



# HOW THE WORLD TESTS

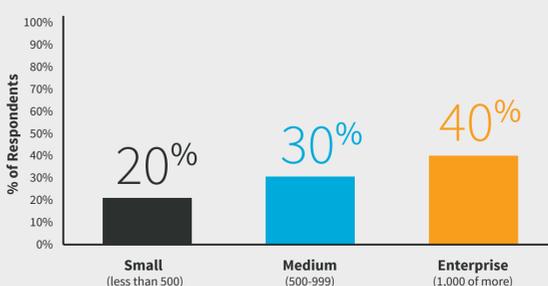
Zephyr conducts an annual global survey of its entire customer base to assess the latest emerging trends in all things testing. The report reflects input from subject matter experts and software development business leaders representing a broad cross-section of industries. Here is a snapshot of what we learned.

## DEVELOPMENT METHODOLOGY



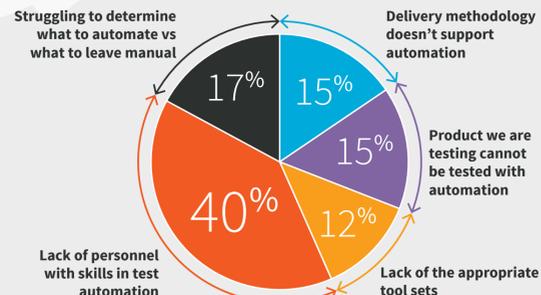
## TEST AUTOMATION

Large enterprises are leading the way towards automation by bringing in more automation in their testing as compared to smaller organizations.



### Biggest Obstacle with Automation?

40% of people find that the biggest obstacle is lack of personnel with skills in test automation.

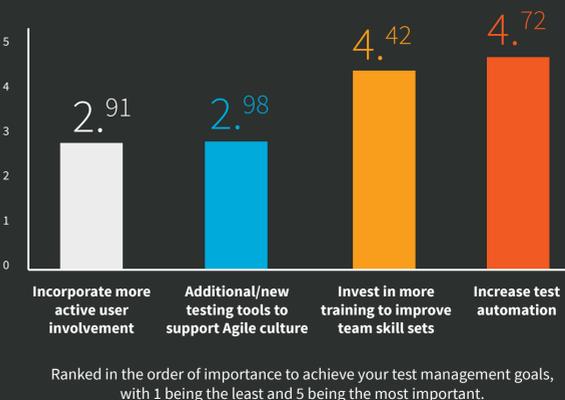


### Biggest Testing Challenges



## TEST MANAGEMENT GOALS—RANKED

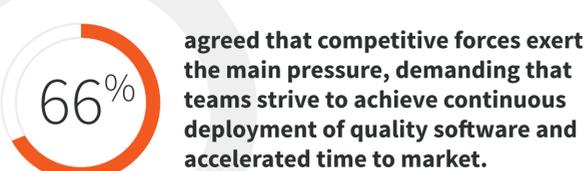
The need to increase test automation and investing in more training to improve team skills are highly ranked.



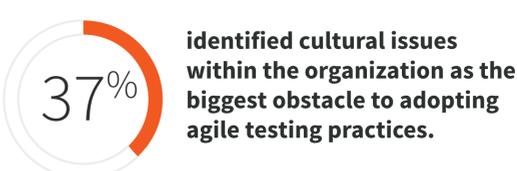
## AGILE ADOPTION

Company size is not a big determinant for whether or not a testing project is agile.

### Biggest Obstacles to Agile Adoption



### Strongest Incentive to Adopt Agile



## DEVOPS ADOPTION

There is a correlation between the size of the company and how far along they are in adopting DevOps.

### Biggest Challenges to DevOps Adoption



### Strongest Motivator to Adopt DevOps



## VALUE OF PREDICTIVE ANALYTICS TOOL TO ADVANCE SOFTWARE QUALITY MANAGEMENT



## HOW THE WORLD TESTS

[DOWNLOAD THE REPORT](#)

Zephyr, a Smartbear company, provides the world's most widely used software test management solutions, powering more than 18,000 customers and 5 million users across 100 countries. Zephyr is leading the global transformation toward DevOps and Continuous Testing Agility through widely adopted advanced quality management, automation and analytics tools. Leading product and IT teams in finance, healthcare, media, mobile, IT services and enterprise leverage the Zephyr family of products to keep pace with accelerating software delivery lifecycles. Dedicated to helping organizations spend less time testing and more time building, Zephyr launched the first testing solution natively inside Jira nearly a decade ago. Today, testing and teams of all sizes rely on Zephyr's end-to-end solutions, unmatched scalability and support to move from ideas to impact with increasing velocity and ease. Zephyr is headquartered in San Jose, Calif., with regional offices in Philadelphia, Europe and India.