



# Vendor Profile

Crowdtesting

**Qualitrix**

## Report Abstract

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2. Revenue Summary
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## Who is This Vendor Assessment For?

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NelsonHall's crowdtesting profile on Qualitrix is a comprehensive assessment of Qualitrix' offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of application services, quality assurance/testing services and crowdtesting and identifying vendor suitability for RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

## Key Findings & Highlights

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This NelsonHall vendor assessment analyzes Qualitrix's offerings and capabilities in crowdtesting.

Qualitrix is headquartered in Bangalore, India, and was founded in February 2016 by the former CEO of PASS Technologies India, also a former Cognizant QE&A executive. The company had, until recently, two main activities: one crowdtesting business and one test automation services and IP business.

Qualitrix started initially servicing the Indian market, targeting telecom service providers. Since then, the company has expanded to other client types (e.g., education, media & entertainment, internet business, and growth stage start-ups) and different geographies (e.g., Australia and the U.S.). Key clients include Vodafone Idea, Schneider Electric, DXC technology, Cerner Healthcare, and start-ups, including Sharechat, upGrad, Arha Media, VUclip, Eros Entertainment, Shemaroo, Squarepanda, Nazara.

In the crowdtesting space, Qualitrix has been in high growth mode, following the win of large programs with three clients, which helped its headcount reach ~100 from 65 in one year. The company has a community of 55k crowdtesters, up by 40k in two years, thanks to one significant program. Like many of its tier-one competitors, Qualitrix finds it easy to recruit new members and accelerate its community's growth when needed.

Qualitrix brands itself as providing "real-world testing" instead of traditional test services (provided in a test factory or onsite with the client). The company targets B2C organizations and primarily covers web applications, websites, and mobile apps, focusing on compatibility, performance, and usability testing, i.e., addressing a high number of combinations of devices, operating systems, and browsers.

Qualitrix continues to grow its crowdtesting business. Demand accelerated during the COVID-19 pandemic, as clients faced a disruption in their QA activities. They turned to Qualitrix to resume QA operations and avoid hiring QA personnel. Demand has shifted too from manual functional testing to test script creation. During the pandemic, the client base of Qualitrix also changed, and the media, healthcare, and education sectors currently represent 60% of its crowdtesting revenues.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Qualitrix' crowdtesting service offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

## Crowdstesting Vendor Assessments also Available for:

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- Applause
- AppTestify
- Cobalt.io
- Digivante
- EPAM
- Global App Testing
- passbrains
- Qualitrix
- Testbirds
- Wipro/Topcoder.

## About The Author

Dominique Raviart is the IT Services Practice Director at NelsonHall, with global responsibility for IT Services research programs.

Dominique covers IT Services research in the areas of Software Testing/QA, Big Data and Analytics Services, Salesforce services, and IoT Services. Dominique has been part of NelsonHall's IT Services analyst team since 2007, providing comprehensive and insightful coverage of IT services markets in the world. In particular, he is widely known for his extensive knowledge and coverage of software testing, having examined recently digital testing and DevOps/continuous testing. Dominique assists both buy-side and vendor organizations in assessing opportunities and supplier capability across IT service lines.

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