

Sectorial Overview

According to the 2014 Word Quality Report, Energy & Utility companies spent 27% of their IT budget on application testing- a 5% rise from 22% in 2013, and is expected to reach 31% by 2017. This increase will be largely driven by Test Driven Mobile Application Development. Most CIOs that were interviewed recognized the fact that internal QA is not properly equipped to handle the demands of constantly evolving business demands for mobile applications. Most organizations, thus, are searching for strategic partnerships with experienced testing organizations for faster ROI. The same survey also listed that the top IT priority today is Customer Experience – the most dynamic and challenging component for mobile application testing.

What Research Says

A 2015 CA study (Mobile Testing and DevOps- A Love Story) revealed some interesting statistics on mobile application development best practices. Some of the major points included:

- Companies that embrace a DevOps culture of breaking down their operational silos will be most successful with mobile development.
- Development and testing tools for mobile devices are complex and immature, making continuous deployment pipelines challenging. Custom development of testing frameworks and automation management tools are essential.
- The collaborative and highly automated ways of DevOps supersede even the most efficient Agile and Lean development approaches- mobile apps are deployed 30 times more frequently and with 50% fewer failures.
- DevOps aligns operations, development, and IT to increase Customer Experience visibility and feedback. It accelerates continuous application delivery while ensuring robust security.



A 2014 Forrester Study

(A Benchmark to Drive Mobile Test Quality)

provided in-depth insight and recommendations to address the conflicting challenges of time-to-market demands and QA practices for mobile applications. Some of the key points included:

- Organizations must adopt a feedback driven “mobile-first” development and testing approach to meet consumer demands for instant context-based mobile services.
- QA Testing on real devices is mandatory. Emulators and simulators are only useful for very light weight testing.
- The use of cloud-enabled labs will soon become the norm across all mobile QA testing.
- Network conditions affecting application performance must be tested.
- Testers must capture, track, analyze, and act on data to improve the mobile experience and build data collection and analytics into each app release.
- QA organizations must have (and maintain) separate front-end and back-end testing. This will ensure that the individual teams are not keeping either the app or the services layer from independently delivering continuous updates.

The Cigniti Benefit

As a pure-play independent testing service provider, Cigniti brings a significant value proposition to the table. Following are the top 6 reasons you should consider a strategic partnership with Cigniti:

- We specialize in designing custom tool-agnostic testing frameworks for DevOps that include best practices for User Acceptance Testing and Test Data Management.
- Cigniti’s Mobile Test Center of Excellence (MTCoE) has been providing mobile testing services for over 10 years and employs over 100 career mobile test engineers. We employ subject matters experts on all commercial and open source tools. This allows us to provide educated and unbiased tool-recommendations to our clients.
- Cigniti’s cloud-enabled mobile testing framework ensures that our clients stay in-sync with the emerging mobile technologies with a comprehensive testing strategy that includes compatibility testing, interoperability testing, network carrier testing, performance testing, and test automation.
- Our Mobile Test Lab is equipped with over 500 devices for on demand, pay-as-you-go testing services on real devices.
- Cigniti’s maturity in the testing arena provides intellectual property and reusable test assets to accelerate regression test automation across mobile operating systems and OEMs.
- We are a pure-play organization. All we do is test. We attract the best suited people to support the new world of mobile testing.



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