World Quality Report

2017-18 | Ninth Edition

Quality Assurance & Testing: Top 5 Objectives

41% of WQR 2017-18 respondents see 'Increasing the Quality of Product or Software' as the most important QA & Testing objective

PREMIUM QUALITY

Assured!

A third (34%) of the participants rate 'End-user Satisfaction' highly

'Implementing Quality Checks early in the Lifecycle' is chosen by 30%

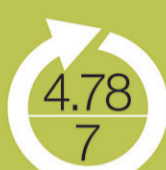**29%** Contribute to business growth and outcomes

28% Detect software defects before go-live

WQR 2017-18: Top 5 IT Priorities

At 4.98 on a scale of 7, respondents rated 'Enhancing Customer Experience' as the most important aspect of IT strategy

'Enhancing Security' is rated second with 4.92 on a scale of 7

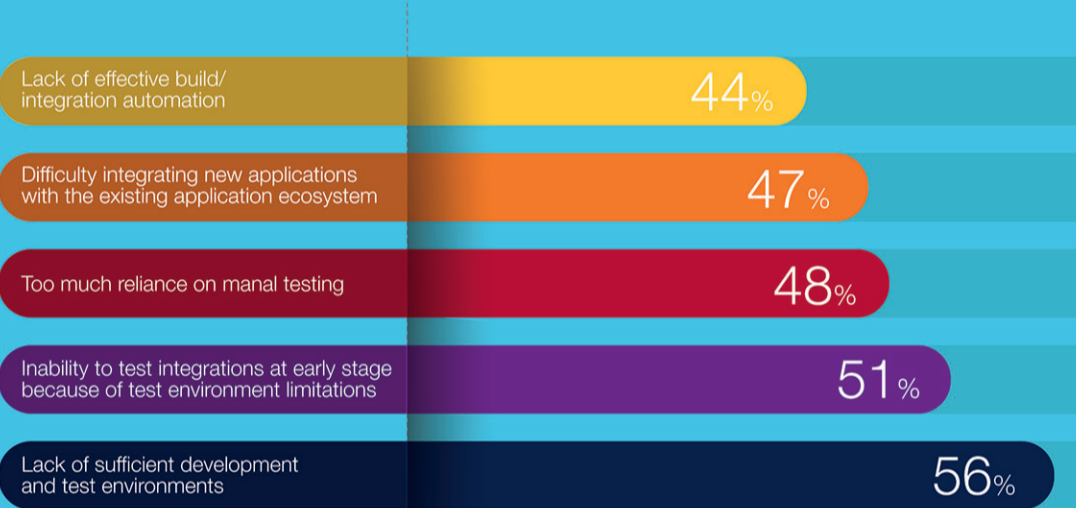'Cost Optimization' of IT gets a close 3rd place with 4.86 on 7

4.78/7 Increased output

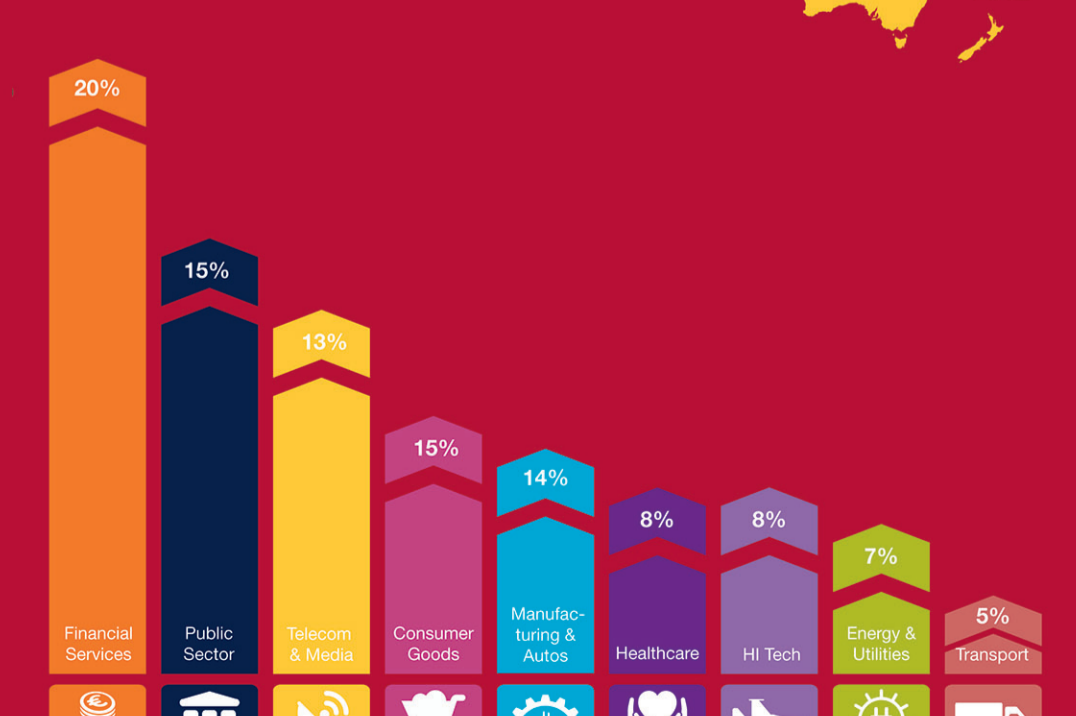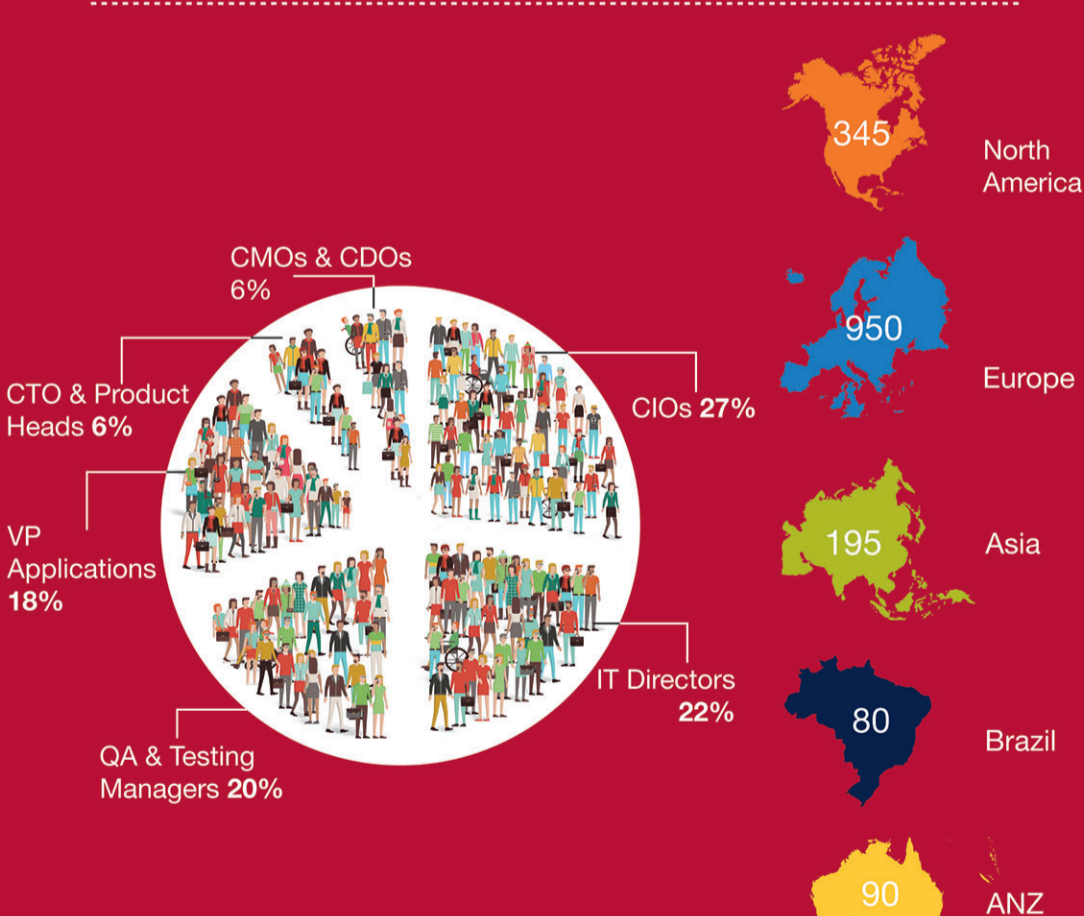**4.77/7** Higher quality of software solutions

Top 5 Application Development Challenges

More than half (56%) of the survey participants face challenges on account of the 'lack of sufficient development and test environments'

Challenge	%
Lack of effective build/integration automation	44%
Difficulty integrating new applications with the existing application ecosystem	47%
Too much reliance on manal testing	48%
Inability to test integrations at early stage because of test environment limitations	51%
Lack of sufficient development and test environments	56%

WQR 2017-18: The Survey Sample

More than 1650 Senior IT Executives from 32 countries and across several industries participated in the survey

- CMOs & CDOs 6%
- CTO & Product Heads 6%
- VP Applications 18%
- QA & Testing Managers 20%
- IT Directors 22%
- CIOs 27%

Region	Count
North America	345
Europe	950
Asia	195
Brazil	80
ANZ	90

Industry	%
Financial Services	20%
Public Sector	15%
Telecom & Media	13%
Consumer Goods	15%
Manufacturing & Autos	14%
Healthcare	8%
HI Tech	8%
Energy & Utilities	7%
Transport	5%

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