Accenture Testing Services
Australia and New Zealand

Drive greater productivity, shift to continuous delivery and manage digital transformation
Today's business world is increasingly high-velocity and software-driven. The proliferation of digital technologies—social, mobile, analytics, cloud and the Internet of Things—is pushing every company to rethink and reinvent its approach to testing.

While businesses globally are looking for new ways to raise the bar on productivity and speed, they are under intense pressure to quickly respond to the changing marketplace with high quality applications at lower cost. This is especially true when they spend as much as 10 to 12 percent of the annual IT budget fixing core application problems.1

Every business leader today should ask three important questions:

• Does our testing strategy prepare us for the digital disruption to our business?
• Do we have the right level of investment in testing processes, tools and resources?
• Does our testing strategy address exponential growth in volume, velocity and complexity in the IT ecosystem?

The ability to roll out business capabilities and high quality applications continuously, deliver a seamless customer experience and protect the brand will be the difference between businesses that evolve and ones that stagnate.

Businesses globally are challenged to cope with the speed of change

**Growing volume and complexity**
- Increasing complexity of application landscape
- Rising expectations for seamless customer experience
- Growing focus on end-to-end quality

**Accelerating business agility and speed**
- Increasing pressure to quickly respond to changing marketplace
- Growing need to adopt Agile and DevOps for rapid and continuous delivery
- Mounting pressure to improve productivity

**Increasing dependency on digital**
- Growing demand for digital technologies—social, mobile, analytics, cloud and the Internet of Things
- Increasing focus on performance and security vulnerabilities
Imagine if you could completely eliminate regression defects or test every new release automatically for security vulnerabilities? What if you could employ a cognitive agent as a testing manager or use crowd sourcing to test your user experience anywhere in the world?

Accenture can help you rise to the challenges of growing complexity, accelerating business agility and increasing dependency on digital.

At Accenture we think differently about testing—more innovatively and holistically to help you:

- Apply business knowledge to accelerate testing and drive efficiency and quality across the application lifecycle.
- Increase throughput and cycle times using cognitive automation.
- Adopt a "shift left" approach that emphasizes quality upstream by driving rigor into design and coding ultimately resulting in earlier detection and resolution of defects.
- Introduce engineering innovations such as Agile and DevOps to enable continuous testing.
- Align testing with digital business strategies to deliver an exceptional end-customer experience.
- Operate and scale in the cloud with innovative testing tools and environments, leading to greater business agility and speed.

Transform your testing to achieve greater productivity with continuous delivery all while managing a digital transformation

**Greater productivity**
- Two-fold increase in productivity with our intelligent approach to testing
- 95% automation penetration when leveraging our cognitive and predictive analytics solutions

**Continuous delivery**
- 98% reduction in critical defects reaching production with our shift left approach
- 50% accelerated speed-to-market when using our Agile and DevOps capabilities

**Digital transformation**
- 70% improvement in test coverage accuracy when leveraging our digital testing solutions
- 45% reduction in test delivery cost when leveraging our cloud platform
For three decades, Accenture has helped businesses set their testing strategy, deliver efficiently and evolve through innovation.

We offer the complete range of testing services delivered under flexible business arrangements—from traditional pricing model options to innovative output or unified test points-based commercial models to cloud-based, pay-per-use models. Our comprehensive services include:

**Testing Strategy**
An end-to-end testing and quality assessment—from defining strategy to developing detailed assessment plans to provide final recommendations.

**Quality Engineering**
A full spectrum of quality engineering services, including automation, performance and security, to accelerate delivery, drive high-efficiency and improve quality across the application lifecycle.

**Digital Testing**
An end-to-end testing approach for digital bringing together mobility, analytics and interactive into a unified testing framework to deliver a seamless user experience across numerous devices, interfaces, networks, and platforms.

**Enterprise Testing**
A full spectrum of testing services, specialized tools and approaches, reusable test scripts and automation frameworks for every leading enterprise application, custom systems and SaaS platforms.

**Testing Excellence**
Implement and manage your testing services through a Testing Center of Excellence by effectively combining skilled people, industrialized processes, automation tools and reusable assets to deliver quality applications. In addition, Testing as a Service provides an innovative, on-demand suite of tools and environments in the cloud on a pay-per-use basis.

Leverage comprehensive testing services across a broad array of applications, digital technologies and industries.

### Services

<table>
<thead>
<tr>
<th>Testing Strategy</th>
<th>• Testing Assessment</th>
<th>• End-to-End Quality Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality Engineering</td>
<td>• Test Automation</td>
<td>• Testing for Agile &amp; DevOps</td>
</tr>
<tr>
<td></td>
<td>• Performance Testing</td>
<td>• Security Testing</td>
</tr>
<tr>
<td></td>
<td>• Test Data Management</td>
<td>• Environments &amp; Virtualization</td>
</tr>
<tr>
<td>Digital Testing</td>
<td>• Digital Application Testing</td>
<td>• Omni-channel Testing</td>
</tr>
<tr>
<td></td>
<td>• Connected Device Testing</td>
<td>• Digital Network Testing</td>
</tr>
<tr>
<td>Enterprise Testing</td>
<td>• Testing for Packaged Platforms</td>
<td>• Testing for Emerging Platforms</td>
</tr>
<tr>
<td>Testing Excellence</td>
<td>• Testing Center of Excellence</td>
<td>• Testing as a Service (Cloud-based)</td>
</tr>
</tbody>
</table>

### Applications
SAP, Oracle, Microsoft, Java, Workday, Salesforce.com, Mainframe, Industry-specific

### Digital Technologies
Social, Mobile, Analytics, Cloud, Internet of Things

### Industry
Communications, Media & Technology, Financial Services, Health & Public Service, Products, Resources

### Business Models
Capacity, Managed services, Transformation, Output-based, Crowdsourcing
STRENGTHS

Why Accenture

Industry specialization
We bring you industry-aligned processes, tools, frameworks and more than 75,000 reusable components, built on our extensive experience of serving clients in more than 40 industries. More than 80 percent of our testing professionals develop an industry specialty to better address your business risk with industry insight and engage with your business users to drive end-to-end quality.

Pioneering cognitive automation
We leverage next generation automation tools to help you continuously innovate while achieving higher productivity, greater quality and faster development cycles. We are working with major research institutes, startups and Accenture Technology Labs to harness cognitive computing, machine learning and predictive analytics.

Digital leadership
With more than 10 years’ experience delivering innovative solutions for the digital business and shaping testing specifications for the Internet of Things, we can help you evolve your testing approach for the connected world combining testing innovations across mobility, analytics and interactive.

Cloud innovations
Accenture Testing as a Service (TaaS) is built on a $400 million multi-year investment in the industry-leading Accenture Cloud Platform to provide you an elastic, on-demand suite of testing services, tools and environments on a pay-per-use basis. With this solution, you can build and disassemble test environments on an ad-hoc basis without the purchase of expensive infrastructure.

Powerful alliance ecosystem
We have the industry’s widest alliance network of more than 150 leading and emerging technology providers, including over 30 testing-specific alliances. We have formed strategic alliances with HP, IBM (Rational), SAP, Oracle and Microsoft and also maintain strong relationships with a number of major testing tool vendors such as Applause, Computer Associates, Perfecto Mobile, SOASTA, Tricentis, and Worksoft.

Unparalleled global delivery
We seamlessly deliver testing services for you on a 24/7 basis leveraging our Global Testing Center of Excellence Network. The network is augmented by skilled professionals in our Innovation Centers and Solution Factories focused on specific industries and technologies.

Power your high performance leveraging our global testing delivery centers
Our Experience in Australia and New Zealand

Extensive industry experience

In ANZ, Accenture’s testing portfolio consists of a comprehensive list of clients across a variety of industries, including communications, media and technology, financial services, products, resources, and health and public services. Our focus is on engaging long term partnerships with our clients, adhering to our message of a holistic, end-to-end quality strategy as a way to drive cost savings through quality and productivity improvements, and reduce testing costs whilst increasing breadth of testing.

Accenture has a dedicated pool of senior resources with extensive testing experience in ANZ who are ready to provide services in test governance, strategic direction and program test management. We are capable of ramping up onshore and offshore test teams in a short period of time, either in partnership with client teams, or in a fully outsourced or managed service model, at the same time leveraging our extensive global TCoE network for support and experience.

Our experience in ANZ ranges from conducting numerous testing strategy and maturity assessments including definition of TCoE and IT Delivery Operating Models right through to fully managed testing services. We have the breadth and depth of experience and knowledge, drawing upon our local and global resources, to consult on targeted initiatives including (but not limited) delivery metrics, test strategy, test automation, Continuous Delivery practice establishment, Agile Coach placement services right through to fully managed and outcome-based testing centres. We’ve performed these functions at scale for some of the largest companies in Australia and globally and understand the associated organisational and commercial realities of moving to the next level of enterprise delivery and testing maturity.
PROOF POINTS

Client case studies

Greater productivity for a communications company
The communications company saved £45 million with a 40 percent improvement in testing productivity over four years. Using an output-based commercial model, we dramatically improved application quality with an intelligent test factory and a shift left approach. These savings are delivered through a greater than 95 percent offshore solution, a rapid transition of 550 FTEs in four months, process standardization and full lifecycle automation enabled by Accenture Intelligent Tools for Testing.

Continuous delivery for a retailer
The retailer saved over $300,000 in build and deployment efforts, as well as $1M in testing efforts through a program to industrialize delivery. Accenture's DevOps services provided tooling design, support, automated environment creation and ongoing environment support to deliver new applications in a multi-release, multi-production environment project. Accenture helped industrialize delivery from the outset using continuous integration, automatic test environment creation, automated testing and automated quality gates.

Digital transformation for a bank
Accenture helped a large global bank test its new digital wallet application on more than 25 different mobile devices with multiple OS/firmware combinations. To help the client successfully meet aggressive deployment targets, Accenture automated more than 80 percent of the total test cases thereby accelerating the testing cycle by more than 70 percent. The application was published on the Android Google Play platform and is compatible on a wide variety of smartphone and OS platform versions allowing the client to provide mobile digital wallet services to its customers.

Analyst recognition

HfS named Accenture as the “undisputed number one” in testing innovation
HfS Research describes Accenture as focused on business transformation and evolving towards predictive analytics, underpinned by significant R&D in machine learning and cognitive computing, coverage of the emerging digital spectrum and deep vertical and industrialization capabilities. Accenture received high scores in innovation and execution based on its strong narrative around the ability to deliver value beyond cost, a vision for competitive differentiation, integration of new technologies and alliances model.

Ovum positioned Accenture as a leader in outsourced testing services
Ovum noted, “Accenture can do both transformation and industrialization. It underpins industrialization with domain-specific assets, including process models, industry-specific test cases, and industry-focused testing solution factories. Accenture's vision is to evolve more predictive and intelligent approaches based on analytics and coverage of the entire emerging digital spectrum.” Accenture received high scores for its ability to integrate methodologies such as Agile and DevOps within outsourcing arrangements; as well as for geographical and vertical penetration.
References

1. Accenture High Performance IT research

Contacts

To learn more about how Accenture Testing Services can deliver greater productivity with continuous delivery all the while managing your digital transformation, visit us at www.accenture.com/testing or contact:

John Pickering
Asia Pacific Testing Practice Lead
john.m.pickering@accenture.com

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com