



**CubeMatch**

Powering Change

# Adapt or Perish!

## *QA & Software Testing Opinion Paper*

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## INTRODUCTION

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The Greek philosopher Heraclitus made it known to the world many moons ago, that “there is nothing permanent except change.” And, when it comes to the world of Quality Assurance & Software Testing (QA), the tenet of this quote applies more than ever as we move forward and into 2023. Hence, as QA Practitioners, the importance of growing and shaping our QA Services to deal with the demands of the ever-changing business world, is as critical as it has ever been.

This paper discusses change, particularly in the world of banking, the nature of disruptive forces in play therein and the need then, for QA to align to such change to support effective and efficient testing and the proving of financial products and applications.

# HAIL THE RISE OF THE SUPER-APPS

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Whilst many of our ways of working and approaches to QA are dated, they can still be applied successfully when managed efficiently and effectively. There is a need to evaluate what the business world needs to do to support continuous technological and regulatory change.

As the business world changes to combat competitive forces and satisfy market, customer, and regulatory demands, so too must those who provide QA services and support to those industries.

This is more than evident in the banking world. New offerings over the past few years have become disruptive forces and have caused a ripple effect where traditional type banks must now compete in the same manner. They must offer similar financial products and applications alongside existing offerings or risk suffering possible decline and loss of market share.

Bricks and Mortar banking is quickly becoming a thing of the past. Examples of this are present in the Irish context where a number of major banks have decided in recent years to close branches and to provide consumer services via ecommerce offerings. New streamlined banking apps are also being designed to combat the competing forces of market disruptors offering digital banking.

Additionally, it is obvious, that how these products and applications are tested and proven for customer and market consumption must also, at a minimum, be assessed to confirm a “fit for purpose.”

Many leading market watchers predict an increasing rise in the prevalence of AI, Machine Learning, and Cloud technologies, along with the growing dominance of “Super-Apps”, and current IT trend analyses support this view. These, according to Gartner in its analysis of the Top 10 Strategic Technology Trends for 2023, “not only have their own differentiated features, but also the ability to build out third party applications with a shared common data model between the core app and the third-party software”. (Sarraf, 2022).

Thus, Super-Apps are considered a central marketplace for consumer activity under the banner of one App. For example, the Revolut App allows a business or consumer to conduct a number of financial activities under the one virtual roof such as banking, buying/selling shares, crypto, saving, and other services.





As these Apps increase in complexity, the testing of these and other Apps will present a serious challenge to QA Practitioners and the QA Services that will need to be utilised to fulfil business needs.

Also, out of necessity, the Covid pandemic has helped to shape the business landscape, i.e., how business is conducted, where it happens, and by whom. This dark period has proven to the world that many types of business can be successfully performed outside of the traditional office setting, remotely. This has its obvious benefits and challenges in the need to provide remote, secure connectivity so that seamless interaction across the business occurs.

# CHALLENGES

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This melting pot drives the need to rethink what QA should be, and what changes need to happen in the Services presented to the market, to reflect and become an integral part of industry happenings.

Such changes in how and where business activity occurs, and the nature of disruptive applications and products, place increasing emphasis on the quality and stability of software, hardware, and infrastructure. How the QA world reacts and prepares for such change is key.

## What does the future hold for QA?

Based on what we see occurring in the naturally evolving banking world, and industry in general, and the need to support businesses to operate efficiently both remotely and on-site, QA Practitioners, at a minimum, should consider what must change to stay current.

Considerable thought needs to occur in order to present QA as an integral, accruing benefit to organisations, rather than a perceived liability. This may take the form of such considerations in order to shape future QA Services:

- **Technology** - *What is introduced or changing? How can this be proven via existing or changed QA Services, as quickly as possible in order support business initiatives?*
- **Practices** - *Based on what is introduced/changing; What does this mean for existing QA Services and approaches to testing, and How do such Services need refining to align with the changing landscape?*
- **People** - *Do we have the right people with the right skills in place to support new changing QA Services, technology, and business demands, where trends are leaning towards a prevalence of AI, Machine Learning, Automation, evolving DevOps etc.?*
- **Tools** - *Along with the right people and skills, are the tools we use to plan, manage, and execute testing, future-proofed to evolve with market trends/business demands?*

In essence, QA can have a bright future – regular high profile industry failures confirm this. But there is a need to constantly prove value and purpose in the ever-changing life cycle of application/product development and release. An assessment of QA's place in the rapidly evolving business world is required to show how this role can be successfully perpetuated by continuous self-examination and improvement to align with industry, technological and organisational change and demands. Doing so, provides obvious mutual long-term benefits.





## CONCLUSION

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Whilst it is difficult to argue with Heraclitus's view of change, even though it dates from 550 BC or so and, one must consider the fact that the nature of change is never actually permanent and that there is still a need to apply such thinking in today's terms. Change is a constant by-product of progression.

To guarantee a place in future "permanent" change, QA Practitioners must continuously assess their role and align Services with the evolving business world and the technologies that underpin activities in this regard. The key to survival and growth for QA Practitioners is, as articulated by H. G. Wells, "Adapt or Perish!".

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# HOW CUBEMATCH CAN HELP

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## • WHO WE ARE

Founded in 2002, CubeMatch is a **global change and transformation consultancy**, specialising in **Financial Services** and selected as the **chosen partner** for some of the largest and most demanding transformation projects within the Financial Services sector.

CubeMatch is an international brand continuously expanding with **six offices** worldwide : **Dublin, London, Amsterdam, Frankfurt, Singapore and Chennai**. Combining our world class expertise in Financial Services with our rich capabilities in all aspects of change and transformation, we apply a **Multiplier Effect**, helping clients to be more effective today while creating value for tomorrow.

We are **Banking Native**; it runs through our **DNA**. Unlike more general change consultancies, this banking intimacy means we deliver change and transformation programmes that stick, against a backdrop of complex regulations and continuous disruption.

Over the years, we have successfully built a global firm that is uniquely equipped to deliver pragmatic and business-focused results. We have over **400 staff and multi-million euro revenue**. And through our **strategic partnerships** we apply innovation to help organisations operate, compete and deliver at scale. Blending our powerful change capabilities with next generation technology, we deliver **innovation and business agility** to help businesses thrive.

## • OUR GLOBAL SERVICES



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