Qualitrix Crowdtesting

Vendor Assessment Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Crowdtesting Assessment for Qualitrix is a comprehensive assessment of Qualitrix' 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

Qualitrix is headquartered in Bangalore, India and was founded in February 2016, by the former CEO of PASS Technologies India, also a former Cognizant QE&A executive.

Qualitrix has two main activities: its main activity is a crowdtesting pure-play that operates under the name of Oprimes. Its second activity, under the brand of Qualitrix, is to create testing IP, in the form of testing frameworks and automation accelerators.

Qualitrix has been in high growth mode, following the win of large programs with three clients, which helped its headcount reach ~100 from 65, in one year. The company has a network of 15k crowdtesters.

Qualitrix brands itself as providing "real world testing," as opposed to traditional test services which are provided in a test factory or onsite with the client. The company targets B2C organizations and primarily provides websites and mobile app crowdtesting services, focusing on compatibility testing, i.e., addressing a high number of combinations of devices, operating systems, and browsers.

Qualitrix started initially servicing the Indian market, targeting telecom service providers. Since then, the company has expanded to other client types (e.g., start-ups) and other geographies (e.g., Australia, and the U.S.). Key clients include Vodafone Idea in India, and start-up, including VUclip, Blubirch, U2opia mobile, Eros, Shemaroo, NFactorial, mauj, and Nazara.

Qualitrix has made several important decisions in the past years. The company has accelerated its investment in automation and IP, with the creation of its crowdtesting platform.

Another important decision by Qualitrix has been its focus on technology start-ups: while the company derives most of its revenues from large enterprises, it wants to increase the share of revenues coming from start-ups. To this effect, Oprimes has launched a new service that relies on a self-service portal that allows start-ups to register, scope, and order crowdtesting services. The service is now live since Q4 2018.

Scope of the Report

The report provides a comprehensive and objective analysis of Qualitrix' 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.

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