



# **Automation in IT Application Dev-Test – Market Update and PEAK Matrix™ Assessment for Solutions: “Cognitive Paving the Way to Smart Automation”**

Application Services

Market Report – June 2017 – Preview Deck

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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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# Background of the research

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## Background of the research

- Automation has been used previously to automate simple manual tasks in Software Development Life Cycle (SDLC) such as code build and test execution in order to save human effort. However, we are now witnessing an increasing demand for automating not just few repetitive tasks but to use automation for decision-making and software delivery optimization, as enterprises struggle to improve time-to-market while not compromising on quality
- Enterprises continuously demand automation services from their providers in order to achieve:
  - Increased resource efficiency through reduction of manual and repetitive tasks
  - Enhanced software product quality through early detection and prevention of defects and errors
  - Efficient resourcing and optimized headcount
  - Shrink testing cycle through defect prediction and prevention
- In this research, we present the assessment and detailed profiles of 12 IT service providers featured on the PEAK Matrix for automation in application dev-test. Each service provider profile gives a comprehensive picture of their dev-test automation solutions, vision, domain investments, and partnerships
- The assessment is based on Everest Group's annual Request for Information (RFI) process conducted in Q1 2017, interactions with leading IT application service providers, client reference interviews, and analysis of the broader IT dev-test automation market

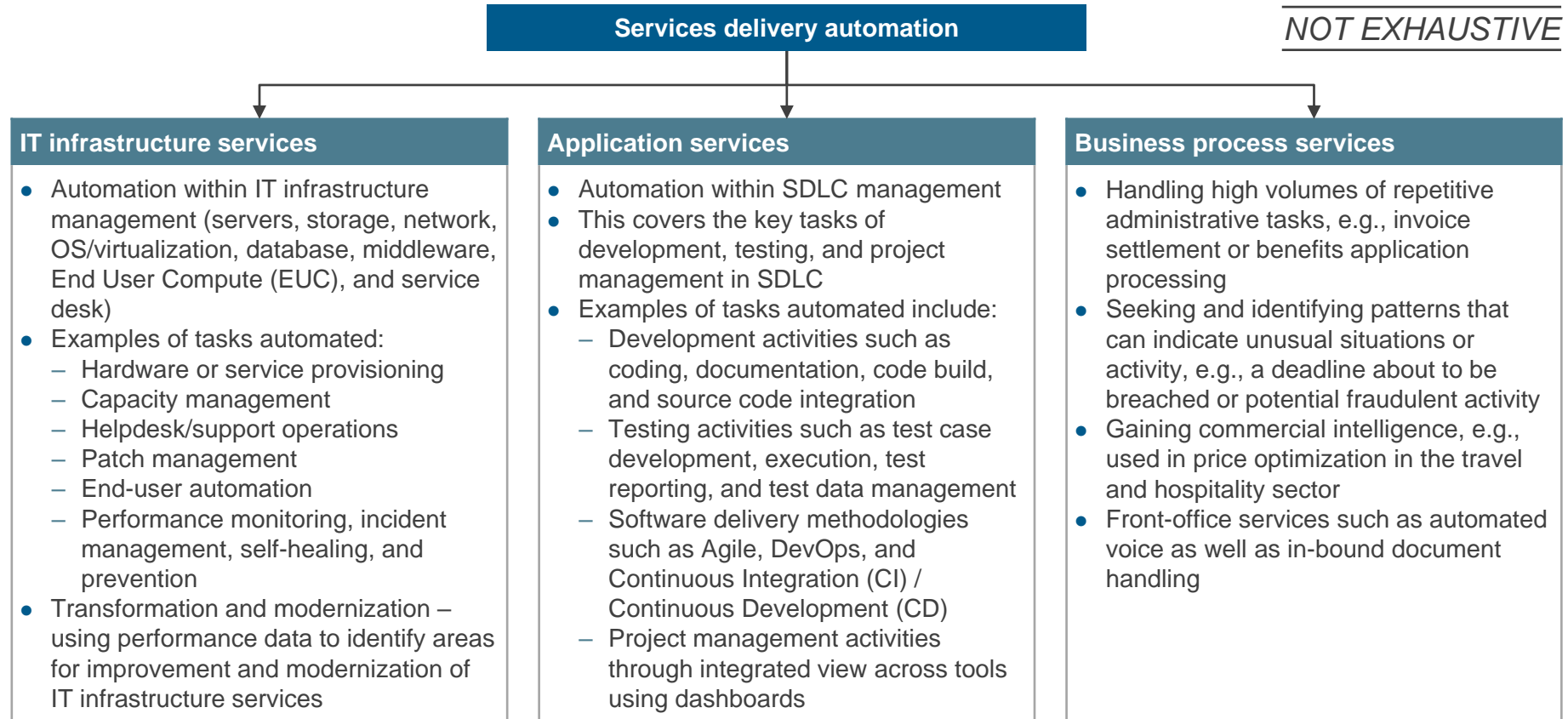
## Scope of this report

- **Services:** Automation in application development & testing
- **Geography:** Global
- **Service providers:** 12 leading IT application service providers

**This report includes the profiles of the following 12 service providers on the PEAK Matrix for application dev-test automation solutions:**

- **Leaders:** Accenture, IBM, and Wipro
- **Major Contenders:** Cognizant, EPAM, LTI, TCS, Tech Mahinda, and VirtusaPolaris
- **Aspirants:** HCL, Hexaware, and Syntel

# This report focuses on application dev-test automation solutions and offers insights into prominent IT service providers operating in this space



The focus of this report is on the complete set of automation solutions (i.e., software+associated services) offered by IT application service providers.

# Company A | IT application services automation profile

## Automation services overview and solutions

**Company vision**

Company A’s vision for automation is based on [redacted] It believes in putting people at the center of a [redacted] Company A has been able to deliver [redacted] including better quality and consistency of [redacted] more informed business [redacted]

**Strengths**

- Strong investments in [redacted]
- Acts as a consulting partner to guide clients through their automation journey [redacted]

**Areas of improvement**

- Company A needs to further develop [redacted] automation solutions
- Should focus on customizing [redacted]

**Proprietary solutions (representative list)**

Solution	Details
Company A solution 1	Intelligent automation platform for application services delivery that provides a spectrum of automation services, including [redacted] Automates a range of software engineering activities including [redacted] planning. It integrates multiple proprietary and third-party AI solutions and tools, as well as other Company A platforms [redacted]
Company A solution 2	Open source, [redacted] can generate test cases, [redacted]
Company A solution 3	Integrated platform tests and monitors digital applications in an [redacted]; helps testing teams to [redacted]
Company A solution 4	Intelligent automation platform for [redacted] and cognitive computing capabilities; helps clients with accelerated and [redacted]

Source: Everest Group (2017)



# Company A | IT application services automation profile

## Automation services investments and partnerships

Investments (representative list)	
Theme	Details
Theme 1	<ul style="list-style-type: none"> <li>• More than XX intelligent automation professionals across the company</li> <li>• Provides training programs on [REDACTED]</li> <li>• Developed the concept of New [REDACTED]</li> </ul>
Theme 2	<ul style="list-style-type: none"> <li>• Setup Intelligent Automation [REDACTED] to support client visits and training initiatives</li> <li>• Opened Company A innovation center for data in [REDACTED] to help client make data more usable, accessible, and secure</li> <li>• Opened dedicated lab for AI in Dublin to promote partnerships with start-ups, accelerators, and universities around the world</li> </ul>
Theme 3	<ul style="list-style-type: none"> <li>• Recently acquired [REDACTED] (now a part of Akami)</li> </ul>

Partnerships (representative list)	
Partner name	Details
Partner 1	Extensive use of [REDACTED] solutions in Microsoft including Azure Cloud, Cognitive Intelligence Suite, Project Service, SharePoint, and Excel.
Partner 2	Integrated [REDACTED] products and cloud services into Company A's application services, security, and digital strategy.
Partner 3	Integrated with Company A's [REDACTED] to create data discovery, issue resolution, and predictive analytics.
Partner 4	Integrated Tosca TestSuite into the touchless testing approach to achieve end-to-end touchless platform.
Other key partners include Google, Redhat, Celendium, BMC, and Workson.	

Source: Everest Group (2017)

# Application services research calendar

■ Published
 ■ Current

Topic	Release date
CSC-HPE Services Merger .....	May 2016
Application Services – Annual Report 2016: “No DevOps No Digital” .....	May 2016
Independent Testing Services – Market Trends and PEAK Matrix™ Assessment & Profiles Compendium .....	June 2016
IT Application Services Automation: Think Benefits, Not Costs .....	November 2016
Customer (Dis)Satisfaction: Why Are Enterprises Unhappy with Their Service Providers? .....	January 2017
Upcoming Contract Renewals – Application Services .....	February 2017
Application Services – Annual Report 2017: Artificial Intelligence (AI) in SDLC? There is a Long Journey Ahead .....	April 2017
Independent Testing Services – PEAK Matrix™ Assessment & Profiles Compendium: “Reports of QA’s Death are Not Exaggerated” .....	May 2017
Automation in IT Application Dev-Test– PEAK Matrix™ Assessment for Solutions .....	June 2017
Application Modernization Services - PEAK Matrix™ Assessment and Market Update .....	Q3 2017



# Additional research recommendations

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The following documents are recommended for additional insight into the topic covered in this research. These documents either provide additional details, or complementary content that may be of interest

- 1. IT Application Services Automation: Think Benefits, Not Costs ([EGR-2016-4-R-1998](#));** 2016. In this era of digitalization, enterprises need to be agile in order to deliver innovative products and services to their customers. As they look for new ways to reduce costs and improve productivity, they are leveraging emerging concepts such as automation and cognitive intelligence. These concepts, though not entirely new, are gaining traction in the context of application services, as enterprises look beyond their traditional lever of labor arbitrage for cost reduction
- 2. Application Services - Annual Report 2017: Artificial Intelligence (AI) in SDLC? There is a Long Journey Ahead ([EGR-2017-4-R-2145](#));** 2017. Artificial Intelligence (AI) is no longer a fringe fantasy-riddled technology; it has witnessed high interest from enterprises, technology majors, and service providers. Its growth from basic AI to an enabler of breakthrough innovation is sparking interest from all industry participants. AI and its allied techniques will profoundly impact application services in the way applications are developed, tested, and maintained

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