



# WORLD QUALITY REPORT

2014-15

SIXTH  
EDITION





## World Quality Report 2014-15

### Sixth Edition

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# ABOUT THE STUDY



The *World Quality Report 2014-15* is based on research findings from 1,543 telephone interviews carried out during March, April and May 2014. Interviewees were all senior executives in corporate IT management functions, working for companies and public sector organizations across 25 countries. This year's research was based on a structured questionnaire of 32 questions translated into six languages. The average length of interviews was 25-30 minutes. The quantitative research study was complemented by additional in-depth interviews to provide greater insight into certain subject areas and to inform the analysis and commentary.

## RESEARCH SAMPLE

For this year's research, only organizations with more than 1,000 employees were selected (in the respondent's national market) – an approach used for the last two years to provide us with valid trending data. A breakdown of the number of interviews conducted by organization size and country is shown in Figure 24 and 26.

Research participants were selected in such a way as to ensure sufficient coverage of different vertical markets to provide industry-specific insight into the QA and Testing issues within each sector. The number of interviews conducted in each industry is shown in Figure 25. The research sample sizes for the Automotive and the Consumer Products and Retail sectors were increased this year to allow for new sections devoted to these sectors.

The research sample consists mainly of senior-level IT executives. As shown in Figure 27, more than half (54%) of the respondents in this year's research sample are CIOs (34%) or VPs of applications (20%).

To ensure a robust and substantive market research study, the recruited sample must be statistically representative of the population in terms of its size and demographic profile. The required sample size varies depending on the population it represents – usually expressed as a ratio or incidence rate. In business-to-business (B2B) market research study, the average recommended sample size is 100 companies. This is lower than the average sample size used for business-to-consumer (B2C) market research because whole organizations are being researched, rather than individuals.

As mentioned above, the B2B market research conducted for the *World Quality Report 2014-15* is based on a sample of 1,543 enterprises with more than 1,000 employees. This provides a sampling ratio of just under one in 25 organizations. The approach and sample size used for the research this year enables direct comparisons of the current results to be made with previous research studies conducted for the report where exactly the same questions are included.

During the telephone interviews, the research questions asked of each participant were linked to the respondent's job title and the answers he/she provided to previous questions where applicable. For this reason, the base number of respondents for each survey question shown in the graphs is not always the full 1,543 sample size.

## QUESTIONNAIRE AND METHODOLOGY

The research questionnaire was devised by QA and Testing experts in Capgemini, Sogeti and HP (sponsors of the research study), in consultation with Coleman Parkes Research. The 32-question survey covered a range of QA and Testing subjects, enriched by qualitative data obtained from the additional in-depth interviews. The quotations shown in the report are taken from these in-depth interviews.

FIGURE 1  
INTERVIEWS BY COUNTRY AND SIZE OF COMPANY

COUNTRY	NUMBER OF RESPONDENTS	SIZE OF COMPANY		
		10,000 +	5,000 – 10,000	1,000 – 4,999
USA	271	96	100	75
Canada	27	10	10	7
Brazil	80	32	28	20
France	151	60	53	38
Germany	129	50	44	35
Netherlands	104	41	36	27
Belgium and Luxembourg	31	12	11	8
Switzerland	26	10	9	7
UK	126	48	44	34
Ireland	26	8	11	7
Sweden	87	35	31	21
Norway	33	13	11	9
Denmark	33	13	11	9
Finland	30	12	10	8
Italy	24	9	7	8
Spain	20	8	7	5
Portugal	21	8	7	6
Hungary	31	12	11	8
Czech Republic	31	12	11	8
Poland	30	12	10	8
Australia	80	32	28	20
New Zealand	10	3	4	3
China	72	30	25	17
Singapore	36	15	13	8
Hong Kong	34	12	11	11
<b>TOTAL</b>	<b>1543</b>	<b>593</b>	<b>543</b>	<b>407</b>

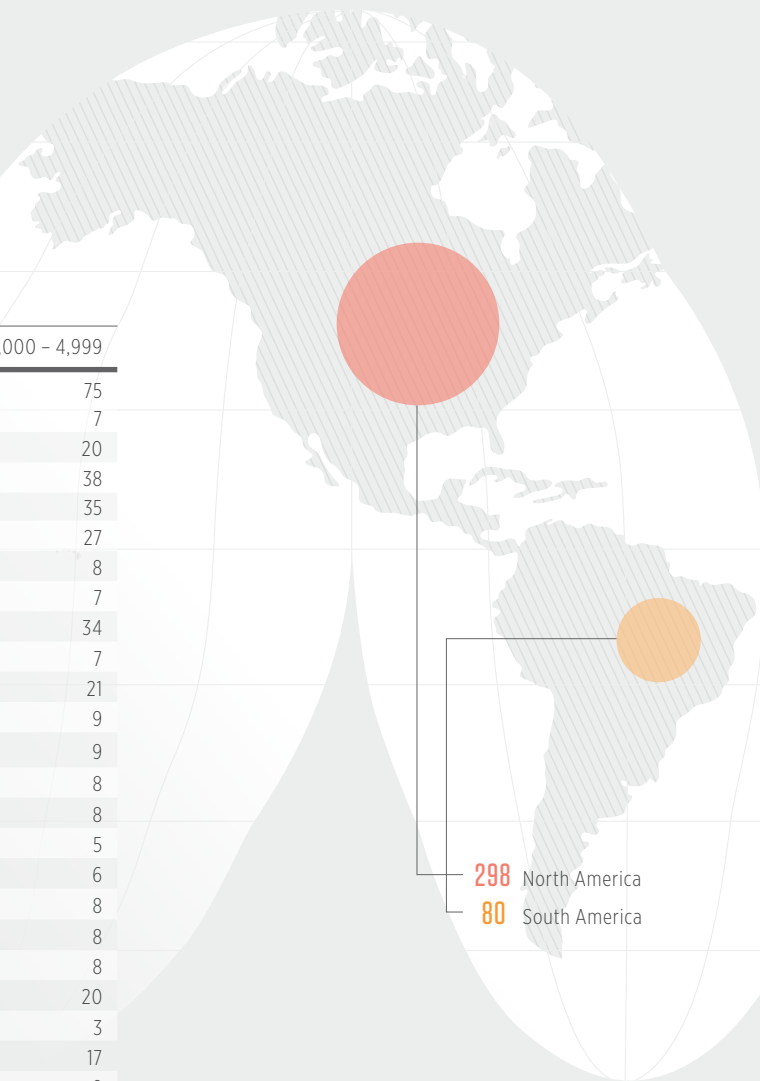
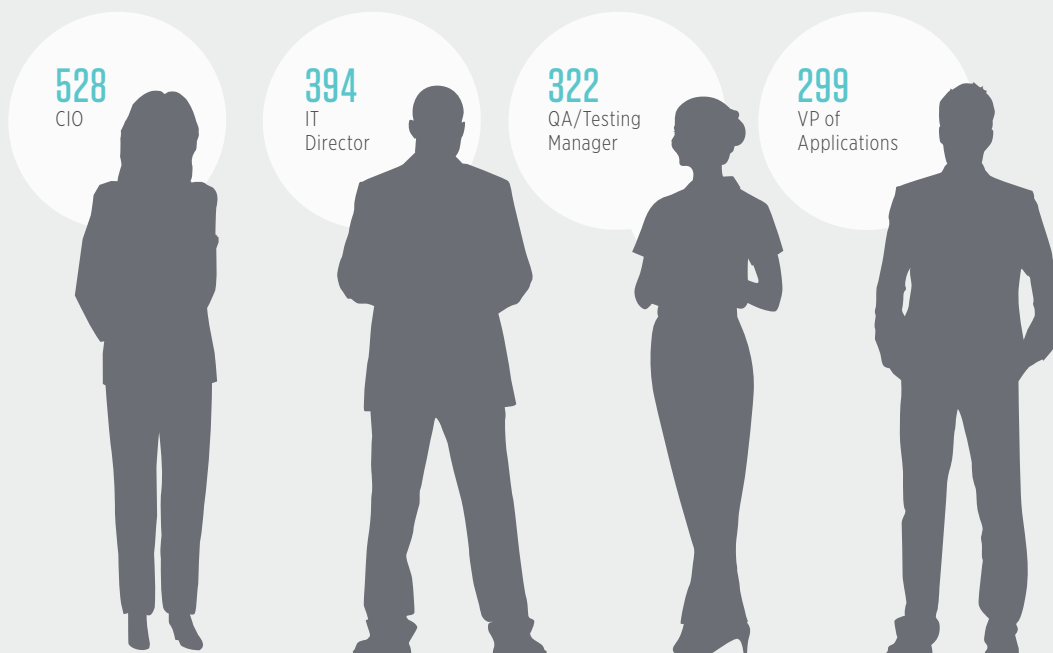
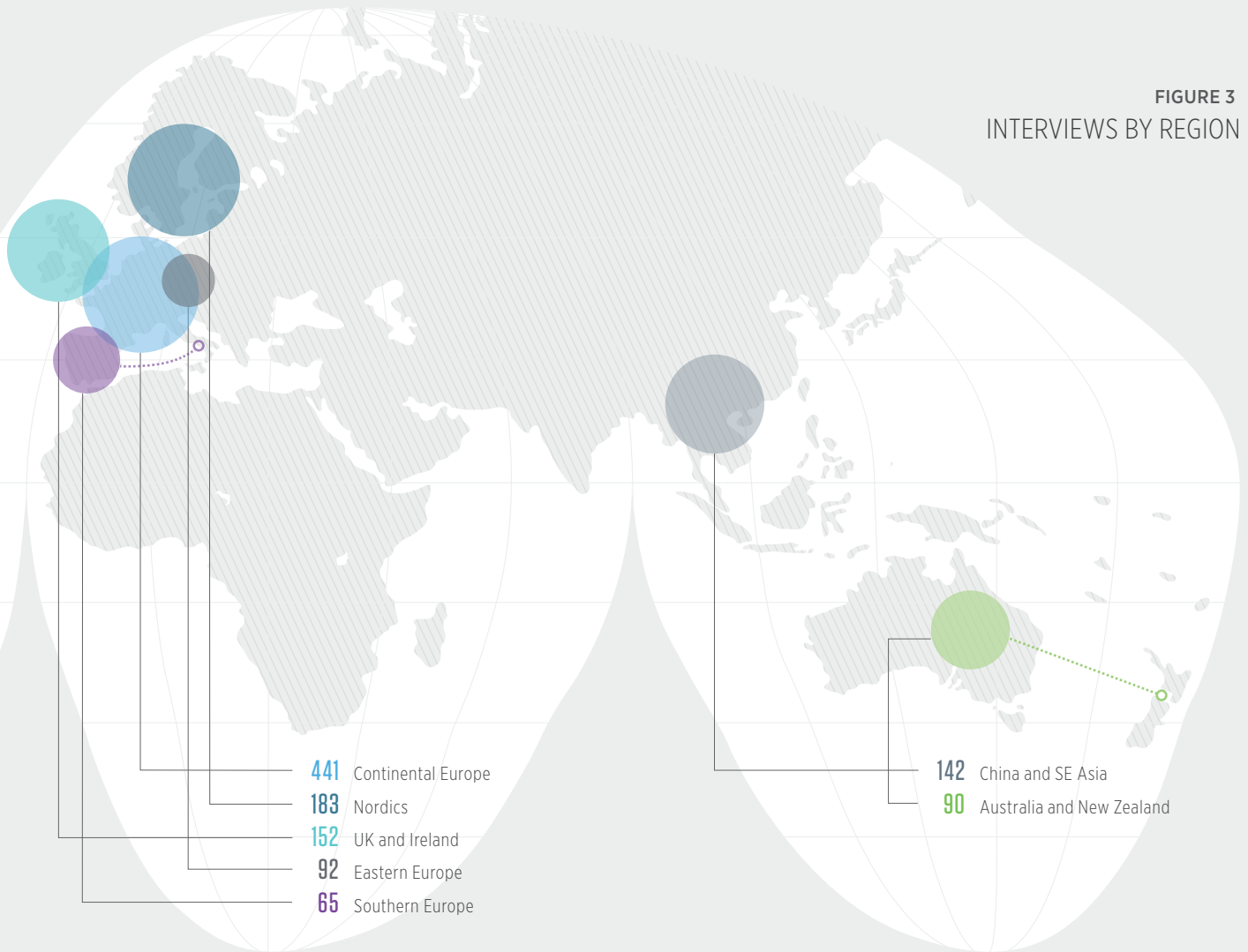


FIGURE 2  
INTERVIEWS BY SECTOR



**FIGURE 3**  
INTERVIEWS BY REGION



**FIGURE 4**  
INTERVIEWS  
BY JOB TITLE



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