research

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- In a competitive environment, where business success often hinges on application success, enterprises have to deliver their products and solutions to the market faster in order to stay competitive and relevant. This requires them to adopt Agile and DevOps models, in which testing is often tightly integrated into the application delivery models
- While enterprises are beginning to bemoan the relevance of independent testing in the context of an integrated DevOps model, service providers are strengthening their capabilities to deliver end-to-end assurance to their clients. Providers are also investing in next-generation technologies, such as Artificial Intelligence (AI), to stay ahead of the adoption curve and capitalize on its potential to disrupt the traditional models of independent testing
- In this research, we present the assessment and detailed profiles of 22 IT service providers featured on the independent testing services PEAK Matrix. Each service provider profile presents a comprehensive picture of its service suite, scale of operations, and domain investments
- The assessment is based on Everest Group's annual RFI process for the calendar year 2017, interaction with leading testing service providers (including pure-play testing providers), client reference checks, and analysis of the testing services market

Scope of this report

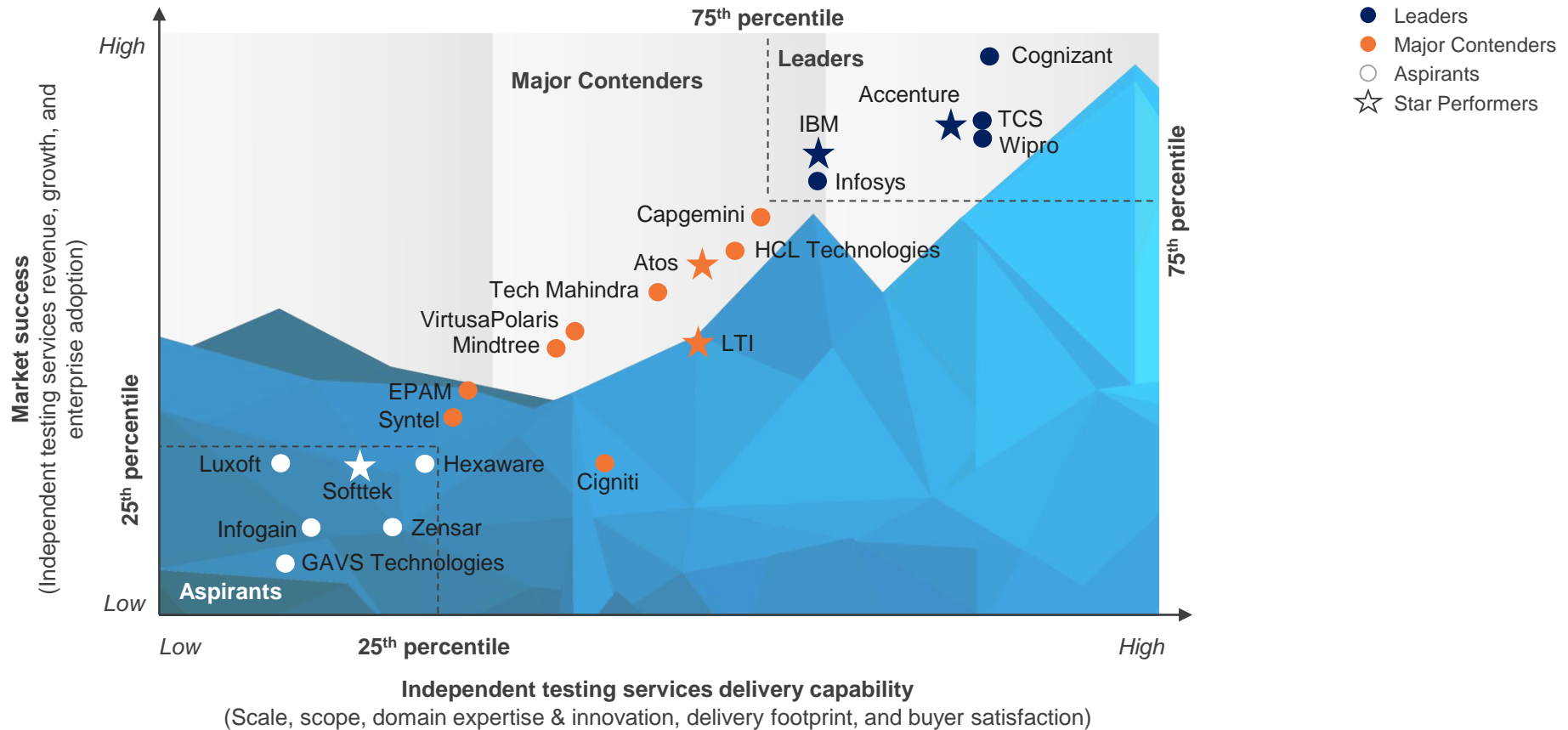
- **Services:** Independent testing services
- **Geography:** Global
- **Service providers:** 22 leading IT service providers

This report includes the profiles of the following 22 service providers on the independent testing services PEAK Matrix:

- **Leaders:** Accenture, Cognizant, IBM, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Capgemini, Cigniti, EPAM, HCL Technologies, LTI, Mindtree, Syntel, Tech Mahindra, and VirtusaPolaris
- **Aspirants:** GAVS Technologies, Hexaware, Infogain, Luxoft, Softtek, and Zensar

Everest Group PEAK Matrix for independent testing services

Everest Group PEAK Matrix™ for independent testing services – 2017



Note: Assessment for Capgemini excludes service provider inputs on this particular study and is based on Everest Group's estimates that leverage Everest Group's proprietary Transaction Intelligence (TI) database, ongoing coverage of Capgemini, service provider public disclosures, and interaction with buyers.

Source: Everest Group (2017)

Cognizant | Testing services profile (page 1 of 2)

Independent testing services overview

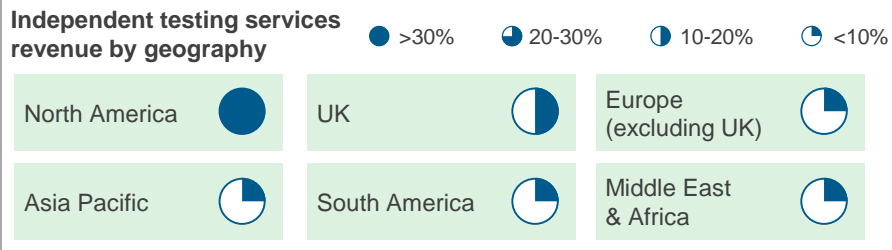
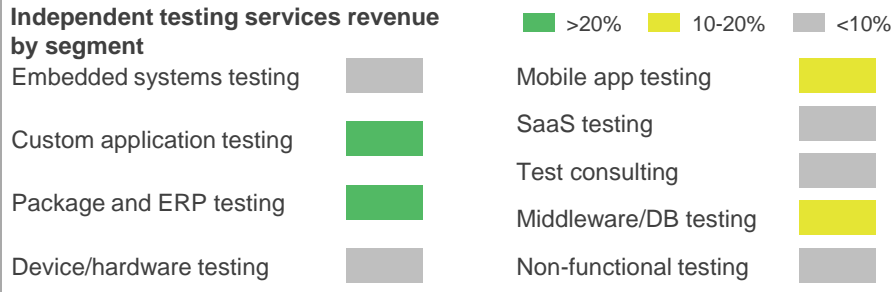
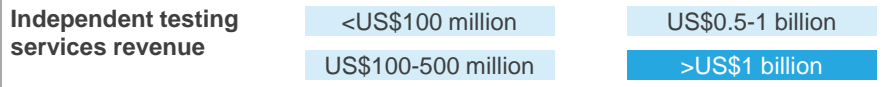
Strengths

- Cognizant has adopted an ecosystem-led approach to testing that is resonating well with clients
- Its account management, resource commitment, and solution portfolio on test automation have been cited by buyers as strengths

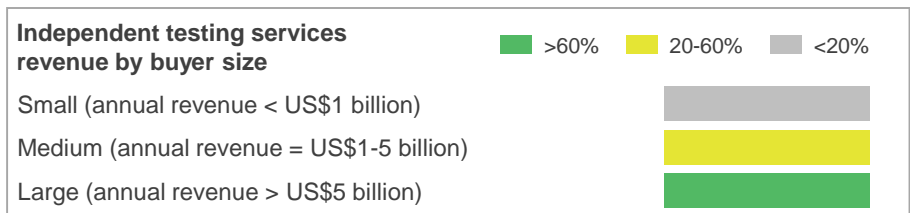
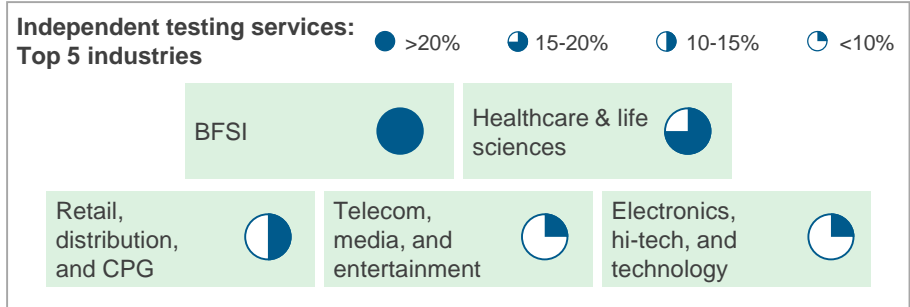
Areas of improvement

- Cognizant should advance its automation portfolio by further leveraging next-generation themes of AI and cognitive to drive differentiation
- It would also benefit from expanding its delivery footprint and delivering a few marquee wins in Europe

Vision: Cognizant Quality Engineering and Assurance (QE&A) aims to drive quality at speed, as clients reimagine business, technology, and customer experience with digital.



Scope and coverage: Test services spanning functional & non-functional testing, UAT, test automation (continuous & lifecycle automation), security & usability testing, test data & TEMS, cloud, mobile, IOT & customer experience testing, package validation, cognitive testing, Agile & DevOps aligned QA.



Source: Everest Group (2017)

Cognizant | Testing services profile (page 2 of 2)

Testing services offerings and recent developments

Testing services – proprietary solutions (representative list)

Solution	Details
ADPART	Key focus is on test automation. Business process assurance solution that uses patented algorithm and NLP capabilities for automated translation of business requirements into optimized suite of test cases
fastest	Key focus is on TaaS. On-demand testing platform that offers pay-per-use test services using an ecosystem of Cognizant and third party tools, IPs and crowdtesting
TestInsight	Key focus is on AI and cognitive. Intelligent defect prediction solution that predicts defects in upcoming release cycles based on data collected from previous test processes and tools to achieve quality outcomes
OpsInsight	Key focus is on AI and cognitive. Predictive analytics solution that analyzes application log data using advanced text analytics to identify gaps in testing and optimize test lifecycle
mint	Key focus is on mobility testing. Mobile QA solution that consists of four products – MintAssess (mobile test strategy), MintDevice (mobile device infrastructure), MintPro (scriptless mobile automation tool), and MintEx (suite of tools)
SPRITZ	Key focus is on test automation. Scriptless test automation platform for web application automation, image-based automation, usability testing of websites, and mobile applications

Testing services partnerships (representative list)

Partner name	Details
Perfecto Mobile	Mobility partnership enables Cognizant to provision an array of mobile devices in its digital labs for functional and non-functional testing
Worksoft	Joint go-to-market and co-innovation partnership for development of accelerators, frameworks, and custom solutions
SmartBear	Certification, licenses, solution development, and training for API testing, service virtualization, and cross-browser testing

Additionally, Cognizant has partnered with Experitest, Informatica, Tricentis, HP, IBM, Oracle, SAP, CA Technologies, Amazon Web Services, Mobile Labs, Plutora, CAST, Synopsys, Qlik, Blueprint, and Validata, among others

Other investments / recent activities (representative list)

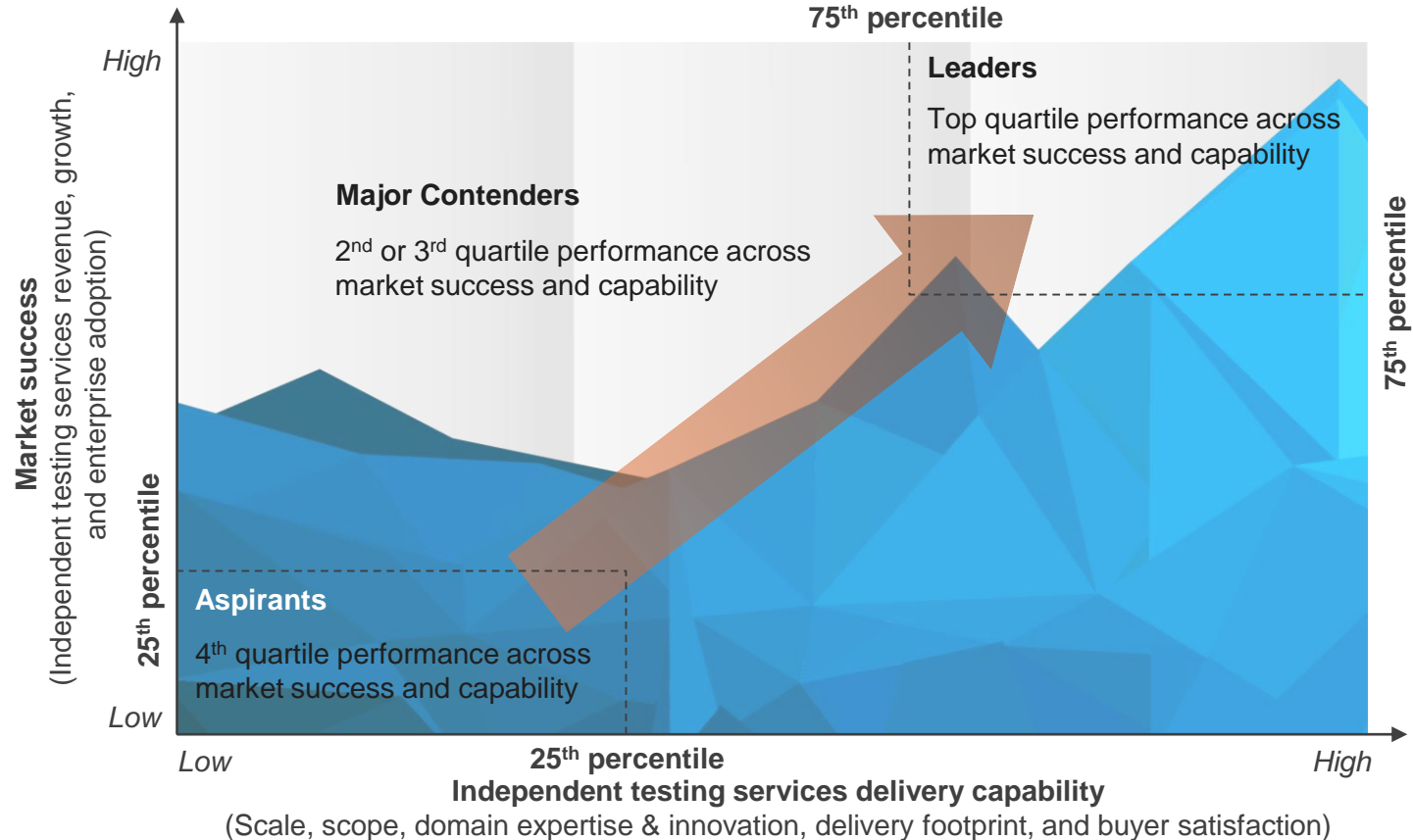
Activity
Investing in nurturing communities to develop an ecosystem-led approach to QA

Source: Everest Group (2017)

Appendix

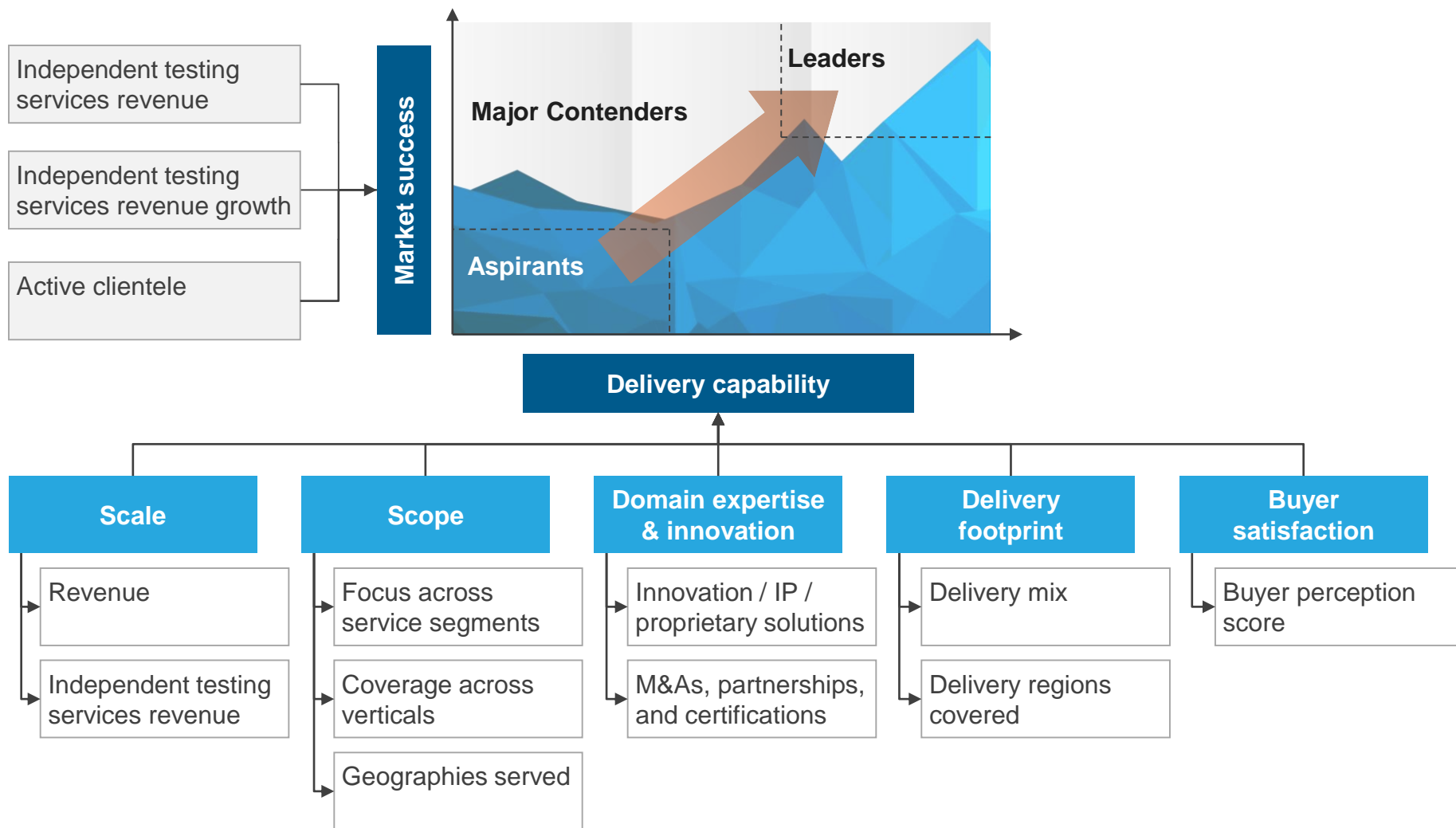
Everest Group PEAK Matrix is a proprietary framework for assessment of a service provider's capability

Everest Group PEAK MatrixTM for independent testing services



Everest Group's PEAK Matrix is a composite index of a range of distinct metrics related to a service provider's scale, scope, technology/domain investments, delivery footprint, and resultant market success in the context of a given services function.

Dimensions of service providers' capability and market success underlying the PEAK Matrix for independent testing services



Does the PEAK Matrix assessment incorporate any subjective criteria?

- Everest Group's PEAK Matrix assessment adopts an objective and fact-based approach (leveraging service provider 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 briefings

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

- No. PEAK Matrix highlights and positions only the best-in-class service providers in a particular functional/vertical services area. 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”?

- 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 for their specific requirements. It also helps providers 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 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 to leverage their PEAK Matrix positioning status?

- Providers can use their PEAK positioning rating in multiple ways including:
 - Issue a press release declaring their positioning/rating
 - Customized PEAK profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK 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**



About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empowers clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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