

Crowdtesting

Global App Testing

Report Abstract

January 2021

By Dominique Raviart

IT Services Practice Director

NelsonHall

Eleven pages

Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability
5. Target Markets
6. Strategy
7. Strengths & Challenges
8. Outlook

Who is This Vendor Assessment For?

NelsonHall's crowdfunding 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 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 Global App Testing' offerings and capabilities in crowdfunding.

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 crowdfunding.

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) crowdfunding 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 crowdfunding 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 crowdfunding 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.

Dominique can be contacted at:

- Email: dominique.raviart@nelson-hall.com
- Twitter: [@DominiqueR_NH](https://twitter.com/DominiqueR_NH)



About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44(0) 203 514 7522

Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

Copyright © 2021 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.