

\$389B

Amount spent on enterprise app development in 2017¹

26%

of corporate IT budgets spent on QA and testing²

Closing the App Quality Gap

AI, automated testing and QA are vital today when it comes to building great apps

43%

of companies say they lack sufficient testing expertise²

23%

of companies say QA is the biggest handicap for faster releases⁴

four in five

companies automate less than 50% of app testing³

Why Many Apps Fail the Quality Test

Too Slow



68% of users delete an app if it takes 6 seconds or more to load⁵.

Power Drain



44% of users abandon an app if it drains a device's battery⁷.

Too Glitchy



88% of users uninstall an app the first time it glitches or crashes⁶.

Poor UI/UX



32% of users ditch an app if it features confusing U/I⁷.

Data Hogs



51% of users uninstall an app if it hogs too much data⁷.

Low Utility



72% of users delete an app if they don't use it more than once⁷.

Poor Performance



40% of users replace an app with a newer, better imitator⁷.

IBM Services

For more information about IBM IGNITE Quality and Test, visit ibm.com/ignite



© Copyright IBM Corporation 2018. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

Sources:

¹ Gartner, "Gartner Worldwide Spending Forecast," <https://www.gartner.com/en/newsroom/press-releases/2018-01-16-gartner-says-global-it-spending-to-reach-37-trillion-in-2018>

² Sogeti, "World Quality Report," 2017-18, https://www.capgemini.com/wp-content/uploads/2017/09/wqr-2017-18_north-america.pdf

³ PractiTest, "State of Testing Report, 2018," http://qablog.practitest.com/wp-content/uploads/2018/07/2018_state_of_testing_report_1.2.pdf

⁴ Kobiton, 2018 Mobile App Testing Survey," <https://kobiton.com/blog/industry-insights/mobile-testing-market-survey>

⁵ CA Technologies, "Software—The New Battleground for Brand Loyalty," <https://www.ca.com/content/dam/ca/us/files/msf-hub-assets/research-assets/software-the-new-battleground-for-brand-loyalty.pdf>

⁶ QualiTest, "Survey: 88% of App Users Will Abandon Apps Based on Bugs and Glitches," <https://www.qualitestgroup.com/resources/news-item/survey-88-app-users-will-abandon-apps-based-bugs-glitches>

⁷ Statista, "Reasons for smartphone users in U.S. to delete mobile apps," <https://www.statista.com/statistics/473841/reasons-delete-mobile-app-usa>