



# AI Trailblazers: Top 16 Startups in Software Development Life Cycle (SDLC) - Software Learning to Make Software

Application Services

Market Report – July 2018: Complimentary Abstract / Table of Contents

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# Introduction and overview

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## Background of the research

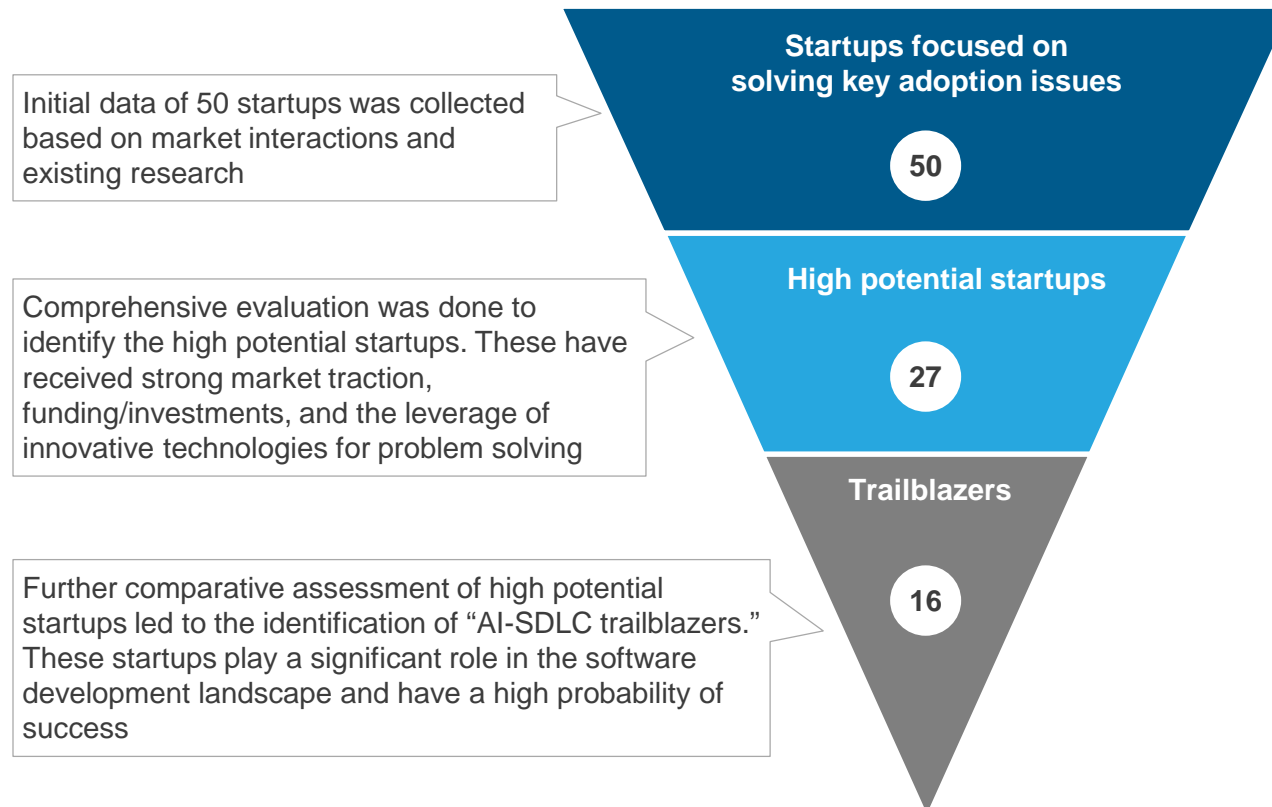
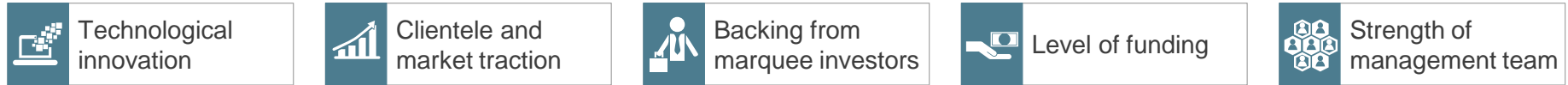
- AI is transforming lives and businesses everywhere. From retail to finance to healthcare to media, there is hardly any industry or vertical left unexplored by AI
- Software development is something that is ubiquitous to almost all the industries. In the world of Agile and DevOps that is fast approaching, the pace at which we need to deliver, and update software is increasing rapidly. To cope up with this change there is a need to incorporate AI in the Software Development Life Cycle (SDLC)
- Recognising this, over the past few years multiple startups have come up to fill this gap. They are constantly innovating to help increase the productivity and accuracy across all stages of the SDLC, starting from requirement gathering to development to testing to deployment and finally right until application security. Startups are constantly filling this gap with the application of next-generation concepts such as Machine Learning (ML), Natural Language Processing (NLP), and deep learning
- In this research we present an assessment of startups utilizing AI in the field of software development primarily focusing on their innovation, growth story and the impact they have created in the market. We present an assessment and detailed profiling of the 16 AI start-ups across the stages of requirement, development, testing, deployment & maintenance, and security. Each startup profile provides a comprehensive picture of its technology capabilities, achieved market growth, and the perceived investors' confidence
- The assessment is based on secondary research and analysis

## Scope of this report

- **Technology:** AI-based SDLC startups
- **Geography:** Global
- **Companies:** 16 leading AI-SDLC startups

# We analyzed 50 startups utilizing AI to shortlist the top 16 AI-SDLC trailblazers

## Dimensions used for prioritizing startups



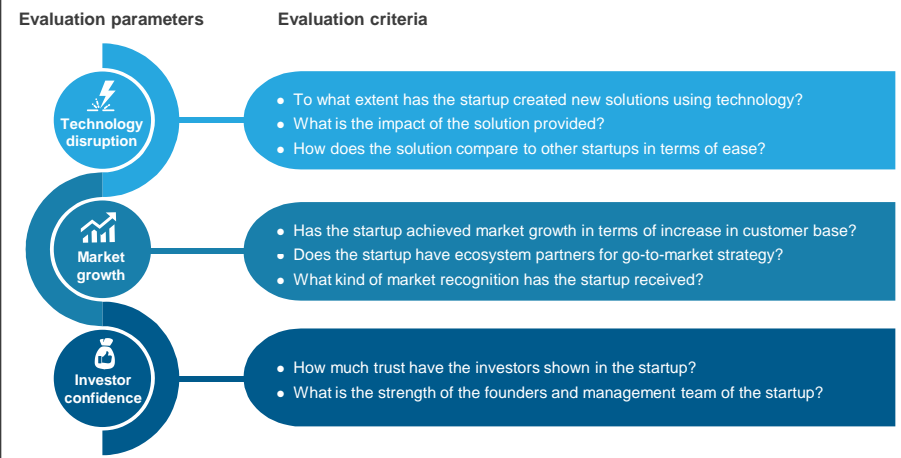
Source: Everest Group (2018)

# We identified top 16 AI trailblazers in SDLC based on their technology, market growth and investor confidence

## Impact of AI across SDLC stages

	Without AI	Drawback	With AI	Result
<b>Requirement &amp; design</b>	<ul style="list-style-type: none"> <li>Manual review of requirement document</li> </ul>	<ul style="list-style-type: none"> <li>Ambiguity</li> </ul>	Assessment of requirement document using NLP	Better aligned objectives
<b>Development</b>	<ul style="list-style-type: none"> <li>Developing codes in silos and from scratch</li> </ul>	<ul style="list-style-type: none"> <li>Increased time</li> <li>Inefficient codes</li> </ul>	Leveraging code recommendations; code development	<ul style="list-style-type: none"> <li>Efficient codes</li> <li>Less development time</li> </ul>
<b>Quality assurance</b>	<ul style="list-style-type: none"> <li>Using record and play functions</li> <li>Costly automation and management</li> </ul>	<ul style="list-style-type: none"> <li>Poor quality assurance</li> </ul>	Tests that are created to address code changes and evolve accordingly	Better software quality
<b>Deployment &amp; maintenance</b>	<ul style="list-style-type: none"> <li>Significant manual intervention</li> <li>Manual root cause analysis</li> </ul>	<ul style="list-style-type: none"> <li>Longer delivery cycle</li> <li>Production downtime</li> </ul>	Automatic anomaly detection and generation of alerts; automatic rollbacks and building of continuous delivery (CD) pipeline models	<ul style="list-style-type: none"> <li>Shortened delivery cycles</li> <li>Faster root cause analysis for alerts</li> <li>Detect classification and prioritization</li> </ul>
<b>Application security</b>	<ul style="list-style-type: none"> <li>Limited embedded security</li> <li>Using penetration testers</li> </ul>	<ul style="list-style-type: none"> <li>Vulnerable to hacking</li> </ul>	Automatic penetration testing; secure code development development of machine learning models	<ul style="list-style-type: none"> <li>Lower cost of security</li> <li>More secure applications</li> </ul>

## Evaluation Methodology



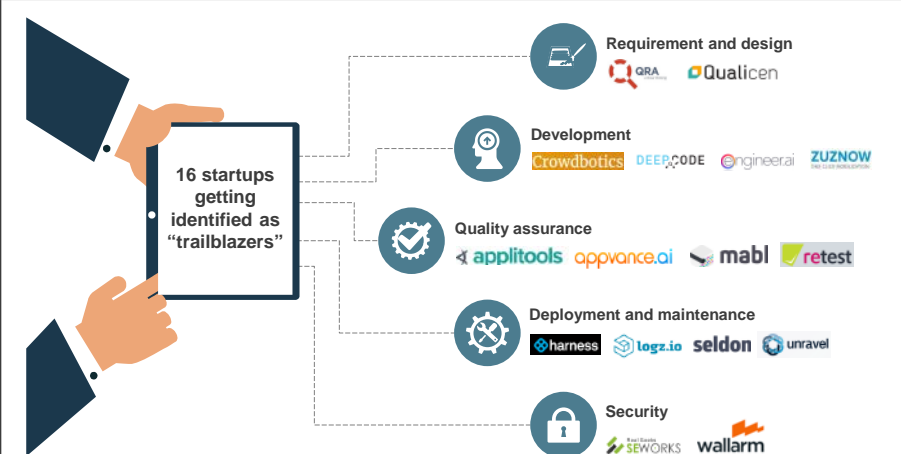
## Detailed assessment of startups in each stage

Development | Evaluation of shortlisted startups

Legend: □ Trailblazers □ Low ■ High

Shortlisted startups	Technology disruption	Market growth	Investor confidence
Startup 1	■ ■ ■ ■ □	■ ■ ■ ■ ■	■ ■ ■ ■ □
Startup 2	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 3	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 4	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 5	■ ■ ■ ■ □	■ ■ ■ ■ ■	■ ■ ■ ■ □
Startup 6	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 7	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 8	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 9	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □
Startup 10	■ ■ ■ ■ □	■ ■ ■ ■ □	■ ■ ■ ■ □

## Top 16 AI trailblazers



# Research calendar – Application services

■ Published   ■ Planned   ▨ Current release

## Flagship Application Services reports

### Release date

Application Modernization Services – PEAK Matrix™ Assessment and Market Trends 2017 .....	November 2017
Enterprise QA Services PEAK Matrix™ Assessment 2018: Quality Assurance to Brand Assurance: AI Driving the Evolution .....	May 2018
Application Services Annual Report 2018 .....	Q2 2018
GDPR Solutions PEAK Matrix™ Assessment and Market Update 2018 .....	Q2 2018
DevOps PEAK Matrix™ Assessment and Market Update 2018 .....	Q3 2018
Automation in Application Dev-test PEAK Matrix™ Assessment and Market Update .....	Q3 2018

## Thematic Application Services reports

Reimagining Application Delivery with Enterprise Crowd-development .....	Dec 2017
Application Performance in the Digital Age: Adopting AI is Not Optional .....	January 2018
Upcoming Contract Renewals – Application Services 2018 .....	February 2018
Enterprise Pulse: The Great Digital Divide - Is Customer Dissatisfaction the New Normal? .....	March 2018
Closing the Gap – The Future of IT Skills in the United States .....	April 2018
Reimagining Enterprise IT Services Sourcing .....	May 2018
<b>AI Trailblazers: Top 16 Startups in Software Development Life Cycle (SDLC) - Software Learning to Make Software .....</b>	<b>July 2018</b>
Big Tech Wars: Enterprise Platforms .....	Q3 2018
Securing the SDLC: Now is a Good Time to Start .....	Q3 2018

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# Additional application services research references

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

1. **Top 30 IT Security Trailblazers: Rise of the Digital Security Paradigm**([EGR-2018-29-R-2540](#)); 2018. IT security is amongst the top IT investment priorities for enterprises across industries. The research presents an assessment of IT security startups, primarily focusing on their innovation, growth story, and the impact they have created in the market. It includes assessment and detailed profiles of 30 IT security startups across security analytics, security automation & orchestration, endpoint security, cloud security, and IoT security.
1. **Top 20 IoT Trailblazers: Startups crossing the chasm**([EGR-2017-4-R-2171](#)); 2017. Internet of Things (IOT) is heralded as the next revolution in the information age, which will change how we communicate and leverage machines around us. In this research, we present an assessment of IOT startups primarily in the enterprise IOT landscape. The report contains detailed profiles of 20 IOT startups across data analytics, platforms, security, and network provisioning. Each startup profile provides a comprehensive picture of its technology capabilities, achieved market growth, and perceived investors' confidence

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