

# ImpactQA

## NEXT-GEN 'MAESTRO' IN SOFTWARE TESTING AND QUALITY ASSURANCE...

We arranged an open-ended conversation with the founder and CEO of ImpactQA- Jyoti Prasad Bhatt. The company has been recognized for its pure-play software testing and quality assurance services and has created great impact across 500+ projects. Driven by technical expertise and domain knowledge, it has been able to add substantial value to its targeted sphere of influence. Be it Fortune 500 companies seeking testing solutions or any entrepreneurial venture striving for status-quo, ImpactQA has been known to be the best-in-class testing solution and quality assurance provider. The clientele at ImpactQA is said to have undergone tectonic changes in terms of their businesses ROI.

What propelled us to feature its success story is the methodology, tools, frameworks and a huge team of QA experts that performs the testing for a fraction of the cost. The in-depth insights of functional and non-functional testing combined with web mobile and cloud technology has allowed IQA to carve a niche for itself at a global scale. Specially-curated for reduced QA costs and reduced time-to-market, the testing services are served at unparalleled quality standards. Customer centricity and result-oriented mindset are their tools to excellence!



**Jyoti Prasad Bhatt**  
CEO at ImpactQA

The industry-agnostic customer service portfolio of the company involves testing automation, cloud migration, performance engineering. In order to test data management, technical aid comes handy for almost every business requirement. Considered to be one of the top software testing companies in the respective space, ImpactQA has become next-generation software testing and QA consulting allowing SMEs and Fortune 500 companies to navigate through the benefits of digital transformation and technology services that facilitates the clients to stay ahead of the curve. The venture has office premises in New York, Dallas, London, Munich and New Delhi. The overall headcount of the company at global scale is close to 250 that comprises engineers, salespersons, etc. Today, over 60-65% of the total revenue of the company is generated from the North-American Market, 20-25% from Europe (primarily from the UK) and the rest from the Asia-Pacific region.

J P Bhatt comes from a software testing background with a decade long of experience where he has played a prominent role in building effective software systems for many 'bigwigs' across the business landscape. Driven by his expertise as well as experience in the domain, he decided to set up ImpactQA in early 2012. Automation testing, performance, IoT, AI, ML, and ERP testing were their primary key focus areas throughout the early stages, and they gradually expanded into new verticals.



### THE LEADER'S INTRINSIC VALUES

JP Bhatt is an alumni of NIT Allahabad. During his academic career, he realized the need for employment in India and its impact in the lives here. He acknowledged the fact that it was his as well as the responsibility of erudite folks like him to generate lucrative employment opportunities. The zeal of giving back to the society made him scale the ladder of success in no time.

Being the leading face of the organization, he aspires to keep his leadership style simple yet effective. Respect, transparency, ethics and customer-centricity are the core values that drive him as a leader and inspire his workforce to serve the community in the most sophisticated manner. The values propelled by him are ingrained in the culture throughout the hierarchy where everyone is treated equally and viewed from the same lens. As an open-ended culture, every employee can approach the senior management/leadership team concerning any sort of an issue being faced by them.

### EVALUATING THE 'IMPACT'

As the company's name implies, it is self-evident what they seek to provide to the world. The whole process is to impact the quality of a software in the best possible outcome as it could be used across multiple industries. The impact of its offering is calculated as a mark made on the lives of those using the softwares improved/fixed by them. From transforming the lives of the common people to making a difference to the goliaths across various industries, ImpactQA has proved its prowess in the best possible way. "We have tested a software that is a health and wellness home automation system commonly used by world-renowned Hollywood Celebs. The margin of error in our functioning is almost zero as we also cater to some of the sensitive industries as well like aviation. Here, the system couldn't even afford to have a single bug in the software. One could imagine the efficiency of our functions along with the subtleties of our job. Hence, ImpactQA has been able to add value to people's life in direct as well as indirect ways," reveals the founder and CEO.

### QUALITY IS IN THE DNA

"Companies like us cease to exist, if we don't maintain the quality of our offerings. To stay ahead of the curve, cost efficiency combined with high quality is what we found effective. Quality assurance is in our DNA and cannot even imagine ourselves to move ahead without considering this aspect," explained JP Bhatt, when asked about the USP they offer. The company is about to utilize the recently developed technologies to tweak in such a way that it would help expedite in automating the QA process. And for this purpose, they will be utilizing AI/ML to drive innovation across the segment. The rate of software failure could effectively be traced by AI/ML and hence, under the focus of the company to improve the quality of the services.

### ACCOMPLISHMENTS TO CONSIDER

ImpactQA has been well-acknowledged by several bigwigs across the industry. Silicon India recognized them as 'Start-up of the Year 2022' during their initial stage of business

operations. Also, their success story has been featured by Yahoo Finance, GlobeNewswire, and several press and media publications in the last decade. Additionally, the presence of goliaths from various industries under the umbrella of their customer-base has grabbed the attention across the fraternity for sure. And above all, ImpactQA has been a fierce competitor for many of its well-established peers whom it has outperformed under many occasions. Being an engineering unit, the company takes immense pride in beating its competitors 20 times greater in size, magnitude and many other aspects.

### FOR THE FUTURE

ImpactQA has successfully been able to expand its global footprints across different geographies like North America, Europe, and the UK. For the upcoming 2-3 years, JP Bhatt has envisioned crossing more and more geographies where the target would be GCC, Australia, etc. Soon, they will start a huge recruitment campaign to increase their headcount. So far, they have conducted campus placement drives for NITs to hire the best talent in favor of the organization while planning to initiate the drive to reach out to IITs for the recruitment process as well. In the persistent approach to increase their headcount, the company will be making efficient efforts to add substantial value to the targeted market.

### PEARLS OF WISDOM SHARED BY THE LEADER

"All the budding entrepreneurs out there should remember that the nascent stage of the entrepreneurial journey is pretty hard. But, irrespective of the circumstances, never give up on your idea/dream. I have seen many entrepreneurs taking the U-turn, just when they were about to witness the fruitful results. Had they held onto something, they would have crossed the river anyhow. Based on my personal experience where my venture hit the rough waters during the early three years several times, we kept moving and didn't give up on our vision. It was our dedication that brought the appropriate help to us in several ways and today, we have become a leading player in our segment. So, just hold on to your objectives, results will follow you!"





CERTIFICATE  
OF APPRECIATION

**ImpactQA**

*Appreciated Under*

**Company In Focus 2022**

*Recognized By*

**Business Connect**

**ImpactQA's** admirable growth and differentiating factors drew attention of **BUSINESS CONNECT**



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