



# Everest Group's PEAK Matrix for Independent Testing Services

Focus on TCS  
June 2016



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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, 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

- 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 service provider profile provides 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 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

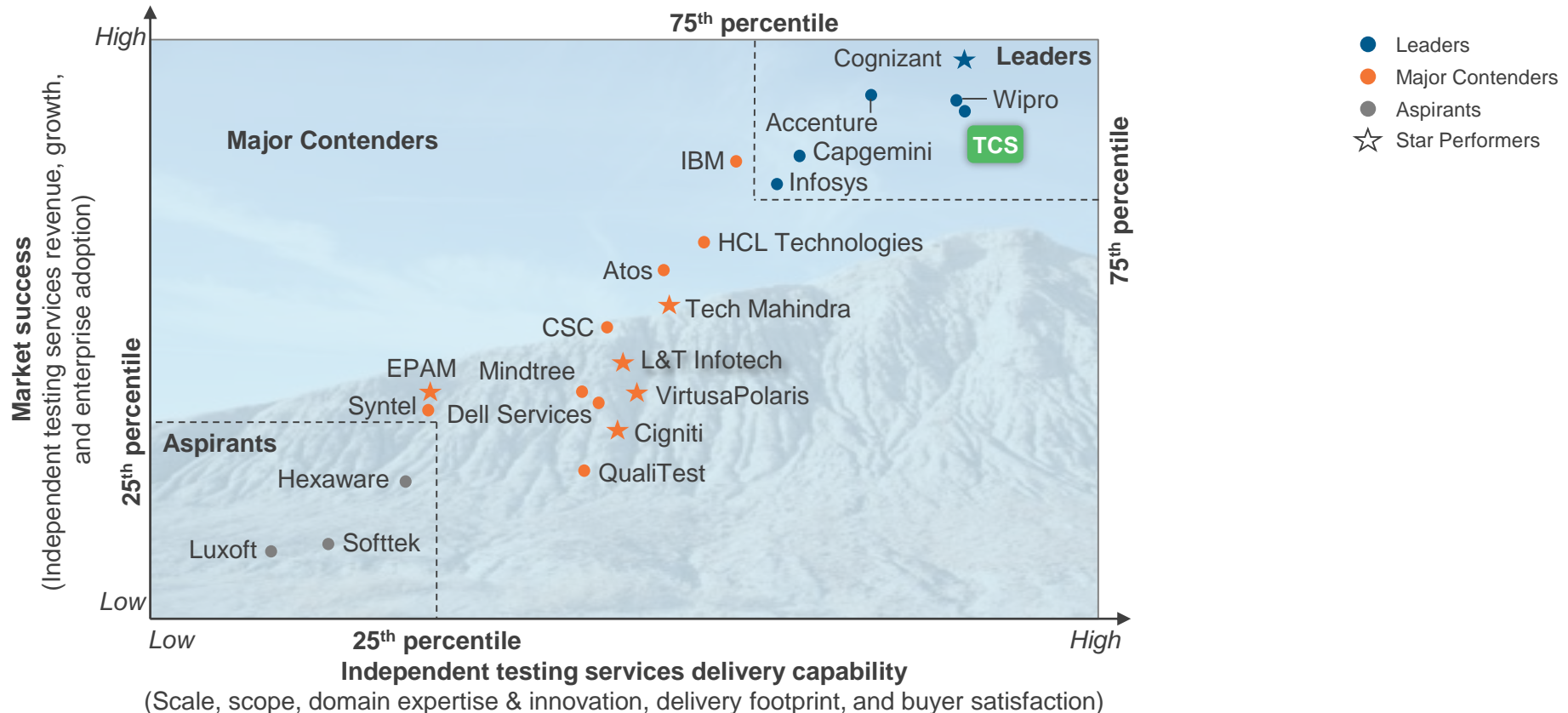
- **Services:** Independent testing services
- **Geography:** Global
- **Service providers:** 22 leading IT service providers

## 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

# TCS 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)

### Strengths

- TCS has undertaken initiatives to invest in next-generation solutions across automation and DevOps
- It demonstrates strong capabilities across the testing lifecycle with product-based and industry-specific solutions

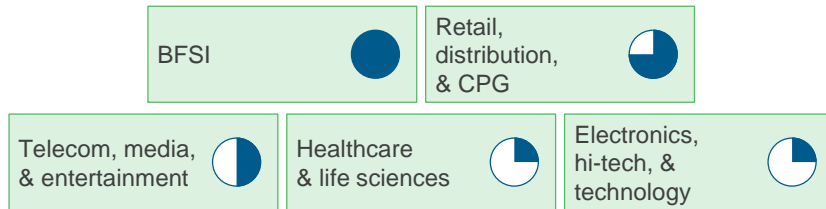
### Independent testing services revenue



**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

● >20%   ● 15-20%   ● 10-15%   ● <10%



### Independent testing services revenue by buyer size

■ >60%   ■ 20-60%   ■ <20%

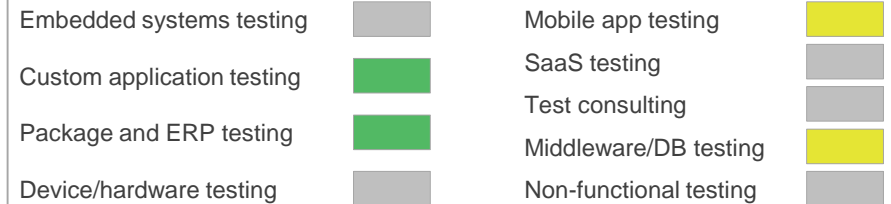


### Areas of improvement

- TCS should try to sustain its growth momentum in this space by investing more in resource reskilling on next-generation testing
- It should also expand its delivery footprint in Europe that will help to add new logos from the region

### Independent testing services revenue by segment

■ >20%   ■ 10-20%   ■ <10%



### Independent testing services revenue by geography

■ >25%   ■ 10-25%   ■ <10%



Source: Everest Group (2016)

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

## Testing services offerings and recent developments

**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.

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

Solution	Details
MasterCraft ALM	<ul style="list-style-type: none"> <li>Suite of tools for test lifecycle and automation; uses scriptless automation to reduce test creation and maintenance efforts</li> </ul>
MasterCraft DevPlus	<ul style="list-style-type: none"> <li>Integrated, enterprise-wide continuous delivery lifecycle management platform of demand-to-deploy processes</li> </ul>
Digital Assurance Tools Suite	<ul style="list-style-type: none"> <li><b>i-Access</b> (for accessibility testing and compliance with Web Content Accessibility Guidelines), <b>mRAFT</b> (mobile &amp; desktop test automation for image-heavy applications), <b>i-Browse</b> (browser compatibility testing), <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 Channel Assurance framework</b></li> </ul>
TIARA	<ul style="list-style-type: none"> <li>TCS Integrated Assessment Framework for Assurance provides a test process assessment framework with benchmarking; variants customized for financial services, insurance, healthcare &amp; life sciences verticals, and Agile methodology</li> </ul>
360 Degree Assurance	<ul style="list-style-type: none"> <li>Assurance analytics engine with capabilities including NLP and AI that works on testing process data; provides actionable insights and constructive feedback that can improve software testing process</li> </ul>

### Testing services partnerships (representative list)

Partner name	Type of partnership	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	

### Recent activities (representative list)

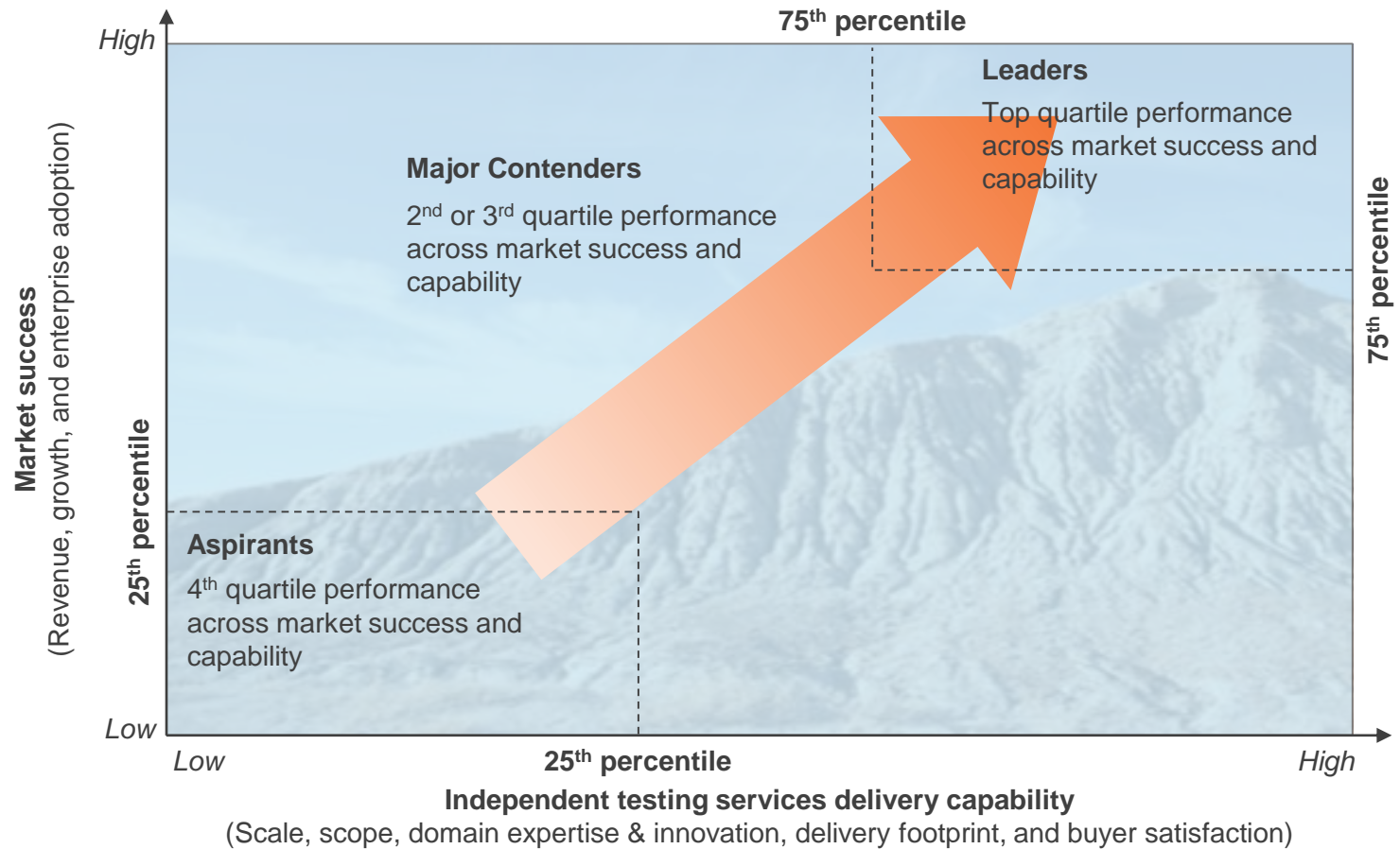
Activity
Assurance Innovation Center at Cincinnati; Fastest Growing SI Partner Award from Experitest; invested in IP development on Artificial Intelligence, IoT, test automation, and DevOps; Customer Satisfaction Index of 92.9%

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

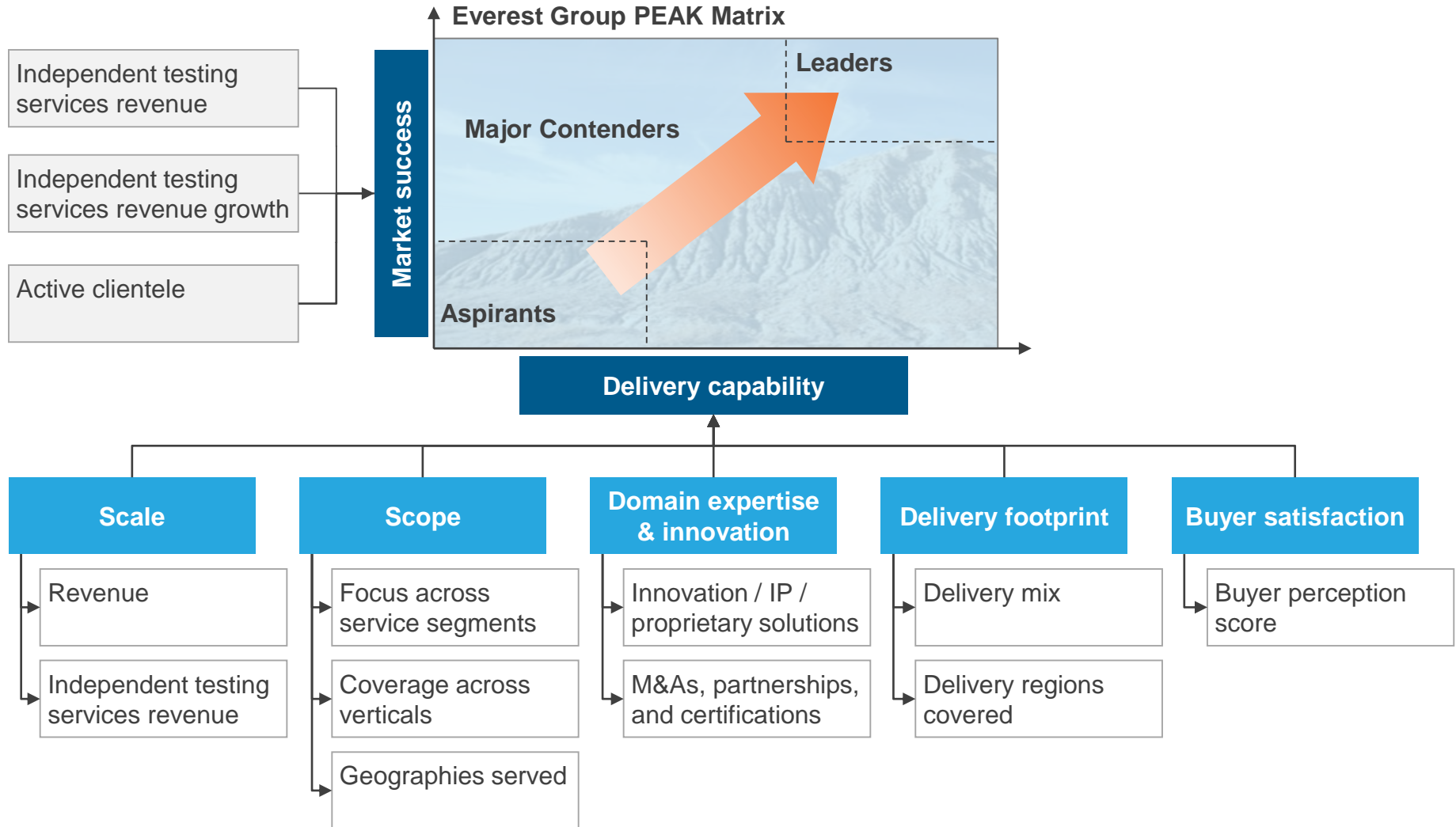
Everest Group Performance | Experience | Ability | Knowledge (PEAK) Matrix for independent testing services



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

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### **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) and [research.everestgrp.com](http://research.everestgrp.com).

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