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## Industry Demands and Vendor's Preparedness

Kameswara Rao S Mallela & Harathi Usha

Satyam Computer Services Ltd

[kameswara\\_mallela@satyam.com](mailto:kameswara_mallela@satyam.com) & [harathi\\_usha@satyam.com](mailto:harathi_usha@satyam.com)

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**Practices Experience Knowledge Automation**

# Industry Demands and Vendor's Preparedness

**Presented by**

**Kameswara Rao S Mallela & Harathi Usha**

Practice heads of Retail, E&U and Insurance , Healthcare.  
QEdge ( Satyam's Product & Application Testing practice)  
Satyam Computer Services Ltd

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# Agenda

- Global Testing Market
  - Drivers
  - Change in mindset
  - Growth in the market share
  - Geographic and vertical focus
- Testing Industry Demands and Vendor preparedness
  - Business Perspective
    - Realization
    - Scalability
    - Competition
  - Technology Perspective
  - Time to Market Perspective
  - Global Vendorization

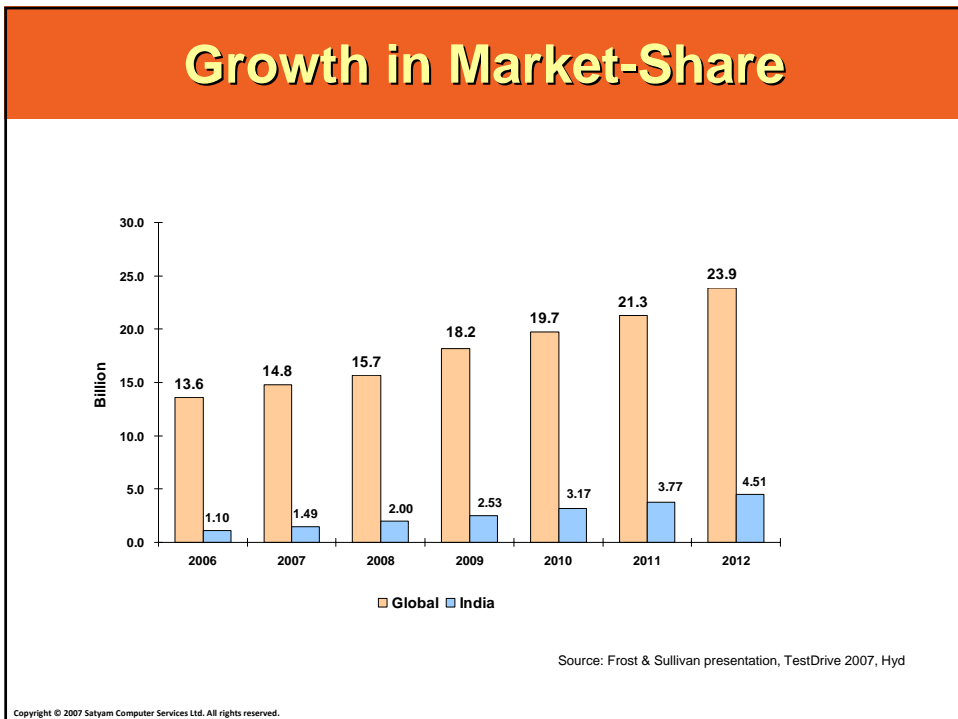
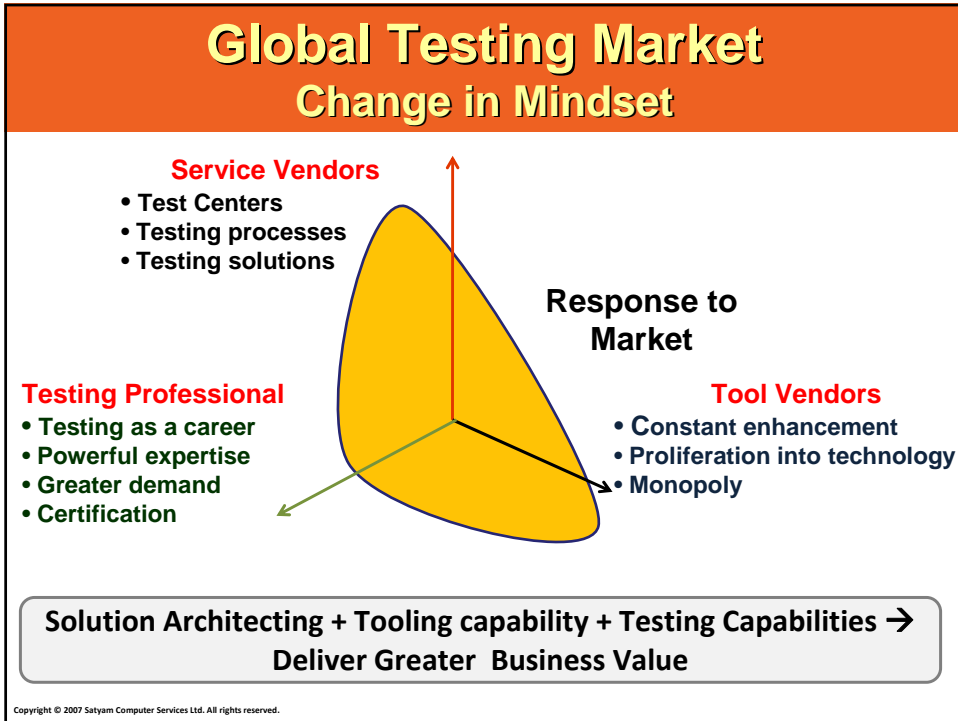
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# Global Testing Market

- Multi Location – Geographies – Time Zones
- Large Scale Implementation across globe
- Complex Assignments



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## Global Testing market Geographic and Vertical focus

Geographic  
distribution

Country/Continent	Market share %
USA	66
UK	19
Europe	6
Australia	4
Others	5

High potential  
verticals

Business Verticals
Utility
Retail
Healthcare
Manufacturing
Insurance
Banking

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## Testing Industry Demands

Focus on

- A. Business perspective
- B. Technology perspective
- C. Time line perspective
- D. Global vendorization

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## Testing Industry Demands Business Perspective ( Realization)

### 1. Is the importance of independent testing realized by all customers?

- 70 % of customers have realized.
- 20% of customers have realized but have budget constraints.
- 10% of customers have not yet realized.

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## Vendor's Preparedness Business Perspective (Realization)

- Customer education & training on importance and structured testing
- Investment on due diligences and POC
- Knowledge sharing sessions
- Conferences – Industry specific
- User workshops, creating journals with practical testing solutions

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## Vendor's Preparedness Business Perspective (Realization)

### Key Message

- **Effective and Scalable marketing**
- **Investment**

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## Testing Industry demands Business Perspective (Scalability)

### 2. Are the current Testing services scalable?

- Lack visualization on scalability.
- Visualized well but failed on implementation.
- Override of unforeseen spikes
- Budget constraints

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## Vendor's Preparedness Business perspective (Scalability)

- Vendor penetration into vision and Test Business Strategy
- Reusable and readily available frame works – solutions to simplify
- scale up its operations

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## Vendor's Preparedness Business perspective (Scalability)

### Key Message

- **High-end strategic consulting as an integrated part of business strategy**

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## Testing Industry demands Business Perspective (Customer Competition)

### 3. Changing paradigm in customer's business

- Influence of co-customers
- High expectations and rapid User demand changes
- Reusability and customization problems
- Lack of knowledge share and best practices
- No Unique best practices

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## Vendor's Preparedness Business Perspective (Customer Competition)

- Right experience and solution for business problem.
- Customer education
- Knowledge and skill ramp-up

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## Vendor's Preparedness

### Business Perspective (Customer competition)

#### Key Message

- **Productization of services**

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## Testing Industry demands

### Technology Perspective

#### 4. Highly complex situation of customers

- Complicated businesses demand complex architectures
- Compatibility of technology
- Budgets versus high end technology.
- Unpredictable technology life
- Multi vendors with diverse skills

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## Vendor's Preparedness Technology Perspective

- Fast track skill acquisition
- Budgets for skill acquisition
- Need for collaboration for integrated services
- Innovative ways to cut budget over shoot

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## Vendor's Preparedness Technology Perspective

### Key Message

- **Integration of Productization, Consulting and Vendor Collaboration, backed by strong Thought Leadership**

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## Testing Industry demands Timeline Perspective

### 5. Reduction of timeline to implement changes

- Faster time to market
- Keep pace with technology changes

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## Vendor's Preparedness Timeline Perspective

- Proactively build emerging technologies expertise
- Investment on resources, Assets, Processes
- Tool vendors collaboration to enhance the expertise and research

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## Vendor's Preparedness Timeline Perspective

### Key message

- **Early involvement and productization**

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