



Testing
Competency Center

Quality Engineering Consulting

Quality Engineering for Tomorrow's Challenges, Today

JULY 2026

From Vision to Value with AI

By 2028, prompt-to-app approaches will increase software defects by 2500%, triggering a **software quality and reliability crisis**

AI impacts **WHAT** and **HOW** to test

Success now depends on aligning the right mix of platforms, frameworks and talent to create a cohesive, future-ready software engineering program that drives both resilience and innovation ^{1,2}



EPAM Quality Engineering Consulting enables best informed decisions – to **transform, optimize** and **excel** in **Quality**

1 Gartner By 2028, prompt-to-app approaches adopted by citizen developers will increase software defects by 2500%, triggering a software quality and reliability crisis

2 Forrester By 2030, Gen AI software will gain a 55% market share

3 Gartner By 2028, development teams that apply AI-powered tools across the SDLC will achieve 25% to 30% productivity gains

EPAM Has Received Recognitions from Forrester, Gartner and Nelson Hall in Quality, AI Consulting and Transformation Services



EPAM is a Leading Provider of Continuous Automation and Testing Services in Q2, 2024

EPAM disrupts with its genAI capabilities. The firm expects this innovative approach to allow it to offer cost-effective services without compromising quality. Its talent strategy sets it apart from competitors.

EPAM’s services offering strongly relies on its in-house resources, opensource accelerators and AI-driven testing platforms. The firm excels in test design, offers solid test automation engineering services. Reference customers praised “EPAM’s engineering focus with testing.

The Forrester Wave™: Continuous Automation And Testing Services
Published: June 11, 2024



EPAM Is Recognized as a Leader in Quality Engineering Services, in Q4, 2025

“EPAM’s testing portfolio includes QE advisory, continuous testing, and testing-as-a-service. Supported by its AI Testing CoE and education programs, EPAM positions its QE capabilities as an enabler of AI-driven engineering transformation. Its recent focus has been on AI adoption through its AI Run framework, embedding agents across the SDLC and targeting productivity gains in test design, data generation, and defect triage”.

“Buyers looking for globally scaled yet locally specialized delivery should consider this vendor”.

NelsonHall NEAT: Quality Engineering Services, 2025
Published: November 24, 2025



EPAM is an Emerging Leader in Generative AI Consulting and Implementation Services in Q3, 2025

The GenAI consulting and implementation services market is often tempered by significant practical business and technological challenges.

Emerging Leaders typically possess visibility within the market as well as both strong features and future potential. Their size and financial strength enable them to remain viable in a fast-moving and evolving market. Emerging Leaders typically respond to a wide market audience by supporting broad market requirements.

Innovation Guide for Generative AI Consulting and Implementation Services
Published: August 14, 2025



EPAM Featured in Forrester’s Report on Digital Transformation Services Landscape

Piecemeal approaches that focus on just one dimension while neglecting others fail to deliver tangible progress.

GenAI is a major priority for clients of digital transformation service providers, and a key driver of change is service delivery.

The Digital Transformation Services Landscape, Q2 2025
Published: April 10, 2025

Value We Bring to our Clients

QUALITY

EPAM consultant performs QE assessment for a food pipeline and implements a new Test Strategy with vendor teams to achieve a successful Go Life with **Zero Production Defects**.

PRODUCTIVITY

EPAM rolls out AI Agentic workflows for 120 squads and enables **62%** and **53% productivity gains** for BA and QA roles – user story definition, test cases creation and test automation.

ORG DESIGN

EPAM creates test strategy for 600+ teams and defines business cases for improvements: **\$10M** defect leakage prevention, **\$3.4M** automated data, **\$1M** with AI defect triage.

COST SAVINGS

EPAM pilots Center of Excellence and enables 3-year Quality Transformation program with **£1M+ savings** with Test Automation, AI and Testing as a Service capabilities.

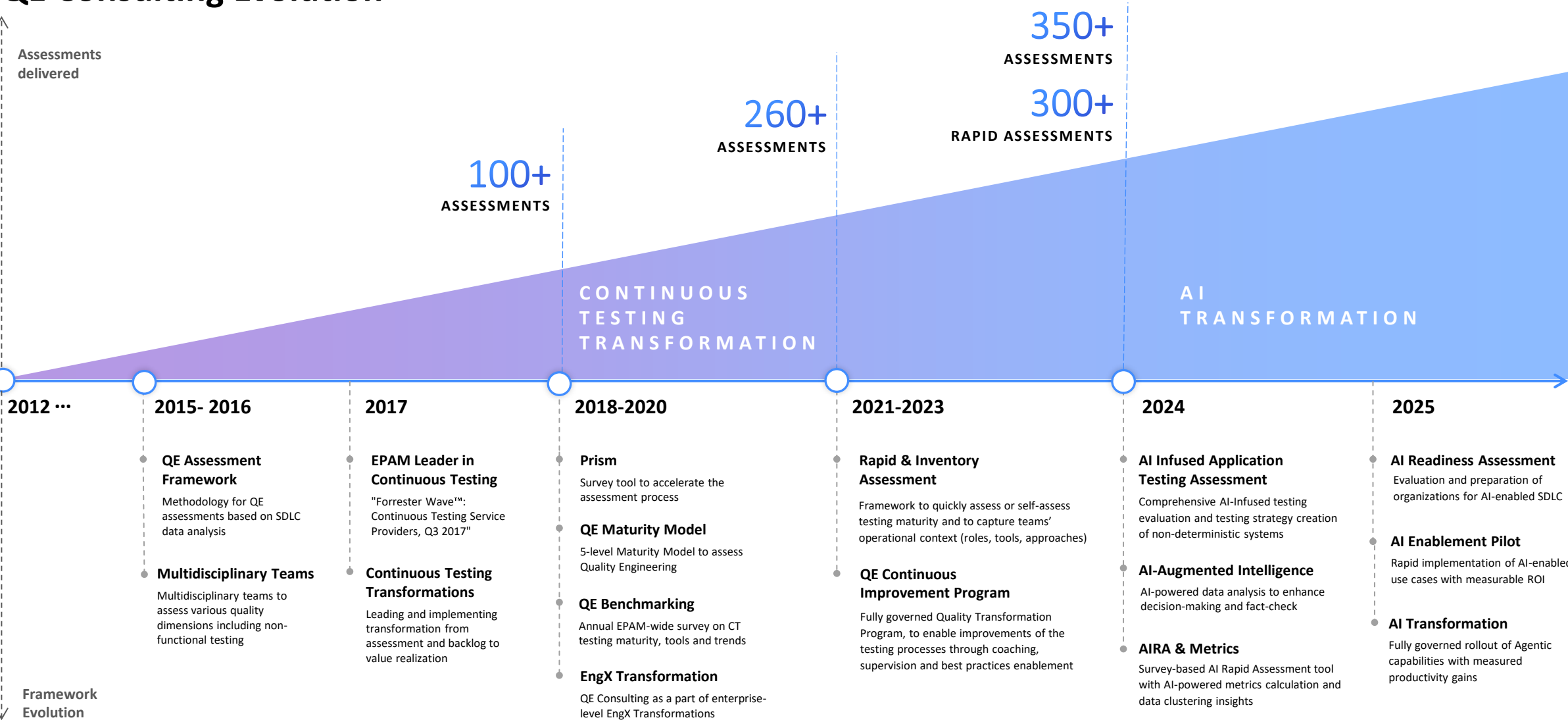
INNOVATION

EPAM team creates custom AI solution to generate Regression tests based on X-ray videos. Test creation velocity increased **x8**, with cost savings **\$572K**.

TIME TO MARKET

Test Automation for the Claims Payment system serving for 200+ insurance carriers has reduced testing cycle time **from 9 to 2 days** and achieved **70% less Production defects**.

QE Consulting Evolution



Our QE Consulting Advantage: AI-Led Innovation, Insight, and Impact



AI-Powered Consultants

- With years of hands-on experience in Quality Engineering, our Quality Architects are exceptionally qualified to design, pilot, implement, and roll out **comprehensive QE solutions**.
- We craft **AI-Enabled test cycles**, seamlessly integrating tools and models, projecting ROI, and coaching teams to achieve results.
- We define test strategies for **AI-Infused applications** and establish robust evaluation frameworks to ensure quality in non-deterministic environments.



Data Driven Decisions

- Data analysis constitutes 60% of our consulting effort, forming the backbone of **informed decision-making**.
- Leveraging both AI-powered and scripted “talk to data” approaches, we deliver superior **data insights** that empower our clients to make confident choices.
- Every recommendation we provide is proved by quantifiable evidence, drawn from sources such as defect rates, test automation outcomes, and delivery performance metrics.



Rapid Prototyping

- We develop **proof-of-concepts**, integrate cutting-edge tools, and design AI-enabled processes to ensure our recommendations are practical, thoroughly tested, and scalable.
- Our Quality Architects remain engaged with projects for extended periods, facilitating **value realization** and seamless rollout.
- We offer a suite **20+ accelerators** in Gen AI, Test Automation and Consulting, enabling us to expedite delivery and maximize impact.



Flexible Engagement

- We assemble **custom teams** of experts from diverse disciplines to address unique requirements and provide a comprehensive, 360-degree perspective.
- Leveraging our tools and methodologies, we operate efficiently **at any scale** and **time frame** — whether collaborating with individual teams or coordinating across hundreds.
- Our assessments are meticulously scoped and planned to ensure a **non-disruptive client environment** while delivering meaningful results.

Service Catalogue

QUALITY ENGINEERING CONSULTING

DEEP-DIVE ASSESSMENT

3 teams x 6 weeks

- Deep and wide QE assessment to address specific client ask or problem or evaluate Quality Engineering maturity
- Heavily based on **hard data analysis** and SME validation to enable highly **informed decisions**

INVENTORY & RAPID ASSESSMENT

2-500 teams x 3 weeks

- **Survey-based assessment** to understand technology landscape and baseline Quality Engineering maturity.
- Questions and dimensions are tailored based on needs.
- Automatic and AI-assisted results processing.

CONTINUOUS IMPROVEMENT PROGRAM

4-60 teams x 3-15 months

- Fully governed **Quality Transformation Program**
- Per-team survey-based Rapid Assessment is followed by an improvement backlog and 3-5 enablement cycles
- Improvements are implemented by client teams and facilitated by EPAM hands-on coaches as required

AI CONSULTING

AI READINESS ASSESSMENT

10-20 teams x 1 month

- Evaluation of **readiness for AI-enabled testing** cycle, focused on removing adoption barriers across people and process.
- Evaluates SDLC data quality required for LLM context, defines high-impact AI use cases, AI platform, governance framework and upskill roadmap.

AI ENABLEMENT PILOT

1 team x 2 use cases x 2 months

- Implementation of **AI agents** for selected use cases of individual or role-based workflows.
- Includes identification of use cases, validation of technical feasibility, ROI measurement, SME feedback collection, and rollout plan definition.

AI TRANSFORMATION

10-20 teams x 4-6 months

- Teams are evaluated using the **AI Maturity Model**, which includes levels L1, L2, and L3.
- Agentic capabilities are developed and validated with the teams. **AI Coaches** support teams in progressing from L0 to L1 and L2 over several months.

AI/IA TESTING STRATEGY

1 app x 2-4 weeks

- Test strategy for **AI Native** or **AI Infused application** includes definition of ground truth dataset, selection of evaluation metrics, their targets, evaluation tools and testing types.
- Delivery pipeline spans for production testing to timely detect model drift and service health risks.

Assessment Is the First Step On a Way to Evolve Quality Engineering

HORIZON 1: MONTHS 1-2

Create Momentum

Build the foundation, crystalize target state vision

- Analyse strengths, challenges, and constraints. Evaluate AI Readiness, Test Automation and Test Process maturity.
- Review artifacts, gather metrics, interview teams, and validate findings. Define recommendations for tools, processes, and organizational design.
- Prioritize quick wins that drive Quality, Time to Market and Cost Efficiency. Build a Business Case for recommendations. Build POC with tangible results.
- Collaboratively work with the client to finalize the target state design and build a Horizon 2 backlog.

ASSESSMENT

HORIZON 2: MONTHS 3-6

Enable to Succeed

Establish capabilities, initiate change

- Develop reusable capabilities - Agents, Test Automation, CI, Centralized Reporting, TDM, etc.
- Collaborate with 2-3 pilot teams to implement and validate the pilot in real environment, pilot AI-enabled STLC.
- Train and coach teams, define champions and ambassadors, create documentation, training assets, onboarding playbooks
- Build a measurement framework to track adoption, value realization, impact in quality, time-to-market and cost savings.
- Define the rollout plan for Horizon 3

CENTER OF EXCELLENCE

HORIZON 3: MONTHS 7+

Drive Your Own Excellence

Solidify new process, support adoption

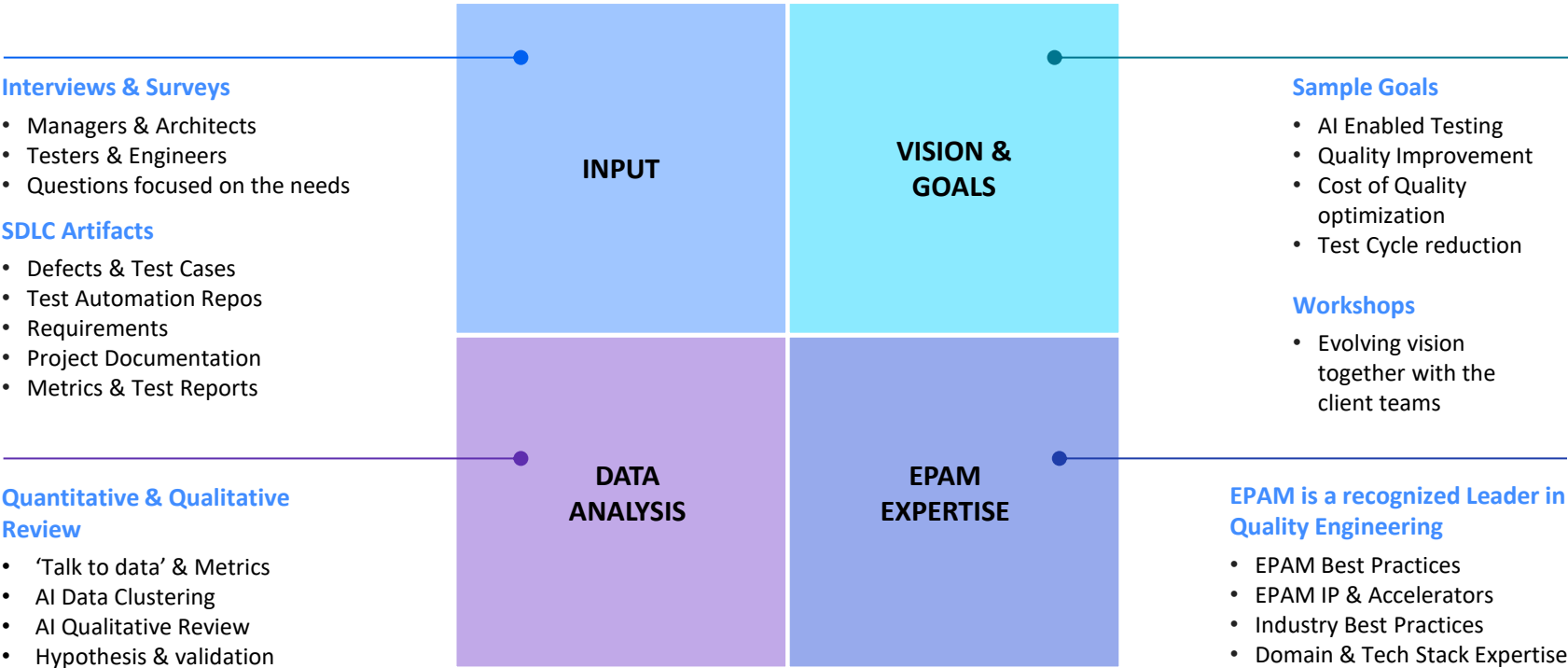
- Scale the validated capabilities across all target teams through a structured enterprise rollout.
- Deliver a train-the-trainer program to enable internal experts to drive sustained adoption. Transition full ownership of capabilities and continuous improvement to client teams
- Provide enterprise-wide enablement through training, onboarding support, and self-service documentation
- Monitor adoption and ROI, evolve capabilities based on feedback

ADOPTION PROGRAM

EPAM involvement

Client's ownership

QE Assessment Approach: From Insight to Action



Focus Areas



Deliverables



Executive Summary

- Quick wins
- Key Findings
- Maturity Heatmap
- KPI Snapshot
- Improvements Roadmap



Detailed Report

- As-Is Findings
- To-Be Recommendations
- To-Be Solution Design
- Actionable Backlog
- Cost estimates for Recommendations



Proof of Concept

Tangible outcome, aligned with goals, created in the client environment:

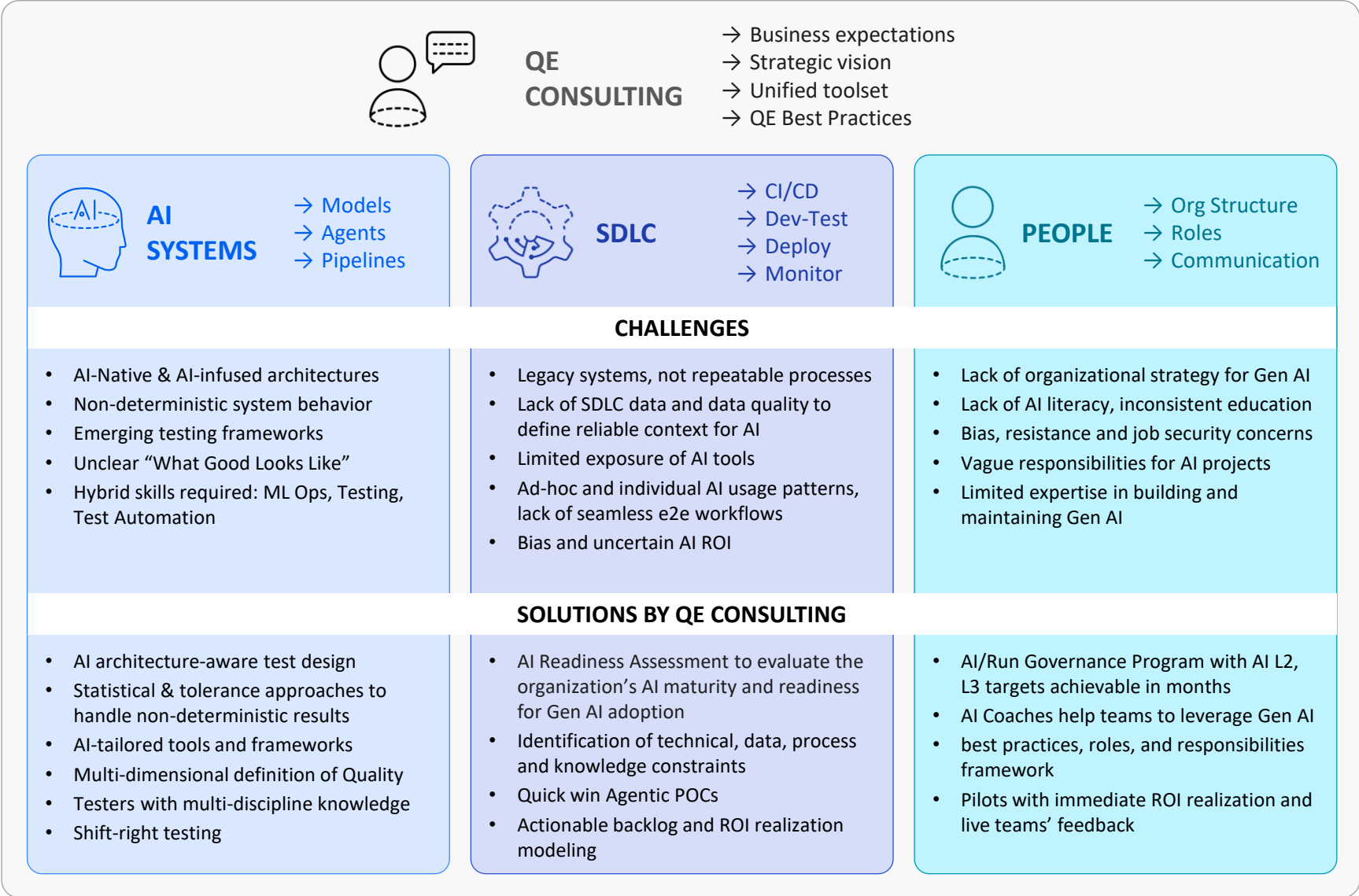
- AI Enablement
- AI/IA Testing
- Test Automation
- TDM

From Struggle to Success: How QE Consulting Drives AI Value

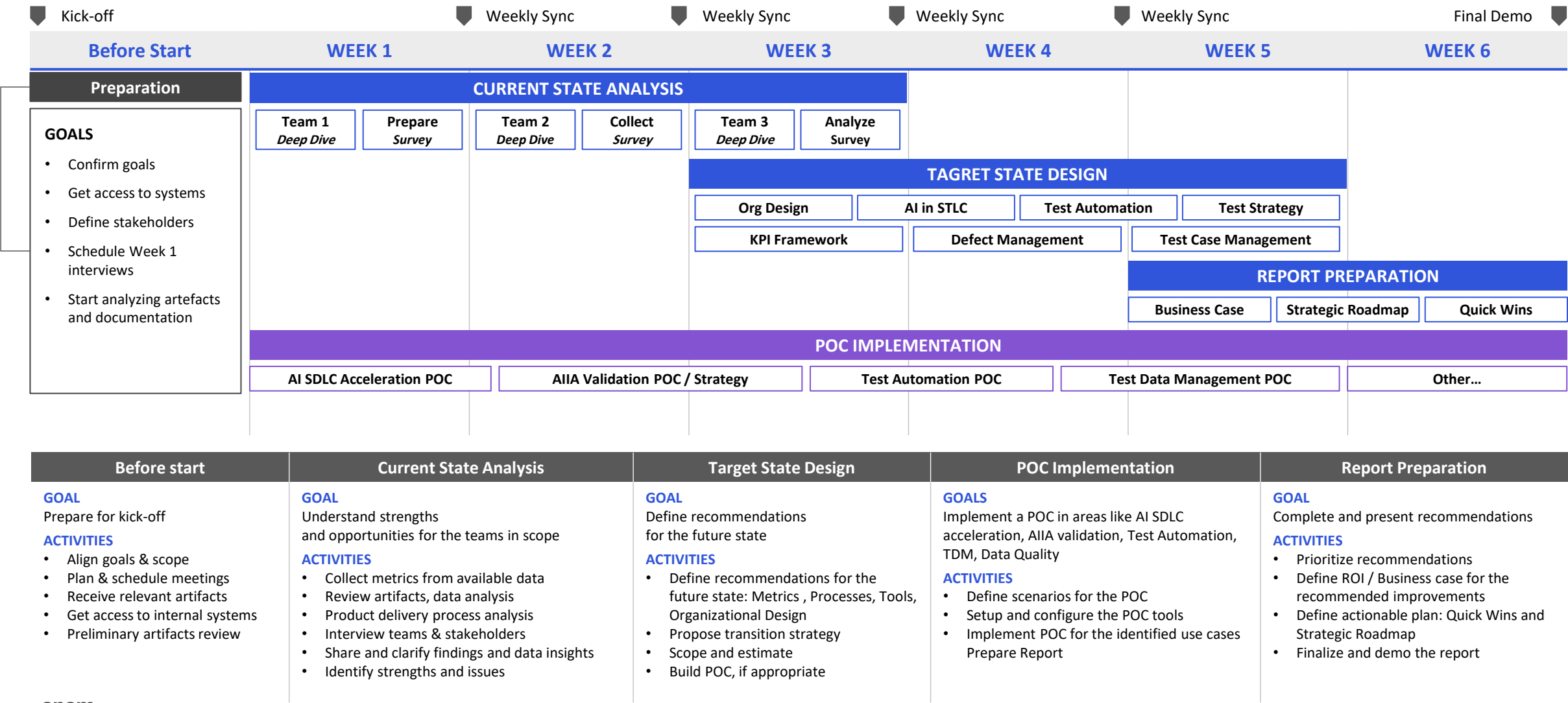
74% of companies struggle to achieve and scale AI value, while 70% of issues relate to people and process - states the BCG report.¹

Quality Engineering Consulting is the key enabler to align AI, process, and people, realize AI potential and proactively remediate challenges:

- AI ROI realization projection
- Tailoring or designing AI solution to fit unique requirements
- Identification of risks and bottlenecks in infrastructure, compliance, and architecture
- Identification teams' knowledge gaps, biases, and constraints



Sample QE Assessment Timeline



Thank You!