

New futures in focus

WORLD QUALITY REPORT

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Gen AI and automation making waves in Southern Europe

Navigating the future of Testing and Quality Engineering
in Italy and beyond

Overview of the Italian testing market

Despite the relatively limited market for software testing in Italy, more than half of the testing teams are focused on the financial services sector, particularly banks and insurance companies. The telecommunications and media (TMT) sector also has a significant presence, while industries such as manufacturing, automotive, and public services are less represented.

Testing activities in Italy are predominantly centered around BSS (Business Support Systems) applications, with a primary focus on quality engineering, defect management, and test automation. The engineering side of testing plays a significant role, particularly in network applications like radio solutions and set-top boxes, though this operates separately from traditional IT testing, which emphasizes broader business applications.

Testing streams and project structure

The Italian testing practice can be broadly divided into two main streams: standard testing and test automation. Standard testing includes test design, execution, and defect management,

while test automation encompasses non-functional testing such as performance evaluation. Many projects are standalone, indicating that testing teams often operate independently from development teams managed by other vendors. This separation highlights the critical role of testing teams as independent quality engineering providers.

Emerging trends: AI and Generative AI

A notable trend in the Italian market is the increasing interest in Artificial Intelligence (AI) and generative AI (Gen AI). While many clients are still exploring AI's capabilities, some organizations are already investigating its potential. Key areas of exploration include using AI for defect detection in production environments and automating the analysis of log files to determine the outcome of business scenarios based on system behavior. This interest reflects a growing recognition of AI's potential to enhance testing processes through automation and predictive analysis. There is also a clear demand for increased expertise in AI tools and solutions, including leveraging services provided by hyperscalers like Google, Amazon, and Microsoft.

Challenges with offshore testing models

Challenges remain in adopting offshore testing models in Italy. Although offshore delivery is common in many global markets, Italian clients have been slower to embrace it due to language barriers and a preference for local teams. Currently, only a few companies actively use offshore teams, but there is a growing trend towards adopting hybrid models that combine local and offshore resources. This approach is expected to gain popularity as Italian companies seek to streamline operations and reduce costs.

Automation: Leading the path to tomorrow

Automation is a key focus area for Italian companies, with a growing emphasis on automating functional testing, API testing, data preparation, and configuration releases to enhance efficiency and quality – and UFT remains the most popular automation tool.

The way ahead

Looking ahead, automation and AI-driven testing are set for significant growth in Italy and beyond, particularly within the financial and telecommunications sectors. As organizations strive to improve quality, speed, and cost efficiency, advanced testing methodologies will play a crucial role in supporting software development and deployment processes.

Survey Watch

54%

Believe that lack of clear strategy on how to validate the usefulness of Gen AI solutions is a major challenge in Southern Europe.

26%

Organizations use a combination of open-source and COTS tooling for test automation.

75%

Faster automation benefits seen from using Gen AI in enhancing test automation.

44%

Organizations have all Green IT KPIs defined and are tracking them.

Contact

If you desire more information about testing tools, please contact:

Alfredo Sacconi

Practice Head, Italy

Giancarlo Tomasig

Managing Consultant,
Capgemini Italy



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