



# Everest Group Quality Engineering (QE) Services for AI Applications and Systems PEAK Matrix® Assessment 2024

Focus on Wipro  
November 2024



# Background of research

Enterprises are adopting AI in their technology landscape faster than ever. Given the ever-evolving nature and complexity of AI applications and systems, quality of the applications and systems is something that enterprises want to focus on to ensure that their business objectives are met, and it aids their growth. Service providers with inventive solutions, accelerators, and strong advisory capabilities can efficiently guide these enterprises through their quality objectives in their AI-led transformation journey.

In the research, we present an assessment and detailed profiles of 21 service providers featured on the Everest Group [Quality Engineering \(QE\) Services for AI Applications and Systems PEAK Matrix® Assessment 2024](#). Each provider profile provides a comprehensive picture of its strengths and limitations. The assessment is based on Everest Group's annual RFI process for the calendar year 2024, interactions with quality engineering service providers, client reference checks, and an ongoing analysis of the QE services market.

**The full report includes the profiles of the following 21 leading quality engineering service providers featured on the Quality Engineering Services for AI Applications and Systems PEAK Matrix:**

- **Leaders:** Capgemini, Cognizant, IBM, Qualitest, TCS, Tech Mahindra, Wipro
- **Major Contenders:** Birlasoft, Cigniti, eInfochips, Indium Software, Innominds, LTIMindtree, Mphasis, Planit, QualiZeal, TestingXperts
- **Aspirants:** HTC Global Services, QASource, SLK Software, Trigent

## Scope of this report

**Geography:** global

**Industry:** Market activity and investments of 21 leading service providers

**Services:** Quality engineering services

# QE services for AI applications and systems PEAK Matrix® characteristics

## Leaders

Capgemini, Cognizant, IBM, Qualitest, TCS, Tech Mahindra, Wipro

- Leaders have a superior vision for QE services and have gained a significant mindshare among enterprises for QE of AI applications and systems due to the depth and breadth of their services portfolio and delivery capabilities spread across high-growth markets
- Leaders in this category have a strong delivery capability and a proven track record of delivering successful QE for AI applications and systems across different industries and geographies for enterprises. They have well-defined delivery models, processes, and in-house tools to ensure efficient and effective project execution. They also have a strong QE-specific partner ecosystem to leverage the latest technologies and accelerate innovation

## Major Contenders

Birlasoft, Cigniti, eInfochips, Indium Software, Innominds, LTIMindtree, Mphasis, Planit, QualiZeal, TestingXperts

- Major Contenders are making continued investments in developing AI-specific QE talent and partnerships required to accelerate the time-to-market for their clients; their leadership commitment and commercial flexibility act as strong differentiators
- They have exhibited strong industry credentials for delivering QE engagements for AI applications and systems, making them strong contenders to Leaders
- While these service providers have developed meaningful solutions to deliver quality engineering services for AI applications and systems, their service portfolios and delivery capabilities are not as comprehensive and balanced as those of Leaders

## Aspirants

HTC Global Services, QASource, SLK Software, Trigent

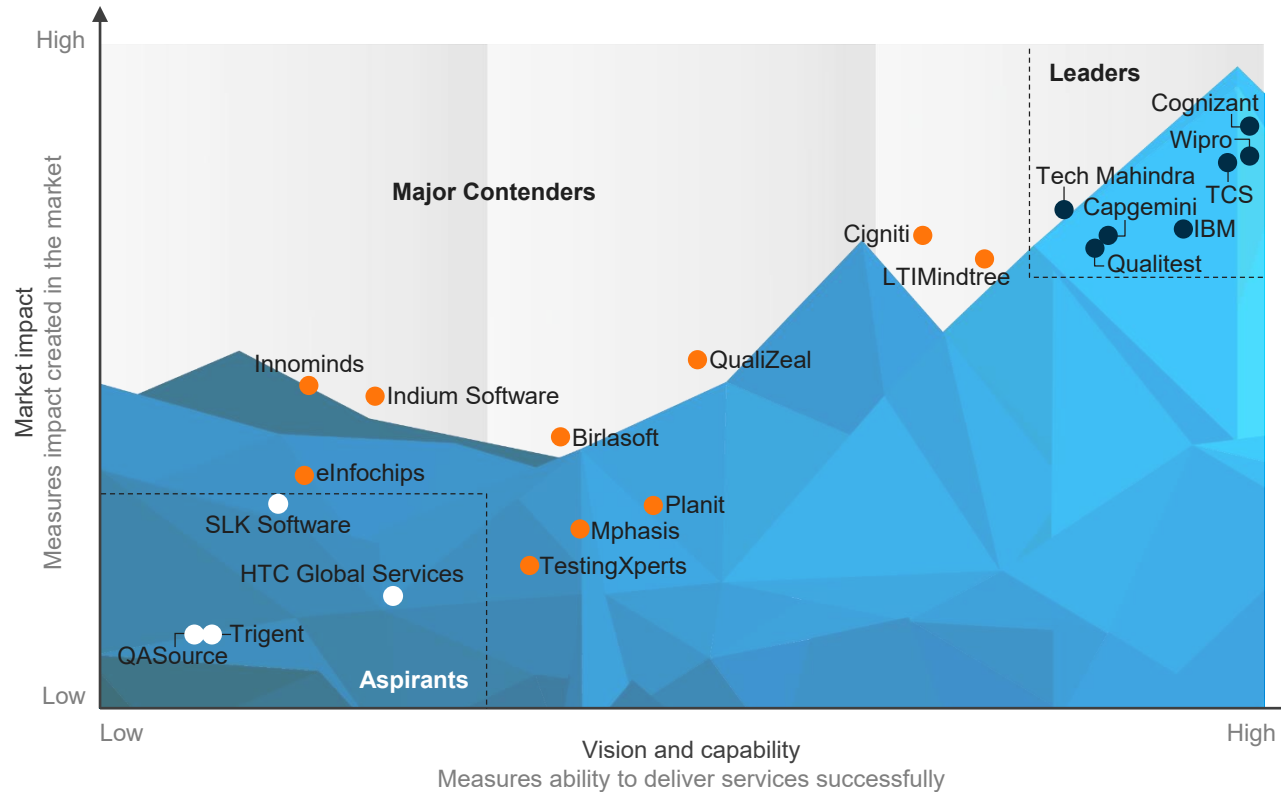
- Aspirants have a limited market presence; however, they are expanding their footprint and capabilities. They are looking to grow and diversify their QE services for AI applications and systems customer base and continuously improve their services to meet client needs
- They need to invest in enhancing their investments in in-house solutions and focus on talent development initiatives to build a strong resource pool with advanced AI-specific QE skill sets

# Everest Group PEAK Matrix®

Quality Engineering (QE) Services for AI Applications and Systems PEAK Matrix® Assessment 2024 | Wipro is positioned as a Leader

## Everest Group Quality Engineering (QE) Services for AI Applications and Systems PEAK Matrix® Assessment 2024<sup>1,2</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> Assessments for QASource of service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with insurance buyers

<sup>2</sup> Cigniti, a Coforge Company has been acquired by Coforge. The assessment considers only Cigniti's QE capabilities and offerings

Source: Everest Group (2024)

# Wipro profile (page 1 of 5)

## Overview

### Vision for QE services

Wipro aims to enhance business resilience and customer experience through its quality engineering services, which integrate industry insights and advanced technologies. Its approach is built on four foundational pillars: a focus on AI and automation to improve efficiency and reduce errors; leveraging deep domain knowledge to tailor solutions for specific industries; embedding quality at every stage of the development life cycle through Continuous Integration/Continuous Delivery (CI/CD) practices; and fostering collaborative relationships with clients to deliver better results.

### Scope of services

Wipro's Quality Assurance unit offers services across four main areas: consulting, cloud assurance, engineering quality, and enterprise futuring. The services include leadership across regions, 30 Centers of Excellence (CoEs) for skill development and innovation, integrated sales strategies, and local consulting support through Small and Midsize Enterprises (SMEs) and communities, ensuring tailored quality engineering solutions for diverse client needs

### QE services revenue (CY 2023)

<US\$200 million	US\$200-500 million	US\$500 million-1 billion	>US\$1 billion
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### QE services revenue mix (CY 2023)

● Low (<10%)   ● Medium (10-20%)   ● High (>20%)

#### By geography

- North America
- United Kingdom
- Europe
- Asia Pacific
- South America
- Middle East and Africa

#### By industry

- BFSI
- Energy and utilities
- Manufacturing
- Electronics, hi-tech, and technology
- Healthcare and life sciences
- Telecom, media, and entertainment
- Public sector
- Retail and CPG
- Travel and transport

#### By buyer size

- Small (annual client revenue <US\$1 billion)
- Medium (annual client revenue US\$1-5 billion)
- Large (annual client revenue US\$5-10 billion)
- Very large (annual client revenue US\$10-20 billion)
- Mega (annual client revenue >US\$20 billion)

# Wipro profile (page 2 of 5)

## Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

### Proprietary solutions for QE services

Solution name	Details
Wipro Enterprise GenAI [WEGA]	It is a platform that incorporates responsible AI elements including enterprise guardrails, transparency, deflection logic, moderation layer, and information security controls. These ensure that AI systems are developed, deployed, and operated in a safe, trustworthy, and ethical manner, promoting responsible decisions and actions across all business functions.
Responsible AI – design for trust	It is a framework that focuses on addressing the non-deterministic outcomes of AI models. This solution accelerates the testing of various AI components including white box and black box evaluations, data integrity, and explainability for 360-degree validation.
AIOps	It is a framework that focuses on enhancing IT performance, reliability, and agility through a strategic approach anchored in the Business Experience Enrichment (BEE) model and the MEIR framework. It operates like a data lake, ingesting information from diverse sources to provide a comprehensive view of IT operations. By utilizing machine learning models, it generates actionable insights for various stakeholders including business leaders, DevOps teams, and Site Reliability Engineers (SREs)

### QE services partnerships

Partner name	Details
Tricentis	It partnered with Tricentis to develop a dedicated go-to-market strategy to provide comprehensive test automation solutions. This collaboration included the integration of the Tricentis SAP Accelerator with Wipro's testing frameworks, which enabled the delivery of robust and scalable automation solutions specifically for SAP applications.
Micro Focus	It partnered with Micro Focus and offered a suite of solutions for application life cycle management and performance engineering. This collaboration included the Wipro-Micro Focus ALM accelerator, which enhanced the capabilities of Micro Focus ALM/QC and LoadRunner

# Wipro profile (page 3 of 5)

## Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

### QE services investments

Investment name/theme	Details
Investment	It announced an investment of US\$1 billion to enhance its AI capabilities through the AI 360 initiative. As part of this program, over 209,000 employees received training on generative AI Level 1, while more than 240,000 employees gained access to its guard-railed Gen AI platform for their daily tasks.
Trainings/certifications	It collaborated with the Indian Institute of Science and upskilled by engaging with premier universities and enhancing top talent through formal degree programs. Additionally, it partnered with the Indian Statistical Institute to ensure that in-house talent was updated on current innovations and aligned with the industry's growing standards.
Acquisition	It acquired Aggne to strengthen its competitive advantage in the insurance sector, particularly in the Property and Casualty (P&C) insurance space. This combination enhanced its core system implementation capabilities for P&C insurance.

# Wipro profile (page 4 of 5)

## Case studies

### CASE STUDY 1

Improved automation efficiency and reduced testing time for a global electronics manufacturing giant

#### Business challenge

The customer faced several challenges in improving automation services and reducing test execution time. There was poor test case management, which resulted in many redundant and duplicate test cases. Additionally, a significant amount of effort – approximately 31 hours per cycle – was spent on analyzing automated failures. It experienced inconsistencies and human errors during the identification process, highlighting the need for better automation skills for analysis. Furthermore, there was considerable redundancy in efforts across the testing process.

#### Solution

- Customized the test asset optimizer to incorporate an NLP algorithm for improved results, moving beyond the traditional use of Levenshtein distance to identify similar test cases and eliminate duplicates
- Conducted initial research on various transformer algorithms, including BERT, leading subject matter experts to select five specific algorithms for further testing: stsb-roberta-large, paraphrase-MiniLM-L12-v2, stsb-bert-base, bert-base-uncased, and stsb-mpnet v2.0
- Tested and benchmarked each selected algorithm against one another as well as the existing methodology based on Levenshtein distance
- Implemented Auto Defect Analysis and code-based regression analysis within the IntelliAssure framework to enhance testing efficiency

#### Impact

- Optimized test scripts by 38% for fortnightly runs, leading to a reduction in regression cycle duration by more than 25%
- Reduced automation failure analysis effort by 96% through auto failure analysis, achieving a prediction accuracy of 99%
- Identified code coverage of a release (V0) after running 35,000 tests against six applications using code-based regression

### CASE STUDY 2

Enhanced customer service automation for a major Australian telecommunications company

#### Business challenge

The customer wanted to enhance its customer service automation. It received over 500,000 chats each month through its mobile application, which created a high demand for efficient service. To address this, it required to automate customer service via chat, seeking to reduce both service time and costs through conversational assistants. Additionally, there was a need to functionally test a new conversation platform to ensure it could handle live agent chat volumes while automating a small percentage of conversations. Furthermore, it needed an architecture that would enable the conversational assistant to interact with all relevant systems and provide accurate answers to customer inquiries.

#### Solution

- Automated testing of intents and conversational flows from the orchestration layer
- Conducted automated regression testing using a custom framework that simulated the bot
- Tested conversational flows for automated chatbot user journeys
- Managed User Acceptance Testing (UAT) phases
- Performed back-end testing to ensure compliance with design and identify defects at an early stage

#### Impact










- Enabled 100% of customer conversations through the chatbot, resulting in over 1.5 million resolved customer issues
- Achieved 15.6% of total automation, with customer complaints being addressed and resolved by the chatbot



# Wipro profile (page 5 of 5)

Everest Group assessment – Leader

Measure of capability:  Low  High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
								

## Strengths

- Wipro has expertise in delivering large-scale QE services for every stack of AI applications and systems across services for data assurance, model training and validation, and functional and non-functional testing of AI applications and systems
- Clients seeking QE services for AI applications and systems can leverage Wipro’s continuous investment in building inhouse AI-led solutions such as Wipro IntelliAssure to experience innovative services delivery
- Clients can benefit from Wipro’s investment in training its QE talent on AI-specific skills via its AI 360 platforms for delivering QE services for AI applications and systems
- Clients appreciate the thought leadership that Wipro brings in the engagements that enables them to progress in their AI endeavors better

## Limitations

- Enterprise clients expect improvement in project management as well as seamless communication from Wipro during the QE services engagement
- While clients applaud its deep technical expertise, they suggest some industry-specific knowledge in the engagements would add more value

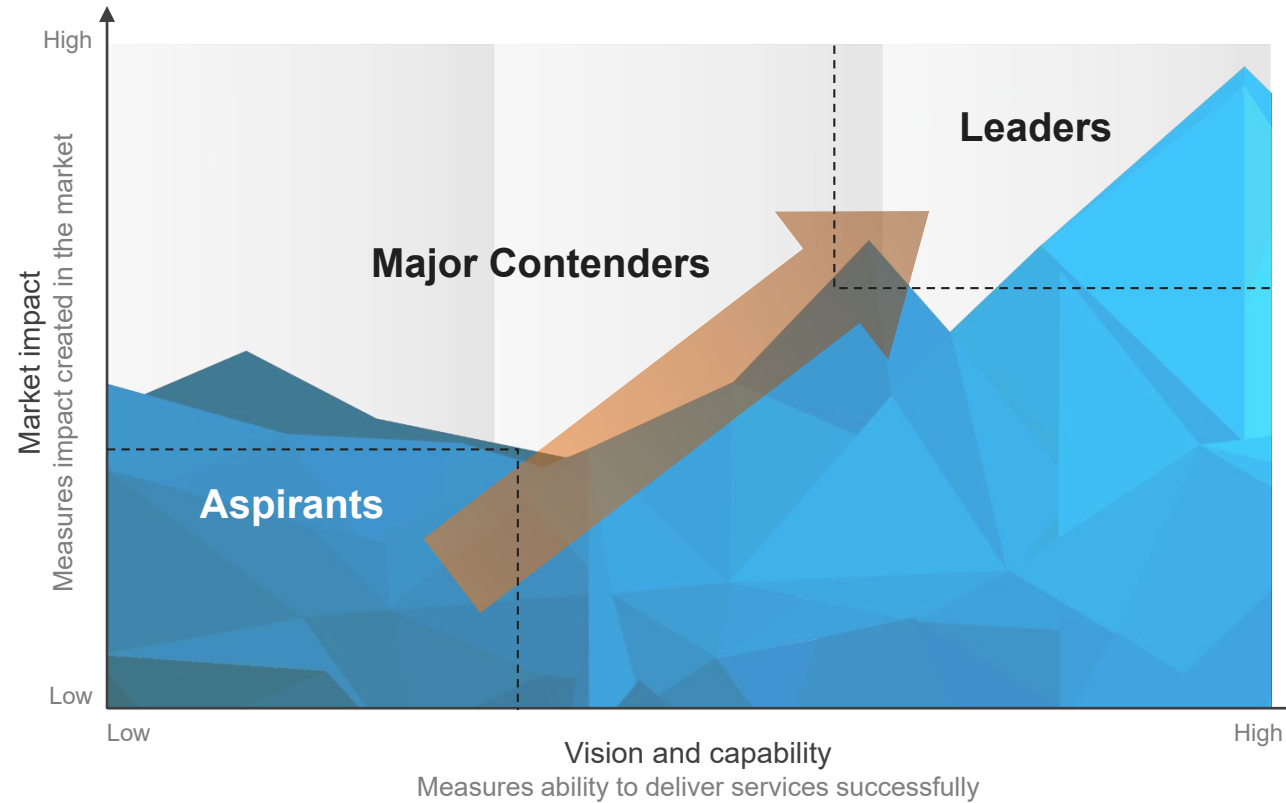
# Appendix

PEAK Matrix® framework

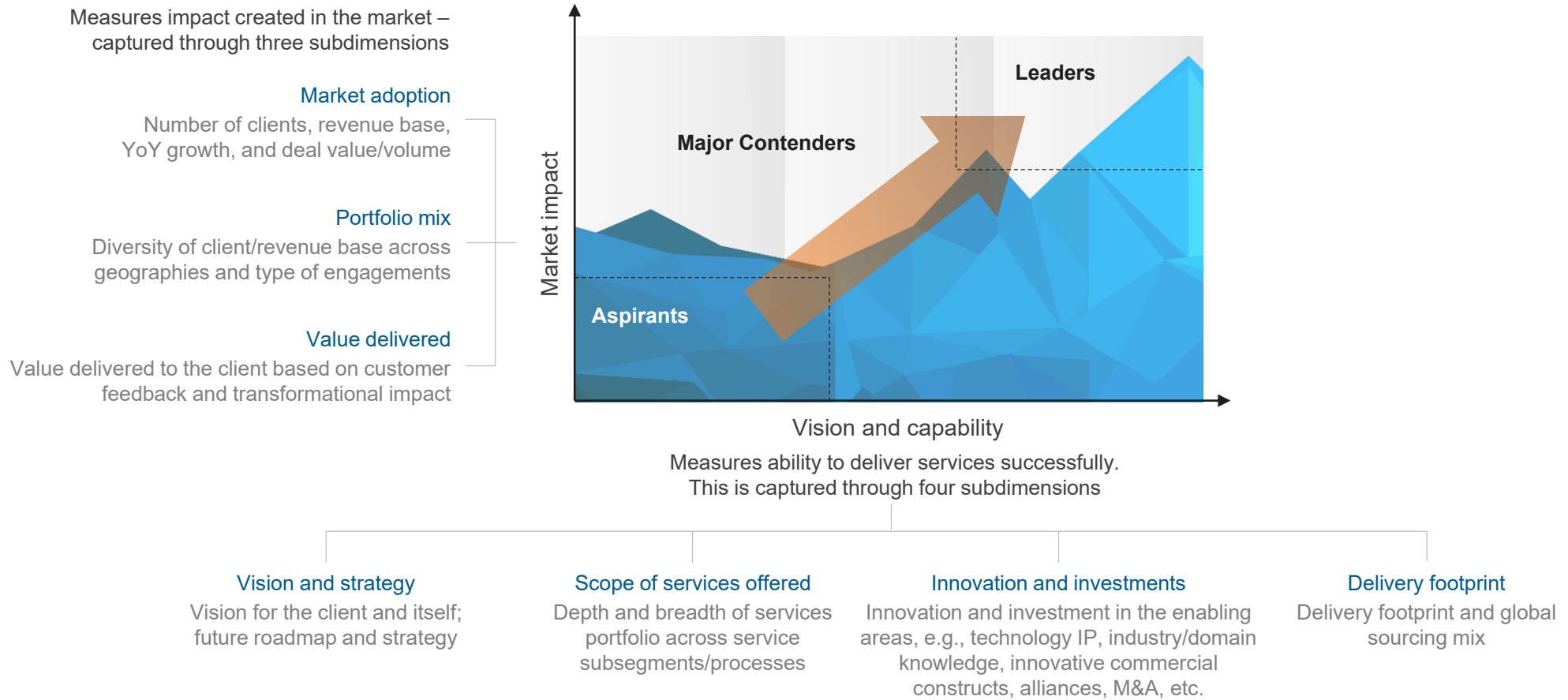
FAQs

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions



## FAQs

**Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?**

**A:** Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

**Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?**

**A:** No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

**Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?**

**A:** A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

**Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

**A:** Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

**Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?**

**A:** Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

**Q: Does the PEAK Matrix evaluation criteria change over a period of time?**

**A:** PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

# Stay connected

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