

# Application Quality Management

## Survey Results - April 2010



Original Software



## Executive Summary

Original Software commissioned a study into the views of senior IT Executives involved with Application Management and Development.

The study revealed that the need for business agility is driving the growth in spend for Application Quality Management (AQM) and Automated Software Quality (ASQ) solutions.

However, the same study also uncovered an incredible discontent with current solutions available in the market place.

**Key highlights of the findings are as follows:**

- 84% of respondents claimed that current AQM solutions were not meeting their needs.
- 65% of respondents cited that the need for enhanced business agility was the biggest market driver for improving software quality.
- 72% of respondents stated that their development departments were using combined methodologies of Agile and Waterfall, across different projects.
- 75% of companies claimed that ensuring application quality is vital to their business success.
- Budgets for AQM and ASQ are beginning to look healthier, with 43% expecting their budgets to increase.

## Survey Results

During March, 2010, Original Software commissioned a survey into the views of Application Development Managers and senior IT Executives. The premise of the study was to find out the key business drivers and requirements for Application Quality Management (AQM) and Automated Software Quality (ASQ) solutions. A full analysis into survey findings are outlined in this report.

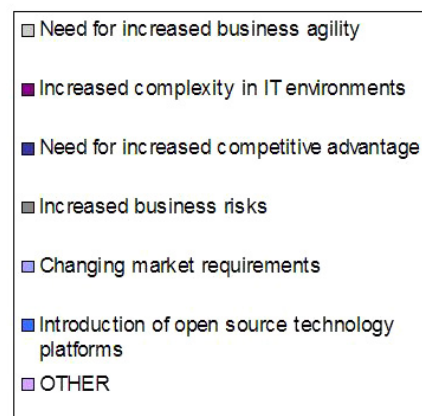
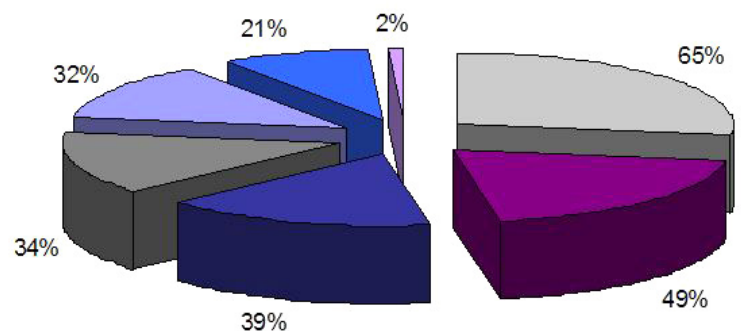
### Agility: The No.1 Business Driver

The survey asked respondents to select the main drivers for improving software quality and could select as many of the choices as they wanted.

The need for enhanced business agility was the highest rated market driver for improving software quality, with 65% of respondents citing this as their main reason for investing in AQM and ASQ solutions.

Almost half of the respondents claimed that the increasing complexity in their IT environments was also a key driver. The need for increased competitive advantage was also important to 39% of the respondents, while 34% cited increasing business risks as a key driver.

**What are the main drivers for improving your software quality process?**





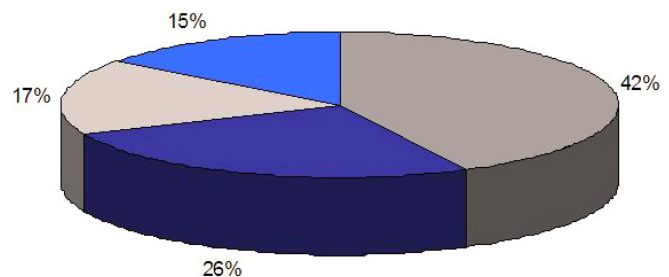
### Importance of Software Quality Management Has Risen

The study asked respondents their opinion on the perceived importance of overall software quality management in their organisations. The answers revealed that software quality does seem to have increased in importance in the last few years, with 75% of companies recognising that ensuring application quality is vital to their business success.

This is a substantial increase and a positive move from a year and a half ago when Original Software conducted a similar survey and found that many still viewed ensuring software quality as a nice-to-have or non-essential practice.

#### What is the perceived importance of software quality management in your organisation?

- A fundamental business process
- A nice to have
- A necessary cost of doing business
- A strategic business imperative



### Main Objectives: Business Risk & IT Alignment

Respondents were asked to identify their top three objectives for implementing software quality solution. The highest rated objective was to reduce the business risk associated with poor software quality. 49% wanted to align IT with the goals of the business, while 41% thought that such solutions would help with shortening the application delivery timescales.

#### What are your top objectives for managing software quality?



“ 69% of respondents saw the need to reduce risk associated with poor software quality as the main objective of investing in software quality solutions. ”



### Dissatisfaction with AQM Solutions

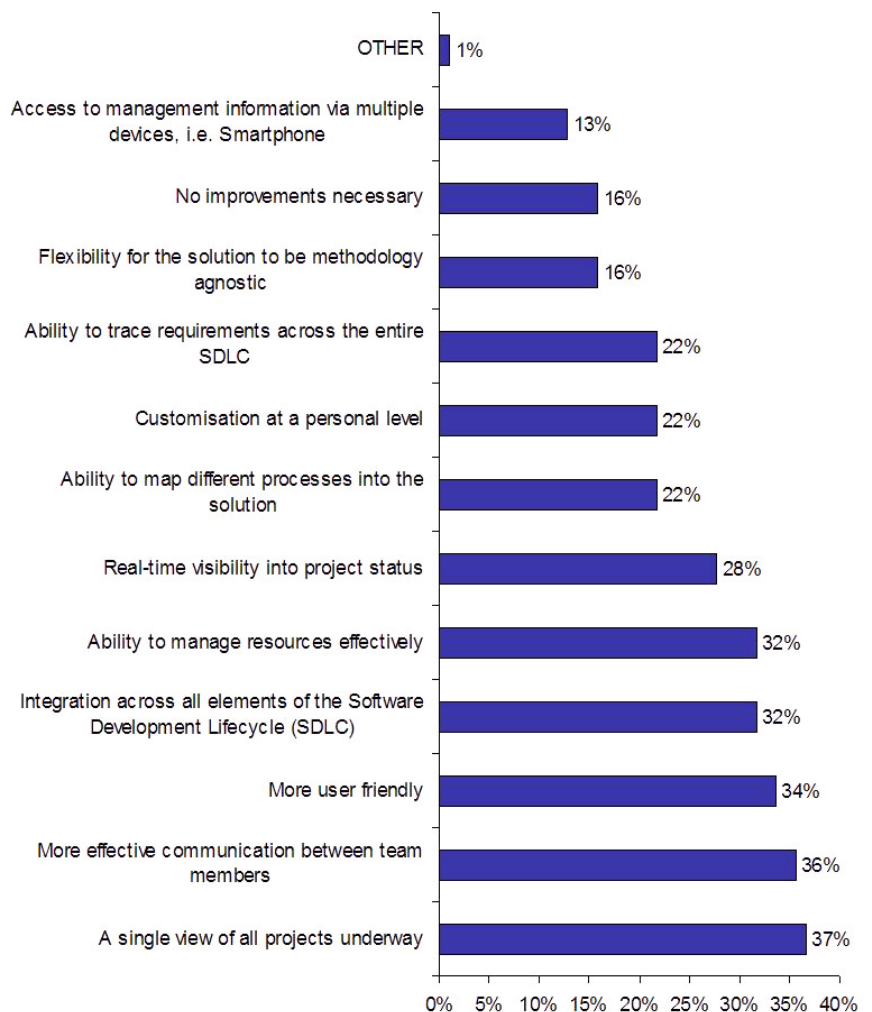
Application Quality Management (AQM) solutions are for enterprises seeking to purchase tools to manage risk and ensure software quality. According to Gartner, this market has been relatively stable from a market share perspective for several years, but is undergoing a transformation as organisations seek ways to reduce the cost to deliver and maintain software, and overcome the pressure to deliver higher quality software.

“ 84% of respondents were dissatisfied with the AQM solution they currently use. ”

Surprisingly, the Original Software study uncovered an incredible discontent with the current solutions available in the market place, with 84% of respondents claiming that they are not meeting their needs. The discontent with current solutions is mainly attributable to the way development teams are now working. With more complexity in IT projects and a need to respond faster to changing markets, teams have had to adapt the way they work. The solutions they are using are just not meeting these new requirements.

The need for organisations to do more with less means that the need to optimise resources and enhance productivity is key for AQM and ASQ solutions. 34% of those surveyed claiming that their systems are not user-friendly enough.

#### How could you improve your current AQM solution?



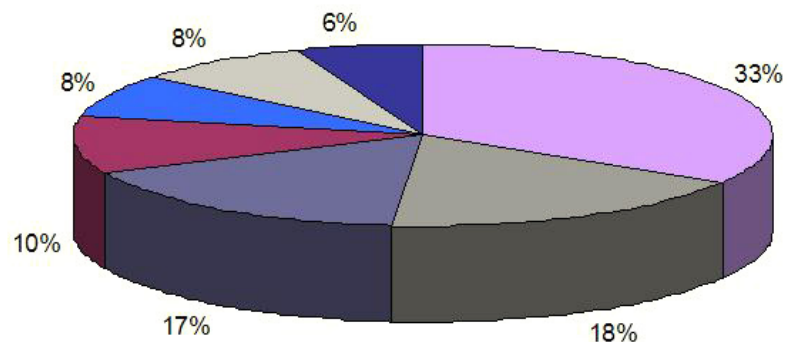
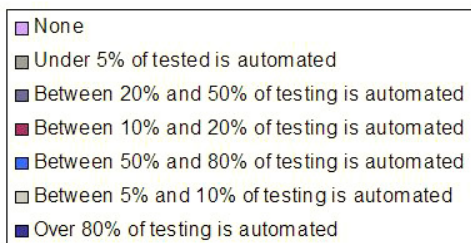


### Test Automation Not Fully Adopted

Test automation has the potential to radically improve productivity and reduce the reliance on manual testing. However, the study shows that successful automation has only been achieved where applications are stable. Traditional tools have failed to have an impact due to their complexity and inability to deal with applications that change regularly.

When respondents were asked how much of their software testing is currently automated, a staggering 51% were only achieving up to 5% automation.

How much of your software testing is currently automated?



Test automation still has many cynics and the biggest barrier to adoption remains the level of maintenance required to sustain it. Achieving just a moderate level of automation coverage requires considerable investment of budget and resource. With increasing software development complexity and more and more IT departments taking on an agile approach, traditional test automation has become too cumbersome for most to sustain.

### Conclusion

Today's applications are becoming increasingly complex and are critical in providing competitive advantage to the business. Failures in these key applications result in loss of revenue, goodwill and user confidence, and create an unwelcome additional workload in an already stretched environment. Managers responsible for quality have to be able to implement processes and technology that will support these important business objectives in a pragmatic and achievable way, without negatively impacting current projects.

AQM & ASQ solutions must help organisations to build an effective 'application quality eco-system' that delivers greater business agility, faster time to market, reduced risk, decreased costs, increased productivity and an early return on investment.

The study shows that the market is in need of a more dynamic approach to quality management and automation and one which empowers all stakeholders in the quality process. Automation has to be achieved without creating a dependency on specialised skills and by minimising ongoing maintenance burdens.

# About Original Software



With a world class record of innovation, Original Software offers a solution focused completely on the goal of effective quality management. By embracing the full spectrum of Application Quality Management across a wide range of applications and environments, the company partners with customers and helps make quality a business imperative. Solutions include a quality management platform, manual testing, full test automation and test data management, all delivered with the control of business risk, cost, time and resources in mind.

More than 400 organisations operating in over 30 countries use Original Software solutions. Current users range from major multi-nationals to small software development shops, encompassing a wide range of industries, sectors and sizes. We are proud of our partnerships with the likes of Coca-Cola, Cargill, HSBC, Unilever, FedEx, Pfizer, DHL and many others.

This independent study was conducted by emedia Ltd. The company surveyed 101 Senior IT executives and Application Development Managers during the month of March 2010.



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