Strategies and Skills for Quality Engineered Software and Testing

April 15-19, 2013
Downtown Chicago
Hyatt Regency McCormick Place
Cognizant Welcomes You to QUEST 2013!

The Quality Assurance function is currently undergoing a paradigm shift. It is even more critical for QA to deliver not only software quality, but also to enable business assurance. Businesses are demanding models and approaches that support faster delivery of solutions. The evolution of social, mobile, analytical, and cloud (SMAC) technologies is also driving the adoption of new on-demand delivery models, integrated QA platforms, and Quality Engineering based models. Quality intelligence powered by analytics will transform the way that test strategy is designed in the future. Newer technologies and approaches, having the potential to revolutionize the QA industry, create a fissure owing to the dissonance between conventional and new QA models. QUEST 2013 is an opportunity for all to discover, debate, and define the future of testing and new QA horizons.

Welcome to QUEST 2013, a not-to-miss conference providing a unique platform for IT professionals, SMEs, service providers, and tool vendors to discuss the “Strategies and Skills for Quality Engineered Software and Testing.” This event will unfold the future of testing and uncover new paradigms for embedding quality across the testing lifecycle in order to maximize business outcomes. It is an excellent forum to hear from testing and QA thought leaders and to learn more about new innovations that will help ensure we are all prepared to be business relevant today and tomorrow.

Sumithra Gomatam
Global Practice Leader
Cognizant Testing Services

What’s INSIDE

Manager’s Workshop
Training & Certification Prep
Full Day Classes
Half Day Tutorials
Keynote Presentations
Bonus & General Sessions
QUEST-at-a-Glance
Breakout Sessions
Sponsors and Exhibitors

Featured Articles

- A Balancing Act: Walking the Tightrope of Life
  Mikki Williams, Mikki Williams Unltd

- Communicating vs. Discussing Requirements
  Megan Sumrell, Mosaic ATM

- Growing your Testing Organization
  Akemi Micallef, TEKSystems

- The Mobile User Experience
  Philip Lew, PhD, XBOsoft

- Six Strategic Principles for Organizational Process Improvement
  Richard Bechtold, PhD, Abridge Technology

- Tourism and Agile Testing Tactics
  Adam Gallant, Microsoft

- The Advantages of Model Based Effort Estimation (MB2E)
  Bruce Benton, NovusWorks

- On-Demand Test Services
  Cognizant
Hyatt Regency McCormick Place
2233 South Dr. Martin Luther King Jr. Drive · Chicago, Illinois 60616-9985 · Phone: (312) 567-1234

About the Hotel
QUEST 2013 Conference & EXPO will be hosted at the Hyatt Regency McCormick Place in downtown Chicago. Located just steps from the Chicago Museum Campus, Soldier Field (iconic home of the NFL Chicago Bears), and the McCormick Place Metra Station, the Hyatt Regency McCormick Place is the ideal location for your QUEST experience! Contemporary guest rooms offer incredible views of downtown, Lake Michigan and the Museum Campus. Additional offers are available to suit your every need, including the popular McCormick Place hotel restaurants, an indoor pool, StayFit™ fitness center, a business center, and 24-hour computer & Internet access.
For more information visit: mccormickplace.hyatt.com

Why QUEST?
The QAI Global Institute’s Quality Engineered Software and Testing Conference (QUEST) is a week of classes, tutorials, educational sessions, hands-on workshops, discussion groups, and networking events for IT professionals from around the world. QUEST’s unique learning opportunities address high interest topics and aids IT professionals in increasing their knowledge and skills in this dynamically changing industry.

Why attend QUEST?
» LEARN from industry thought leaders through attending sessions, participating in workshops and discussion groups, and coaching sessions.
» ASSESS your practices against those of other companies and organizations as presented by peer managers and practitioners.
» APPLY your experience and knowledge to produce solutions during classes, tutorials, and interactive work groups.
» CONNECT with fellow practitioners, contribute to the industry, and explore career possibilities. Enjoy four outstanding networking events.

Manager’s Solutions Workshop (2 Days)
- 2-day Manager’s Solutions Workshop with experts leading solutions discussions

Classes & Tutorials (2 Days)
- 5 full-day skills based classes
- 10 half-day skills based tutorials
- 2-day Essentials of Software Testing Course

Certification Opportunities
- Prep class for Certified Software Tester (CSTE)
- Prep class for Certified Software Quality Analyst (CSQA)
- Full practice tests for CSTE and CSQA

Conference (3 Days)
- Keynote presentations by industry leaders
- 53 sessions by leading industry experts and corporate practitioners in concurrent conference tracks
- IT senior leaders panel discussion
- 13 extended workshop sessions
- 1-on-1 expert coaching sessions focused on individual needs
- 20 special interest roundtable discussions
- Following QUEST on social media for information sharing
- 2 featured general and bonus sessions

Exhibitor EXPO and Theatre (2 Days)
- 30 exhibits to browse
- 14 EXPO Talk products/services demonstrations

Networking
- Hundreds of quality professionals to network with
- Manager’s Solutions Workshop Connection Dinner
- Welcome reception
- Attendee Appreciation Evening Event
- Evening reception with exhibitors

Leadership in Quality
- Challenged Projects
- Employee Engagement
- Innovations
- Inspiring Testing
- Organizational Change
- Outsourcing
- Quality Beyond Testing
- Selling Quality
- Standardization
- Team Skills
- Testing Center of Excellence
- Virtual Teams

Built-in Software Quality
- Agile
- Assessments
- DEV/Ops
- Executable Requirements
- Enable Tools - Third Party and Open Source
- Measurement
- Process Improvement
- Peer Reviews
- Risk-based Configuration Control
- Security
- Vendor Management

Quality in New Technologies
- Cloud Computing
- Mobile
- Content Management Solutions
- Collaboration Sites

Products & Tools
- Requirements Management
- Test Management
- Test Automation
- Test Data
- Defect Management
- Load Testing

Testing Innovations
- BI/DW Testing
- Code Coverage
- Critical Thinking
- Exploratory Testing
- Performance Testing
- Regression Testing
- Risk-based Testing
- Test Automation
- Test Data
- Test Design
- Test Estimation
- Test Management
- Test Strategy and Planning
Sponsors, Exhibitors, & Speakers

Abridge Technology
Accenture
Aetna
AgileThought
Allstate Insurance Company
Barclays
BCBS Association
The Boeing Company
Checkpoint Technologies
Chicago Quality Assurance Association (CQAA)
Cognizant
Cohesion
Compuware Corporation
David Consulting Group
Deloitte Consulting
Electric Cloud
Forrester Research, Inc.
FoxHedge, Ltd.
Grid-Tools Ltd
Hexaware Technologies
The Horace Mann Companies
HP
HP Software
IEEE Chicago Section
IIBA Chicagoland Chapter
IMPACTInsights
Infosys
Keynote DeviceAnywhere
LexisNexis
Lowe’s Companies, Inc.
Meridian Technologies
Mikki Williams Unltd.
MITRE Corporation
Mobile Labs
Mosaic ATM
Mosaic, Inc.
MPS Partners
notjusttesting.com
NVP Software Testing
Olenick & Associates
Original Software
Parasoft Corporation
Patterson Group
Perfecto Mobile
PMI-Chicagoland
Polaris Solutions
Professional Quality Assurance Ltd.
Quality Intelligence
Quality Squared
Quick Solutions, Inc.
RMG Networks
Rogers Enterprises Inc.
Scalar USA, Inc.
Seapine USA
Software Test Management, Inc.
SQS USA Inc.
TAP Group
TEKSystems
Telerik
Trustmark Insurance Company
Tulkita Technologies, Inc.
UBS
uTest
Utopia Solutions
WellPoint, Inc.
The Westfall Team
Wipro
XBOSoft
Xyon Products & Services LLC
Zenergy Technologies

*Participating entities are as of February 8, 2013. All logos are trademarks of their respective companies and/or organizations.
Manager’s Solutions Workshop

**Limited Seats Available ~ April 15 - 16, 2013**

The Manager’s Solutions Workshop focuses on the top challenges facing managers in building, testing, and delivering quality software applications and products in today’s fast-paced and demanding environment. This intense and interactive workshop provides a unique opportunity for managers to learn from the QAI Global Institute’s professional staff and industry leaders and to develop solutions with their peers from other companies. Each attendee will have the opportunity to have their specific challenges and concerns addressed during the workshop. An example of some of the challenges that have been addressed in past Manager’s Solutions Workshops include:

- Proving the value of software quality and testing
- Transitioning to Agile
- Defining quality and testing metrics
- Improving the software testing process
- Building quality in throughout the software development process
- Making test automation work
- Establishing a testing center of excellence
- Estimating the testing effort
- Improving requirements
- Building effective teams

**Why Attend**
QAI Global Institute’s studies show that if an IT organization forms an internal team to develop a solution to a current challenge, the cost to the organization can range from $10,000 to $50,000. By attending the Manager’s Solutions Workshop you will get solutions to your work challenges at a fraction of this cost, plus connect with peers who can be contacted for advice in the future.

**Workshop Format**
Prior to the Manager’s Solutions Workshop, participants complete a survey about their current challenges. These challenges are consolidated into a list of potential topics, which are ranked in order of importance to the workshop participants. Four to six challenges become the agenda for the workshop.

Each challenge is introduced to the workshop participants, who then break into small work groups. Using the QAI Global Institute’s problem-solving approach, the work groups define the challenge and develop potential solutions based on their collective experiences and shared knowledge. Each group selects one of their potential solutions and defines “how to” tactics for the solution. Each group presents their proposed best solution which is critiqued by the workshop’s leaders and guest industry experts. Additional time is spent by the guest industry thought leaders to share their solutions and answer specific questions from the workshop participants. All workshop participants are given opportunities throughout the workshop to bring their specific challenge before the group to ask for friendly group advice. Participants will leave the workshop with a series of potential solutions to today’s quality challenges.

**Connections Dinner**
In addition to the two-days interactive workshop, participants will also have the opportunity to attend the Manager’s Connection Dinner. This evening will provide the workshop attendees a chance to discuss the topics and related quality issues in a more relaxed setting, and provides an ideal opportunity for networking with peers and exchanging ideas.

**Who Should Attend**
This workshop is designed for managers responsible for building, testing, and delivering quality software applications within their companies or software products for the marketplace.

- CIOs and CTOs
- IT/IS Vice Presidents and Directors
- Quality Managers
- Quality Assurance Managers
- Testing Managers
- Project Managers

**Industry Thought Leaders**

- **Lee Barnes**
  Utopia Solutions

- **Megan Sumrell**
  Mosaic ATM

- **James Campbell**
  Tulkita Technologies

- **Clyneice Chaney**
  Quality Squared

- **David Dang**
  Zenergy Technologies

**Testimonies**
“The Manager’s Workshop is a valuable way to share your lessons learned, current needs, concerns, and challenges. I highly recommend attending and look forward to returning next year.”

“Well chose and well balanced selection of topics presented. A nice diverse group of attendees. Well worth the time. Thanks.”

“An awesome lineup of guest experts! Great venue!”

“I love the excellent practical experience that I can actually implement! Very nice.”

Don’t miss this great opportunity to be part of a select group of managers and industry thought leaders who will aggressively tackle today’s most pressing quality issues!

**The Manager’s Solutions Workshop is an entirely independent function of the QUEST Conference. Prior registration is required to attend.**
Essentials of Software Testing  
**Monday & Tuesday, April 15-16**

This 2-day course introduces and explains the fundamental principles and practices of software testing based on the body of knowledge for the software testing professional. A combination of lecture, interactive discussion, classroom exercises and discussions are used to build an understanding of the testing process and its relationship to the overall software project. The training will cover, in great detail, the key components of testing including the test strategy, test plan and test cases. Real-world examples and specific techniques for test case design are discussed including equivalency classes, dependency analysis, and combinatorial analysis. Students will gain an in-depth understanding of the different types of testing with emphasis on how to plan and execute regression testing. Students will complete the course with realistic, specific action items that can be implemented quickly to improve their overall testing process.

**Course Objectives:**
1. Identify critical testing tasks for each testing lifecycle phase
2. Determine critical success factors for a project and how to prioritize them
3. Perform risk analysis based on impact, likelihood, and other factors
4. Better develop a detailed test plan on how to measure its effectiveness
5. Identify different types of test coverage
6. Plan and execute thorough regression testing

Certified Software Tester (CSTE) Prep Course  
**Monday & Tuesday, April 15-16**

The Certified Software Test Engineer Prep Course is designed specifically to prepare the quality testing professional for the CSTE examination. This is a 2-day course taught by a certified QAI instructor. The course aids the quality testing professional in focusing in on the topics that are important for understanding, thus helping toward the successful completion of the exam. This course is not intended to supplant the need for proper examination preparation. However, it will serve as an excellent review of the CSTE Common Body of Knowledge (CBOK) which consists of the ten skill categories listed below. Sample exam questions are provided throughout the course.

1. Software Testing Principles and Concepts  
2. Building the Test Environment  
3. Managing the Test Project  
4. Test Planning  
5. Executing the Test Plan
6. Test Status, Analysis, and Reporting  
7. User Acceptance Testing  
8. Testing Software Developed by Outside Organizations  
9. Testing Software Controls and the Adequacy of Security Procedures  
10. Testing New Technologies

Certified Software Quality Analyst (CSQA) Prep Course  
**Monday & Tuesday, April 15-16**

The Certified Software Quality Analyst Prep Course is designed specifically to prepare the quality assurance professional for the CSQA examination. This is a 2-day course taught by a certified QAI instructor. The course assists the quality assurance professional in focusing on the topics that are important for understanding, thus helping toward the successful completion of the exam. This course is not intended to supplant the need for proper examination preparation. However, it will serve as an excellent review of the CSQA Common Body of Knowledge (CBOK) which consists of the ten skill categories listed below. Sample exam questions are provided throughout the course.

1. Quality Principles and Concepts  
2. Quality Leadership  
3. Quality Baselines (Assessments and Models)  
4. Quality Assurance  
5. Quality Planning  
6. Define, Build, Implement, and Improve Work Processes  
7. Quality Control Practices  
8. Metrics and Measurement  
9. Internal Control and Security  
10. Outsourcing, COTS, and Contracting Quality

CSTE and CSQA Practice Examinations  
**Friday, April 19**

Have you thought about becoming certified but wondered how your current knowledge and skills compare to the Common Bodies of Knowledge for CSTE and CSQA?

With your registration to the 3-day conference, you can take a complimentary full practice examination for the Certified Software Test Engineer (CSTE) or the Certified Software Quality Analyst (CSQA). The practice examinations will be held on Friday and will begin immediately after the Keynote Speaker presentation. The multiple choice section of the examinations will be graded on-site when you turn in your completed exam, so that you will receive an immediate assessment of your skills. The essay section will be evaluated after the conference by Software Certifications and feedback will be provided to you.
Opportunities to Connect

Manager’s Workshop Connection Dinner
Monday, April 15th ~ 5:30 PM - 7:30 PM
Sponsored by

Reserved for the attendees of the Manager’s Solutions Workshop, this dinner event provides an opportunity to continue discussions from the workshop and connect with your peers, the QAI faculty, and subject matter experts in a more informal setting. This evening outing is an ideal forum for networking as well as sharing and exchanging ideas and experiences.

Welcome Reception
Tuesday, April 16th ~ 4:30 PM - 6:00 PM
Sponsored by

QAI and uTest welcomes all its guests to QUEST with a reception shortly after the conclusion of Tuesday’s program. Appetizers and drinks will be served while you are encouraged to meet and engage with fellow conference attendees. Guests will have a chance to participate in contests, and locals will be available to provide information about the Chicago area. Take this opportunity to get to know the people who will be sharing your QUEST experience in the coming days!

Attendee Appreciation Evening Event
Wednesday, April 17th ~ 5:30 PM - 10:00 PM
Sponsored by

Join QAI and your fellow attendees for a night on Lake Michigan in Chicago! Transportation will be provided from the Hyatt Regency Hotel to Navy Pier, where attendees will embark the Odyssey and venture on a scenic tour of the Windy City skyline. Enjoy dinner, dancing, and a great opportunity to network with fellow attendees in a casual and lively setting while aboard! QUEST conference attendees’ admission to this event are included in eligible conference packages - please indicate on your registration, or RSVP to QAI staff if you are interested in attending or bringing a guest.

EXPO Reception
Thursday, April 18th ~ 5:00 PM - 6:30 PM
Sponsored by EXPO Exhibitors

The closing event of the Exhibitors EXPO is a reception open to all conference attendees. Meet with the exhibitors and network with fellow conference attendees during this Thursday evening social event. Light hors d’oeuvres and drinks will be served. The highlight of the event includes exhibitors raffling off their prizes, and surprise entertainment.
Testing Innovations in a Distributed World

Hexaware’s Quality Assurance and Testing Services Service’s (QATS), division, is a niche testing services organization providing both end-to-end quality assurance, verification, validation and specialized services in the Financial Services, Travel and Transportation, Manufacturing, Retail, Telecom Service Providers and Health Care Domain. Our services cut across a host of technologies including ERP, Mobile, Legacy, Client Server, Business Intelligence and Web-based applications. Through our strategic partnerships with leading tools and product vendors, proprietary accelerators and our test strategy consulting arm - FocusFrame, Hexaware delivers value added services that can significantly lower your total cost of ownership, reduce time to market and improve application quality.

Scan QR code to view the recording.  
Scan QR code to download the Hexaware & Heineken Testing Case Study
A Balancing Act: Walking the Tightrope of Life
By Mikki Williams, Mikki Williams Unltd.

If change is inevitable and growth is optional, I wish someone had told me that in school before I embarked on Real Life 101. I did not go to an institute of higher learning filled with entrepreneurial studies, nor was I born with a silver spoon in my mouth or an MBA in my briefcase. I achieved my nine successful entrepreneurial careers through something they never taught me in school - “Obstacles are what you see when you take your eyes off your goal.”

1. Develop a positive attitude. “The greatest discovery in our generation is that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives.” Develop an optimistic outlook on life through self-affirmations and visualization techniques. Live in the moment and stop fretting about a past you cannot change or a future in which you have no control. Look at every difficulty as an opportunity, seize the moment, and be thankful for every moment of “nowness.” Happiness is an inside job.

2. Take action. Winners make things happen and losers find that the greatest labor-saving device ever invented is “tomorrow.” Develop an action-oriented mentality and you’ll always be one step ahead of the crowd.

3. Look for the benefit. Like the age-old story of a little boy who walked into a room filled with manure and exclaimed, “There’s got to be a pony in here somewhere!” learn to look far below the surface by turning obstacles into challenges. The quest for excellence is a life-long process and begins by finding a benefit in the most challenging of situations.

4. Admit your mistakes. By admitting your mistakes, you raise your level of integrity and other people’s perception of your honesty. You become real, human, vulnerable. Magically, others relate to you more and open the channels of communication through a certain comfortability factor. There may be cultural, ethnic, and geographic differences in people, but the common thread is the human element.

5. Turn your weaknesses into strengths. Franklin Delano Roosevelt served as President of the United States from a wheelchair. Beethoven composed his greatest symphony when he was deaf. Take an honest look at your weaknesses. Give yourself a mental workout and develop your mental muscles by minimizing your weaknesses and maximizing your strengths.

6. Your network is important to your net-worth. Networking is a contact sport. Never mind the old connotation...learn how to work a room. Meet as many people as you can. Network on trains, planes, stores, hotels, schools, work - there are networking opportunities everywhere. Networking takes tenacity. Your efforts of today are the payoffs of tomorrow.

7. Get self-ish! Develop your SELF-esteem, SELF-discipline, SELF-control. Each little accomplishment adds to your own SELF-worth. They become stepping stones to build upon.

8. Toot your own horn. Create a catchy title for your business. Some of mine included: “The Happy Cooker,” a gourmet catering service; “Sea-ducktive Adventures,” a cruise-placement agency; and my newest and most exciting, “The Mikki Mouth Club,” a monthly tele-coaching membership on presentation skills. Always carry a camera with you and be prepared to “take action.” Ask for a photo of you and a celebrity; then “look for the benefit” and send the press release to your local paper, creating a promotional tool for you and your business.

9. Risk = Reward. There are no accidents. You create your own reality. On my former TV show, “Spotlight on Entrepreneurs,” all the people I interviewed shared that common bond - they take risks. I’m not advocating impulsive behavior; I’m suggesting premeditated risks approved of by your gut, your instincts, your intuition. Treat life as an adventure, and go for it!

10. Become a goal-getter, not just a goal-setter. When I sold my last business, I didn’t know what was going to be my next career. I had my objectives on one list; the other listed past careers, skills, talents, and hobbies. I kept studying the lists, comparing them until I got an “Aha!” Then, I began the necessary steps to achieve that “Aha” by going back to school and joining various trade associations to learn about different industries. As a full-time professional speaker, I fulfilled all my objectives. I wanted to travel, interact with people and impact lives, be involved in a glamorous career, and I did not want a financial glass ceiling. It took three tries. First, the hospitality industry - not quite right. Then, the meeting-planning industry - close, but no cigar. Aha, the speaking industry! Write down your goals. If they’re not written down, they’re not goals - they’re just dreams. Goals are dreams with deadlines.

11. Develop your business quotient. Research of successful business people reveals similar characteristics: motivations, personality traits, family backgrounds, childhood experiences, behavioral patterns, values, and beliefs. Study the successful leaders by reading about them, networking with them, choosing them for role models and mentors. Create your own destiny.

As that great philosopher, Yoda said, “There is no try, only do!”

Mikki Williams, CSP is an internationally recognized speaker, trainer, coach, consultant, radio and TV personality, multipreneur, humorista and “mensch.” Visit www.mikkiwilliams.com to find out about The Mikki Mouth Club, Outrageous Orators, Speakers School and more...much more!
FULL-DAY CLASSES

Monday, April 15, 8:30 AM - 4:30 PM

LEADERSHIP

Inspiring Testing

Fiona Charles, Quality Intelligence

Abstract: A leader sets an example, inspires others to follow, and then to lead in their turn. You don’t have to be a manager to be a leader, but if you’re not a good leader, you can’t be a good manager. Inspiring testing means much more than just getting a team to follow you. It means fostering teamwork that will enhance the effectiveness of your whole project team. It means earning credibility for testing so that managers and fellow team members understand its value and the importance of the information your testing uncovers. You can shine as a test leader even if you are the only tester on your project team. In this class we will examine the key focus areas for test leaders, and work together to interactively identify the skills and personal qualities essential for exceptional test leadership. You will have a full day opportunity to assess your leadership aspirations and potential.

Course Objective: Join this full day course to learn about your leadership aspirations and potential. Attendees will learn:
- The most important skills and qualities for a test leader
- How they personally cope with a particular leadership challenge
- How they can grow their test leadership skills

AGILE

Attaining Agile Proficiency

Jim York, FoxHedge, Ltd.

Abstract: Agile is big. Not only is agile the “in” thing, there’s an abundance of methods, techniques, and practices, all claiming to be agile. As a tester, if you want to attain proficiency in agile, what should you do next? The journey to agile expertise can take many paths. How do you decide which path is the right one? Well, it depends on where you want to end up. For each stage of the journey, knowing where you want to arrive next is key to success. Your organization, project, or manager's goals can serve as a compass to guide your steps. This class takes participants through 4 stages of agile proficiency, how these stages align with specific goals, and how these goals provide direction for skill development.

Course Objective: This class is for testers who are assigned to or are working with an agile team. How does what you do fit within the context of the agile team? How do your testing skills, experience, and knowledge apply to an agile workflow? Within the various agile techniques and practices, how should you adapt your work so that you can help the organization achieve its goals? Attendees will learn:
- 4 stages of agile proficiency
- How agile proficiency aligns with strategic goals
- How goals inform the use of agile practices
- How to apply agile testing skills to help the organization achieve its goals by attaining proficiency in agile

TEST PLANNING

Identifying and Executing the Most Important Tests

Clyneice Chaney, Quality Squared

Abstract: Today, getting the product to market as quickly as possible with the right features may be more important than the product’s reliably. In this type of environment, testing efforts that just find defects aren’t enough to satisfy what is needed. Testers are challenged to achieve a good balance between helping to get the product out the door and ensuring quality, reliable software. How can they achieve this? How can testers to know if they have devised an adequate testing effort? How can they tell if the most important aspects of the product were actually tested and whether they were tested well? Answers to these questions come from creating a strategy based on the most critical and important tests to run This class, patterned after an approach by Marnie Hutchinson, provides techniques for identifying the areas of the product that are critical to the testing effort Come learn an approach that results in a testing focus targeting risks and product criticality.

Course Objective: Join this full day course to learn an approach to a testing focus that targets risks and the most critical functions of a product. Attendees will learn:
- How to develop a most important test case strategy
- How to apply risk to identify most important test cases
- How to use coverage and data and boundary analysis to identify most important test cases
**MOBILE**

**Build Your Mobile Testing Knowledge**

*Karen Johnson, Software Test Management, Inc.*

**Abstract:** This full-day course reviews the mobile marketplace as well as mobile design concepts and terms. Students learn about the mobile marketplace from both a competitive analysis and by a review of marketplace statistics. The class training covers device and application settings that impact your mobile app. This class is designed for testers new to mobile testing and for students who want to understand mobile design and the mobile marketplace in more detail. The class time is divided between lecture, interactive discussion and classroom exercises. Bring your own smartphone to class to enhance your learning.

**Course Objective:** In this full day course on mobile testing, the primary objective of the class is on three key challenges in mobile testing: understanding the mobile device market, learning about device and application settings and learning about the mobile user interface experience. Attendees will learn how to:

- Find ways to keep up-to-date with the mobile market
- Learn mobile UX concepts and design
- Understand device and application settings
- Learn how to conduct a competitive analysis

---

**AUTOMATION**

**Leveraging Selenium Open Source for Test Automation**

*David Dang, Zenergy Technologies*

**Abstract:** This one-day course focuses on the major aspects that QA managers and test automation engineers must consider before utilizing Selenium open source for test automation. A combination of lecture, classroom discussion, and experiential techniques provide attendees with a thorough understanding of the strategy and effort necessary to implement Selenium. This includes the ideal uses of Selenium, the level of automation supported by Selenium, the analysis needed to define a test automation framework, the efforts and timelines to implement Selenium, and its integration with other tools.

**Course Objective:** The primary objective of this class is to instruct test automation architects, senior automation engineers, and QA/test managers on the strategy needed to implement Selenium. Attendees will learn:

- The ideal uses of using Selenium for automation
- The components of Selenium
- The level of automation supported by Selenium
- The factors that impact the design of a test automation framework
- The effort and timeline to implement Selenium
- The integration with other tools

---

**CONNECT WITH COLLEAGUES YEAR-ROUND!**
**HALF-DAY TUTORIALS**

### Creative Techniques for Discovering Test Ideas

*Karen Johnson, Software Test Management, Inc.*

Do you need constructive, practical, new ideas to approach testing? Join this interactive tutorial on discovering test ideas. Karen will explain how to use heuristics to find new ideas. After a brief discussion, you will apply and practice with a variety of heuristics. This tutorial also explores the use of the CIA’s tool, the Phoenix Checklist, a set of context-free questions to help you look at a problem or challenge from a fresh perspective. Karen will also review the use of brainstorming, and variations on brainstorming you can use with your team to approach testing in new ways. Come join a session designed to explore creative ways to strengthen your approach to testing.

- Learn new techniques to discover test ideas
- Discover how to use brainstorming to uncover test ideas
- Practice brainstorming with context-focused questions and context-free questions to solve testing challenges

### How to Be an Awesome Agile Team Member

*Angela Dugan, Polaris Solutions*

On an agile team, everyone is considered a software developer. Not everyone writes code, but everyone who contributes to the delivery of shippable product is called, and is indeed, a “software developer.” This workshop will walk you through some of the common activities that occur on agile teams to help you to foster an effective environment for delivering quality software quickly. You will experience the roles of various agile team members, participate in a daily stand-up, prioritize and groom a product backlog, and discuss the artifacts and deliverables often attributed to agile and Scrum processes. Join us for this interactive tutorial to learn even more about participating on an agile team and becoming an awesome agile software developer!

- Discuss how agile practices materialize within real-world software development teams
- Experience some of the activities necessary to being a member of an agile team
- Understand the artifacts and deliverables of an agile team

### Formalizing Requirements into Executable Tests

*Megan Sumrell, Mosaic ATM*

In a combination of lecture and hands-on exercises you will examine the commonality between requirements and tests and how a requirement can be effectively communicated in the form of a test. By placing the emphasis on the specification of requirements in the form of tests, we are at once increasing the quality of communication among team members and ensuring that testing is not an activity that gets tacked onto the end of a sprint. The tutorial will explore the requirements of a fictitious project and follow the evolution of those requirements as automated FitNesse tests. You will gain experience in new strategies for communicating requirements and learn how to use Fit/Fitnesse and home-grown tools to formalize requirements into executable tests. The concepts covered in this tutorial will be directly applicable to the problem of integrating testing into short iterations or sprints.

- Learn how to capture requirements as acceptance criteria
- Explore Fit/FitNesse and discuss different fixture types
- Discover different strategies for organizing tests to match your team’s needs

### Outsource Testing: How to Monitor Contractor Performance

*Clareice Chaney, MITRE Corporation & Clyneice Chaney, Quality Squared*

In this age of offshore, near shore, and outsourced testing, who’s monitoring performance outcomes? Can you tell if you’re getting what you paid for? Is there a “best” or “better” way to measure performance in service contracts? Contractor performance is a new area for many testing and quality managers but supplier management is not. This session provides best practices for test managers that lead to more effective measurements of the difference between expected and actual performance. Quality assessments in a performance-based environment represent a significant shift from the more traditional quality assurance concepts of scrutiny of process compliance to measuring outcomes. The key is to identify the best method to align performance with measurement. This session addresses issues related to measuring supplier efforts in a performance-based environment, determining what a “good job” looks like, and identifying key problem areas and some best practices to assess whether or not outcomes are being achieved.

- Discover cornerstones of performance measurement and surveillance
- Explore issues in performance measurement in a performance-based environment
- Learn what to measure and how as well as tips on identifying outcomes

### Performance Testing: Engineering for Success

*Mike Lawler, BCBS Association*

Applications are built with a variety of infrastructure hardware and software components. Each component can be an impact to the overall infrastructure. Performance testing is the unique method in the software quality portfolio that enables us to identify the effect of each component. Discover what is required to successfully integrate performance testing into your organization. Successful performance testing of your critical applications will help you to identify and correct system bottlenecks before going to production. It will also lead to less production downtime and the opportunity to identify defects otherwise impossible to detect with functional testing alone. Join Mike to discuss the use of technology to support performance testing. You will explore proven implementation approaches for performance testing processes and test automation tools for a variety of technology platforms including web, data warehouse, and others.

- Learn the concepts and use of technology to support performance testing
- Understand how to analyze and derive performance requirements
- Investigate proven implementation approaches for performance testing

**CALL 866.724.6013 OR 407.363.1111 EXT 129 TO REGISTER OR WWW.QAIQUEST.ORG/2013**
Understanding the importance of process improvement is not sufficient for ensuring successful organizational change. We must also overcome a variety of major challenges. This half-day tutorial provides an overview of critical challenges to process improvement and presents 10 key methods for achieving successful organizational change. For example, an early and persistent challenge is that many stakeholders often do not see the value of process improvement. A highly effective method for addressing this challenge is to “choose your battles.” During this tutorial, challenges will be presented and associated methods explained. Additional areas examined include: down-selecting improvement options, risk management, decision dynamics, leveraging world-class standards and frameworks, transparency and objectivity, emerging trends, and success-driven opportunity adoption.

- Understand the critical challenges to process improvement and change management initiatives
- Explore methods for overcoming those challenges
- Practice applying new principals to the challenges within your own environment

Testers should be actively participating in peer reviews, bringing diversity of purpose to the team. While everyone else focuses on making the software work, testers bring a “how can I break it” focus that identifies additional defects, improving review effectiveness. Testers are just as likely to make mistakes as developers. Test work products including test plans, cases, procedures and automation should also be peer reviewed. This minimizes wasted time debugging reported anomalies whose root cause is defects in the testing work products and not in the software. This tutorial teaches skills that increase peer review effectiveness. You will explore the decisions needed to be made in the peer review process including the type of peer review to apply, the level of formality required, the number of participants, and peer review sufficiency.

- Learn skills to increase the efficiency and effectiveness of peer review processes
- Discover how to use criteria for analyzing risk probability and impact indicators when making strategic peer review decisions
- Explore the differences between peer review types and formalities

As organizations strive to speed up software development in order to reduce time-to-market, there is significant probability that the software development processes will be compromised to “make the date.” These compromises have a negative effect on the test team who has the difficult, if not impossible, task of helping ensure a quality release before shipping. Test teams will discuss ways test managers can implement risk-based testing and describe fundamental quality and risk management techniques that can be leveraged throughout the development life cycle. Join Todd and learn the essentials of managing risk: identification, analysis, prioritization, response planning, resolution, and monitoring. You’ll learn the basics of risk-based testing, what it is, why it’s relevant to testing, how to implement it in your organization, and how to apply it throughout the software development lifecycle.

- Explore the problems created by high-speed development
- Learn the essentials of managing risk
- Understand the basics of risk-based testing

Test professionals and organizations alike use test metrics on a daily basis to track and monitor the health of their test practice. Conferences, books and training courses offer a plethora of information and theory related to test metrics, and yet, we still struggle with them. In this tutorial, James will get back to the basics and examine how a test measurement program should be properly designed and implemented. Learn what your business and IT stakeholders want from your metrics and how to effectively communicate the results. Understand that test metrics can and should go well beyond execution status. Based on his practical experiences implementing real world measurement programs, James will share the essential ingredients required to be successful – it goes well beyond the numbers! Identify opportunities, synthesize action plans and equip yourself with the tools necessary to show your value and achieve success.

- Identify and align QA metrics with your Business and IT Stakeholders
- Discover the steps required to setup and institutionalize the right metrics & reports
- Learn to automate metrics collection and reporting – cut your time in half

Functional testers and QA professionals are much more readily equipped to perform software security testing than you may think. The difference between confirming known functionality and discovering unknown, unintended functionality in a piece of software may seem like night and day – but in reality it’s simply a matter of tools, mindset, and enablement. This tutorial will teach you these key components, and couple them with your deep understanding of the application design, use-cases, and test data to make you far more effective to the enterprise’s software security testing strategy. Join Daniel to learn why we do security testing, what characterizes security testing versus other types of testing, and the difference between static and dynamic testing. Understand the testing toolkit and real world examples of its use.

- Understand how the security testing perspective differs from other testing types
- Explore the methodology used in performing black-box testing
- Learn common tools used by security testers
I often hear testers grumble about the lack of communication surrounding requirements. While I certainly agree that testers need to be in the chain of communication regarding requirements, I prefer to encourage teams to be sure they discuss requirements, not just communicate them.

Communication is defined as the “exchange of information.” Test teams are often delivered or “handed off” a volume of requirements. This can be done via paper, a requirements tool, a sticky note, a napkin, verbally, any number of ways. The test team then spends a considerable amount of time reviewing these requirements looking for testability, clarity, and completeness. This is the communication testers receive regarding requirements.

A typical process then follows where the testers compose test plans and test cases while the development team writes code against the same set of requirements. The goal is for the test team to have the tests completed when the code is done so that test execution can begin immediately.

During testing, testers execute tests and submit defects when the system does not return the expected results. They are then surprised and frustrated when defects are sent back marked as “functions as designed.” At this point, there is finally a discussion regarding the requirement and subsequent test. Often times this discussion reveals that, even though the test team reviewed the requirement, they did not interpret it the way the author intended. For example, look at the following requirement:

“The system will allow a user to log in with the wrong username / password no more than 3 times before their account is locked out.”

The tester creates the following test:

1. Create account with username User1 and password 123Test123
2. Try to log in with user2 / 123Test12 a total of 3 times
3. Validate that the User1 account is locked

The tester executes this test and opens a defect when the User1 account is not locked after 3 failed login attempts. The defect is sent back to the tester as “functions as designed.” After finding the analyst that wrote the requirement, the tester discovers that the account should be locked if the password is incorrect 3 times for a valid username.

Now, let’s look at a different approach that places the discussion at the front of the process. Rather than delivering requirements for the test team to review, I encourage teams to implement an approach that includes a requirement discussion instead of a requirement hand-off.

Discussing is defined as a “spoken or written examination of the topic.” Discussing means we have the opportunity to ask questions and present suggestions and ideas. Why is this valuable? Look back at the previous scenario where the tester gets the defect sent back marked “functions as designed.” If the tester and author of the requirements had discussed this requirement in the beginning, before the test case was written, the misinterpretation of the requirement could have been avoided.

Another benefit in discussing requirements is that teams often uncover missing requirements. Consider the following discussion:

Requirement: The system shall allow a user to log in with the wrong username / password no more than 3 times before their account is locked out.

Tester: If both the username and password are incorrect, then how does the system know which account to lock out after three failed attempts?

Requirement Author: Oh. Gosh, no. I hadn’t thought about the wrong username. If the user has forgotten their username, we should provide a way for them to retrieve that. I need to add that requirement.

During testing, testers execute tests and submit defects when the system does not return the expected results. They are then surprised and frustrated when defects are sent back marked as “functions as designed.” At this point, there is finally a discussion regarding the requirement and subsequent test. Often times this discussion reveals that, even though the test team reviewed the requirement, they did not interpret it the way the author intended.

For example, look at the following requirement:

1. The requirements, written as tests, are reviewed and discussed again. This gives another opportunity for the team to ensure that everyone understands the requirements in the same way.
2. The developers gain insight into how the tester plans on testing their code. This is particularly helpful when tests will be automated. When developers understand what the testing goals are, they can ensure that the code is developed in an test friendly way.
3. The number of defects opened that are sent back with the response “functioned as designed” is essentially eliminated.

I encourage you to review your current process and determine if your team is just communicating requirements or actually discussing them. If you feel there is a lack of communication in your team, is it really a lack of communication or is it a lack of discussion? Look for ways to introduce time for discussion around your requirements and tests and you will see an immediate improvement in your team’s performance.
Quality assurance is key to high performance.

Accenture Test Services’ vast experience enables us to drive high performance into the systems development life cycle. To find out how Accenture can help your organization, visit accenture.com/testservices

Discover a testing strategy for reduced stress

Many organizations are finding that the amount of effort required to upgrade to Oracle E-Business Suite R12.x, before the looming November 2013 deadline, when support for 11i ends, is much more substantial, costly and disruptive than previous upgrades.

So what is your biggest upgrade challenge?

Is it the fact that a large part of the upgrade effort takes place in testing and validation and you can't afford the time needed to take business users and analysts out of the business for testing?

Original Software offers a process and solution for a pain-free go-live date with Oracle EBS R12 - one that delivers the promised business value and one that doesn't tie up your business users unnecessarily.

Find out more by visiting: www.origsoft.com/oracle/
Or calling us on: (630) 312-0092
Digital Disruption In The Age Of The Customer

Khalid Kark, Forrester Research, Inc.

Are you prepared to be the disruptor? If not, you will be disrupted. As a technology leader you have to learn to thrive in this new era. You will need to harness radical changes in technology, governance, and organization that will prepare you for disruption; align your business and technology strategies to fuel growth and embrace new systems of engagement that improve customer relationships. You can only do this if you bring agility to your planning and execution to help you become customer-obsessed and outpace your competitors in the age of the customer.

• What is digital disruption and why it’s important for you to understand and harness it?
• What organizational competencies, technologies, and architectures will prevail as CIOs design and deliver innovative digital experiences in the age of the customer?
• How can you sustain customer-focused innovation while managing within the realities of your current business?

Khalid Kark serves CIOs, leading the team responsible for delivering research and advisory services to IT leaders. He provides strategic guidance and advice to clients in the areas of organization design, emerging technologies, and governance, risk and compliance (GRC). His research focuses on helping clients mature from an IT-centric role in their organizations to a business-embedded one. Khalid has extensive experience working with the government, healthcare, and financial services sectors. He has been widely quoted in the press, including such media outlets as MSNBC, The Boston Globe, CIO Magazine, and The Wall Street Journal. Khalid is a frequent keynote speaker at national and international conferences.

A Balancing Act: Walking the Tightrope of Life

Mikki Williams, Mikki Williams Unltd.

Extensive research reveals that all areas of our being – body, mind, and spirit – must be attended to if we are to achieve the highest possible level of health, energy, and balance that life has to offer. Discover the key success skills to a lifetime of personal and professional fulfillment. Understand how to change the inner attitude of your mind so you can change the outer aspect of your life. Learn how to achieve your goals in this powerful, life-changing keynote that deals with potential, inspiration, change, and perspective. Miki will address life skills, quality of life issues, and wholeness as it relates to achieving balance in our lives. If “laughter is inner jogging,” Mikki will help you win the marathon of life!

Learn key success skills for a balanced lifestyle:
• Gaining a clearer understanding of yourself, and how your value system has shaped your attitudes and behaviors.
• Laying the foundation of attitude, humor, and enthusiasm
• How to nurture self-esteem in yourself and others
• Establishing goals and self-management techniques
• Accountability

An inspirational humorist and business motivator, Mikki William’s many successful careers have given her a wealth of information and experience in sales and marketing, teamwork, communication and presentation skills, customer service, creativity, change management, humor in the workplace, wellness, and motivation. She has co-authored a book on customer service, compiled a book of her favorite quotations called Mikki Mouth: Quotations I Wish I’d Said and Some I Did Say! and produced DVDs, CDs, and videos. Her inspirational life story has been optioned for a book and TV movie. An Enthusiologist™ who went from dance choreographer, through nine successful careers, to word choreographer, she mixes entertainment and humor with business savvy and knowledge to share insight and inspiration for life changing impact. In addition to Mikki Williams Unltd., her speaking, training, consulting firm and Coaching, etc…, her coaching enterprise, as well as her Speakers Schools, she is the Group Chair of two executive peer advisory boards in Chicago, and is affiliated with Vistage International, the world’s largest executive membership organization. She was recently named one of the best speakers in the country by Meetings and Conventions Magazine along with Tony Robbins, Bill Gates, Rudy Giuliani, Colin Powell, Lou Holtz, Zig Ziglar, Mike Ditka, and Jay Leno. From the corporate world to the ever changing world we live in, she is a breath of fresh air; outrageous, fun, stimulating, informative and most of all, real!
Panel Discussion: Game Changer Leaders’ Views on QA Value in an Age of Digital Disruption

Moderator: Kathie Topel, IMPACTInsights

We are in an age of digital disruption that creates turmoil that is swifter, deadlier, and more inevitable than any we have seen before. It is imperative that we understand how important it is to have policies and business practices in place that will enable us to adapt to the change that digital disruption can bring. A critical factor in the preparation for digital disruption is how well our quality assurance practices adapt to the need of customer experience demands. Customers are becoming more dependent on having a product sooner and being able to participate in the direction setting of the product or service. These customer expectations drive more frequent releases. The QA challenge resides in the shortened delivery cycle and the customer’s zero tolerance for error as it relates to release functionality. The functionality of the release must work and work well every time. How prepared are we? What must our QA policies look like to live up to the pace of digital disruption based on customer expectations? Join us and gain insight provided by our panel of game changer CIO’s. They will let us know how they access quality assurance in the age of Digital Disruption.

Kathie Topel, IMPACTInsights
Business strategist and author of the successful leadership book POWERSHIP®, Kathie Topel, is Managing Partner of IMPACTInsights, part of SPR Companies. She has first-hand experience managing, building and implementing corporate organizational change strategies to provide financial balance, strategic growth and company-wide motivation within the IT, consulting, manufacturing, logistics and supply chain industries. Kathie possesses a unique understanding of what it takes to run a large number of businesses in today’s world and has helped numerous organizations including United Airlines, Kraft Foods, Johnson Controls, Horace Mann and Cabot Microelectronics achieve maximum operational efficiency. As an innovative leader and recognized international speaker, Kathie has presented on a variety of topics surrounding employee growth, leadership, innovation, strategy and motivation. She has truly made aligning IT projects, tools and teams with business strategy her life’s work.

Debra S. Kosty, AVP, The Horace Mann Companies
Debra joined The Horace Mann Companies as IT Assistant Vice President, Marketing/Corporate Business Solutions in early 2011. In this role, she leads a $9 million IT strategy and operations organization comprised of 40 resources and four directors. Debra manages IT & business relationships, develops business/IT strategy, facilitates solution discovery and developments, manages risks associated with project delivery, and maintains service levels. She works directly with the Marketing, Sales, HR, Finance and Legal Divisions as a “trusted advisor” to develop processes and solutions to assist with the delivery of products and services. Prior to joining Horace Mann, Debra served as a Senior Manager at Allstate Insurance Company and was promoted from Application Developer to a variety of technology leadership roles in Property and Casualty, Claims, Marketing and Project Management Organization Offices. She also has experience in the IT consulting industry and vendor management. Debra is a graduate of Roosevelt University. She is a member of the Society of Information Management and the Menttium100 Female Executive Mentoring Program.

Timothy D. Walter, CIO, RMG Networks
Tim Walter is the Chief Information Officer of RMG Networks’ Mall Media Division. He leads the core team responsible for continued development, implementation, and operations. Tim works to align the company’s informational infrastructure with its data-based client approach and is also responsible for expansion and commercialization strategies for his division’s intellectual property and patent portfolio. Prior to RMG Networks, Tim served as Chief Information Officer for CrossCom National and as Director of Web Programming and Infrastructure for Uline Shipping Supplies, where he was instrumental in managing and scaling the technology responsible for the company’s explosive growth. During his career, Tim has held a number of key leadership positions in companies including Ameritech, Arthur Anderson, ServiceMaster, and Zurich American Insurance. His experience includes consumer and business websites, global Internet infrastructure, IT security, data center operations, and enterprise business applications. A recipient of the CIO magazine 2010 Award for Innovation, Tim holds a Master’s Degree with Distinction in Software Engineering and Project Management from DePaul University.

Kim Schunke, CIO, Rogers Enterprises Inc.
Kim is an experienced IT leader with the Rogers and Hollands Jewelry chain. Kim leads the core teams responsible for Development, Infrastructure, and System support for over 80 retail store locations. In addition to the IT department’s day to day operations, Kim is also responsible for aligning IT strategy with the over-all strategy of the business. She calls on her vast IT experience to ensure that the company is using the best, most efficient technology while maintaining strict control over compliance. Kim is also a part of the team that is responsible for rebranding the company. In this role she ensures that the company’s technology is prepared to meet the needs of tomorrow’s consumer. Prior to joining the Rogers and Hollands Jewelry chain, Kim was in the IT consulting industry where she worked on a variety of supply chain, manufacturing, and warehousing projects. Kim is a graduate of Southern Illinois University and a member of the National Retail Federation.
Special Interests Roundtables

Wednesday & Thursday during Lunch

Conference attendees have a wealth of knowledge and experience to share. During lunch, select tables will be designated to a specific topic to help facilitate interest group roundtable discussions. Look for the topic signs at these specially designated tables and join in the group discussion over lunch. This is also an excellent opportunity to connect with others who share your topic of interest and add them to your network of professional contacts. All you need to bring to the table are your questions and your experience.

No prior sign-up is required, but seating will be based on a first come - first serve basis.

Coaching Sessions

Wednesday & Thursday based on availability

Have you ever heard an interesting idea or solution in a conference presentation and would have liked to discuss it further with the speaker, but, when you tried to talk to the speaker immediately at the end of the presentation, you found that the conference schedule just didn’t allow enough time?

Included with the QUEST conference experience is the opportunity for you to meet one-on-one with conference speakers or the professional QAI instructors in an informal setting to discuss how to turn ideas into solutions that address your specific needs. Speakers will be available for free coaching sessions on the day of their conference presentation. Sign-up during the conference is required to reserve your coaching session.

Business-led Technology-enabled

We understand the specific needs of your business, develop practical business solutions based on our deep insights and experience, and can bring change that produces results.

www.deloitte.com/us/techconsulting

About Deloitte
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2013 Deloitte Development LLC. All rights reserved.
Member of Deloitte Touche Tohmatsu Limited
Growing your Testing Organization

By Akemi Micalef, TEKSystems

Why is Testing Center of Excellence (TCOE) an emerging trend? It’s hardly an exciting topic compared to, let’s say, mobility or cloud computing. But, when you think of the challenges of delivering effective QA services in today’s market, you begin to understand why. The COE model provides standard processes to deliver quality products and the ability to grow its expertise collectively. Today’s ever-increasing demand for faster time to market means that QA must start testing earlier using more technical approaches. This is where the benefits of a TCOE come into play. A TCOE by design allows QA organizations to build collective expertise and grow skills as a team. This is a great idea, but the question is “how do we do it?” Just like any other TCOE-related initiatives, growing skills is an organizational change management exercise. I use the ADKAR™ model to drive all my skills development initiatives. ADKAR™ stands for Awareness, Desire, Knowledge, Ability, and Reinforcement. I found this model addresses many of the challenges related to learning and acquiring skills effectively.

Let’s start by examining a characteristic QA profile. Some of these may be typical traits of IT professionals in general and may not apply to all of your QA team members, but these are things you need to be aware of before you embark on a skills development initiative. QA professionals are analytical, detail-oriented, and organized. According to the Myers-Briggs Type Indicator®, they are reflective and sensing. This means they look for organization, meaning, and practical applications in what they are learning. As you may already know, they are not easily convinced and often feel unappreciated because of the nature of their work. And, like the rest of us, they respond better to peers than managers. Now let’s dive in.

First, raise an Awareness of the need for change through careful communication. Your TCOE members need to understand why they must learn new skills. Remember, you are dealing with a group of professionals who like to analyze and question everything. They are not quick to buy into a new idea. Share information with your team explaining why new skills are needed, for instance, customer/project team feedback, “time to market” requirements, market trends, salaries, bill rates, GP, utilization, or job market analytics. Ask your upper management to address the importance of skills development to your team. Let them see that all levels of management are on the same page and that this is a well-supported initiative. Most importantly, give them assurance for ongoing support.

Desire to support change does not follow automatically. You should be aware of potential resistance. Do not expect quick acceptance of your initiative. If you are asking your team to learn a new tool or a technique, you should have a good argument to illustrate “what’s in it for them.” For example, use current difficulties, career advancement, improved efficiency, and recognition as motivation and be prepared to present a detailed plan and a clear picture of the future. Again, give them time to analyze and internalize. If you find thought leaders and a rare adventurous type in your team, use them as change agents and demonstrate how new skills can help them. When your team sees their peers excited about learning, they may be more open to it themselves. I would strongly caution you against using fear as motivation, however. It’s enough that there will be learning anxiety; there is no need to add survival anxiety as well. More importantly, it will erode the trust you have with your team.

Knowledge can be obtained through training and knowledge sharing (wikis, social media, and information sessions such as lunch-n-learn). Read up on the Myers-Briggs Type Indicator® and associated learning styles. QA professionals prefer to think things through before acting (reflective), prefer to take in information that is concrete and practical (sensing), and prefer to organize information in a linear sequence. You are likely to encounter learning anxiety. This is a natural part of learning and can be handled by assigning a coach/mentor and setting clear and realistic plans.

Turning knowledge into Ability requires plenty of support and strategic thinking by managers. Make strategic project assignment decisions to ensure room for growth. Set people up for success by starting their adventure with new tools, technologies, and approaches on low risk projects such as internal efforts or vacation backfill. Having them shadow other project resources that are doing technical testing is also a good idea so they can watch and learn without pressure to perform. Make sure to set small, achievable goals and celebrate little victories.

Reinforcement is about institutionalizing the new reality. Now that your employees have gone through training and had chance to practice their new skills, it’s important to ensure they are not reverting back to the old way of doing things. You should create an environment of learning where everyone learns from each other regardless of seniority or roles. Implement a performance management process including job descriptions, career tracks, and performance expectations. Keeping your team out of their comfort zone and making sure they are always adequately challenged will require diligence on your part. Always provide support to those who are struggling through coaching and mentoring. Above all, recognize achievements with public announcements, financial awards, and ad-hoc “call-outs.”

I have spent the last two years growing the skills of my TCOE using the ADKAR™ model. When we first embarked on this journey, the majority of my employees were pure manual testers. Today, approximately 75% of them have updated skills such as automation, service testing, database validations, and some of them even do unit testing in Java or C#. It’s been a long journey, filled with setbacks and small victories, but today they are more productive and happier with their skills than before. More than their newly acquired skills, the biggest benefit of all is that they are now “change enabled.” My team will be able to evolve with time, learning new things along the way, and remain relevant in the future. Now, I have a real TCOE.
The Mobile User Experience
By Philip Lew, PhD, XBOSSoft

These days, the entire experience of an application needs to be integrated and mapped out as multiple devices create a combined product experience, not only in the moment of usage, but over time. Applications must be crafted toward a particular device but keeping in mind consistency across all other compatible and complementary devices. Depending on the product’s application, UX design may require taking into account both a grandmother and a 10 year old who must be able to use and operate the device in different contexts. This dictates simplicity combined with function and reduction of clutter through contextual design.

Processor capabilities, network bandwidth, and storage technologies have also increased propelling cloud and mobile applications into everyday use. Last year was the year of mobile both in terms of growth and availability. It was acceptable just to have a mobile site, but any version you implemented last year will soon be below expectations for user experience quality. Simply loading your normal website on a mobile device will soon make you antiquated. Expectations are growing, not only because of what is technically feasible and what the competition is doing, but also because business models have changed, as have the barriers to entry.

Mobile access has driven an increase in users and the contexts in which the software is used. Notably, touch enabled interface makes interaction more direct thus changing our usage paradigm by reducing the distance between the user and device thereby creating a “relationship.” Mobile users carry and use their devices everyday as it supports their life in almost every way.

So, how do you design and test for user experience in the mobile environment?

Performance is one of the most important elements of UX design. Applications must be designed and built for performance from the ground up, considering network packet sizes combined with the most common interaction scenarios. Look at 3 major elements when testing performance: local, server, and network. Local application performance consists of optimizing usage of local resources including CPU, RAM, and graphics memory allocation. Network and server performances are dependent on the application’s network efficiency and server computing resource usage, storage, and retrieval efficiency.

Remember, the majority of your app’s value is provided by a small number of tasks. Design your mobile app for specific tasks using the 80/20 rule. Don’t just copy your website or webapp transporting all the functionality to your mobile app. The UX should be optimized for specific user groups who will be executing specific tasks. For instance, if you use Fidelity’s mobile application it has probably 10% of the functionality of their webapp. Why? Because they know that you probably won’t set up automatic bill payments on your mobile phone, but that you will do a small number of tasks such as look up your portfolio value and buy or sell what you already own.

When designing the UX, think about the 5 elements of user context.
- User role
- Objective
- Task
- Environment
- Domain

Then make each as simple as possible. Use the same rules that apply to webapps, but adapt them for your audience and context. Place an emphasis on learnability and task specificity as users who can’t understand your application will quickly find another. Also consider the integration of usability in terms of position, size, navigation, and color to be consistent, not only with your company’s applications, but with user expectation through de facto standards. For instance, iPhone app users expect a home button on the bottom left of the screen. If you have a better design, great, but also understand that better design does not always translate into better user experience as user experience is driven by many other factors.

In alignment with standard usability concepts, minimize clutter and use positioning, size, and color to create emphasis and priority helping the user to complete their task effectively.

Your UX must also be designed to keep a history of what users do from one device to the next. For instance, if they watch a movie on one device and then continue on another, you must store that information so they can continue from the same point, or have the same playlist ready for play.

Make sure the features particular to mobile are standard across mobile platforms and within the application itself. For example, with horizontal swiping include a visible cue when and where people can swipe. Don’t use the same swipe gesture to mean different things in different areas of the application. Maintain consistency across mobile phones and tablets.

Fortunately, the existing feedback methods are still valid. Collect server data, do user focus groups. Use an analytics package to really understand your users. Does a feature really work or do users really want it? Use this knowledge to simplify the application and put more frequently used features on the limited screen space that you have. Don’t just make assumptions or put it all in there in compressed form.

Lastly, don’t ignore the initial user experience. Observe a raw experience. Give your mobile app to someone to use without help. If they can’t even open the box and turn it on, you’re in trouble. Initial user experience can set the tone for the entire relationship with the end user. Make your application as simple as possible while prioritizing tasks that a mobile user will really execute in their particular situation. Determine the features you actually need and optimize screens for certain workflows rather than trying to do it all.

Use the classic principles of usability design including:
- Easy to learn, understand, and operate
- Appropriate placement and size of controls for the task at hand
- Visual appeal and colors consistent for an overall cross-platform experience

Then, use the specific features and characteristics of the targeted mobile device to improve and complement the experience in contrast to the normal web-based application.

Finally, defining and evaluating UX is different for each organization. What is most important to you depends on your domain, your users, their behavior and expectations.
Outsourced Test Skills: What Are You Doing to Stay Current?

Thursday, 7:45 AM - 8:15 AM

Gretchen Henrich, LexisNexis

Have some or even most of your technical skills been outsourced? Do you feel like you are losing the skills that you have learned? How do you maintain those skills and even add to them when you aren’t practicing them regularly? Attend this presentation and you will leave with ideas on how to maintain or increase your skills by a variety of different methods. Try reading, for instance. This does not necessarily mean reading technical literature, which is always good, but also looking at other genre. For example, have you ever considered how reading a mystery is like testing software? How about working puzzles? A variety of puzzles and brain activities will be presented that will challenge you and get your brain moving. Finally, there will be a discussion among participants of ideas to maintain or increase skills. Is anyone researching tools? Has anyone signed up for a 30-day trial lately? What about crowd-sourcing – are you a member yet? Join Gretchen as she gives back by sharing the knowledge and experience that she has gathered over 30 years in the testing community.

QA Analytics to Power Quality Intelligence

Thursday, 4:15 PM - 5:00 PM

Jim Mondi and Sripriya Kalyanasundaram, Cognizant

The science of analytics is applied extensively to predict challenges that arise in operations and product quality. This intelligence can be simulated for IT and Quality Assurance functions to achieve higher efficiencies and product quality. QA teams have established exhaustive ways and implemented tools to capture and report metrics pertaining to efforts, data and testing results. However intelligence around quality and operational aspects requires human intervention for decision making. Statistical techniques and analytical procedures can be applied across QA activities to strengthen this intelligence. For instance, in statistical models such as OATS, MCDC are being deployed in the QA planning and operations stage for accurate estimation and effort optimization. Analytical techniques including regression analysis, clustering and factor analysis are helping teams build defect prediction models. Using analytical techniques, organizations can build models for data and code visualization. These have enabled IT organizations to monitor and maintain defect-free software whilst making the code fix easier and more efficient. QA analytics is getting extended to self-healing systems and robotics for QA. It’s important that QA teams start building expertise around these analytical models as they are likely to transform the way testing is performed and consumed today.

In this session you’ll learn about:

- Statistical models applicable for QA functions across the software lifecycle
- Mechanisms to effectively capture and analyze data for Quality intelligence
- Current tools and emerging frameworks that complement QA analytics
- Analytics and a prologue to self-healing codes and QA robotics

The Great Testing Tools Information Exchange

Friday, 1:00 PM - 2:00 PM

Moderator: Nancy Kastl, QUEST Conference Chairperson

Despite the number of commercial and open source tools available today for requirements management, test management, test automation and defect management, spreadsheets are still the most frequently used “tool” in documenting requirements, test cases and defects. Testing organizations may want to use tools to improve productivity and collaboration, but often lack the time, budget, skills, standards, and processes to effectively implement or expand their usage of testing tools. Tools can easily become abandoned or replaced by another tool having greater promise.

QUEST is on a mission to foster the exchange of success stories in implementing and using testing tools, regardless of the specific tool. Come join the winners of QUEST’s Testing Tools Information Exchange and hear about their innovative and value-added approaches to implementing and using testing tools within their organizations. Winners are selected based on their written case studies and interviews.
The world’s best applications pass the test of real-world success.

End-to-end application testing. In the wild. On demand. Today’s best applications are put through their paces with real-world testing by uTest.
Six Strategic Principles for Organizational Process Improvement

By Richard Bechtold, PhD, Abridge Technology

Process improvement. Doesn’t seem that hard, right?

How about organizational change management, business process reengineering, modernization, adaptation to, and adoption of advances in technical and social media? How hard does it look? Well, before we think about organizational change, let’s consider something easier, say, changing a division or a program. Or, even simpler, we could focus on just a small set of projects. Not so difficult, right?

Before answering, think about the simplest of all possibilities, the effort and challenge involved in changing oneself. How difficult was it the last time you went on a diet or initiated an exercise program?

So, with that as our context, let’s discuss a few things that work, and don’t work, when it comes to organizational process improvement.

1. AVOID: High Visibility Improvements

Generally, when making improvements, people go for the biggest benefit first. This approach is dangerous. Changes that have the potential to yield the greatest impact also tend to be highly visible. Are you positive you will succeed? If you don’t succeed, do you want a high visibility failure, especially when you are first getting started? Instead, look for opportunities to work around the periphery of the organization where fewer people will notice and where you can safely evaluate results.

Only after you are confident of success, consider wider deployment and higher visibility.

2. CONSIDER: Low-Impact Pilots

As an alternative to wide-spectrum improvements, find a pilot opportunity where you can test your improvement on a small group. Ideally, this group will be fairly representative of the larger group you eventually hope to help. This approach also has an advantage in that the pilot group understands they are a pilot. They are not expecting a flawless improvement effort. You can work within the pilot, or a set of pilots, to make any minor, or occasionally major, adjustments to your methods before moving to a larger audience. After a successful pilot, deploy the improvement into a larger part of the organization. Or, as sometimes happens on evaluation, reconsider and redesign your improvement effort to try a substantially different strategy.

3. AVOID: Fixing People

As a general rule, people are not broken. They’re not perfect, but they are not broken. Rather, the environment in which they are operating is usually the problem. Instead of trying to fix people, work in other areas. In particular, focus on processes and tools. While it is often true that a given person does a given process, you will achieve much more reliable results by focusing on:

- process inputs and outputs
- tools that support people or hinder them
- techniques and methods for transforming process inputs into outputs and services
- necessary and supporting process resources
- process performance obstacles
- low-value activities

By focusing on the list above, you focus on opportunities and priorities that are typically much more flexible, adaptable, and amendable to change. And, truthfully, much easier to understand.

4. CONSIDER: Process End-User Lifestyle Improvements

Although you want to avoid fixing people, you still don’t want to ignore them. Another highly reliable strategy is to evaluate a person, or group of people, and ask yourself, “What can I do to improve their professional life?” Note that the improvements do not have to be dramatic. For example, if you can change a process so that software developers no longer have to fill out three timesheets, but only two, you’ll be a hero. Provide a checklist or template that reduces a 10 minute manual documentation effort to a 30 second event, and you’ll win still more friends.

Not surprisingly, if you are truly focusing on improving someone’s personal work situation, they’ll not only support you, they’ll help you outright.

5. AVOID: Quality Assurance that Actually Does Something

Let’s clarify the definition of “quality assurance.” For the purposes of this article, quality assurance is the evaluation of compliance by comparing something of interest (processes) to some defined reference (standards). For example, process quality assurance can be conducted by comparing organizational performance to the requirements of the Capability Maturity Model Integration. Likewise, you can perform product quality assurance by comparing, say, prototype web pages, to the requirements of Section 508, the Federal Electronic and Information Technology Accessibility and Compliance Act.

In both cases, other people in the organization have already made efforts to ensure quality. The purpose of quality assurance is to double-check the quality level. In theory, the quality is already there and quality assurance simply conducts verification.

From this perspective, quality assurance is critically important. It is simultaneously an early warning effort and a last line of defense. As such, quality assurance must be as objective as we can make it. Hence, quality assurance personnel can’t check their own work; that would be a conflict of interest. Avoid having them “do” anything. Instead, have them double-check everything else that is being done. With luck, quality assurance will be the most boring job in the organization. But, if things are not going perfectly, quality assurance may be the first to raise the flag.

6. CONSIDER: Quality Assurance as a Change and Improvement Function

Given the above, quality assurance is the function that operates as a backup, a double-check, to all the other quality functions and efforts existing within an organization. In this capacity, quality assurance can also be the primary catalyst for organizational change and process improvement. Quality assurance has the data, and in particular the early warning data, that shows where processes and tools are not working as intended. This same data can be used for trend analysis, performance modeling, and even predictive modeling. In effect, quality assurance knows the past, present, and the most likely future - based on data.

It is true that quality and improvement is everyone’s job. But, these functions can happen by accident, or they can be planned, managed, tracked, and systematically and reliably performed. However, the latter only happens when someone realizes and accepts that quality assurance and organizational improvement have to be someone’s personal responsibilities. So the interesting question is, is this person you?
QAI Global Institute
www.qaiusa.com

The QAI Global Institute, formerly known as Quality Assurance Institute, was founded in 1980 in the United States of America. QAI’s founding objective was and remains to provide leadership in improving quality, productivity, and effective solutions for process management in the information services profession. It is a worldwide membership organization serving over 1000 corporate members, organized to share state-of-the-art methods, tools, and techniques. Combined experience of QAI experts and of our member companies provides an impressive body of knowledge, a reservoir for our members to share. We take pride in being one of the first professional organizations to recognize the need for quality assurance and to have the vision to be exclusively devoted to the information technology profession. QAI provides leadership and state-of-the-art solutions in the form of consulting, education and training services, and assessments.

QAI Global Services
www.qaiglobal.com

QAI Global Services is a leading international consulting organization addressing ‘Operational Excellence’ in IT, BPO and Knowledge intensive service organizations. This “Operational Excellence” addressing areas such as Process Management, Quality Management, Innovation Management, Project Management, and IT Service Management. Integration and implementation of QAI applications in client organizations have resulted in increased operational efficiencies, quality, customer satisfaction and competitiveness within the target companies. QAI’s regional bases across the globe in the US, Singapore, China, Malaysia, UK, Canada and India help to distribute and manage engagements across multiple locations. QAI clients include IBM, Accenture, Wipro, Prudential, Genpact, American Express, Sony, Tata Motors and 200 others across 30 countries.

Software Certifications
www.softwarecertifications.org

The International Software Certifications Board (ISCBB), administered by the QAI Global Institute, is recognized globally for establishing the international standard for software quality and software testing professional certifications. Since its inception, the ISCB has certified over 43,000 IT professionals in 43 countries on 6 continents. The ISCB provides professional certifications in the areas of: Software Quality Assurance (CASQ, CSQA, CMSQ), Software Testing (CAST, CSTE, CMST), Software Project Manager (CSPM), Software Business Analyst (CABA, CSBA), and Process Engineering (CSPE, COSPE). These programs have established the standard for assessing individual’s professional competencies in these respective professions.

Are Your Mobile Testing Costs PILING UP?

The explosion of mobile application development has created a challenge for Quality Organizations. The specter of testing apps across multiple platforms and devices can seem like an overwhelming burden. Organizations must understand what to test and how to test it – typically with shorter, agile development cycles.

Utopia Solutions has been a thought leader in mobile quality from the onset. Our mobile quality services will ensure your mobile apps function and perform optimally.

Reach out to Utopia for:
• Mobile Testing Strategy
• Mobile Application Test Outsourcing
• Mobile Application Test Automation
• Mobile Application Performance Testing

Download our Mobile Testing Checklist at:
utopiasolutions.com/MobileTestChecklist

Visit Us at Quest 2013 in Chicago
April 15-19, 2013

Utopia Solutions, Inc. • 1755 Park Street • Suite 200 • Naperville, IL 60563 • P: 630.375.6610 • www.utopiasolutions.com
Value from IT?

MORE with DCG

Agile Testing
Agile Metrics
Software Metrics and Function Point Analysis
Software Estimation
Quality and Testing Process Improvement
CIO Handbook: IT-CMF

+1.610.644.2856 | info@davidconsultinggroup.com | davidconsultinggroup.com
## MONDAY, APRIL 15: Pre-Conference Classes & Workshop

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Registration &amp; Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Two-Day Workshop and Classes</td>
</tr>
<tr>
<td><strong>MANAGERS</strong></td>
<td><strong>AGILE</strong></td>
</tr>
<tr>
<td>SOLUTIONS</td>
<td>NSOA Solutions Workshop</td>
</tr>
<tr>
<td><strong>CERTIFICATION</strong></td>
<td>CSQA Certification Prep Class</td>
</tr>
<tr>
<td><strong>CERTIFICATION</strong></td>
<td>CSTE Certification Prep Class</td>
</tr>
<tr>
<td><strong>TECHNIQUES</strong></td>
<td>Essentials of Software Testing</td>
</tr>
<tr>
<td>Lunch</td>
<td>12:00 PM – 1:00 PM</td>
</tr>
<tr>
<td>5:30 PM – 7:30 PM</td>
<td>Manager’s Connection Dinner - Sponsored by QAI Global Institute</td>
</tr>
</tbody>
</table>

## TUESDAY, APRIL 16: Pre-Conference Tutorials, Classes & Workshop

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Registration &amp; Continental Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Half Day Tutorials: 8:30 AM – 12:00 PM</td>
</tr>
<tr>
<td><strong>INNOVATION</strong></td>
<td><strong>AGILE</strong></td>
</tr>
<tr>
<td><strong>PROCESS</strong></td>
<td>How to Be an Awesome Agile Team Member</td>
</tr>
<tr>
<td><strong>REQUIREMENTS</strong></td>
<td>Formalizing Requirements into Executable Tests</td>
</tr>
<tr>
<td><strong>VENDOR</strong></td>
<td>Outsource Testing: How to Monitor Contractor Performance</td>
</tr>
<tr>
<td><strong>MANAGEMENT</strong></td>
<td>Performance Testing: Engineering for Success</td>
</tr>
<tr>
<td>Lunch</td>
<td>12:00 PM – 1:00 PM</td>
</tr>
<tr>
<td>4:30 PM – 6:00 PM</td>
<td>Welcome Reception - Sponsored by uTest</td>
</tr>
</tbody>
</table>

## WEDNESDAY, APRIL 17: Conference & EXPO

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 8:15 AM</td>
<td>Registration &amp; Breakfast - Sponsored by Borland, a Micro Focus Company</td>
</tr>
<tr>
<td>8:15 AM – 9:25 AM</td>
<td>Opening Remarks &amp; Announcements - Nancy Kastl, QUEST Conference Chairperson</td>
</tr>
<tr>
<td>8:30 AM – 9:25 AM</td>
<td>Keynote Presentation: Digital Disruption In The Age Of The Customer - Khalid Kark, Forrester Research, Inc.</td>
</tr>
<tr>
<td>9:25 AM – 10:45 AM</td>
<td>Morning Refreshment Break - Sponsored by Mobile Labs</td>
</tr>
<tr>
<td><strong>LEADERSHIP</strong></td>
<td><strong>AGILE</strong></td>
</tr>
<tr>
<td><strong>AUTOMATION</strong></td>
<td>Innovative QA: Remaining Relevant in Tomorrow’s IT</td>
</tr>
<tr>
<td><strong>PLAN/DESIGN</strong></td>
<td>Agile Testing in a Waterfall World</td>
</tr>
<tr>
<td><strong>TECHNIQUES</strong></td>
<td>Automating Testing with gherkinSalad – Our Story</td>
</tr>
<tr>
<td>9:45 AM – 10:45 AM</td>
<td>Three Strategies to Improve Your Testing Effort</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>That Sounds Great in Practice, But...</td>
</tr>
<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Special Interests Roundtables &amp; Lunch - Sponsored by SGS USA</td>
</tr>
<tr>
<td>1:00 PM – 2:30 PM</td>
<td>Afternoon Refreshment Break - Sponsored by Telerik Technologies</td>
</tr>
<tr>
<td><strong>LEADERSHIP</strong></td>
<td><strong>AGILE</strong></td>
</tr>
<tr>
<td><strong>AUTOMATION</strong></td>
<td>Creating Dissonance: Overcoming Organizational Bias toward Software Testing</td>
</tr>
<tr>
<td><strong>PLAN/DESIGN</strong></td>
<td>Agile Testing Innovations in a Distributed World</td>
</tr>
<tr>
<td><strong>TECHNIQUES</strong></td>
<td>Leveraging Open Source Test Automation: A Selenium WebDriver Case Study</td>
</tr>
<tr>
<td>2:30 PM – 3:00 PM</td>
<td>Test Architecture Planning for Test Coverage and Efficiency</td>
</tr>
<tr>
<td>3:00 PM – 4:00 PM</td>
<td>Verification and Validation Methods: Should You Be Using Them Today?</td>
</tr>
<tr>
<td>5:30 PM – 10:00 PM</td>
<td>Attendee Appreciation Night in Chicago</td>
</tr>
</tbody>
</table>
### THURSDAY, APRIL 18: Conference & EXPO

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 8:15 AM</td>
<td>Registration &amp; Breakfast - Sponsored by Original Software</td>
</tr>
<tr>
<td>8:15 AM – 8:45 AM</td>
<td>Announcements - Nancy Kaslit, QUEST Conference Chairperson</td>
</tr>
<tr>
<td>9:25 AM – 9:45 AM</td>
<td>Morning Refreshment Break - Sponsored by Parasoft Corporation</td>
</tr>
<tr>
<td>9:45 AM – 10:45 AM</td>
<td>Concurrent Sessions: Presentations</td>
</tr>
<tr>
<td>10:45 AM – 11:00 AM</td>
<td>Concurrent Sessions: Workshops</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Concurrent Sessions: Presentations</td>
</tr>
<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Special Interests Roundtables &amp; Lunch - Sponsored by Hexaware Technologies</td>
</tr>
<tr>
<td>1:00 PM – 2:30 PM</td>
<td>Afternoon Refreshment Break - Sponsored by Accenture</td>
</tr>
<tr>
<td>2:30 PM – 3:00 PM</td>
<td>Concurrent Sessions: Presentations</td>
</tr>
<tr>
<td>4:15 PM – 5:00 PM</td>
<td>General Session: QA Analytics to Power Quality Intelligence - Jim Mondi, Cognizant; Srupiya Kalyanamsundaram, Cognizant</td>
</tr>
<tr>
<td>5:00 PM – 6:30 PM</td>
<td>EXPO Reception - Sponsored by EXPO Exhibitors</td>
</tr>
</tbody>
</table>

### FRIDAY, APRIL 19: Conference

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM – 8:15 AM</td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>8:15 AM – 8:30 AM</td>
<td>Announcements - Nancy Kaslit, QUEST Conference Chairperson</td>
</tr>
<tr>
<td>8:30 AM – 9:25 AM</td>
<td>Keynote Presentation: A Balancing Act: Walking the Tightrope of Life - MiKi Williams, MiKi Williams United</td>
</tr>
<tr>
<td>9:25 AM – 9:45 AM</td>
<td>Morning Refreshment Break - Sponsored by Compuware Corporation</td>
</tr>
<tr>
<td>9:45 AM – 10:45 AM</td>
<td>Concurrent Sessions: Presentations</td>
</tr>
<tr>
<td>10:45 AM – 11:00 AM</td>
<td>Concurrent Sessions: Workshops</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Concurrent Sessions: Presentations</td>
</tr>
<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Lunch &amp; QAI Grand Prize Drawing</td>
</tr>
<tr>
<td>1:00 PM – 2:00 PM</td>
<td>General Session: Testing Tools Information Exchange - Moderator: Nancy Kaslit, QUEST Conference Chairperson</td>
</tr>
</tbody>
</table>
Certification Programs
www.softwarecertifications.org

Software Testing

Aligned to the Software Testing Body of Knowledge, these certifications evaluate awareness of the testing principles, knowledge of the testing function, the different types of testing and the techniques and tools which can be used to carry out and manage the Testing process.

Certified Associate in Software Testing (CAST)
A Foundation Level Certification for Software Testers, Software Developers, System Analysts and recent engineering graduates.
- Demonstrates an understanding of testing principles and practices.
- Suitable for entry-level individuals who are interested in making a career in testing.

Certified Software Tester (CSTE)
A Practitioner Level Certification for Test Engineers, Test Architects, Design Analysts and Test Leads.
- Demonstrates a professional competency for practice of quality control and testing.

Certified Manager of Software Testing (CMST)
A Managerial Level Certification for Test Managers, Test Leads, Test Architects and Project Managers.
- Demonstrates capabilities to practice and manage the software testing function.
- Suitable for existing and to-be managers in the software testing function.

Project Management

Specific to software projects, this certification tests the knowledge of project management and its application while managing and delivering projects.

Certified Software Project Manager (CSPM)
A Management Level Certification for Project Managers, Project Leads, Team leaders, Program Managers and Technical Leads.
- Provides a standard for qualification on project management.
- Is an indication of proficiency to initiate, plan, organize, manage, deliver, and report the status of software projects.
- Demonstrates a professional level of competence in principles and practices of software project management in the IT profession.

Business Analysis

The need for improved and more reliable information transfer requires Software Business Analyst professionals who can effectively bridge the knowledge and language gap between the business and IT communities.

Certified Associate Business Analyst (CABA)
A Foundation Level Certification for Software Business Analysts, System Analysts, and recent college graduates.
- Demonstrates an understanding of software business analysis principles and practices.
- Suitable for entry-level software engineers interested in making a career in software business analysis.

Certified Software Business Analyst (CSBA)
A Practitioner Level Certification for Business Analysts, Project Leads and Architects.
- Demonstrates proficiency to manage the link between the business and information technology communities.

Software Quality Assurance

Aligned to the Software Quality Assurance Body of Knowledge, these certifications check the proficiency in the principles and practices of the quality assurance function.

Certified Associate in Software Quality (CASQ)
A Foundation Level Certification for Software Engineers and recent graduates.
- Demonstrates foundation level understanding of quality assurance principles and practices.
- Demonstrates the understanding of quality principles, concepts, and practices.

Certified Software Quality Analyst (CSQA)
A Practitioner Level Certification for experienced Quality Analyst, SQA Team Leaders and Members.
- Demonstrates professional competence in the practices of QA in the IT profession.
- Provides a complete overview of the quality function.

Certified Manager of Software Quality (CMSQ)
A Managerial Level Certification for SQA Managers, Architects and Project Managers.
- Demonstrates capabilities to practice and manage the software quality function.
- Suitable for existing and to-be managers in the software quality function.
- Provides a tool to predict the likelihood of success of individuals considering managerial roles.

Process Engineering

Process Engineer Certifications assess the capabilities of the individual in development of software processes, tracking and implementation of process improvement, and the analyzing and solving of problems.

Certified Software Process Engineer (CSPE)
A Foundation Level Certification for Software Engineers and recent college graduates.
- Demonstrates proficiency in the domain of software process engineering.
- Creates awareness of methods, practices, and techniques.
- Aims at developing professionals for process improvement team who can support quality head/process improvement teams to develop software process, track and implement process improvement suggestions and analyze and solve quality problems.

Certified Quantitative Software Process Engineer (CQSPE)
- Demonstrates proficiency in requisite knowledge and skills in quantitative process management for defining and implementing the organization’s measurement program.
Realize your potential.

Instructor-led courses bring the experts to you with a full year of educational opportunities!

Experienced instructors with subject matter expertise offer a full year’s worth of public training courses at popular locations across the United States and Canada. QAI Global Institute has trained over 140,000 professionals in software quality management, project management, agile method testing, test automation, estimation, software reviews, and more. Find the right training for you and your team!

2013 Training Courses

Facilitated courses are available for all levels – from the top-rated Manager’s Solutions Workshop to the Essentials of Software Testing. Learn more about each of the following courses, including dates, locations, and instructors online at www.qaiUSA.com.

- Agile Test Strategies and Management
- Boot Camp for Business Analysts
- Writing Testable Requirements
- CMST Exam Study Workshop
- CSTE Exam Study Course
- Manager’s Solutions Workshop
- Effective Project Management for Leaders
- Boot Camp for Software Quality
- Test Automation for Managers
- Effective Methods of Software Testing - Test Planning and Design
- Essentials of Leadership in Software Testing
- Essentials of Software Testing
- Metrics for Managing and Improving Testing
- Requirements Based Testing Techniques: Modeling and Use Cases
- Selecting and Executing the Most Critical Tests
- Testing Mobile Applications
- Security Testing for the Web and How to Automate It
- Web Testing Techniques

2013 Training Locations

Find the training opportunities nearest you, or plan a trip to some of the world’s most popular destinations! For the full course schedules at each training location, visit www.qaiUSA.com.

- Atlanta, Georgia
- Boston, Massachusetts
- Chicago, Illinois
- Dallas, Texas
- Fredericton, New Brunswick
- Los Angeles, California
- Orlando, Florida
- San Jose, California
- Denver, Colorado
- Toronto, Ontario
- Vancouver, British Columbia
- Washington D.C.

On-site training also available.

Learn More & Register Online

Information and registration for QAI’s top-rated professional training courses is available online at www.qaiUSA.com.

QAI Global Institute ■ info@QAIworldwide.org ■ 1-866-724-6013

Scan this code with your smartphone’s QR code scanner to visit qaiUSA.com.
Tourism and Agile Testing Tactics
By Adam Gallant, Microsoft

Recently, I was fortunate to have the opportunity to speak at QAI TestTrek Toronto. I spoke on the tactics that a QA professional can use to work effectively with development teams who are adopting and working using agile techniques, like Scrum or Kanban.

One of the fundamental disconnects between a traditional waterfall approach to testing and these agile development methodologies is the dynamic nature of addressing the requirement backlog items for the project. This often leads to an unpredictable flow of requirements when viewed at project startup and can introduce planning challenges, as we don’t know at project inception when certain pieces of functionality will be ready to test. As such, we can’t accurately plan our testing effort end-to-end from the start of the project and instead must to adapt to rapid delivery iterations of functionality from the team. While this still makes it possible to plan by creating test cases that are linked to your requirements, the flow of delivery in functionality may not be predictable as in traditional waterfall execution. That being said, with thoughtful test authoring, you can still map out some of your test runs up front.

Modern, agile methodologies do present a core issue, however. With short development cycles, there is little time to write formal test scripts and, as features in the application tend to evolve rapidly, the formal test scripts that you do create can become outdated very quickly. You may find that you end up spending all of your time maintaining broken test scripts, rather than extending your test coverage.

Exploratory testing techniques can bring some relief from these issues. In exploratory testing, the testers are encouraged to plan as they test. They use their observations during testing to guide their future testing efforts, dynamically. As the flow of features comes from development, your examination of those features will lead you to a better understanding of how the application is performing, where it is lacking, and, overall, how upcoming features might impact the current state.

Exploratory testing can seem quite ad-hoc, however, with the intuition and experience of testers, it can be extremely powerful. Indeed, many successful testers make use of formally planned test scripts in addition to exploratory testing. In this case, the formal scripts guide the exploratory testing and the exploratory tests become variations on key scenarios, allowing far broader coverage. It introduces the ability to cover detours, if you will, to the expected or planned user paths through the application on which the formal scripts are usually based. I’ve had customers tell me that often the most significant bugs are often found using this approach.

When performing exploratory testing, either guided by a formal test plan or ad-hoc, there are even some interesting approaches to planning activities. A common practice is to make use of Tours.

Think about going to a large, busy city for the first time. There are tons of places to go and many different ways to get to those places. In addition, it becomes obvious that in a huge city like New York City, for example, it could take a very long time to cover all the places that one can see, particularly if you end up going to these places multiple times via different routes.

Software is similar to this. There are numerous aspects to test and even more paths to navigate between those aspects. There is just no practical way that a tester can be sure they’ve covered every feature of the software in every possible combination of paths.

With that in mind, why not take the approach of using exploratory testing and modelling your sessions on different types of tourism. For example, you might want to test the “main features” in the application, which will probably correlate to what end users will learn in their training or in the product documentation. Think of this like a tourist guidebook that highlights all the best places to stay and eat, the top tourist attractions, etc. When you visit a big city, you might also want visit its museums. In your exploratory testing, this would be analogous to testing all of the old artefacts that might have been brought forward from past systems into the new solution.

I’m personally a terrible tourist, often trying my wife’s patience. If I’m interested in something, I tend to be totally into it, but if I’m not, I disengage. Think about a tourist like me, and correlate that to the imagined activities of a “disengaged” user. This is someone who is probably not that interested in learning the functionality of the software, may not pay attention to data entry, or may even leave default values in place instead of being diligent in use. Mimic that behavior.

As you can imagine, there are many different ways to organize your exploratory testing “tours” and as many different tours as a person can imagine. Remember, the goal is to validate as much of the application’s functionality as possible, often in constrained timeframes, and to leverage the tester’s creativity, experience, and intuition in the process.

There is some great information about exploratory testing out there. As a person who’s familiar with Microsoft Test Manager, I find there is useful information in its documentation that is very relevant and freely available. Check it out at msdn: Exploratory Software Testing (http://bit.ly/UHZ2pX).
OnShore Testing
Solutions & Services

- Flexible
- Innovative
- Business Savvy
- On-demand
- Competitive Cost

Web
- Mobile & Tablet
- SharePoint
- Web Accessibility
- Business Intelligence

Microsoft TFS/Test Manager Implementation

TAP GROUP
AN SPR COMPANY

312.756.1760
info@tapgroup.com
www.tapgroup.com

Proudly Creating American Jobs in Chicago
Visit Our Testing Studio in Willis Tower

Dream a Process & Automate with ozone
www.xyons.com

- One size fits all tool
- Automate any process from any domain
- IT: CRs, WRs, Requirements, Defects, Test Cases, Issues, Risks etc.
- HR: Recruitment, Timesheets, LOA, Benefit etc
- Sales: POs, Invoices, Expense Reports etc.
- And many more
- Zero coding customization
- Ready to leverage out of the box processes
- Intuitive, flat learning curve. Hit the ground running from day one
- Fully loaded - roles, privileges, notifications, reports graphs & dashboards etc.

Xyon Products & Services
Innovation at work

6860 North Dallas Parkway, Suite 200, Plano, Texas 75024 | Off: (972) 905-2187 | Fax: (972) 265-7995
info@xyonps.com | www.xyons.com
Innovative QA: Remaining Relevant in Tomorrow’s IT

James Campbell, Tulkita Technologies, Inc.

IT is changing drastically and so too must an organization’s test practice in order to remain relevant, up-to-date, and responsive to business needs. Emerging trends such as mobile, software as a service (SaaS), cloud computing and agile practices, to name a few, are transforming the landscape of IT organizations and how they must deliver their products and services. This session is ideal for those wishing to learn how to improve and innovate their testing to meet these challenges. Discover current and emerging trends impacting QA. Learn how companies and test practitioners alike are addressing these challenges and what must be done to make your testing more effective. Identify opportunities within your own organization, synthesize action plans, and equip yourself with the tools necessary to adopt change. Join James and discuss real-world lessons learned and common pitfalls to be avoided to deliver true value to your organization.

Agile Testing in a Waterfall World

Angela Dugan, Polaris Solutions

Everybody seems to be talking about agile these days, but most companies are still using a waterfall based methodology. Often, the team delivering the code uses a different process than the team responsible for software quality. In this presentation, Angela will discuss which agile tenets are worth incorporating into your daily testing activities in this situation and the impacts, both positive and negative, that you should expect. You will learn tips and tricks for introducing agile concepts into a waterfall environment slowly and successfully; methods that incorporate not just application lifecycle management tools, but a look at strategies for process improvement and in some cases good, old-fashioned psychology. Join Angela to find that low hanging fruit you can address quickly to become more agile, understand how to recognize and mitigate common pitfalls, and learn tools and techniques for managing an agile-under-waterfall testing effort.

Automating Testing with gherkinSalad – Our Story

Ayan Dave and Terry Wiegmann, Quick Solutions, Inc.

A new project at a new client with new team members presented an opportunity for Ayan and Terry to also use a new test automation framework, gherkinSalad. Risky? Perhaps! A learning opportunity? Definitely! Ayan created the test automation framework and wanted to use it on a real project. Terry was looking for an opportunity to blend BA, QA, and testing roles and to be part of a team automating testing in the iteration. Join Terry and Ayan as they share their experience pairing and learning across roles, implementing gherkinSalad, and evolving it into a scalable and sustainable solution. You will learn their techniques, understand their “Whole Team” approach, and be introduced to their implementation philosophy, fail fast, learn, and evolve quickly. Part case study, part retrospective, they will describe practices they innovated, explored, discarded, kept and extended. Come and see what might work for you!

Test Estimation: Planning for Reality

Jeremy Scott and Rohit Pereira, Deloitte Consulting, LLP

What do you say when your project manager asks you how long testing will take? Even when you think you have a great answer, how many times has your test schedule jumped off track shortly into the test execution phase? Join Kim and Ron for a guide to reaching an answer you can live with. You will discuss how to come up with a realistic answer that factors in many of the variables and unknowns. You’ll cover back of the napkin estimation, parametric estimation, velocity measurements, and estimations for a dynamic environment. Kim and Ron will present a framework for estimation, demonstrate three estimation models in MS Excel, and then explain back-of-the-napkin estimation with a whiteboard and marker. They will use examples based on client experience to demonstrate the complexity of real projects. At the end of this session, you will have an understanding of what you need to do today to give better estimates next month.

The Importance of Code Coverage in the Internet Age

Michael Portwood

With the proliferation of mobile devices, cloud computing, and client side scripting coupled with web services, how do you guarantee code coverage? Many of these components can easily go uncovered leading to defects and disappointing user experiences. Michael will discuss the importance of unit test coverage and show techniques, tips, and tricks that simplify the process of guaranteeing complete coverage for Internet enabled solutions. He will highlight subtle but common unit testing issues that allow defects to slip into the field. Illustrated specific quick start and real world rollout strategies help you identify, isolate, and then remove latent uncovered code before your customer tells you about it. Unit testing is an important part of a comprehensive quality program. Join Michael to improve this phase of your testing program today.

QUEST Exhibitor EXPO & EXPO Talks

Opening on Wednesday morning, the Exhibitor EXPO features 30 vendor booths from leading organizations in the industry. Enter for a chance to win exhibitor prizes, and get your QUEST Passport stamped to enter in the QAI Grand Prize drawing on Friday during lunch (must be present to win).

If you are looking to learn more about specific products and services showcased by EXPO exhibitors, then the EXPO Talks are designed for you! Starting on Wednesday afternoon and ending with the EXPO Reception, these Talks are short 30-minute sessions featuring innovative product demos or service presentations. You will have the chance to talk with exhibitor representatives and have your questions answered away from the busy EXPO booths. The EXPO Talks are a convenient one-stop-shop to learn the latest about products and services.
Building a Successful Test Center of Excellence

Mike Lyles, Lowe’s Companies, Inc.

In this session, Mike will review a case study outlining the creation of a Test Center of Excellence within an IT organization. The study is informative for companies of various sizes and quality assurance maturity. He will describe how to form an initial testing center, steps taken to build a team, baselining the process, and methodology documentation. He will also cover initial metrics planned for reporting, the process involved in selecting the pilot business areas, and how to prepare the organization for the changes. Finally, you will be introduced to the many changes that an evolving testing team typically takes, the steps toward maturity, the processes used to build an onboarding roadmap, and socializing the benefits and value of the organization to other IT and business groups. Join Mike for a thorough overview of building a Test Center of Excellence.

Writing Testable User Stories and Acceptance Criteria

Megan Sumrell, Mosaic ATM

Switching from traditional requirements to user stories can be a challenging transition. Teams often struggle with writing effective user stories and corresponding acceptance criteria. In this talk, Megan will take a deep dive into writing user stories and their acceptance criteria. She will cover topics including the INVEST model, where user stories and acceptance criteria fit into agile teams, and different ways to express acceptance criteria. Join Megan and leave with tips and strategies to take back to your teams to improve the testability of your user stories.

Leveraging Automation beyond Regression Testing

Thien-An Nguyen, Aetna

In the year 2012, most businesses leverage automation in their IT departments to conduct regression testing. It is something that has evolved over the years and become a mature slice of the IT world. However, despite the power of automation, many still do not know how to harness automation’s capabilities for other areas. Thien-An and Matthew will show how they successfully implemented automation solutions in new arenas at Aetna. For example, automation can be used to screen scrape from various applications generating a document in a few short minutes that would take significantly longer to create manually, saving customer service representatives significant time when speaking to customers. Inside the testing world, automation can be used to create a complete end-to-end test that goes through many systems ensuring they all interact together as expected. By using automation to eliminate mundane manual tasks, you will be able to show significant savings and Thien-An and Matthew would like to show you how.

Three Strategies to Improve Your Testing Effort

Yolonda Kennedy, WellPoint, Inc.

Do you want to improve the effectiveness and efficiency of your testing effort? Would you like to learn key strategies that are sure to help you improve the quality of testing? If you answered yes, then this session is for you. There are many things that can be done to improve testing, but you cannot implement them all. This session will focus on 3 key strategies that will improve the quality of your testing and allow you to focus on what is most important. In this session you will learn how to implement and use a formal review process to ensure the quality and testability of requirements, how to identify testing risks early in the project focusing on both product and project risks, and finally, how to use adaptive test planning to plan and manage your testing efforts.

That Sounds Great in Practice, But...

Jim Holmes, Telerik

This talk doesn’t even pretend to give you simplistic answers on how to effect change around quality in your organization; however, you will learn practical tips on how to start making that change happen. We’ll discuss forming and refining a clear vision, getting stakeholders on board, and dealing with forces resisting the changes. You’ll also learn critical concepts like clarifying your idea, speaking the right language, creating a good pitch, and figuring out who owns the money you’ll need for your idea. Some of the real world examples you’ll hear include working to set expectations around improvements in your organization’s approach to quality, getting appropriate hardware and software for testing environments, dealing with offshore/outsourced testing teams, and creating an organization-wide culture that cares about quality. You’ll leave this session with ideas on avoiding pitfalls based on places where Jim’s fallen short, and also approaches to try based on his successes.

Lunchtime Reminders

Wednesday and Thursday of the QUEST Conference features Special Interest Roundtables during lunch, which encourages attendees to connect over specific topics of interest. As you enter the general session room for lunch, certain tables will have signage indicating that it is reserved for roundtable discussions for that particular subject. Connect over similar interests and discuss your issues with your peers. Also remember to confirm with QAI staff members whether you plan on attending the Evening Event in Chicago.
Virtually There: Being Heard When Not Seen in Teams

Elizabeth Glaser, PhD and Joyce Sattivia, The Boeing Company

Technological advances allow individuals to work across time, space, and organizational boundaries in virtual teams, yet even with these advanced tools, communication can be our most challenging work. Being heard is of utmost importance to members of a virtual team, but just speaking does not assure the message is received. Teams that effectively bridge the distance gap have a clear competitive advantage with each new cost pressure a company experiences. This highly interactive session explores the challenges and barriers that current and future virtual team members encounter including how to keep virtual team members engaged and what to do to get team members to re-engage. Experiential activities will be conducted that bring concepts into clear focus through simulations that mirror the work environment. Participants will come to understand the impact their behavior and communication efforts can have on other virtual team members, and how they can help virtual teams to reach higher levels of productivity. Understanding and overcoming the roadblocks in effective communication in virtual teams increases productivity, effectiveness, motivation, and engagement.

- Learn how to make the most of listening
- Increase awareness of the difference between how virtual and face-to-face teams operate
- Find out how to deal more effectively with hybrid teams

Little ‘a’ Versus Big ‘A’ Agile

Jim York, FoxHedge, Ltd.

There is quite a bit of “not quite there” or even “not getting anywhere” agile going on. Sometimes organizations start out on the right foot, but quickly get mired in the process of integrating new practices with their existing processes. Stuck in Agilefall, ScrumBut, or FrAgile, they are not getting the results they expected from their agile adoptions. Agile is not about implementing new practices. Rather, it is a new way of thinking and a new way of being. The point is not to “do” agile, but rather to “be” agile. This workshop examines the potential and perils of agile practices, looking beyond the rule or the technique to the changes in thinking and behavior the practice promotes. Focusing on the intent behind the practice, this session establishes a foundation for aligning practice with purpose.

- Learn the essential success criteria for agile adoption
- Explore the potentials and pitfalls of agile practices
- Understand the technique for aligning practice with purpose

Workshops

Building a Strategy for Test Automation Success

Lee Barnes, Utopia Solutions

Choosing an appropriate tool and building the right framework are typically thought of as the main challenges in implementing successful test automation. However, long term success requires that other key questions must be answered including: What are our objectives? How should we be organized? Will our processes need to change? Will our test environment support test automation? What skills will we need? How and when should we implement? In this workshop, Lee will discuss how to assess your test automation readiness and build a strategy for long term success. You will interactively walk through the assessment process and build a test automation strategy based on input from the group. Attend this workshop and you will take away a blue print and best practices for building an effective test automation strategy in your organization.

- Understand the key aspects of a successful test automation function
- Learn how to assess your test automation readiness
- Develop a test automation strategy specific to your organization

Using a Mindmap to Develop and Communicate a Test Strategy

Fiona Charles, Quality Intelligence

A test strategy is the set of big-picture ideas embodying the overarching direction or design of a test effort. It’s the significant values that will inspire, influence and ultimately drive your testing, and the overall decisions you have made about ways and means of delivering on those values. Rather than the weighty templates standard in many organizations, a lightweight medium like a mindmap is a far superior tool for developing a test strategy and communicating its essentials to your stakeholders. In this workshop, you will work together with Fiona to develop a test strategy mindmap. Along the way, you’ll explore what really matters in a test strategy, how best to capture it in a mindmap, and how then to use the mindmap to communicate the strategy to stakeholders. Come join this lively workshop and have fun developing your own mindmap!

- Learn the differences between a strategy and a tactical plan
- Understand the essential elements of a test strategy
- Discover how to use a mindmap to develop your test strategy

Critical Thinking in Software Testing: Leveraging the Scientific Method

Christin Wiedemann, PhD, PQM

Strong parallels between a software tester and a scientific researcher are evident: they both employ their intelligence, imagination, and creativity to gain empirical information about the property or system being investigated. Science is credible, curiosity-driven, critical, impartial and dynamic – can’t we strive for our testing to be the same? Science continuously challenges and questions methods, techniques and core beliefs – how can you question and improve your own approach to testing in this way? Christin will introduce the core steps of the scientific method, describe how good software testing adheres to those principles, and then explore how truly understanding and embracing the scientific method can make us better at questioning our assumptions, staying impartial and being more credible testers. In smaller groups you will get to practice your critical thinking on a set of examples. You will also learn to recognize bias, and experience the importance of questioning assumptions hands-on.

- Learn how to use the scientific method in software testing
- Understand the difference between induction and deduction, and the risks associated with using these reasoning processes
- Practice questioning assumptions and thinking critically

One-on-One Coaching Sessions

Have any burning questions about a particular topic, or would like a specific speaker’s input on your professional challenges? QUEST offers an opportunity to meet with available speakers or about specific topics during one-on-one Coaching Sessions on Wednesday and Thursday of the QUEST Conference.

Look for the coaching session information in your conference portfolio, or visit the Registration Desk for more information. A list of available speakers will be provided, each listed next to their subject of expertise. Speak to a QAI staff member who will sign you up and help you schedule your coaching session.
Creating Dissonance: Overcoming Organizational Bias toward Software Testing

Keith Klain, Barclays

Overcoming organizational bias toward software testing can be a key factor in the success of your testing effort. A structured approach to identifying, understanding, and overcoming bias is not only possible, but integral to any successful enterprise testing strategy. In this session, Keith will describe the origins of organizational bias and what it means for your testing effort, including what the test team and the industry does, and doesn’t do, to support those perceptions. Keith will also explore what you can do to identify your particular organization’s bias toward testing, how it has evolved, evidence of those attitudes, and what you can do to change perceptions. Finally, Keith will share his successes and failures in navigating and running change programs focused on software testing and the obstacles he has encountered through those case studies.

Agile Testing Innovations in a Distributed World

Deepika Mannani, Hexaware Technologies

Increased transparency and the need to drive quantitative business outcomes with a “right the first time” expectation brings a major change to the way we deliver software services. These are key drivers for the transition to agile methodologies. This transition demands a paradigm shift in testing and necessitates nimble processes to be coupled with right tools and technology. Barry Boehm’s principle of “using better and fewer people,” is central to an agile process which requires re-skilling the testing organization. Added to this is the issue of distributed teams, a given in today’s environment. To aid this transition, a best practice is to build innovations and deliver testing services with pre-built assets and out of the box solutions. In this session, you will learn first-hand the critical factors in transitioning to agile methodologies. Deepika will highlight real world experience in agile testing along with assets on various platforms to aid global delivery in a distributed environment.

Leveraging Open Source Test Automation: A Selenium WebDriver Case Study

David Dang, Zenergy Technologies

Most companies grasp the importance of leveraging test automation including increased test coverage, reduced execution time, and more frequent testing. However, there are significant costs associated with purchased test automation tools such as licensing fees, maintenance/support fees, and vendor dependency for product fixes and enhancements. More than ever, companies are exploring open source test automation tools to reduce these costs. While there are multiple advantages of using these open source test automation tools, there are also disadvantages. Without proper planning and the creation of advanced test automation frameworks, most companies still struggle with test automation. Join David to learn the factors in deciding between open source vs. purchased automation tools, the short-term and long-term advantages of using an open source automation tool, the importance of designing an automation framework that supports organizational testing objectives, and the effort needed to implement a Selenium WebDriver solution.

Test Architecture Planning for Test Coverage and Efficiency

Shivakumar Balasubramaniyan, Cognizant

Test coverage and efficiency go hand in hand and share a distinct relationship in directly impacting quality and cost respectively. There are number of popular test management tools in the market today, however, achieving optimal test coverage with minimal tests has become more challenging and the need for using the right tools and methods has become more significant than ever. Architecting tests in order to achieve the right test coverage involves robust test design, execution, management methods, and best practices. In this presentation, Shiva will discuss methodologies and best practices coupled with an objective metrics and risk based test model that can achieve test coverage without compromising cost or quality.

Verification and Validation Methods: Should You Be Using Them Today?

Clyneice Chaney, Quality Squared

Verification and validation are often confusing, misunderstood, miss-used, and seldom applied appropriately. In this presentation, Clyneice will discuss verification and validation in light of today’s market needs and development and testing approaches. Can verification and validation be used to enhance quality? How and when should you consider it? What about verification and validation automation tools and techniques? These questions and more will be answered in this timely session.

Evening Event & Bonus Session

If you have confirmed your attendance to the Evening Event in Chicago, make sure you know where and what time the transportation arrangements will be at the Hyatt Regency. Take this opportunity to connect with fellow attendees and speakers outside of the conference aboard this scenic dinner cruise.

REMINDER: Thursday morning begins with an early Bonus Session at 7:45 AM - Outsourced Test Skills: What Are You Doing to Stay Current?, presented by Gretchen Henrich of LexisNexis (see page 21).
Rescuing Troubled Projects

**Pat Eglin, David Consulting Group**

Troubled projects have been part of the IT environment since the beginning. When a project is big enough to require a formal project turnaround rather than just jumping in to fix things, it is critical to recognize that the work to recover the troubled project is itself a project. Transparency is required to understand what is wrong and decisions must be made based on the certain knowledge of what has been completed. Once the project has been re-defined, re-estimated and re-planned, the project must then be focused on the newly agreed upon work to ensure that the new expectations are met. Combining agile management and testing techniques have proven to be a powerful method for addressing troubled projects by providing the intimacy and transparency that siloed techniques generally cannot. In this presentation, Pat will lead you through the steps required to rescue a failing project.

Criticality Analysis & Risk Assessment: Determining High Risk Requirements

**Paul Shovlin, Checkpoint Technologies**

Everyone knows what risk-based testing is, but how do you decide which requirements are high risk and when? This determination should not be made by testers alone. Come to Paul’s presentation and see a proven risk assessment method that is used by the Department of Veterans Affairs. The CARA process is used to highlight notable risk requirements for the project team during the planning phase. Determining the risk up front helps project managers and developers focus on high risk areas. It also functions to determine the level of testing/quality services required. Join Paul as he walks you through the CARA process, explaining how requirement risk is calculated in an objective manner across standard probability and impact categories. You will learn which documents and what project information is required during the planning phase to perform the risk assessment and leave with the knowledge to integrate the CARA process into your next project.

Extending Test Automation to Mobile Applications

**Lee Barnes, Utopia Solutions**

The explosion of multiplatform mobile application development has created an extensive testing burden for quality organizations – and a huge opportunity for test automation ROI. Factoring in the idiosyncrasies of individual device models and carriers magnifies both the challenge and opportunity. Attend this session to learn how to extend test automation to the mobile platform and realize significant ROI. You will come away with best practices for implementing test automation effectively and efficiently across multiple mobile platforms and devices utilizing various types of mobile test automation tools. Specifically, tool independent techniques for creating a single test suite capable of executing across multiple platforms and devices will be discussed.

Intelligent Virtual Services for SOA Test Data

**Huw Price, Grid-Tools Ltd**

Data stubbing and message virtualization are quickly becoming a standard practice for many large and important projects, yet data-driven organizations are constantly faced with numerous challenges when implementing changes to SOA frameworks. Huw will present new and exciting ideas on basic virtual message management and how it can be moved to the next level with the simple addition of better test data management and coverage analysis techniques. He will present the advantages of having an array of techniques to choose from when preparing data for SOA testing. Some example techniques include: creating simple echo responses, provisioning obfuscated or masked production data, utilizing constrained orthogonal arrays, understanding cause and effect and using complex multi-level sets of responses, which include expected results. You will leave with progressive ideas for securing, controlling and enhancing the data used for SOA testing. These ideas can be implemented in your organization to encourage improvements in SOA frameworks.

The Battle of the Bug: Working Together in the Pursuit of Quality

**Peter Varhol, Seapine Software**

Software defects become more costly to address as a software project moves from design to development to test and deployment. Because of difficulties with characterization, reproduction, and importance of defects, struggles over defect management often take valuable project time that can slow down the release of new features. Project participants have different motivations in the defect process, causing much of the conflict. This presentation looks at how clear information on requirements, user stories, defect identification, characterization, and status helps teams to avoid disagreements, resulting in higher quality software delivered more quickly. Attend Peter’s presentation and learn how a well-defined defect management process and equal availability of information can help all parties come to satisfying and productive agreements.

---

**Last Day Reminders!**

Thursday will be your last chance to check out the Exhibitor EXPO and EXPO Talks. Be sure to attend the EXPO Reception at the conclusion of Thursday’s program for light snacks, drinks, prize drawings, networking, and entertainment!

Thursday will also be the last day for Coaching Sessions. Check the schedule or with a QAI staff member to see what topics and speakers will be available for the day.
The Standardization Journey: How to Centralize Your Testing Standards

Allyson Rippon, UBS; Kiruba Vijayaraghavan, Infosys

In regulated environments, such as financial services, QA teams must be compliant to internal controls that are imposed to achieve external compliance rules. At the same time, stakeholders are expecting QA teams to deliver to a consistent standard irrespective of delivery process or technology. How can an organization consisting of globally distributed QA teams operating in a federated structure establish a standard that is compliant to internal regulatory controls? How can these same QA teams adopt a standard that provides consistency in stakeholder confidence despite of the variety of software delivery lifecycles, technologies, tools, and level of team autonomy? In this session, QA experts from UBS and Infosys share their experiences establishing a standard for testing activities across the organization. This included executing an independent assessment to internally baseline the adherence of QA teams to the testing standard. This presentation will show you how Allyson and Kiruba improved the brand image of testing across the organization.

Testing Collaboration Sites and Content Management Solutions

Michael Beaudin, MPS Partners and Nancy Kastl, TAP Group

As companies begin relying more on their collaboration sites and enterprise content management solutions for line of business support, it is becoming increasingly important to test these solutions. Many of these solutions support internal, external, and mobile access by employees, customers, and partners through intranet, extranet, and internet sites. Although the robust out-of-the-box features of these solutions may not need to be tested, the company specific configuration and customizations should be verified. Similar to applications, these collaboration and content management solutions are subject to changes including new versions, upgrades, and patches that can impact the functionality of the business applications built on them. In this session, you will learn how to approach testing collaboration and content management solutions by identifying core functionality, building and organizing a re-usable test repository, and aligning testing scope to risk mitigation. SharePoint will be used as an example of a collaboration and content management solution. Learn about this new opportunity for QA to provide added value to your company.

Testing Mobile Apps: 3 Dilemmas Solved

Eran Kinsbruner, Perfecto Mobile

The fragmentation and unpredictability of the mobile market present new challenges and risks. Testers must assure application quality across multiple platforms and help deliver new products almost every day. Using his experience implementing automated mobile testing for clients, Yoram will analyze three fundamental mobile testing dilemmas encountered when enterprises go mobile. First, learn how and when to use emulators and real mobile devices, when to rely on each, and how many devices you will need in each stage of development. Second, understand the differences between testing on local devices versus remote devices in the cloud and how the differences affect test coverage, scalability, logistics, risk, and security liability. Third, discover how to reduce the learning curve and time-to-market by extending your existing software application lifecycle management environment to mobile, preserving your organization’s tools, processes, and knowledge. Join Eran to increase your ability to quickly identify an efficient, feasible mobile testing strategy for your organization.

DevOps: Releasing at High Velocity without Forgetting Security

Raf Los, HP

When you think about DevOps, you think about velocity. However, the need for speed doesn’t often come with the ability to fully test all aspects of the application, from function, to performance, to security. Or, does it? Surely even in DevOps, speed and testing can work together and complete quality coverage can occur. The key is collaboration and the enablement of a cycle of continuous build verification testing that allows functional, performance, and security testing to be baked into the DevOps process. To put this strategy into practice, you will need to develop an automation suite that reflects the triangle of testing. And, you will particularly need to ensure that your teams understand the different layers of security testing. Join Raf to learn how to make this work in your organization.

Test Data: Is it Really Unmanageable?

Karen Johns, Mosaic, Inc.

Test data is a critical component of our testing. The data files, input, and expected results are fundamental to creating the conditions that must be tested. No one disagrees on the importance of test data; yet, it is still getting the better of us. Data is sensitive, ever-changing, complex, and difficult to maintain. What can be done? In this session you will discuss the test data challenges and look at techniques that are used to improve the reusability, maintainability, and manageability of test data. Come and share your test data challenges and techniques. Together with Karen, you will explore ways to manage test data and improve your ability to create and maintain the test conditions necessary to ensure reliable, well-tested systems.

Presentations

THURSDAY, APRIL 18 - CONCURRENT BREAKOUT SESSIONS

11:00 AM - 12:00 PM

THEMATIC TRACKS

Presentations 37

Lunchtime Reminders

Thursday lunch is another opportunity to participate in the Special Interest Roundtables. Join fellow attendees for a discussion on hot topics relevant to the everyday practitioner.

Remember to visit the Exhibitor EXPO and have your EXPO Passport stamped by all the vendors before the conclusion of Thursday’s program. Turn in your completed EXPO Passport to the QA’s Grand Prize Drawing during Friday lunch (must be present to win).
The Key to Employee Engagement: Take Your Work, Not Yourself, Seriously

Elizabeth Glaser, PhD and Joyce Sattovia, The Boeing Company

Our economy has been turned upside down, the employer-employee relationship has been turned on its head, and technology has significantly altered how we work together and communicate. Still we are expected to be highly productive, enhance customer satisfaction, and increase profitability. We all know that increased employee engagement is highly likely to contribute positively to all of these, but how much of us really feel engaged? This highly interactive session will look at employee engagement in an engaging way. Participants in this experiential session will look at what employee engagement is and what it is not, the impact of employee engagement on our business and personal lives, and practical ideas that can be used to increase employee engagement in organizations. Beware! When you put some of these ideas to work, you might become emotionally attached to your job, generate enthusiasm, and enable others to really care about their work too!

- Learn what employee engagement is and is not
- Understand why employee engagement is important
- Explore practical ideas to increase employee engagement in your organization

Exploring the Testing Queue: Integrating Testing Techniques into Kanban

Eric Landes, AgileThought

There are many agile methods that can be used to help your development team deliver value. One of the latest is called Kanban, from the Lean manufacturing movement. In this workshop, Eric will lead you through using agile and traditional testing techniques in a Kanban process. You will learn how to create a Kanban board for different teams and situations and how visualizing constraints can help testers and developers deliver finished work faster. Eric will explain why using Kanban to track testing is different than a testing strategy using Scrum or other iterative processes. Learn why a team would use Kanban for their methodology and how the structures within a Kanban board can help testers to continuously improve their craft. You will apply these lessons to a practical Kanban testing solution during this workshop.

- Understand the Kanban process
- Learn how to develop a Kanban board for a variety of situations
- Practice using a Kanban testing solution

Understanding, Evaluating, and Improving Mobile App Usability

Philip Lew, PhD, XBOSoft

User experience and usability are key ingredients of any successful mobile app. In this workshop, Phil will describe the differences between the two as important elements of software quality from the end user viewpoint. User experience, in particular, is an element that many forget until the end and generally don’t know how to measure since there are no standard definitions. Phil will discuss quality modeling and how usability and user experience should be modeled for the enterprise. This discussion will range from the initial components of quality, to breaking usability and user experience down into measurable characteristics for mobile apps, and then, using these characteristics to derive metrics. These metrics can then be used to benchmark, analyze, and improve the app toward end user satisfaction. Beyond this, Phil will also review a case study where various measurements were implemented to show actual usability improvement.

- Understand the difference between usability and user experience
- Develop a usability model for your organization
- Explore key design and evaluation principles in software usability for mobile applications

Eight Steps Toward Establishing and Enhancing Your Measurement Capability

Richard Bechtold, PhD, Abridge Technology

In most organizations, some type of a measurement effort is already in place. Almost all organizations track dollars and most organizations track other items of interest as well. Nevertheless, an enduring challenge is ensuring that your set of measurements and associated activities result in a sustainable and improvable capability and that they truly provide a solid foundation for your ongoing pursuit of quality. In this workshop you will learn eight simple and effective steps for establishing and enhancing measurement capability. These steps are: determining measurement motivations, prioritizing candidate measurements, conducting experimentation and evaluation, performing measurement reduction, implementing and deploying targeted measurements, visualizing, analyzing, and verifying deployed measurements, packaging and communicating, and systemically validating measurement capability. This workshop is not only for beginners, but is also for seasoned professionals who are seeking to streamline, simplify, integrate, and strengthen the accuracy and relevancy of the measurement activities within their organization.

- Apply eight simple steps to achieve an effective, robust, and valuable set of measurements
- Identify and evaluate the measurement needs of your organization
- Learn techniques for streamlining you measurement activities

Integrating Exploratory Testing with Traditional Testing Methods

Peggy Schretter, Trustmark Insurance Company

Exploratory software testing is a powerful approach and can leverage the intuitive knowledge of the business or product being developed. It provides guidance to the journey of uncovering defects and begins to answer the questions of “what if.” Exploratory testing is not just ad hoc testing, though. It is a scientific process and requires a skilled tester to understand the process and expectations of the desired result. Exploratory testing is parallel with learning, test design, and test execution. In other words, exploratory testing allows the tester to control the design of the tests as those tests are performed and use the information gained while validating new and improved test scenarios. This workshop will focus on the benefits of exploratory testing, explain the situational activities, and provide hands-on practice of the concepts. It will provide insights into how to manage exploratory testing, where it is best suited, the productivity gain, and how to put ET into action.

- Learn to manage the expectations of exploratory testing
- Explore the situational practice of exploratory testing
- Understand how to leverage exploratory testing in the real world

General Session

Attend Thursday’s General Session at 4:15 PM - 5:00 PM where Jim Mondi and Sripriya Kalyanasundaram of Cognizant will give their presentation on QA Analytics to Power Quality Intelligence.
The New Lifecycle for Successful Mobile Apps

Peter Shih, uTest

Once a company decides to go forth and be mobile, where do they begin? This session will highlight the new lifecycle of mobile apps from conception thru launch, providing attendees with an ongoing approach to meet the needs of all constituents, and deploy successful apps that create value and sustain brand loyalty. Session attendees will go through the new lifecycle beginning with market research and mobile metrics that reduce hype, lead to development, ensure quality through testing, and finally, launch the app into the marketplace. Throughout his presentation, Matt will reference free tools, solutions, best practices, and real-world case study examples. You will learn the current state of app development and the inherent challenges that present themselves. You will also receive a full breakdown of the new mobile app development lifecycle complete with suggestions and tips for real-world apps in all stages of the lifecycle.

Testing Outsourcing Challenges: Views from Both Sides

Richard Lay, Infosys

Organizations today tend to jump into outsourcing the testing function with expectations of significant cost savings, reduced cycle times, and higher quality. In this presentation, Richard will assist in preparing you to address these expectations by providing outsourcing observations and recommendations from both the client and outsourcing partner perspectives. This session will provide lessons learned and help you to avoid, or at least be better prepared for, the testing outsourcing challenges. Richard will begin with things to consider and do before you begin the RFP process. Once your organization has committed to proceeding, what are some things to prepare for during the RFP process? Then, finally, what happens after you have signed the contract? This final section will take you from the transition to steady state and then, into continuous improvement. The goal of any sourcing engagement is for both parties to have a mutually beneficial and long lasting arrangement. This presentation will improve your odds of making this happen.

QA Process Implementation on Large Scale Projects

Shaun Bradshaw, Zenergy Technologies

Working on a large, complex project over a year in duration and made up of over 100 resources, requires special considerations when developing overall QA strategies and test plans. This presentation provides attendees with insights based on a $70 million PeopleSoft implementation with additional components including business intelligence reporting and a data integration hub. Tasked with third party validation through managing the test effort for the project, Shaun Bradshaw acted as QA Architect to provide the test strategy and planning for the implementation vendor’s customization and development efforts. Shaun will discuss the real-world experience he gained including how to prepare, communicate, and manage the QA effort for such a complex project. He also shares the obstacles and challenges he and his team had to overcome to deliver as smooth an implementation and go-live as possible.

Risk-Based Configuration Control: Balancing Flexibility with Stability

Linda Westfall, The Westfall Team

There is a dichotomy in software configuration management. On one side, individual developers and testers need the flexibility necessary to do creative work, to modify code and tests, to try what-if scenarios, to make mistakes and learn from them to evolve better software solutions. On the other side, teams need stability to allow code and tests to be shared, to create builds and perform testing in a consistent environment, and to ship high-quality products with confidence. This requires an intricate balance. Too much flexibility can result in problems. On the other hand, enforcing too much stability can result in costly bureaucratic overhead, delays in delivery, and may even require developers and testers to ignore the process in order to get their work done. This presentation explores risk-based software configuration control and techniques that can be used to help maintain the balance between flexibility and stability as software moves through the life cycle.

100 Defects Isn’t That Bad!

David Herron, David Consulting Group

How do you properly compare the quality of two or more software deliverables without an effective normalizing metric? The answer is you can’t. If project A has 100 defects and project B has 50 defects, do you automatically assume project B is a higher quality deliverable? That may not be the case. But, often times, that is the perception of the end user. An effective normalizing metric allows you to properly measure and compare the level of quality across software deliverables. It can also be used to manage end user expectations regarding the quality of the software in relation to the functional value being delivered. Furthermore, the normalizing metric can be used to predict future quality outcomes and can be used to establish service levels of quality performance. Learn how you can quickly and easily incorporate this all-important metric into your quality program.

At the conclusion of Thursday’s program, stop by the Exhibitor EXPO for the EXPO Reception, sponsored by all our exhibitors participating in the QUEST 2013 EXPO. Refreshments will be served, entertainment will be provided, and the exhibitors will raffle off their prizes to eligible winners.

Tell us how we did! Remember to fill out your Overall Conference Evaluations, and turn them in to QAI staff members before lunch on Friday to enter the QAI Grand Prize Drawing.
Redefining the Purpose of Software Testing

Joseph Ours, Cohesion

Throughout the history of software testing, the profession has evolved from expectations of validating that the software meets the requirements to ensuring fitness of use. Along the way, testers have been tasked with added expectations of ensuring overall quality, often creating conflict between the amount of work to be done and the time and resources necessary to complete that work. Additionally, with the increased use of agile methodologies, testers are finding this conflict growing. In this presentation Joseph will discuss the challenges our stakeholders have in understanding our craft, as well as some of the negative perceptions of value. Joseph will discuss embracing a newly defined purpose of software testing, where the emphasis is placed on providing information, not just raw data, to stakeholders. This new intent will transform testing into a service minded group whose value is transparent and ultimately empowered by their stakeholders, instead of just tolerated by them.

Harnessing the Cloud for On-Demand Software Testing

Ashish Kuthiala, Electric Cloud

Agile testing starts with the developer. And, as coding progresses, the developer builds up an increasingly large set of unit tests. Best practice suggests that all these tests should be run in their entirety. Additionally, some progressive build and DevOps managers encourage developers to run tests more often, even continuously. These tests serve as early warning mechanisms of unexpected repercussions stemming from a code change. By using continuous testing (CT), the developer can be alerted to specific problems as early as possible. Increasing the amount of testing across the whole software cycle, though, increases the challenges of provisioning appropriate test compute resources continuously. However, the advent of cloud and virtual computing enables organizations to address this challenge in a practical manner. This presentation will discuss the challenges and benefits of implementing a CT practice throughout a large enterprise and how to leverage on-demand compute infrastructure.

Performance Testing: More than Tools and Scripts

Kevin Flynn and Michael Ivy, Olenick & Associates

The presentation will show that performance testing is more than purchasing and implementing a performance testing tool. Performance testing also includes a detailed plan, measurable requirements, and customized results that indicate how the requirements and corresponding test conditions passed or failed. Communication of test results to the stakeholders is also paramount to the performance test project success and business product launch or upgrade. Multiple, iterative performance test cycles with hands-on participation by client hardware, server, network, and application owners should be planned and executed. Performance test scripts should be created and maintained throughout the lifecycle of the application by the performance testing team. Learn how to organize and plan the best performance test with full stakeholder approval and understanding. Join Kevin and Michael to understand the key components of the performance test including the detailed plan, measurable requirements, and customized results. Learn to provide the results to stakeholders in an easy to understand format, bridging the gap between canned test tool reports and actionable performance test results.

Regression Transformation Initiative: A Case Study

Beverly Edwards, Allstate Insurance Company and Ashwini Sukhwani, Wipro

Software regression testing is an essential and challenging task for software test groups. As any software application expands and evolves, it becomes increasingly complex and difficult to test every piece of functionality. And, it becomes imperative to understand the key attributes that can lead to a comprehensive, lean, and effective regression test bed. Allstate Insurance Company, along with an outsourcing partner, collaborated on a regression transformation initiative for a very complex policy administration application. This application undergoes constant changes across multiple releases during the year. The initiative implemented a very structured, scientific, and statistical approach to create an effective regression test bed that maximizes coverage, optimizes scenarios, and is easily maintainable for ongoing updates. Join Beverly and Ashwini to discuss key imperatives for regression testing, a structured approach to building a regression suite and the implementation of statistical techniques and tools to maximize coverage with an optimized set of test cases.

Test Assessment: A Systematic Approach to Find and Close Testing Gaps

Basivi Junna, Scalar USA, Inc.

Software testing as a profession has grown tremendously over past two decades but, as a discipline, it is still evolving. There are many organizations that conduct only ad hoc testing on their applications, counting on the ability of their developers to produce clean code. Yet others, though serious, are not very systematic in their approach to testing due to lack of expertise. We have seen companies that go into fire drill mode to fix defects in production after every release. In this workshop, Basivi will explain the symptoms that call for test assessment, a systematic approach to conduct test assessments, and how to identify opportunities for improvement. Join Basivi to understand the procedure for calculating opportunities for improvement and how to close the gaps in testing in your organization. You will leave with a test assessment process and a template that will allow you to begin improvements immediately.

- Recognize the symptoms that call for a test assessment
- Learn a systematic approach to conducting test assessments
- Identify opportunities for improvement

Be sure to attend the Friday General Session, "The Great Testing Tools Information Exchange," from 1:00 PM - 2:00 PM moderated by Nancy Kastl.
Shaping the Future of Testing Tools: Escaping the 1990’s!

Bryan Sebring, notjusttesting.com

In the QA and testing world we tend to focus on improving quality by focusing our activities on the software application being produced. In doing this we miss additional quality opportunities that exist outside of the project scope. In this presentation, Bryan will discuss four specific areas of focus to reach even higher levels of quality—your processes and procedures, your assets, your customers, and, ultimately, yourself. Learn to identify relationships among these areas and how they can positively or negatively impact quality. You will explore how a decision in one area impacts the other three. You will also look at opportunities for improving quality in all four areas to increase your product and business’ total quality. Join Bryan as he proves that quality assurance is not just testing.

Selling an Investment in Quality

Stephanie Chace, Meridian Technologies

Most process improvement efforts fail to produce the desired results or achieve any lasting benefit. And so, in the current climate of cost cutting initiatives, it has become increasingly difficult to convince budget conscious executives to invest in quality improvements. Despite this challenging reality, on-going improvement is necessary for organizations to remain competitive. To help testers be ready to successfully overcome this challenge, this practical workshop defines a framework for establishing a business case for investing in improvements to quality and test related practice. The framework goes beyond ROI and helps testers understand how to quantify the value derived from quality investments in terms that business leadership finds compelling. Stephanie will show you how the framework can be leveraged strategically to drive incremental improvements, establish near term wins, and help build momentum for a quality minded culture. Join Stephanie and receive the keys to selling, and ultimately implementing, all the great quality improvement techniques you’ve learned during this conference.

Growing QA Skills

Akemi Micallef, TEKSystems

QA has a unique position in IT as the bridge between business and technology. Today, QA is expected to address quality at earlier stages of code construction and use appropriate tools and techniques to tackle each architectural layer effectively. Relying solely on their business expertise is no longer enough. But, how do you grow your QA team’s skills while maintaining the ever-increasing workload? Join Akemi in this interactive workshop that will help consolidate all the learning from this conference into an action plan to grow your team’s QA skills. Explore the skills required from the effectiveness, efficiency, and economy points of view helping to articulate the value of QA to your upper management to gain support for skills development. Learn the common personality traits of QA professionals to understand how they learn and what motivates them. Akemi will discuss key elements such as learning styles, knowledge sharing, creating an environment of learning, turning knowledge into ability, and leveraging newly acquired skills.

CALL 866.724.6013 OR 407.363.1111 EXT 129 TO REGISTER OR WWW.QAIQUEST.ORG/2013
The Advantages of Model Based Effort Estimation (MB2E)

By Bruce Benton, NovusWorks

Many organizations suffer from the fundamental misconception that it is not possible to plan and estimate software development projects. The level of cynicism that exists related to this topic is somewhat understandable given the abysmal record most organizations have at attempting to accurately predict project resource requirements and durations. Current industry surveys indicate that up to 40% of all failed projects fail due to project scoping and estimation failures and that the United States IT industry correspondingly wastes on the order of 35 billion dollars yearly. However, a large majority, probably most, of those failures can be traced to some basic deficiencies in the estimation process.

Model Based Effort Estimation (MB2E) is a set of practices that enable organizations to cost effectively generate scope and effort estimates which they can agree to act upon and manage against for the duration of a project. MB2E does this by providing three key values to the scoping and estimation process. It is a transparent and discoverable process that ensures organizations can make decisions based on a shared understanding of the scope. It provides a simple actionable method of ensuring that the proposed project scope is complete. It demonstrates how a team’s problem domain familiarity and an understanding of the “natural units” of their projects can decrease the cost and increase the accuracy of their estimates.

Transparency and discoverability in engineering processes are essential when organizations must act on a shared understanding of project scope and team productivity. Assumptions about project scope (i.e. how many new screens do we need to develop, do we require an administration utility, do we need sample data) must be explicitly documented and audited to ensure that all functional disciplines and teams involved in the project are acting on the same set of assumptions. Similarly, teams need to document the expected productivity levels for typical project tasks so that the organization can have a common understanding of what can get done in a fixed time period. Estimation processes must capture the assumptions and calibration data used by the organization if you want to ensure consistency and accuracy across the project.

The single largest contributing factor in cancelled projects is schedule and cost overrun due to under scoped project plans. This is largely due to the ad-hoc approach most organizations take to determining project scope. People are not good at ensuring completeness in estimates without a structure to measure that completeness. There are three fundamental “dimensions” to all project work, the Scope, the Organization and the Activity. These dimensions serve as a framework that can be used to ensure you have accounted for all known work in your project estimates.

The Scope dimension defines the set of customer deliverables being produced as part of this project. This is the typical set of deliverables that is commonly captured in a work breakdown structure or a project backlog. This list must enumerate all key software modules, process deliverables and collateral materials (e.g. on line help, localized strings, training materials) that are required for the current project. A transparent, structured enumeration of these materials ensures that the organization as a whole can review the list for completeness and identify any missing items.

The Organization dimension captures the participation of roles across the team. You need to understand the standard roles in your organization (developer, tester, business analyst, technical writer, etc.) and which of these roles will need to produce each deliverable associated with this project. Every role that has responsibilities during the project must be represented in the estimation process and must be accounted for in the generated estimations.

The Activity dimension represents the repetitive activities per role for each typical deliverable. Each role has a common set of activities that they perform every time they are engaged on a project. For example, a software tester might have the following activities they perform for each feature they own:

- Review the functional specification
- Review the design documentation
- Design test cases
- Generate test cases
- Automate appropriate subset of test cases
- Execute test cases
- Manage defect reports

The nature of these activities is highly repetitive and typically required for every feature. This means that role specific estimates which are generated for each deliverable, or feature, must include effort to reflect these work items. For example, forgetting to include time to create and manage defect reports within your development team could easily account for a 5% - 10% understatement of the total project effort.

By ensuring that these three dimensions are explicitly accounted for in the estimation process, MB2E greatly increases the likelihood that the resulting estimate will capture all work required to deliver on a project.

The final attribute of MB2E that facilitates the creation of credible scope estimates is that it leverages the problem domain and technology familiarity most teams possess. This familiarity enables teams to define the “Natural Units” of work that are a part of their projects. These are the repetitive deliverables generated with each product release. It may be user controls on a mobile application or database tables in a data warehousing solution but they are consistently required and the teams have a good feel for the typical effort associated with producing these items. This understanding of the “Natural Units” of their applications means that teams can generate credible, model based estimates for the project effort based on real experience and defensible, reviewable projections of the project scope.

Teams who capture the information described above in a useable model format such as a spreadsheet, review that information across the organization to ensure completeness and accuracy, and make the hard scope decisions early to minimize wasted effort will find that the majority of their projects end up completing within a reasonable range of original estimates.
Accenture
Bronze Sponsor
www.accenture.com

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. Accenture has approximately 180,000 people serving clients in over 120 countries.

- Sponsoring Thursday Afternoon Break

Checkpoint Technologies
www.checkpointtech.com

Checkpoint Technologies, Inc. is a solutions provider that specializes in Business Technology Optimization. We are experts in all areas of quality assurance and software testing – performance, functional, and security. Checkpoint Technologies provides leading-edge software solutions, training, mentoring, senior consulting, and staff augmentation. Our services include both manual and automated testing with automated testing being an area in which we are known for our expertise. Checkpoint Technologies is an HP Business Partner and Certified Training Partner. We have assisted numerous organizations with their implementation of testing solutions with on-site consulting, staff augmentation, and training.

- Exhibiting in QUEST 2013 EXPO

Cognizant
Platinum Sponsor
www.cognizant.com

Cognizant is a leading provider of information technology, consulting and business process outsourcing services, dedicated to helping the world’s leading companies build stronger businesses. Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers in 15 cities and 9 countries around the world, and approximately 150,400 employees as of September 30, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

- Sponsoring QUEST Magazine & Exhibiting in QUEST 2013 EXPO

Compuware Corporation
Bronze Sponsor
www.compuware.com

For nearly 40 years, Compuware has delivered software, experts and best practices to make your applications work well and deliver business value. Our people and software ensure that critical technologies work like they should — all the time — for 7,100 customers around the globe. When technology performance really matters — and it matters now more than ever — organizations, including 46 of the top 50 Fortune 500 companies and 12 of the 20 most visited U.S. web sites, turn to Compuware.

- Sponsoring Friday Morning Refreshment Break

David Consulting Group
www.davidconsultinggroup.com

David Consulting Group helps you lift the performance of your software development community to a higher level that works for you. With the experience, credentials and coaching/mentoring approach proven over decades of consulting your groups, whether internal software developers or software product builders, will benefit quickly and start making changes that last. We help you improve your software performance with methods and techniques that fit your culture, engineering aspirations and financial objectives. We help you answer the question, if you could change on thing about your software development, what would it be?

- Exhibiting in QUEST 2013 EXPO
Deloitte Consulting

**Gold Sponsor**

www.deloitte.com

Deloitte Consulting’s technology professionals help clients identify and solve their most critical information and technological challenges. We provide advisory through end-to-end implementation services as well as outsourcing services and are recognized in the marketplace for capabilities across the spectrum. By combining our technical capabilities with our industry experiences, we create unmatched market offerings to solve our clients’ business issues. Additionally, we have long-term partnerships with many of the world’s leading technology companies, allowing us to understand solution alternatives and support the most appropriate solution for our clients. By leveraging these elements, we are able to help our clients convert leading edge ideas into tangible results.

- Sponsoring Conference Padfolios & Exhibiting in QUEST 2013 EXPO

Grid-Tools

**www.grid-tools.com**

Grid-Tools are the leading test data management vendor internationally, specializing in data generation, test data management and provisioning of agile data for Agile environments. We have revolutionized the way test data is being provisioned by developing innovative software solutions for synthetic test data creation, data masking, subsetting, design and archiving. Our innovative solutions, Datamaker™ and Enterprise Data Masking™, offer companies of any size and market sector the ability to provision high quality test data for their testing, development and training environments, as well as outsourcing both off-shore and near-shore. We have been working with some of the world’s largest financial institutions, telecoms, insurance providers etc. to promote best practices for provisioning compliant test data that is fit for purpose.

- Exhibiting in QUEST 2013 EXPO

Hexaware Technologies

**Platinum Sponsor**

www.hexaware.com

Hexaware specializes in end-to-end enterprise systems verification and validation in the Financial Services, Insurance, Travel & Transportation, Manufacturing, Retail, CPG and Healthcare domains, cutting across a host of technologies including ERP, CRM, Legacy Client Server and Web-based applications. Through our strategic partnerships with leading vendors such as HP, SAP, IBM, MicroFocus and Validata, we offer innovative solutions in proprietary domain accelerators, test automation and performance testing. Our Test Strategy consulting arm delivers end-to-end Testing Services that can significantly lower your total cost of ownership, reduce time to market and improve application quality.

- Sponsoring Thursday Lunch & Exhibiting in QUEST 2013 EXPO

Keynote DeviceAnywhere

**Bronze Sponsor**

www.keynotedeviceanywhere.com

Keynote’s DeviceAnywhere platform provides the industry’s only true cloud-based product for testing and monitoring the functionality, usability, performance and availability of mobile applications and websites. Keynotes’ suite of mobile testing solutions assures the quality of enterprise mobile applications and services, helping to extend businesses and brands to the mobile channel. To learn more about DeviceAnywhere visit www.keynotedeviceanywhere.com. DeviceAnywhere® is a product of Keynote Systems, Inc. ® (NASDAQ: KEYN) based in San Mateo, CA.

- Sponsoring Conference Pens & Exhibiting in QUEST 2013 EXPO

Mobile Labs

**Bronze Sponsor**

www.mobilelabsinc.com

Mobile Labs provides enterprise, end-to-end mobile application testing solutions. A certified add-in to HP Unified Functional Testing (UFT) software (previously known as HP QTP), Mobile Labs’ flagship product, Mobile Labs Trust™, enables testers to cost-effectively extend existing HP functional testing solutions to test mobile apps on real devices without jailbreaking or rooting. In addition, Mobile Labs deviceConnect™, an internal device cloud, delivers comprehensive management capabilities for mobile devices in corporate test labs. The patent-pending technology is internal to a company’s worldwide infrastructure, providing highly secure access to and management of the entire inventory of test devices across major mobile platforms.

- Sponsoring Wednesday Morning Refreshment Break & Exhibiting in QUEST 2013 EXPO
Mosaic, Inc.
www.mosaicinc.com

Mosaic, Inc. is a Chicago-based, nationally recognized leader in software quality and testing. Established in 1988, Mosaic's specialty services provide a value-added source for testing, test automation, quality assurance, measurement and software process improvement expertise. We supply experienced hands-on professionals supported by extensive intellectual property. Mosaic's intellectual property includes: MSTAR®, a comprehensive testing methodology, RSTAR™, a test repository and framework for full reuse of your manual tests, test data and automation scripts that supports industry, open source and home-grown automation tools, DSTAR™, a test data management tool for Quality Center, and TR Sizer™ for measuring system size.

- Exhibiting in QUEST 2013 EXPO

NVP Software Testing
www.nvp-inc.com

NVP Software Testing adds value to your software by increasing its Quality and Reliability while minimizing your risk. NVP improves Quality by assessing the state of QA and QC processes in organisations and recommending/implementing improvements. We provide Test Consulting on current and recommended practices for client organisations within the QC and QA fields as well as Test Management to guide and lead the Software Testing and Quality Assurance process. NVP provides Test Training and staffing to ensure successful project completion.

- Exhibiting in QUEST 2013 EXPO

Original Software
Gold Sponsor
www.origsoft.com

With a world class record of innovation, Original Software offers a solution focused completely on the goal of effective quality management. By embracing the full spectrum of Application Quality Management across a wide range of applications and environments, products include a quality management platform, dynamic manual testing, robust test automation and test data management software. Our solution is delivered with the control of business risk, cost, time and resources in mind. More than 400 organizations operating in over 30 countries use Original Software solutions. Our customers include the likes of Coca-Cola, Unilever, Barclays Bank, HSBC, FedEx, Pfizer, DHL and many others.

- Sponsoring Thursday Breakfast and Exhibiting in QUEST 2013 EXPO

Parasoft Corporation
Bronze Sponsor
www.parasoft.com

For over 25 years, Parasoft has researched and developed software solutions that help organizations deliver defect-free software efficiently. By integrating cloud/API testing, service virtualization, and Development Testing, we reduce the time, effort, and cost of delivering secure, reliable, and compliant software. For cloud/API testing, Parasoft’s enterprise-grade solution simplifies complex testing across REST, JSON, MQ, JMS, TIBCO, HTTP, XML, EDI, and more—enabling organizations to test faster and more completely. >From a single intuitive interface, teams can automate complex scenarios across the web UI, messaging layer, ESBs, databases, and mainframes. For details, see www.parasoft.com.

- Sponsoring Thursday Morning Refreshment Break and Exhibiting in QUEST 2013 EXPO

Professional Quality Assurance Ltd.
www.pqatesting.com

Founded in 1997, Professional Quality Assurance Ltd. (PQA) is Canada’s leading independent solutions provider of quality assurance and software testing services through a team of over 100 professionals. Headquartered in Fredericton, N.B., PQA has additional delivery offices located in Halifax, NS, Moncton, NB and Vancouver, BC. PQA has in-depth experience with the following sectors: Financial Services, Government, Healthcare, Gaming, Automotive and Insurance.

- Exhibiting in QUEST 2013 EXPO
2013 SPONSORS & EXHIBITORS

Seapine Software
www.seapine.com

Seapine Software is the leading provider of Quality-Centric Application Lifecycle Management (ALM) solutions. Headquartered in Cincinnati, Ohio, with offices in Europe and Asia-Pacific, our software development tools help organizations of all sizes streamline communication, improve traceability, achieve compliance, and deliver quality products. Over 8,500 companies use Seapine’s award-winning integrated tools for requirements management, software change and configuration management, test case management, issue and defect tracking, load testing, automated functional testing, and web load testing. When software quality is critical, Seapine is essential.

- Exhibiting in QUEST 2013 EXPO

SQS USA Inc.
Platinum Sponsor
www.sqs.com

SQS is the largest independent provider of software quality management, quality assurance and testing services. Founded in Cologne in 1982, SQS employs 1,700 staff. With over 5,000 completed projects, SQS has a strong client base, including half of the DAX 30, nearly a third of the STOXX 50 and 20 of the FTSE 100 companies. Along with a strong presence in Germany and the UK, SQS has further subsidiaries in Egypt, Finland, India, Ireland, the Netherlands, Norway, Austria, Sweden, Switzerland, South Africa and the US. In addition, SQS maintains a minority stake in a company in Portugal and a cooperative venture in Spain. In 2009, SQS generated sales of 134.3 million Euros. The core business of SQS is providing managed services for software testing.

- Sponsoring Wednesday Lunch & Exhibiting in QUEST 2013 EXPO

TAP Group
Silver Sponsor
www.tapgroup.com

TAP Group is part of the SPR family of companies – a premier provider of technology solutions and in-demand IT talent for Fortune 1000 and mid-market companies since 1973. With expertise in quality management, software testing, business analysis, and project management, TAP Group helps IT organizations achieve velocity and excellence in software. Led by our senior consultants, TAP assessments provide clients visibility into project health, application quality, process capabilities, and tool integration, along with pragmatic improvement strategies. With a strong focus on quality, TAP’s near-shore testing centers provide a cost-effective alternative for functional, web accessibility, mobile application, and automation testing within both traditional and Agile projects.

- Sponsoring EXPO Bags & Exhibiting in QUEST 2013 EXPO

Telerik
www.telerik.com

Telerik is a market-leading provider of end-to-end solutions for application development, automated testing, agile project management, reporting, and content management across all major Microsoft development platforms. Telerik’s award-winning software development products enable enterprises and organizations of every size to generate tangible productivity gains, reduce time-to-market, and stay on time and under budget. With tens of thousands of users in more than 90 countries around the world, Telerik’s customers include numerous Fortune 2000 companies, academic institutions, governments, and non-profit organizations.

- Exhibiting in QUEST 2013 EXPO

Tulkita Technologies Inc.
Bronze Sponsor
www.tulkita.com

Tulkita Technologies Inc. is a boutique consultancy firm focused on Quality Assurance and Testing. Based on its market leading services, innovative solutions and deep business experience, Tulkita collaborates with its clients to deliver customized, cost-effective solutions in Test Strategy, Optimization and Training. Tulkita provides your organization with unique Test Strategy Consulting Services, focused on improving the essential elements of your Test Practice. Tulkita’s Strategy Consulting concentrates on ‘real’, practical solutions that focus on the realization of both short-term goals and long-term success. Tulkita’s renowned Test Training Service, Acceltest™, is a full-service training program, unique to the testing market today providing pre-built course offerings, onsite/offsite training options and customized training solutions. Acceltest™ provides organizations with the necessary skills and expertise required to succeed in today’s ever-changing market.

- Sponsoring Wednesday Afternoon Break & Exhibiting in QUEST 2013 EXPO
uTest
Platinum Sponsor
www.utest.com

uTest provides in-the-wild testing services that span the entire software development lifecycle — including functional, security, load, localization and usability testing. The company’s community of more than 45,000 professional testers from 180 countries put web, mobile and desktop applications through their paces by testing on real devices under real-world conditions. Thousands of companies — from startups to industry-leading brands — rely on uTest as a critical component of their QA processes for fast, reliable, and cost-effective testing results. More info at http://www.utest.com or http://blog.utest.com.

- Sponsoring Tuesday Welcome Reception & Exhibiting in QUEST 2013 EXPO

Utopia Solutions
Silver Sponsor
www.utopiasolutions.com

Utopia Solutions is a global quality and testing firm known for its innovative solutions, built from over a decade of helping hundreds of companies achieve breakthroughs in system quality and performance. Utopia Solutions offers custom and managed service solutions in the areas of mobile application testing, test automation, performance testing and software process improvement. Our solutions enable businesses and their IT organizations to focus on achieving business outcomes rather than struggle with quality and performance barriers.

- Sponsoring Conference Lanyards & Exhibiting in QUEST 2013 EXPO

Westfall Team, Inc.
www.westfallteam.com

The Westfall Team partners with our clients to identify and provide practical solutions that improve the client’s capabilities to develop and maintain high quality software-intensive products. We provide our clients with training solutions tailored to ensure effective transfer of practical knowledge and techniques that can be immediately incorporated to improve on-the-job performance. We help our clients establish, develop and maintain systems and processes that match the way they actually do business, maximize quality and business value, minimize cycle time and rework, increase management insight and visibility, enhance organizational and individual learning, and reduce bureaucratic overhead.

- Exhibiting in QUEST 2013 EXPO

Xyon Products & Services LLC
www.xyonps.com

Formed by a group of passionate people with decades of IT experience, Xyon Products & Services is a Texas based company with presence in Illinois. With customer satisfaction as our core value, we provide solutions to the customers leveraging our innovative products and services. We proudly present Ozone, a zero coding turn-key workflow solutions engine for process automation. If you can dream a process, you can automate it using Ozone without any coding or technical knowledge. In as little as a day, you can implement processes for defects, issues, risks, work requests, change management and many such workflows.

- Exhibiting in QUEST 2013 EXPO

Zenergy Technologies
www.zenergymx.com

Zenergy Technologies is a specialty QA & testing firm that places high value on practical solutions. With strong emphasis on strategic thought leadership in addition to tactical implementation, Zenergy’s experts advise and guide project teams in industry best practices and optimal approaches while helping them steer clear of pitfalls that typically hinder organizations. Utilizing QA, test, and automation techniques that improve the business value of software development, Zenergy tailors solutions that contribute maximum benefit with minimal disruption. And for organizations using or moving toward iterative development, Zenergy excels in helping Agile/Iterative teams develop low maintenance automation and effective continuous integration.

- Exhibiting in QUEST 2012 EXPO
QAI’s international, regional, and local events bring together thought leaders and experienced practitioners to share ideas and knowledge on software quality, software testing, and project management. Each conference is unique in its approach to provide the best educational and networking experience.

**North American Conferences**

The annual Quality Engineered Software and Testing (QUEST) Conference brings together hundreds of industry leaders and IT professionals from across North America for a week packed with classes, tutorials, educational sessions, workshops, discussions groups, and networking events. An exhibitor EXPO provides insight into the variety of tools and services in the marketplace.

**Regional Conferences**

Evangelists and innovative practitioners gather for regional events focused on the industry’s hottest topics. Each event offers opportunities to learn, share, and collaborate to solve top challenges.

Regional events include the TesTrek Software Testing Symposiums and the Mid-Atlantic Software Quality & Program Management Conference.

**QAI Community Symposia**

Chapters of the QAI Global Community host local symposiums and events across the country. The QAI Global Institute supports these events, providing excellent opportunities to learn and network with local colleagues.

Find your local chapter by visiting: [www.qaiusa.com/qai-global-community](http://www.qaiusa.com/qai-global-community)

Keep up-to-date on upcoming events from QAI Global Institute by visiting us online or registering for email news delivered direct to your inbox! Event dates and locations are subject to change.

Learn more at [www.qaiusa.com/conferences](http://www.qaiusa.com/conferences)
2013 Supporting Organizations:

Chicago Quality Assurance Association (CQAA)
www.cqaa.org
The Chicago Quality Assurance Association was established in 1984 and is the second oldest chapter of the QAI Global Institute. CQAA promotes software quality principles and practices within the Chicagoland area by providing a forum for networking and information sharing. CQAA offers monthly speaker programs, lunch & learns, webinars, and training classes to over 1500 members for continuing education. Professional certification is supported by hosting the CSQA and CSTE certification prep classes in Chicago and facilitating local study groups. Other activities have included one-day vendor showcases and symposiums, special interest groups for information exchange, co-hosting programs with other professional organizations, and job search service.

- Exhibiting in QUEST 2012 EXPO

IEEE Chicago Section
www.ieeetchicago.org
IEEE Chicago Section serves electrical engineers and computer related professionals in the Chicago Metropolitan Area. It is an active professional network of over 5000 local technology practitioners, innovators, business leaders, educators and students. It is part of the world’s largest professional association (www.ieee.org) dedicated to advancing technological innovation via publications, conferences, standards, and professional and educational activities.

- Exhibiting in QUEST 2012 EXPO

IIBA Chicagoland Chapter
chicago.theiiba.org
The Chicagoland Chapter of the International Institute of Business Analysis (IIBA®) works to build awareness of the business analyst profession and to promote the ongoing development of individual practitioners. With the changing face of today’s business organizations and IT departments, the Business Analyst (BA) performs a role crucial to the success of the dynamic business cycle of planning, implementing, and managing change within companies of all sizes and in every industry. Our meetings are conducted monthly on the first Wednesday evening of the month at a variety of sites around the Chicagoland area.

- Exhibiting in QUEST 2012 EXPO

PMI Chicagoland
www.pmi-chicagoland.org
The Project Management Institute (PMI) establishes project management standards, provides seminars, educational programs and professional certifications for project management professionals worldwide. The Chicagoland Chapter of PMI was chartered in 1977 and today has more than 4,200 members. The vision of the chapter is to be the professional association chapter of choice for project management knowledge, accreditation, development and practice. It strives to promote project management knowledge, standards and ethical practice, provide value to members, increase awareness of the importance of project management among senior management, awareness of the PMI certification process and improve communications with business and the community.

- Exhibiting in QUEST 2012 EXPO

Test Republic
www.testrepublic.com
Test Republic is the world’s largest knowledge exchange network focused exclusively on Software Testing professionals. With 9940+ registered members in over 198 countries, Test Republic is a place for Testers to meet, share, network and have access to top-notch software testing content. Test Republic currently hosts 660+ videos, 800+ white papers, 400+ blogs, and 140+ groups on a variety of Software Testing topics.
On-Demand Test Services
By Cognizant

Introduction
The hypercompetitive business landscape and dynamic economic conditions are creating tremendous pressure on CIO’s to optimize IT-related Capex costs. Even with a significant level of investment in Quality Assurance related activities, organizations continue to face production issues, budget overruns, delays in application rollout, etc., which have a significant negative business impact.

An array of reasons is responsible for the low business quality of applications. QA has traditionally been an in-house activity, with organizations building their own test infrastructure and delivery capability. However, the evolving technological landscape and business reach expansions are creating a higher demand for testing and, with it, a new set of challenges in managing escalating QA costs.

Burgeoning customer expectations and intense competition require organizations to launch new products and updates at a rapid pace, reducing the development lifecycle. Testing teams need to fast-track the lifecycle and yet deliver defect-free products faster than ever before. Further, given the volatility in business demand, QA teams should be able to rescale testing capacity in environments which closely resemble real-world scenarios. Creating such flexibility using traditional in-house approaches is near impossible without spiraling operational costs.

Challenges of Traditional QA Delivery Models
- **Test environment vs. production environment:** Test environments are not aligned with the production environment in terms of operating systems, patch levels, software versions, configuration, etc. The wider the gap between the two environments, the greater is the chance of application failure post deployment.
- **Test environment availability:** Sharing of test environments across multiple testing teams causes delays in environment availability and forces managers to conduct non-functional testing in scaled-down environments and functional testing in stubbed environments. On the other hand, environment downtime can disrupt testing schedules and cause significant monetary loss with idle time.
- **Cost of managing test centers:** Dynamic business requirements that give rise to sudden spikes in testing and QA requirements often result in test lab/environments remaining idle for short but frequent periods, escalating the costs.

On-Demand Testing
On-demand testing is based on the principles of consumption based delivery and provides application testing services, associated tools, and the required infrastructure as a package. On-demand services, delivered via cloud or the existing on-premise environment, provide instant access to testing resources. The combination of quicker provisioning of services and lower capital costs allow organizations to meet niche and sporadic testing needs, while optimizing turnaround times.

The pay-per-use model allows companies to shift to a flexible operating model (Op-Ex), as they no longer need to make high upfront investments in test infrastructure, tool licenses, hiring and training people, etc., or incur huge maintenance costs. Provisioning of testing tools – both commercial and open source – on a multi-tenancy basis enables higher cost optimization.

Rapid automation at lower costs is now possible with On-demand services. On-demand service providers maintain automation scripts as the changes are being made to the application. Automated test cases can be executed in various environments - development, system integration test and production environments – leveraging the same scripts, resulting in increased test coverage and improved quality of applications.

Benefits of On-Demand Testing
The possibility of optimizing costs through on-demand testing is the single largest driver for adoption by organizations. The pay-per-use model offers financial flexibility, while providing the necessary information to adequately forecast the QA spend. Since the service provider manages the entire testing process, internal resources are freed to be deployed for the core activities.

The other tangible advantages of on-demand testing include:
- **Reduction in provisioning time from several months to a few days,** making it suitable for meeting volatile testing demands.
- **Ability to create scalable test environments to run tests in environments that match real-life scenarios.**
- **Optimization of testing cycle time by up to 30% with higher environment availability and quicker ramp up of delivery capacity.**
- **Service level agreement-based provisioning of testing tools, infrastructure and resources prevent QA dependencies, reduce idle time and boost automation.**
- **Higher business agility enabling faster response to business changes through faster provisioning of discrete technology environments.**
- **Harnessing the power of crowd-testing through an integrated test strategy by leveraging capacity of professional testers from across the globe for testing the application.**

Adoption of On-Demand Testing
Organizations can partner with an experienced service provider who can manage end-to-end testing requirements and deliver a high level of quality. Undoubtedly, cost savings is the key to selecting a service provider; however, other aspects also play a major role in determining the effectiveness of the partnership. Partners must own a large pool of test assets, offer the requisite test automation expertise, enable data security, automated backup and recovery, and allow the choice of either discrete or bundled services. To effectively transition to an on-demand testing model, organizations should partner with a service provider that can help them reap the full benefits of on-demand services on a sustainable basis. As the use of on-demand testing services becomes a key imperative, proactive organizations stand to gain a competitive edge over their less aggressive peers.
Trust. It feels good.

Many businesses adopt complex technologies like cloud and mobile platforms. Software testing is a critical success factor that can no longer be ignored. SQS allows your organization to increase the deployment of value-added, industrialized services, such as automated testing. Industrialized services reduce operational IT costs, while releasing investment for growth and business differentiation.

SQS’ expertise is the result of over 30 years of successful consultancy, driven by our standard methodology and specialist knowledge across a wide range of industries.

**SQS – the world’s leading specialist in software quality**

SQS USA Inc. | Phone: 630 - 357 - 9000 | info-us@sqs.com
The traditional QA service delivery model is stifling organizations with high incidents of defects, inefficiencies and delays.

Experience Speed, Finesse, and Precision in QA.