SERVICE OVERVIEW
QA Financial is the leading source of information on financial software quality assurance, testing and risk management.

Based in the City of London, we deliver a global audience of 12,000 decision-makers working in software development and quality assurance.

Our core information products are:

- QA Financial Forum and QA E-commerce Forum events
- QA Vector® Research: Insights and Impact Analyses
- The QA Vector® 500 Information Hub
- Webinars, video and online advertising for lead generation
- The QA Financial Global App and Software Awards
QA Vector® Research: Insights and Impact Analyses

Examples of topics we propose for research projects:

- Are firms planning to use AI for software development, and how?
- How banks benchmark the ROI from investment in automation
- DevSecOps: the opportunities and limitations for financial firms
- Trends in code quality benchmarking and vendor pricing
- New frontiers in UX for mobile banking: what customers will want next year

Our research team is headed by Justyn Trenner, who has more than 20 years of experience in producing detailed research on technology and finance. Our detailed, qualitative, research reports are based on in-depth interviews with senior decision-makers working at financial and e-commerce firms. We identify key technology trends that are the basis for thought-leadership assets, including papers and seminars that can be used for lead-generation.

QA Vector® Research also produces Customer Impact Analyses for vendors of software services. These reports are based on in-depth interviews with customers and benchmark your impact on their quality journey, providing you with a clear view of your market position and what you can do to improve it.

Unlocking data for the enterprise
It's time for a new approach to test environment management

Download

This free whitepaper, published by QA Vector Research in partnership with Delphix
The QA Vector® 500 Information Hub is a unique procurement and vendor risk management tool, serving the marketplace for software quality assurance services. The QA Vector® 500 details specialist vendors of quality assurance services, consultants and system integrators and is used for market research and due diligence on these providers. Companies entries in the information hub also serve as a library for their marketing and technical content, driving traffic to their websites and creating lead generation opportunities.

Customer feedback and QA Vector® Impact Ratings
A single source of information on quality assurance providers
Software testing and software risk management technologies explained
Raise your company's profile within The QA Vector® 500

As a subscriber to the QA Vector® 500 Information Hub you will have 5 separate logins and have access to the following benefits:

Market Impact Analysis
We will conduct interviews with your clients to provide insights on:
- How impactful they see your services to them
- Considering time-to-implement
- Effectiveness in getting their software developments to market
- Overall satisfaction with your performance
- Strengths and weaknesses

We will conduct interviews with other potential clients to provide insights on:
- Which firms they work with
- How impactful these firms are
- Strengths and weaknesses
- Mapping of the regional markets for your services against competitors
- Keep up to date on the market and potential new competitor

Lead generation
- You can provide us with white papers and video content for inclusion in your company’s QA Vector 500® entry and on the QA Financial Video and Whitepaper page on our website.
- One whitepaper and one video per month will be promoted in our weekly mailing, sent to more than 8000 qualified recipients.
- All leads generated will be GDPR compliant, which you can follow up on.
QA Media reaches decision-makers at financial firms and e-commerce enterprises – globally. By decision-makers, we mean software, IT and IT risk managers who have a stake in investment and out-sourcing decisions.

People who are making decisions about whether to buy off-the-shelf quality assurance technologies rather than develop in-house. People who are making the business case for investment in new test environments or evaluating the potential for AI.

At each event, we maximise the number of different firms represented by delegates. Delegates attend our events to network and to learn. They value the focus we bring to the core challenges they face in delivering better software, faster.

### Job title

- **VP/ Manager 35%**
- **Director/Senior manager/SVP 29%**
- **QA specialist/Developer 21%**
- **C-Level 8%**
- **Other 7%**

### Geography

- **UK 35%**
- **US/Canada 34%**
- **Europe 21%**
- **Asia 8%**
- **Other 2%**
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