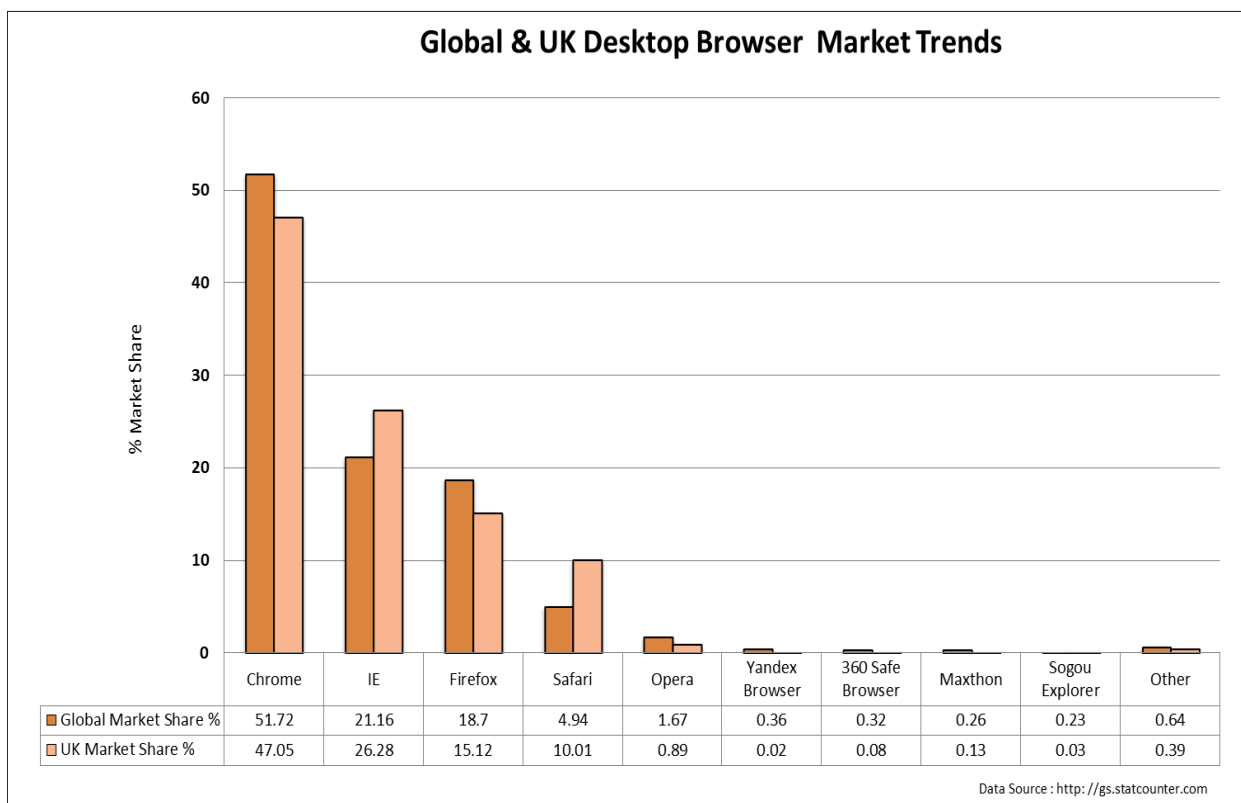


Omni-Channel Market Trends UK and Global – January 2015

Monthly analysis of Omni-Channel market trends for UK and Global

DESKTOP BROWSER

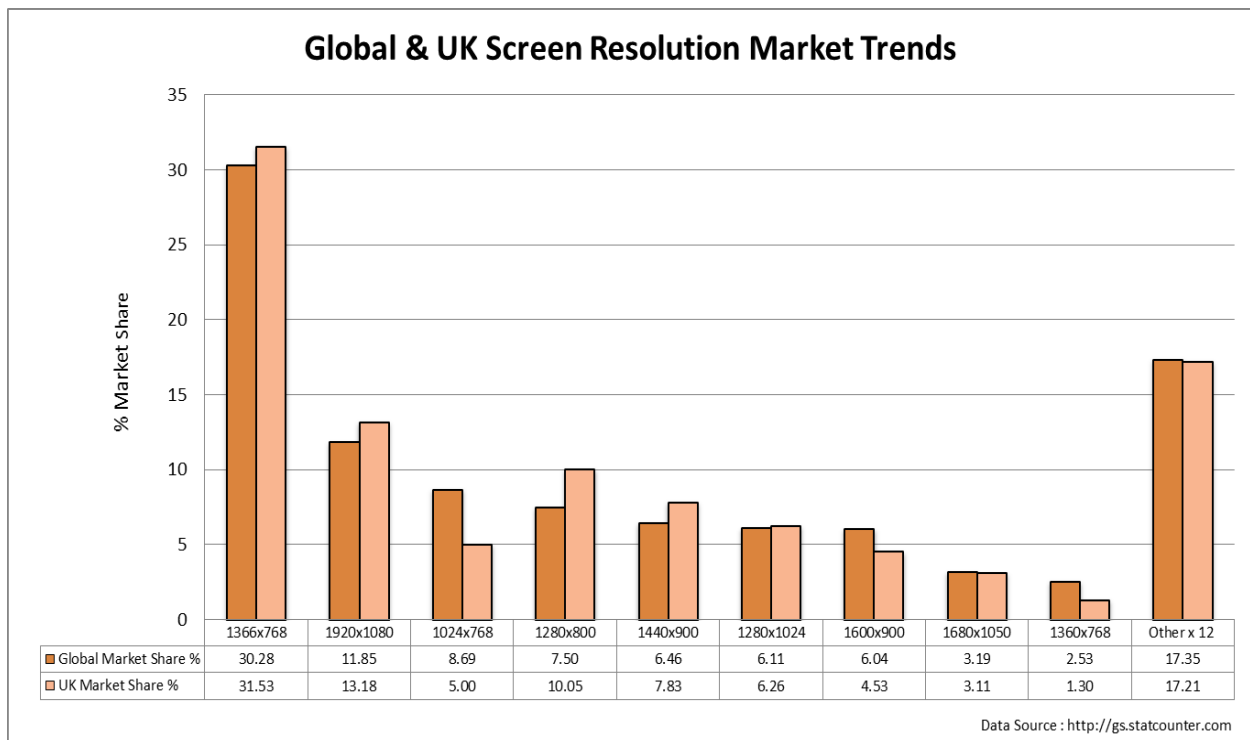


Chrome dominates the worldwide and UK Browser market. Testing effort must concentrate on the top four browsers; Chrome, IE, Firefox and Safari. From a Sogeti Studio perspective most clients have a requirement for Chrome testing, and the Studio automated test frameworks accommodate the top 5 browsers above. Microsoft will soon be bringing out a new browser (along with Windows 10) called 'Spartan', with an aim to compete with Google Chrome.

Sogeti Studio is monitoring when the new Microsoft browser will be available, and we will conduct an evaluation as soon as possible, as well as testing the Sogeti website on this new browser. This is to ensure we are ready to meet client demand for testing on Spartan. We see increased client demand which will lead to increase in scope for projects; therefore the Sogeti Studio is looking to customise our frameworks to mitigate additional required effort for the new Spartan browser.

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DESKTOP SCREEN RESOLUTION

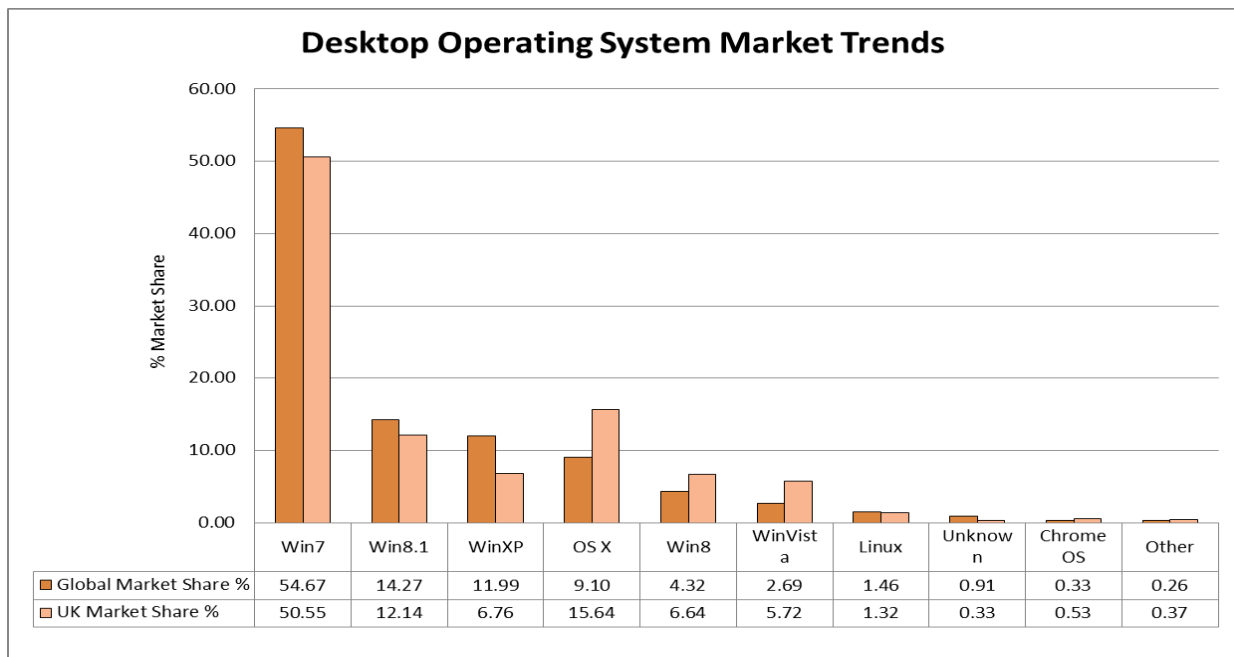


The HD desktop screen resolution (1366x768), with an aspect ratio of 16:9, is the most dominant format both globally and in the UK. The 16:9 aspect ratio desk format accounts for over 45% of the market share, whilst the higher fidelity 16:10 format has an approximate 15% markets share. The only other aspect ratio of note is the 4:3, which is the predecessor of HD format with the screen resolution of (1024x768). This the third most dominant globally.

Testing effort should be prioritised in the order of the aspect ratios of; 16:9, 16:10 and 4:3 accordingly. Sogeti Studio has factored these screen sizes into regression testing for clients, plus the Studio has also used cloud-based environments to accommodate screen sizes. As client demand increases for varying screen sizes on projects, we are constantly looking to improve our frameworks as well as researching appropriate new automation tools in the marketplace, so we can test across all screen sizes. Certain industry automated tools which are image-based can find it challenging to replay across varying screen sizes.

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DESKTOP OPERATING SYSTEM

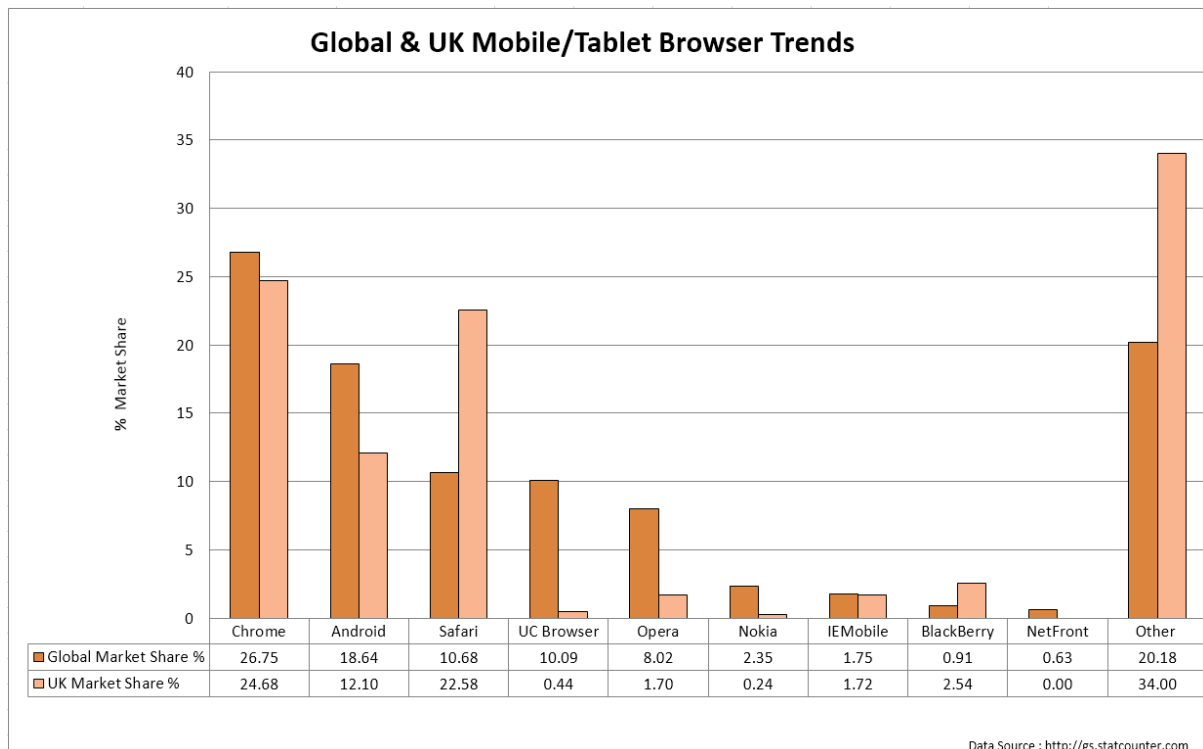


The Windows operating system (OS) dominates the desktop market with Win7 holding over 50% market share both globally and in the UK. The test efforts should focus on Windows, OS X and Linux. In Sogeti Studio we have seen a lack of client requirements to test on the WinXP OS which mirrors the market trends. We do expect to see project requirements changing, however, when Windows 10 is released later in 2015.

The big headline is Windows 10 is on the way in mid-2015; however Sogeti is already evaluating the Windows 10 technical preview version, to understand how this may fit into client needs and other Sogeti solutions, i.e. automation, and performance testing.

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MOBILE/TABLET BROWSER



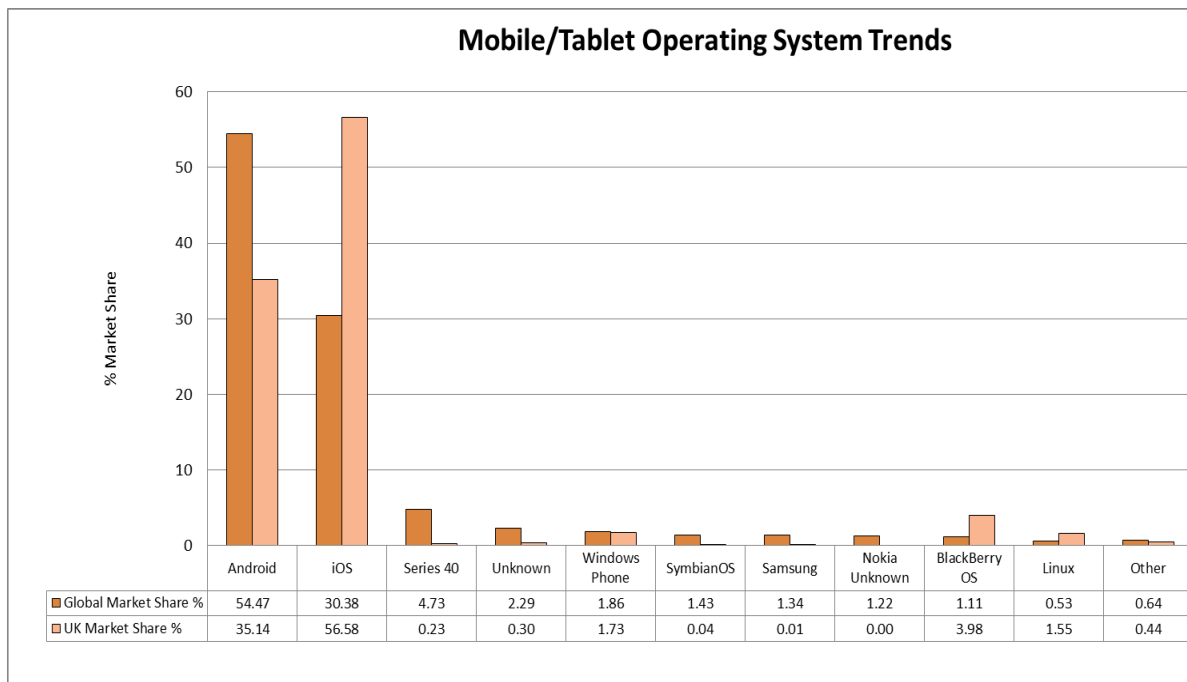
The iPhone native browser dominates the UK market as well as Safari showing a significant market share due to the popularity of Apple mobiles and tablets in the UK. Chrome and Android are also popular, whilst other browsers on mobile devices have small usage. Sogeti Studio has found that clients have a high requirement to test on Chrome and Safari, this is because Chrome is easy for users to download on Android and iOS, and Safari is the native iPhone browser.

The Studio looks to offer testing across a range of browsers to suit client demand, for cross-browser responsiveness testing. Sogeti provides device cross-browser testing from the wide range of regularly refreshed devices held in the Studio, plus using our partnerships with leading providers for public and private cloud-based testing. The Sogeti Studio in-house automation framework, SAF, can run on Chrome or Safari and is constantly being improved to incorporate more.

One of the devices we have within the Studio is a new Smartwatch, on which we have successfully tested our automation frameworks.

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MOBILE/TABLET OPERATING SYSTEM



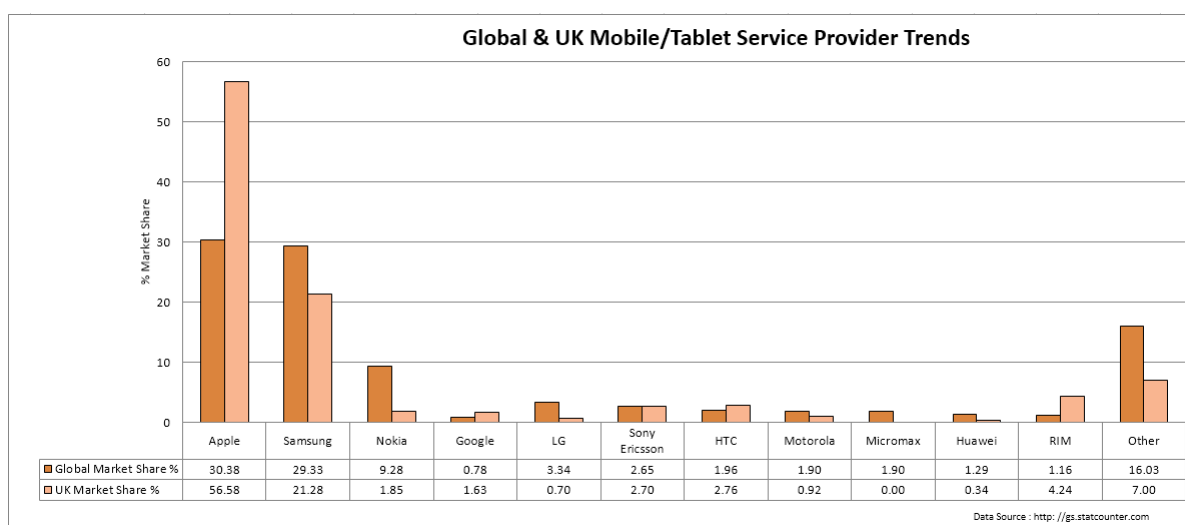
Due to the popularity of the iPhone and the iPad in the UK, iOS dominates the UK mobile operating system (OS) market, followed by Android. This trend is reversed globally with Android being the dominant OS, followed by Apple's iOS. These two OS are the main players in the market with over 85% of the market share.

This has obviously been a factor in the approach we use when purchasing devices for Sogeti Studio. iOS and Android devices are high priority items; however some clients do have a niche number of users who still use Blackberry OS. Also the Studio has to maintain several versions of each OS across devices to suit demand.

For the latest Android OS, version 5 'Lollipop', we foresee an increase in client demand later in 2015 to test native and hybrid apps, and the same for iOS 8.3. Where the new Windows 10 OS is concerned, as this OS will run across Windows phones, desktops and tablets, we foresee us being able to streamline testing activities across these three platforms.

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MOBILE/TABLET SERVICE PROVIDER



The popularity of iPhone and the iPad in the UK maintains Apple as the dominate service provider, closely followed by Samsung then Nokia. The above domination of Apple and Samsung is reflected in the Studio's portfolio of physical mobile devices, with Apple and Samsung dominant there too. We test on differing phone sizes i.e. iPhone 4, 5 or 6, plus different makers and sizes of Android phones, as well followed as a niche collection of Windows phones.

The Studio will look to test mainly across the 'big 2' providers in 2015 to fit with market trends; however we are also conscious of other niche service providers and we can also provide devices for testing across the majority of these. We see a reasonable amount of market usage across in the start-up manufacturers as they try to gain a foothold in the market.

To find out more about Sogeti Studio, please visit: www.uk.sogeti.com/sogeti-studio

Data Sources:

1. <http://gs.statcounter.com/>
2. <http://marketshare.com/>

About Sogeti

Sogeti is a leading provider of local professional technology services, specialising in Application, Infrastructure and Engineering Services. Sogeti offers cutting-edge solutions around Development, Testing, Mobile, Cloud, Business Intelligence & Analytics and Cyber Security, combining world class methodologies and its global delivery model, Rightshore®. Sogeti brings together more than 20,000 professionals in 15 countries and has a strong local presence in over 100 locations in Europe, USA and India. Sogeti is a wholly-owned subsidiary of Cap Gemini S.A., listed on the Paris Stock Exchange.

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