Gartner

Licensed for Distribution

Magic Quadrant for Agentic Software Quality Assurance Platforms

6 October 2026 - ID G00841424 - 51 min read

By Ross Power, Sushant Singhal, and 1 more

Software testing vendors have expanded beyond AI-augmented testing tools to deliver platforms with specialized agents that continuously assure quality across the SDLC. Use our evaluation of agentic software quality assurance platform vendors to select the best fit for your organization.

Strategic Planning Assumptions

By 2030, AI agents will initiate, coordinate, execute and analyze more than 50% of enterprise software testing.

By 2028, 65% of quality engineers will be using command line interface (CLI) to perform quality assurance activities.

Market Definition/Description

Gartner defines agentic software quality assurance (QA) platforms as autonomous or semiautonomous solutions that provide integrated, orchestrated capabilities to enable continuous, self-optimizing testing in the software development life cycle (SDLC) through the use of AI. These platforms bring fragmented testing tools into a unified experience, shifting the market from reactive, tool-assisted copilots toward fully agentic platforms.

Agentic software QA platforms perceive context and translate human intent and complex requirements into multistep test artifacts. Such platforms use agentic capabilities to create test plans, orchestrate automated execution, analyze outcomes, and feed results back into the SDLC for humans and other agents (e.g., coding agents). Capabilities include generation and maintenance of test scenarios and cases, automation and suite optimization, prioritization and analysis, and test-value scoring. These platforms integrate seamlessly with AI native integrated development environments (IDEs) and AI coding agents and are governed through harness and control layers that manage agent behavior, enforce policies and provide structured context. They are delivered primarily as cloud-hosted services with some options for on-premises deployment.

These platforms are designed to simplify and accelerate the creation, maintenance, execution and management of test artifacts throughout the SDLC. The rapid adoption of coding agents and AI integration into the SDLC means software is being generated faster and with greater complexity than ever before, breaking traditional, reactive QA methods where testing acts merely as a quality gate after development. Organizations use these agentic platforms to manage the volume and complexity of assessing the nondeterministic outcomes of AI-enabled solutions.

An agentic software QA platform natively supports automated UI, API and visual testing across various platforms, and uses AI agents for prompt-driven test planning, generation and orchestration. These platforms provide programmatic agent integration through model context protocols (MCPs) or command line interfaces (CLIs) that offer native DevSecOps and toolchain integrations while enabling team collaboration and workflow visualization. Such platforms come with scalable admin controls for user access and agent behavior governance.

The market for agentic software QA platforms reflects the rapid evolution of technologies for:

- Maintaining efficient generation, maintenance, tracking, versioning, selection and prioritization of test artifacts
- Running tests at scale in the cloud
- Optimizing the overall test process

These platforms are intended to be more than just a tool for authoring and running tests; they are essential for businesses aiming to achieve excellence in software quality, productivity and market responsiveness.

Mandatory Capabilities

- **Native automated UI, API and visual testing capabilities:** Support for native, purpose-built automated testing of internally developed software applications across UI, API and service interfaces, delivered through integrated platform capabilities. Coverage spans web browser, desktop, mobile and other embedded systems. These capabilities include visual validation and regression testing.

- **Test management, orchestration and intelligence:** Support for core test management capabilities, including the organization, versioning and structured storage of test cases alongside orchestration of test execution across environments. This includes prioritizing, optimizing and parallelizing test execution based on AI-driven criteria such as the reliability (flakiness) of tests, code changes or updates in test environments (change impact analysis). This is supported by integrated dashboards and reporting that track compliance, issue severity and autonomous remediation steps across releases.

- **Agentic test development:** Support for natural language prompt and spec-driven interactions that direct AI agents to autonomously plan, generate and execute complex, multistep testing tasks.

- **Core AI coding harness integration:** Provide programmatic coding harness integration via mechanisms such as MCP, CLI or emerging agent-to-agent (A2A) interaction models, enabling agents to execute tasks, exchange context and operate safely within controlled environments.

- **Native integrations:** Support for native integrations (via built-in connectors not just APIs) with leading DevSecOps platforms, planning tools, version control systems, data and infrastructure platforms, reporting tools and container tools for efficient testing across environments.

- **Team collaboration:** Support for the visualization of testing workflows, a built-in knowledge base supporting the sharing of information and best practices, and real-time communication through integrated chat or messaging interfaces. These capabilities can be built into the tool or offered via seamless integrations with the customer's existing platform (such as Microsoft Teams or Slack).

- **Enterprise administration:** Scalable enterprise administration capabilities, including user and access management, role-based access control (RBAC) and integration with enterprise identity producers using standards such as OAuth. This includes organizational

configuration of agent behavior with mechanisms to contain, constrain or isolate agent actions in line with governance and security policies.

Optional Capabilities

- **Agent control plane and model management:** Catalogs out-of-the-box, third-party, open-source and bring-your-own models (BYOMs). Selects and routes models by purpose, orchestrates handshakes, and enforces consumption and policy across agents. Includes monitoring and reporting of model and agent consumption (for example, token usage), with controls to manage cost, performance and resource allocation.
- **Extended harness features:** Support deeper coding harness integration beyond MCP and CLI via subagents, plug-ins, skills, hooks, backpressure and context management.
- **Evaluating AI-based applications and agents:** Support for testing of GenAI-powered applications exhibiting probabilistic behavior such as chatbots, LLM-powered conversational experiences and autonomous agents. This includes testing the latency and quality of output for voice, image, chatbot and API-based interfaces.
- **Test framework support:** Support for the import, export and generation of test automation code for multiple testing frameworks (such as Playwright, Appium and Cucumber) in addition to the proprietary vendor ecosystem.
- **Performance testing:** Support for front-end page load (waterfall chart) measurement and comprehensive back-end performance testing, including load, stress, spike, soak/endurance and scalability tests.
- **Defect prediction:** Identification of gaps in quality and defect targets, minimization of redundancy, and improvement of the effectiveness and efficiency of testing processes by detecting patterns in historical QA data.
- **Service virtualization and test data:** This capability provides support for shift-left testing through the ability to test APIs and create virtual orchestrated services (not just simple mocking) instead of production services. This is paired with synthetic test data generation, which produces privacy-compliant input data that maintains the statistical properties and correlations of production environments.
- **Portal:** An internal portal or centralized interface facilitating the exchange of skills and knowledge, enabling the discovery of shared test repositories, and providing a curated collection of approved internal tools and libraries.

- **Accessibility:** Automated scanning and validation of UI behavior against recognized international standards such as Web Content Accessibility Guidelines (WCAG) from W3C. This capability includes identification of issues during test execution, actionable remediation guidance and integration with specialized accessibility tools (for example, via APIs or MCP).
- **Migration capabilities:** User migration onto and away from the product in case users want to change vendors without losing their data and wasting effort rebuilding what they created using existing tools to avoid potential lock-in; platforms should support the use of open-source software (OSS) and open formats, such as Markdown.

Magic Quadrant

Figure 1: Magic Quadrant for Agentic Software Quality Assurance Platforms 

Magic Quadrant for Agentic Software Quality Assurance Platforms



Gartner

Vendor Strengths and Cautions

ACCELQ

ACCELQ is a Challenger in this Magic Quadrant. The ACCELQ platform includes the ACCELQ Autopilot, a generative AI engine; ACCELQ Application Universe for visual modeling; ACCELQ Unified, which provides web, API, mobile, and desktop test automation; and intelligent object identification. The platform supports cloud, on-premises and hybrid deployments.

ACCELQ's operations are mainly in North America and Europe, with a growing footprint in APAC. Its clients are mostly midsize to large enterprises in technology, financial services and

healthcare. Since 2025, ACCELQ has increased R&D investment, prioritizing the delivery of its Model Context Protocol (MCP) server, agentic software development life cycle (SDLC) verification, and agent-to-agent interoperability that enable AI agents to coordinate across development and testing workflows.

Strengths

- **Marketing strategy:** ACCELQ presents its platform as a governed quality layer designed to verify and contain the massive volume of software produced by coding agents. Its messaging around trust-led verification aligns with growing enterprise demand for better controls to manage quality, accountability and risk as agentic development accelerates software delivery.

- **Vertical/industry strategy:** ACCELQ's product roadmap and messaging around compliance-driven use cases, including test execution, evidence collection and audit-ready reporting, resonate with buyers in highly regulated sectors such as banking, finance and healthcare. Its capabilities are designed to support regulatory requirements such as the EU AI Act, Digital Operational Resilience Act (DORA), and Health Insurance Portability and Accountability Act (HIPAA).

- **Customer experience:** ACCELQ guides customer success using a combination of customer feedback mechanisms, advisory engagements, and quarterly business reviews focused on adoption, ROI and quality maturity. In Gartner Peer Insights, customers praise its strong customer focus and consulting partnerships.

Cautions

- **Geographic strategy:** ACCELQ primarily supports customers in APAC and Europe through strategic partners and global system integrators. Buyers outside of North America should evaluate the vendor's ability to provide implementation support and customer service in their region.

- **Innovation:** ACCELQ's generative AI and Autopilot capabilities may lack the level of explainability and transparency required by some organizations with stringent governance requirements. Buyers should assess the platform's ability to provide auditability, traceability, and oversight of AI-generated test recommendations and execution decisions.

- **Operations:** Although ACCELQ supports public-sector customers, it does not currently report certain public-sector authorizations, including FedRAMP, for its ASQAP offering.

Buyers should assess whether the vendor's certifications and deployment options align with their procurement and compliance requirements.

Katalon

Katalon is a Niche Player in this Magic Quadrant. The Katalon True Platform provides test creation, execution and management. It includes TrueTest for test generation from production user journeys; Studio for test authoring across web, mobile, desktop and APIs; TestCloud for cloud-based test execution; and AI Assistant with agents for requirement analysis, test generation, execution, failure analysis and defect reporting. The platform supports public, private and hybrid cloud deployments, while on-premises execution is available through Katalon Studio and Katalon Runtime Engine using offline licenses.

Katalon's operations are geographically diversified, with most clients in small to midsize organizations. It has a growing enterprise presence in IT and financial services. Since 2025, it has introduced an MCP server for AI agent integration and AI agents for requirements review, test generation, execution, root cause analysis, defect logging and reporting.

Strengths

- **Market responsiveness/record:** Katalon has released a steady stream of recent platform enhancements, including AI-powered test generation, coding-assistant integrations and support for third-party AI agents. These releases demonstrate its ability to quickly respond to growing enterprise interest in AI-assisted and agentic software delivery.
- **Offering (product) strategy:** Katalon provides customers with a clear migration path from traditional test automation toward AI-assisted software quality practices. The company continues to invest in a unified platform that combines test creation, execution, management and governance rather than requiring customers to assemble multiple products.
- **Market understanding**: Katalon's investments in traceability, auditability and human oversight demonstrate a strong awareness of customer concerns around governing and validating AI-generated software. This focus aligns with enterprise requirements for controlling the quality risks introduced by AI-assisted development workflows.

Cautions

- **Product or service:** Katalon does not provide administrative controls to monitor or cap agent compute usage, while dedicated agent policy enforcement and execution decision

logging remain roadmap items. Buyers seeking built-in agent governance and resource controls will find parts of Katalon's offering less mature than those of some competitors.

- Operations: Katalon operates with substantially fewer resources than several of its larger competitors. Buyers who need extensive global support, services or ecosystem capabilities should evaluate whether Katalon's scale aligns with their needs.
- Innovation: Katalon's recent innovations have focused on enhancing testing of deterministic software, while testing nondeterministic AI-powered applications remains a roadmap capability. Buyers should assess Katalon's ability to sustain platform differentiation as competitors advance native agent governance and nondeterministic feature testing capabilities.

Keysight

Keysight is a Leader in this Magic Quadrant. Keysight Eggplant Test includes Eggplant Functional for visual, optical character recognition (OCR)-based, Document Object Model (DOM)-based, and API automation; Eggplant Digital Automation Intelligence (DAI) for model-based test design, execution and reporting; Keysight Generator for requirement evaluation and structured test generation; Eggplant Gateway for agent-callable MCP, REST and SDK interfaces; and Eggplant Performance for load testing and user performance monitoring with Eggplant Monitoring for production user-journey monitoring. The platform supports cloud, hybrid, on-premises and air-gapped deployments.

Keysight's direct Eggplant sales operations are mainly in North America and Europe, with partner-led growth in Asia/Pacific. Its clients are mainly large enterprises and government organizations in regulated or mission-critical sectors. Since 2025, Keysight has added controlled DAI Spaces, Eggplant Gateway MCP tools, large language model (LLM)-based element location and Eggplant enhancements for requirement evaluation, test generation, identity integration and MCP monitoring.

Strengths

- Product or service: Eggplant Test combines visual, OCR, DOM, API and model-based automation with support for cloud, on-premises and air-gapped deployments. Its broad testing coverage extends beyond conventional web and mobile applications, enabling buyers to support testing across desktop, embedded, mainframe, automotive human-machine interface (HMI), avionics, point of sale and medical systems.

- **Market understanding**: Keysight shows that it understands the needs of regulated enterprises by connecting agent-callable testing, supervised autonomy, nondeterministic evaluation and compliance. It also provides existing customers with a clear path to move toward agentic testing without replacing their test estate.
- **Offering (product) strategy**: Keysight's product roadmap prioritizes agent interfaces, coding-agent integration and legacy modernization. Its planned investments will add governed test agents, semantic AI evaluation, and deeper API and service-virtualization support.

Cautions

- **Geographic strategy**: Keysight's customers and operations are concentrated in North America and Europe. For Eggplant, it relies on partner-led expansion elsewhere and has a relatively small footprint outside these regions. Buyers outside of its core markets should validate that Keysight can provide local Eggplant expertise and support coverage.
- **Vertical/industry strategy**: Keysight emphasizes government, retail, automotive, manufacturing and complex regulated environments. Buyers in organizations outside of these focus industries will find limited accelerators, expertise and partners that are tailored to their needs.
- **Innovation**: Keysight lags behind some of its competitors as it has not yet delivered governed test agents, semantic GenAI evaluation as a productized release or an agent proving ground, nor has it secured any Eggplant-specific patents in the past three years.

mabl

mabl is a Challenger in this Magic Quadrant. The mabl platform is a cloud-native agentic software quality assurance platform supporting web, API, mobile, accessibility, and performance quality workflows. The platform incorporates AI-driven quality engineering capabilities, autonomous test maintenance, and agent-based workflow orchestration, and it is delivered exclusively as a public cloud SaaS offering.

mabl's operations are mainly in North America, with a growing presence in Europe and APAC. Its clients include midsize and large enterprises, particularly in regulated industries such as financial services, healthcare and life sciences. Since 2025, mabl has introduced a hosted MCP server, agentic test authoring, and enhanced AI-driven analysis capabilities.

Strengths

- **Innovation:** mabl invests a high percentage of its revenue in research and development, which has enabled it to deliver agentic quality engineering capabilities. mabl's innovative capabilities are enabling customers to align software quality workflows with emerging coding-agent ecosystems.
- **Market responsiveness/record:** mabl had one of the most consistent release cadences of all vendors during the past year. It delivered numerous AI and agentic capabilities, including agentic test authoring, remote MCP server and MCP enhancements, and coding-agent integrations.
- **Product or service:** mabl differentiates through its support for agentic quality engineering workflows, with capabilities such as agentic authoring, runtime recovery and MCP-enabled integrations. mabl's platform enables buyers to integrate software quality activities directly into AI-assisted software delivery processes while maintaining independent validation of software quality outcomes.

Cautions

- **Geographic strategy:** Although mabl has expanded its presence outside North America, its operations and customer base remain concentrated in that region. Buyers requiring extensive local sales coverage, consulting resources and support will find that larger vendors can provide broader geographic coverage.
- **Operations:** mabl has fewer operational, security and compliance certifications compared to other specialist vendors in this market. This narrower compliance portfolio can restrict mabl's suitability for federal agencies, public-sector organizations, and healthcare environments.
- **Sales execution/pricing:** Compared with its larger competitors, mabl operates a small sales organization and has lower average deal sizes. Buyers with complex multinational evaluations and deployments will find relatively fewer sales, services and account-management resources.

OpenText

OpenText is a Challenger in this Magic Quadrant. The OpenText Core Software Delivery Platform includes traceability across software delivery artifacts and supports test management, test execution, and performance engineering. The platform is delivered through a combination of SaaS and on-premises technologies.

OpenText's operations are geographically diversified, and it focuses on regulated enterprises in finance, life sciences and manufacturing. Since 2025, the company has expanded its DevOps Aviator capabilities, including releases such as Performance Engineering Aviator, Functional Testing for Python scripting support, the Autonomous Tester AI quality agent, and AI Response Evaluation for validating generative AI applications.

Strengths

- **Product or service:** OpenText provides a broad portfolio of software quality capabilities spanning requirements traceability, functional testing, performance testing and quality management. Buyers seeking an integrated approach to quality assurance can use these capabilities across the software delivery life cycle rather than relying on separate point solutions.
- **Market understanding:** OpenText's capabilities for governance, traceability and compliance are designed to meet the needs of organizations operating in regulated environments that require auditable software delivery processes and evidence-based quality controls.
- **Market responsiveness/record:** OpenText has consistently enhanced its software quality portfolio during the past year in response to growing interest in agentic software delivery. Its recent investments in DevOps Aviator capabilities, autonomous testing and AI evaluation functionality help customers adopt agentic development practices while maintaining quality oversight.

Cautions

- **Customer experience:** OpenText's portfolio spans multiple products and deployment models, delivering a user experience that is more complex than that of a single-purpose platform. Buyers should ensure their end users have the resources and skills to implement and use the platform.
- **Sales strategy:** OpenText's go-to-market approach is primarily focused on large enterprises and regulated industries. Buyers outside these segments, especially those seeking rapid adoption and simplified procurement, will find that other vendors are more closely aligned with their needs.
- **Sales execution/pricing:** OpenText's portfolio-oriented licensing and packaging approach requires buyers to evaluate multiple products, deployment options and cost components to determine the total cost of ownership of their software quality initiatives. Buyers seeking

a narrowly focused software quality solution will find that some competing offerings provide simpler purchasing and consumption models.

Perforce Software

Perforce Software is a Niche Player in this Magic Quadrant. The Perfecto platform includes Perfecto AI for natural-language test actions; automated and manual web and mobile testing across browsers and devices; Smart Reporting for execution history and failure analysis; and CI, REST API and secure environment connectivity. The cloud platform can connect to privately hosted systems.

Perforce's operations are geographically distributed, and most of its customers are large enterprises. Since 2025, Perforce Software has added Perfecto AI, native mobile accessibility enhancements, a Perfecto MCP server and Perfecto enhancements for Appium export, scheduling, security and AI validation.

Perforce did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Business model**: Perfecto provides a cloud-testing entry point, while BlazeMeter and other Perforce integrations create expansion paths for performance testing, test data and agentic orchestration without replacing existing frameworks. This business model enables Perfecto and BlazeMeter customers to move from script-driven automation toward natural-language and agent-driven validation.
- **Operations**: Perforce combines global customer and partner coverage with ISO 27001, ISO 42001, privacy controls and SOC 2 Type II coverage for selected services. This gives large enterprises formal security and AI-management evidence for evaluating Perfecto and related services across regions.
- **Market responsiveness/record**: Perforce maintained a consistent Perfecto release cadence during the past year, adding natural-language testing, mobile accessibility and MCP access. These changes help customers transition toward agent-invoked testing.

Cautions

- **Geographic strategy**: Perforce has a global footprint via support partners, but it has not disclosed a forward-looking geographic strategy for Perfecto. Buyers should validate

Perforce's investment in their region, as well as its ability to provide local support and meet data residency requirements.

- **Sales strategy**: Perforce has not disclosed how its Perfecto sales motion, growth priorities, pricing or channel strategy will change for agentic testing. Buyers should clarify packaging, migration and cross-portfolio dependencies.
- **Sales execution/pricing**: There is a lack of public evidence to verify Perfecto's customer growth rate, average deal size, or contract distribution. Its agentic packaging, consumption visibility and budget controls remain unclear.

QyrusAI

QyrusAI is a Visionary in this Magic Quadrant. The QyrusAI unified enterprise AI platform brings together application modernization, AI-powered testing, and autonomous IT operations. The platform connects three workspaces: Modernize, Assure, and Operate. It is delivered across public cloud, private cloud, and hybrid deployment models.

QyrusAI's operations are mainly in North America, with a growing presence in Europe and APAC. Its clients include midsize and large enterprises, particularly in financial services and healthcare. Since 2025, QyrusAI has expanded its focus on agentic quality engineering through the introduction of the Sense, Evaluate, Execute and Report (SEER) framework, dedicated context-grounding capabilities, and QyrusAI Pulse/Gym for independent agent and LLM evaluation.

Strengths

- **Innovation:** QyrusAI differentiates itself through its investment in and delivery of agentic capabilities, supporting testing and validation of AI agents, retrieval-augmented generation (RAG) pipelines and autonomous workflows. Through Pulse/Gym and Agent Orchestration, the vendor enables buyers to evaluate agent behavior, decision paths and tool interactions.
- **Market understanding:** QyrusAI has developed a strong vision around agentic quality engineering, emphasizing AI-agent evaluation and auditability. This positions QyrusAI to address emerging enterprise demand for validating AI-generated software, as well as the behavior and decision making of the AI agents that create and operate it.
- **Marketing execution:** QyrusAI's positioning targets not only quality assurance (QA) and engineering leaders but also AI/machine learning (ML) teams responsible for validating LLM

applications, RAG pipelines and agentic workflows. This unique approach resonates with both traditional quality assurance buyers and emerging AI engineering stakeholders.

Cautions

- **Operations:** QyrusAI has a narrower operational and compliance footprint than other vendors in the market. Although the vendor reports SOC 2 Type II, ISO 27000-family, General Data Protection Regulation (GDPR), and California Consumer Privacy Act (CCPA)/California Privacy Rights Act (CPRA) certifications, it does not disclose healthcare and public-sector certifications such as HIPAA, FedRAMP and StateRAMP. Buyers operating in highly regulated environments should validate that QyrusAI's certifications meet their regulatory requirements.
- **Overall viability:** QyrusAI's market presence remains smaller than that of many Leaders and Challengers. Buyers should assess the vendor's ability to scale customer success, ecosystem partnerships and enterprise support.
- **Vertical/industry strategy:** QyrusAI has a narrower industry strategy than other vendors in the market, as it primarily focuses on financial services, manufacturing and healthcare organizations that are operating SAP and Oracle environments. This focus may limit its appeal for buyers seeking industry-specific capabilities across a broader range of sectors.

Sauce Labs

Sauce Labs is a Challenger in this Magic Quadrant. The Sauce Labs AI-Unified Release Assurance (AURA) platform includes Sauce AI for Test Authoring for editable tests generated from intent and specifications; Sauce AI for Insights for failure and root cause analysis; Cross-Browser Testing; and Visual Testing Tool and Sauce Error Reporting. The SaaS platform connects to private environments.

Sauce Labs operates across North America, Europe and Asia/Pacific. Its clients range from midsize to global enterprises, particularly in technology, financial services and retail. Since 2025, Sauce Labs has added Sauce AI for Insights, the Real Device Access API, and Sauce AI for Test Authoring with API access, replay and continuous integration (CI) integration.

Strengths

- **Offering (product) strategy**: Sauce Labs is shifting from execution infrastructure toward intent-driven release assurance and AI-agent evaluation, with plans to connect intent-based authoring, execution, failure analysis and production signals through AURA. Its

investments extend agent access, nondeterministic AI-agent evaluation, compliance reporting and existing automation.

- **Market responsiveness/record**: Sauce Labs delivered 52 releases during the evaluation period, including six named major releases. These additions include natural-language authoring, agent-accessible devices and conversational failure analysis.
- **Marketing execution**: Sauce Labs' messaging separately targets established QA users and executive, platform-engineering and agentic buyers. Its release-assurance positioning connects testing infrastructure to the verification demands of AI-assisted development, which resonates with both types of buyers.

Cautions

- **Operations**: Sauce Labs is a relatively small organization compared to competitors. Most of its customers are in North America, EMEA and Asia/Pacific, and it is still expanding its scope and regional infrastructure. Buyers with global deployments should validate local implementation, compliance and support capacity.
- **Sales strategy**: Relative to some competitors, Sauce Labs lacks target customer segments, milestones or expected results, and its planned pricing direction omits details. Buyers must validate sales coverage, implementation fit and how costs change as usage grows.
- **Vertical/industry strategy**: Outside of the financial services and regulated industries, Sauce Labs has not announced clear plans to expand its industry-specific offerings. Buyers should verify packaged industry-specific offerings.

SmartBear

SmartBear is a Challenger in this Magic Quadrant. Its AI-enabled software quality portfolio combines test generation, functional testing, API testing, performance testing, test management, and traceability across products including BearQ, Reflect, QMetry, Zephyr, TestComplete, ReadyAPI, and LoadNinja. The portfolio is delivered through SaaS and hybrid deployment models, using secure tunneling to connect cloud execution environments with private network resources.

SmartBear's operations are geographically diversified, with customers across industries and organizations of all sizes. Since 2025, the company has focused on extending its AI-powered

quality assurance capabilities through BearQ, agentic quality workflows, MCP-based interoperability and improved governance of AI-generated testing artifacts.

Strengths

- **Product or service:** SmartBear provides a broad software quality portfolio spanning test generation, functional testing, API testing, performance testing, test management and traceability. Customers can leverage these capabilities across the software delivery life cycle while maintaining governance over both human- and AI-generated testing assets.
- **Market responsiveness/record:** SmartBear has adapted its portfolio to support AI-generated testing assets, third-party developer agents and agentic workflows, helping customers extend existing quality practices to emerging software development models.
- **Business model:** SmartBear supports a wide range of customer entry points, enabling buyers to adopt individual quality engineering products and expand usage over time. This approach allows customers to align software quality investments with immediate needs while retaining the option to standardize on additional SmartBear capabilities as requirements evolve.

Cautions

- **Vertical/industry strategy:** Compared to some competitors, SmartBear provides fewer industry-specific capabilities, compliance frameworks and implementation accelerators that focus on regulated industries such as financial services, healthcare and life sciences.
- **Operations:** SmartBear reported a declining overall workforce and did not disclose dedicated staffing for its quality assurance platform. Key compliance certifications apply only to selected products within its portfolio. Customers using multiple SmartBear products will face additional procurement, governance and risk-assessment complexity compared with vendors that provide clearer operational visibility and more consistent compliance coverage.
- **Geographic strategy:** SmartBear's move to partner-led coverage in APAC, along with its preference for globally standardized offerings, limits its effectiveness in markets that require strong local support, sovereign deployment options, or region-specific regulatory alignment. Buyers with these requirements will find competing vendors better positioned to address local market needs.

TestMu AI

TestMu AI (formerly LambdaTest) is a Leader in this Magic Quadrant. The TestMu AI platform includes KaneAI and Kane CLI for test authoring and agent-callable execution; Agent Testing for chat, voice and video agent testing; HyperExecute for parallel orchestration; Test Manager for versioned cases, reusable data and execution history; and Real Device Cloud, SmartUI and Accessibility Testing for testing on mobile devices, and conducting visual regression and standards validation across web and native applications. The continuously updated platform supports SaaS, private cloud and on-premises execution.

TestMu AI's operations are mainly in North America and Europe, with growth in Asia/Pacific. Its customer base is weighted toward small businesses. Since 2025, TestMu AI has added HyperExecute MCP, reusable KaneAI modules and secure cross-platform test data for web and mobile workflows, including time-based one-time passwords.

Strengths

- **Offering (product) strategy:** TestMu AI prioritizes agent-facing verification, coding-agent and harness integration, and continued investment in execution infrastructure, which enables existing browser and device-cloud customers to adopt agentic capabilities incrementally. This strategy also resonates with AI-forward midsize and large enterprises by offering capabilities for agent-callable testing, coding-agent integration and AI-agent evaluation.

- **Customer experience:** TestMu AI combines recurring Net Promoter Score (NPS) or customer satisfaction (CSAT) measurement, advisory programs and product analytics. These feedback channels give customers recurring opportunities to surface adoption issues and shape support and product priorities.

- **Market understanding:** TestMu AI treats coding agents and hyperscaler platforms as adjacent disruptors and responds with independent verification, nondeterministic agent evaluation and governance while retaining conventional testing infrastructure. This approach helps customers extend beyond traditional quality practices to support agentic software delivery.

Cautions

- **Sales strategy:** TestMu AI's strategy lacks detailed roles, incentives, milestones and expected results, which can limit its ability to reach new customers and expand in new regions. Its pricing disclosures also omit transition terms, consumption forecasting and buyer cost protections.

- **Operations:** TestMu AI serves a large global base with a smaller workforce than several of its enterprise competitors. Buyers in large or regulated organizations should validate regional support, specialist expertise and capacity for complex private deployments.
- **Overall viability:** TestMu AI disclosed information about its revenue, investor backing and a product-led revenue mix, but not its profitability, liquidity or cash flow. Buyers should monitor its ability to fund infrastructure, enterprise support and roadmap expansion.

Tricentis

Tricentis is a Leader in this Magic Quadrant. The Tricentis Agentic Quality Engineering Platform supports test generation, test execution, performance engineering, test management, test impact analysis, observability, and release readiness workflows across the software delivery life cycle. The portfolio is delivered through SaaS, self-managed and hybrid deployment models.

Tricentis' operations are geographically diversified. Its clients are mostly large enterprises across a wide range of industries. Since 2025, the company has evolved its AI Workspace strategy into a centralized agent orchestration layer that combines AI-driven workflow automation, governance controls and interoperability across Tricentis and third-party software delivery tools.

Strengths

- **Offering (product) strategy:** Tricentis positions its AI Workspace as an orchestration layer across its portfolio of quality engineering products and AI agents. Customers can use AI Workspace to deploy and coordinate testing, performance engineering, quality governance and release-readiness workflows across both Tricentis and third-party tools.
- **Market understanding:** Tricentis' products and roadmap emphasize key market trends like governance, interoperability and human oversight, helping customers adopt agentic software delivery practices while maintaining control, traceability and regulatory compliance.
- **Overall viability:** Tricentis is a large, established vendor in this market. Its scale, enterprise customer base and continued investment in AI-driven quality engineering provide customers with confidence in the company's ability to support large-scale and long-term software quality initiatives.

Cautions

- **Sales strategy:** Tricentis' go-to-market approach is increasingly focused on large enterprises and public-sector organizations. This focus does not align with the needs of buyers seeking point testing solutions or self-service adoption models.
- **Customer experience:** Tricentis continues to evolve a broad portfolio that spans multiple products and user experiences. Customers using Tosca, NeoLoad, qTest and other Tricentis offerings will encounter different workflows, interfaces and levels of AI maturity as the company progresses toward its longer-term AI Workspace vision.
- **Marketing execution:** While Tricentis engages QA executives for its core platform, its go-to-market strategy for agentic capabilities shifts its focus to developer and platform engineering roles in agentic software delivery. Buyers adopting Tricentis for agentic testing face risk of fragmented quality governance, compliance blind spots and operational friction if developer-driven agentic workflows operate independent of established quality standards.

UiPath

UiPath is a Leader in this Magic Quadrant. UiPath Test Cloud includes UiPath Studio, with Agent Builder, for building AI agents; UiPath Orchestrator for test execution; UiPath Test Manager for test management; UiPath Maestro for agent orchestration; Autopilot for AI-powered testing; and the AI Trust Layer for governance, security and human-in-the-loop control of agentic testing. The platform supports SaaS, on-premises, and hybrid deployments.

UiPath's operations are geographically diversified, and its customers are mostly large enterprises in financial services and healthcare. Since 2025, UiPath has expanded its agentic testing capabilities with Autonomous Test Execution, which runs manual test cases directly from plain-language steps without building automation; Autonomous Exploration, which independently explores an application to find issues; the Healing Agent for self-healing tests; and bring-your-own-model support.

Strengths

- **Product or service:** UiPath offers the most comprehensive coverage of any agentic software quality assurance platform, combining native synthetic test data management, accessibility compliance validation and computer-vision-driven automation. Its unified platform also supports FedRAMP-authorized and air-gapped deployment environments.

- **Innovation:** UiPath has continued to expand its agentic testing strategy through capabilities such as Autonomous Exploration and coding-agent integration. These innovations position UiPath among the few vendors that are truly pursuing a fully agent-orchestrated approach to software quality engineering.
- **Offering (product) strategy:** UiPath's product roadmap includes investments in agent-facing interfaces, MCP server integrations and coding agent integrations. These planned features reflect a vision where agents operate in a "dark testing factory" performing testing activities while humans provide governance and oversight.

Cautions

- **Geographic strategy:** UiPath's business remains concentrated in North America and Europe, and it relies more on channel partners for implementations in other regions. Buyers outside of North America and Europe have access to fewer customer support resources than those in its primary markets.
- **Vertical/industry strategy:** UiPath is focused on financial services, healthcare and IT. Although regulations globally in respect to software usage are changing, UiPath does not plan on adapting their existing strategy, which may limit appeal for buyers who are seeking to meet evolving governance, compliance and audit requirements.
- **Sales execution/pricing:** UiPath's enterprise-focused sales model can result in longer sales cycles than other vendors in this market. Its consumption-based AI pricing provides flexibility for large-scale deployments, but it is complex; therefore, buyers should model expected usage carefully to forecast consumption.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

- mabl

- Perforce Software
- QyrusAI
- Sauce Labs

Dropped

- Applitools
- BrowserStack

Inclusion and Exclusion Criteria

In addition to Gartner client relevance, as determined by analyst expertise and opinion, providers needed to meet the following criteria as of 31 May 2026 to qualify for inclusion:

Market Participation Inclusion Criteria

The vendor must:

- Provide a dedicated, generally available (GA) agentic software quality assurance platform. GA means the product or service is available on a public-facing price sheet/card for purchase directly by clients. The vendor must be able to furnish the link to a pricing page for its agentic software quality assurance platform.
- Sell the solution directly to paying customers without requiring them to engage in professional services. The vendor must provide at least first-line support for these capabilities, including the use of bundled open-source software. This includes, but is not limited to, comprehensive product documentation, installation guidance and reference examples.
- Demonstrate an active product roadmap, go-to-market approach and selling strategy for the solution.
- Have phone, email and web customer support. The vendor must offer a contract, console/portal, technical documentation and customer support in English (either as the product's default language or as an optional localization).

Technical Capabilities Inclusion Criteria

The agentic software quality assurance platform must offer native support for the mandatory capabilities as described in the Market Definition.

We exclude vendors from the analysis if:

- The primary use case for the agentic software quality assurance platform is the testing of low-code applications, packaged business applications or SaaS-based applications (i.e., testing extensions, configurations or customizations of applications such as Salesforce, Microsoft Dynamics 365, Oracle, SAP or ServiceNow). The market needs and expected platform capabilities for these use cases differ from the market definition of this Magic Quadrant.
- The target is only a single system platform, such as web, mobile or desktop.
- The platform is only sold as part of custom software development or professional services engagements (e.g., professional services providers using a custom solution for their clients).

Honorable Mentions

The providers that are most relevant to our clients were selected for evaluation in this Magic Quadrant. However, the decision not to evaluate a provider does not mean that the provider lacks viability. The following are noteworthy providers not included in the formal analysis. These providers could be appropriate for clients, contingent on their requirements.

Functionize: Functionize Studio is an agentic quality platform for software testing. Teams direct work through natural-language chat while AI agents plan, build, run, and maintain tests across end-to-end, API, visual, and cross-browser scenarios. When the application under test changes, Studio detects the change and updates the affected tests automatically. Functionize is delivered as a cloud service.

Inflectra: Inflectra delivers AI-assisted software quality assurance capabilities through its Inflectra.ai solution integrated with SpiraTest platform and Rapise automated testing. The portfolio combines requirements traceability, test management, defect management and automated testing across web, mobile, desktop and API environments. Recent investments in AI and software quality assurance extend the vendor’s support for AI-enabled software delivery.

Parasoft: Parasoft provides automated software testing with a continuous quality testing platform that spans static analysis, unit testing, API and web UI testing, service virtualization, and runtime error detection. Its platform integrates AI-enhanced tools across the software development life cycle, enabling teams to detect, prevent, fix and monitor defects. Parasoft delivers testing solutions across multiple industries worldwide.

Evaluation Criteria

Ability to Execute

Product/Service: This criterion assesses the capabilities, features and overall quality of the core goods and services that compete in and/or serve the defined market.

This criterion evaluates vendor capabilities against current market requirements. Specifically, we are looking for the breadth and depth of products and features across the SDLC, including agentic test artifact generation and conversion; self-healing and autonomous test maintenance; testing of GenAI applications and nondeterministic components; and strong integration with continuous integration/continuous delivery (CI/CD) pipelines, DevSecOps ecosystems, and external agents via interfaces like the Model Context Protocol (MCP).

Overall Viability: This criterion assesses the organization's overall financial health, as well as the financial and practical success of the relevant business unit. This includes the likelihood that the organization can continue to offer and invest in the product, as well as the product's position in the organization's portfolio.

We consider the vendor's company size, market share and financial performance (such as revenue growth and profitability). We also investigate any investments and ownership, and any other data related to the health of the corporate entity. Our analysis reflects the vendor's capability to ensure the continued vitality of its agentic software testing offering.

Sales Execution/Pricing: This criterion assesses the organization's capabilities in all presales activities and the structures that support these activities. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Specifically, we are looking for broad sales reach; effectiveness of sales such as short sales cycles; and the flexibility and transparency of modern pricing models, such as standard seat licenses mixed with token-based, consumption, and agent-based pricing. We are also looking

at how vendors segment their target agentic software quality assurance platforms market and their primary methods of lead generation for those segments.

Market Responsiveness and Track Record: This criterion assesses the ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This includes the provider's history of responsiveness to changing market demands.

We evaluate the execution in delivering and upgrading products consistently, in a timely fashion, and meeting roadmap timelines. We also evaluate the vendor's agility in terms of meeting new market demands, and how well the vendor receives customer feedback and how quickly the desired features are built into the product.

Marketing Execution: This criterion assesses the ability to deliver clear, high-quality, creative and effective messaging via publicity, promotional activity, thought leadership, social media, referrals and sales activities. This includes the organization's ability to influence the market, promote the brand, increase awareness of products and establish a positive reputation among customers.

Specifically, we are looking for general awareness level and thought leadership in the market as exhibited in customer interactions, presence in events and social media; perception across IT and lines of business (LOBs); and how easily buyers understand their differentiators. We are also looking at vendors' current marketing mix; their geographical/vertical sector reach; and their combination of events, publicity, promotion, activity on social sites, and word of mouth. We evaluate the degree to which customers and partners have positive identification with the product, and whether the vendor has credibility in this market.

Customer Experience: This criterion assesses the degree to which a vendor's products, services and programs enable customers to achieve their desired results. This includes the quality of supplier/buyer interactions, technical support or account support, as well as ancillary tools, customer support programs, availability of user groups, and service-level agreements.

Specifically, we are looking for a vendor's ability to meet and exceed customer expectations in achieving measurable outcomes including higher levels of automation with reduced test maintenance, accelerated testing cycles, and fewer incidents; ease of onboarding and training; and increase in clients' overall testing maturity.

We also evaluate the extent to which platforms democratize software testing, enabling business users and nontechnical stakeholders to create, execute, and analyze tests.

We are also looking at vendors' support escalation procedures and SLAs and how they measure support effectiveness. We evaluate the vendor's reputation in the market, based on customer feedback regarding their experiences working with the vendor. Additionally, we look at the various ways in which the vendor can be engaged, including social media, message boards, and other support avenues.

Operations: This criterion assesses the ability of the organization to meet its goals and commitments. This includes the quality of its organizational structure, skills, experiences, programs and systems that enable the organization to operate effectively and efficiently.

Specifically, we are looking for effective leadership, stability in leadership vision, and employee retention. We are also looking into how many people (full-time equivalents [FTEs]) are involved in agentic testing R&D and a vendor's spend in that area.

Ability to Execute Evaluation Criteria

Evaluation Criteria	*Weighting*
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	High
Marketing Execution	Medium
Customer Experience	High
Operations	Medium

Source: Gartner (October 2026)

Completeness of Vision

Market Understanding: This criterion assesses the ability to understand customer needs and translate that understanding into products and services. Vendors with a clear vision of the market listen to and understand customer demands, and they can shape or enhance market changes with their vision.

Specifically, we are looking for understanding how to deal with a highly dynamic and competitive market and enable customer success with agentic testing capabilities. This includes understanding the needs of IT and LOBs, as well as supporting the transition from project to product models and from on-premises to SaaS-based solutions. We are also looking at how well vendors understand their users' current top priorities, use cases and challenges for test automation projects.

Marketing Strategy: This criterion assesses the ability to clearly communicate differentiated messaging, both internally and externally, through social media, advertising, customer programs, and positioning statements.

We evaluate the vendor's capability to deliver a clear and differentiated message that maps to future market demands and, most importantly, the vendor's marketing effectiveness to the agentic software quality assurance platform market through its website, advertising programs, social media, community message boards, tradeshows, training, and positioning statements.

Sales Strategy: This criterion assesses the ability to create a sound strategy for selling that uses the appropriate networks including direct and indirect sales, marketing, service and communication. This includes partnerships that extend the scope and depth of a provider's market reach, expertise, technologies, services, and customer base.

We are also looking at how vendors clearly identify their target market, and the type of company/prospect that is most likely to turn into a sale. In addition, we are evaluating how pricing and competitive initiatives are being leveraged as an effective sales tool.

Offering (Product) Strategy: This criterion assesses the ability to approach product development and delivery in a way that meets current and future requirements, with an emphasis on market differentiation, functionality, methodology, and features.

Specifically, we are looking for a strong understanding of enterprise needs across the SDLC and providing a coherent solution that addresses agentic test case design and test generation; agentic test maintenance and execution; and strong integration with CI/CD

pipelines and DevSecOps ecosystems. We are specifically interested in anything that makes vendors' solutions particularly cost-effective, competitive, and easy to use relative to their competitors.

Business Model: This criterion assesses the design, logic, and execution of the organization's business proposition.

Specifically, we will evaluate whether the vendor continuously manages a well-balanced business case that demonstrates appropriate funding and alignment of staffing resources to succeed in this market, currently and in the future. Delivery models also were evaluated as business model decisions, including the strength and coherence of on-premises and SaaS solutions.

Vertical/Industry Strategy: This criterion assesses the ability to strategically direct resources (sales, product, development), skills, and products to meet the specific needs of verticals and market segments.

Specifically, we are looking for differentiating capabilities built for supporting the testing of custom-built software for specific industries as opposed to testing of packaged solutions from vendors, which is not the focus of this research. We are also looking at vendors' plans for significant changes in industry priorities in the next two years.

Innovation: This criterion assesses the marshaling of resources, expertise or capital for competitive advantage, investment, consolidation or defense against acquisition.

Specifically, we are looking for product leadership and the ability to deliver agentic software testing features that distinguish the vendor from its competitors. Considerations include resources available for R&D (such as agentic orchestration and MCP integrations), the innovation process, and patents produced. We are also interested in vendors' key sources of input for product requirements and innovation and how these requirements are prioritized and assigned to R&D.

Geographic Strategy: This criterion assesses the ability to direct resources, skills, and offerings to meet the specific needs of regions outside the providers' home region, either directly or through partners, channels, and subsidiaries.

Specifically, we are looking for diverse customer deployments across geographies; awareness within geographies; and in-country vendor presence. We are also looking at vendors' overall strategy for domestic and nondomestic business growth, including how their platform

addresses region-specific data residency requirements, sovereign cloud deployments, and emerging regional AI regulations (such as the EU AI Act). This includes their emphasis on specific top-priority regions and countries, and which region or country will be their primary focus in the next year or two.

Completeness of Vision Evaluation Criteria	
Evaluation Criteria	***Weighting***
Market Understanding	High
Marketing Strategy	NotRated
Sales Strategy	Medium
Offering (Product) Strategy	Medium
Business Model	Medium
Vertical/Industry Strategy	Low
Innovation	High
Geographic Strategy	Medium

Source: Gartner (October 2026)

Quadrant Descriptions

Leaders

Leaders are vendors that execute strongly and can influence the market's direction with their thought leadership and resources. They demonstrate a deep understanding of market needs and continuously innovate by integrating agentic AI technologies and expanding their feature sets to stay ahead of industry trends. These vendors excel in building robust ecosystems

through seamless integration with third-party tools, and maintaining strong security and compliance measures to protect against vulnerabilities and intellectual property risks.

Leaders also have a clear vision and well-defined product roadmap. They continuously expand their capabilities to deliver continuous quality orchestration systems that are embedded throughout the SDLC. These vendors stand out in a highly competitive, global market, and serve a wide range of organizations and use cases.

Leaders also support global business operations with widely deployable, well-supported agentic software quality assurance platforms for different industries and geographies. Leaders see the business potential of software testing initiatives, communicate this potential to business units, and help their clients realize that potential.

Challengers

Challengers generally execute the types of work for which they offer functionality well, but have a lagging or incomplete view of the market's direction. They often lag behind Leaders in terms of innovation, product roadmap and strategy, or marketing and sales strategies, and they tend to have a narrower focus of who the buyers are (with limited geographic reach or industry-specific offerings), what use cases and applications they support, or how users' expectations will evolve.

They may have a background in traditional on-premises software testing or are a component in a large vendor ecosystem, and may currently lack visibility or credibility outside of their existing customer base or domain. As a result, their offerings have a more limited appeal than those of Leaders.

The future of these providers depends on how aggressive and proactive they are in addressing their current shortcomings. If they deliver innovative agentic software testing capabilities and market their offerings effectively, they will likely maintain their Challenger position or become Leaders. If not, they will likely become Niche Players or drop out of the Magic Quadrant.

Visionaries

Visionaries focus on innovating their product technologies and go-to-market strategies based on emerging technology and business trends. They offer a clear product roadmap that demonstrates a strong understanding of market demands. Despite having a clear vision, they

typically lack visibility or credibility outside of their existing customer base or domain. Further, they may lack the resources or expertise to build awareness of their offerings beyond their respective focus area.

Visionaries are typically smaller in terms of revenue and market share compared to Leaders and Challengers, and they may offer an incomplete set of functionalities. However, they have the vision and mindshare required to grow their capabilities.

Visionaries are generally attractive acquisition targets for established, larger players (especially Challengers) that want to buy their way into the Leaders quadrant. Acquisitions are likely and will continue to play a vital role in the market dynamics in the coming years.

Niche Players

Niche Players focus on a segment of the market. That segment is typically defined by a specific use case, application type, or another characteristic, such as industry, client size and spending power, or geographic area. Niche Players' ability to execute is limited to their focus areas and is assessed accordingly. Their ability to innovate and survive in this market is limited by their narrow focus, but they often tend to move much faster than vendors in other quadrants.

Niche Players may be startups or small companies just starting to succeed, vendors focused on a specific subset of use cases, or vendors that provide a wide range of capabilities but lack market understanding or focus for their products.

Niche Players' offerings can be suitable for organizations that require local presence and support, want a close relationship with a provider, or seek a solution that addresses specific industry use cases and functional requirements. Niche Players that can fulfill these specific requirements may offset the viability risks associated with smaller vendors.

Niche Players are often popular targets for acquisition because they offer specialized agentic software testing solutions that focus on a relatively narrow function or market segment. Their products often complement the broader testing support strategies and platforms of larger vendors. They can progress to other quadrants by improving their marketing strategy and fostering innovation.

Context

Choosing an Agentic Software Quality Assurance Platform

The rapid adoption of AI and its integration into the software development life cycle (SDLC) has created new challenges for software engineering leaders. The velocity of software creation is accelerating, demanding more validation and testing. At the same time, organizations are delivering more AI-enabled applications, AI agents and other systems containing nondeterministic components. The behavior of these AI components cannot always be validated using traditional assertion-based testing approaches (see Journey Guide to AI Application Quality and Testing).

The market for software testing has changed as a result of these trends. Vendors have evolved their platforms from reactive, AI-augmented testing tools to autonomous, agentic software quality assurance platforms. These platforms now deploy specialized, collaborative testing agents capable of executing multistep tasks across the entire SDLC (see AI-Driven Software Engineering Requires Agentic Testing Platforms).

Agentic software quality assurance platforms support many common software quality use cases, but vendors differ significantly in their approaches to automation, governance, AI-based applications and agent testing, deployment flexibility, and integration with broader software engineering ecosystems. Because vendors take different approaches, software engineering leaders need to establish a clear understanding of their current and future software quality requirements prior to evaluating vendors and platforms.

Software engineering leaders should also do the following.

Recognize that agentic software quality assurance platforms do not eliminate the need for human judgment. Human oversight remains essential for establishing quality standards, governing AI-assisted processes, evaluating outcomes, and making release decisions. Human expertise is critical to balance these risks (see Checklist for Successful Adoption of Agentic AI in the SDLC).

Explore using multiple software testing tools and approaches to address different use cases. Do not try to standardize on a single tool. Specialized or custom-built software testing tools may continue to be more suitable for teams focusing on unique projects, legacy technologies, or highly regulated use cases.

Evolve their quality engineering skills, team structures, and operating models. Software quality practices and quality engineering roles must change to enable agentic software

delivery. Emerging capabilities such as AI testing, AI application evaluation, and context engineering, alongside test data management and governance, are becoming increasingly important. As AI agents take on more tasks — spanning test creation, maintenance, and execution — quality engineers are shifting toward an orchestration and validation role (see Essential Skills for Quality Engineers and How to Upskill Your QA Team to Agentic Test Engineers).

Market Overview

Agentic Software Delivery Demands Agentic Testing Tools

Software engineering teams are at the forefront of agentic AI adoption. In the 2026 Gartner AI in Software Engineering Survey, 79% of engineering functions say they are implementing or have already developed agentic or AI-driven workflows to automate end-to-end processes.[1] Gartner forecasts that spending on agentic AI capabilities in application development software will increase from $10.7 billion in 2025 to $16.0 billion in 2026, reaching more than $33.6 billion by 2030 (see Forecast Analysis: Agentic AI in Application Development Software, Worldwide, 2026).

AI coding agents are generating software faster than teams can validate it. Traditional approaches to testing cannot keep pace, increasing the risk of defects and creating security vulnerabilities. As organizations move beyond AI-assisted development toward agentic software delivery, software engineering leaders need autonomous approaches to software quality assurance. Software testing vendors are responding to this demand by evolving their reactive, AI-augmented software testing tools into agentic software quality assurance platforms.

In 2026, we have renamed the Magic Quadrant for AI-Augmented Software Testing Tools to reflect the market's evolution toward agentic testing and quality orchestration.

Four key trends are shaping the agentic software quality assurance market.

Vendors are deploying unified, autonomous quality workspaces. Vendors are increasingly deploying specialized agents or offering connections and integrations for users to provide their own. These agents are capable of coordinating quality workflows across multiple tools, systems and stages of software delivery. Agents can consume requirements and

specifications, generate tests, maintain and heal automation assets, create test data, and identify gaps in coverage with limited human intervention.

Vendors are accelerating investment in agent interoperability, including Model Context Protocol (MCP) integrations. As software quality capabilities are increasingly consumed directly by coding agents and executed within developer workflows, vendors are introducing features that allow quality practices to be executed seamlessly within the development life cycle. The market for stand-alone testing platforms is rapidly being displaced by continuous quality orchestration systems that are embedded throughout the SDLC.

Vendors face intensifying competition from both open-source and AI-native development tools, as modern frameworks such as Playwright continue to gain momentum. Alongside this, coding agents and development platforms are increasingly incorporating capabilities to generate, maintain, and execute unit, API, and UI tests directly inside developer workflows. Vendors are racing to differentiate their platforms by offering advanced capabilities that local coding assistants and raw open-source frameworks cannot easily replicate, such as governance, observability, software intelligence, and end-to-end orchestration capabilities.

Vendors are introducing consumption-based pricing models as agentic capabilities become more prevalent, incorporating AI utilization and agent activities alongside traditional subscriptions. Hybrid models are becoming increasingly common, as vendors look to align pricing of maintenance and token costs with use cases and perceived measurements of value for their users. While these pricing models can improve flexibility, they also require software engineering leaders to account for economic considerations around budgeting, cost governance, and ROI measurements.

Key Action for Software Engineering Leaders

Now is the time to modernize your quality engineering practices for agentic software development. Use this Magic Quadrant to identify providers that align with your organization's current software quality requirements and long-term software engineering strategy. Then, use the companion Critical Capabilities for Agentic Software Quality Assurance Platforms to determine which platforms offer the specific capabilities that your organization needs.

⊕ Evidence

⊕ Evaluation Criteria Definitions

Unlock more AI value

With unmatched, proprietary AI insights from Gartner

Explore the AI Hub ↗

© 2026 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. It consists of the opinions of Gartner's research organization, which should not be construed as statements of fact. While the information contained in this publication has been obtained from sources believed to be reliable, Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information. Although Gartner research may address legal and financial issues, Gartner does not provide legal or investment advice and its research should not be construed or used as such. Your access and use of this publication are governed by Gartner's Usage Policy. Gartner prides itself on its reputation for independence and objectivity. Its research is produced independently by its research organization without input or influence from any third party. For further information, see "Guiding Principles on Independence and Objectivity." Gartner research may not be used as input into or for the training or development of generative artificial intelligence, machine learning, algorithms, software, or related technologies.

© 2026 Gartner, Inc. and/or its Affiliates. All Rights Reserved.