

# Software Testing Market India 2013

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## Abstracts

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The new report, 'Software Testing Market in India', states that India has become one of the major destinations for outsourcing software testing services owing to the availability of cost effective talent pool. Increasing number of software development companies are outsourcing their software testing work to India owing to a rise in demand for software testing services. This high demand is generated in order to prevent software bugs that result in huge losses for the company. United States is the key market for the big Indian testing vendors, followed by Europe and Middle East.

The outsourced software testing market comprises of both traditional and independent testing services (ITS). ITS gains more popularity as enterprises does not require to invest in expensive hardware & software. Leading software testing companies in India provides facilities and Center of Excellence to offer ITS. Currently about 180,000 people are employed in this field in India.

The growth of software testing market is supported by strong foothold of IT services sector in India. Growing maturity of Indian vendors allow consistent high quality service delivery and better user defined standards. Demand for testing services is gaining a speedy growth with rapid evolution of vendor capabilities in last two decade. Rising adoption of different growth strategies by testing vendors will help them to differentiate from other abundant service providers. Indian software testing market will witness further growth owing to the recent government initiatives in IT & ITeS sector.

However, the industry has also some pain points. Even though India is known for its IT expertise, it still lacks enough educational and training focus on software testing. An agile software development with poor testing may lead to poor coding thereby escalating risk of errors. Further rising competition from other low cost nations pose a

threat to India's dominance in the testing industry.

Currently the software testing industry senses the need for mobile application testing owing to rapid growth of mobile phone applications. Also, the industry is witnessing the trend to shift towards cloud based testing; testing-as-a-service; automated testing and testing in domain-specific niche services.

## Contents

Slide 1: Executive Summary

### **MACRO ECONOMIC INDICATORS**

Slide 2: GDP at Factor Cost: Quarterly (2009-10, 2010-11, 2011-12, 2012-13), Inflation Rate: Monthly (Aug 2012 - Jan 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Sep 2011 - Feb 2012), Exchange Rate: Monthly (Sep 2012- Feb 2013)

Slide 4: Lending Rate: Annual (2008-09, 2009-10, 2010-11, 2011-12), Trade Balance: Annual (2009-10, 2010-11, 2011-12, 2012-13), FDI Annual (2009-10, 2010-11, 2011-12, 2012-13)

### **INTRODUCTION**

Slide 5: IT Industry – Segmentation

Slide 6: Software Development Lifecycle - Components

### **MARKET OVERVIEW**

Slide 8: Software Testing Market Global – Overview, Market Size & Growth (2012, 2013e, 2014e, 2015e, 2016e, 2017e), Share in software development budget, Share of IT Spend on Testing

Slide 9: Share of Testing Performance Pattern, Share of Spending in Consumer & Enterprise Segment

Slide 10: Software Testing Market India – Overview, India's Contribution in Outsourced Testing (2012 and 2020e)

Slide 11: Software Testing Market India - Market Size & Growth (2012, 2013e, 2014e, 2015e, 2016e, 2017e)

Slide 12: Software Testing Export – Market Size & Growth - Market Size & Growth (2012, 2013e, 2014e, 2015e, 2016e, 2017e)

Slide 13: Share of Traditional & Independent Testing Services (2012), Share of Big players & SMBs & start-ups (2012)

Slide 14: Market Share By Major Industry Verticals, Market Share By Major Geographies, Market Share By Company Type in ITS

### **TYPES & BENEFITS**

Slide 15: Software Testing Services –Types  
Slide 16: Software Testing Market – Segmentation  
Slide 17: Software Testing Operation  
Slide 18: Software Testing Tools  
Slide 19: Benefits of Independent Testing Services  
Slide 20: Advantages of Offshore Software Testing

## **DRIVERS & CHALLENGES**

Slide 21: Drivers & Challenges – Summary  
Slide 22-27: Drivers  
Slide 28-29: Challenges

## **SOFTWARE TESTING IN KEY SECTORS**

Slide 30-33: Software Testing in Key Sectors

## **TRENDS**

Slide 34: Summary  
Slide 35-41: Trends

## **COMPETITIVE LANDSCAPE**

Slide 42: Porter's Five Forces Analysis  
Slide 43: Vendor Mapping  
Slide 44-47: Competitive Benchmarking  
Slide 48: Major Public Companies - Summary  
Slide 49-80: Major Public Players  
Slide 81: Major Private Companies – Summary  
Slide 82-111: Major Private Players

## **STRATEGIC RECOMMENDATIONS**

Slide 112: Strategic Recommendations  
Slide 113-114: Opportunities  
Slide 115: Opportunities in IT Hubs in India

## **APPENDIX**

Slide 116: Appendix

Slide 117: Sources of Information

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