Applause
Software Testing

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Software Testing Vendor Assessment for Applause is a comprehensive assessment of Applause's crowd testing offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for software testing services

- Vendor marketing, sales and business managers looking to benchmark themselves against their peers

- Financial analysts and investors specializing in the software testing sector.

Key Findings & Highlights

Applause is the former uTest. The company was founded in 2008, is headquartered in Cambridge, MA, and is one of the pioneers in crowd-testing.

The company started its crowd-testing activities providing (manual) functional testing initially targeting start-ups. Through the economic recession, Applause was able to gain contracts with well-known clients such as Microsoft and Google, by offering a lower-cost alternatively to traditional testing. Those client references helped the company expand its client base to large enterprises.

NelsonHall estimates revenues of Applause to ~$70m in 2014 and to ~$100m in 2015. This makes Applause the largest of all crowd-testing vendors: its competition is fragmented landscape and includes pure-plays such as Testbirds, Mob4Hire, PassBrains, or 99tests as well as IT services vendors or testing pure-plays with a broader service scope e.g. QA Infotech.

Scope of the Report

The report provides a comprehensive and objective analysis of Applause's software testing offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components

- Revenue estimates

- Identification of the company's strategy, emphasis and new developments

- 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 strengths, weaknesses and outlook.

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