

# The future up close

## WORLD QUALITY REPORT

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## NORDICS

### The race to be a quality champion continues

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Over the past decades, various transformations led to a rapid maturity of the Nordic Quality Engineering (QE) space, turning it into a thriving ecosystem.

With unique players of its own, the Nordic testing and quality environment is classified by various players, including systems integrators, digital development boutiques, large companies offering development services, and specialists dedicated solely to quality engineering and testing.

It's the presence of such niche players that has made it a remarkably interesting market, prompting innovators to drive trends like platform engineering, unit testing, cloud adoption and digital core integration.

#### Trends we are seeing today

There have been various implications of cloud adoptions in the Nordics. On one hand, we see that cloud adoption for testing seems to vary across organizations and is often managed by clients themselves or the cloud infrastructure providers. On the other hand, we see the adoption of cloud and digital core driving the development of newer, faster, connected, and intelligent products.

Both trends have opened new opportunities for QE companies in terms of the validation and testing

requirements, particularly in areas such as IoT (Internet of Things), embedded systems, and AI-driven applications.

However, while this opens new gateways, it also raises questions about cybersecurity and privacy which have become a major concern now.

In Denmark, GDPR (General Data Protection Regulation) regulations have driven the need for more robust test data management practices. Organizations are looking for ways to anonymize and protect sensitive data while ensuring it is readily available for testing purposes. This is likely to continue as data privacy regulations become more stringent.

This focus on security and performance is gaining prominence across the board driving functions like SRE (Site Reliability Engineering) and Chaos Engineering, which is pushing businesses to re-look at the stability and reliability of applications.

For instance, as test automation and quality lifecycle automation gain momentum, we are seeing an increasing need to verify the robustness and reliability of applications while testing them. This is especially prominent now, when more and more organizations are beginning to use no-code and low-code tools. These tools sometimes trade off aspects of security and performance in terms of maintaining stable and effective test suites for the sake of convenience. We think this emphasis on security will drive more transformations in QE in the coming years.

#### The era of automation

As highlighted last year, automation has matured in the Nordics and moved beyond functional testing to include non-functional areas. We are seeing significant changes in how automation is involved in test environments and test

data this year. Norway and Denmark are showing a growing interest in test data management. Despite data security and privacy concerns, the call for automation stems from the growing popularity of Machine Learning, AI (Artificial Intelligence), and Gen AI (Generative AI) which can be used to make test data insertion and usage a swift and efficient process. This could be what is driving the rise in demand for cloud automation too. With production systems and test environments migrating to the cloud, organizations can now rewrite their core applications to match modern ways of working. And we think, after Automation, AI could be the next big thing transforming ways of working.

AI, particularly Gen AI, has attracted significant traction and is emerging as one of the most captivating and talked about technology trend. The Nordic countries, while displaying a keen interest in leveraging them to augment their business operations, remain in a state of uncertainty regarding the future ramifications of this technological evolution.

However, AI without a doubt, is changing and shall continue to change every industry it touches, including our QE and testing practices, approach to the market, and ways of working. The onus of adapting to these changing demands falls on quality engineers. Today's QEs are also expected to go above and beyond to understand the heart of businesses, align with their values, and become architects of reliable business quality infrastructures. Organizations are looking for QEs who possess consultancy skills, and effectively communicate with business stakeholders, which clearly denotes a shift in the role of QEs.

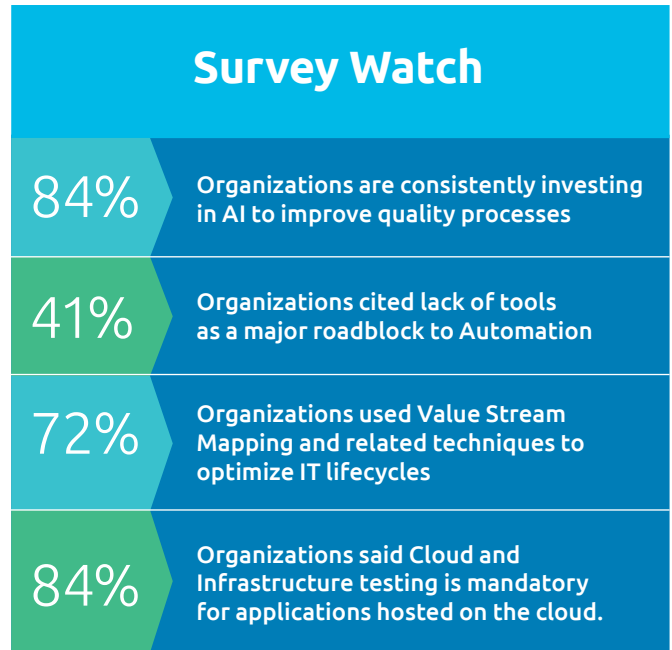
## Evolution and the future

In the past, Nordics has demonstrated that it recognizes the importance of quality engineering professionals who can enable and activate digital transformation projects. In the future, there will be a greater emphasis on early engagement,

ensuring that quality engineering is integrated into the project's design and planning phases.

This will have an enormous impact on subjects like sustainability, which often need an end-to-end approach to provide true value.

It is refreshing to see that Nordics has not confined QE to traditional migration efforts, but is viewing it from broader business change perspectives, with CIOs and CXOs bringing it into boardroom conversations and utilizing its potential. Next year, we will continue to see the region mature and project interesting trends that could re-shape the global QE landscape.



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