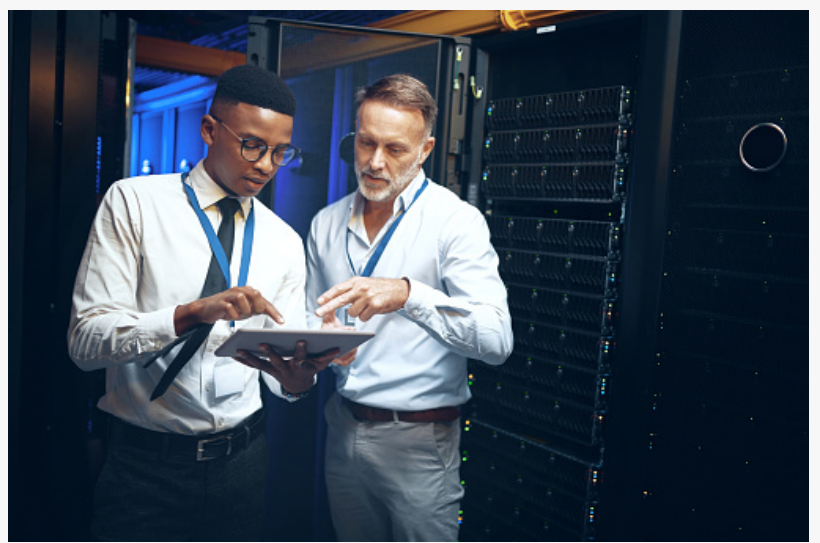


Cloud Testing Market Size, Demand, Trends, Analysis by Top Key Players and Forecast

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EINPresswire.com/ -- [Cloud testing](#) is a form of software testing in which a web application is tested using stimulated real-world traffic in a cloud computing environment. It is internet-based platform that renders various computing skills such as hardware, software, and other computer-related services.



Cloud computing poses a few challenges such as manageability, reliability, and security. Generally, organizations conduct a test strategy prior to cloud testing. It involves setting up a cloud testing environment, simulating real-world challenges by selecting the right testing strategy, identifying relevant testing types, understanding cloud characteristics, and conducting a risk analysis.

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COVID-19 scenario analysis:

The emergence of COVID-19 pandemic has severely affected almost all industries across the world. As a result of the spread of the pandemic, numerous organizations are shifting toward cloud technology, which is projected to provide lucrative opportunities for the cloud testing market. For instance, almost 64% of the organizations in India are expected to shift their workload on cloud in the coming years.

The cloud lets companies increase their capacity without further investments in hardware and facilities. Additionally, there is less need to add staff if the cloud provider maintains the infrastructure and extends the abilities of the existing team. Disruptions from COVID-19 and the probability of future disruptions are estimated to drive the need to move to the cloud. Major industries, such as IT/ITeS, education, and media, are projected to witness an uptick in

demand, which will drive the demand for online environment, virtual classrooms, and collaboration tools. In addition, companies are willing to spend more on cloud adoption across the globe. With the impact of COVID-19 and situation of tech adoption, it is estimated that the pandemic will impact positively on the growth of the cloud testing market due to major ongoing digital transformation across the world.

Top impacting factors: Market scenario analysis, trends, drivers, and impact analysis
Cloud-based testing offers several benefits over traditional one such as scalability, cost-cutting, easily customizable, time-saving, faster & comprehensive testing, and dynamic availability of testing environment, which drive the market growth. In addition, growth in adoption of cloud technology in every industry vertical further fuels the market growth. However, factors, such as constant need for new environment infrastructure, infrastructure issues, high initial investment, and security & privacy concerns, restraint the growth of the market. Furthermore, ongoing technology advancements in cloud testing and integration of cloud technology with DevOps provide lucrative opportunities for the cloud testing market.

Reduced cost of ownership:

In cloud testing, customers pay for the resources they use; therefore, there is no need to invest in expensive equipment or spend money to maintain and upgrade the same. Organizations only need to use the testing environment that the company needs and pay only for the same environment. However, all software and hardware are available at their disposal while paying for what they use. This reduces the cost of ownership and drives the growth of the cloud testing market.

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Issues related to infrastructure:

Organizations need to be certain that SaaS providers offer all configurations, technologies, and storage they might need before adopting cloud-based testing as it will be complex to emulate consumer's environments if some configurations aren't supported by the provider. In addition, to set up testing environment includes all the necessary settings and data, which is time consuming for the testers, thus hindering the growth of the cloud testing market.

Growing adoption of cloud testing with DevOps:

DevOps and cloud environment enable highly diverse, scalable, and complex testing & configuration environments that drive software testing companies to push code through all the kinds of scenarios with utmost efficiency without server configuration restrains. Thus the emergence of DevOps and adoption of cloud the software testing are estimated to considerably boost the cloud testing market.

Key benefits of the report:

This study presents the analytical depiction of the global cloud testing market along with the

current trends and future estimations to determine the imminent investment pockets. The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the global cloud testing market share. The current market is quantitatively analyzed to highlight the global cloud testing market growth scenario. Porter's five forces analysis illustrates the potency of buyers & suppliers in the cloud testing market. The report provides detailed analysis based on competitive intensity and how the competition will take shape in coming years.

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David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

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