Global Software Testing Services Market 2016-2020

Description:
Technavio's research analyst predicts the global software testing services market to grow at a CAGR of close to 11% during the forecast period. One of the key drivers for the growth of the market is the growing popularity of crowdsourced testing. Crowdsourcing is a collective effort from people working in different locations on a single online project. Crowdsourced testing has gained immense popularity over the years because it is the only testing process that offers real-time feedback on product development, provide insights about the quality of the product, and helps tester detect bugs and defects over the software testing life cycle.

Industry-specific testing services offerings is another significant trend that is envisaged to propel the growth of the software testing services market during the forecast period. Recent developments have driven companies to align testing services into vertical specializations, which has gained popularity over the years. For instance, Infosys, one of the key players in the global software development market, offers testing services through various specialized practices, such as healthcare, insurance, and retail validation and testing practice.

Product segmentation and analysis of the software testing services market
- Application testing services
- Product testing services

At present, the application testing services segment dominates the software testing services market, with a market share of over 88%. The growth of this segment is projected to continue over the next five years due to an increase in application verticalization specific to a concentrated user base. The growing consumerization of IT has encouraged companies to develop versatile applications to strengthen their presence and engage customers.

Segmentation by end-users and analysis of the software testing services market
- BFSI
- Financial services
- Media
- Telecommunications
- Others

In 2015, the financial services sector led the market with more than 34% of the total market share. Almost all the financial application development and maintenance requires a high degree of testing services throughout the software development lifecycle. Intense competition among global leaders and the shift to specialized services are pushing financial institutions to seek for enterprise-grade testing services.

Competitive landscape and key vendors
The presence of a large number of providers has driven the software testing services market to grow tremendously over the years. Companies are forging partnerships with niche players to improve their software tool packages and enhance ongoing innovations. The market in North America is dominated by IBM, Accenture, and Cognizant, whereas Capgemini, TCS, Wipro, and Infosys hold strong positions in EMEA and APAC.

The top vendors in the market are -
- Accenture
- Capgemini
- IBM
- Wipro

Other prominent vendors in the market include Atos, Cogniti, Cognizant, CSC, Deloitte, Gallop Solutions, Hexaware, HP, Infosys, NTT Data, QualiTest Group, SQS, Steria, TCS, Tech Mahindra, and UST Global.

Key questions answered in the report include
- What will the market size and the growth rate be in 2020?
What are the key factors driving the global software testing services market?
What are the key market trends impacting the growth of the global software testing services market?
What are the challenges to market growth?
Who are the key vendors in this market space?
What are the market opportunities and threats faced by the vendors in the global software testing services market?
Trending factors influencing the market shares of the Americas, APAC, and EMEA.
What are the key outcomes of the five forces analysis of the global software testing services market?

Related reports:
- Global Software Testing Market in Telecom 2015-2019
- Global Pure-play Software Testing Services Market 2015-2019
- Global Outsourced Software Testing Services Market 2015-2019

Contents:
PART 01: Executive summary
  - Highlights

PART 02: Scope of the report
  - Market overview
  - Top-vendor offerings

PART 03: Market research methodology
  - Research methodology
  - Economic indicators

PART 04: Introduction
  - Key market highlights

PART 05: Market landscape
  - Market overview
  - Requirement analysis
  - Test planning
  - Test designing
  - Test execution
  - Defect fixing
  - Test closure and reporting
  - Market size and forecast
  - Five forces analysis

PART 06: Market segmentation by application
  - Segmentation of global software testing services market by product category
  - Global application testing services market
    - Market size and forecast
  - Global product testing services market
    - Market size and forecast

PART 07: Market segmentation by end-user
  - Market overview

PART 08: Geographical segmentation
  - Geographical segmentation of global software testing services market
    - Americas
    - Market size and forecast
    - EMEA
    - Market size and forecast
    - APAC
    - Market size and forecast

PART 09: Market drivers
  - Growing popularity of crowdsourced testing
  - Rising mobility
  - Adoption of specialized testing
- Shift to business outcome-based metrics

PART 10: Impact of drivers

PART 11: Market challenges
- Lack of understanding of scope
- Labor-intensive process
- Growing adoption of test-driven development
- High employee attrition

PART 12: Impact of drivers and challenges

PART 13: Market trends
- Growing popularity of mobile apps
- Industry-specific testing services offerings
- Increased use of cloud-based testing
- Shift to automated software testing

PART 14: Vendor landscape
- Competitive scenario
- Market share 2015
- Other prominent vendors

PART 15: Key vendor analysis
- Accenture
  - Business overview
  - Business segmentation by revenue 2014
  - Products
  - Financial services
  - Communications, media, and technology
  - Resources and others
  - Health and public services
  - Business segmentation by revenue 2013 and 2014
  - Geographical segmentation by revenue 2014
  - Accenture in software testing services market
  - Recent developments
- Capgemini
  - Business overview
  - Business segmentation by revenue 2014
  - Geographical segmentation by revenue 2014
  - Industries served
  - Capgemini in software testing services market
  - Business strategy
  - Recent developments
- IBM
  - Business overview
  - Product portfolio
  - Services
  - Business segmentation
  - Recent developments
- Wipro
  - Business overview
  - Business segmentation by revenue 2015
  - Geographical segmentation by revenue 2015
  - Wipro in software testing services market
  - Recent developments

PART 16: Appendix
- List of abbreviations

PART 17: About the Author

Exhibit 01: Product offerings
Exhibit 02: Waterfall model of software testing life cycle
Exhibit 03: Global software testing market 2015-2020 ($ billions)
Exhibit 04: Five forces analysis
Exhibit 05: Segmentation of global software testing services market 2015
Exhibit 06: Segmentation of global software testing services market 2015-2020
Exhibit 07: Global application testing services market 2015-2020 ($ billions)
Exhibit 08: Global product testing services market 2015-2020 ($ billions)
Exhibit 09: Segmentation of global software testing services market by end-user 2015
Exhibit 10: Geographical segmentation of software testing services market 2015
Exhibit 11: Geographical segmentation of global software testing services 2015-2020 ($ billions)
Exhibit 12: Software testing services market in Americas 2015-2020 ($ billions)
Exhibit 13: Software testing market in EMEA 2015-2020 ($ billions)
Exhibit 14: Software testing services market in APAC 2015-2020 ($ billions)
Exhibit 15: Crowdsource testing life cycle
Exhibit 16: Impact of drivers
Exhibit 17: Flowchart of test-driven method
Exhibit 18: Impact of drivers and challenges
Exhibit 19: Segmentation of global software testing market by vendors 2015
Exhibit 20: Accenture: Business segmentation by revenue 2014
Exhibit 21: Accenture: Business segmentation by revenue 2013 and 2014
Exhibit 22: Accenture: Geographical segmentation by revenue 2014
Exhibit 23: Capgemini: Business segmentation by revenue 2014
Exhibit 24: Capgemini: Geographical segmentation by revenue 2014
Exhibit 25: IBM: Business segmentation by revenue 2014
Exhibit 26: Wipro: Business segmentation by revenue 2015
Exhibit 27: Wipro: Geographical segmentation by revenue 2015

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