

Automation Platform Engineering: Unleashing the True Potential of Application Automation

September 2023: Complimentary Abstract / Table of Contents



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For more information on this and other research published by Everest Group, please contact us:

Yugal Joshi, Partner

Ankit Gupta, Practice Director

Ankit Nath, Senior Analyst

Mohammed Riyaz, Senior Analyst

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Background of the research

Application automation has become an essential means for enterprises looking to not only enhance their technology stack but also to stay competitive in today's market. As enterprises become technologically mature, they have realized the potential of application automation to increase productivity and efficiency spans the entirety of the application development life cycle, be it requirement gathering, application development & modernization, testing, application management, or DevOps. With a renewed focus on application automation, enterprises are looking for service providers who can help them cut through the clutter and achieve their automation goals.

To be effective, service providers need to understand enterprise aspirations and guide them through the automation journey from the current state to the desired state in a sequential, yet effective manner. This requires a proactive approach to identifying opportunities and proposing solutions that align with the enterprise's complex technology landscape and development practices.

In this report, we focus on:

- State of the market for application automation and adoption across industries and geographies
- Enterprise priorities, demand themes, and objectives for application automation services
- Application services market overview and adoption across industries and geographies

Scope of this report



Geography
Global



Providers
25 leading application
automation service providers



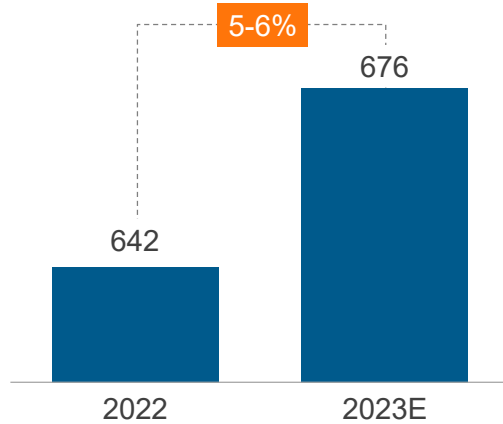
Services
Application automation
services

Overview of global IT Services and AS market | market size and growth

AS forms a major part of the ITS market

Global ITS market
2023 estimates, US\$ billion

XX% CAGR



Key growth drivers



Greater push for cost optimization related managed services from enterprises in the current macro-economic environment and impending recession



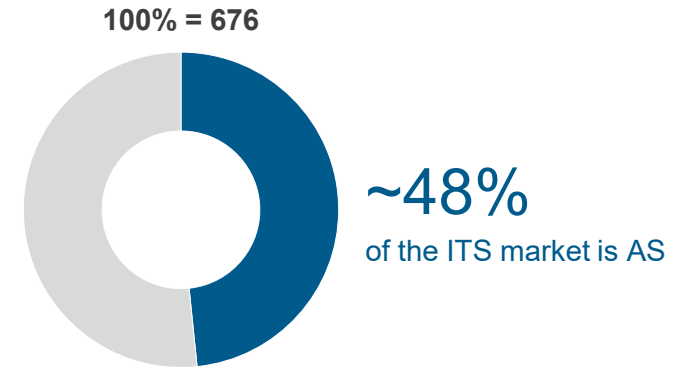
While the change-the-business mindset is relegated to a secondary priority, enterprises are primarily emphasizing the run-the-business mandate



Generative AI is evolving at a rapid pace and experiencing expansion in use cases across the value chain from UI/UX development, testing, maintenance and operations

Global application services (AS) market
2023 estimates, US\$ billion

EVEREST GROUP ESTIMATES



Key growth drivers



Observability and low-code application development witnessed significant investments indicating the demand or self-healing applications from enterprises



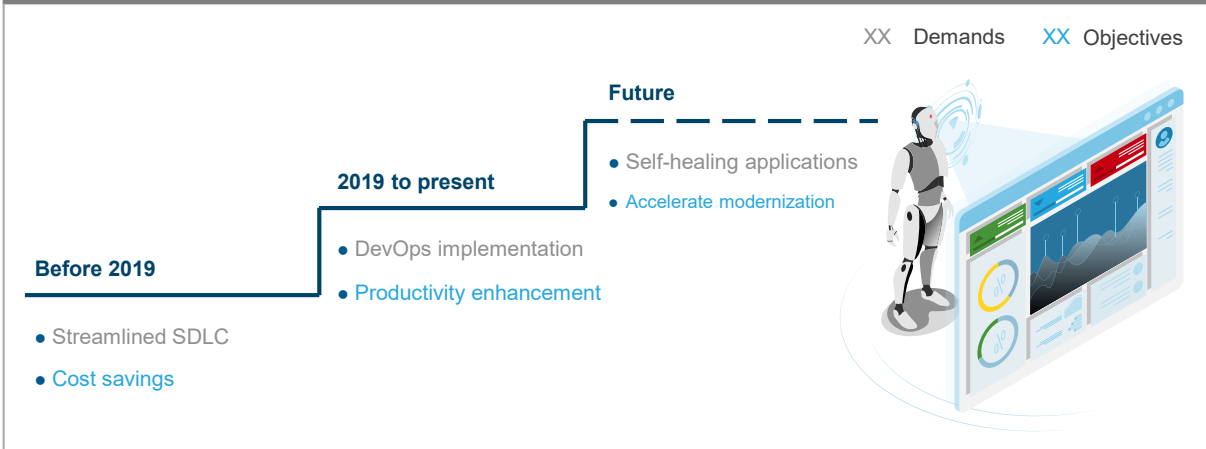
As enterprises continue to experiment with generative AI and scale the adoption in application development lifecycle, the ask for productivity enhancement is increasing substantially, making application automation services more important than ever before



Service providers are focusing on platform led solutions which can be applied to full lifecycle of application development to bring reliability and limit complexity of applications

This study offers four distinct chapters providing a deep dive into key aspects of application services market; below are four charts to illustrate the depth of the report

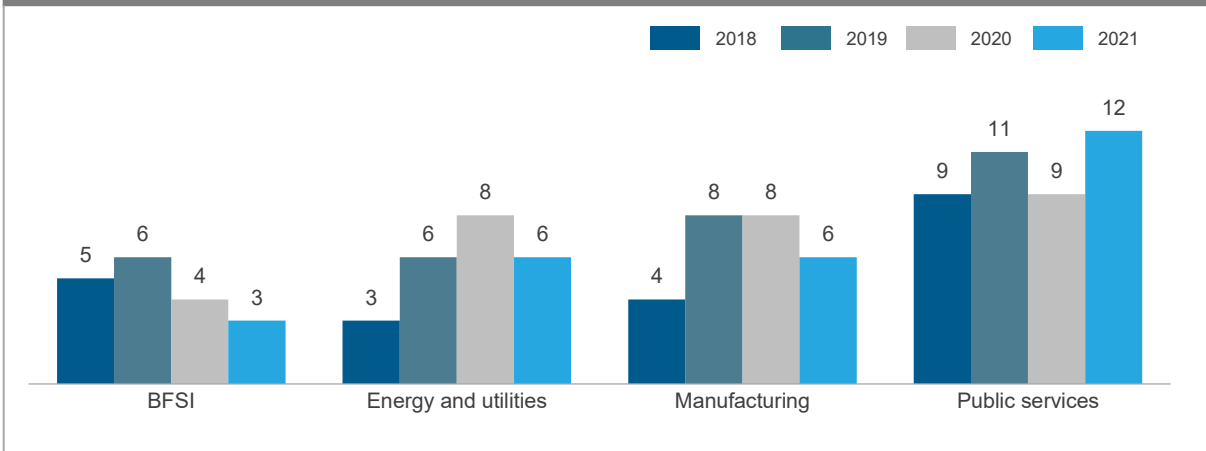
Shift in enterprise demands and objectives of application automation



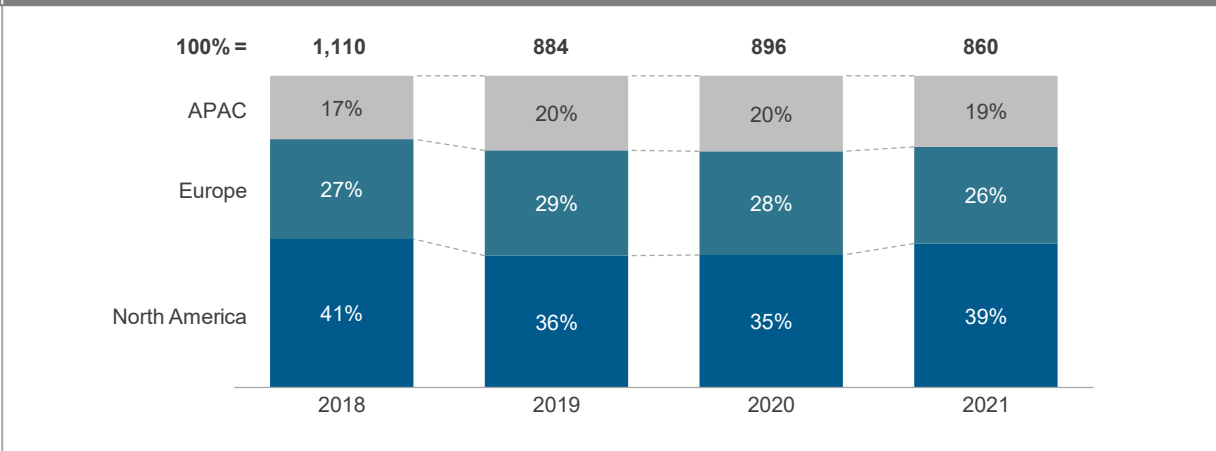
Featured technology enablement areas and providers in application automation

Phase of app lifecycle	Impact in application automation	Featured provider
Requirements gathering	Requirements gathering is evolving, emphasizing early and continuous stakeholder involvement	ScopeMaster
Project management	The integration of project management with automation technologies is a growing trend	Bloomfilter
Integration	Modern integration platforms emphasize API-first approaches, and hybrid integration models	boomi
Quality assurance	Continuous testing and the integration of test automation into CI/CD pipelines are trends driving efficiency	Tricentis
Observability	With the growth of microservices and cloud-native applications, observability tools have become essential	splunk

Application services adoption by buyer industry



Application services adoption by geography



Research calendar

Application Services

Published Planned Current release

Reports title	Release date
Future of Enterprise Quality	January 2023
Webinar Deck: Sustainability in the New Year: Follow Through on Resolutions for People and the Planet	February 2023
Hitting the Bullseye: Getting Multi-Cloud Application Development Right	April 2023
Low-Code Application Development Services PEAK Matrix® Assessment 2023	April 2023
Application Automation Services PEAK Matrix® Assessment 2023	May 2023
Sustainability in Applications – Paving Way for Greener IT Landscape	June 2023
Application Automation Services – Provider Compendium 2023	August 2023
Low-Code Application Development Services – Provider Compendium 2023	August 2023
Automation Platform Engineering: Unleashing the True Potential of Application Automation	September 2023
Design and Prototyping Platforms Trailblazers	Q3 2023
Quality Engineering (QE) Specialist Services PEAK Matrix® Assessment 2023	Q3 2023
Next-Generation Quality Engineering (QE) Services PEAK Matrix® Assessment 2023	Q3 2023
Quality Engineering (QE) Services – Provider Compendium 2023	Q3 2023
Low-Code Application Development Platforms PEAK Matrix® Assessment 2023	Q3 2023
Quality Engineering (QE) State of the Market 2023	Q4 2023
Application Transformation Services PEAK Matrix® Assessment 2023	Q4 2023

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Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

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

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

Toronto
canada@everestgrp.com
+1-214-451-3000

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