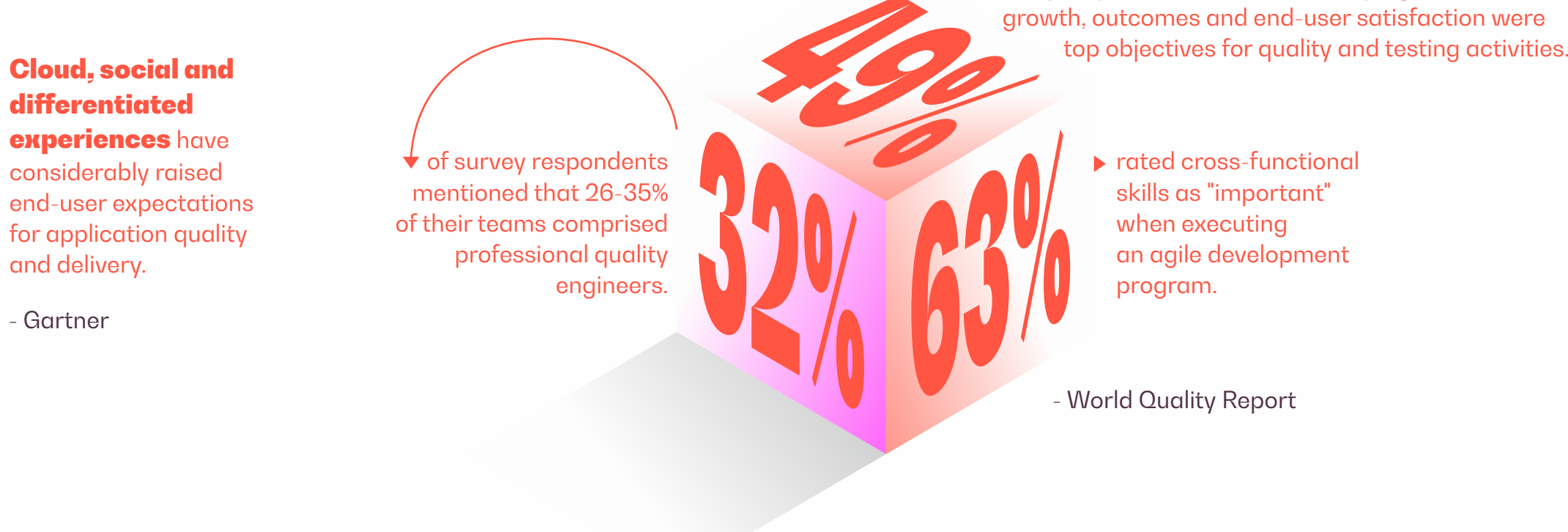# movate

Is Your Traditional QA Ready for
THE EXPERIENCE ERA?

Today's customers, employees and partners demand memorable experiences delivered seamlessly across channels and interaction points. "Quality" in the experience era entails UX, Quality of Service, Availability, Performance, Security, and more importantly, business impact delivered at speed and scale.

Cloud, social and differentiated experiences have considerably raised end-user expectations for application quality and delivery.
- Gartner

of survey respondents mentioned that 26-35% of their teams comprised professional quality engineers.

49%

32%

63%

of survey respondents stated that helping biz growth, outcomes and end-user satisfaction were top objectives for quality and testing activities.

rated cross-functional skills as "important" when executing an agile development program.

– World Quality Report

TRADITIONAL QA FAILS TO MEET FUTURE DEMANDS

Traditional QA has not kept pace with the rapid transformation in the market. The testing scope garners significant complexity with the heightened need for evolving existing architectures, proliferation of new age technologies, and the mandate toward enterprise future-readiness.

- Dearth of qualified talent
- Lack of standardized QA processes
- Need for adopting emerging tools & technologies
- Fragmented governance or siloed approach
- Aligning QA with organizational goals

A few reasons why the traditional approach fails.

SHIFT QE'S FOCUS
FROM COST OF QUALITY TO VALUE OF QUALITY

Enterprises traditionally look at the QA function as a costs center.

Across the stretch of product development, testing, and deployment cycle, the new age QE charter is imperative for enterprises to embrace the high-cadence demand for quality. Now is the time to transform traditional QA from cost center to a value center with focus on adopting new age methodologies, domain, talent, automation and innovation.

Gartner states that traditional testing-oriented software quality methods fail to drive innovation swiftly and lack the agility to respond to defects.

QA that's centered around the "cost of quality"	QE that's focussed on the "value of quality"
Optimizing the technical debt from rework on the testing cases	Mature software development engineers in test (SDETs) engaging early in the cycle and domain-aligned expertise
Improving automation coverage to bring expected benefits on quality, time & cost	Automation-first & scaled test execution across SDLC
Ensuring testing is not an after thought in the development lifecycle	Full stack testing in legacy & cloud environments
Improve delivery speed and testing is not the blocker	Focus on CI/CD, Agile & DevSecOps
Increase reusability or sharing between teams	Continuous Innovation & Improvement at the core

IT'S TIME TO SHIFT

BUT THE STRUGGLES ARE FOR REAL

Apart from viewing the traditional QA function as a cost center, enterprise leaders contend with critical challenges that impede the shift to new age QA that's a value center.

A few of the struggles that loom large.

- Deciding on apt technology choices based on skills & requirements
- Standardizing diverse methods of working and measuring success
- Performing a holistic QA assessment to understand wherein lies the problems of efficiency, time-to-market
- Driving technology transformations with the right team, tools, skills, processes
- Adopting an objective analytics-based approach to identify best fit & enhancement roadmap
- Ascertaining the right automation approaches for "broader automation coverage"

...and more

With tectonic market shifts underway, you need the RIGHT APPROACH to meet current and future needs.

SO, WHAT'S THE ANSWER

Movate's **holistic QE transformation** is the way forward to address pain points such as customer escalations, dwindling CSAT, cratering QA team productivity, minimal automation coverage.

In part 2 of this infographic series, we delve into the 5 Pillars that orchestrate holistic transformation for biz value.

76%
of leaders find improving speed with quality is key to achieving top business goals.
– Forrester

WORK WITH A TRUSTED VALUE PARTNER

300+ analyst recognitions & 75+ global awards.
Here are a few.

Schedule a free QE Assessment

Additional Information

- **WEBPAGE** Know more about Movate's Digital Engineering Services (DES)
- **FLYER** Partnership with Tricentis: services via testing platforms
- **FLYER** Assess your QA maturity
- **BLOG** Is Your Traditional QA Ready for the Experience Era?
- **BLOG** Part 2 Orchestrating Holistic QE Transformation for Business Value

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