

Crowdtesting

Global App Testing

Report Abstract

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Who is This Vendor Assessment For?

NelsonHall's crowdtesting profile on Global App Testing is a comprehensive assessment of Global App Testing's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of application services, quality assurance/testing services and crowdtesting 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 Global App Testing' offerings and capabilities in crowdtesting.

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

Global App Testing has been through several rounds of funding, for a total of \$12m. The company has its headquarters in London, U.K., with offices and delivery centers in Cluj-Napoca, Romania, and in Krakow, Poland. Its headcount is 88. Its community has ~57k crowdtesters.

Global App Testing's client base includes Facebook, Instagram, WhatsApp, Microsoft, Google, and iHeartMedia and blue chips such as P&G, General Electric, and Shell. Outside of these major brands, Global App Testing has a client base of mid-market firms.

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.

In the long term, Global App Testing wants to help clients achieve autonomous test automation. Global App Testing has completed its number one priority, which consisted of automated creation. Global App Testing is accelerating its test automation strategy to complement its crowdtesting activities. For the past two years, the company has invested in test automation, relying on AI to automate the creation of (manual) test cases and (automation) test scripts. GAT continues its automation program with the intent of reaching autonomous testing in the coming years.

Scope of the Report

The report provides a comprehensive and objective analysis of Global App Testing'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/test IO
- 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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