

# The future up close

## WORLD QUALITY REPORT

15th Edition | 2023-24



## THE UNITED KINGDOM

### Changing the (value) game

In 2022, the prevailing sentiment in the United Kingdom market revolved around recognizing the significance of quality. There was a notable interest in innovation, particularly when it came with a low cost. Now, a year later, organizations continue to prioritize value, but their understanding of value has evolved. It extends beyond cost considerations and involves looking out for the most effective options for enhancing efficiency and security within their businesses.

The pace of change has been quite remarkable over this short period. The region has made significant strides, transitioning from mere contemplation of automation to the widespread adoption of Artificial Intelligence (AI) solutions and the establishment of end-to-end automation processes. Automation has transitioned from merely ensuring functional correctness to being seen as the guardian of quality and a catalyst for speeding up processes. However, even though organizations have established a routine where automation is the norm, there is still progress to be made.

#### How is AI impacting quality?

Starting in 2023, as organizations deepen their understanding of the extensive capabilities of AI, its significance continues to surge. With increasing awareness of its boundless potential,

there is a growing appetite among businesses to replicate AI and Generative AI (Gen AI) functionalities. However, data stands as a cornerstone asset for every organization, and the associated privacy and security concerns pose significant challenges. These challenges are prompting organizations to contemplate the development of their proprietary tools to rival the open-market Gen AI offerings.

This is where the role of quality checks becomes pivotal. Through meticulous examination and the judicious reduction of stored and released information, organizations can address these challenges effectively.

Modernizing the legacy infrastructure and technology solutions remains a challenge for businesses but many forward-thinking organizations are pursuing upgrade strategies that transcend the traditional 'lift-and-shift' approach. Instead, they are adopting a perspective rooted in Quality Assurance (QA), which focuses on 'lifting, reengineering, and then shifting' to ensure a more robust and reliable digital core.

#### Jack of all trades, master of them all

British industry has recognized the vital role played by specialized teams of expert quality engineers who possess sound technical and domain-related knowledge, especially as we navigate further into a technology-driven world with an increasing need to transition to DevOps practices. The current global landscape demands a departure from the conventional "T-shaped testers," and the United Kingdom is actively responding to this demand. Organizations in the UK are now actively seeking "comb-shaped testers" who not only keep themselves updated on the latest technologies, domains, and tools but have also cultivated essential soft skills. This shift is in alignment with the nation's commitment to

embrace more agile work methodologies. Nevertheless, experts in the Quality Engineering field foresee a potential gap in the market for specialists in data science within the insights and data domain, as the full extent of AI capabilities is still being explored.

## Taking active steps to go greener

The UK has displayed commendable leadership in embracing the sustainability trend, outpacing many other nations. Organizations in the country have progressed beyond merely acknowledging the importance of sustainability and are proactively channeling their sustainability agenda into practical implementations. As previously emphasized, data has emerged as a pivotal asset for these organizations. Distinguished experts in the UK have recognized that safeguarding data from a security perspective, through effective quality testing, intersects with the sustainability discourse. This is because efficient testing practices result in minimized data volumes, reduced storage requirements, and consequently, a notable reduction in carbon footprint.

## Sailing ahead!

The United Kingdom is rapidly advancing its efforts to enhance business value through the utilization of cutting-edge technology and available tools. They are maintaining a vigilant focus on potential vulnerabilities such as data security and cybersecurity, promising an eventful period ahead for quality engineers and testers, and progressing to a stage where quality is no longer a hindrance to a swift time-to-market.

As the demand for predictive measures continues to rise, we are also observing a growing popularity of Failure Mode and Effect Analysis (FMEA) and Failure Mode Effect and Cause Analysis (FMECA) methodologies.

There is also a noticeable shift in how the UK perceives the value of testing for business, especially within the public sector. Organizations are increasingly distancing themselves from low-cost, no-cost tools, recognizing the necessity of a robust digital infrastructure to facilitate forthcoming transformations.

In this global race, the UK is positioning itself ahead of many other nations, and we eagerly anticipate the developments they will report in the coming year!

### Survey Watch

60%

Respondents consistently invest in AI solutions to improve quality processes

54%

Respondents cited 'improved testing efficiency' as a major automation benefit

50%

Organizations said they would look at sustainability in QE&T in the next 12 months

77%

Respondents said 25-50% of their organizations have adopted QE



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