

The Impact of Software Quality Assurance Practices on the Competitiveness of the Technology Sector

Drogunova Yulia

Bachelor's Degree, Dostoevsky Omsk State University, Omsk, Russia

Abstract: *This article examines the impact of software quality assurance practices on the competitiveness of companies in the technology sector. The study focuses on analyzing the relationship between the maturity of software quality processes and business metrics such as customer acquisition cost, customer lifetime value, retention rate, and net promoter score. Modern approaches – including Agile, DevOps, and Shift-left testing – are described, highlighting their role in accelerating innovation while ensuring digital stability. The article presents examples of companies of various sizes, demonstrating how the maturity level of quality assurance practices influences operational efficiency, release frequency, and customer loyalty.*

Keywords: software, software quality, Agile, DevOps, Shift-left testing, technology company competitiveness, development.

