

5 EMERGING TRENDS IMPACTING Test Automation

Test automation is getting adopted increasingly by organizations to strike the right balance between cost, time and quality.

1 Increasing Demand for Mobile Test Automation

With the mobile market growing at an alarming pace, mobile test automation is expected to overtake web test automation.



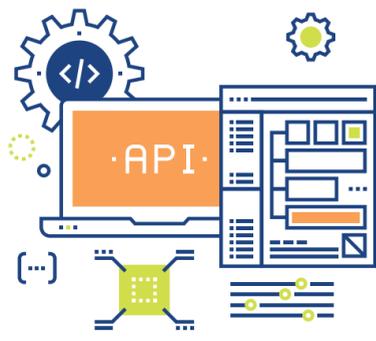
By 2017 over **268 billion** mobile apps will be downloaded. - Gartner

2 Integrating Test Automation into DevOps

Dev + Testing + Ops

Higher level of test automation is required to ensure quality and efficiency across the project lifecycle. Continuous automation enables faster time-to-market.

67% enterprises engage in DevOps principle to accelerate software testing. - Google Trends



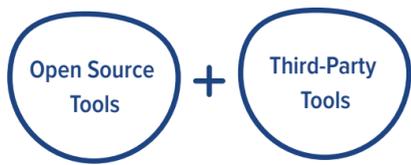
3 Shift-left with Test Automation

Automation for defect prevention, not detection! Implementing test automation right from the beginning will prevent defects to get into the code.



39% of enterprises use BDD (Behavior-Driven Development) and TDD (Test-Driven Development) with a shift-left testing approach. - Indeed.com

4 Skyrocketing Open Source Tools



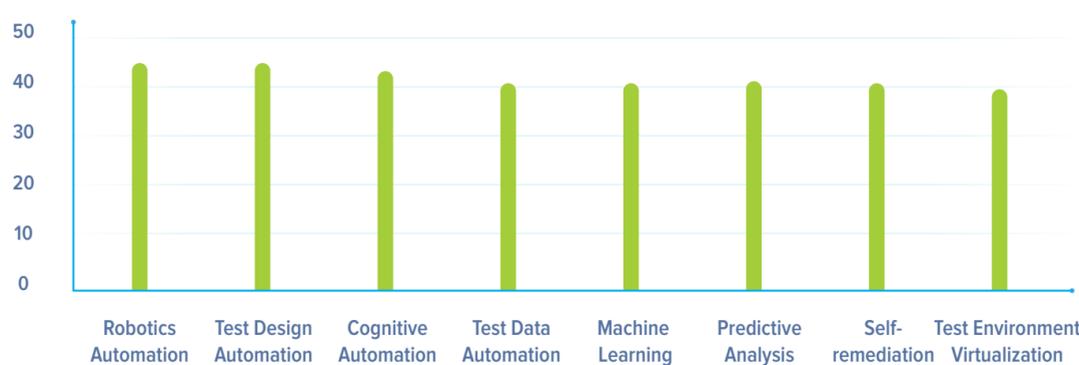
Automation Solution

Increasing adoption of open source test automation tools and frameworks to lower cost, while improving efficiency and quality.

By **2020** Selenium WebDriver will become the standard for functional test execution. - Gartner

5 Smart Test Automation

Intelligent, self-learning and self-monitored technology is reducing cost through data-led testing.



Potential uptake of emerging test automation techniques over the coming years. - World Quality Report, 2016

“By 2020, global testing market is estimated to reach US \$50 billion.” - NASSCOM



Is your business ready to seize the emerging opportunities in the global testing market?