



Vendor Profile

Crowdtesting

Applause

Report Abstract

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13 pages

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Who is This Vendor Assessment For?

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

- Sourcing managers monitoring the capabilities of existing suppliers of application services, quality assurance/testing services and crowdfunding 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 Applause' offerings and capabilities in crowdfunding.

Applause, formerly known as uTest, was founded in 2007. The Framingham, MA (U.S.) headquartered company is a pioneer in crowdfunding.

Applause started its crowdfunding activities by providing (manual) functional testing, initially targeting start-ups. Through the 2009-10 economic downturn, Applause gained contracts with well-known clients such as Microsoft and Google by offering a lower-cost alternative to traditional testing. These client references helped it to expand its client base to large enterprises.

In September 2017, Vista Equity Partners, via its Fund VI, acquired Applause. With its acquisition by Vista, NelsonHall expected Applause to make acquisitions. This M&A activity has not happened, and instead, Applause has invested in accelerating its go-to-market, developing its service portfolio, and investing in automation.

Today, Applause remains the largest crowdfunding vendor globally: it has a community of ~600k crowdtesters across ~200 geographies.

The company now has a broad portfolio, which spreads from manual to test automation, usability, accessibility, security, and omnichannel/customer journey testing. The company is also active in newer areas such as connected devices, virtual assistants training, testing and AI, and mobile payments.

Scope of the Report

The report provides a comprehensive and objective analysis of Applause'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
- Rainforest
- Testbirds
- Ubertesters
- 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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