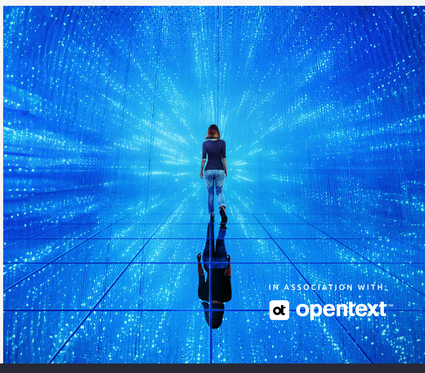
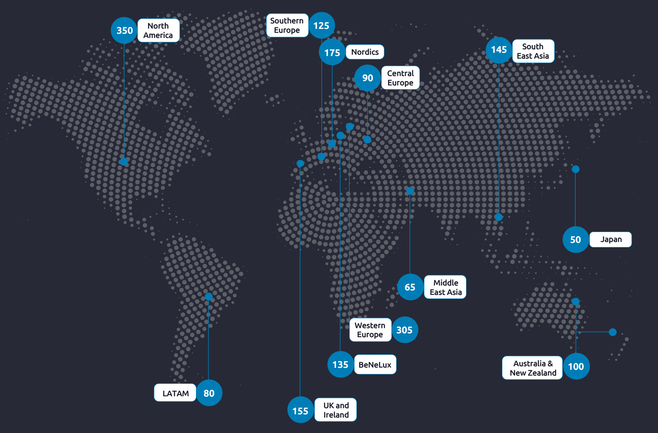
New futures in focus

WORLD QUALITY REPORT

16th Edition | 2024-25



Interviews by *country*



Interviews by *sectors*

- 19% — HI Tech including start ups, hardware vendors + Aerospace & Defense
- 15% — Financial Services industry, including Capital Markets, Banking and Insurance (Core banking, retail banking, capital markets)
- 11% — Public Sector/Government (Public security, tax & welfare, public healthcare, local & regional government, defense log)
- 11% — Telecommunications, Media & Entertainment (Service Providers, Media & Entertainment, Network Equipment Providers)
- 10% — Consumer goods & retail / Distribution & Logistics
- 7% — Healthcare & Life Sciences (Healthcare Providers and Hospitals; Life Sciences/Pharmaceuticals including drug development)
- 7% — Automotive, Manufacturing (passenger cars, light commercial vehicles, heavy trucks, buses and coaches))
- 7% — Energy, Utilities, and Chemicals Energy & Natural Resources, Oil & Gas; public and private utilities, chemicals product
- 7% — Manufacturing, (inc. industrial product and excluding Automotive)
- 6% — Transportation (Aviation, Rail)

Interviews by *job titles*

CIO	24%
QA Testing Manager or Testing Manager or Quality Engineers or VP/Test Manager or Automation Lead/Architect	18%
IT Directors	17%
VP Applications/Product Owner	15%
CTO/Product Head	10%
VP or Director of Research & Development/Engineering	10%
CMO/CDO	6%

Exciting new futures in QE: *AI in focus*

Harnessing AI and Gen AI in operations is critical in today's QE environment

71%

Currently, *71%* of organizations have integrated AI and Gen AI in their operations.

34%

34% of these organizations are actively utilizing Gen AI for Quality Engineering tasks.

The stakes have never been *higher!*

More than ever before, quality of data is becoming a critical focus area.

64%

64% of organizations now rating data quality as critically important or of very high priority.

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