



Global App Testing Crowdtesting

**Vendor Assessment
Report Abstract**

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Who Is This Vendor Assessment For?

NelsonHall's Crowdtesting Assessment for Global App Testing is a comprehensive assessment of Global App Testing's crowdtesting service offerings and capabilities designed for:

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

Key Findings & Highlights

Global App Testing (GAT) was founded in 2013 by two British entrepreneurs that were struggling to conduct testing for their beauty product search engine. Eventually, the two entrepreneurs discontinued their search engine project and moved on to, launching Global App Testing, focusing on crowdtesting.

Global App Testing has been through several rounds of funding, for a total of \$12m. The company is headquartered in London, U.K., with offices and delivery centers in Cluj-Napoca, Romania, and in Krakow, Poland. Its headcount is 120. Its community has ~25k crowdtesters.

GAT currently provides (functional) crowdtesting services as part of agile/continuous testing projects. Its ambition is to expand its activity to include test automation. The company has already positioned its service portfolio to include crowdtesting services initially and complement them, in parallel, by test script creation and execution.

Global App Testing's client base includes Evernote, Facebook, Instagram, WhatsApp, Microsoft, Microsoft, Google, and Spotify as well as blue chips such as P&G, Canon, and Shell. Outside of these major brands, Global App Testing has a client base of small businesses and mid-market firms.



Scope of the Report

The report provides a comprehensive and objective analysis of Global App Testing'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. Introduction and strategy
2. Offerings and capabilities
3. Delivery network
4. Client examples
5. Strategy
6. Strengths and challenges

Report Length

Eight pages.

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