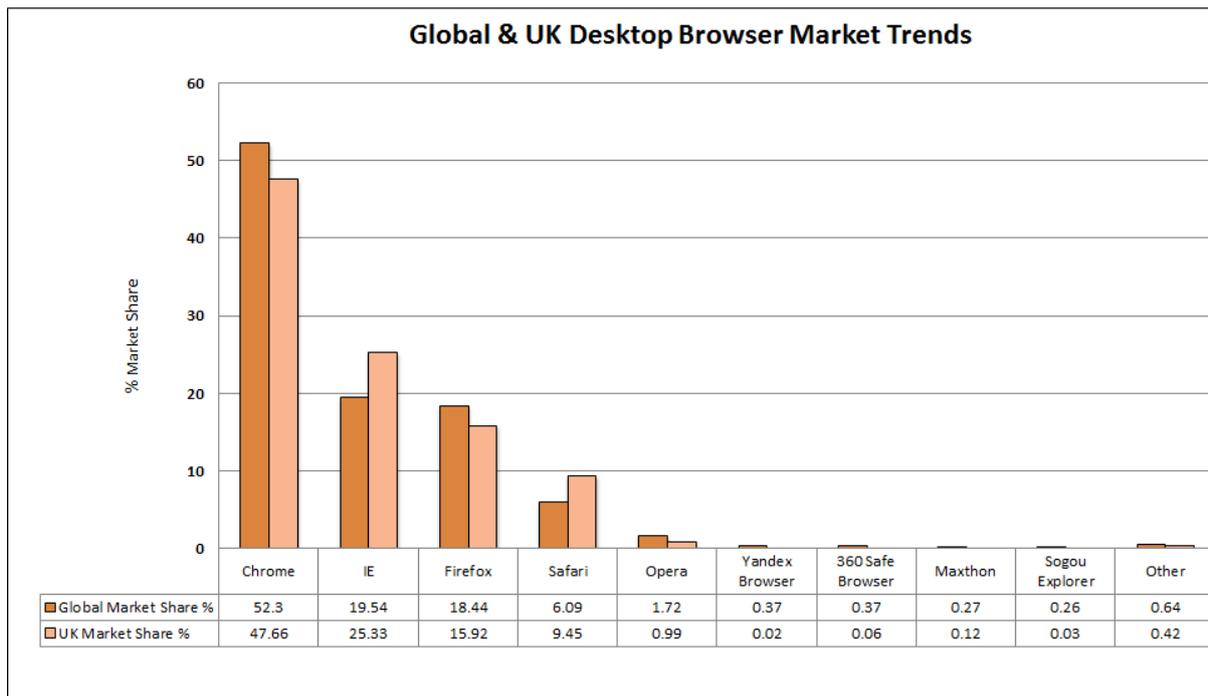


Omni-Channel Market Trends UK and Global – March 2015

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

DESKTOP BROWSER



As in Jan and Feb, Chrome continues to dominate the worldwide and UK browser market. It's share remains much the same as last month at 52.30% globally and 47.66% in the UK.

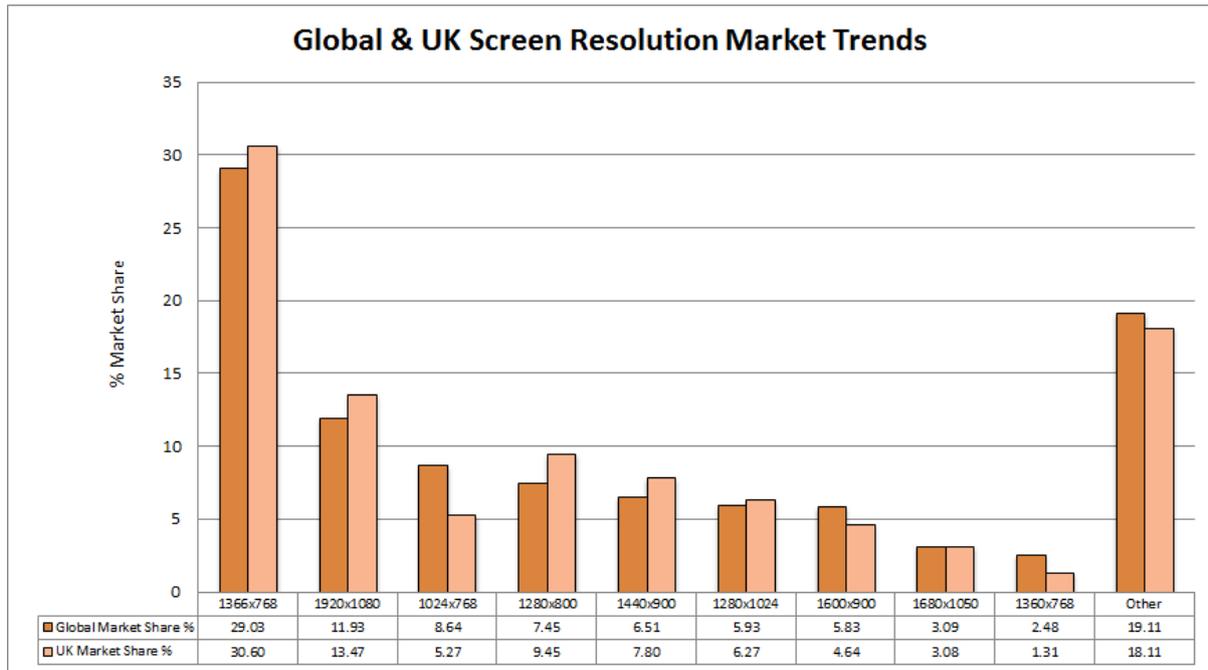
The use of IE continues to drop this month globally; down from 20.75% to 19.54% but has seen a slight increase in the UK market from 24.95% to 25.33%. With the news of IE soon to be retired by Microsoft and replaced by their new browser 'Spartan', users may be more likely to be inclined to move away from it to other available browsers.

Firefox has seen a small increase in its market share from 15.29% to 15.92% in the UK and from 18.22% to 18.44% globally. Safari has also seen an increase globally, from 4.94% to 6.09%, although there has been a slight drop in the UK from 10.12% to 9.45%.

Testing effort should continue to concentrate on the top four browsers; Chrome, IE, Firefox and Safari. Windows new browser 'Spartan' is likely to join this list once it has been rolled out.

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DESKTOP SCREEN RESOLUTION



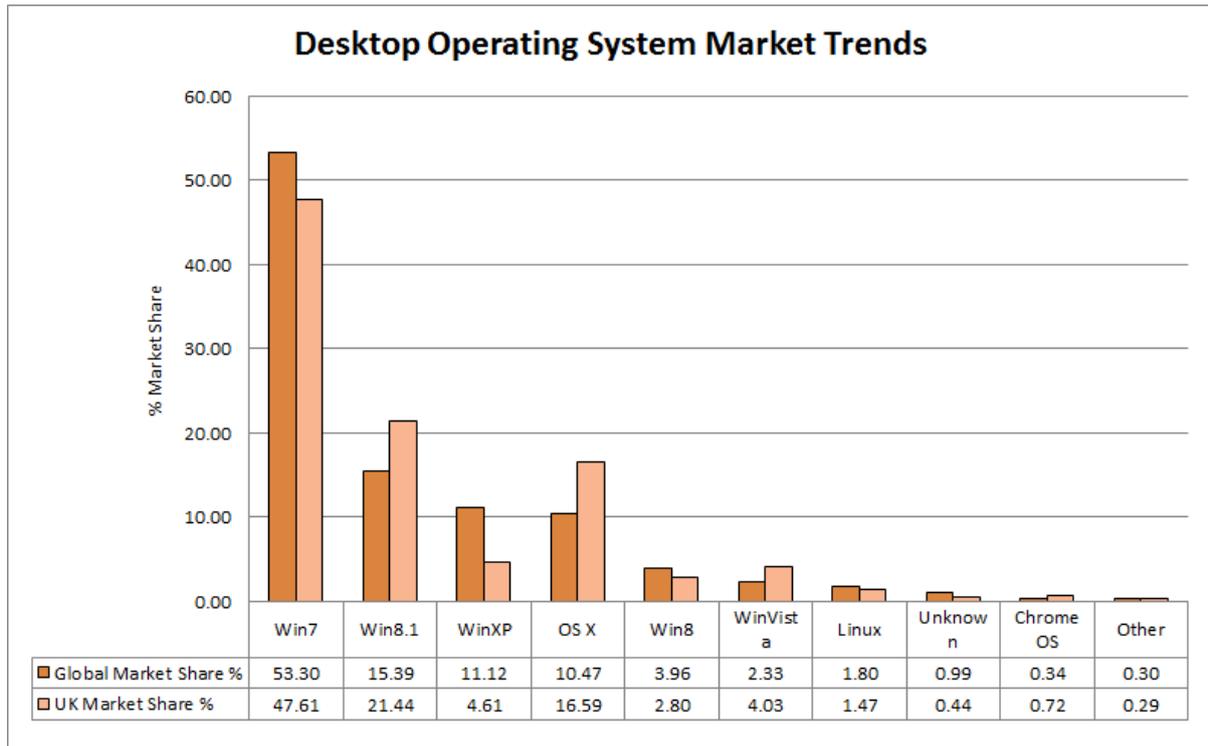
There has been little change in screen resolution trends this month, The HD desktop screen resolution (1366x768), with an aspect ratio of 16:9, remains the most popular, though the usage share dropped slightly, from 29.99% to 29.03% globally, and from 31.37% to 30.60% in the UK. The second most popular size, 1920x1080, has remained constant at 11.93% globally and increased slightly from 13.34% to 13.47% in the UK. Any increase here is likely to be attributed to kit replacement as most new desktop models seem to be coming with this resolution.

We also see gradual ups and down in the rest of the screen sizes between Feb-15 and Mar-15 figures. 1024x768 has slightly decreased in share from 8.84% to 8.64%. 1280x800 also saw a slight decrease from 10.03% to 9.45%.

We suggest that Testing effort should be prioritised in the order of the aspect ratios of; 16:9, 16:10 and 4:3 accordingly. Sogeti Studio is aiming to continue factoring these screen sizes into testing for clients. The Studio will continue to monitor these trends to see if any changes occur..

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DESKTOP OPERATING SYSTEM



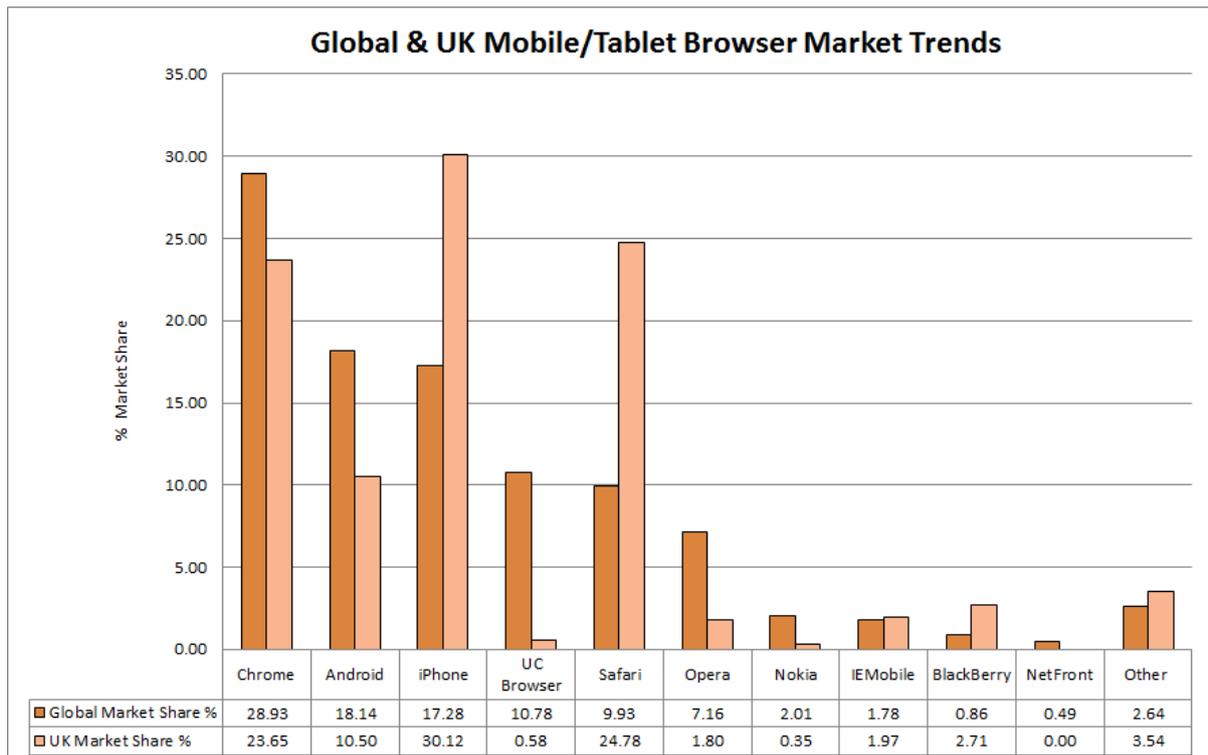
Windows operating systems (OS) again dominated the desktop market. In March, Windows 7 remained dominant, followed by Windows 8.1. Windows 7 share has increased from 47.18% to 47.61% in the UK but decreased globally from 54.13% to 53.30%. This is likely due to the steady rise of Windows 8.1 with a UK increase from 21.16% to 21.44% and a globally from 14.78% to 15.39%.

OS X remained the 3rd most popular OS in the UK and 4th most popular globally, which is the same as Feb-15. The same goes for WinXP, which stays 4th for UK and 3rd globally.

There are expected to be changes in the market share when Microsoft releases Windows 10 later this year. Sogeti studio will adjust the OS coverage provided to its clients in line with the developing trends.

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MOBILE/TABLET BROWSER



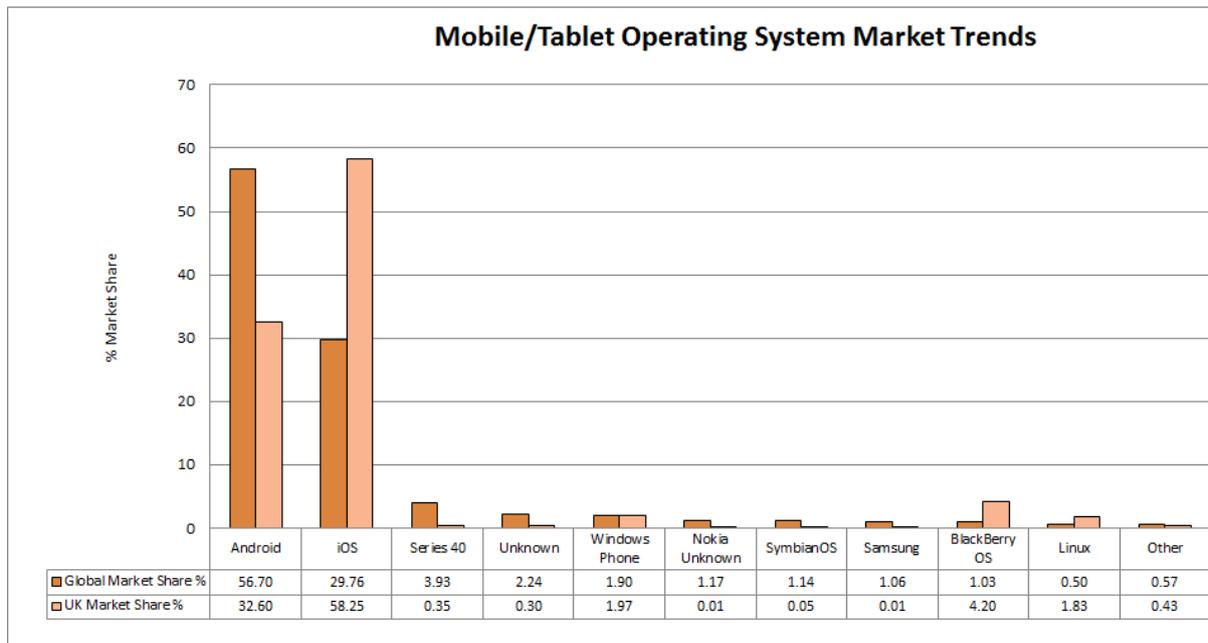
In March, Safari on iPhone continues to dominate the UK market at 30.12% although its share has dropped slightly from last month's 31.04%. It remains 3rd globally at 17.28%, with a drop from last month's 17.60%.

Globally, Chrome on Android stays in front with a small increase from 28.04% to 28.93%. Chrome usage has also increased in the UK, from 22.97% to 23.65%. The increased use of Chrome is probably why the share of Android (other android browsers) has dropped slightly in both markets, from 18.71% to 18.14% globally and from 11.02% to 10.50% in the UK. Safari for Android has also dropped from 10.66% to 9.93% globally and from 25.82% to 24.78% in the UK.

It is expected that Sogeti Studio clients will continue to require testing of all iOS and Android browsers, especially Safari and Chrome, as these remain popular and hence testing coverage should include these where appropriate. Other browsers with small usage should be covered as per client requirements.

Omni-Channel Market Trends UK and Global – March 2015

MOBILE/TABLET OPERATING SYSTEM



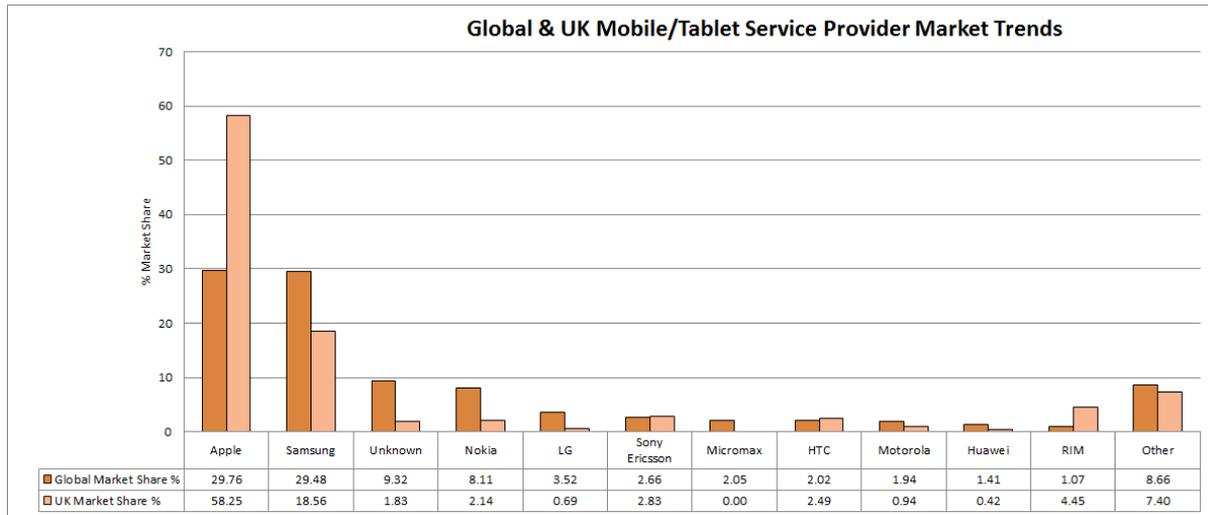
Android and iOS have dominated the mobile operating system (OS) market both globally and in the UK for the last two months and continue to do so in March, with Android OS being more popular globally and iOS more popular in the UK. However, there has been a drop in iOS market share both globally (from 30.78% to 29.76%) and in the UK (from 61.20% to 58.25%). This can probably be attributed to the fact that both markets have seen an increase in Android OS share (from 55.30% to 56.70% globally and from 31.14% to 32.60% in the UK).

Again, as seen in Jan-15 and Feb-15, iOS and Android remain the two main players in the market, with a combined market share of over 80% both globally and in the UK. The dominance of these operating systems could be attributed to pre-installation on the devices with the largest market share, i.e. Apple and Samsung.

We therefore suggest that testing effort should focus on the latest versions of both Android and iOS, as well as popular previous versions, particularly for Android due to the large range of devices with different OS installed. This helps towards delivering accurate testing for clients on the appropriate mobile OS. Also, the Studio is monitoring when the new Windows 10 for phones is to be released as this is likely to have some impact on the market shares.

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MOBILE/TABLET SERVICE PROVIDER



Globally, Apple remains the dominant service/device provider closely followed by Samsung. However, Apple remains way out in front of Samsung in the UK, despite dropping share from 61.20% to 58.25%. Share has also dropped globally (from 30.78% to 29.76%), whereas other providers have seen increases. Samsung has seen slight increases across the board, from 29.18% to 29.48% globally and from 18.02% to 18.56% in the UK.

Other providers continue to hold smaller shares in the market this month with stats moving marginally. A lot of different device providers such as Huawei have joined the tablet/phone market in the last few years offering products at competitive prices with similar features to Apple products. As these products improve, it is expected that users would look to purchase these cheaper alternatives, especially those on a budget, and hence this is expected to impact Apple's market share.

Going by the early-2015 service trends, there is nothing as yet to indicate that test organisations should move their focus from Apple and Samsung devices. The Studio is monitoring upcoming releases of new Apple and Samsung devices as well as other niche service providers (i.e. HTC, LG, Motorola etc.) and device purchases may be made in this direction if market trends and publicity indicate a need.

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

Data Sources:

1. <http://gs.statcounter.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.

Contact Sogeti UK

+44 (0) 20 7014 8900
enquiries.uk@sogeti.com
uk.sogeti.com

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