



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

Focus on Cognizant

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

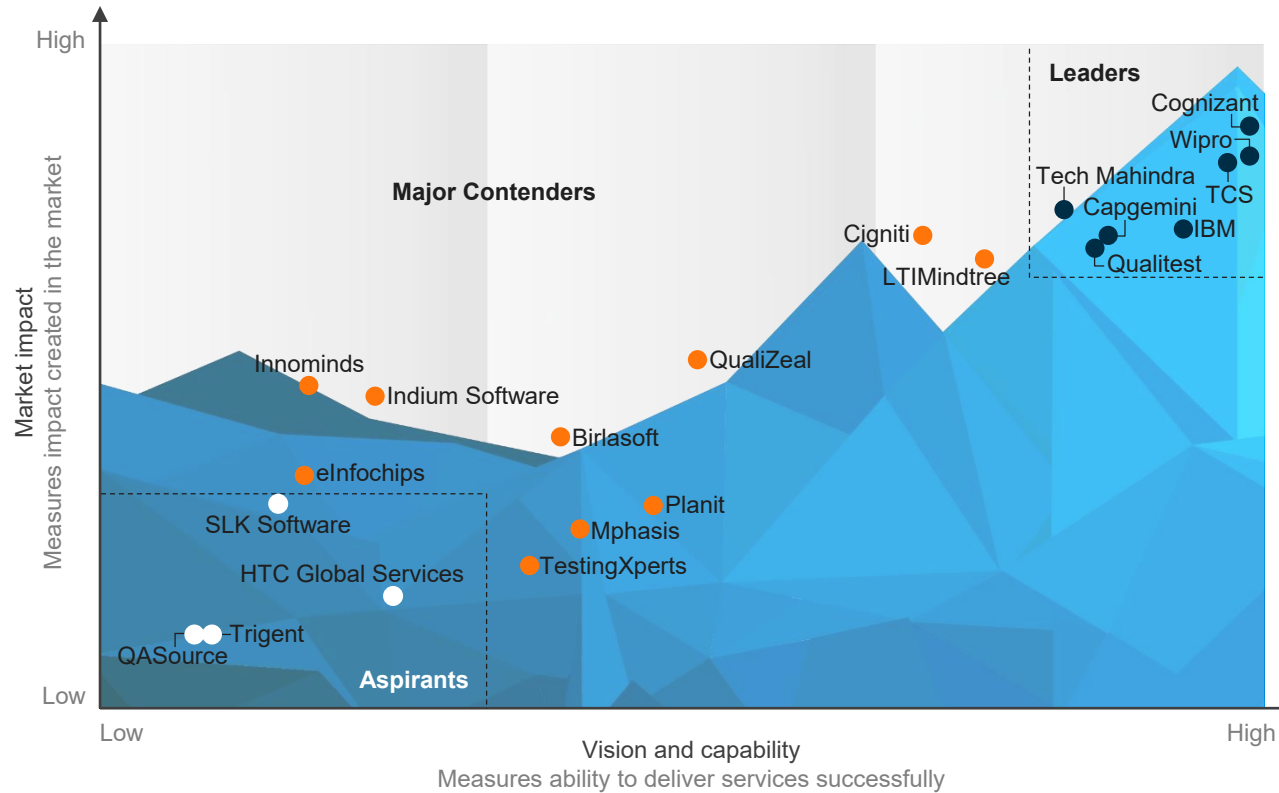
- Aspirants have a limited market presence; however, they are expanding their footprint and capabilities. They are looking to grow and diversify their QE services for AI applications and systems customer base and continuously improve their services to meet client needs
- They need to invest in enhancing 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 | Cognizant 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)

# Cognizant profile (page 1 of 5)

## Overview

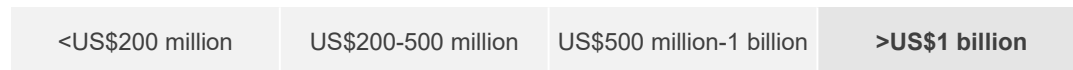
### Vision for Quality Engineering (QE) services

Cognizant's vision is to become the leading technology services partner for Global 2000 C-suite executives. By placing AI-driven quality engineering at the forefront, the focus is on driving technological changes for both IT and business. The goal is to ensure first-time-right quality as enterprises modernize, create new business models, and enhance customer experiences across digital and physical ecosystems.

### Scope of services

Cognizant's dedicated Quality Engineering & Assurance (QE&A) practice delivers AI-driven quality engineering solutions at speed and scale. It focuses on building both industry-specific and cross-industry QE solutions and industrializing AI-driven quality engineering in a DevOps model across engagements. The practice provides an independent and focused approach to quality, while transforming quality engineering talent at an enterprise level. Operating within the Software & Platform Engineering (SPE) service line, it emphasizes modern engineering and first-time-right quality. The QE&A practice aligns with various industry verticals, including banking, financial services and insurance, healthcare and life sciences, products and resources, and communications, media, and technology, with a go-to-market strategy tailored to geographic regions such as North America, Europe, the UK, the Middle East, and Asia Pacific.

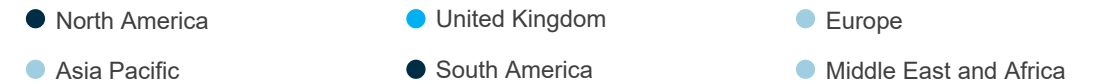
### QE services revenue (CY2023)



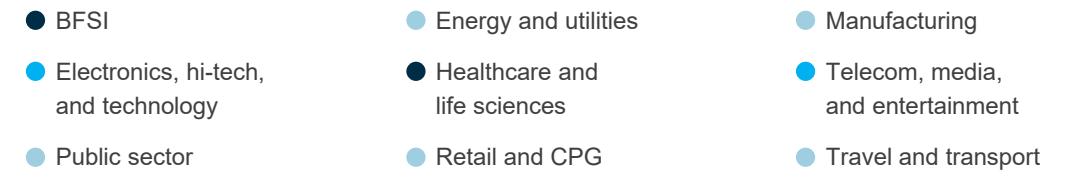
### QE services revenue mix (CY2023)

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

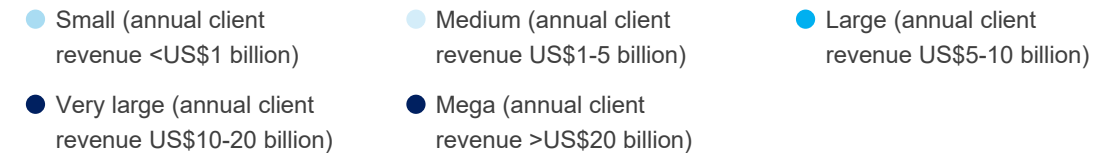
#### By geography



#### By industry



#### By buyer size



# Cognizant profile (page 2 of 5)

## Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

### Proprietary solutions for QE services

Solution name	Details
AI QE assement framework	It is a framework designed for QE assessment that focuses on several transformational themes. It emphasizes agility by developing a QE strategy and utilizing various testing tools, such as automation and performance testing, while implementing a structured automation framework. This includes in-sprint automation and enhancing the quality of automated tests, all within a DevOps environment.
Cognizant Neuro® AI for QA	A platform that provides comprehensive solutions for QA by leveraging advanced technologies such as deep learning, generative AI, NLP, and algorithmic analysis, it helps optimize testing processes and shorten lifecycle times while embedding intelligence throughout the testing life cycle.
Cognizant skygrade™	It is a platform that provides a comprehensive solution for cloud assurance, encompassing cloud infrastructure assurance, cloud migration assurance, and cloud-native assurance. It offers a 360-degree assurance experience through unique features such as container-based execution, an intelligent capacity predictor, factory model execution, AI/ML snapshot comparison, CI integration, and a query converter utility along with a data comparator.

### QE services partnerships

Partner name	Details
Tricentis	It partnered with Tricentis to incorporate commercial aspects, enablement, and support. This partnership focused on key products such as Tosca, DI, QTest, and NeoLoad. The collaboration aimed to enhance system modernization assurance, cloud platform assurance, and continuous automation and testing.
Micro Focus (OpenText)	It partnered with Micro Focus, which involved key products such as LoadRunner, ALM, and UFT. This partnership focused on areas such as system modernization assurance, cloud platform assurance, and continuous automation and testing.

# Cognizant profile (page 3 of 5)

## Solutions, partnership, and recent investments

[REPRESENTATIVE LIST]

### QE services investments

Investment name/theme	Details
Innovation lab	It established the AI next-generation innovation labs across multiple locations and created state-of-the-art facilities dedicated to artificial intelligence research and development. The labs showcased areas featuring carefully selected artifacts related to AI capabilities in test data management, cloud assurance, quality assurance, continuous automation testing, and generative AI.
Trainings/Certifications	It launched the Microsoft GitHub Copilot Masterclass series as a skilling initiative to excel in generative AI technology. These sessions deepened understanding of AI-assisted programming, covering topics such as security concerns related to generative AI, challenges in creating effective prompts that led to suboptimal code suggestions, a deep dive into GitHub Copilot for requirement analysis and documentation, as well as ethical and security considerations, troubleshooting, and support.

# Cognizant profile (page 4 of 5)

## Case studies

### CASE STUDY 1

Developed a fraud detection solution for long-term care insurance for a leading life insurance company in North America

#### Business challenge

The customer faced the challenge of developing a fraud detection solution to be integrated into the long-term care insurance segment. This was particularly important due to three broad fraud categories, especially considering the potential for long-term care claims expected to double in the next ten years, which could lead to projected annual fraud losses of US\$100 million.

#### Solution

The solution involved implementing Microsoft AI components, including knowledge graph-based fraud detection mechanisms and custom AI components.

#### Impact

- Improved test data setup by generating approximately 1,000 handwritten forms per day using the augmentation approach as part of the test strategy
- Reduced test data setup by over 80%
- Improved test coverage by more than 500%
- Enhanced shift-left quality due to the incorporation of the test approach in training data creation

### CASE STUDY 2

Improved test coverage and reduced the AI component testing cycle time for a leading healthcare provider in North America

#### Business challenge

The customer faced the challenge of reducing call volume from 300 million to 200 million by 2025. This required implementing strategies such as contact obviation, which aimed to lower call volume using AI bots, as well as utilizing real-time transcription and ensuring platform interoperability.

#### Solution

The solution involved implementing Microsoft AI components, Google AI components, and custom AI modules.


#### Impact










- Reduced AI component testing cycle time by over 94% (from more than one person-month to less than two person-days)
- Generated over 10,000 new utterances and speech files in an automated manner
- Improved test coverage from 10% to over 95%



# Cognizant 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

- Enterprise clients will benefit from Cognizant’s broad expertise across various AI QE areas including testing AI applications, features, models, and data. Its capabilities also extend to different application types such as custom applications, COTS, and phygital systems
- Cognizant’s IP-led approach in its QE engagements with solutions such as AI Life cycle Assurance (AILA) and Cognizant Neuro AI for QA enables it to deliver substantial value to enterprise clients. This strategy resonates strongly with enterprises that rate Cognizant highly for its value-driven delivery
- Clients will benefit from Cognizant’s depth of QE for AI-focused partnerships with not only major technology providers such as Tricentis, Saucelabs, Keysight, but also niche providers such as Appvance and Whylabs

## Limitations

Cognizant has limited proof points in delivering QE for AI engagements for clients based out of APAC and MEA. Enterprises based out of these regions should evaluate their options thoroughly

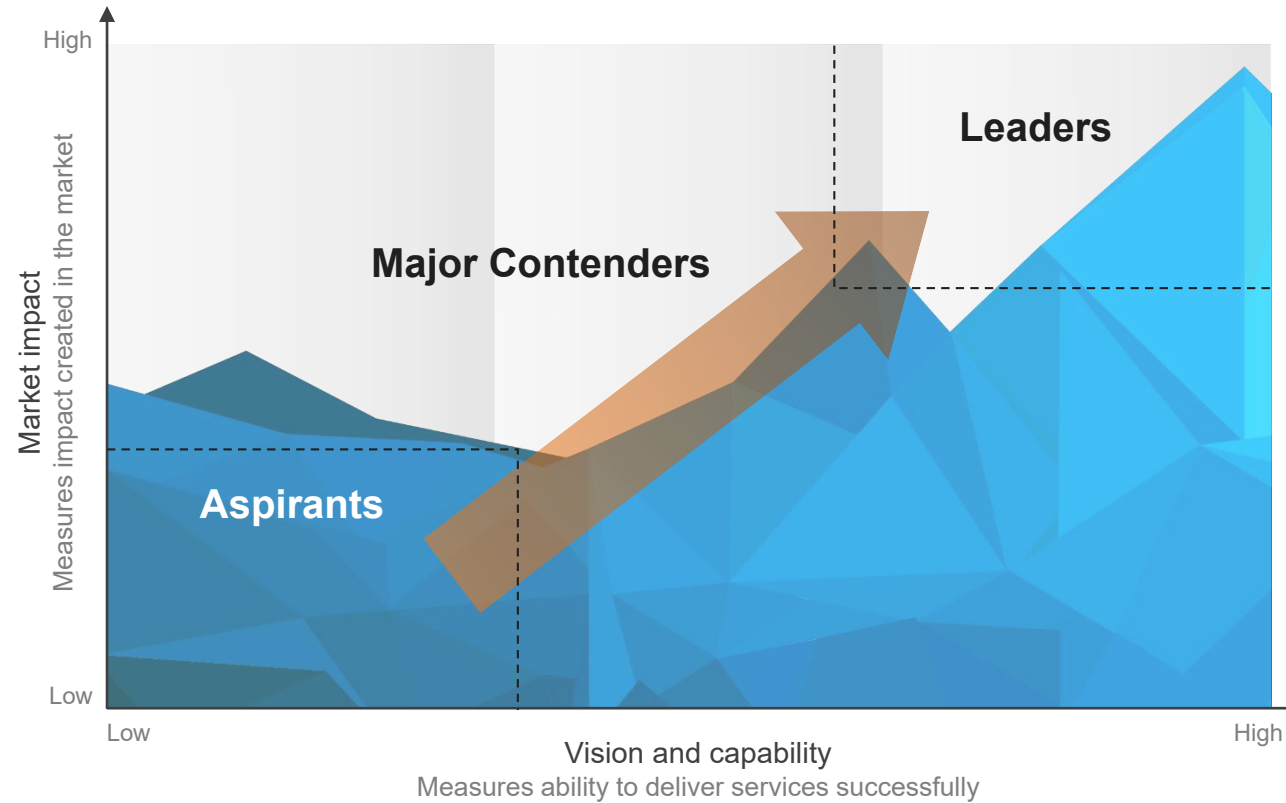
# Appendix

PEAK Matrix® framework

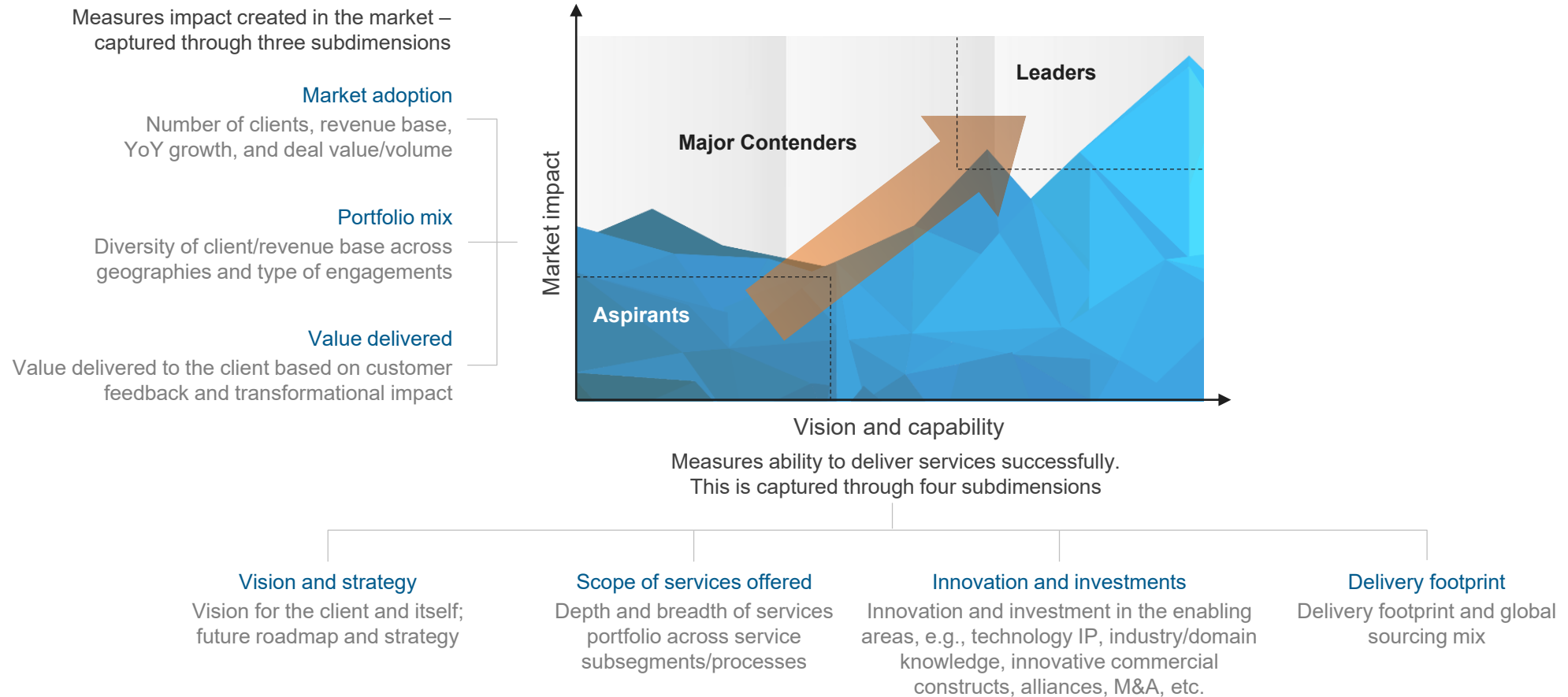
FAQs

# 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

Dallas (Headquarters)  
info@everestgrp.com  
+1-214-451-3000

Bangalore  
india@everestgrp.com  
+91-80-61463500

Delhi  
india@everestgrp.com  
+91-124-496-1000

London  
unitedkingdom@everestgrp.com  
+44-207-129-1318

Toronto  
canada@everestgrp.com  
+1-214-451-3000

Website  
everestgrp.com

Blog  
everestgrp.com/blog

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