



Everest Group's PEAK Matrix for Independent Testing Services

Focus on Cognizant
June 2016



Everest Group recently released its report titled “[Independent Testing Services – Market Trends and PEAK Matrix™ Assessment & Profiles Compendium](#)”.

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. It 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

- As enterprises are getting disrupted by newer business models and technologies, they are investing in independently validating their systems and processes. The potential risk of not pursuing testing diligently is pushing them towards adopting a holistic quality assurance program
- Service providers, on the other hand, are realigning their testing portfolio to cater to buyers' increasing demands in the areas of digital technologies and consumer experience. They are strengthening their capabilities in newer areas such as automation and DevOps while enhancing their core propositions in a tightly contested marketplace
- In this research, we present the assessment and detailed profiles of 22 IT service providers featured on the independent testing services PEAK Matrix. Each profile provides a comprehensive picture of the provider's service suite, scale of operations, and domain investments
- The assessment is based on Everest Group's annual RFI process for the calendar year 2016, 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

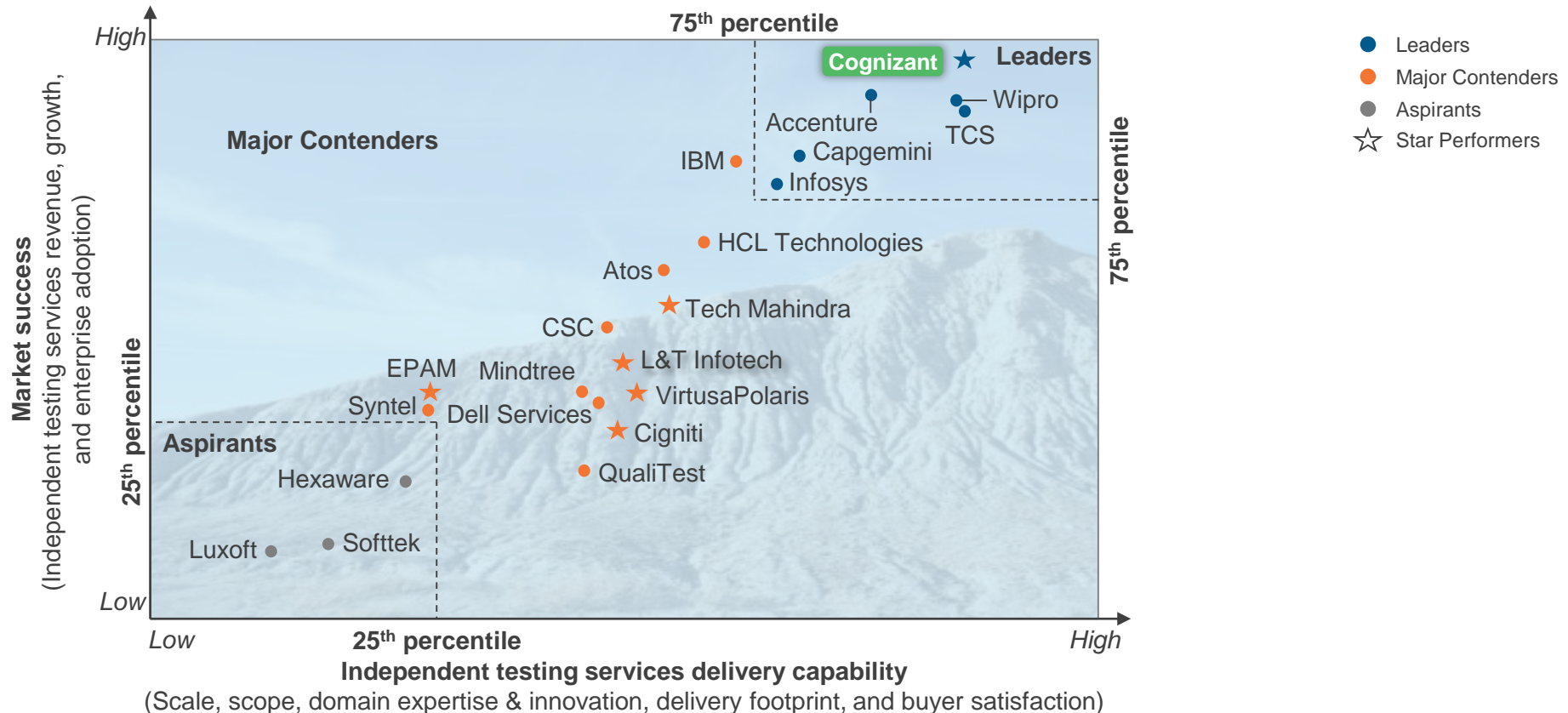
- **Services:** Independent testing services
- **Geography:** Global
- **Service providers:** 22 leading IT service providers

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

- **Leaders:** Accenture, Capgemini, Cognizant, Infosys, TCS, and Wipro
- **Major Contenders:** Atos, Cigniti, CSC, Dell Services, EPAM, HCL Technologies, IBM, L&T Infotech, Mindtree, QualiTest, Syntel, Tech Mahindra, and VirtusaPolaris
- **Aspirants:** Hexaware, Luxoft, and Softek

Cognizant is positioned as a Leader on the Everest Group PEAK Matrix for independent testing services

Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix for independent testing services



Note 1: Assessment for Capgemini and IBM 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 these providers, service provider public disclosures, and interaction with buyers.

Note 2: Capgemini acquired IGATE in April 2015 and the assessment covers the combined capabilities of the companies. The assessment for CSC excludes the company's erstwhile North American public sector business, which has been merged with SRA International to form CSRA Inc.

Source: Everest Group (2016)

Independent testing services overview

Strengths

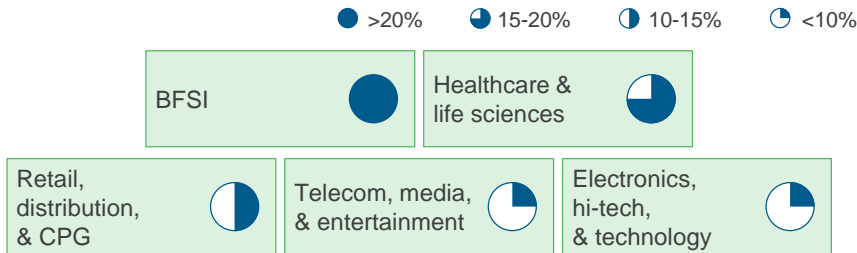
- Cognizant has expanded its service portfolio into newer technology areas such as IoT and has leveraged its partner ecosystem in this space to drive innovation
- Its aggressive sales strategy for new and existing accounts centers around pushing its flagship offerings and key IP

Independent testing services revenue



Scope and coverage: Testing services spanning functional & non-functional testing, UAT, test automation (continuous & lifecycle automation), security & usability testing, test data & TEMS, mobile, IoT & customer experience testing, package validation, analytics-driven testing, QA consulting, etc.

Independent testing services: Top 5 industries



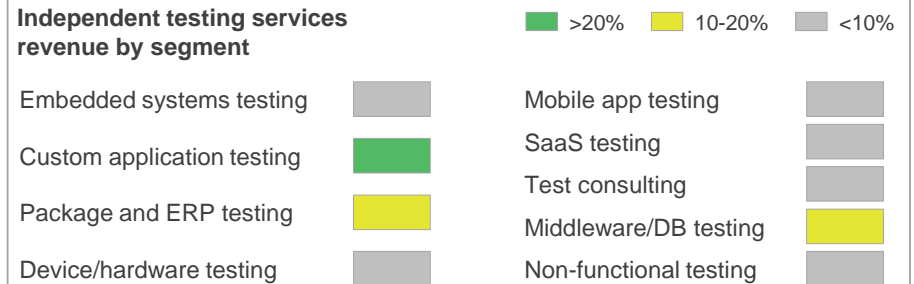
Independent testing services revenue by buyer size



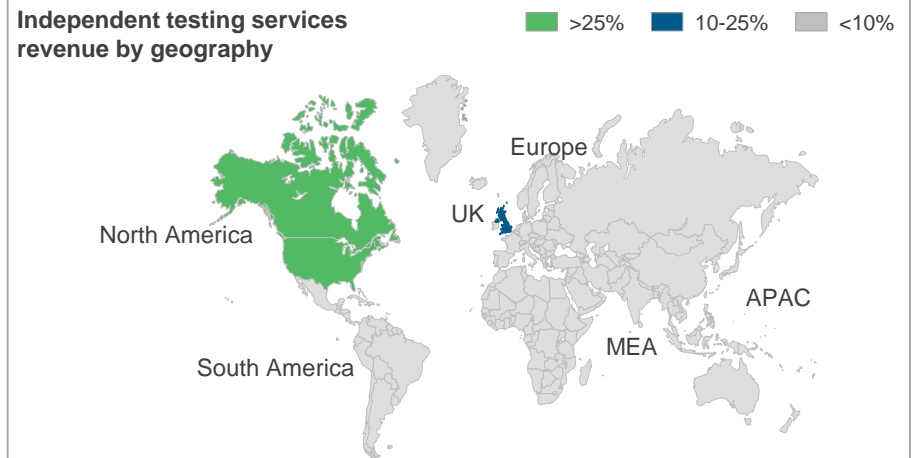
Areas of improvement

- Cognizant should try to increase its logo reach and presence in Continental Europe to strengthen its overall leadership position
- It should also capitalize on its recent wins in the media and hospitality verticals to penetrate these industries

Independent testing services revenue by segment



Independent testing services revenue by geography



Source: Everest Group (2016)

Testing services offerings and recent developments

Vision: Cognizant aims to be the Quality Assurance partner of choice for clients as they innovate across business, technology, and operations with digital

Testing services – proprietary solutions (representative list)

| Solution | Details |
|---|---|
| ADPART | <ul style="list-style-type: none"> Business process assurance solution that uses patented algorithm and NLP capabilities for automated translation of business requirements into optimized suite of test cases |
| fastest | <ul style="list-style-type: none"> On-demand testing platform that offers pay-per-use test services using an ecosystem of Cognizant and third party tools, IPs and crowdtesting |
| Craft | <ul style="list-style-type: none"> Integrated framework for test automation that supports both enterprise and digital technology stacks including IoT |
| RoboWear and RoboHome | <ul style="list-style-type: none"> Robotic platform for end-to-end automated testing of IoT scenarios across various touch points viz. wearables and home automation |
| iTDP (Intelligent Test Delivery Platform) | <ul style="list-style-type: none"> Cognizant's test delivery platform that seamlessly orchestrates popular SDLC and DevOps tool stacks and Cognizant IPs to make testing efficient, intuitive, and intelligent |
| Quality Insight | <ul style="list-style-type: none"> Suite of QA analytics solutions that offer actionable insights into quality using machine learning and NLP capabilities |

Testing services partnerships (representative list)

| Partner name | Type of partnership | Details |
|-----------------|------------------------|---|
| Micro Focus | Technology partnership | <ul style="list-style-type: none"> Strategic alliance for automation and performance testing tools |
| Applause | Service partnership | <ul style="list-style-type: none"> Augments Cognizant's internal crowd to deliver superior customer experience assurance solutions |
| Perfecto Mobile | Technology partnership | <ul style="list-style-type: none"> Global service agreement for mobile test automation and website monitoring system |

Additionally, Cognizant has partnered with SOASTA, Perfecto Mobile, Experitest, Informatica, Tricentis, HP, IBM, Oracle, SAP, CA Technologies, SeeTest, Rally, Gomez, Plutora, CAST, and Validata, among others

Recent activities (representative list)

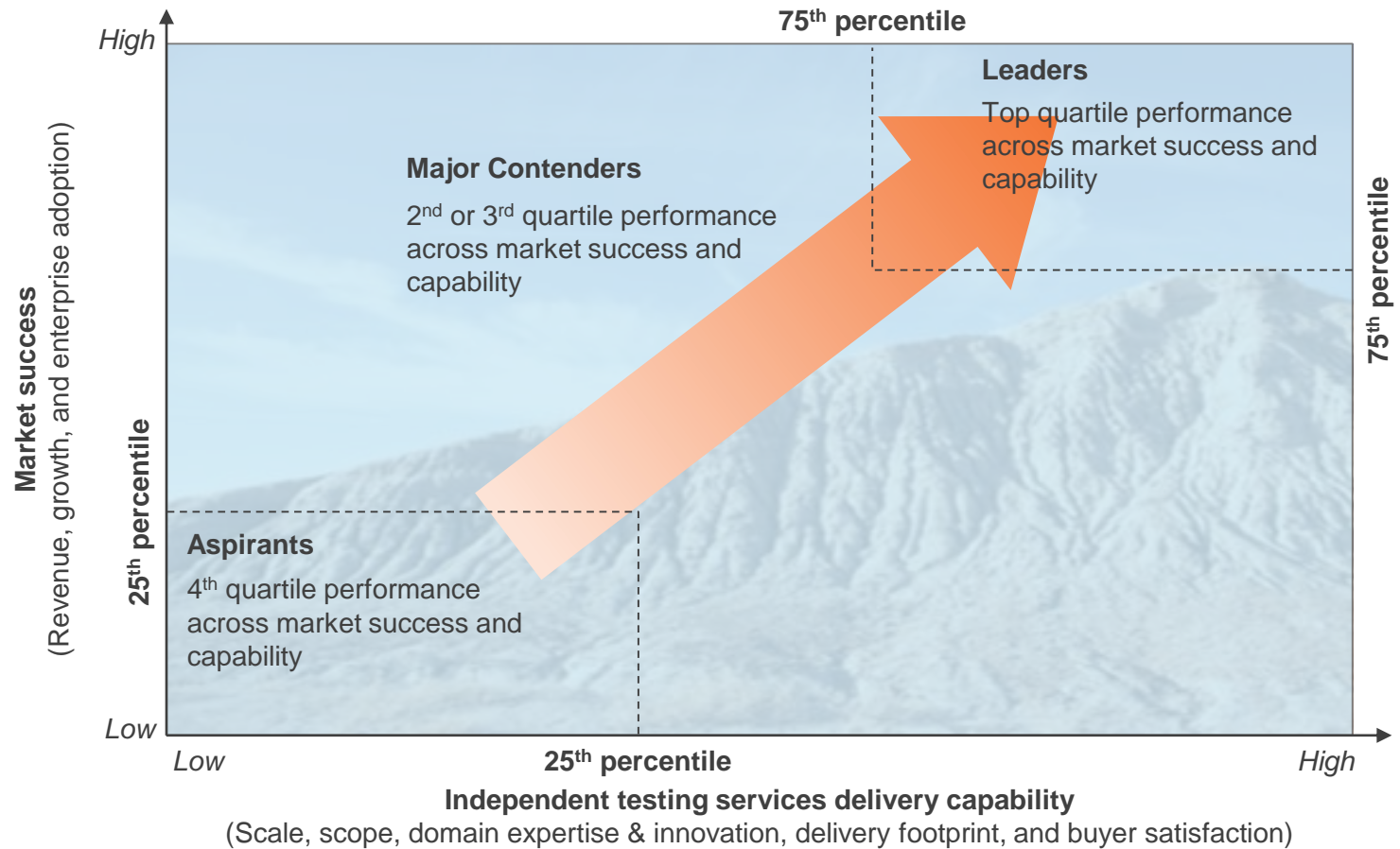
| Activity |
|--|
| Acquired itaas, Odecee, C1 Group, CoreLogic India Operations, etc., to boost overall capabilities in specific geographies and verticals. |

Source: Everest Group (2016)

Appendix

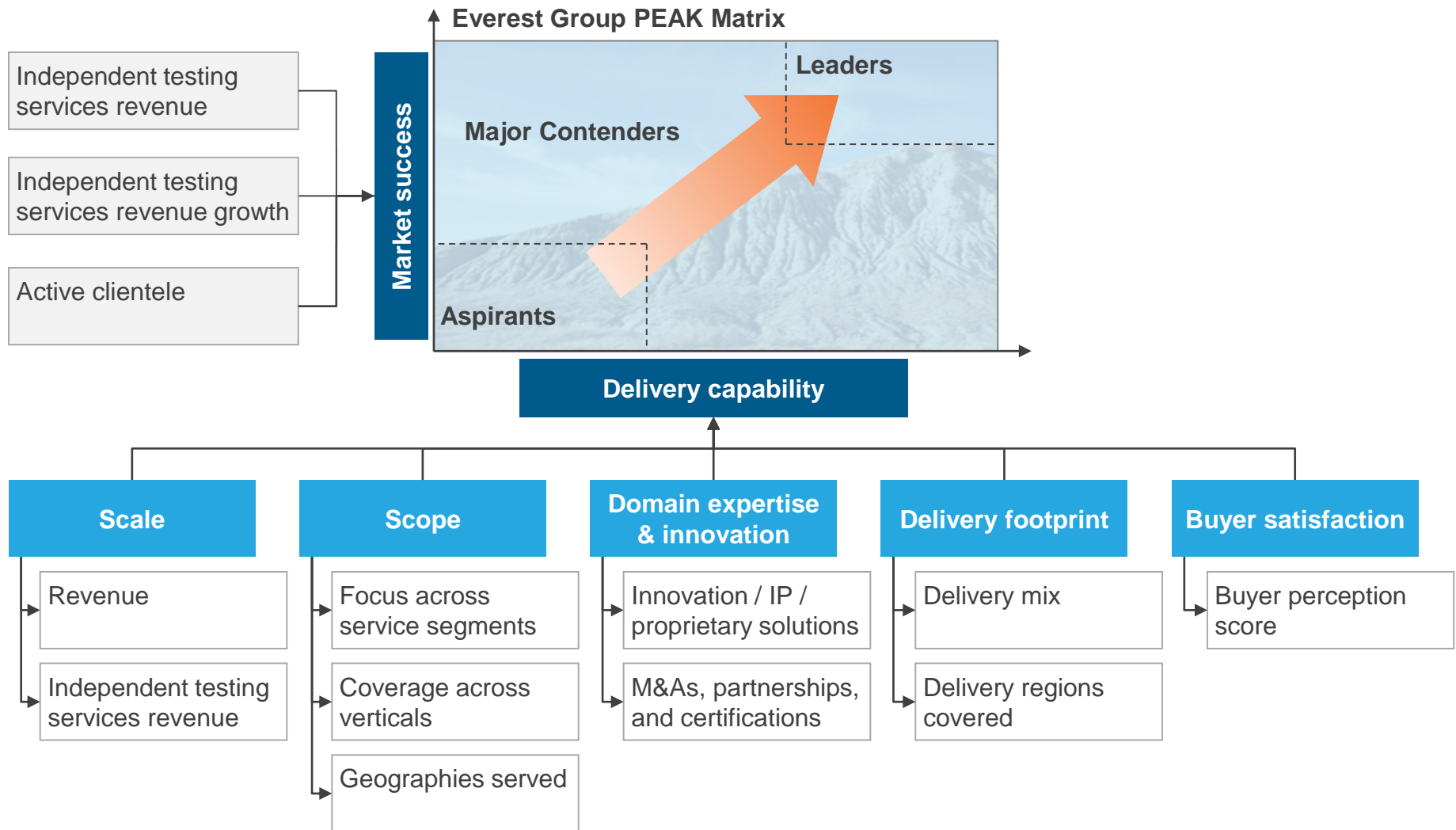
Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix is a proprietary framework for assessment of a service provider's capability

Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix 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 and research.everestgrp.com.

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