From Quality Assurance to Quality Engineering

KEYNOTE PRESENTATIONS:

Software Testing in a Reduced Budget Climate
Bernie Gauf, Innovative Defense Technologies, LLC

When Agile Becomes a Quality Game Changer
Michael Mah, QSM Associates, Inc.

Transformation Journey: Are we SAFe yet?
Pete DuPre, Vantiv

Agile Resiliency: How CMMI will make Agile Thrive and Survive
Jeff Dalton, Broadsword

The Bushido Code: The Seven Virtues of the Samurai
John Godoy, John Godoy Lifestyle

Understanding the New International Software Testing Standard – ISO 29119
Susan Burgess, Burgess Consulting
IDT Welcomes You to QUEST 2014!

On behalf of Innovative Defense Technologies (IDT) and the Greater Washington Area, I would like to welcome you to QUEST 2014. I feel fortunate to participate in a conference so closely aligned with IDT’s mission of designing, building and enabling quality software. I know you share that objective if you are here.

The theme of this year’s conference, From Quality Assurance to Quality Engineering, articulates the goal many of us have for our work every day. As software professionals, we navigate a rapidly changing landscape of emerging technologies, increasing customer expectations and tightening budgets. Yet we must persevere in our commitment to quality and in fact identify methodologies that will enable improvement.

This conference offers us an excellent arena in which to discuss best practices for quality assurance, continuous testing and development methodologies. What we learn here will challenge us, sharpen our focus and provide a vision of exciting new technologies. It will inspire us to move forward more effectively to meet our customer’s expectations and our business goals.

Sincerely,

Bernie Gauf
CEO
Innovative Defense Technologies (IDT)
www.IDTus.com
Hyatt Regency Baltimore
300 Light Street · Baltimore, Maryland 21202 · Phone: (410) 528-1234

About the Hotel
QUEST 2014 Conference & EXPO will be hosted at the Hyatt Regency Baltimore on Baltimore’s picturesque Inner Harbor. This AAA Four-Diamond hotel offers much more than just a luxurious stay; it places you in the heart of top things to do in Baltimore that makes Charm City remarkable. Located just steps from the National Aquarium in Baltimore, the Maryland Science Center, and all restaurants, bars, and clubs around the Inner Harbor, the Hyatt Regency Baltimore is the ideal location for your QUEST experience! Learn more about guest rooms, amenities, and activities at the Hyatt Regency Baltimore.

For more information visit: http://baltimore.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)
- 6 keynote presentations by industry leaders
- 48 sessions by leading industry experts and corporate practitioners in concurrent conference tracks
- 10 extended workshop sessions
- 2 bonus sessions
- 20 special interest roundtable discussions
- Tools panel and 4 tools roundtables

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

Leadership in Quality
- Changing Culture
- Emotional Intelligence
- High Performance Teams
- Outsourced Testing
- Quality Beyond Testing
- Raising the Bar
- Selling Quality
- Test Management
- Testing as a Service
- Transformation

Built-in Software Quality
- Agile
- Ambiguity Reviews
- Cost of Failure
- Defect Management
- Estimation
- Process Improvement
- Requirements
- TMMI

Quality in New Technologies
- Private Clouds
- Mobile Testing
- SOA/APIs Testing

Products & Tools
- Defect Management
- Mobile Testing
- Requirements Management
- Test Management
- Test Automation

Testing Innovations
- Context Driven Testing
- Localization Testing
- Model Based Testing
- Performance Testing
- Regression Testing
- Risk-based Testing
- Test Automation
- Test Data Management
- Test Strategy and Planning
- User Acceptance Testing
- Web Accessibility Testing

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Quality Intelligence
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Zenergy Technologies

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Manager’s Solutions Workshop

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

Richard Bechtold, PhD
Abridge Technology

James Campbell
Tulkita Technologies

Philip Lew
XBOSoft

Bill Rinko-Gay
Elisson Group

Michael Yudanin
Conflair

Dean Carvin
Checkpoint 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.**
Opportunities to Connect

Manager’s Workshop Connection Dinner

Monday, April 7th ~ 5:30 PM - 7:30 PM

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 8, 2014 ~ 5:00 PM - 6:30 PM

This reception is open to all conference attendees and is included in the registration fee. This event provides an opportunity to meet fellow conference attendees in an informal setting with appetizers, drinks, and raffles. Information will be provided to help out-of-town guests become familiar with the Baltimore – Washington D.C. area.

Attendee Appreciation Evening Event

Wednesday April 9, 2014 ~ 6:00 PM – 9:30 PM

Join QAI and your fellow attendees for a sunset cruise on Baltimore’s famous Inner Harbor of the upper Chesapeake Bay. Attendees will embark the Spirit of Baltimore directly in front of the Hyatt Regency Hotel and venture on a scenic tour with breathtaking views of the Inner Harbor and the Baltimore waterfront. Enjoy dinner, dancing, and a great opportunity to network with fellow attendees and speakers 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 if you are interested in attending or bringing a guest.

EXPO Reception

Thursday, April 10th ~ 5:00 PM - 6:30 PM

The closing event of the Exhibitors EXPO is a reception open to all conference attendees. This is a great opportunity to meet with the exhibitors in a social setting and to network with fellow conference attendees. The main event at this reception will be the raffle of exhibitors’ prizes. There is also surprise entertainment planned for this reception!
GENERATING ACCELERATED IMPACT

We assess, transform and optimize the complete testing and development life cycle.

+ 2000 Certified Test Engineers - QAI, ITQSB, IEEE, CMI, ITIL

+ 700 QA Lean Six Sigma experts, over 4500 processes reengineered

+ Extensive experience in building small to large Testing Centers of Excellence

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= Accelerated impact with up to 30% reduction in software testing costs, 99% defect removal efficiency and reduced time to market.
Quality Engineering Transformation

By Anne Hungate

School in quality, I know that quality control is defect detection and quality assurance is defect prevention. Yet, the terms are used interchangeably. It is time for leaders in quality to drive the practices that help us build better software – it's time to become Quality Engineering. Why re-brand quality assurance to quality engineering? The dictionary provides the answer:

**Engineering** (en-juh-neer-ing) noun. The practical use of scientific knowledge to design and make things that people use in everyday life.¹

**Assurance** (uh-shoo r-uh ns) noun. A positive declaration intended to give confidence.²

On my father's first day of high school (New York City, circa 1950), his mother assured him that short pants were a good idea. He was beaten up before he made it to the school steps. The facts/data proved short pants were not a good idea. Facts and data are better than assurances, especially when building products people will use in their everyday lives.

A typical software development pattern:

**Developer:** “It's done, you can test it” (assurance)

**Tester:** “I can't even logon”

A quality engineering software development pattern:

**Developer:** “Static code review shows no violations, unit tests complete – 100% pass, it is ready for you to test” (facts)

**Tester:** “Integration tests successful, system tests successful, promote to UAT”

Software quality engineering is the practical use of scientific evidence (data/facts) to evaluate the software production readiness. At each step in software delivery, measures can be taken to determine if the process is working and the product is working. Armed with consistent measurements, QE teams can assess software readiness days ahead or behind schedule, and defect levels at implementation. Management teams use this data to prepare for product launches, customer communication, and support team training – ensuring organizations are ready to realize the value of the software. Improve the impact and value of your QA team by transforming into a QE team.

**STEP 1: Get Your Production Environment under Control**

The QE team needs answers to these questions in a clear, concise, and consistent manner:

- Are customers providing positive or negative feedback – how much, to what extent, are there trends?
- Is the system meeting targeted service levels?
- Have there been any incidents in the past year, how does this compare with previous years?
- How many production defects exist?

The only way to build insight and watch for patterns is to pull the data, they will never want to operate with “assurances” alone. Facts/data proved short pants were not a good idea. Facts and data are better than assurances, especially when building products people will use in their everyday lives.

**STEP 2: Promote Professional Pride**

The QE team pulls from multiple domains. People come from development or project management backgrounds, end-user teams, process management, operations, etc. Leaders of QE teams need to bring their team members together through consistent language and training. Emphasizing certification gives credibility to the profession and builds camaraderie among the team. A team that feels pride and communicates well is less likely to accept being pushed later in the lifecycle and less likely to apologize for finding problems.

**STEP 3: Lead by Example**

QE teams measure process and product health. Therefore, QE teams must be the best at applying the rules and adjusting as appropriate.

- Be crisp with operations
- Know the roles, assignments, and allocations of team members
- Use the processes and deliverables – keep them current

If your team does not have a ‘Quality’ code of conduct, define one and enforce it. The discipline will foster pride and show that you hold your own team to the same standard you expect others to follow.

**STEP 4: Form the Right Alliances**

I am an optimist and I want everyone to like me. Reality... well, everyone does not. Optimistically, I want Application Development and Project Management to be the first allies of QE – but these teams will incur the most change when QE principles are enforced. Thus, they are the last to embrace QE. The first ally is Information Security. Security weaknesses must be prevented, not found the hard way. Easy points of alliance:

- QE can enforce secure coding practices and validate that static code reviews show no security violations
- QE can make sure Security is engaged in projects

The second ally is Architecture. These professionals see the big picture and the connections between systems and they need support connecting with each application team to have enterprise standards adopted. QE can provide that support. Finally, form an alliance with Technical/Infrastructure Operations – this team is first to know when there is an outage. This team monitors logs and can help find root causes.

These three alliances make a strong, fact-based coalition, which can introduce better coding standards, reduce technology debt, and monitor when production systems falter.

**STEP 5: Be Selective**

Your team will be enthusiastic and want to fix all the ills right away. You will get requests to buy tools, add processes, and hire people...immediately. Don’t fall into the trap. Start with defect management – first production defects, then project defects. Work with the application teams to measure the risk of existing production defects and report on the monthly changes in risk level.

Work with the project management teams to use project defects to measure project health and readiness. Start by showing defect detection trends and forecasting the point at which detection will begin to diminish. Once PMs trust the data, introduce defect removal effectiveness. Let those teams that have benefited from defect management tell the story.

**STEP 6: Build the Brand**

Have your team refer to themselves as QE, not QA. Kindly correct others who refer to the service you provide as “QA-ing.” Once application teams and PMs are armed with the facts and the data, they will never want to operate with “assurances” alone again.

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.

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.

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 leads, 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.

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.

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.
Implement an Automation Culture: Prevention over Detection

By Elfriede Dustin, IDT

Many IT companies have realized that their software technology research and development (R&D) efforts also need to include software testing. Companies on the leading edge of software development such as Google, Facebook, or Innovative Defense Technologies (IDT), the company I work for, recognize the need for integrated automated testing approaches. For example, Facebook “is safely updated with hundreds of changes including bug fixes, new features, and product improvements. Given hundreds of engineers, thousands of changes every week and hundreds of millions of users worldwide…” Facebook relies on their automated testing program that includes unit and water (GUI) testing as part of their release efforts. In another example, Google “uses a product team that produces internal and open source productivity tools that are consumed by all walks of engineers across the company. They build and maintain code analyzers, IDEs, test case management systems, automated testing tools, build systems, source control systems, code review schedulers, bug databases... The idea is to make the tools that make engineers more productive. Tools are a very large part of the strategic goal of prevention over detection.”

Companies that develop automated software testing solutions enable software engineers to be more productive and allow for higher quality products to be released in a shortened timeframe. At IDT we have developed an automation culture based on Automated Test and ReTest (ATRT), our automated software testing solutions. Automated testing processes and products enable engineers to more readily embrace an automation culture and benefit from the prevention over detection approach to development.

Our experience has shown that quality software can’t be released if developers don’t have an effective automated testing program in place. At IDT we are submerged and surrounded by automation and use the continuous integration (CI) approach to software development and testing.

The development environment that makes this CI example possible is ideally a virtualized environment combined with both regular workstations and laptop computers networked together.
The steps of this typical CI example are:

1. Updated code is checked into a virtualized version control repository utilizing a source control tool, such as Subversion. From here, other developers can check out both updated code off of the ‘trunk’ or code from specific branches to support different builds.

2. Upon code check-in, the Hudson or Jenkins Continuous Build virtual server is triggered to start a complete build/check/test/report cycle. Hudson will perform the following tasks:
   a. Update the latest code from svn,
   b. Compile the code and check for compile errors,
   c. Link the code, check for any link errors,
   d. Perform source code style checks and copyright checks
   e. Start a series of automated regression tests (unit tests):
      i. Unit regression tests will check several key use case tests to ensure that code that was updated has not adversely affected the existing use cases
      ii. Unit regression tests will compare the regressed results with known good results and report out any differences

3. Automated smoke tests and automated functional tests: Automated functional regression testing utilizes tools such as ATRT Test Manager on another virtualized node to perform tests as an end user would be expected to do (i.e. through a GUI interface). The test starts with a smoke test, if it passes; the full automated regression test is run. Each test analyzes hundreds of system level requirements against all of the tactical data. Each requirement may itself be verified hundreds to thousands of times. The ability to verify and re-verify the same requirement multiple times using various data sets gives a better level of fidelity in the outcome of final results.
   a. Note: As part of the test automation effort many tasks can be automated:
      i. Test environment setup and tear-down
      ii. Test data generation, as applicable
      iii. Results reporting, which includes defect reporting (most fields can be populated, but manual analysis is required to confirm the originality and applicability of a defect)
      iv. Requirements traceability and maintenance

4. The testing results are then reported back to the Hudson server. Upon completion of successful internal and external regression testing, the Hudson server continues to build an installer package that will be available to the end user at fielded locations. Additionally, key statistics are gathered on the entire process and saved for later retrieval.

Finally, Hudson or Jenkins provides the developer with reports on the entire sequence of testing. The developer can then use the results of the testing to make appropriate code changes.

Return on Investment and Reduction of Total Ownership Cost

Implementing an automation culture that includes using automated testing tools and solutions in a CI environment, results in the ability to reduce the time and effort required to complete test execution and data analysis. Automated solutions have also demonstrated the ability to increase the thoroughness of system testing. An increase in software testing thoroughness equates to a reduction of defects found in the field and reduced total ownership cost.

An automation culture will also enable much earlier identification of integration and interoperability characteristics of tactical software products that must interact to complete complex mission threads. Identification of software specific integration characteristics in tactical products in stride with software development cycles will enable quicker recognition of issues when it is still much cheaper to fix the bug.

Many tasks make up the software development life-cycle and implementing an automation culture throughout will make your team more productive and allow them time to focus on the things that matter: producing high quality new features.


FULL-DAY CLASSES
Monday, April 7, 8:30 AM - 4:30 PM

LEADERSHIP
Exemplary Leadership through Emotional Intelligence
Rebecca McCord, Travelers Insurance

Abstract: This one-day course will focus on Emotional Intelligence and the Five Practices of Exemplary Leadership. It is these practices that leaders use to transform values into action, visions into realities, obstacles into innovations, separateness into solidarity, and risks into rewards. Leadership is an aspiration and a choice. Exemplary leaders choose to put leadership into practice, every day in every way, to achieve extraordinary results and to facilitate the development of the leadership capacity in all those who choose to follow. Using a combination of lecture, classroom discussion and experiential exercises, participants will be able to create a positive work climate in which people turn challenging opportunities into remarkable successes.

Course Objectives: After attending this course you will be able to:
- Identify the skills and competencies of emotional intelligence that make you an effective leader
- Understand the five practices of exemplary leadership as researched by James M. Kouzes and Barry Z. Posner, authors of The Leadership Challenge
- Recognize your current leadership strengths and weaknesses
- Apply lessons learned in the workshop to a current organizational challenge

AGILE
Layered QA for Agile Projects
Bill Rinko-Gay, Eliassen Group

Abstract: This one-day course provides a specific methodology for agile QA professionals to interact with the Scrum agile methodology. Using presentations, interactive discussions, and exercises, Bill will provide you with a framework for delivering solid testing and quality assurance services to the Scrum Team.

Course Objectives: After attending this course you will be able to:
- Understand the roles, ceremonies, and artifacts of Scrum from a QA perspective
- Provide valuable inputs to and gain important insights from backlog estimation
- Create a sprint plan and participate in sprint commitment
- Provide test and quality assurance services to the Scrum team during the sprint
- Understand how to keep up with the pace of Scrum
- Develop a process for handling testing that can’t be handled within a Sprint
- Contribute to the sprint review and sprint retrospective from a QA perspective

MEASUREMENT
Software Quality Metrics
Philip Lew, XBOSoft

Abstract: When implementing software quality metrics, we need to first understand the purpose of the metric and who will be using it. Will the metric be used for measuring people or the process, for illustrating the level of quality in software products, or for driving toward a specific objective? QA managers typically want to deliver productivity metrics to management while management may want to see only the metrics that support customer or user satisfaction or cost related (ROI) initiatives. Avoid this gap in communication by delivering software quality metrics with actionable objectives toward increasing or improving a business objective. Metrics just for the sake of information, while helpful, often just end up in spreadsheets that no one cares about. Not only do you need to learn how to define and develop metrics that connect with potential actions driving toward improvement, you also understand and avoid one of the main pitfalls of metrics, driving behavior which could be both unintended and negative.

Course Objectives: Attend this course and learn:
- How to connect your metrics with the most important objectives, those that affect the bottom line and those that are customer oriented
- How to develop a measurement framework that measures not only typical test results such as defects, but processes and functions and their alignment with business objectives within your organization
- How to include measurements, metrics, objectives, questions and answers for your stakeholders
- How to use metrics to not only evaluate, but also predict what could go wrong
TEST STRATEGY  The Design behind the Plan

Fiona Charles, Quality Intelligence

Abstract: To test software effectively, you need to have a strategy. That’s true whether you are testing a minor feature, an entire application or an integrated suite of applications. A test strategy is the set of big-picture ideas that embody the direction or design of a test effort. It’s not a detailed plan. It’s the thinking you’ve done about how to make the best use of time and all the other resources available to you, to find important bugs and provide your stakeholders with information that really matters to them about the software. Working together on real testing problems, we’ll explore what’s essential in a strategy and some simple yet powerful techniques to develop it quickly. We’ll ask questions that will help you learn to think strategically and equip you to find answers for yourself on your own projects.

Course Objectives: In this hands-on workshop we’re going to set document templates aside and focus on the important aspects of a test strategy:

- Thinking strategically about what and how you need to test
- Communicating your strategy effectively

AUTOMATION  Test Automation Challenges & Implementation Strategies

Dean Carvin, Checkpoint Technologies

Abstract: This one-day course will focus on successfully implementing test automation and will be presented using a tool agnostic approach. Dean will combine lecture, classroom discussion, and proven techniques to present common challenges faced by many organizations as well as strategies for dealing with these challenges that cover both methodologies and technical approaches. These approaches include requirements based testing, risk based analysis, and key word driven frameworks; all of which will significantly increase effectiveness in implementing test automation. Recommendations for building an effective automation team will also be addressed. This course will also present code design examples intended to decrease automated test development cycles and increase the value of test automation engineers.

Course Objectives: After attending this course you will be able to:

- Analyze the benefits of test automation
- Recognize the most common challenges and errors when implementing test automation
- Understand considerations needed in calculating and tracking return-on-investment and process improvement in utilizing test automation
- Identify factors that impact the design of a test automation framework
- Employ various strategies and approaches used to plan and develop an automation framework
- Know the characteristics of an effective test automation team

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**Learn to assess your team's readiness to move to quality engineering**

- Learn to assess your team’s readiness to move to quality engineering
- Discover which professions are the best allies of testing and how to grow those relationships
- Develop a quality engineering dashboard to quantify customer experience as well as application and process health

**Benchmarking Agile Productivity and Time-to-Market**

*Michael Mah, QSM Associates, Inc.*

How do you compare the productivity, schedules, and quality you achieve with agile practices against those of traditional waterfall projects? Join Michael to learn how agile and waterfall metrics behave in real projects. Learn to use your own data to move from sketches on a whiteboard to create agile project trends on productivity, time-to-market, and defect rates. Using recent, real-world case studies, Michael offers a practical, expert view of agile measurement, showing you these metrics in action on retrospectives. In hands-on exercises, you will learn to replicate these techniques to make your own comparisons for time, cost, and quality. You will work in pairs to calculate productivity metrics using the templates Michael employs in his consulting practice. You will be able to leverage these new metrics to make the case for changing to more Agile practices and creating realistic project commitments within your organization.

- Use your own data to create agile project trends
- Learn to make comparisons for time, cost, and quality
- Take back new ways of communicating the value of agile

**Producing Effective Testing Estimates**

*Carolyn Swadron, CIBC*

Our managers and project managers want to know how long project quality control will take and how many people are needed to accomplish the task. Many of us struggle with producing realistic estimates. Our estimates often omit key information and assumptions that would enable us to explain why, when circumstances change, our estimates must also change. After we provide our estimates, we repeatedly receive requests to justify and reduce them. Sometimes, we are simply told how much time and what resources we have for testing and we are required to meet those parameters. This presents a challenge, especially when our experience indicates that testing will require more than we are given and project issues result in further reductions. Do we just accept imposed numbers and hope for the best, or do we clearly show the impacts and increased risks of reductions so that we can agree on what we will and will not deliver during testing? This tutorial will answer all these questions and give you the tools for developing credible estimates and justifying changes that may be needed to these estimates over the life of the project. This tutorial is for all quality assurance and quality control professionals who are responsible for producing project estimates and defining estimating processes.

- Learn how to identify the components of an accurate estimate
- Understand how to structure an estimate to be clear and defensible
- Practice calculating and documenting estimate assumptions and values for a specific project

**Testing Failure: Top Sources & Prevention**

*James Campbell, Tulkita Technologies, Inc.*

As IT organizations grow and increase in complexity, so do the challenges facing testers. IT senior leadership is increasingly scrutinizing budgets, forcing speed-to-market agendas, and measuring the value of testers and quality organizations. This changing landscape is requiring greater analysis be made on identifying failure points, inefficiencies, and behavioral changes required to streamline the test organization. But where should one focus? Through his years of test consulting experience, James has analyzed and helped hundreds of organizations around the world identify and fix enterprise testing issues impacting success. Join James as he unlocks the mysteries of the test organization and exposes the real truths of the sources of failure, and more importantly, how to address and fix them. He will arm you with, not only the sources, but the quantifiable proof of how these sources are impacting the results of both the test team and the broader quality agenda of the IT organization. James will introduce you to his own assessment tool to help you proactively pinpoint possible issues.

- Identify top sources of failure points and ineffectiveness that occur within the enterprise
- Understand how these failure points can be identified, evaluated, and assessed as to their impact on testing, quality, and the broader IT organization
- Develop a remediation plan and measurement framework to analyze and evaluate success
Web performance optimization (WPO) is an emerging movement that focuses on trimming down the layers and speeding up the page download and display of web applications in the browser. In recent years, there has been a change in web application architecture where the bulk of the page load time and processing has shifted to the front-end (browser) due to emerging technologies and practices such as client-side scripting, Ajax, Web 2.0, etc. If mismanaged, this can lead to a bloated front end and sluggish performance. As more functionality moves to the browser and applications become more asynchronous, measuring client-side performance becomes an invaluable practice and a necessary precursor or parallel step to augment other performance testing alternatives offering a relatively faster feedback loop and faster ROI. Join Mais to:

- Discover web performance recommended practices, WPO patterns and anti-patterns
- Explore a set of front-end profiling tools & techniques
- Explore examples of front-end waterfalls and how to interpret, analyze, and identify performance offenders

### Improving Quality and Self-Sustaining Process Improvements

**Richard Bechtold, PhD, Abridge Technology**

A well-known principle within manufacturing is that product or service quality is nearly always a function of process quality. However, improvement efforts often end up requiring excessive time, effort, or money and yield only a fraction of the expected benefit. This tutorial describes a set of key methods that can be used to improve product and service quality through the design and implementation of process improvements that are readily implemented, effective, and self-sustaining. Central to this set of methods are principles of objective proof, positive feedback loops, and self-correcting systems. Improvement methods described include: clarifying quality objectives, identifying process alternatives, leveraging quality standards and models, determining feasibility, analyzing trade-offs, designing process experiments, deploying incrementally, evaluating impacts, verifying and validating process capability, and managing security and risk. This session is not only for people relatively new to process and product improvement, but also for experienced quality veterans looking to increase success rates and benefits. This material is designed for attendees with virtually any level of responsibility, from hands-on developers and testers to executive decision-makers.

- Understand fundamental principles of introducing and implementing new processes and techniques
- Design improved processes that are intentionally self-correcting and self-sustaining
- Increase the objectivity of your techniques for tracking and managing improved processes, and for demonstrating and communicating improvement results

### Make Integration and Acceptance Testing Truly Agile

**Thomas Cagley, David Consulting Group**

The flow of testing is different in an agile project. In many cases, organizations have either not recognized the change in flow, or have created agile/waterfall hybrids with test groups holding onto waterfall patterns. While some of the hybrids are driven by mandated contractual relationships, the majority are driven by lack of understanding or fear of how testing should flow in agile projects which leads to the mistaken belief that testing and acceptance testing can’t be performed within agile frameworks. Rather, integration testing is an important testing technique in any project, perhaps even more so in agile projects because it is core to the concept of the "definition of done." Additionally, user acceptance testing in an agile project generally is more rigorous and timely than the classic end of project UAT found in waterfall projects. Join Tom and learn how to truly bring agile methods to your integration and acceptance testing.

- Discover why the flow of testing in a typical agile project is much more integrated
- Learn how testing built incrementally and performed in waves can save rework
- Understand that continuous retests as software is built incrementally generate highly rigorous testing

### The Power of Mind Mapping

**Lynn McKee, Quality Perspectives**

Testers are known for their critical and creative thinking. Stakeholders rely on a tester’s ability to rapidly assess the context of the project and to then gather timely, valuable information about the product’s quality. Does your current testing approach enable or stifle the thinking process? Mind Mapping is a powerful idea generation tool that can be used for everything from test plans, strategies, test cases, and even to testing status reports! Switching from traditional test documentation to mind mapping can be a powerful transformation that significantly increases the value of your testing efforts.

- Understand the effectively infinite space of test coverage and the pitfalls in the common approaches to test coverage
- Learn about mind maps and the creative thinking process
- Share approaches to implementing mind maps and important considerations for measuring test progress and quality

CALL 866.724.6013 OR 407.363.1111 EXT 301 TO REGISTER OR WWW.QAIQUEST.ORG/2014
**RISK BASED TESTING**  
**Risk Based Test Management**

Clyneice Chaney, Quality Squared

Risk management is a key component of doing business in any industry. But what about testing managers? What risks are associated with managing the test portion of a software development project, and how can they be minimized? What happens to testing projects when the manager doesn’t address potential risks? Testing managers are faced with meeting tighter deadlines while still delivering products that meet customer requirements. It is the greatest challenge testers face today. Formulating answers to age-old questions like “What should we test?” and “How long do we test?” requires different strategies in fast-paced environments. Risk based test management is about identifying which testing activities are important for a particular release and how much of the potential activities should be done. It’s about managing the testing tasks in a schedule that optimizes the available resources and addresses the risks of not meeting the desired testing schedule. Join Clyneice to learn a risk management approach tailored for testing managers and leads, providing the necessary techniques and tools for managing testing risk.

- Understand standard definition and approaches for risk
- Discover how to use testing-specific checklists designed to assess risks relative to testing projects
- Explore methods for using the output of a test project risk assessment to create an approach for test project management
- Learn measurement and reporting techniques to provide relevant test project status

**MOBILE TESTING**  
**Mobile Testing: Manual and Automated**

Michael Yudanin, Conflair

The tutorial is designed to provide software quality assurance and testing professionals with the background and tools necessary to organize manual and automated testing efforts for mobile applications. Michael will survey the state of mobile technology and the software quality challenges the mobile market poses. He will then focus on translating these challenges into a mobile testing strategy that will offer ways to increase the efficiency and effectiveness of mobile testing in its functional, performance, usability and other aspects. Michael will also offer a focused look at the automation of mobile testing: the need, the options, the tools, and the criteria for selecting an approach that would best fit your needs. The tutorial will end with a live demonstration of a mobile test automation approach.

- Explore how to plan tests for mobile applications and websites based on the factors unique to the mobile market: distribution of platforms, technological challenges, etc.
- Learn how to plan non-functional tests for mobile devices: performance, usability, survivability and recovery, and other tests.
- Understand how to automate mobile application testing, the criteria for choosing a mobile automation approach, and the main types of tools, their advantages and disadvantages

**ROUNDTABLES & COACHING**

**Special Interests Roundtables**

**Wednesday & Thursday during Lunch**

Conference attendees have a wealth of knowledge and experience to share. That is why we are turning some of our circular tables at lunch into special interest group roundtable discussions. Look for the topic signs at these special 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 and Friday 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 sheets with available speakers and times will be posted at the conference on Wednesday, Thursday & Friday based on availability. Sign-up at the conference is required to reserve your coaching session.

By Mike Lyles, Lowe's Companies

Regression testing, any good organization will claim they have it, but how true are we to this testing? Is the test suite built effectively? Does it cover the needs of the product well enough to give confidence that nothing has been broken by new changes? And do we have a good process for maintaining the test suite?

Regression testing can become one of the most critical elements of your test artifacts and can be the most preventative of all measures you can take in your organization. The challenge, however, is to ensure that each business area supported has a robust, detailed, and highly covered test suite for regression. Whether you are a mature testing organization or just getting started, below are some critical steps to ensuring you have a quality regression test suite for each business area you support:

1. Understand your business area. This includes working with business partners and stakeholders to ensure each subset of the business area supported is documented and tracked by the team. Leverage subject matter experts (SMEs) from not only the testing organization, but also the business and development teams.

2. Create, validate, and maintain the artifacts. Simply documenting various integration points and subsets of business areas is not the only goal. It is important that, as new releases, updates and changes are rolled out, the suite is revisited and artifacts are updated to maintain the accurate and detailed picture of the business area.

3. Understand the test cases required to build high coverage for the business area. It is important that you review this with the business stakeholders, development, and testing teams to ensure agreement and collaboration. Creating test cases builds the framework for future savings as the test cases are created once in order to be used many times.

4. Build the test suite in priority order. Teams are able to quickly define which subsets of a business area are the most critical to the organization. Based on this prioritization, the test suites must be built in this order. Note, do not confuse “prioritization” with “risk.” Risk-based Testing does not apply to regression prioritization. After a regression test suite is built, teams may find not all regression test cases can be run at times and a risk based approach must be followed. When this occurs, regression prioritization should be based on the importance of the test cases and whether these cases can detect and identify possible defects in the product.

5. Just Start It! For regression test suites, the goal is to “Just Start It!” How you can apply this theory is to begin immediately using regression test suites the moment the first test cases are delivered. Begin experimenting with the test cases, building a lessons learned document, validating with the stakeholders that the quality of the test cases are mapped to the expected results. This ensures that the organization begins benefiting early from the initial regression efforts.

Now what?

If you think your job is done after you have created the suite, you will soon have an outdated and irrelevant test suite. It is critical that you are constantly maintaining test cases and integrating the many deliverables from the organization into the regression test suites. Following a disciplined approach to coordinating with the development, testing, and release teams will pay huge dividends.

After you determine the organization has a firm grip on regression, you are ready to build upon your success with the following:

- **Automating the Regression Test Suite.** Anyone using automation for testing will tell you that one of the best places to focus is regression testing. The benefits of automation are tremendous. The value of automating your testing is realized by the flexibility you have in execution versus having a physical human sitting and running them manually. Additionally, automation reduces the risk of human error that is more likely in a manual regression test execution. While the term “regression” implies the test suite will be run many times over a given period, it is always important that the team evaluate the frequency of execution of the testing before automating. The lower the frequency of execution, the less valuable automating the regression test suite will be.

- **Integration.** Once you have a detailed, highly covered regression test suite and a disciplined approach to maintaining the suite, another area to evaluate is integrating upcoming projects and deliverables to reduce the number of test cases required to deliver system integration testing. Integrating with these teams allows you to leverage the regression suite in areas where new test cases may have been created to accomplish a validation that can already be accomplished with the existing test suite. Also, the earlier the regression team is involved in the building of new test cases required, the earlier the regression test suite can be updated to contain the new required test cases.

- **Continuous Integration.** Wouldn’t it be wonderful if the product was delivered to the testing team with little or no defects? One way to move closer to this dream is to build testing into the continuous integration process. To do this, examine the high risk areas of the system under test and leverage a subset of the regression suite for smoke testing each build of the application. Regardless of the number of times that the application is built, each time the developers complete their build, they can run this subset. The benefits of this process is identifying defects earlier in the process, even before it is turned over to the testing team, which ultimately will reduce the overall Cost of Quality (CoQ).

If you don’t have a regression test suite today, or if the one you have currently is of low coverage or is outdated and not maintained, I challenge you to spend some time with your stakeholders and build the test suite to perfection. You will not regret time spent to reduce the risk of releasing defects into production. And, you will find that your stakeholders will recognize and appreciate these efforts, as well as willingly participate in helping ensure this critical part of a testing organization is maintained.
Software Testing in a Reduced Budget Climate

Bernie Gauf, Innovative Defense Technologies, LLC

Under the cloud of sequestration, IT contractors face the challenge of delivering large, highly complex software systems for the government and its agencies with increasingly limited resources. We are expected to maintain the same high standards while budgets tighten. The mission-critical nature of government software systems, including those for the Department of Defense, leaves no room for error. To keep up with the demands inherent in building systems of this size and complexity, we must find ways to streamline processes. One area ripe for re-evaluation is software testing, which now consumes more than 50 percent of the resources, both in cost and time, of most development schedules. In his keynote address, Bernie will discuss how traditional testing of complex systems is labor intensive, time consuming, and limited. Instead, new technologies in the form of automated software testing (AST) are available and must be embraced.

- Software testing challenges in a reduced budget climate
- Current software testing methods are outdated, new approaches must embraced
- New software testing approaches

Bernie Gauf has more than twenty years of experience leading the design, development and delivery of innovative technologies for defense industry customers. As the CEO of Innovative Defense Technologies (IDT), Mr. Gauf directs the company’s efforts to develop automated software testing solutions, including Automated Test and Re-Test (ATRT), IDT’s pioneering product suite. Mr. Gauf is co-author of the book Implementing Automated Software Testing (Addison-Wesley, 2009). He has written numerous articles and speaks frequently on software development and testing. Prior to IDT, Bernie was a founder and the President of Digital System Resources, Inc. (DSR), a system integration and software company. DSR became one of the top 100 largest prime DoD contractors for RDT&E and was acquired by General Dynamics Advanced Information Systems (GD-AIS) in 2003.

When Agile Becomes a Quality Game Changer

Michael Mah, QSM Associates, Inc.

With agile now becoming mainstream, what's happening on the topic of “Clean Code?” What patterns are being revealed, and what does this mean to teams responsible for that final lap (the testing one?) Industry research from QSM Associates reveals varying degrees of success. Some of the best teams, whether they be XP, SCRUM, Lean, etc., are finding significant quality implications that are literally redefining the economics of software. Others are not. What factors can make a meaningful difference? With the latest industry analysis of velocity, burndown, and quality data, we discuss productivity, time-to-market, quality, and cost patterns as this community matures. Serving as a comparison framework is the QSM SLIM industry database, with more than 10,000 completed projects (waterfall, agile, offshore, or onshore) collected worldwide. This talk will describe findings that can help accelerate your success. Join us for an overview of this approach, and find out how you can assess your own patterns that could be applied to your development, and informing your executive teams.

As managing partner at QSM Associates Inc., Michael Mah teaches, writes, and consults to technology companies on measuring, estimating and managing software projects, whether in-house, offshore, waterfall, or agile. He is the director of the Benchmarking Practice at the Cutter Consortium, a Boston-based IT think-tank, and served as past editor of the IT Metrics Strategies publication. With over 25 years of experience, Michael and his partners at QSM have derived productivity patterns for thousands of projects collected in its worldwide database across engineering and business applications. His work examines time-pressure dynamics of teams, and its role in project success and failure. QSM is the creator of the SLIM® model, a suite of models for software release planning, measurement, and estimation. Michael's background began in physics and electrical engineering at Tufts University and expanded into software. His graduate training was in the field of mediation, facilitation, and dispute resolution at the Program on Negotiation at Harvard Law School. Michael is also a private pilot and lives in the mountains of western Massachusetts with his two children. He can be reached at www.qsma.com
Transformation Journey: Are we SAFe yet?

**Pete DuPre, Vantiv**

It seems everyone has tried some form of agile by now. Most struggle at first, many for years, to behave truly agile. Challenges vary across different industry verticals – public, highly secure and audited financial services companies have notably different challenges than those in gaming, mobile apps or system integrators. Challenges also vary depending on which flavor of agile an organization is implementing. And now we have SAFe. Does this simplify, or create a whole new set of challenges?

At Vantiv, we have implemented agile and recently developed our own version of an SDLC based on SAFe. We have transformed our way of thinking, and seen results – however not without our own challenges. In this session, Pete will share Vantiv’s approach, journey, challenges and results. Join us for perspectives from a public, payment processing IT organization within one of Forbes Top 25 fastest growing technology companies.

Pete has 30 years of experience in technology & software industries. He is a well know expert in software engineering and methods across generations of delivery methodologies. Currently a member of Vantiv’s CIO Leadership Team, Pete’s focus is on implementing next generation technology delivery methods. Prior to Vantiv, he was with Borland / Micro Focus as Chief Solution Architect.

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Agile Resiliency: How CMMI will make Agile Thrive and Survive

**Jeff Dalton, Broadsword**

Throughout the world, IT and Software Engineering organizations are embracing agile methods to take advantage of the benefits of incremental and iterative delivery. Large corporations and the Federal government are increasingly directing software developers to “be agile,” but business practices related to marketing, procurement, project management, and systems definition are anything but. These business organizations all heavily outweigh software development both in budget and in influence. And so, while more developers are living in an agile world, the business continues to live in waterfall surroundings. It’s not a conflict that is easily resolved, but there is opportunity to take control of the debate.

Agile resiliency is about strengthening and reinforcing agile values, methods, and techniques so that it can scale and thrive in this conflicted environment. This is done by integrating with the architectural strengths of the Capability Maturity Model Integration (CMMI), a proven and widely adopted framework used to deploy a continuous improvement infrastructure. While the CMMI has been successfully deployed for years in support of more “traditional” engineering projects, it is methodology agnostic allowing its strength to be leveraged to strengthen agile methods as well. Why not embrace both?

- Hear about a Resilient Agile Architecture to strengthen agile values, methods, and techniques so that they will scale, thrive, and survive
- Discover how to apply the CMMI to make agile methods more resilient as large-scale adopters move to exert influence over standards and methods
- Learn nine new ways to interpret the most important CMMI practices from the perspective of agile teams

Jeff Dalton is Broadsword’s President, Certified Lead Appraiser, CMMI Instructor, ScrumMaster and author of “agileCMMI,” Broadsword’s leading methodology for incremental and iterative process improvement. He is Chairman of the CMMI Institute’s Partner Advisory Board and President of the Great Lakes Software Process Improvement Network (GL-SPIN). In 2008, Jeff coined the term “Process Debt” to describe the crushing, over-bearing processes too many companies employ to achieve a CMMI rating. He is a recipient of the prestigious Software Engineering Institute’s SEI Member Award for Outstanding Representative for his work uniting the agile and CMMI communities together through his popular blog “Ask the CMMI Appraiser.” He holds degrees in music and computer science and builds experimental airplanes in his spare time. You can reach Jeff at appraiser@broadswordsolutions.com.
KEYNOTES

The Bushido Code: The Seven Virtues of the Samurai

John Godoy, John Godoy Lifestyle

Trained from childhood to become masters of the sword, the Samurai are remembered as among the greatest warriors in history. Inevitably however, as in every era circumstances changed, leaving the Samurai no more battles to fight. Rather than simply fading into history, they adapted to a peacetime world by doing three things; assuming responsibility for their path in life, adapting to their changing environment and applying what they learned to their lives. The code by which they lived – Bushido!

In this presentation, John Godoy draws from his Japanese heritage and his experiences as a martial artist, endurance athlete, and coach to takes us on a journey through the code of the Samurai and teaches us to develop a code for our own lives, a code that will guide us through the inevitable challenges of our changing era!

- Accept responsibility for your own life to achieve greatness
- Prepare to adapt to the challenges in business and in life
- Program your own personal life code for prospering and succeeding

John Godoy is a coach, athlete, entrepreneur, and a martial artist. Through experiences forged as an intercollegiate sports coach in Canada, a baseball strength coach in the Dominican Republic, a financial expat in Tokyo, and as a personal trainer in Chicago, John is a master of teaching others how to harness their potential in order to enhance their personal and professional performance. Using stories and lessons taken from the gritty baseball fields of Santiago, to the hallowed boardrooms of the Trump hotel in Chicago, John uses common sense as a tool to empower his audiences to get the most out of their lives. By blending Eastern wisdom, Western philosophy, and American practicality in his approach to helping people, he empowers his audiences to get the most out of their professional and personal lives.

Understanding the New International Software Testing Standard – ISO 29119

Susan Burgess, Burgess Consulting

The state of the art in testing is continuing to evolve with the advent of smart phones, tablets, Agile, mobile and Cloud Computing. There are many industry standards, such as IEEE 829, IEEE 1008, IEEE 1028, BS 7925-1 and BS 7925-1 that contain gaps in definitions, policy, test management and processes as well as poor coverage of non-functional testing. ISO 29119 is a new international standard that defines all levels and phases of testing, defines test processes, test strategy, provides formats for test plans and test cases, test metrics, test techniques and ways to perform risk based testing.

- Obtain an overview of the five part ISO 29119 standard
- Gain insight on how to apply the standard with your current testing requirements
- Learn how to document test processes and test cases

Susan Burgess, CSPM, CSPE, CSTE, CQSPE, CSA, CSQA, CSEST, CMSQ, CQE, CMST,CSBA, CSSLP is the President of Burgess Consulting. She is internationally recognized as an expert in software and systems engineering practices, metrics, testing, risk, program management, auditing, process improvement, assessments, and quality assurance. Ms. Burgess is accredited as a Technical Expert by the American National Standards Institute (ANSI) and serves as the US Head of Delegation for the new standard ISO 29119 on Software Testing at international meetings. Ms. Burgess also serves on the standards committee for IEEE 1012:2012 – Standard for System and Software Verification and Validation and received QAI’s Lifetime Achievement Award for overall contributions to the Information Technology profession in May 2005.
Never Stop Growing!
By John Godoy, John Godoy Lifestyle

There is an ancient Japanese proverb that says, “Flowing water does not stagnate, and the hinge on a well-used door never rusts.” In life, it is extremely easy to fall into the trap of complacency and comfort; to rest in place, motionless; to stagnate and to rust. Life, however, is meant to be lived in motion, not in idleness. Therefore, to live is to grow, but with growth comes challenge.

The truth is that the inevitable struggles that accompany growth form the clay that mold and define us. The pain we endure is the furnace that forges our character; and the discomfort we push through forms the foundation of our resilience. All are as essential to our development, and our very existence, as the air we breathe. To enrich our lives—to reach our potential—we must deliberately overcome our innate desire for comfort. We must in essence become comfortable with discomfort. This is done by developing four habits: set ambitious goals, take action, constantly train and prepare, and be alert.

Set Ambitious Goals
“We choose to go to the moon not because it is easy, but because it is hard.” On September 12, 1962, at Rice University in Houston, Texas, President John F. Kennedy challenged Americans to dream big by setting the ambitious goal to land a man on the moon within a decade. Not seven years later, on July 20, 1969, astronaut Neil Armstrong became the first man to step foot on the moon, unquestionably marking the achievement of Kennedy’s proclamation.

What is your ambitious goal? What do you want to achieve in your lifetime? Honestly reflect on this; then write it down on a big piece of paper and tape it somewhere that you will see it day-in and day-out. Dream big so that you may focus your energy and rise to meet your challenge.

Take Action
Newton’s third law of motion states that for every action, there is an equal and opposite reaction. Any action taken creates a resulting circumstance, to which we attach labels such as failure, success, and opportunity. These ideas are so powerful, that the fear of being labeled a failure can alone prevent a person from taking any action at all.

What we must realize is that regardless of the circumstances we create with our actions, each teaches us something. Whether by success, failure, or opportunity, every time we act we allow ourselves to learn, to become wiser, and to be better equipped to make better decisions in the future. Thomas Edison was once said to have uttered, “I have not failed. I’ve just found 10,000 ways that won’t work.”

Simply by taking action, you create circumstances for yourself that did not exist before. Make a detailed list of the steps needed to reach your ambitious goal, then commit to taking daily actions that move you along that path.

Constantly Train
Your skills are the tools that you use to accomplish your ambitious goals. But, like a knife that is not constantly honed, those skills dull with time and neglect. This is true for everything from languages to technical competencies to creativity.

Disciplined training is the sharpener. The Japanese have a term, kaizen, the notion of continuous improvement. This is the mindset to embrace when it comes to your training. Simply put: strive to become a little better at what you do every single day.

Honoring your existing skills is but one facet of training. In order to grow, you must also constantly continue to develop new skills. Make a list of three skills that you don’t currently possess but that you believe will be beneficial for you in the pursuit of your goal. Seek them out in books, courses, or by finding a good instructor and then invest the time and money to make those skills your own. Always remember that the moment you stop training, you start declining.

Be Alert
Sometimes despite setting a goal, taking action, and constantly training we could stand to use a helping hand. Some people call that external assistance luck, for others it’s divine intervention, for others still it is simply unexpected opportunity. Whatever you choose to call it, external variables outside our immediate control can impact our lives and our ability to grow. They are found all around us, hidden in such occurrences as chance encounters, casual conversations, and networking events.

From each of these experiences there is to be garnered wisdom, information, and opportunity that can be used to help you achieve your goals if only you keep your head up, eyes open and look for them. One sure-fire method is to ask yourself, “What opportunity is hidden in this event?” every time you meet a new person, or start up a casual conversation. Write your thoughts down and then follow-up on that idea if you feel it that it will help you achieve your ambitious goal.

In today’s world, where technology and automation continue to perpetually alter our environments, where the pace of change is astronomical, we all need to stay relevant. To do this, we must self-impose our own rise. We must challenge ourselves with lofty, worthy goals, have the courage to chase them, be vigilant in our alertness, and never allow ourselves, no matter the external hardships, daunting obstacles, or internal doubts to be anything less than razor sharp.
TRAINING AND CERTIFICATION PREPARATION

Essentials of Software Testing  
Monday & Tuesday, April 7-8

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 7 & 8

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 7-8

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 11

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.
For most organizations, IT systems and software applications provide the foundation for the organization’s core offering, reinforcing its brand and reputation. However, inadequate software testing can increase risk, potentially leading to loss of revenue and customer trust.

At Capgemini, we’ve developed innovative, business-driven quality assurance and testing services, combining industry recognized leading testing methodologies TMap® and TPI® (Test Process Improvement). We offer a comprehensive portfolio of Testing Services (including Managed Testing) that take a proven approach to industrialized and structured software testing. Our testing services produce clearly identifiable results, notably the reduction in cost of software development and maintenance by up to 30%; enhanced quality levels, improved time-to-market, and mitigation of technical and business risks.

Over 500 businesses trust us to deliver consistently. We know where testing should be and how to take organizations there. For more information, visit www.capgemini.com/testing.

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Industrialization of Testing Services

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, Infrastructure Management, 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.

Join us: Thursday, April 10th 2pm – 3pm

www.hexaware.com
## MONDAY, APRIL 7: Pre-Conference Classes & Workshop

<table>
<thead>
<tr>
<th>Time</th>
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<td>7:30 AM – 8:30 AM</td>
<td>Registration &amp; Continental Breakfast</td>
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<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Two-Day Workshop and Classes</td>
</tr>
<tr>
<td>Break 10:00 AM</td>
<td>MANAGERS SOLUTIONS Columbia - Manager's Solutions Workshop</td>
</tr>
<tr>
<td>Lunch 12:00 PM</td>
<td>TECHNIQUES Chesapeake A - Essentials of Software Testing</td>
</tr>
<tr>
<td>Break 2:30 PM</td>
<td>CERTIFICATION Charles - CSTE Certification Prep</td>
</tr>
<tr>
<td></td>
<td>CERTIFICATION Chesapeake B - CSQA Certification Prep</td>
</tr>
<tr>
<td>5:30 PM – 7:30 PM</td>
<td>Manager's Connection Dinner - Sponsored by QAI Global Institute</td>
</tr>
<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Two-Day Workshop and Classes - Continued from Monday</td>
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<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Half Day Tutorials: 8:30 AM – 12:00 PM</td>
</tr>
<tr>
<td>Break 10:00 AM</td>
<td>TEST MANAGEMENT Constellation F - Testing Failure: Top Sources &amp; Prevention</td>
</tr>
<tr>
<td>Lunch 12:00 PM</td>
<td>PERFORMANCE Annapolis - Client Side Web Performance Optimization and Measurement</td>
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## TUESDAY, APRIL 8: Pre-Conference Tutorials, Classes & Workshop

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>8:30 AM – 4:30 PM</td>
<td>Two-Day Workshop and Classes - Continued from Monday</td>
</tr>
<tr>
<td>Break 10:00 AM</td>
<td>TRANSFORMATION Constellation C - From Quality Assurance to Quality Engineering</td>
</tr>
<tr>
<td>Lunch 12:00 PM</td>
<td>AGILE Constellation D - Benchmarking Agile Productivity and Time-to-Market</td>
</tr>
<tr>
<td>Break 2:30 PM</td>
<td>ESTIMATION Constellation E - Producing Effective Testing Estimates</td>
</tr>
<tr>
<td></td>
<td>TEST MANAGEMENT Constellation F - Testing Failure: Top Sources &amp; Prevention</td>
</tr>
<tr>
<td>5:00 PM – 6:30 PM</td>
<td>Welcome Reception - Sponsored by Genpact</td>
</tr>
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**CONFERENCE AT A GLANCE**

**MONDAY, APRIL 7: Pre-Conference Classes & Workshop**

**TUESDAY, APRIL 8: Pre-Conference Tutorials, Classes & Workshop**

**MARCH 8, 2014**

**CALL 866.724.6013 OR 407.363.1111 EXT 301 TO REGISTER OR WWW.QAIQUEST.ORG/2014**
WEDNESDAY, APRIL 9: Conference & EXPO

7:30 AM – 8:15 AM
Registration & Breakfast - Sponsored by Accenture

8:15 AM – 8:30 AM
Opening Remarks & Announcements - Tom Ticknor, Chief Operating Officer, QAI Global Institute & Nancy Kastl, QUEST Conference Chairperson

8:30 AM – 9:25 AM

9:25 AM – 9:45 AM
Morning Refreshment Break

9:45 AM – 10:45 AM
Presentations

[Constellation C] LEADERSHIP
Quality Goes Beyond Testing
James Mondi, Cognizant; Gowri Selka, Walgreens

[Constellation D] AGILE
Five Misconceptions about Agile
Stephen Frein, Comcast

[Constellation E] AUTOMATION
Considerations before Starting Test Automation
Steven Vore, The Network, Inc.

[Constellation F] PLAN/DESIGN
Estimating Your Way to Success
Carolyn Swadron, CIBC

[Annapolis] CLOUD
Monitoring and Optimizing a Private Cloud Environment
Vic Soder and Vinkesh Mehta, Deloitte Consulting, LLP

11:00 AM – 11:30 AM
[Columbia] EXPO TALK: Business Assurance Engineers: Changing Role of Testers - Dhinaj Adya, HCL Technologies

11:30 AM – 12:00 PM
[Columbia] EXPO TALK: Software Testing: A Rapidly Shifting Landscape - Perry Chatunvedi, Intellegencia

11:00 AM – 12:00 PM
LEADERSHIP
Developing Yourself as a Test Leader
Fiona Charles, Quality Intelligence

AGILE
QA Role in Scrum: Leveraging Agile for Defect Prevention
Karen Wysopal, Hewlett Packard

AUTOMATION
Automated Validation of Printing and Documents
Ivan Kreslin, Mitchell International

PLAN/DESIGN
Test Planning versus Test Strategy: Are they the Same?
Clynece Cherry, Quality Squared

CLOUD
Cloud Architectures and Testing Considerations
Charlene Gross, Software Engineering Institute

12:00 PM - 1:00 PM
Special Interests Roundtables & Lunch - Sponsored by Hexaware Technologies

1:00 PM – 1:45 PM

2:00 PM – 2:30 PM
[Columbia] EXPO TALK: SLA Monitoring & Validation Automated Framework for a Mobile Business Application - Vinayak Gaur, Hexaware Technologies

2:30 PM – 3:00 PM
[Columbia] EXPO TALK: Mitigate Data Risks: Test Apps with a Private Mobile Device Cloud - Todd Wasmoh, Mobile Labs

2:00 PM – 3:00 PM
Presentations

LEADERSHIP
Raising the Bar by Raising Awareness
Lynn McKee, Quality Perspectives

AGILE
Myth Busters Testing Edition: Can Distributed Agile Teams be Successful?
Heidi Anderson and Michael Murphy, Professional Quality Assurance, Ltd.

AUTOMATION
Model-based Testing: The Key to Efficient Test Automation
Stefan Mohacsi, Atos

PLAN/DESIGN
Testing Strategies that Tell-Show-Do!
Brian Zalewski and Xan Daniels, Am Hewitt

CLOUD
SOA Required Trust – APIs Require Integrity
Jason Schadowal, Parasoft

3:00 PM – 3:30 PM
Afternoon Refreshment Break - Sponsored by ValueMomentum

3:30 PM – 5:00 PM
LEADERSHIP
From Low Performance to High Performance Teams
Anne Hungate

AGILE
Backlog Grooming from a QA Perspective
Bill Rinko-Gay, Eliasson Group

AUTOMATION
Data-Driven Automation Test Architecture
Jacqueline Walton, The Rawlings Group

PLAN/DESIGN
Context-Driven Testing in the Real World
Jason Kowaluk, Blue Cup Thinking

CLOUD
David Dang, Zenergy

3:00 PM – 5:00 PM
Workshops

THURSDAY, APRIL 10: Conference & EXPO

7:30 AM – 8:15 AM
Registration & Breakfast - Sponsored by Capgemini

7:45 AM – 8:15 AM
[Constellation F] Early Bird Session: Critical Skills of Test Automation Professionals in a Fast Pace World - Matthew Hum, Tulkan Technologies, Inc.

8:15 AM – 8:30 AM
Announcements - Nancy Kastl, QUEST Conference Chairperson

8:30 AM – 9:25 AM

9:25 AM – 9:45 AM
Morning Refreshment Break

9:45 AM – 10:45 AM
Presentations

[Constellation C] LEADERSHIP
Changing an Organization’s Culture toward Quality
Anaf Durrani, Cigna Health Services

[Constellation D] MEASUREMENT
Using TMMi to Measure, Improve, Deliver Higher Quality Software
David Herron and Patricia Eglin, David Consulting Group

[Constellation E] AUTOMATION
Best Practices for Performance Testing in an Agile Environment
Brianz Breaal and Kimberly Talam, Deloitte Consulting LLP

[Constellation F] PERFORMANCE
Winning Mobile Strategies: Bridging the Quality Gap
Costa Aravadeulos, Capgemini

[Annapolis] MOBILE
Increase Requirement Efficiencies with Best Practices
David Broerman, Checkpoint Technologies

10:15 AM – 10:45 AM
[Columbia] EXPO TALK: Creating an Automated Testing Center of Excellence - Elfriede Dustin, Innovative Defense Technologies (IDT)

10:45 AM – 11:00 AM
Morning Refreshment Break

11:00 AM – 11:30 AM
[Columbia] EXPO TALK: When Audit Comes Knocking - Allyson Stuart, Genpact

11:30 AM – 12:00 PM
[Columbia] EXPO TALK: How to Create a High Maturity Agile Environment - Pradeep Chennavajhula, QAI

CALL 866.724.6013 OR 407.363.1111 EXT 301 TO REGISTER OR WWW.QAIQUEST.ORG/2014
THURSDAY, APRIL 10 CONTINUED: Conference & EXPO

11:00 AM – 12:00 PM

**Presentations**
- Redefining the Purpose of Software Testing
  (Joseph Ours, Cohesion)
- Software Quality Metrics Do’s and Don’ts
  (Philip Lew, XBOSoft)
- Best Practices for Performance Testing Mobile Apps
  (Lee Barnes, Utopia Solutions)
- Mobile Testing in the Cloud: Maximize the Efficiency of Developing Mobile
  (Daren Madonick, Keynote Systems)
- Ambiguity Reviews to Improve Business Requirements
  (Susan Schanta, Cognizant Technology Solutions)

12:00 PM – 1:00 PM

**Special Interests Roundtables & Lunch - Sponsored by Intelegencia**

1:00 PM – 1:45 PM

**[Constellation AB]**
- Keynote Presentation: Agile Resiliency: How CMMI will make Agile Thrive and Survive
  - Jeff Dalton, Broadsword

2:00 PM – 2:30 PM

**[Columbia]**
- EXPO TALK: Quality Assurance Metrics that Matter in 2014
  - Olli Laiho, Assure

2:30 PM – 3:00 PM

**[Columbia]**
- EXPO TALK: DCG and Agile Immersion!
  - Tom Cagley, David Consulting Group

2:00 PM – 3:00 PM

**Presentations**
- Strategies for Reducing the Cost of Failure
  (Chris Vaughan, Sonus Networks)
- Industrialization of Testing Services
  (Deepika Mannani, Hexaware Technologies)
- Reduce Late-Stage Performance Application Surprises with Lifecycle Monitoring
  (Scott Barber, SmartBear Software)
- Your Enterprise Mobility: How Secure?
  (Manisha Mathuria, InfoStretch Corporation)
- Bugfest! Exterminating those Pesky Bugs using Kanban Techniques
  (Shawn Bradshaw, Zenergy Technologies)

Afternoon Refreshment Break

3:00 PM – 3:30 PM

**Workshops**
- Outourced Testing: How to Monitor Contractor Performance
  (Careen Chaney, The MITRE Corporation; Clyneice Chaney, Quality Squared)
- Improvement vs. Innovation: Which to Apply, When, and How?
  (Jami Scott, The MITRE Corporation; Richard Bechtold, PhD, Atrigide Technology)
- Different Shades of Performance Testing
  (Mals Tawfik Atska, PerfNG, LLC)
- Top Best Practices for Successful Mobile Test Automation
  (Fred Beringer, SOASTA)
- Defect Prioritization an Agile Approach
  (Jeff Hall and John Somerville, Henry Schein Practice Solutions)

5:00 PM – 6:30 PM

EXPO Reception

FRIDAY, APRIL 11: Conference

7:30 AM – 8:15 AM

**Registration & Breakfast - Sponsored by HCL Technologies**

7:45 AM – 8:15 AM

**[Constellation F]**
- Early Bird Session: Closing the Value and Knowledge Gap between Business and Testing
  - Jeremy Bemisult, Manulife Financial

8:15 AM – 8:30 AM

**Announcements**
- Nancy Kastl, QUEST Conference Chairperson

8:30 AM – 9:25 AM

**[Constellation AB]**
- Keynote Presentation: The Bushido Code: The Seven Virtues of the Samurai
  - John Godoy, John Godoy Lifestyle

9:25 AM – 9:45 AM

Morning Refreshment Break

9:45 AM – 10:45 AM

**Presentations**
- Testing as a Service – Building Successful Partnerships
  (Christian Wiedemann, PhD, PQA; Monica Magri, BCLC)
- Testing Web and Mobile Apps for Accessibility
  (Nancy Kasit, SPR Companies/ TAP Group)
- Understanding Test Data Management
  (Joseph Ours, Cohesion)
- Vendor Product Integration Best Practices
  (Nancy Kastl, Quest Conference Chairperson)
- CSTE/CSQA Practice Exam

11:00 AM – 12:00 PM

**Presentations**
- How to Talk to a CIO about Software Testing (If You Really Have to…)
  (Keith Klein, Barclays)
- Context is King: Localization Testing and Launching Apps that Win Around the World
  (Peter Shi, uTest)
- Test Data Management: Is It Really Just About Data?
  (Brend Haber and Paul Downes, Accenture)
- QA Engagement during User Acceptance Testing
  (Elizabeth Wisdom, Uta Beauty, Inc.)

Lunch & QAI Grand Prize Drawing

12:00 PM – 1:00 PM

**[Constellation AB]**
  - Susan Burgess, Burgess Consulting

2:00 PM – 3:00 PM

**Panel Discussion: Testing Tools Information Exchange Panel**
- Moderator: Nancy Kastl, QUEST Conference Chairperson
- Panelists: Alan Waldron, Genpact; Anish Krishnan, Hexaware; Margaret Callaghan, HealthEsystems; Raj Koul, United Airlines; Todd Wascom, Mobile Labs

3:00 PM – 3:30 PM

**Roundtable Discussions**
- HP Tools Roundtable
  (Anish Krishnan, Hexaware; Margaret Callaghan, HealthEsystems)
- Microsoft Tools Roundtable
  (Raj Koul, United Airlines)
- Open Source Tools Roundtable
  (Alan Waldron, Genpact)
- Mobile Tools Roundtable
  (Todd Wascom, Mobile Labs)
Business Assurance Engineers: Changing Role of Testers

Focus towards identifying bugs within the application/product has been the traditional role of a tester. But, with a rapidly changing business landscape, there is a strong need for the testing workforce to work with the business side rather than just the IT side. To achieve this, you just can't have a Test Transformation Manager or a BA-QA resource become a testing liaison officer. What you need is to transform your entire testing workforce. This requires a shift in QA management mindset towards providing a platform for its testing workforce to become business assurance engineers rather than just pure vanilla testers. This session aims to provide a framework on how you can transform your testing workforce and achieve significantly more through your testing teams within time and budget.

Software Testing: A Rapidly Shifting Landscape

With rapid transformation in recent years in the overall development frameworks, processes and methodologies there is a growing need to ensure that the QA and Testing groups evolve themselves just as rapid to deliver more. This demand has been further strengthened with the explosion of mobile data devices in both corporate and consumer domains. Mobile smart devices are demanding that more rigorous checks and balances are incorporated to protect consumer data while adhering to regulatory compliance. In this session, we will discuss some on-going shifts in QA paradigms such as Context-Driven Testing and, as Gartner calls it, the Layered Testing strategies that are attempting to redefine traditional QA practices and how the Development and QA groups have collaborated until now.

SLA Monitoring & Validation Automated Framework for a Mobile Business Application

Business critical mobile applications require constant monitoring of business SLAs to ensure the reliability, availability and efficiency of services to the customers. A new trend towards testing such applications is to establish a framework that combines the validation and monitoring requirements in a common integrated approach on supported mobile platforms. To this end, Hexaware has implemented an automated mobile Test/Monitoring framework for one of our clients (one of the major US based telephony service providers) to diagnose, report and check (24X7) the overall health of all functional components and features of a core business critical Mobile application (supported on iOS and Android platforms) that provides VoIP calling features across various countries.

Mitigate Data Risks: Test Apps with a Private Mobile Device Cloud

Testing apps on mobile devices in the public cloud can threaten enterprise data and raises concerns regarding mobile security, latency and the risk of sending sensitive production data outside the confines of the corporate firewall. Security-conscious companies are turning to mobile application testing and device access management strategies that leverage a secure, private mobile device cloud. In this session, attendees will learn how a private mobile device cloud, Mobile Labs deviceConnect™, can improve mobile device access and facilitate rapid deployment of higher quality mobile apps.

Produce Customized, Higher Quality Test Cycles Faster with TD Maxim

TD Maxim is a product of Cognizant’s Quality Engineering & Assurance domain expertise and testing experience, and Informatica’s ILM TDM product (featuring Data Sub-setting, Data Obfuscation, Data Discovery and Data Validation). The TD Maxim framework generates on-demand data for your testing needs and helps with data subset, masking and sanitization. The architecture of TD Maxim enables high levels of data reuse and works well in distributed environments. Please join us as we discuss how you can leverage TD Maxim to realize faster and higher quality execution test cycles.

Creating an Automated Testing Center of Excellence

IDT's software engineers have set up and work in an Automated Testing Center of Excellence (ATCE). This environment is characterized by virtualization, automation and continuous integration. Both developers and testers can take advantage of an ATCE—for either development testing or system testing. This presentation will discuss the makeup of an ATCE, and will focus on the use of Virtual Test Environments; the benefits of Automated Test and Re-Test (ATRT) solutions; a demo of ATRT: Test Manager; and a discussion of how ATRT is used in a continuous integration environment as part of an ATCE.
When Audit Comes Knocking

**Thursday, 11:00 AM - 11:30 AM**

**Allyson Stuart, Genpact**

Violation of regulatory and compliance requirements can result in a firm’s loss of reputation, heavy fines, imprisonment, and ultimately a company going under. No matter what your industry, testing is an integral part of ensuring these requirements are met and that sustainable evidence is provided. As a result, internal auditors are now heavily focusing on Quality Assurance functions and thoroughly reviewing testing artifacts, execution and results. During this talk, Genpact QA will describe best practices for your QA organization to pass an internal audit including process techniques, people and supporting technology.

How to Create a High Maturity Agile Environment

**Thursday, 11:30 AM - 12:00 PM**

**Pradeep Chennavajhula, QAI**

Implementing agile development in larger organizations can be a very complex and challenging endeavor. Agile practices that can scale and address the needs of enterprise endeavors, including mission-critical systems, involves a lot more than just a stand-up meeting each morning and fixed time box sprints. Successful organizations want to see each and every project that employs agile processes enjoy the same level of success in terms of productivity and quality. This talk builds on QAI’s experience of 400+ High Maturity journeys across the world, and presents a roadmap for implementing High Maturity practices in an Agile environment. Some of the critical success factors and lessons learnt along the way to implement successful agile practices reliably in your organization are also discussed.

Quality Assurance Metrics that Matter in 2014

**Thursday, 2:00 AM - 2:30 AM**

**Olli Laiho, Assure**

In January-February 2014 Assure conducted a QA analytics related survey amongst 50+ QA Directors and other QA decision makers across various industries in the United States. In this survey, QA decision makers revealed their biggest challenges and trends for 2014, the metrics they currently see valuable and the metrics they plan to implement in order to address their current challenges. In this talk, Assure will reveal the findings from the survey and demonstrate a set of dashboards containing the most asked-for QA KPI’s and metrics.

DCG and Agile Immersion!

**Thursday, 2:30 AM - 3:00 PM**

**Tom Cagley, David Consulting Group**

DCG’s Agile Project JumpStart Solution brings a rapid-response team of project specialists to work alongside your staff to quickly address the introduction of a new capability in your environment! JumpStart includes Scrum, Kanban, Acceptance Test Driven Development and Agile testing. This presentation will provide attendees with an understanding how DCG has combined Agile project management and Agile testing processes to reduce risk and ensure delivery.
Early Bird Session:
Critical Skills of Test Automation Professionals in a Fast Pace World

Matthew Hum, Tulkita Technologies, Inc.

The change in organizations due to increased demand to do more with less and deliver more in a shorter period of time has given rise to faster delivery cycles. This requires that the automation professional change with the trend. They must now extend their skill set outside of QA and programming. An automation professional must engage the business, be involved throughout the project delivery, and build a framework and approach that can fit in this new, fast pace, changing environment. Join Matthew and learn to interact with the business and project stakeholders. Discuss how to sell automation to them by showing the value, simplifying the approach, and setting expectations from the onset.

Closing the Value and Knowledge Gap between Business and Testing

Jeremy Berriault, Manulife Financial

Within any business project, relationships are built that can have a lasting impact on the project team and the organization. Positive internal associations ensure efficient management of projects preventing over run budgets, reduction of scope, and overextended timelines. A key internal relationship that should be strongest is that of Business and Testing groups (IT); yet a gap exists that results in rework and cost increases often pointing to QA processes as the culprit. Understanding roles and job perception play a large part in determining the value of quality assurance. This meta-analysis will consider studies that focused on the knowledge gap and perceptions between business and IT groups. Lack of appreciation for the QA role was directly related to poor marketing of QA capability and the resulting knowledge gap between disciplines. This discussion will review available data and provide solutions through the use of recognized strategic and operational management models.

Testing Tools Information Exchange Panel

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 QUEST’s Testing Tools Information Exchange and hear about innovative and value-added approaches to implementing and using testing tools.

Panelists include:
Margaret Callaghy, HealthSystems - HP ALM
Raj Koul, United Airlines – Microsoft
Alan Waldron, Genpact – Open Source
Anish Krishnan, Hexaware – HP ALM
Todd Wascom, Mobile Labs – Mobile
QA Role in Scrum: Leveraging Agile for Defect Prevention

By Karen Ascheim Wysopal, Hewlett Packard

Last year our team transitioned to agile. My QA team turned to me to understand their role in scrum. At the time, there wasn’t much information about this. What little I found was anecdotal, not comprehensive. We were on our own to develop the role to best suit our needs. What we quickly learned delighted us. Agile’s shift from waterfall gives QA an opportunity for broader and deeper involvement in the overall software development lifecycle. This enables us to better ensure quality, not by finding and reporting defects, but by preventing their introduction in the first place.

Prevention vs. Detection

Traditional QA activities limit our ability to ensure high quality software. Why? Because the test-fix-retest model ensures we find defects only after they’ve been introduced. We’re all familiar with the cost of scrambling to fix defects at end-game. Cost can be decreased, and quality and efficiency increased, by focusing on prevention vs. detection.

To better understand this, let’s consider how we approach personal health. We’re told to eat right, exercise, wash our hands often, and get enough sleep. This is because preventing disease keeps us healthier and more productive than waiting to fight it until we’re already sick. Why not take the same approach to software quality? How can we leverage agile to prevent defects?

Quality Starts with the User Story

Agile gives QA the opportunity to ask questions during requirements definition. We can ask technical questions of developers before they start implementing. This results in more thoroughly defined user stories. QA’s questions often prompt developers to consider issues they hadn’t thought about. They can resolve these with the first check-in rather than waiting for the question to be raised later in the form of a defect report. This is prevention vs. detection in action.

User story acceptance criteria are used to determine if the completed story meets the team’s definition of done. A story isn’t complete without them. QA should ensure acceptance criteria are specific to what’s being implemented, speak to the customer experience and value proposition, include system integration expectations, and negative use case handling. Well defined acceptance criteria ensure quality both by driving good testing, and by enabling accurate story sizing.

Sprint Planning & Story Estimation

In agile, high quality delivery is the responsibility of the entire team. QA should be involved from the beginning, providing input to user stories and velocity estimation for test activities. Many teams make the mistake of not including QA in sprint planning. During sprint planning the team reviews the story backlog to decide which stories they can commit to in the sprint. A common mistake is to map story points only to development effort. How can we accurately estimate the amount of effort required to complete a story without factoring in test effort? For our sprints to be successful, teams must include this in their sizing. Here’s a guiding principle to ensure story sizing accuracy:

\[ \text{Story Points} = \text{Dev Effort} + \text{Test Effort} \]

Don’t forget the defects! Like user stories, defects are backlog items which must be planned into every sprint. Neglecting these results in an increasing backlog of defects, while quality steadily declines. In addition to the defects in the backlog when planning begins, don’t forget to reserve story points for the unknown - those defects which didn’t exist at the time of sprint planning.

System Integration

If your group is like ours, you have multiple scrum teams delivering into an integrated solution. How does system integration testing fit into agile? Our QA organization encompasses QA within scrum teams as well as a separate system test team tasked with end-to-end qualification. To ensure system level understanding and communication across scrums, we include every member of QA in a weekly cross-team test planning meeting. Here testers discuss stories with integration points across scrums. This has improved our test cases both at scrum and system levels.

Defect Management

While defect prevention is the goal, introduction is inevitable. Defect management is the responsibility of QA (severity analysis) and product owners (prioritization). Triage, fix verification, and final disposition (assigning unfixed defects to later sprints) should occur daily to avoid a backlog of unassigned defects at the end of the sprint.

Sprint Demo

Too many teams overlook QA in sprint demos. If QA has done its job well, the demo goes off without a hitch. Wowed by the new features, audiences forget to credit QA for their part in the seamless performance. We think it’s important to showcase QA’s contribution. In our demos, QA members have demonstrated test automation in action, reviewed automation performance and extensibility enhancements, and presented coverage strategies. This raises everyone’s awareness of QA’s role, and increases quality confidence.

Sprint Retrospective

The sprint retrospective is an opportunity for each team member to voice ideas for improvement. The team should hear from QA about what can be done to further the goal of preventing, rather than detecting defects.

This Really Works!

By implementing these processes, our team has delivered measurable improvements. We transitioned from quarterly to 2-week release cycles, reduced defect count and deploy time, and had a 90% reduction in production hotfixes. Everyone stopped working weekends! Hopefully, the material here has provided you with insights and ideas to take back to your teams. Share with your teammates how they can leverage agile to be the voice of quality!
Quality Goes Beyond Testing

Gowri Selka, Walgreens and James Mondi, Cognizant

Burgeoning customer expectations coupled with rapidly changing business environment are stumping the most time-honored IT strategies. Proliferation of new age consumer centric SMAC (Social, Mobile, Analytics and Cloud) technologies and agile IT models are disrupting the traditional ways of business delivery. These tectonic shifts are asking for a rethink of traditional software testing practices. In order to be relevant for tomorrow, enterprise quality has to go beyond software testing. Next-age testing will be driven with an engineering led outlook to assure end to end business processes. Using a collaborative, integrated and predictive approach, the end objective of quality assurance will be to assure all apps deliver world class user experience as against finding defects.

Five Misconceptions about Agile

Stephan Frein, Comcast

Agile methods are significantly transforming the software development landscape, but enthusiasts often maintain hopeful beliefs about agile practices that fall short of reality. By recognizing and avoiding five common misconceptions surrounding agile development, organizations can plan and implement agile initiatives more effectively. Join Stephen as he shows how agile methods can be difficult to use, stretching the abilities of practitioners, and how the results may be hard to compare to previous standards of success. You will learn that agile methods have drawbacks in addition to benefits and that it’s necessary to carefully consider both sides to avoid silver bullet thinking. Also, Stephen will argue that many supposedly new values of agile are not new at all, and failing to recognize this can lead organizations to think that they are driving change when they are simply recycling old pathologies under new names.

Considerations before Starting Test Automation

Steven Vore, The Network, Inc.

Software is complex, and complex software doubly so. Our testing teams, comprised of fallible humans, are challenged with finding the tiniest of errors in a seemingly infinite domain. Once we’re satisfied with a version, we start all over again. It’s no wonder that teams are looking to automation in hopes of easing their workload. Beginning correctly is essential, however, and, in this session, Steven will explain how to do just that. He will begin with assessing team skills to determine the level of technical skills and interest among the testers and developers. He will discuss the need for finding allies and for getting management buy-in before starting – or forgiveness after getting underway. You’ll learn methods for identifying the areas of your project that would be good starting points for automation, and the importance of determining the right course of action.

Estimating Your Way to Success

Carolyn Swadron, CIBC

To ensure that estimated effort and time to prepare for and execute testing are realistic, we need to support our estimates with facts, assumptions, an accurate understanding of necessary activities and constraints, historical experience, options and related risks. This enables us to understand the scope and amount of testing to be performed to deliver expected results within tolerable risks. In her presentation, Carolyn will describe an effective approach for developing realistic accurate estimates based on project type, size, scope, complexity, process, and experience on similar projects. She will cover identifying and capturing appropriate metrics during projects, and how to use these to support reaching agreement with project managers and stakeholders on the time and resources needed to do effective testing on future projects. Carolyn will also illustrate an estimating tool to help you capture estimates, track project changes that affect estimates, compare the accuracy of estimates with actual results, and adjust future estimates based on history.

Monitoring and Optimizing a Private Cloud Environment

Vic Soder and Vinkesh Mehta, Deloitte Consulting, LLP

Today many large enterprise applications are built and deployed in a private cloud application environment. A private cloud provides a flexible and cost effective solution to align resources with application priority and demand. But, a cloud based environment presents unique challenges. The tools for management of virtual machines and the application environment are constantly being matured. The techniques for load balancing, monitoring, and optimization in cloud environment are still evolving. The private cloud environments are usually built on engineered systems from vendors such as VCE V-Block, oracle Supercluster and others. In this presentation, Vic and Vinkesh will share real world experiences monitoring and optimizing in a private cloud environment.
**Developing Yourself as a Test Leader**

*Fiona Charles, Quality Intelligence*

Leading testing means much more than getting a team to follow you. It means fostering teamwork that will enhance the effectiveness of your whole project team. It also means earning credibility for testing, so that managers and fellow team members understand testing’s value, and the importance of the information your testing uncovers. You don’t have to be a manager to be a leader—but if you’re not also a leader, you can’t be a good manager. In this mini-workshop you will work with others to answer the questions:

What does it take to be a leader?
Where do exceptional test leaders focus their energies?
How can you get to be an exceptional test leader?

**QA Role in Scrum: Leveraging Agile for Defect Prevention**

*Karen Wysopal, Hewlett Packard*

The key to successful adoption of any development methodology is a clear understanding of the roles and responsibilities of each team member. As agile continues its rapid adoption, it’s essential to define the role of QA in Scrum as concretely as we’ve defined the other team roles. Agile gives QA an opportunity for broader and deeper involvement in the software development lifecycle, enabling us better to ensure quality not only by finding defects, but also by preventing the introduction of defects in the first place.

We can drive defect prevention by asking key questions during requirements definition, and building comprehensive acceptance criteria before implementation begins. This results in high quality development, testing, and story acceptance. Finally, to prevent the steady growth of technical debt, QA can help the team plan story points for fixing both known and unknown defects as part of every sprint. Join Karen to discuss prevention vs. detection in action.

**Automated Validation of Printing and Documents**

*Ivan Kreslin, Mitchell International*

Most applications have features to enable printing or saving of documents to files. The task of validating that the documents meet layout requirements and contain expected data is a tedious and time consuming manual task that is prone to human error. For these reasons, testing of printed reports and documents is often neglected until customers report issues with them. Automated validation has typically been challenging due to resolution issues and the dynamic nature of reports. A solution has been developed, however, to address these challenges by breaking down the verifications into two parts. First, using bitmap comparisons to validate sections of the printout or document that are not supposed to change against a known baseline and second, using OCR technology to validate sections of the document or printout that change with the data. These components are integrated into an automation framework allowing for a comprehensive process. Join Ivan and bring this helpful solution to your organization.

**Test Planning versus Test Strategy: Are they the Same?**

*Clyneice Chaney, Quality Squared*

We’ve all heard about strategic planning. It’s the preparation for battle plans or achieving goals. People talk about strategies when they want to change something or achieve something. So, when we talk about test planning and test strategies, are we talking about the same thing? If we have a plan do we need a strategy? If we have a strategy do we need a test plan? In today’s market with the need for leaner, quicker and effective testing what are options to consider with regards to test strategy and test plan documentation. This session discusses test planning and test strategy development and suggests approaches for today’s testers and test managers. Clyneice will be discussing test strategy and planning definitions and to-do’s, how to use test strategies as part of your testing, and feasible formats for documenting the strategy and plan. Attend to learn how to apply these two concepts within your organization.

**Cloud Architectures and Testing Considerations**

*Charlene Gross, Software Engineering Institute*

Improved access, cost effectiveness, reduction of execution time, flexibility, and other benefits yet to be defined make cloud computing the increasingly popular choice for developing and operating an application. As infrastructure becomes more costly and applications become more complex, the cloud offers organizations the scalability and availability that may not be achievable in a single, unique environment. This presentation will provide a basic understanding of cloud, the interconnection between requirements and cloud architectures, and the types of testing required as complexity increases. Topics will include benefits and weaknesses of cloud computing, basic cloud definitions such as Infrastructure-as-a-Service (IaaS), multitenancy, and failover architectural approaches. The requirements supported and types of testing to consider for maximum benefit will also be discussed.

**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 Baltimore**.
Raising the Bar by Raising Awareness

Lynn McKee, Quality Perspectives

These are exciting times to be a software tester! The testing community is energized to bolster our skills and provide greater value than ever before. But...there is a challenge. Despite the shift we are seeing in testers to understand the possibilities of their craft, our software peers and management are simply stuck. The tiresome conversations around the role of the tester to “assure product quality”, “ensure zero defects”, “achieve 100% coverage”, and many more are still prevalent. These misguided perceptions of testing can make it difficult for testers to implement exciting changes – big or small. Let’s discuss how can you raise awareness, reshape perspectives, and help raise the bar for you and your organization! Join Lynn and learn to identify stakeholders, key influencers and trusted advisors that form your organization’s views on testing. Understand the perspectives of others including what shapes and shifts them. Explore how to advocate for testing and enhance your ability to evolve the practice within your organization.

Myth Busters Testing Edition: Can Distributed Agile Teams Be Successful?

Heidi Anderson and Michael Murphy, Professional Quality Assurance, Ltd.

The agile manifesto values individuals and interactions over processes and tools, but how do we build strong relationships within teams that are not collocated – is it even possible? Can a distributed agile team be successful, or is failure inevitable? In this presentation, Heidi and Michael will share their experience working as testers on a distributed agile team and explain how they made it successful. Regardless of project methodology, communication is the key, and it has never been more important than in the case of distributed teams. Not being able to casually stroll over to a colleague’s desk requires a different set of tactics though. Join Heidi and Michael for a walk-through of what they see as the key points in making a distributed agile team successful, covering everything from team building tips to communication tools. Learn to create trust and team spirit, adopt flexibility without losing structure and how to get the most out of some valuable communication tools.

One-on-One Coaching Sessions

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 sheets with available speakers and times will be posted at the conference on Wednesday and Thursday. Sign-up at the conference is required to reserve your coaching session.

Model-based Testing: The Key to Efficient Test Automation

Stefan Mohacsi, Atos

Why do so many companies cancel their test automation projects? It turns out that the continuous maintenance of the test automation scripts can be a nightmare! Instead of saving money and effort, test automation often results in chaos. Model-based testing (MBT) can resolve this issue. In MBT test cases are based on a simple model of the application. The advantage is obvious; instead of having to write test scripts from scratch and manually adapt them in each test cycle, all that is necessary is to keep the model up-to-date. The costs for test maintenance are reduced dramatically thus leading to shorter test cycles and better product quality. In his presentation, Stefan will show how MBT has been successfully applied at the European Space Agency. In this context, he will introduce the MBT tool TEMPO Designer that can generate complete, executable test scripts in various formats including HP QuickTest Professional. Stefan will also highlight the recommended process for MBT and give practical hints for its efficient application.

Testing Strategies that Tell-Show-Do!

Brian Zalewski and Xan Daniels, Aon Hewitt

Have you ever poured your heart and soul into a masterpiece of a test strategy only to learn that your client or team has only skimmed it? Having a team or client who understands their responsibility and can actually execute on the strategy can make all the difference in a project’s go-live date. Above and beyond the document, successful strategies have a solid supporting framework of tools and templates that break down the strategy into chunks of executable tasks and messages. Building on the Tell-Show-Do adult learning model, this session will demonstrate how to create a strategy supporting framework that will have even the most senior leaders of your organization speaking “Testing!” This session will be very hands on. You should come prepared with a few key points from your current testing strategy. You will leave the session with outlines, tools and templates tailored to your own organization’s needs.

SOA Required Trust – APIs Require Integrity

Jason Schadewald, Parasoft

During the era in which organizations were evolving their architectures to meet service-oriented standards, the ROI of services was predicated on reuse. The difference between SOA and APIs is the prolific nature in which services, now known as APIs, are being used to extend interconnectivity beyond the corporate boundary. As services cross borders, your APIs and your brand become inextricably intertwined. Thus, while SOA required trust, APIs demand integrity. The more secure, reliable, and dependable your API, the better the chance of consumption and the greater the potential for business expansion. However, if you’re providing a questionable interface, you are likely to lose business since switching costs associated with API integration are so low. This presentation explores the top three challenges to API integrity and outlines strategies and best practices for reducing the risks associated with each challenge. The challenges discussed will include a significantly increased attack surface area, elevated potential for unintentional or malicious misuse, and validating performance in the event of the erratic or surging demand.
From Low Performance to High Performance Teams

Anne Hungate

Test teams come in all shapes and sizes. Some are highly technical, some are filled with subject matter experts and others are a blend. Driving team performance and productivity up requires recognition of team strengths, understanding of organizational need, and most importantly, a common language. In this session, Anne will share essential steps she has taken to transform teams from meeting expectations to raising the bar. Building high performing teams, whether in testing or other parts of the organization, results in better customer experience, higher productivity, and better management insight. Arm yourself with practical ideas and tools to take your team to the next level. Discover the value of getting, maintaining, and contributing to professional certification groups.

- Learn how to capture a current state of capability, engagement, and performance
- Identify the factors in selecting the professional certification and common language the team will use
- Define targets and metrics for measuring the impact of team performance

Backlog Grooming from a QA Perspective

Bill Rinko-Gay, Eliasson Group

A well groomed backlog is critical to the success of any agile project. In this workshop, you’ll work with a sample backlog, letting the instructor act as the Product Owner. You’ll groom the backlog and estimate Story Points using a variation of Planning Poker, focusing on the unique perspective the QA professional brings to the discussion. You’ll practice verifying that the Story is testable and has valid acceptance criteria. You’ll use risk based testing to determine the test estimates that are supplied.

- Gain practical experience participating in backlog grooming as a QA professional
- Exercise your testing expertise to verify the Story is properly groomed
- Use your testing experience to ensure the team develops a valid estimate

Data-Driven Automation Test Architecture

Jacqueline Walton, The Rawlings Group

The “Data-Driven Automation Test Architecture,” or D-DATA, is a test management system that leverages Selenium for automation testing in a dynamic corporate setting. D-DATA offers several advantages over more basic Selenium testing architectures such as JUnit, and will serve as a platform for further innovation in Quality Assurance Automation as it continues to evolve. While JUnit may be a common design for selenium tests, it represents a relatively simplistic architecture that doesn’t scale very well, and is fairly rigid and inflexible in how it can be used. The D-DATA approach overcomes these limitations by starting from a more pure object oriented approach, with separation and encapsulation of responsibilities. This design lends itself to flexibility in the definition and implementation of tests, unlocking configuration and customization options that JUnit can’t compare to. Join Jacqueline to learn about this new approach.

- Discover why D-DATA architecture instead of JUnit for automation
- Learn how to extend your automation capabilities using D-DATA architecture
- Understand how the data-driven approach allows for better test suite maintainability

Context-Driven Testing in the Real World

Jason Kowaluk, Blue Cup Thinking

Do you call yourself a context-driven tester? Would you like to, but haven’t been able to implement context-driven testing at your organization? Have you read about things like session-based exploratory testing, coverage mind maps, and low-tech dashboards but haven’t been able to make them work for you? This workshop will highlight some of the key aspects of CDT, discuss the benefits, explain how to make it work for you, and how to sell it to your organization. Real-world examples based on actual experience using CDT at multiple organizations of varying sizes will be presented. In this workshop, Jason will share some tips and tricks for successfully taking a context-driven approach to testing at your organization.

- Receive an overview of context-driven testing
- Discuss the benefits of CDT for testers, test managers and project teams
- Share a real world approach to implementing CDT in your organization


David Dang, Zenergy Technologies

There are numerous benefits for companies that move to Service Oriented Architectures (SOA) including reuse of functionality, decreased maintenance, sharing ease with external applications, and increased application consistency. As reliance on services increases, the importance of thoroughly testing services and API’s is paramount. A single defect in a web service can have a wide spread impact on all the service consuming applications. With such an extensive potential impact, QA teams must use an approach and process to test services and API’s that ensures full coverage. Attend this workshop to learn the level of testing required and both manual and automated approaches for testing services and API’s.

- Understand the types of services and API’s and the benefits of using them
- Discover the level of testing required for services and API’s
- Learn manual and automated methods for testing services and API’s

Evening Event & Bonus Session

If you have confirmed your attendance to the Evening Event in Baltimore, please be ready and in the Atrium at 6:00 PM. Take this opportunity to connect with fellow attendees and speakers outside of the conference.

REMINDER: Thursday morning begins with an Early Bird Session at 7:43 AM – Critical Skills of Test Automation Professionals in a Fast Pace World, presented by Matthew Hum, Tulkita Technologies, Inc. (see page 21).
Changing an Organization’s Culture toward Quality

Anaf Durrani, Cigna Health Services

Quality does not start or stop with testing. It begins with the design of the code through production. This is the cultural change many companies would like to make. Going from testers testing to everyone testing, from manual testing to automation, from commercial tools to open source, from four week release cycles to releasing every day, these are some of the major changes that Anaf has successfully implemented. Join Anaf as he walks you through a change in mentality that will help you to enable your organization to inculcate quality into every step. Anaf will explain how to make things easier, using the right tools for the right job. You will discuss how to hold vendors accountable creating a true partnership. Learn how to fail fast, recover quickly, and to be perfectly transparent using data as your guide.

Using TMMI to Measure, Improve, Deliver Higher Quality Software

David Herron and Patricia Eglin, David Consulting Group

The average cost to fix a defect at the end of the lifecycle is 400-800 times greater than if it were addressed earlier. On average, poor requirement practices account for 60 percent of a project’s time and budget. Organizations with well-defined, closely managed, and effectively measured quality activities succeed and continuously improve. Yet, in a recent survey, 77 percent of managers reported that bad decisions have been made due to a lack of accurate information. During this presentation, David will discuss the TMMI model which is the de facto international standard to assess and improve test maturity, featuring independent best practices from more than 14 quality and test models. He will review the best practices and identify key quality test measures that should be institutionalized to collect the data needed to determine effective and efficient organizational performance. You will explore how TMMI can be used in conjunction with the GQM model to ensure that upper management is provided with the information they need to make informed business decisions.

Best Practices for Performance Testing in an Agile Environment

Bryant Brazeal and Kimberly Tatum, Deloitte Consulting LLP

Performance agile testing transformation is a journey that is as much about people and organizational culture as it is about process change. Most people in the technology field understand that agile is a group of software development methodologies based on iterative and incremental development. It is a methodology where requirements and solutions evolve through collaboration between self-organizing, cross functional teams. However, waterfall and agile projects take fundamentally different approaches in completing requirements, design, development, and testing activities. Because of the short time frames in agile, performance testing should be considered in all stages. A well-executed agile performance testing strategy can detect performance defects early and help achieve faster time to market. In this discussion you will look at best practices for achieving performance testing in an agile environment. Kim and Bryant will cover an overview of the agile methodology, performance testing within sprints, and agile performance testing challenges and benefits.

Winning Mobile Strategies: Bridging the Quality Gap

Costa Avradopoulos, Capgemini

Worried that your mobile app has a quality gap? An alarming 65% of all apps today have a 1 star rating or less. That’s over 700 million apps! According to the fourth annual World Quality Report, “a troubling two-thirds of organizations (65%) do not have the right tools to test mobile applications and 52% do not have access to the required devices.” If not addressed, these gaps will have a major impact on the quality of your mobile applications. Join Costa as he discusses the unique challenges of mobility and proper risk mitigation, the importance of maintaining a proper device lab, and how to get the maximum test coverage across thousands of unique devices. Costa will explain how to leverage existing tools and evaluate automation options, how to increase the long term quality of your apps, and decrease time to market and testing costs by up to 60%. Stop tossing and turning at night over poor quality. Closing the mobile app quality gap takes action. Join us!

Increase Requirement Efficiencies with Best Practices

David Broerman, Checkpoint Technologies

In these challenging economic times, your organization needs to nail down the relationships and processes between requirements management and quality activities. These relationships and activities will help your organization better calculate and increase the return on investment of these processes. Attend this presentation to discover best practices around increasing requirements management efficiencies and ensure the quality of your mobile applications. Join David as he explains the required devices. "a troubling two-thirds of organizations (65%) do not have the right tools to test mobile applications and 52% do not have access to the required devices.” If not addressed, these gaps will have a major impact on the quality of your mobile applications. Join Costa as he discusses the unique challenges of mobility and proper risk mitigation, the importance of maintaining a proper device lab, and how to get the maximum test coverage across thousands of unique devices. Costa will explain how to leverage existing tools and evaluate automation options, how to increase the long term quality of your apps, and decrease time to market and testing costs by up to 60%. Stop tossing and turning at night over poor quality. Closing the mobile app quality gap takes action. Join us!

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.
Redefining the Purpose of Software Testing

Joseph Ours, Cohesion

Throughout the history of software testing, the profession has evolved from expectations of just meeting requirements to ensuring fitness of use and overall quality. 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. You will see how this situation is driven by our typical methodology agnostic way of testing and how our history has driven what most believe to be our purpose. Joseph will lead you through a redefinition of that purpose with advice on how to implement a new mindset. You 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.

Software Quality Metrics Do’s and Don’ts

Philip Lew, XBOSoft

Before diving into a software quality metrics program, learn from the mistakes of others. In this session, you’ll review some of the most common mistakes when implementing a software quality metrics program. And, in the process, you’ll see the difference between measurements and metrics and why indicators are needed for meaningful evaluation. Philip will also cover 10 common test metrics and see how they can not only help us monitor and evaluate our testing and product quality, but also answer questions important to our development process. You’ll also learn about Basili’s infamous GQM paradigm, and how we can use it to tie our metrics to goals and questions so that your metrics have real meaning for stakeholders. After all, the last thing you want is to spend hours pounding out a spreadsheet that no one looks at or uses to take action.

Testing Best Practices for Mobile Applications

Lee Barnes, Utopia Solutions

With an ever increasing amount of functionality and content being accessed from mobile devices, performance testing of mobile apps has become critical. According to the 2012-2013 World Quality Report, 64% of firms identified performance as a focus for mobile testing over both functional and security testing. Consumers expect their mobile content to be delivered fast and they won’t hesitate to use alternative services to take action. This results in defect reduction during design, construction, and testing phases. In this session, Susan will discuss how to perform an ambiguity review, how to structure an ambiguity review template, providing basic metrics for the review, and keyword tips to find ambiguities in your requirements. Attend this session and you can expect to learn how to improve the effectiveness of your analysis to define test strategies and test cases, how to increase the requirements understanding of your offshore development and QA teams, how to extend ambiguity review principles to other lifecycle documentation, and how to increase test coverage through an increased understanding of the requirements.

Mobile Testing in the Cloud: Maximize the Efficiency of Developing for Mobile

Darren Madonick, Keynote Systems

Some of the top challenges of developing and deploying mobile apps and websites include managing many different devices, supporting multiple operating systems, and integrating the right set of testing tools. While many companies are aggressively figuring out how to monetize their mobile channels, those tasked with quality assurance need to support these efforts for all types of devices, and in an efficient and cost-effective manner. Join this session to learn how leading enterprises are approaching their testing challenges and have integrated mobile into their existing test plans. You will learn why mobile requires a unique approach and how to ensure that apps have optimal functionality across various devices, operating systems and platforms. Techniques to leverage your existing test tools such as HP UFT and IBM Rational to maximize any existing investment will be discussed as well.
Strategies for Reducing the Cost of Failure

Chris Vaughan, Sonus Networks

Anyone leading a test organization has heard from senior management on the “high cost of testing.” This cost, however, is overwhelmingly associated with dealing with failures. The question is what do you do about it? Books have been written on the Cost of Quality (CoQ) breaking down the CoQ into prevention, assessment and failure. A software quality organization should be spending time testing and not recovering from failures. This presentation will offer ways to apply the principles of CoQ to first identify those costs that are hidden in plain view and then strategies to reduce the cost of failure. It is not always easy to reduce the failures, at least not as a first pass improvement. So, reducing the cost of the impact these failures have on the test organization is key. Beyond that, what are the responsibilities of a test organization toward preventing failures (not just finding them) and how can test organizations best achieve that goal?

Industrialization of Testing Services

Deepika Mamnani, Hexaware Technologies

Gartner’s IT Key Metrics indicate that development and unit testing, system testing, defect removal and quality management comprise around 50% of application development. This combined with a “not just right but right the first time” expectation, makes agility and faster time to market without compromising on quality a key driver for Industrialization of testing services. In this approach testing services are provided in a factory like manner, as an assembly line, with prebuilt assets and out of the box solutions. This, in turn, is leading to formation of Specialized Testing Functions or CoEs. In this presentation Deepika will highlight best practices, process levers, and consulting techniques based on her experience in Industrialization of testing services. Attend to learn about best practices in setting up CoEs and techniques to define test organization roadmaps. Deepika will also present sample process and tool assets from her consulting engagements.

Reduce Late-Stage Performance Application Surprises with Lifecycle Monitoring

Scott Barber, SmartBear Software

When it’s critical to deliver a well-performing application on-time, the first time, the traditional process of load testing the release-candidate is simply too little, too late. The sooner we start measuring and tuning performance, the lower the risk of experiencing unpleasant and costly surprises shortly before or after going live. We know it is between unreasonable and impossible to conduct traditional load testing before the application is at least functionally viable. Scott shares his T4APM™ lifecycle monitoring and trending framework designed to both dramatically reduce the risk of late-stage performance surprises and to streamline late-lifecycle load testing. This framework has been shown to integrate seamlessly into a variety of processes with or without specialized tools or customization. Better still, begin implementing the framework in a few minutes and maintain it with even fewer minutes of ongoing effort. If delivering well performing applications, faster, cheaper, easier and more reliably matters to your organization, then this talk is for you.

Your Enterprise Mobility: How Secure?

Manish Mathuria, InfoStretch Corporation

As enterprises go mobile, integrating strong security into mobile applications is imperative. Join Manish as he talks about the spread of mobility and the challenges and options to providing a robust security strategy around it. This presentation will help software and mobile QA teams learn about different types of mobile vulnerabilities and challenges that are driving the need for mobile security and for providing safe mobile access to business apps. Manish will showcase a mobile threat model to demonstrate the weak spots in mobile apps. He will cover industry statistics, the developer and attacker’s perspectives, mobile app risk areas, the consequences of vulnerabilities, measures to take to secure your app, and the security analysis of mobile apps.

Bugfest! Exterminating those Pesky Bugs using Kanban Techniques

Shaun Bradshaw, Zenergy Technologies

How many testers have bugs in their defect queue that were opened more than a year ago? More than two or three years ago? The fact is software development efforts are almost always focused on delivering new functionality, leaving the “work arounds” in place for bugs released in prior versions of applications. Want to know a good way to close out those bugs once and for all? The answer is a Bugfest! Join Shaun Bradshaw as he explains how he has implemented a bugfest using Kanban to bring visibility to the spread of mobility and the challenges and options to providing a robust security strategy around it. This presentation will help software and mobile QA teams learn about different types of mobile vulnerabilities and challenges that are driving the need for mobile security and for providing safe mobile access to business apps. Manish will showcase a mobile threat model to demonstrate the weak spots in mobile apps. He will cover industry statistics, the developer and attacker’s perspectives, mobile app risk areas, the consequences of vulnerabilities, measures to take to secure your app, and the security analysis of mobile apps.

Keynote Presentations

Software Testing in a Reduced Budget Climate
Bernie Gau, Innovative Defense Technologies, LLC

When Agile Becomes a Quality Game Changer
Michael Mah, QSM Associates, Inc.

Transformation Journey: Are we SAFe yet?
Pete DuPre, Vantiv

Agile Resiliency: How CMMI will make Agile Thrive and Survive
Jeff Dalton, Broadsword

The Bushido Code: The Seven Virtues of the Samurai
John Godoy, John Godoy Lifestyle

Understanding the New International Software Testing Standard – ISO 29119
Susan Burgess, Burgess Consulting
Different Shades of Performance Testing

Mais Tawfik Ashkar, PerfNG, LLC

Performance engineering has become increasingly critical to the success and user adoption of web applications, especially with increasing competition and the demand to be at internet scale. It is well known that site performance directly impacts the bottom line of online businesses. But, not every performance testing effort is implemented in a valuable fashion, nor does it fulfill the needs of the business. Its failures and successes are dependent on its foundational blocks. Performance engineers can no longer linger in the comfort zone and the techniques of the past. Not every performance testing strategy needs to be equally elaborate, nor does it need to leverage similar tools and techniques. To effectively deliver on performance testing, we need to be adaptive and flexible riding the wave of change and pressures for faster delivery. We need to better understand the technologies, project drivers, and constraints to better assess and design our testing approach and implement the appropriate flavor of performance testing.

- Learn about technology trends and their implications on performance testing
- Explore the different shades of performance testing and explore applicable scenarios
- Understand the critical steps to delivering an actionable performance testing solution to drive faster and more scalable applications

Improvement vs. Innovation: Which to Apply, When, and How?

Jamil Scott, The MITRE Corporation
Richard Bechtold, PhD, Abridge Technology

People frequently talk about “product improvements” or “product innovations” and even more abstractly about “process improvements” or “process innovations,” yet there is often fairly little discussion relating to the differences between improvements versus innovations. Because these terms are definitely not synonyms, this workshop examines the similarities and differences between improvements and innovations specifically relating to processes and methods for testing and evaluating software and software-intensive products and systems. Come to learn strategies you can use that will help you identify when process change is essential, and help you distinguish whether it is better to pursue improvements or innovations. The TRIZ (Theory of Inventive Problem Solving) system will be introduced and its application to process improvements and innovations in system and software testing will be described. Special emphasis will be given to introducing innovative thinking and solution techniques in combination with your other process improvement efforts.

- Understand the concept of improvement vs. innovation
- Learn to assess where you are and where you need to be
- Determine if your strategy will get you there.

Outsourced Testing: How to Monitor Contractor Performance

Clareice Chaney, The MITRE Corporation
Clynece Chaney, Quality Squared

In this age of offshore, near shore, and outsourced testing, who is monitoring performance outcomes? And, how do you assess if you are getting the service results 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 workshop provides test managers best practices that can lead to more effective measurements of expected and actual performance outcomes. Quality assessments in a performance-based environment represent a significant shift from the more traditional scrutiny of process compliance to measuring outcomes. This workshop 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 best practices to assess whether or not outcomes are being achieved.

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

Top Best Practices for Successful Mobile Test Automation

Fred Beringer, SOASTA

Mobile apps have brought a whole new set of challenges when it comes to testing, fast paced development cycles with multiple releases per week, multiple app technologies and development platforms to support, tons of devices and form factors, and additional pressure from enterprise and consumers less patient with low quality apps. With these new challenges, come a new set of mistakes testers can make. Fred has worked with dozens of mobile test teams to help them avoid common traps when building test automation for mobile apps and would like to share some best practices that are useful to starting with mobile test automation. Fred will bring some real stories and struggles and show you how small changes in process made these mobile apps 10 times more reliable! Mobile test automation can quickly become a nightmare if you don’t get it right from the start. These industry best practices will help you get started quickly and correctly.

- Learn when, what and where to automate
- Understand how to building testability in a mobile app
- Discover how to automate the testing
- Practice mixing and matching performance testing and functional testing

Defect Prioritization an Agile Approach

Jeff Hall and John Somerville, Henry Schein Practice Solutions

Defects are a time consuming part of every company’s development cycle. How we deal with defects can vary greatly from company to company, department to department. Defect review meetings are costly in both time and dollars and getting the defect from reporting by customers to development teams in a timely fashion is critical. In this tutorial, a new way of dealing with defects from prioritization to resolution is presented and explained. You will learn about the new agile defects resolution process in detail, its origins, history, and how it relates to risk management and FMEA. Each defect rating will be explained in detail as to how it can be integrated with process tools such as TFS or Version One. Finally, resolution and response will be covered. Join John and Jeff for a fun learning session and learn an agile method for handling defects.

- Participate in a detailed overview of the new agile defects resolution process
- Learn the implementation explanation of each defect rating and how to integrate these with process tools
- Understand the resolution and response explanation of each defect

EXPO Reception & Evaluations

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 2014 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.
Testing as a Service – Building Successful Partnerships

Christin Wiedemann, PhD, PQA; Monica Magri, BCLC

Deciding to use outsourced testing to alleviate some of the challenges facing businesses today still raises questions. What is the best way to incorporate outsourced testing into the client’s setting? One solution is to build a long-term relationship with a testing vendor to provide testing as a service. Representing the client and vendor perspectives respectively, Monica and Christin share their experiences in building a true partnership that allows both sides to grow together. This unique presentation provides rare insight from both the client and vendor viewpoint into how partnering around testing as a service has provided the flexibility and specialized expertise that various projects require, while also bringing additional value in terms of new ideas and influences. Join Monica and Christin as they recount where their joint journey has taken them so far, discussing not only the challenges and obstacles, but also the unexpected benefits and pleasant surprises.

Testing Web and Mobile Apps for Accessibility

Nancy Kastl, SPR Companies/TAP Group

If a website or mobile app is not accessible to all potential visitors, what is its quality? Services, products, information, and entertainment on the web can all be made available to millions of consumers with vision loss, hearing loss, motor control loss, or even information processing challenges by complying with web accessibility standards. Assistive technologies enable access by converting web pages’ text and images into computerized voice. But, these technologies cannot interpret websites or mobile apps that are not built and tested for compliance to Section 508 Web Accessibility Standards. Join Nancy to learn about the Section 508 standards and how to test for web accessibility using screen readers and open source tools. Experience screen reader technology on both an accessible and non-accessible site and the impact on usability. Learn how your QA team can be advocates of accessible websites and mobile apps throughout the project life cycle and add accessibility testing to your testing capabilities.

Understanding Test Data Management

Joseph Ours, Cohesion

Test data management is often a forgotten requirement. That is, until the consequences of mismanaging or failure to manage come home to roost. In today’s world, IT organizations produce and rely on huge volumes of data. As systems become more complex, so do the test cases needed to validate them as well as the test data needed to execute the test cases. In this presentation, you will discuss the test data management lifecycle and real world examples of test data management gone awry in order to better understand the importance of good test data management practices. You will learn common challenges of unmanaged test data and discuss the benefits and drawbacks of various methods of instantiation, management, use, and dispose of test data. It is important to note, that this session will not cover test case management, data element profiling, identification techniques. Rather, it is about data in terms of data sets and what is needed to support a testing effort.

Vendor Product Integration Best Practices

Karen Gonzales, Charles Schwab & Co., Inc. Sujata Balupala, Infosys Technologies

With the advent of business process outsourcing, more firms prefer to leverage vendor products rather than building in-house technology as it saves time and money. Whether it is a new product launch or enhancing existing business processes, most new development projects involve integration of third party systems with in-house applications. Testing is a challenge in these projects due to unforeseen issues occurring during test execution. Join Karen and Sujata as they share some lessons learned and best practices that can help to overcome these challenges. Learn the importance of testing early by identifying critical paths in the integration and enabling project planning to place testing in early project phases. Understand that no assumptions should be made. Use any existing case studies of previous vendor integration for better understanding of interfaces. Finally, consider the importance of effective communication across QA, business, and development teams on both sides right from the beginning of the project.

How to Talk to a CIO about Software Testing (If You Really Have to…)

Keith Klain, Barclays

A question that gets asked more than any other is, “How do you talk to your CIO about software testing?” As software testers typically are not in positions of authority, this question seems natural. What is more important though is to find out why there aren’t more testers in management positions. Why do CIOs and senior IT managers prefer to leverage vendor products rather than building in-house technology? In today’s global economy, your app’s footprint is growing faster than ever. While that’s great news, you now have a new challenge of making sure your app works as intended when it launches in new markets. The apps that succeed are the ones that understand the context in which they are used. Understanding localization demonstrates to your users that you understand them, and that can keep them coming back. In this talk, Peter Shih will demonstrate the importance of excellent localization testing beyond simple language translation, reveal the pros and cons of current localization options, and provide actionable information that can help you ensure your app is delighting the people who use it, no matter where they are in the world.

Context is King: Localization Testing and Launching Apps that Win Around the World

Peter Shih, uTest

In today’s global economy, your app’s footprint is growing faster than ever. While that’s great news, you now have a new challenge of making sure your app works as intended when it launches in new markets. The apps that succeed are the ones that understand the context in which they are used. Understanding localization demonstrates to your users that you understand them, and that can keep them coming back. In this talk, Peter Shih will demonstrate the importance of excellent localization testing beyond simple language translation, reveal the pros and cons of current localization options, and provide actionable information that can help you ensure your app is delighting the people who use it, no matter where they are in the world.
## Test Data Management: Is It Really Just About Data?

**Bernd Haber and Paul Downes, Accenture**

Test Data Management (TDM) is a significant proportion of overall test effort. In recent years, the need for reliable, accurate, and complete test data has increased due to the increased complexity of systems and their underlying technical landscape. This includes the proliferation of web services and other interfaces with loosely coupled systems. Reduced cycle times for testing driven by agile approaches and business demand for change have only added to the problem. For many software systems having the right test data is critical to obtaining sufficient test coverage. In this presentation, Bernd and Paul will review some of the key challenges of TDM, outline a standard and holistic approach, discuss the role of a test data architect, and review some of the industry tools available to support the process.

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## QA Engagement during User Acceptance Testing

**Elizabeth Wisdom, Ulta Beauty, Inc.**

Quality assurance testing and user acceptance testing have obvious similarities, yet each has unique objectives. Ideally, QA and UAT are performed by different teams at different intervals in the project timeline. QA analysts are the SMEs in defect detection, removal, and testing process governance, while the UAT team are the functional SMEs in their respective business area but could benefit from QA’s guidance to make their testing a success as well as a well-defined repeatable process. This presentation will show how QA can effectively engage with the UAT team and project stakeholders before and during the UAT test event to maximize the effectiveness and efficiencies of both teams. Join Elizabeth to learn about setting expectations and avoiding assumptions, engaging UAT participants to define a repeatable process, and creating effective metrics and reporting to help the UAT team determine if their testing was a success.

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## Testing Tools Information Exchange Panel

**Moderator: Nancy Kastl, QUEST Conference Chairperson**

Panelists: Anish Krishnan, Margaret Callaghy, Raj Koul, Alan Waldron, and Todd Wascom

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 QUEST’s Testing Tools Information Exchange and hear about innovative and value-added approaches to implementing and using testing tools.

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## HP Tools Roundtable

**Anish Krishnan, Hexaware**  
**Margaret Callaghy, HealthEsystems**

If you are currently using HP ALM, Quality Center, Loadrunner, Unified Functional Testing (UFT) and/or Quick Test Professional (QTP) or you are interested in learning more about these tools, come join the HP Tools Roundtable. This will be an open discussion forum, so be sure to bring your questions and your experiences to share.

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## Microsoft Tools Roundtable

**Raj Koul, United Airlines**

If you are currently using Microsoft’s Test Manager and/or Coded UI or you are interested in learning more about these tools, come join the Microsoft Tools Roundtable. This will be an open discussion forum, so be sure to bring your questions and your experiences to share.

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## Open Source Tools Roundtable

**Alan Waldron, Genpact**

If you are currently using one of the open source tools such as Selenium, FitNesse, Cucumber, or Watir or you are interested in learning more about these tools, come join the Open Source Tools Roundtable. This will be an open discussion forum, so be sure to bring your questions and your experiences to share.

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## Mobile Tools Roundtable

**Todd Wascom, Mobile Labs**

If you are currently using a testing tool for your mobile application testing or you are interested in learning more about these tools, come join the Mobile Tools Roundtable. This will be an open discussion forum, so be sure to bring your questions and your experiences to share.
32% of organizations say that they release software with too many defects.*

Under the prevailing volatile economic conditions, CIO face challenges while making enterprise wide Strategies. The key imperatives under these circumstances for the CIO are:

- Maximize ROI
- Bring down Operational Cost without compromising quality
- Derive “Cost Rationalization” roadmap
- Do More for Less

In order to meet the above imperatives the Testing Organizations should be ready to embark the key drivers below:

- In-depth analysis of Cost of Quality to lead to actions
- Early Defect Detection
- Reduction in Failure cost (Internal failure and External failure)
- Effective review and inspection
- Demystifying hidden costs related to poor quality

HCL is among the Top 5 Testing Service providers across the outsourcing market, backed with the standard and depth of testing and QA services expertise.

* Based on a report published by Cutter Consortium.

To know more about HCL’s Independent Verification & Validation Services (IV&V) capabilities, please visit our booth at QUEST 2014 or write to ets.marketing@hcl.com for a meeting request.
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

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.
Intelegencia is a global technology and customer experience focused service provider. Since its inception in 2008 Intelegencia has now been serving clients globally (North America, Europe, Middle East, Africa and Asia). Combining unparalleled experience, comprehensive capabilities across majority of industries and business functions, Intelegencia collaborates with clients to help them become high-performance businesses.

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2014 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.

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- 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
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- Selecting and Executing the Most Critical Tests
- Testing Mobile Applications
- Security Testing for the Web and How to Automate It
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David Consulting Group is a global provider of software analytics, software quality management and Agile development solutions that enable high quality, on-time and on-budget delivery of software through all phases of the development lifecycle. Since 1994, IT organizations have relied on DCG to address immediate and long-term application development and maintenance issues, delivering valuable improvements at the right price. DCG maintains a U.S. corporate office in Malvern, PA, and a European corporate office, DCG-SMS, in Blackpool, UK.
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Deloitte’s Testing Practice is uniquely positioned to utilize our very strong industry knowledge coupled with global delivery capabilities to offer a solution that enables building quality across the life cycle. Whether it’s a large critical implementation or an Enterprise Testing CoE, we offer end-to-end functional testing services along with specialized services such as test data management, testing tool management, mobile, performance, automation, SOA and service virtualization.
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Innovative Defense Technologies (IDT) is the industry leader in providing automated software testing solutions for complex systems. IDT's Automated Test and Re-Test (ATRT) technology is changing the way software is being tested and analyzed. Our innovative ATRT products — Test Manager, Analysis Manager and Information Security Manager — facilitate the efficient integration, testing and certification of mission-critical systems. IDT’s cutting-edge technology improves software quality, reduces testing time and is cost-effective. Headquartered in Arlington, Virginia, IDT has a proven reputation for enabling its customers to increase overall testing efficiency by an average of 75%.
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The QAI Global Institute was founded on the premise of having an association of IT professionals who shared knowledge and experiences in order to broaden and strengthen the recognition of the IT practitioner and IT industry. Since then, the Institute has created a worldwide network of IT professionals, developed over the past 25 years, resulting in relationships with world-class industry leaders. The QAI Global Community includes regional Chapters that focus their attention towards providing local professionals with resources to promote their continued pursuit of knowledge and skill building.

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- Reinvent quality intelligence
- Assure enhanced user experience

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Dashboards with end-to-end visibility into the Application Lifecycle: **PPM-Req-Test-Dev-Ops**
- Mobile access and collaborative sessions
- Support for leading ALM tools
- Insightful KPI’s, root cause analysis and predictive analytics

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