



Digivante/BugFinders Crowdtesting

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Crowdstesting Assessment for Digivante is a comprehensive assessment of Digivante's crowdstesting service offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for crowdstesting and 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 and crowdstesting sectors.

Key Findings & Highlights

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

BugFinders was incorporated in 2011 and launched its operations in 2012, initially involved in providing functional crowdstesting 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" and is meant to highlight that the company has expanded from functional defect identification to a wider offering that includes UX testing and specialized services. Digilante has retained the BugFinders name for its crowdtester community.

Digivante is a large crowdstesting 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 to take a long-term view of its client relationships.

Digivante has expanded its service portfolio beyond exploratory testing and test case-based testing towards specialized services, e.g., security testing, accessibility testing, and refreshed two service offerings: live monitoring and revenue calculator that are part of UX testing. Also, the company made its service portfolio relevant to agile, offering now crowdstesting for large waterfall projects, and also sprint-based, iterative projects in the form of continuous testing.

The company believes its USP 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 and more important 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 crowdtester 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 crowdtesting 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.

Contents

1. Background
2. Revenue summary
3. Key offerings
4. Delivery capability and partnerships
5. Target markets
6. Strategy
7. Strengths and weaknesses
8. Outlook

Report Length

12 pages.

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