



Vendor Profile

Crowdtesting

AppTestify

Report Abstract

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Nine pages

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Who is This Vendor Assessment For?

NelsonHall's crowdtesting profile on AppTestify is a comprehensive assessment of AppTestify's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of application services, quality assurance/testing services and crowdtesting and identifying vendor suitability for RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes AppTestify's offerings and capabilities in crowdtesting.

AppTestify was founded in 2018 by four founders with a background in QA. The founders wanted to change how the industry conducts testing services. They decided to launch a crowdtesting offering. AppTestify has its headquarters in Bangalore, India.

AppTestify markets its services as "on-demand managed testing services." The company provides mostly functional manual testing. It is expanding gradually to test script creation/test automation, usability testing, and load testing.

AppTestify works mostly on digital applications: approximately 60% of projects are around mobile apps and 40% for websites/web applications. The company is expanding to the testing of wearable devices and connected cars.

The company has ~25 clients in India and also in North America and Europe.

Unlike several tier-one competitors, AppTestify has limited the growth of its crowdtesting community to 2,500 members. The company believes that its community's small size brings several benefits:

- It has a qualified crowd of QA specialists, with the company now recruiting currently exclusively ISTQB-certified professional with an average of five years of experience
- It has a high active members percentage. The company promotes a high member involvement and speed for commissioning crowdtesters for a project and executing QA activities.

Scope of the Report

The report provides a comprehensive and objective analysis of AppTestify's crowdfunding service offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

Crowdfunding Vendor Assessments also Available for:

- Applause
- AppTestify
- Cobalt.io
- Digivante
- EPAM
- Global App Testing
- passbrains
- Qualitrix
- Testbirds
- Wipro/Topcoder.

About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs.

Dominique covers IT Services research in the areas of Software Testing/QA, Big Data and Analytics Services, Salesforce services, and IoT Services. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having examined recently digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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