



World Quality Report 2025: AI adoption surges in Quality Engineering, but enterprise-level scaling remains elusive

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Top barriers for scaling include integration complexity (64%), data privacy risks (67%) and skill gaps (50%)

WATERLOO, ON, Nov. 13, 2025 /PRNewswire/ -- OpenText™ (NASDAQ/TSX: OTEX), a global leader in secure information management for AI in collaboration with Capgemini, an AI-powered global business and technology transformation company, and Sogeti (part of the Capgemini Group), today announced the 17th edition of the **World Quality Report 2025: Adapting to Emerging Worlds**. The report reveals that while nearly 90% of organizations are now actively pursuing generative AI (Gen AI) in their quality engineering (QE) practices, only 15% have achieved enterprise-scale deployment.

The report finds a widening gap between organizational interest in GenAI and actual readiness to adopt it effectively within QE. The journey from experimentation to implementation is more complex than anticipated, requiring alignment between operational innovation and strategic oversight.

"Quality engineering is being redefined by AI. Standing still is no longer an option – organizations must embrace AI-driven transformation to stay competitive and deliver faster with higher confidence," said Tal Levi-Joseph, Senior Vice President, Application Delivery Management at OpenText. "AI has organizations moving beyond traditional testing to embed quality throughout the software delivery lifecycle."

"Comparing year on year data from the World Quality Reports, Generative AI in Quality Engineering has shifted from early experimentation to strategic integration. While technical progress is clear, many organizations still struggle to align GenAI enabled quality engineering with business goals. In 2025, we're seeing more focus on governance, ROI, and cross-functional impact. The challenge ahead is closing the Gen AI divide turning investment into measurable value," said Mark Buenen, Global Leader, Quality Engineering & Testing at Capgemini.

Key findings from the report:

- Widespread adoption: 89% of responding organizations are piloting or deploying GenAI-augmented

workflows, with 37% in production and 52% in pilot phases.

- Momentum and recalibration: The rate of non-adopters of GenAI increased to 11%, up from 4% in 2024, but still considerably lower than 2023's 31%, indicating the initial rush has given way to a more grounded and complex strategy about readiness and value.
- Limited scale: Only 15% of respondents have achieved enterprise-wide implementation, while 43% remain in the experimental phase and 30% operate within limited use cases.
- Evolving use cases: GenAI is shifting from analyzing outputs (such as defect analysis and reporting) to shaping inputs, with test case design and requirements refinement now leading adoption.
- Operational gains with caveats: Organizations report an average productivity boost of 19%, but one third have seen minimal gains, highlighting the need for smarter integration strategies.
- New barriers emerge: In 2025, top challenges experienced by respondents include integration complexity (64%), data privacy risks (67%), and hallucination and reliability concerns (60%). This is a change from 2024 when top obstacles were more strategic in nature: lack of validation strategy (50%), insufficient AI skills (42%), and undefined QE organization (41%).
- Skills gap remains: 50% report their organizations lack AI/ML expertise, which is unchanged from 2024.
- Strategic misalignment: Many organizations treat GenAI as a tactical enhancement rather than a strategic enabler, resulting in fragmented execution and underfunded initiatives.

"For organizations to unlock GenAI's full potential in quality engineering, they must invest in skills, governance, data and outcome alignment. AI amplifies capability, but it cannot substitute for it," Levi-Joseph said. "As the report reveals, the organizations that succeed are those that strengthen their quality engineering fundamentals and use AI to augment core capabilities, such as design, development, and testing."

The report also emphasized the emergence of collaborative intelligence, where human expertise and AI capabilities combine to drive quality outcomes. This hybrid approach is proving essential as organizations navigate the tension between innovation and accountability. The report also showed that while shift left is still the dominant approach in quality engineering, the shift-right approach is gaining traction.

To download the full report, visit www.worldqualityreport.com.

Additional Resources

- Learn more about [OpenText DevOps Cloud](#).
- OpenText was recently recognized as a Leader in the 2025 Gartner® Magic Quadrant™ for AI-Augmented Software Testing Tools. Read about it [here](#).

About the World Quality Report 2025

Now in its 17th edition, the World Quality Report is an annual study that explores the latest trends, challenges, and future outlooks for quality engineering across industries. The report is based on extensive research and surveys with industry leaders to provide a comprehensive understanding of the software quality landscape.

Gartner, Magic Quadrant for AI-Augmented Software Testing Tools, By Joachim Herschmann, Sushant Singhal, Ross Power, C.A. Swan, 6 October 2025

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World Quality Report 2025 research methodology:

The World Quality Report is the only global report analyzing application quality and testing trends. This year's edition has tracked and examined the most important trends and developments in Quality Engineering and Testing by surveying more than 2,000 senior executives across 22 countries and 10 sectors. The expert findings are complemented with commentary, examples and best practices from senior executives from various fortune 500 organizations that participated in deep-dive interviews around these topics.

About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

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