The future up close

WORLD QUALITY REPORT

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FRANCE

Adopting a macro lens to view QE's evolution?

The French regional pull-out in last year's World Quality Report highlighted the region's position as 'positive and progressive'; and in 2023, it still holds true. But with major adoption of Artificial Intelligence (AI) and Generative AI trends in recent times, organizations have moved past thinking about testing, quality, and IT in silos. The goal is now to better integrate and scale their usage. Consequently, the conversation has shifted towards efficiency, the business value of testing, and agility that may provide a quick return on investment in quality.

Bird's-eye view

Over the years, a strong understanding of testing and quality has led France to adopt a more holistic view on quality within the global IT landscape. We are witnessing a greater integration between IT, testing, and business than ever before. This will keep getting better as CIOs are increasingly prioritizing the business value and efficiency of testing over what and how testing is done.

While business value and cost are important factors guiding key decisions related to quality and testing, the KPIs at play include reducing defects and enhancing user experience. This speaks volumes about the impact of user feedback and why organizations need to pay close attention to it.

Agile is the way to be

It can be argued that advocating for an agile work approach could expedite the return on investments made by organizations. However, agility also means teams aligning under a common goal, where quality becomes a shared responsibility for all. This is contrary to the country's usual siloed approach, as historically France has, "Developers working on one side, business analysts working on another, and testers on the third."

To guarantee cooperation between all stakeholders, and stimulate a proactive exchange of expertise and knowledge, organizations have started employing a Business-Driven Development (BDD) approach. Employing BDD as a tool enables developers and testers to identify the correct tests that will achieve desired business outcomes.

While this has opened gateways to harness automation capabilities, today, most organizations treat automation as a distinct function from BDD. Exceptions are those who have already attained a level of maturity, and can seamlessly integrate BDD and automation from the onset. An agile culture is the best way to achieve this seamless integration, and as far as we have seen, France still has a few miles to cover on that front.

AI that tests well

However, a trend that France is swiftly embracing is the adoption of AI and Generative AI (Gen AI). AI has emerged as a multifaceted force – a tool, a trend, and an evolutionary

wave. French organizations are increasingly directing their attention toward exploring its potential to enhance process efficiency and boost team productivity. What remains to be seen in France is not merely the utilization of AI and Gen AI for organizational benefits, but rather its role as an assistive tool, when fed with the right keywords as prompts.

Even so, while the market is still debating the pros and cons of AI in the long run, current trends strongly suggest that it will enhance the capabilities of quality engineers at every stage of Quality Engineering (QE).

What's next for France?

As the country progresses in mastering the shift-left approach, there is an emerging expectation that it will also excel in the Shift-Right approach, embracing the potential benefits offered by Site Reliability Engineering (SRE). Although SRE is heralded as a highly intriguing topic, it has not become a core competency yet.

Sustainability remains a topic of global concern, and its integration in testing is at the nascent stage in the region. Our research shows that while most organizations are incorporating sustainability into every facet of their decision-making and operations, they often do so primarily to drive business growth rather than out of a genuine commitment to the cause.

2023 is all about efficiency in the French industry, with each organization striving to adopt a holistic view of quality engineering, positioning itself as a leader in its sector. After

the Covid-19 virus unveiled vulnerabilities across different industries, it's safe to say, "There will always be a way to deliver more value".

France looks forward to perfecting it.

Survey Watch

73%	Organizations are using AI to drive higher productivity
63%	Organizations have used AI for self-healing and test execution
86%	Organizations' automation test suites are integrated into their delivery pipelines
85%	Organizations believe QE can contribute to their sustainability
96%	QE associates are agile-aligned in organizations

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