

# The future up close

## WORLD QUALITY REPORT

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## EASTERN EUROPE

### Evolving along with newer trends in QET

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In last year's World Quality Report, we acknowledged a growing sentiment and optimism around the quality engineering and testing (QET) landscape in Eastern Europe (mainly Poland and Romania), and we witnessed continued investment in IT resulting from increased adoption of agile and AI and ML technologies. This year, in general, we'd say that the optimism is still quite high. Romania, though still considered a development center, is witnessing a growing appetite from organizations to further expand their businesses. But there are budgetary, governance, and regulatory challenges that limit that move and eventually speed to market.

In Poland, there is increased skepticism on how the global economic slowdown is affecting the market. This is primarily why some clients are increasingly looking for cost effective opportunities. But this also opens the door for testing organizations to position themselves as an enabler of cost optimization through improved business outcomes.

From a staffing perspective, Romania continues to generate demand for manual testers and there is an availability of resources overall, in Poland, finding the right person with specialist skills in test automation, for instance, remains a challenge. Hence, the trend is to invest in the capability building of junior resources to further build and grow their skill sets.

### So, where is the scope for testing to grow?

In Romania, given some of the organizations are still at a lower level of maturity – in terms of end-to-end automation and integrating testing with DevOps – Quality Assurance (QA) is still not considered a real business enabler or driver. Building their capabilities in that area is surely a way for QE to evolve and grow. In Poland though, maintaining balance between time to market, cost and quality, and aligning them with the priorities of the organization, is key in building bridges between IT and business.

In Romania, management is increasingly expected to certify that their overall business results are satisfactory, which takes testing beyond codes, to include data accuracy and data security. Further, compliance requirements (NIS directive or SOC 2) enable testing organizations to be an important plug in the business ecosystem. In Poland, there is an increasing trend to mix test automation tools. For example, going 100% with Tosca or 100% with UI path becomes expensive. Today, it is recommended that 80% of the client's systems are automated with open tools and the remaining 20% with Tosca, which brings down licensing costs significantly.

## Gen AI – a fad or a mainstream activity for the future?

In Romania, for the larger organizations, there is a process to adopt and embed Gen AI into robust offerings. However, there is still a long way to go for implementing it for wider adoption and finding ways to contain the usage in the right direction.

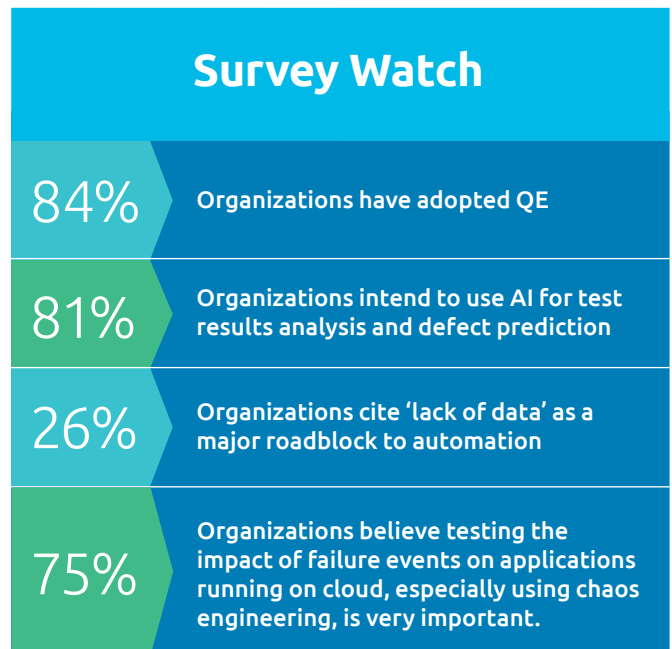
In Poland, in general, everyone is receptive to Gen AI's advent but not everyone is open and organized enough to implement it in a standardized and structured way. There have been successful instances where, using individual client data, ChatGPT has been used to feed the graphic defect data to get the project's daily status. This shows how technology can be leveraged to improve the overall quality of test results, without replacing the testers.

## How sustainable is sustainable IT?

Sustainability is now a key topic of discussion in the overall region. It is being featured in the evaluation metrics while shortlisting the service providers in Romania. In Poland, there are regulations in place to encourage and embed sustainability in everything that they do, but the adoption isn't to the extent of measuring CO2 emissions from IT processes.

## 2024 and beyond: The way forward

AI and quantum computing will continue to be game changers, and will further evolve. Many companies are expected to progress along the maturity scale to catch up with organized testing organizations. Powered by AI, testing holds a lot of promise - and this ensures exciting times ahead for the region, and this will go a long way in normalizing the bell curve. With all these factors in play, it will be interesting to see what sticks, and what progresses ahead, next year and beyond.



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