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World Quality Report

17th Edition | 2025-26

Adapting to emerging worlds

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World Quality Report

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Introduction

Welcome to the 17th edition of the World Quality Report, which is recognized as the industry's largest research study to provide a comprehensive assessment of the current state of Quality Engineering (QE) practices from around the world and across different industries. This year's report has tracked and examined the latest trends and developments in Quality Engineering and Testing (QE&T) by surveying 2,000 executives across multiple sectors and regions. It's a great honor for us here at Capgemini and Sogeti to publish this report, along with our strategic technology partner OpenText. We have ensured the topics covered are as wide and far-reaching as possible to give you forward-looking view of the latest trends, challenges, transformative initiatives, and disruptions shaping the industry. In this report, you will see our key findings and recommendations for several key focus areas: QE and AI, QE Automation, Data Quality, QE Governance/ Agile QE, Enterprise QE, and Shifting Quality Right. The expert findings are further accentuated with commentary, examples, and best practices from 5 senior executives from various Fortune 500 organizations, who participated in deep-dive interviews around these topics.

A note on our theme - *Adapting to emerging worlds*

Imagine standing at the edge of mirrored worlds. One known, one unknown. The horizon bends, revealing shifting realities where certainty fades and adaptability reigns. In this mirrored multiverse, certainty disappears, and adapting to emerging worlds becomes the ultimate challenge.

The World Quality Report 2025 is your guide through this terrain—helping QE professionals stay ahead, anticipate the unexpected, and turn ambiguity into advantage. Because in emerging worlds, those who adapt don't just follow change, they define it.

Mark Buenen

Global Leader, Quality Engineering & Testing, Capgemini & Sogeti

Sathish Natarajan

Group Vice President, Head of Practices & Portfolio, Sogeti, North America

All hands in

This report wouldn't have been possible without the significant contributions of many people. If you are one of the 2,000 executives across 23 countries who took part in this year's survey, we would like to thank you for your time and contribution in helping us gauge the prevailing moods and trends. We also have a special callout to the industry expert panel, whose insights have been valuable in illustrating the broader themes. We thank our partners at OpenText, and our lead authors and sector subject matter experts (SMEs) at Capgemini and Sogeti, who together analyzed, interpreted, and provided expert commentary on the research data and interviews to build this report.

In addition, we thank the report's production team: much work takes place behind the scenes to ensure this annual exercise bears fruit.

Finally, we thank you, our readers. It's your own experience and interest that gives the World Quality Report its reason for being. As ever, we hope this year's edition makes a rewarding contribution to your continuing efforts in software quality assurance (SQA), and that you can take advantage of these findings and recommendations to shape your QE strategy, and perhaps even to challenge some of your current thinking.

A special note of thanks to the steering committee

Client perspectives have always been a defining feature of our reports. This year, that tradition was taken a step further with the formation of a steering committee comprising of experts from our client organizations. Their guidance and support proved invaluable in shaping and validating the key findings and recommendations.

We extend our sincere thanks for their time, insight, and effort in helping make this report the valuable resource it is today.

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World Quality Report 2025: Adapting to emerging worlds

Artificial intelligence (AI) has without doubt sparked a remarkable transformation in Quality Engineering (QE), ushering in new opportunities to reimagine work. However, it also brings with it uncertainty. QE teams are cautious, finding the road to AI adoption difficult.

At OpenText, we're proud to once again partner with Capgemini and Sogeti to explore this further and deliver the 17th edition of the World Quality Report 2025: Adapting to emerging worlds. Backed by more than 35 years of trusted expertise, this year's findings unearth the urgent need for QE recalibration to better support enterprises where enthusiasm for transformation conflicts with the practical realities of AI integration and innovation.

Our research highlights both momentum and hesitation across many facets of the QE ecosystem. Most notably, AI non-adopters rose from 4% in 2024 to 11% in 2025, with many organizations still in an experimentation phase. Only 15% have successfully scaled AI across the enterprise.

Other key findings include:

- Generative AI (Gen AI) is gaining traction by supporting smaller, project-based activities rather than being leveraged as a strategic partner.
- Automation is at a crossroads with nearly 50% organizations still in the planning stage and coverage averaging only a third of test cases. Gen AI is influencing how automation is built and executed. Nonetheless, deeper integration into enterprise workflows remains rare.
- In Test Data Management (TDM) and Enterprise Resource Planning (ERP) testing, almost all (95%) organizations now use Gen AI to generate test data, but only 10% have fully embedded it into their development lifecycles.
- Synthetic data adoption is growing (35%) and supplies more than a quarter of test data, but tooling maturity remains low, and ownership fragmented.
- Only 6% of enterprises use Gen AI in ERP testing, as analysts and developers juggle broader QE responsibilities. This widening of the traditional QE role is prompting leaders to ask whether it's time to redefine responsibilities, frameworks, and strategies via an AI-powered lens.

This report also reveals that although Gen AI offers vast potential to encourage new and innovative ways of working, true value is realized only when balanced with foundational QE excellence, clear ownership, and measured by tangible outcomes - regardless of whether it's QE specific or across an entire enterprise. For this to be effectively managed, hesitation toward AI implementation needs to be eradicated and confidence restored.

So how do we trigger a change in perception? The report paints a clear picture that by investing in skills, governance and alignment – as evidenced by the 15% that have succeeded – organizations can connect information across the software delivery lifecycle to provide visibility and the knowledge foundation that empowers AI agents, thereby increasing confidence and reducing that perceived risk.

We are all living on the two dimensions of data and AI. The future is AI. It's already here. I hope today's findings encourage QE leaders to embrace AI's limitless capabilities rather than fear them. Leverage automation into test design and when mastered, scale it. Learn to redefine success metrics and align tooling strategies with business outcomes. Upskill a workforce to work smarter – not harder.

Only then can machines do the work and empower organizations to focus on what truly matters: Innovation and business growth.

Tal Levi-Joseph

Vice President, Engineering, Application Development Modernization, OpenText

Executive summary

The impact of generative AI and agentic solutions on Quality Engineering

Over the last year, we have seen the exponential impact of generative AI (Gen AI) and agentic technologies across industries, transforming how software is designed, developed, and delivered by organizations. Of all enterprise functions, Quality Engineering (QE) is a field with huge transformative potential.

The theme of this year's World Quality Report, adapting to emerging worlds, speaks directly to the transformation underway. In a world that keeps changing, the ability to adapt becomes the key to staying resilient. With global challenges redefining how we live, learn, and are tested, adaptability has become the truest measure of growth and leadership. In QE, this equates to rethinking roles, reimagining processes, and reshaping how quality itself is defined. The organizations that are most capable of adapting are the ones driving this next generation of smart, autonomous, and reliable engineering.

Two years into Gen AI adoption, maturity remains bifurcated: 15% achieved enterprise-wide scale, 30% reached operational deployment, while 43% remain in experimentation. Notably, non-adopters increased from 4% (2024) to 11% (2025), signaling heightened market caution.

Despite this, early results are encouraging; organizations are seeing average productivity improvements of 19%, largely through quicker test generation, more intelligent automation, and better test coverage.

From manual bottlenecks to AI-powered acceleration

Quality Engineering and Testing (QE&T) are still two of the most manual and time-consuming phases in the software lifecycle. As code generation and integration speed up with the help of Artificial Intelligence (AI), there is a greater need for validation. In most organizations, testing is still considered a bottleneck, which limits release velocity and time-to-market.

But QE has always been a rich field for innovation, and Gen AI is now rewriting the rules of what is possible, from smart test design and requirements evolution to AI copilots and self-correcting tests. The revolution is no longer theoretical; it's in motion.

That said, scaling AI in QE is not without challenges. Integration complexity (56%), data privacy, skill gaps, and ill-defined governance are the major challenges. Organizations achieving scale establish clear AI roadmaps with defined milestones, ownership, and ROI metrics, while upskilling their workforce and infusing governance across the QE lifecycle.

Key Insights from the 2025 World Quality Report

This year's World Quality Report interviewed 2,000 executives globally to discover how Gen AI and agentic solutions are transforming the QE field. Our study aimed to answer the most urgent questions that QE leaders have today:

- To what degree have QE teams adopted Gen AI in their testing practices?
- How are Gen AI and agentic technologies shaping strategy, test design, automation, data management, and shift-right strategies?
- What are the success factors for scaling AI adoption in QE?
- How must human capabilities evolve to thrive in an Artificial Intelligence (AI)-enhanced world?

Key highlights

- **AI in QE:** Two years after adoption, 15% have scaled enterprise-wide, 43% are piloting, and 30% are running. Average productivity gains are 19%, although one-third see little effect due to skill and governance issues.
- **Automation:** Still fragmented. Just one-third of test cases are automated on average. More than 60% leverage AI for autonomous script creation and data generation, but integration and ownership limits strategic value.
- **Test Data Management (TDM):** 95% leverage AI for test data generation, yet only 10% enjoy full lifecycle integration. Almost 50% do not have centralized TDM ownership, and this creates fragmentation and risk.
- **Agile QE:** AI and Agile delivery require hybrid skills such as AI fluency, QE depth, and domain expertise. However, QE is integrated into just 20% of Agile teams, and only 25% tie metrics to business results.
- **Enterprise QE:** Aligning legacy systems with AI innovation is still hard—integration complexity (56%) and AI validation (53%) are the highest challenges.
- **Shift-Right Practices:** Though 94% examine production data, 45% are not effective in taking action. Combining continuous feedback loops and resilience testing is essential for long-term impact.

These insights reinforce that while AI in QE adoption continues, governance, integration, and skills are the key levers for scale and long-term value.

The expert in the loop: Redefining the role of the quality engineer

With AI copilots, agentic systems, and self-healing frameworks becoming part of quality processes, the function of human quality engineers is being redefined. Future-ready QE experts will have to complement automation with critical thinking, ethical sense, domain expertise, and AI collaboration abilities.

This transition requires a new paradigm of Collaborative Intelligence, one that combines human know-how with machine accuracy. To realize the full value of AI, organizations need to concentrate on three imperatives:

- Strategic alignment of business objectives and QE efforts.
- Strong data security and governance models.
- Ongoing learning and upskilling to enable teams to collaborate efficiently with AI systems and tools.

The future of QE

Quality remains the cornerstone of trust in the digital enterprise. While Gen AI and agentic solutions redefine every aspect of software engineering, QE is evolving from a gatekeeping function to a strategic accelerator of speed, innovation, and reliability.

The 17th edition of World Quality Report gives the most comprehensive picture yet of where we are in the industry, and where we're going. We'd like to invite you to discover the insights, learn from the frontrunners, and think afresh about how your organization can use Gen AI to build not only higher quality software, but higher quality systems of quality itself.

Wishing you an insightful read.

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Key recommendations

Chapter 1 : Quality Engineering in AI

- **Set realistic expectations while securing strategic positioning:** Recognize that Gen AI productivity gains are incremental but create competitive advantage. Demonstrate how QE's AI initiatives connect to business outcomes—reduced defects, faster releases, lower incidents, moving beyond efficiency to show revenue impact and risk reduction.
- **Fast-track upskilling through structured training with validation:** As use cases expand into test case design, requirements analysis, and self-healing automation, organizations must accelerate specialized training programs. Verify teams can challenge AI outputs, not just operate tools—test this competency before and after training. Introduce new AI-focused roles, create clear professional development pathways, and partner with external experts to bridge immediate capability gaps.
- **Establish clear AI ownership and governance:** Create dedicated AI-QE roles with specific accountability, budget, and authority. Implement governance frameworks to ensure ethical usage, monitor performance, and maintain strategic alignment. These roles must own initiatives end-to-end, solving the problem where AI becomes everyone's yet no one's responsibility.
- **Ensure high-quality data inputs:** Accurate, complete, clear and relevant input data is non-negotiable. Garbage in, garbage out applies doubly to AI.
- **Treat AI instructions as technical specifications:** Success depends on instruction completeness, vague requests guarantee rework. Time invested upfront returns multiples in avoided revisions. Develop three core competencies: writing precise specifications, evaluating outputs critically, and iterating systematically. Use AI as an instruction improver and output validator, creating a self-reinforcing quality cycle.
- **Invest in knowledge management systems:** Enable AI to reference both internal context (testing patterns, project constraints, defect histories) and external requirements (compliance, industry standards) through secure queries. Ground AI responses in your actual documented practices using Retrieval Augmented Generation (RAG) or similar tools. This prevents hallucination and delivers accurate, context-aware outputs the first time, while maintaining data security.
- **Bridge the pilot-to-enterprise gap:** Address the disconnect between operational enthusiasm and leadership priorities that keeps organizations stuck in experimentation. Ensure AI initiatives align with broader business goals by demonstrating value beyond operational metrics.
- **Focus metrics on transformation impact:** Select key measures showing real QE improvement, overall QE&T productivity (effectiveness factored by efficiency), team collaboration scores and even business metrics. Link these directly to performance reviews and advancement rather than adding more KPIs.
- **Leverage strategic partnerships for capability building:** Partner with service providers to accelerate adoption, share best practices across implementations and prepare for agentic AI adoption. Ensure external experts enable knowledge transfer to internal teams, building capability rather than dependency.
- **Strengthen data privacy and compliance protocols:** As Gen AI tools increasingly interact with sensitive data, organizations must implement privacy safeguards and ensure compliance with evolving regulatory standards. This includes anonymizing training data, selecting enterprise-appropriate large language models (LLMs) that align with security policies and use case requirements, and establishing clear audit trails for Gen AI outputs.

Chapter 2 : QE Automation

- **Move from planning to action:** Shift gears from prolonged strategizing to outcome-linked execution. Pilot, iterate, and scale with measures tied to release predictability and risk reduction. Strategy without execution remains largely theoretical.
- **Redefine success metrics:** Replace "% of tests automated" with indicators that matter—customer impact, release velocity, and defect containment.
- **Integrate test design and automation:** Treat automation as integral to test design, not an isolated scripting task. This alignment reduces rework and strengthens delivery resilience.
- **Adopt a balanced tooling strategy:** Blend open-source and commercial-off-the-shelf (COTS) solutions pragmatically, prioritizing governance, scalability, and long-term maintainability over tool hype.
- **Harness Gen AI with guardrails:** Acknowledge the reported 25% AI-generated baseline but avoid over-reliance. Validate outputs rigorously, appoint AI champions, and embed structured adoption practices with compliance oversight.
- **Tackle persistent challenges head-on:** Invest in enterprise-wide frameworks, synthetic test data solutions, and cultural levers to overcome decade-old barriers that still constrain scalability.
- **Shift AI toward business value:** Focus AI on high-impact use cases tied to measurable business outcomes—dynamic test selection, analytics, and user flow optimization—rather than technical conveniences.

Chapter 3 : Data Quality

- **Standardize definitions and metrics:** Establish what makes up Gen AI in Test Data Management(TDM) to enable accurate measurement and benchmarking.
- **Centralize test data ownership:** Move away from federated, ad-hoc data creation towards an enterprise-wide TDM ability.
- **Align synthetic data with compliance and accuracy:** Utilize the strength of Gen AI in scenario-based data generation to address regulatory requirements as well as improve defect detection in non-production environments.
- **Advance tooling maturity:** Progress from simple scripts to single platforms where Gen AI, automation, and compliance controls can be combined.
- **Shift cultural mindsets:** Promote test data from a help task to a QE strategic pillar.
- **Expand automation across the lifecycle:** Grow automation coverage in provisioning, masking, and validation to reduce manual dependency and shorten test cycles.

Chapter 4 : QE in Agile

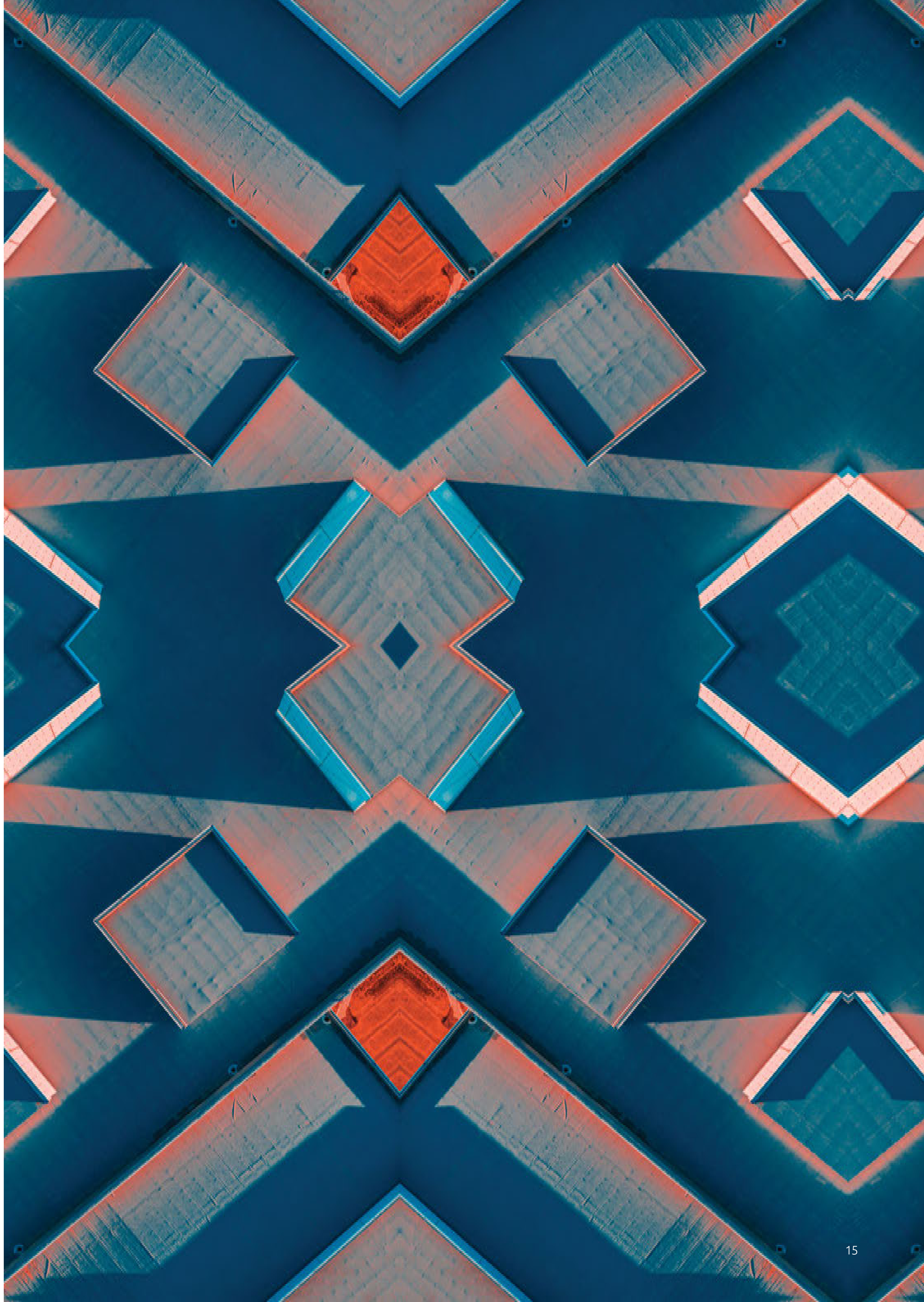
- **Reposition QE as a strategic function -** Align QE metrics with business outcomes to elevate its role from support to strategic enabler.
- **Invest in Gen AI and domain expertise -** Prioritize training in Gen AI and contextual knowledge to enhance automation and relevance.
- **Shift toward embedded and hybrid models -** Gradually move away from centralized QE structures toward embedded or federated models that support Agile collaboration.
- **Strengthen cross-functional collaboration -** Foster deeper integration between developers, testers, and analysts. 61% of respondents cite this as the top enabler of quality and speed.
- **Modernize governance and culture -** Clarify QE roles within Agile teams and challenge outdated narratives about QE being replaceable or purely technical.
- **Support continuous learning and communication skills -** Encourage ongoing skill development, especially in communication and team collaboration, to support Agile maturity.

Chapter 5 : Enterprise QE

- **Rebalance testing teams -** Introduce more dedicated QE professionals into teams currently dominated by business analysts and developers.
- **Invest in AI-ready QE capabilities -** Build internal capabilities to validate AI components, including training on model behavior, bias detection, and explainability.
- **Modernize automation frameworks -** Replace outdated automation tools with modern, scalable solutions like Playwright. Focus on speed, maintainability, and integration with Continuous Integration and Continuous Delivery/Deployment (CI/CD) pipelines.
- **Adopt sector-specific strategies -** Tailor QE approaches to industry needs (e.g., financial services vs. public sector).
- **Embrace the crossroad strategy -** Maintain traditional QE for core systems while leapfrogging into AI-driven testing for edge applications.
- **Redefine QE roles for the future -** Prepare for the evolution of QE roles. Focus on upskilling in Gen AI, automation, and platform-specific testing. QE will not disappear; it will transform.

Chapter 6 : Shifting Quality Right

- **Strategize beyond tools:** Tools are essential enablers, but not the solution. To truly embrace shift-right, organizations must embed these practices into a broader quality governance framework that seamlessly connects production monitoring with pre-production testing, decision-making and continuous improvement.
- **Prioritize resilience over visibility:** Enhanced monitoring is valuable, but resilience ensures reliability. True system quality demands resilience testing, including controlled failure and chaos experiments, to validate stability under stress.
- **Leverage real user insights:** Shift-right must go beyond system telemetry. Incorporating feedback from real users via focus groups, feature flags, and in-production experiments offers a richer, more authentic view of quality in action and helps align engineering efforts with user expectations.
- **Balance proactive and reactive quality:** Monitoring production incidents is important. We recommend organizations invest in continuous telemetry collection and predictive analytics. This enables teams to anticipate and prevent issues before they impact customers, shifting the approach from reactive firefighting to proactive assurance and strengthening overall system reliability.
- **Bridge the quality lifecycle:** Integrate shift-right practices with shift-left approaches ensure that lessons from production environment directly inform design, development, and early testing, creating a closed-loop system of learning and improvement.



The next frontier of *Automotive* engineering

Axel Schönwald
Head of Automotive, Sogeti Germany

Reinventing the automotive world from the ground up

The challenges confronting the automotive sector are among the most significant it has ever faced. For decades, the story was about powertrains, production efficiency, and brand loyalty. Now the primary concern is mobility ecosystems consisting of software-defined vehicles and data-driven experiences.

Throughout Europe, and especially Germany, automakers such as BMW, Volkswagen, and Mercedes-Benz are facing a two-part challenge: moving away from internal combustion to electric vehicles (EVs), and from dealer-based sales to direct, digitally controlled relationships. Electric cars, the industry's golden promise not so many years ago, are now facing a reality check. Consumers are hesitant, the infrastructure is patchy, and Original Equipment Manufacturers (OEMs) are up against competition not from other automakers, but from software-based disruptors such as Tesla and BYD.

At the same time, the economics of the transition are intimidating. EVs use up to 25% fewer parts than traditional cars, reducing the profit pie for suppliers. What is developing is a radical reshaping of the auto value chain; one that combines technology, customer interaction, and sustainability in ways the industry has never seen before.

Breaking down the car: Less metal, more code

E-vehicles are smartphones with wheels. They're smart, networked, and meant to evolve over-the-air. But this revolution has precipitated a culture conflict between the agile approach of software engineers and the process-oriented tradition of carmakers.

To bridge that gap, most OEMs are reassessing their approach to software ownership. While some are moving toward building their own automotive operating systems, buying "dumb parts" and layering proprietary software across them, others are opting for complete, ready-to-integrate systems from players like Google (Android Automotive) or Meta. This dual shift opens significant opportunities for IT service providers to support integration, testing, and platform engineering across both custom and commercial software stacks.

Who owns the customer? The battle behind automotive's new sales model

There is a shift in sales models. BMW, Mercedes, and Volkswagen are moving from a dealer-driven system to a direct sales system where OEMs own the prices, marketing, and customer data, and dealers serve as middlemen, receiving commissions but sacrificing control of sales terms.

This change gives automakers greater brand consistency and customer insight but introduces new tensions. The large dealerships are now the ones negotiating, rather than selling, the cars. The conversation has shifted from "take it or leave it" to "let's negotiate how many cars I'll sell for you."

Digitization is at the heart of this model. Dealer-led, fragmented systems are being replaced by centralized pricing engines, customer analytics, and AI-driven configurators. For IT companies, it is a major chance to upgrade legacy sales platforms, bring Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems together, and make data flow easily between OEMs and agents.

Generative AI and the future of Quality Engineering

Despite all the excitement, the use of generative AI (Gen AI) across the automotive industry is still cautious. Many OEMs are still in the testing phase but haven't yet got clear directions. The hesitation stems from both data sensitivity and the need for explainable AI; companies want full control over how their models learn and what insights they share.

Nonetheless, there are some early use cases with great potential. At a leading automotive company, Gen AI is being used not to generate test cases but to automate requirement specification, extracting information from team meetings, emails, and documents to create improved acceptance criteria and test coverage.

Another highlight innovation is Artificial Intelligence (AI)-powered test data generation. By automating the production of synthetic Vehicle Identification Numbers (VINs), Capgemini teams assisted in scaling from 1,000 VINs per month to more than 20,000 and forecasted future test data demand patterns. This anticipatory data generation accelerates quicker, more intelligent test cycles, transforming what was previously a manual, reactive process into a predictive capability.

Simulation, digital twins, and the future of testing

Hardware-intensive testing is being replaced by simulation-led engineering. Audi, for example, produces thousands of test cars every year and then systematically destroys them afterward. With AI-powered digital twins, those physical prototypes can be substituted by simulated models that mimic actual performance, allowing automakers to test software patches and configurations without physical production.

Just like virtual Electronic Control Units (ECUs) and Other Control Units (OCUs) as well as simulated hardware units using AI, enable developers to execute and verify software much sooner in the production process. Even saving 30–40% of hardware expenses by simulation amounts to tens of millions of dollars saved each year.

As testing is increasingly virtualized, Quality Engineering (QE) and AI intersect. The vehicle becomes both a product and a digital platform—tested, monitored, and optimized constantly by using real-world data.

Software quality as the new vehicle safety standard

When a car drives autonomously, who's liable for a crash? The brake supplier? The sensor maker? The OEM?

In a world of shared software and distributed supply chains, the answer is not straightforward. Unlike in the U.S., where software can be tested in the field and companies can face litigation afterward, OEMs in Europe must demonstrate software reliability upfront, due to strict safety regulations.

This legal and regulatory context makes QE a strategic differentiator, and one of the most risk-sensitive functions in the European automotive landscape.

Driving revenue with AI

Most automotive AI investments focus on cost reduction by automating testing, optimizing operations, or reducing rework. But the real opportunity lies in using AI to generate new revenue streams.

Automotive quality will reach the next level when predictive maintenance, and personalized in-car services, become available. Quality will be measured not in defects prevented, but in value created.

The automotive industry's future depends on one question: can carmakers reinvent themselves not just as builders of vehicles, but as architects of connected, intelligent ecosystems that move people and data with equal precision?

The race is on. And this time, it's not about horsepower. It's about mind power.

Survey watch

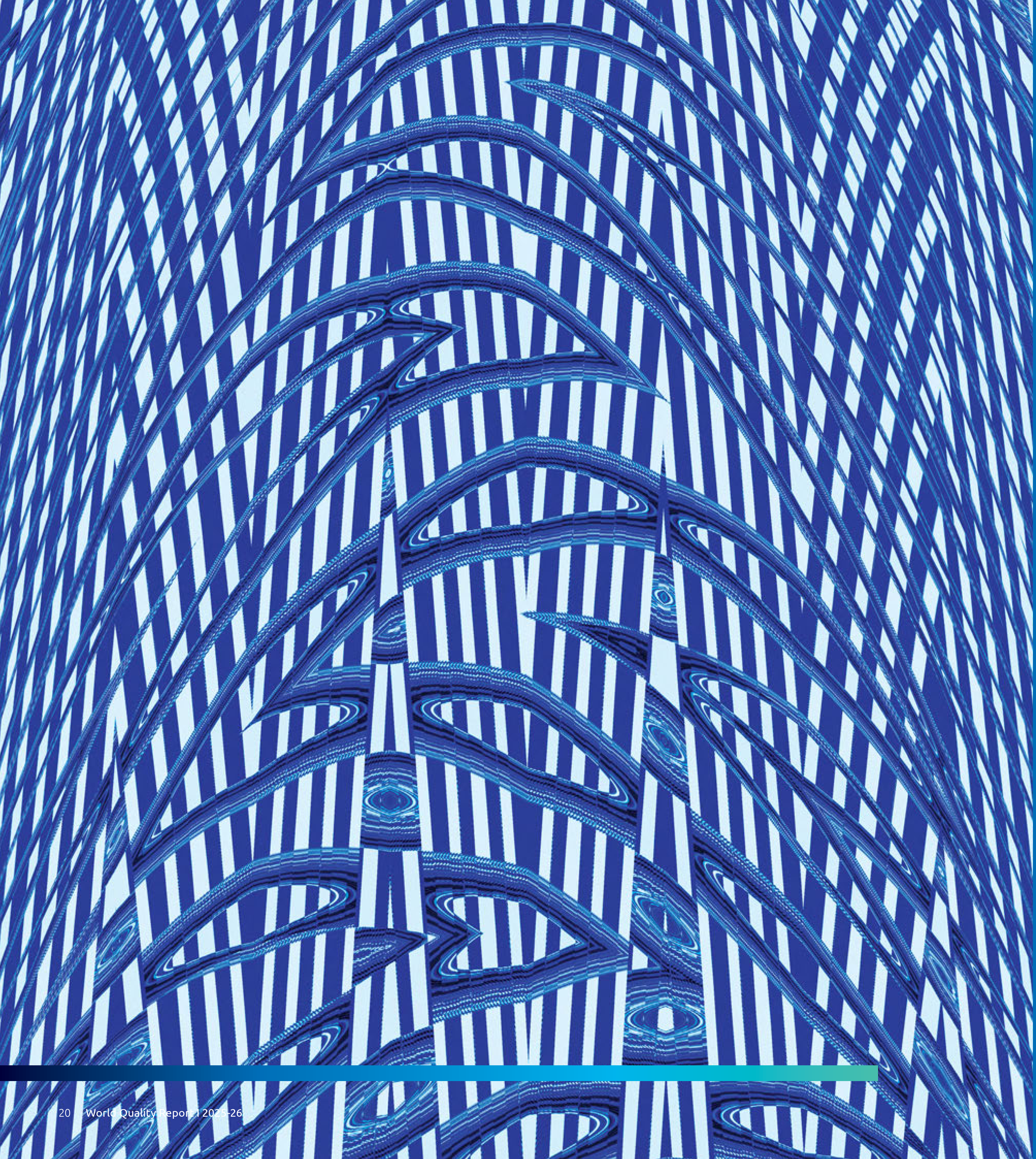
44% Organizations say that they have some automation in place, but manual effort remains dormant.

63% Feel that generative AI is the most important skill for quality engineers.

30% Respondents say that they have a centralized QE organization that supports multiple Agile teams.

42% Feel that QE metrics include some strategic measures of team productivity and effectiveness but are still mainly viewed as a delivery support function.

45% Focus on analyzing production data trends but face challenges in effectively applying insights to improve quality.



About the survey

World Quality Report 2025-26

The World Quality Report 2025-26 is based on research findings from 2,000 interviews carried out during June and July 2025 by Coleman Parkes Research. The average length of each interview was 30 minutes and the interviewees were all senior executives in corporate IT management functions, working for companies and Public Sector organizations across 23 countries.

The interviews this year were based on a questionnaire of 44 questions, with the actual interview consisting of a subset of these questions depending on the interviewee's role in the organization. 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. The main themes for all survey questions remained the same, though a few objective responses were also added for the first time this year. Quality measures were put in place to ensure the questionnaire was understood, answered accurately and completed in a timely manner by the interviewee.

Research participants were selected to ensure sufficient coverage of different regions and vertical markets to provide industry-specific insight into the quality assurance and testing issues within each sector.

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 a 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 2025-26 is based on a sample of 2,000 interviews from enterprises with more than 1,000 employees (20%), organizations with more than 5,000 employees (31%) and companies with more than 10,000 employees (36%).

During the 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 2,000 sample size.

The survey questionnaire was devised by Quality Engineering experts in Capgemini, Sogeti, and OpenText (sponsors of the research study), in consultation with Coleman Parkes Research. The 44-question survey covered a range of software Quality Engineering and digital assurance subjects. The analysis of the survey results was enriched by qualitative data obtained from the additional in-depth interviews.

Thank you

Capgemini, Sogeti, and OpenText would like to thank

The 2,000 IT executives who took part in the research study this year for their time and contribution to the report. In accordance with the UK Market Research Society (MRS) Code of Conduct (under which this survey was carried out), the identity of the participants in the research study and their responses remain confidential and are not available to the sponsors.

All the business leaders and subject matter experts who provided valuable insight into their respective areas of expertise and market experience, including the authors of the country and industry sections and subject-matter experts from Capgemini, Sogeti and OpenText.

www.sogeti.com/research-and-insight/world-quality-report-2025-2026/

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