



Vendor Profile

Crowdtesting

Digivante

Report Abstract

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Who is This Vendor Assessment For?

NelsonHall's crowdfunding profile on Digivante is a comprehensive assessment of Digivante'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 Digivante's offerings and capabilities in crowdfunding.

Digivante is the new name of BugFinders, a crowdfunding vendor based in Cheltenham, England.

BugFinders was incorporated in 2011 and launched its operations in 2012, initially involved in providing functional crowdfunding services for e-commerce implementation projects. In late 2018, the company changed its name to Digivante. The name Digivante is a contraction of "Digital" and "vigilance." It highlights that the company has expanded from functional defect identification to a broader offering that includes UX testing and specialized services. Digivante has retained the BugFinders name for its crowdfunder community.

Digivante is a large crowdfunding vendor, with a community of 55k crowdtesters. Its key clients include large enterprises (e.g., Epson, Worldpay, Bang & Olufsen), digital agencies, and retail firms.

Digivante is owned by its founders and key executives and has not taken any outside investment; it believes this ownership structure helps it take a long-term view of its client relationships.

The company believes its unique selling proposition is the quality of its work, which it achieves through three means:

- Its focus on ramping up a large crowd for its projects. Digivante is emphasizing that by involving up to 250 members, it detects many more significant bugs than by involving smaller teams
- Its "re-test" approach: Digivante, through its U.K. Operations Centers, systematically conducts internal re-testing of defects identified by its crowdfunder network
- An analytics-based approach to testing, with Digivante focusing on areas or devices that need further testing.

Digivante highlights that despite its two-sided approach, it can be cost-competitive, especially for recurring engagements.

Scope of the Report

The report provides a comprehensive and objective analysis of Digivante'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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