

# New futures in focus

WORLD QUALITY REPORT

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## AI and Automation trends in Eastern Europe

### Focus on Testing and Quality Engineering

As software testing accelerates into the future, Eastern Europe is at the forefront of this transformation. Here, the fusion of Gen AI and cutting-edge automation is not just a passing trend—it's transforming Quality Engineering (QE) from the ground up. This dynamic shift is setting a new standard, where innovation meets efficiency, reshaping the industry in ways previously thought impossible.

#### AI and Automation trends

The adoption of Gen AI in testing is still in its early stages across Eastern Europe—especially Poland. Advanced clients have begun piloting Gen AI solutions, particularly in automating defect analysis and generating test cases. A year and a half ago, when AI for defect analysis was first introduced, it had a significant wow effect. Now, organizations are steadily exploring how to embed this technology into their processes.

Many clients are automating test cases and execution within stable environments, aiming to reduce manual efforts. For instance, in the finance sector, some organizations have achieved 99.9% automation for critical systems, while others are still working towards 20-30% automation. Nonetheless, automation is increasingly a top priority.

#### Testing organization and Agile adoption

Testing practices in Poland vary widely. Companies like T-Mobile have adopted Agile methodologies, moving toward a federated testing model where testing is embedded within each team. This approach speeds up development and fosters a more responsive process.

In contrast, organizations like Orange maintain a centralized model, often linked with waterfall methodologies. While centralized models allow for easier collaboration with business units, Agile adoption is gradually becoming more prevalent, particularly in industries like telecommunications.

#### Environment and data management

In Eastern Europe, particularly in Poland, test environment and data management are emerging as critical areas. Cloud adoption is gaining traction, especially for hardware testing environments, as it allows greater flexibility and scalability. Stable production environments tend to have well-organized processes, but for newer projects, test data management is a major challenge.

A significant issue is the misalignment between test data and real-world scenarios, which causes delays during testing. Although companies are improving their data processes, many still lack the necessary tools to manage test data effectively. Organizations are working to improve these processes, but there is still a long way to go.

#### Quality Engineering strategy

In terms of overall QE strategies, many organizations in Poland and Eastern Europe are still maturing. A common theme is the lack of long-term strategic thinking when it comes to QE. In some cases, the testing phase is treated as an afterthought, often being the last department to receive funding. As a result, software QE is frequently deprioritized, with timelines cut short to meet deadlines.

Despite this, there is growing recognition that quality is critical to long-term success. Advanced clients are beginning to develop more robust QE strategies, incorporating best practices from automation and AI to improve the quality and reliability of their software products.

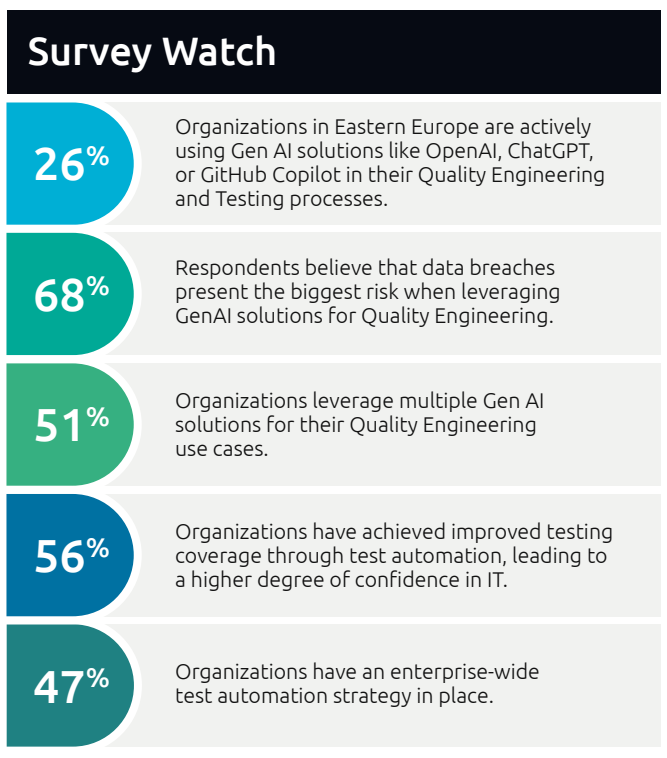
### Regulations and sustainability

Eastern Europe is also beginning to focus on regulations such as GDPR and the AI Act, particularly when it comes to testing. These regulations require companies to rethink their QE processes to ensure compliance, but efforts are still in the early stages. Similarly, resilience and infrastructure testing are still nascent trends in Poland. Some sectors, like finance, are starting to take these areas seriously, especially due to regulatory demands. However, in other industries, these practices are still developing.

### Skills and future trends

As automation and AI become more embedded in testing practices, organizations in Poland are beginning to reskill their teams. The focus is shifting from manual testing to automation, and new skills are required to manage and integrate AI solutions. Advanced clients are leading the charge, reskilling their workforce to handle the growing complexity of AI-powered test automation. However, many organizations are still in the early stages of this transition.

As the region continues to embrace these changes and trends, the focus will likely shift towards more sophisticated and mature testing practices that will set the stage for future growth.



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