

# New futures in focus

## WORLD QUALITY REPORT

16th Edition | 2024-25



## Quality Engineering Trends in the Nordics

### Rising to the challenges and seizing new opportunities

Quality Engineering and Testing play a critical role in delivering high-quality services, yet challenges remain around agile adoption, test automation, and Gen AI. In the Nordics region, the demand for quality is strong, with organizations navigating these emerging trends that are shaping the future of Quality Engineering in transformative ways.

#### Quality attitude and trends in the Nordics

In the Nordic region, delivering high-quality services to end customers continues to be a top priority for management. While the importance of quality is well recognized, many organizations still grapple with the business case for test automation and justifying the cost of Quality Engineering. The maturity of implementing quality practices varies across organizations, but the commitment to delivering quality remains strong.

In Finland, agile environments have become the norm, especially in large corporations embarking on business transformation programs. However, this agile shift brings challenges in justifying investments in Quality Engineering. Some organizations are moving towards centralized Centers of Excellence models, but overall, the structure remains largely unchanged, with the notable exception of emerging Gen AI technologies.

#### The role of quality experts in agile teams

In agile teams, the importance of having dedicated quality experts cannot be overstated. However, many less mature organizations still struggle to justify including quality personnel in their teams. Instead, development teams—especially

in outsourced projects—are often tasked with driving quality. Only the most mature organizations have dedicated competence groups for Quality Engineering. Despite these hurdles, quality experts play a crucial role in ensuring the desired level of quality, especially in agile settings.

#### Test automation: Challenges and opportunities

Test automation remains a tough nut to crack for many Nordic organizations. Clients often struggle to initiate automation projects, understand different tooling solutions, and keep investments up to date. Success in automation is generally seen in multi-year transformation programs, where significant investments in design, build, and run services are made. Despite technological advancements, navigating the complexities of various automation technologies often leads to confusion. As a result, organizations are increasingly turning to consultants for guidance in selecting the right tools.

#### The rise of AI and Gen AI in Quality Engineering: Hype vs. reality

Organizations in the Nordics continue to explore AI and Gen AI technologies, though there is a gap between the hype and actual deployment. There is excitement about the potential of AI, particularly in areas like test case design and automation, but concrete use cases and substantial deployments are still in their infancy. Clients are increasingly interested in the broader benefits of AI across the development lifecycle, but strategic planning and governance are key to unlocking its full potential.

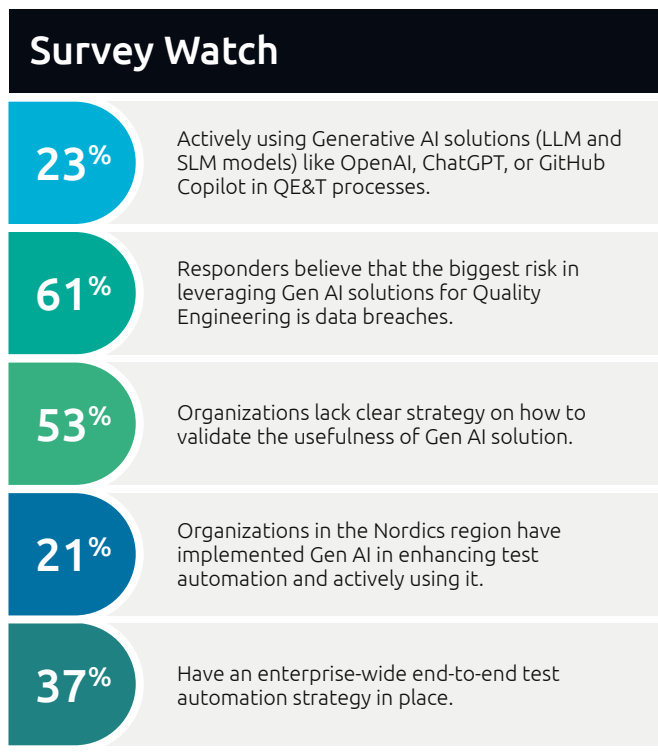
As organizations explore Gen AI technologies, there is significant confusion around security, access, privacy, and governance. Deciding who should lead the AI initiatives—whether it's the CIO, IT department, or practice leads—adds to the complexity. Additionally, engaging sourcing and legal teams creates further challenges, leaving many organizations unsure of the best path forward.

## Sustainability in Quality Engineering

Sustainability is a key focus for many clients, but how Quality Engineering and Testing contribute to these efforts remains vague. Despite recognizing its importance, organizations often struggle to integrate sustainable practices into their quality processes. While the emphasis on sustainability in Quality Engineering is increasing, clear strategies and actionable approaches are still evolving.

## The path forward for Quality Engineering in the Nordics

As organizations in the Nordics navigate the complexities of agile transformations, AI advancements, and sustainability goals, the role of Quality Engineering has never been more critical. To truly harness the power of innovation, businesses must view quality not as a cost but as a strategic investment that delivers long-term value. By integrating quality management across all phases of projects, embracing the right automation technologies, and upskilling teams with both technical and consultancy expertise, organizations in the Nordics region can bridge the gap between ambition and execution.



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