



# Everest Group's PEAK Matrix for Independent Testing Services

Focus on TCS  
June 2017



# Introduction and scope

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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, TCS emerged as a Leader. This document focuses on TCS’ independent testing services experience and capabilities and includes:

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

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

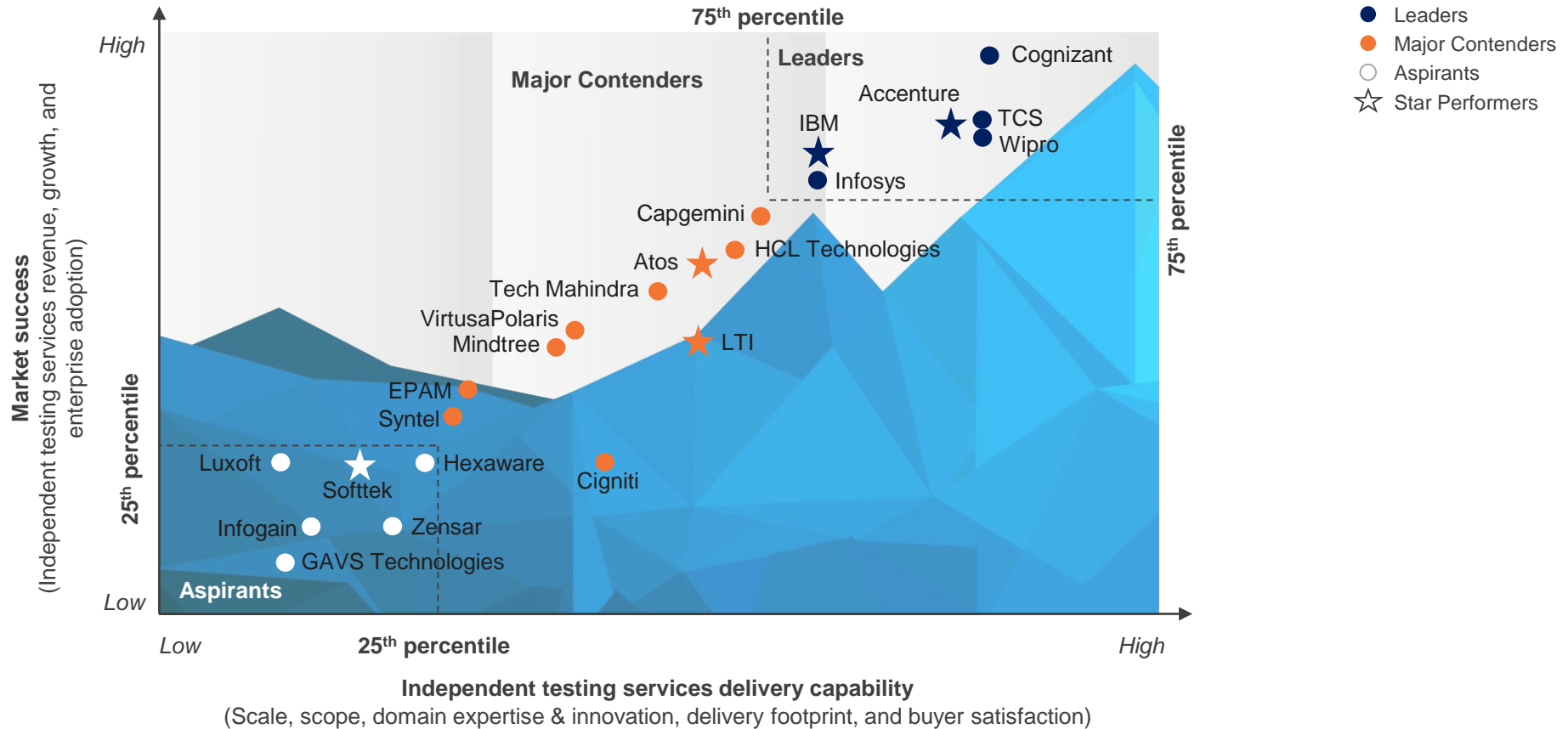
- **Services:** Independent testing services
- **Geography:** Global
- **Service providers:** 22 leading IT service providers

## 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<sup>TM</sup> 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)

# TCS | Testing services profile (page 1 of 2)

## Independent testing services overview

### Strengths

- TCS has continued to focus on expanding its IP portfolio across the testing lifecycle. Its investments in test automation, AI, and cognitive space will help it sustain its growth momentum
- Clients cite its resource quality and proactive involvement as strengths

### Areas of improvement

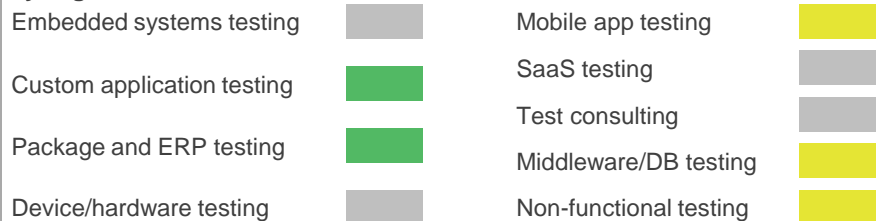
- TCS needs to expand its presence in the European region in order to maintain its lead in the testing services space
- It would also benefit from continued investments in account management, innovation, and thought leadership

**Vision:** TCS' vision is to be the preferred and best-in-class assurance services partner to its customers by enabling them to acquire and retain consumers, grow their business, effectively manage risk, and enhance brand reputation on a continual basis. TCS aims to assure its customers' business as they seek to simplify, modernize, transform, and navigate the waters of digital disruption.

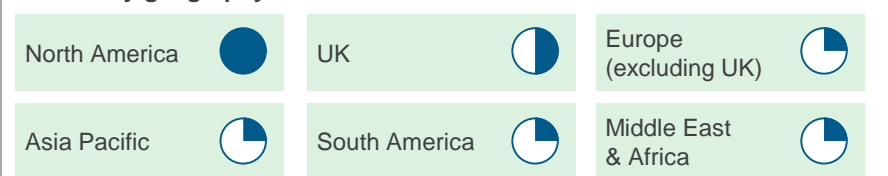
### Independent testing services revenue



### Independent testing services revenue by segment

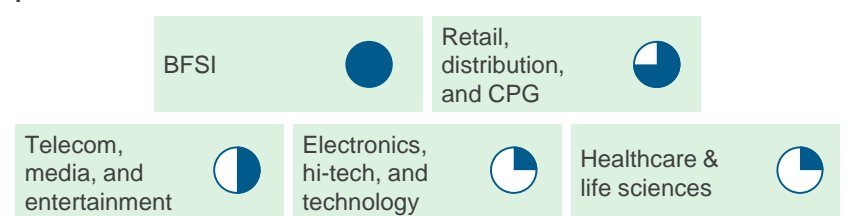


### Independent testing services revenue by geography

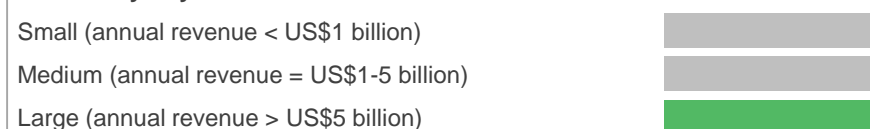


**Scope and coverage:** Assurance consulting, test lifecycle automation, infotainment testing, accessibility testing, risk & compliance assurance, service virtualization, infrastructure testing, ERP, digital Assurance (mobility, big data & analytics, cloud, AI & robotics, social media, and IOT), industry-specific assurance, product assurance, TDEM, and TaaS

### Independent testing services: Top 5 industries



### Independent testing services revenue by buyer size



Source: Everest Group (2017)

# TCS | Testing services profile (page 2 of 2)

## Testing services offerings and recent developments

### Testing services – proprietary solutions (representative list)

Solution	Details
360 Degree Assurance	Key focus is on AI and cognitive. Assurance analytics engine that works on testing process data from test management tools and provides actionable insights and constructive feedback to improve software testing processes over a period of testing cycles; major use cases are assurance analytics, test suite optimization, and defect prediction
Payments simulator	Key focus is on domain assurance. Award-winning tool for accelerating internal testing of payments infrastructure of banks to be compliant with the central payments platform
OMNI	Key focus is on test automation. Unified test automation solution for functional automation of web, mobile, and web service applications and cross-browser compatibility testing of desktop and mobile browsers; provides 60% effort reduction and works on top of Selenium
TIARA	Key focus is on test automation. TCS Integrated Assessment Framework for Assurance provides a test process assessment framework with benchmarking; variants customized for financial services, insurance, healthcare & life sciences verticals, and Agile methodology
Digital Assurance Tools Suite	Key focus is on digital testing. <b>i-Access</b> (for accessibility testing and compliance with Web Content Accessibility Guidelines), <b>mRAFT</b> (mobile & desktop test automation for image-heavy applications), <b>iData</b> (data validation for big data environment), <b>i-UserX</b> (portal for usability testing), <b>m-Guard</b> (security testing tool for web, native, and hybrid applications), and <b>Omni</b> (unified test automation solution)
Fit4IoT	Key focus is on IOT testing. A framework using service delivery architecture to enable assurance of various aspects of IOT such as functionality, security, performance, interoperability, user experience, and business continuity

### Testing services partnerships (representative list)

Partner name	Details
Co-Innovation Network (COIN)	led partnerships with academia and niche tool vendors such as Neotys, TestPlant, Tricentis, Experitest, Perfecto Mobile, SOASTA, Informatica, and Mobile Labs to supplement partnerships with industry leaders such as HP, CA Technologies, IBM, and Microsoft

### Other investments / recent activities (representative list)

Activity
Enhancing its IP portfolio in the areas of test automation and AI/cognitive; upskilling its resources on Agile and DevOps methodologies and skillsets; also received multiple awards from TESTA, Experitest, and HPE

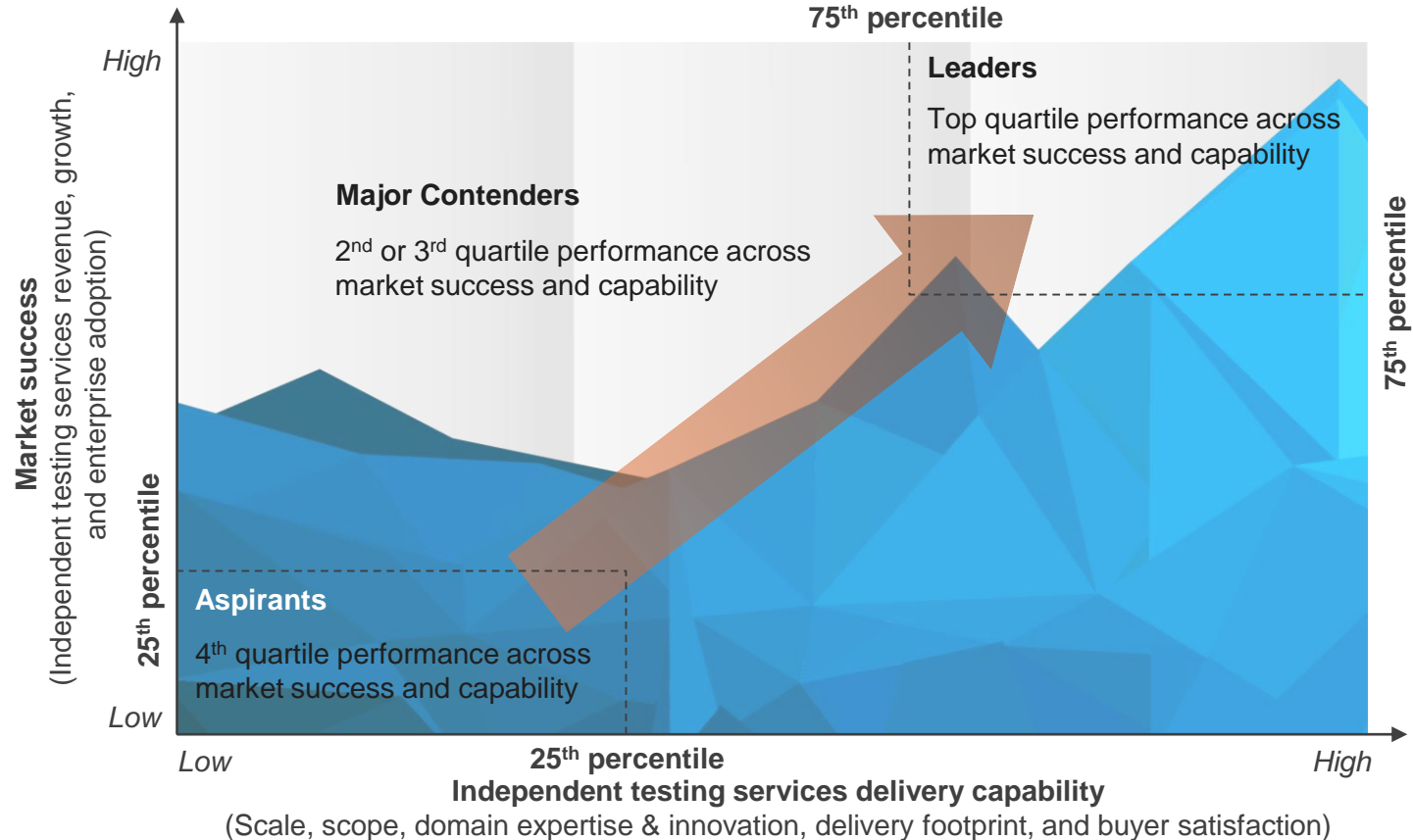
Source: Everest Group (2017)

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# Appendix

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

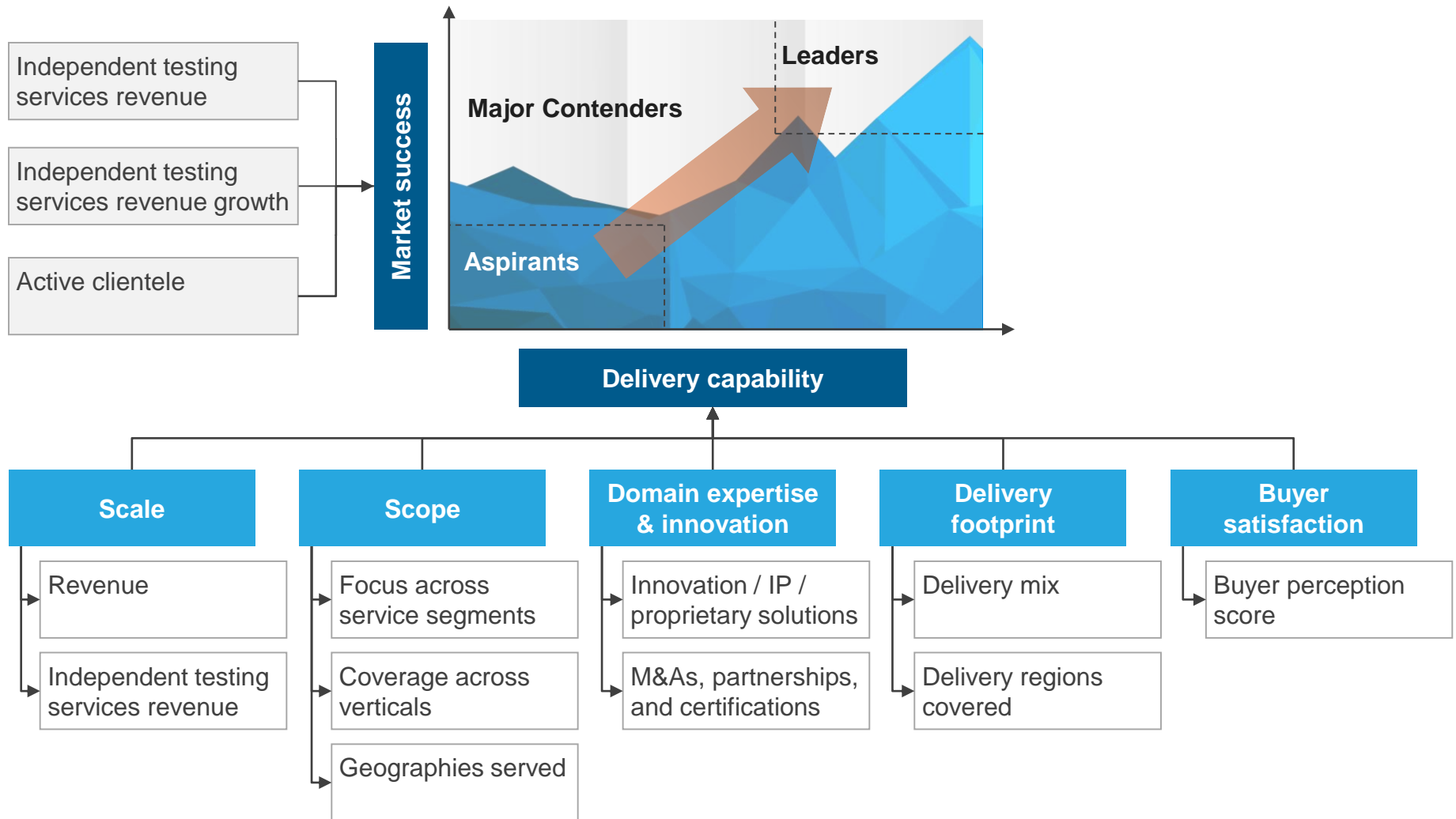
Everest Group PEAK Matrix<sup>TM</sup> for independent testing services



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](http://www.everestgrp.com).

### Dallas (Headquarters)

info@everestgrp.com  
+1-214-451-3000

### Bangalore

india@everestgrp.com  
+91-804-276-4533

### Delhi

india@everestgrp.com  
+91-124-496-1000

### London

unitedkingdom@everestgrp.com  
+44-207-129-1318

### New York

info@everestgrp.com  
+1-646-805-4000

### Toronto

canada@everestgrp.com  
+1-647-557-3475

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