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innovative  
testing



Test Management

Test Techniques

Test Automation

Agile Testing

Cloud Testing

Mobile Testing

Performance Testing

Special Topics

**STAR  
EAST**

**April 28–May 3, 2013**  
Orlando, Florida | Rosen Shingle Creek

**CONFERENCE  
GUIDE**

Choose from a full  
week of learning,  
networking, and more.

**SUNDAY**

Multi-day Training Classes Begin

**MONDAY-TUESDAY**

34 In-depth Half- and Full-day Tutorials

**WEDNESDAY-THURSDAY**

5 Keynotes, 42 Concurrent Sessions,  
the EXPO, Networking Events,  
Receptions, Bonus Sessions, and More

**FRIDAY**

Testing & Quality Leadership Summit  
Workshop on Regulated Software  
Testing (WREST)

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# An Invitation from the Program Chair

On behalf of Software Quality Engineering, I'd like to invite you to join us for a knowledge-expanding and career-building experience in Orlando at the 21st annual STAREAST conference. The tester's world is changing, and today we are facing new challenges, pressures, and opportunities. The conference helps you learn both classical testing practices and new methodologies to grow your skills, supercharge your knowledge, and re-energize how you view your profession.



You'll have the opportunity to learn from thought leaders in the testing industry and chat with them in person about your challenges. Plus, Orlando is a great host city for the conference with all its entertainment venues. Please join us this April at STAREAST!

Regards,

**Lee Copeland**

Program Chair, STAREAST

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## NEED A REASON TO ATTEND? WE HAVE 246!

- 100+** Learning and networking sessions over six days: tutorials, training classes, keynotes, concurrent sessions, bonus sessions, and more!
- 4** World-renowned keynote speakers who were selected to inspire and motivate you
- 66** Conference speakers sharing their industry expertise and wealth of knowledge
- 30** Networking opportunities that allow you to meet with your colleagues and speakers: breakfasts, lunches, receptions, Meet the Speakers, Presenter One-on-One, and more!
- 34** Tutorials in half- and full-day formats—consistently one of the most highly recommended features of the conference
- 5** Multi-day training and certification courses covering testing, Scrum, product owner, agile, and more
- 6** Different ways to save: group discounts, early bird savings, and alumni discounts allow you to attend the conference at the best possible price!
- 1** Conference team dedicated to providing you with the best program and the most powerful conference experience so you go back to the office informed and energized

## WHO'S BEHIND THE CONFERENCE?



Software Quality Engineering assists professionals interested in improving software practices. Seven conferences are hosted annually—the STAR conference series, the Better Software Conference series, and the Agile Development Conference series. Software Quality Engineering also delivers software training, publications, and research. [www.sqe.com](http://www.sqe.com)



Better Software magazine brings you the hands-on facts you need to run smarter projects and to deliver better products that win in the marketplace. [www.BetterSoftware.com](http://www.BetterSoftware.com)



Featuring fresh, insightful stories, TechWell.com is the place to go for what is happening now in software development and delivery. TechWell's passionate industry professionals curate new stories every day to keep you up to date on the latest in development, testing, business analysis, project management, agile, DevOps, the cloud, and more. TechWell.com is brought to you by Software Quality Engineering (SQE), a leader in software training, conferences, publications, and websites serving software and IT managers and professionals. [www.TechWell.com](http://www.TechWell.com)

# CONFERENCE OVERVIEW

Build your own conference—training classes, tutorials, keynotes, concurrent sessions, the Leadership Summit, and more—packed with information covering the latest technologies, trends, and practices in software testing.

## SUNDAY

Agile Testing Practices (2 days)  
Fundamentals of Agile Certification (2 days)  
Requirements-based Testing Workshop (3 days)  
Software Tester Certification—Foundation Level (3 days)  
Using Visual Studio® to Improve Software Quality (3 days)



## MONDAY-TUESDAY

34 In-depth Half- and Full-day Tutorials  
Multi-day Training Classes Continue



## WEDNESDAY-THURSDAY

5 Keynotes  
42 Concurrent Sessions  
The EXPO  
Networking and Special Events  
TestLab  
...and More!



## FRIDAY

### Testing & Quality Leadership Summit

Attend the Testing & Quality Leadership Summit Thursday evening and Friday. Join senior leaders from the industry to gain new perspectives and share ideas on today's software testing issues. See page 26 for more information on the Testing & Quality Leadership Summit. (Summit registration required)



### Workshop on Regulated Software Testing (WREST)

See page 25 for more information. (Free, but pre-registration required)



**Only \$2,595**  
**if you register**  
**before March 1st!**

### Your Best Value—The Full Conference Package (5 Full Days), including:

- 2 Days of Pre-conference Tutorials
- 2 Days of Concurrent Sessions
- 1 Full-day of the Testing & Quality Leadership Summit
- 5 Industry-leading Keynotes
- The EXPO & Bonus Sessions
- All Networking & Special Events
- All Continental Breakfasts, Lunches, and Refreshment Breaks
- Combine the Full Conference Package with other ways to save for even more value! (see page 30 for more information)



# CONFERENCE SCHEDULE

## SUNDAY, APRIL 28

**8:30** **Multi-day training classes begin:** Agile Testing Practices • Requirements-based Testing Workshop • Software Tester Certification—Foundation Level • Using Visual Studio® to Improve Software Quality • Fundamentals of Agile Certification

## MONDAY, APRIL 29

**8:30** Multi-day training classes continue from Sunday (8:30am–5:00pm)

**8:30** Tutorials (8:30am–12:00pm)

### MONDAY FULL DAY TUTORIALS

- MA** **A Rapid Introduction to Rapid Software Testing**  
*Michael Bolton, DevelopSense*
- MB** **The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More** **NEW**  
*Hans Buwalda, LogiGear*
- MC** **Fundamentals of Risk-based Testing**  
*Dale Perry, Software Quality Engineering*

### MONDAY MORNING TUTORIALS

- MD** **Managing Application Performance: A Simplified Universal Approach** **NEW**  
*Scott Barber, PerfTestPlus, Inc.*
- ME** **Leading Change—Even If You're Not in Charge**—*Jennifer Bonine, Up Ur Game Learning Solutions*
- MF** **Seven Keys to Navigating Your Agile Testing Transition** **NEW** *Bob Galen, RGalen Consulting*
- MG** **Measurement and Metrics for Test Managers**—*Rick Craig, Software Quality Engineering*
- MH** **Implementing Crowdsourced Testing** **NEW** *Rajini Padmanaban, QA InfoTech*
- MI** **How to Break Software: Embedded Edition** **NEW** *Jon Hagar, Independent Test Consultant*
- MJ** **Quantifying the Value of Testing**—*Lloyd Roden, Lloyd Roden Consultancy*

**12:00** Lunch

**1:00** Tutorials (1:00pm–4:30pm)

### MONDAY FULL DAY TUTORIALS (CONTINUED)

- MA** **A Rapid Introduction to Rapid Software Testing**  
*Michael Bolton, DevelopSense*
- MB** **The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More** **NEW**  
*Hans Buwalda, LogiGear*
- MC** **Fundamentals of Risk-based Testing**  
*Dale Perry, Software Quality Engineering*

### MONDAY AFTERNOON TUTORIALS

- MK** **Team Leadership: Telling Your Testing Stories** **NEW** *Bob Galen, RGalen Consulting*
- ML** **Exploratory Testing Explained**—*James Bach, Satisfice, Inc.*
- MM** **Testing the Data Warehouse** **NEW** *Geoff Home, ISQA, Ltd.*
- MN** **Acceptance Test-driven Development: Mastering Agile Testing**—*Nate Oster, CodeSquads, LLC*
- MO** **Essential Test Management and Planning**—*Rick Craig, Software Quality Engineering*
- MP** **Creative Techniques for Discovering Test Ideas** **NEW**  
*Karen N. Johnson, Software Test Management, Inc.*
- MQ** **The Craft of Bug Investigation**—*Jon Bach, eBay, Inc.*

## TUESDAY, APRIL 30

**8:30** Multi-day training classes continue (8:30am–5:00pm)

**8:30** Tutorials (8:30am–12:00pm)

### TUESDAY FULL DAY TUTORIALS

- TA** **Mobile Applications Testing** **NEW**  
*Jonathan Kohl, Kohl Concepts, Inc.*
- TB** **Key Test Design Techniques**  
*Lee Copeland, Software Quality Engineering*
- TC** **Critical Thinking for Software Testers**  
*James Bach, Satisfice, Inc.*

### TUESDAY MORNING TUTORIALS

- TD** **Management Issues in Test Automation**—*Dorothy Graham, Software Test Consultant*
- TE** **Security Testing for Testing Professionals** **NEW** *Jeff Payne, Coveros, Inc.*
- TF** **Rob Sabourin: On Testing** **NEW** *Rob Sabourin, AmiBug.com*
- TG** **Test Management for Cloud-based Applications** **NEW** *Ruud Teunissen, Polteq Test Services BV*
- TH** **How to Break Software: Robustness Edition**—*Dawn Haynes, PerfTestPlus, Inc.*
- TI** **Exploratory Testing Is Now in Session**—*Jon Bach, eBay, Inc.*
- TJ** **The Mindset Change for the Agile Tester** **NEW** *Janet Gregory, DragonFire, Inc.*

**12:00** Lunch

**1:00** Tutorials (1:00pm–4:30pm)

### TUESDAY FULL DAY TUTORIALS (CONTINUED)

- TA** **Mobile Applications Testing** **NEW**  
*Jonathan Kohl, Kohl Concepts, Inc.*
- TB** **Key Test Design Techniques**  
*Lee Copeland, Software Quality Engineering*
- TC** **Critical Thinking for Software Testers**  
*James Bach, Satisfice, Inc.*

### TUESDAY AFTERNOON TUTORIALS

- TK** **Production Performance Testing in the Cloud**—*Dan Bartow, SOASTA, Inc.*
- TL** **Build Your Mobile Testing Knowledge** **NEW** *Karen N. Johnson, Software Test Management, Inc.*
- TM** **High-flying Cloud Testing Techniques** **NEW** *Ruud Teunissen, Polteq Test Services BV*
- TN** **Collaboration Techniques: Combining New Approaches with Ancient Wisdom** **NEW**  
*Rob Sabourin, AmiBug.com, and Dorothy Graham, Software Test Consultant*
- TO** **Introducing Keyword-driven Test Automation**—*Hans Buwalda, LogiGear*
- TP** **Distributed Agile Testing: Yes, You Can**—*Janet Gregory, DragonFire, Inc.*
- TQ** **How to Actually DO High-volume Automated Testing** **NEW**  
*Cem Kaner and Carol Oliver, Florida Institute of Technology*

**4:30** Welcome Reception (4:30pm–5:30pm)

**5:30** Bonus Session—Speaking 101: Tips and Tricks (5:30pm–6:30pm)

**5:30** Bonus Session—**Mobile Quality Assurance** *What Functional and Non-functional Testers Need to Know About Advanced Best Practices* (5:30pm–6:30pm)

## WEDNESDAY, MAY 1

8:30	<b>KEYNOTE: Testing in a Test-driven World</b> —Jeff Payne, Coveros, Inc.					
10:00	<b>KEYNOTE: Surviving or Thriving: Top Ten Lessons for the Professional Tester</b> —Lloyd Roden, Lloyd Roden Consultancy					
11:00	Networking Break • Visit the EXPO, 10:30am–2:00pm					
	Test Management	Test Techniques	Test Automation	Agile Testing	Performance Testing	Special Topics
11:30	<b>W 1</b> Emotional Intelligence in Software Testing <i>Thomas McCoy, Australian Department of Families, Housing, Community Services and Indigenous Affairs</i>	<b>W 2</b> The Test Coverage Outline: Your Testing Road Map <i>Paul Holland, Testing Thoughts</i>	<b>W 3</b> The Pathologies of Failed Test Automation Projects <i>Michael Stahl, Intel</i>	<b>W 4</b> Baking In Quality: The Evolving Role of the Agile Tester <i>Dena Laterza, Agile Velocity</i>	<b>W 5</b> Building an Enterprise Performance and Load Testing Infrastructure <i>Dave Ogletree, Bridgepoint Education</i>	<b>W 6</b> Yin and Yang: Metrics within Agile and Traditional Lifecycles <i>Shaun Bradshaw and Bob Galen, Zenergy Technologies, Inc.</i>
12:30	Lunch • Visit the EXPO • Meet the Speakers					
1:45	<b>W 7</b> Taming the Beast: Test/QA on Large-scale Projects <i>Shaun Bradshaw, Zenergy Technologies, Inc.</i>	<b>W 8</b> Think Different: Visualization Tools for Testers <i>Pascal Dufour, codecentric AG</i>	<b>W 9</b> Innovations in Test Automation: It's Not All about Regression <i>John Fodeh, Cognizant</i>	<b>W 10</b> Exploratory Testing on Agile Projects: Combining SBTM and TBTM <i>Christin Wiedemann, Professional Quality Assurance, Ltd.</i>	<b>W 11</b> Cutting-edge Performance Testing on eCommerce Websites <i>Ron Woody, GSI Commerce</i>	<b>W 12</b> Presenting Test Results with Clarity and Confidence <i>Griffin Jones, Congruent Compliance</i>
3:00	<b>W 13</b> Increase Your Team's Efficiency with Kanban <i>Derk-Jan de Groot, Valori</i>	<b>W 14</b> Deadlines Approaching? Budgets Cut? How to Keep Your Sanity <i>Geoff Horne, ISQA</i>	<b>W 15</b> Test Automation for Packaged Systems: Yes, You Can! <i>Chris Bushell, ThoughtWorks</i>	<b>W 16</b> Automation Culture: Essential to Agile Success <i>Geoff Meyer, Dell, Inc.</i>	<b>W 17</b> Performance Testing Web 2.0 Applications—in an Agile World <i>Mohit Verma, Tufts Health Plan</i>	<b>W 18</b> Reports of the Death of Testing Have Been Greatly Exaggerated <i>Ruud Teunissen, Polteq Testing Services</i>
4:00	Networking Break • Visit the EXPO, 3:30pm–6:30pm					
4:30	<b>KEYNOTE: Lightning Strikes the Keynotes</b> —facilitated by Lee Copeland, Software Quality Engineering					
5:30	Reception in the EXPO Hall, 5:30pm–6:30pm					
6:30	Special Event—Shake, Rattle, n' Roll, 6:30pm–8:30pm					

## THURSDAY, MAY 2

8:30	<b>KEYNOTE: Asking the Right Questions? What Journalism Can Teach Testers</b> <i>Thomas McCoy, Australian Department of Families, Housing, Community Services and Indigenous Affairs</i>					
	Test Management	Test Techniques	Test Automation	Mobile Testing	Cloud Testing	Special Topics
9:45	<b>T 1</b> Building Successful Test Teams <i>Lloyd Roden, Lloyd Roden Consultancy</i>	<b>T 2</b> "There's No Room for Emotion in Testing—Not!" <i>Michael Bolton, DevelopSense, Inc.</i>	<b>T 3</b> Unleash Service Virtualization and Reduce Testing Delays <i>Allan Wagner, IBM Rational</i>	<b>T 4</b> Android Mobile Testing: Right Before Your Eyes <i>Jeff Morgan and Levi Wilson, LeanDog</i>	<b>T 5</b> Load and Performance Testing from the Cloud: Myth vs. Reality <i>Steve Weisfeldt, Neotys</i>	<b>T 6</b> Testing After You've Finished Testing <i>Jon Bach, eBay, Inc.</i>
10:45	Networking Break • Visit the EXPO, 10:30am–3:00pm					
11:15	<b>T 7</b> Crowdsourcing: An Innovative Approach to Testing <i>Ralph Decker, CSC</i>	<b>T 8</b> Better Unit Tests with ApprovalTests: An Open Source Library <i>Woody Zuill, Hunter Industries</i>	<b>T 9</b> Flintstones or Jetsons? Jump Start Your Virtual Test Lab <i>David Silk, Verisign, Inc.</i>	<b>T 10</b> Mobile Testing Methodologies: Trends, Successes, and Pitfalls <i>Eran Kinsbruner, PerfectoMobile</i>	<b>T 11</b> A Year of Testing in the Cloud: Lessons Learned <i>Jim Trentadue, Clarifire</i>	<b>T 12</b> Testing with an Accent: Internationalization Testing <i>Paul Carvalho, STAQS</i>
12:15	Lunch • Visit the EXPO • Meet the Speakers					
	Test Management	Test Techniques	Test Automation	Mobile Testing	Security Testing	Special Topics
1:30	<b>T 13</b> Strength in Numbers: Using Web Analytics to Drive Test Requirements <i>Lindiwe Vinson, Organic, Inc.</i>	<b>T 14</b> White-box Testing: When Quality Really Matters <i>Jamie Mitchell, Jamie Mitchell Consulting, Inc.</i>	<b>T 15</b> Four Crucial Tips for Automated Web 2.0 Testing <i>Jim Holmes, Telerik</i>	<b>T 16</b> Introducing Mobile Testing to Your Organization <i>Eric Montgomery, Progressive Insurance</i>	<b>T 17</b> Better Security Testing Using the Cloud and Continuous Delivery <i>Gene Gotimer, Coveros, Inc.</i>	<b>T 18</b> The Art and Science of Traceability <i>William Gens, Dealogic</i>
2:30	Networking Break • Visit the EXPO (closes at 3:00pm)					
3:00	<b>T 19</b> Maybe We Don't Have to Test It <i>Eric Jacobson, Turner Broadcasting</i>	<b>T 20</b> Data Masking: Testing with Near-real Data <i>Martin Kralj, Ekobit</i>	<b>T 21</b> Setting Automation Expectations: Lessons from Failure and Success <i>Laura Salazar, Softtek</i>	<b>T 22</b> Mobile Testing Tools 101 <i>David Dang, Zenergy Technologies, Inc.</i>	<b>T 23</b> HTML5 Security Testing at Spotify <i>Alexander Andelkovic, Spotify</i>	<b>T 24</b> New Testing Standards Are On the Horizon: What Will Be Their Impact? <i>Claire Lohr, Lohr Systems</i>
4:15	<b>KEYNOTE: The Mismeasure of Software: The Last Talk on Measurement You'll Ever Need to Hear</b> —Lee Copeland, Software Quality Engineering					
5:30	Testing & Quality Leadership Summit Reception, 5:30pm–6:30pm (Summit registration required)					

## FRIDAY, MAY 3



### Testing & Quality Leadership Summit

Attend the Testing & Quality Leadership Summit Thursday (5:30pm) and Friday (all day). Join senior leaders from the industry to gain new perspectives and share ideas on today's software testing issues. See page 26 for more information on the Testing & Quality Leadership Summit. (Summit registration required)

### Workshop on Regulated Software Testing (WREST)

See page 25 for more information. (Free, but pre-registration required)

# HOTEL SPOTLIGHT



STAREAST 2013 will be held at the Rosen Shingle Creek, which is nestled on a 230-acre site off Universal Boulevard—just 10 minutes away from the Orlando International Airport. The resort is only a short distance to a variety of Orlando's best theme park attractions, restaurants, shopping, and entertainment venues. All of their 1,500 guest rooms offer a luxurious retreat, with each room boasting a stunning view of the golf course and the tropical Florida landscape. After your daily meetings, you may choose to relax in any one of the hotel's four refreshing pools—or get rejuvenated in their full-service spa, which features nine treatment rooms and an amazing menu of services.



## Stay at the Center of the Action

At the Rosen Shingle Creek, networking opportunities will be around every corner and inside every elevator. Save time getting to and from the sessions and exhibits—while enjoying the convenience of going back to your room between events to make phone calls and check emails.

## Special Hotel Rates for STAREAST Attendees

Book your room reservation at the Rosen Shingle Creek at the exclusive conference rate by **March 28, 2013**. Space is limited, so please reserve your room early! Use one of these options to make a reservation:

- **PHONE RESERVATIONS**—call the 24-hour hotel reservations line directly at 866.996.6338. When calling, be sure to mention the STAREAST conference to get the special conference rate. If you need special facilities or services, please notify the agent at the time of reservation.
- **BOOK ONLINE**—to book your hotel online or view the special conference room rates, go to [www.sqe.com/go?SE13Hotel](http://www.sqe.com/go?SE13Hotel)
- **CALL US!** Call our Client Support Group at 888.268.8770

## Rosen Shingle Creek is located at:

9939 Universal Boulevard  
Orlando, FL 32819  
407.996.9939 or 866.996.6338

*\* Cancellations on a guaranteed reservation must occur more than 5 days prior to the specified arrival time to ensure a refund.*



# NETWORKING EVENTS

## Welcome Reception

Tuesday, April 30 • 4:30–5:30pm

Kick off the conference with a welcome reception! Mingle with experts and colleagues, while enjoying complimentary food and beverages.

## EXPO Reception

Wednesday, May 1 • 5:30–6:30pm

Network with peers at the EXPO reception and enjoy complimentary food and beverages. Be sure to play the Passport game for your chance to win great prizes!

## Meet the Speakers at Lunch

Wednesday, May 1–Thursday, May 2 • During Lunch

Meet with industry experts for open discussions in key areas of software testing. On both days, there will be lunch tables designated by topic of interest. Come pose your toughest questions!

## Bookstore and Speaker Book Signings

Tuesday, April 30–Thursday, May 2

Purchase popular industry books—many authored by STAREAST speakers—from BreakPoint Books. Authors are available for questions and book signings during session breaks and EXPO hours.

## STAREAST Test Lab

Wednesday, May 1–Thursday, May 2

Visit the interactive STAREAST Test Lab to practice the skills and techniques you're learning at the conference. Compete with your fellow testers to find bugs, join speakers to practice skills and techniques presented in class, participate in discussion groups, and more!

## Presenter One-on-One

Wednesday, May 1–Thursday, May 2

STAREAST offers the unique opportunity to schedule a 15-minute, one-on-one session with a STAREAST presenter. Our speakers have years of industry experience and are ready to share their insight with you. Bring your biggest issue, your testing plans, or whatever's on your mind. Leave with fresh ideas on how to approach your testing challenges. You'll have the chance to sign-up during the conference and get some free consulting!

## Special Event: Shake, Rattle, n' Roll

Wednesday, May 1, 6:30–8:30pm

There'll be a whole lotta shaking going on during STAREAST's vintage Vegas night. Get ready to try your luck at all of your favorite casino games while enjoying delicious food and beverages on the house. See page 28 for more information.



# COMBINE IN-DEPTH TRAINING WITH

Combine your conference with in-depth training to enhance your learning experience. Take advantage of networking, benefit from access to top industry experts, and mingle with colleagues while you improve your skill set. Build your week of learning to include Agile Testing Practices, Fundamentals of Agile Certification, Software Tester Certification—Foundation Level training, Requirements-Based Testing Workshop, or Using Visual Studio® to Improve Software Quality and benefit from all STAREAST has to offer. Plus—if you stay through Friday, you can attend the Testing & Quality Leadership Summit. See the week's schedule below.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Agile Testing Practices	Tutorials Bonus Sessions	Keynotes Concurrent Sessions Networking EXPO Special Event ...and More!			Testing & Quality Leadership Summit  Workshop on Regulated Software Testing (WREST)
Fundamentals of Agile Certification					
Requirements-based Testing Workshop					
Software Tester Certification—Foundation Level					
Using Visual Studio® to Improve Software Quality					



**Members of the PMI are eligible to earn up to 22.5 PDUs for select courses.**

## Agile Testing Practices

Sunday, April 28–Monday, April 29 • 8:30am–5:00pm

Agile software practices are being employed within many development organizations worldwide. More and more test teams and testers are participating in agile projects or are embedded within agile teams. Many testers struggle to understand the agile development process and their place in it. Learn the fundamentals of agile development, the role of the tester in the agile team, and the agile testing processes. From user stories through development and testing, this course prepares you to be a valuable member of an agile development team.

- Learn the fundamentals of agile development models
- Discover how testing is different in agile environments
- Learn the basis of agile testing—the user story and how to test it
- Explore key agile testing practices—ATDD, TDD, and ET
- Examine technical and team skills you need for success
- Recognize the challenges of agile testing and how to address them



Robert Sabourin

## Requirements-Based Testing Workshop

Sunday, April 28–Tuesday, April 30 • 8:30am–5:00pm

If your testing efforts are not achieving the payback you and your organization expect, this course is for you. *Requirements-Based Testing* (RBT) delivers a proven, rigorous approach for designing a consistent and repeatable set of highly optimized test cases. Companies employing RBT practices have achieved twice the requirements coverage with only half the tests they previously maintained. Explore alternative test design techniques and the advantages and disadvantages of each. Learn how to complement functional, black-box testing with code-based, white-box testing to further ensure complete coverage and higher quality. Classroom exercises are employed throughout the workshop to reinforce your learning.

*Bring samples from your own projects to work on and evaluate during class.*

- Develop and maintain efficient tests that cover all functional requirements
- Design test cases that force defects to appear early in testing
- Learn and practice cause-effect graphing to design more robust tests
- Learn and practice alternative test design approaches—pairwise, equivalence class
- Optimize and reduce the size of your test suite
- Integrate testing in the software development lifecycle



Richard Bender



# YOUR CONFERENCE AND SAVE \$300

## Fundamentals of Agile Certification

Sunday, April 28–Monday, April 29 • 8:30am–5:00pm



*Fundamentals of Agile Certification* will present a roadmap for how to get started with agile along with practical advice. It will introduce you to agile software development concepts and teach you how to make them work. You will learn what agile is all about, why agile works, and how to effectively plan and develop software using agile principles. A running case study allows you to apply the techniques you are learning as you go through the course.

- Explore agile software development methodologies and approaches
- Understand differences between agile and traditional methodologies
- Learn how agile practices and principles improve the software development process
- Discover the major steps required to successfully plan and execute an agile software project
- Explore the leading agile development best practices



## Software Tester Certification—Foundation Level

Sunday, April 28–Tuesday, April 30 • 8:30am–5:00pm



Delivered by top experts in the testing industry, *Software Tester Certification—Foundation Level* is an accredited training course, designed to help prepare you for the ISTQB® Certified Tester—Foundation Level exam. This certification program, accredited by the ISTQB® through its network of National Boards, is the only internationally accepted certification for software testing. The ISTQB®, a non-proprietary and nonprofit organization, has granted more than 200,000 certifications in more than seventy countries around the world. This course is most appropriate for individuals who recently entered the testing field and those currently seeking ISTQB® certification in software testing.

- Fundamentals of software testing—key concepts, context, risk, goals, process, and people issues
- Lifecycle testing—relationship of testing to development, including different models, verification and validation, and types of testing
- Test levels—system, acceptance, unit, and integration testing
- Test design techniques—black-box test methods, white-box testing, and exploratory testing
- Static testing—reviews, inspections, and static analysis tools
- Test management—team organization, key roles and responsibilities, test approach and planning, configuration management, defect classification and tracking, test reporting
- Testing tools—selection, benefits, risks, and classifications



## Using Visual Studio® to Improve Software Quality

Sunday, April 28–Tuesday, April 30 • 8:30am–5:00pm

This course provides students with the knowledge and skills to use the latest testing tools provided by the Visual Studio® family of tools to improve their software quality. Test case creation and management will be covered, as well as test execution and automation practices. Creating and managing virtual lab environments using Visual Studio Lab Management will be discussed within the context of test planning and execution. Although this course uses Visual Studio® 2012, most of the material is applicable to Visual Studio® 2010 as well. By the end of the course, students are equipped to begin planning the implementation of Visual Studio® 2012 and Team Foundation Service 2012 for improving testing practices within their organizations.

- Explore the testing components of Visual Studio® Test Professional 2012 and how these are used to improve software quality
- Understand integrated Application Life-cycle Management (ALM) and how Visual Studio® aids the ALM process
- Understand the work item management tools available in Visual Studio®
- Explore the tester's and test manager's tasks in Visual Studio®
- Create test plans and define configurations for testing
- Write and maintain test cases
- Execute tests and collect video captures and system information for filing rich bugs
- Discover the purpose and value of a virtual lab environment



**For more details on combining training with your conference, contact the Client Support Group at [sqeinfo@sqe.com](mailto:sqeinfo@sqe.com) or call 888.268.8770 or 904.278.0524.**



## **MA** A Rapid Introduction to Rapid Software Testing

*Michael Bolton, DevelopSense*

You're under tight time pressure and have barely enough information to proceed with testing. How do you test quickly and inexpensively, yet still produce informative, credible, and accountable results? Rapid Software Testing, adopted by context-driven testers worldwide, offers a field-proven answer to this all-too-common dilemma. In this one-day sampler of the approach, Michael Bolton introduces you to the skills and practice of Rapid Software Testing through stories, discussions, and "minds-on" exercises that simulate important aspects of real testing problems. The rapid approach isn't just testing with speed or a sense of urgency; it's mission-focused testing that eliminates unnecessary work, assures that the most important things get done, and constantly asks how testers can help speed up the successful completion of the project. Join Michael to see how rapid testing focuses on both the mind set and skill set of the individual tester who uses tight loops of exploration and critical thinking skills to help continuously re-optimize testing to match clients' needs and expectations.



## **MB** The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More **NEW**

*Hans Buwalda, LogiGear*

Large-scale testing projects severely stress "normal" testing practices. This can result in a number of less than optimal results. A number of innovative ideas and concepts have emerged to support industrial-strength testing of large and complex projects—some successful and others not so successful. Hans Buwalda shares his experiences and the strategies he's developed over the years for large testing on large projects. He describes the possibilities and pitfalls of outsourcing test automation. Learn how to design tests specifically for automation, and how to successfully incorporate keyword testing. The automation discussion will include virtualization and cloud options, how to deal with numerous versions and configurations common to large projects, and how to handle the complexity added by mobile devices. Hans' information is based on his nineteen years of worldwide experience with testing and test automation involving large projects with test cases executing continuously for many weeks on multiple machines.



## **MC** Fundamentals of Risk-based Testing

*Dale Perry, Software Quality Engineering*

Whether you are new to testing or looking for a better way to organize your test practices and processes, the Systematic Test and Evaluation Process (STEP™) offers a flexible approach to help you and your team succeed. Dale Perry describes this risk-based framework—applicable to any development lifecycle model—to help you make critical testing decisions earlier and with more confidence. The STEP™ approach helps you decide how to focus your testing effort, what elements and areas to test, and how to organize test designs and documentation. Learn the fundamentals of test analysis and how to develop an inventory of test objectives to help prioritize your testing efforts. Discover how to translate these objectives into a concrete strategy for designing and developing tests. With a prioritized inventory and focused test architecture, you will be able to create test cases, execute the resulting tests, and accurately report on the quality of your application and the effectiveness of your testing. Take back a proven approach to organize your testing efforts and new ways to add more value to your project and organization.

# BRING YOUR TEAM

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*See page 31 for more details.*





## **MD** Managing Application Performance: A Simplified Universal Approach **NEW**

*Scott Barber, PerfTestPlus, Inc.*

In response to increasing market demand for well-performing applications, many organizations implement performance testing programs, often at great expense. Sadly, these solutions alone are often insufficient to keep pace with emerging expectations and competitive pressures. Scott Barber shares the fundamentals of implementing T<sup>4</sup>APM™ including specific examples from recent client implementations. T<sup>4</sup>APM™ is a simple and universal approach that is valuable independently or as an extension of existing performance testing programs. The approach hinges on applying a simple and unobtrusive “Target, Test, Trend, Tune” cycle to tasks in your application lifecycle—from a single unit test through entire system production monitoring. Leveraging T<sup>4</sup>APM™ on a particular task may require knowledge specific to the task, but learning how to leverage the approach does not. Scott provides everything you need to become the T<sup>4</sup>APM™ coach and champion, and to help your team keep up with increasing demand for better performance, regardless of your current title or role.



## **ME** Leading Change—Even If You’re Not in Charge

*Jennifer Bonine, Up Ur Game Learning Solutions*

Has this happened to you? You try to implement a change in your organization and it doesn’t get the support that you thought it would. And, to make matters worse, you can’t figure out why. Or, you have a great idea but can’t get the resources required for successful implementation. Jennifer Bonine shares a toolkit of techniques to help you determine which ideas will—and will not—work within your organization. This toolkit includes five rules for change management, a checklist to help you determine the type of change process needed in your organization, techniques for communicating your ideas to your target audience, a set of questions you can ask to better understand your executives’ goals, and methods for overcoming resistance to change from teams you don’t lead. These tools—together with an awareness of your organization’s core culture—will help you identify which changes you can successfully implement and which you should leave until another day.



## **MF** Seven Keys to Navigating Your Agile Testing Transition **NEW**

*Bob Galen, RGalen Consulting*

So you’ve “gone agile” and have been relatively successful for a year or so. But how do you know how well you’re really doing? And how do you continuously improve your practices? And when things get rocky, how do you handle the challenges without reverting to old habits? You realize that the path to high-performance agile testing isn’t easy or quick. It also helps to have a guide. So consider this workshop your guide to ongoing, improved, and sustained high-performance. Join seasoned agile testing coach Bob Galen as he share lessons from his most successful agile testing transitions. You’ll explore actual team case studies for building team skills, embracing agile requirements, fostering customer interaction, building agile automation, driving business value, and testing at-scale stories of agile testing excellence. You’ll examine the mistakes, adjustments, and the successes—so you’ll learn how to react to real-world contexts. Leave with a better view of your team’s strengths, weaknesses, and where you need to focus to improve.



## **MG** Measurement and Metrics for Test Managers

*Rick Craig, Software Quality Engineering*

To be most effective, test managers must develop and use metrics to help direct the testing effort and make informed recommendations about the software’s release readiness and associated risks. Because one important testing activity is to “measure” the quality of the software, test managers must measure the results of both the development and testing processes. Collecting, analyzing, and using metrics is complicated because many developers and testers are concerned that the metrics will be used against them. Join Rick Craig as he addresses common metrics—measures of product quality, defect removal efficiency, defect density, defect arrival rate, and testing status. Learn the guidelines for developing a test measurement program, rules of thumb for collecting data, and ways to avoid “metrics dysfunction.” Rick identifies several metrics paradigms and discusses the pros and cons of each. Delegates are urged to bring their metrics problems and issues for use as discussion points.



## **MR** Implementing Crowdsourced Testing **NEW**

*Rajini Padmanaban, QA InfoTech*

In today’s market, global outreach, quick time to release, and a feature rich design are the major factors that determine a product’s success. Organizations are constantly on the lookout for innovative testing techniques to match these driving forces. Crowdsourced testing is a paradigm increasing in popularity because it addresses these factors through its scale, flexibility, cost effectiveness, and fast turnaround. Join Rajini Padmanaban as she describes what it takes to implement a crowdsourced testing effort including its definition, models, relevance to today’s development world, and challenges and mitigation strategies. Rajini shares the facts and myths about crowdsourced testing. She spans a range of theory and practice, including case studies of real-life experiences and exercises to illustrate her message, and explains what it takes to maximize the benefits of a crowdsourced test implementation.



## **MI** How to Break Software: Embedded Edition **NEW**

*Jon Hagar, Independent Test Consultant*

In the tradition of James Whittaker’s book series *How to Break ... Software*, Jon Hagar applies the testing “attack” concept to the domain of embedded software systems. Jon defines the sub-domain of embedded software and examines the issues of product failure caused by defects in that software. Next, Jon shares a set of attacks against embedded software based on common modes of failure that testers can direct against their own software. For specific attacks, Jon explains when and how to conduct the attack, as well as why the attack works to find bugs. In addition to learning these testing skills, practice the attacks on a device—a robot that Jon will bring to the tutorial—containing embedded software. Specific attack methods considered include data issues, computation and control structures, hardware-software interfaces, and communications.



## **MJ** Quantifying the Value of Testing

*Lloyd Roden, Lloyd Roden Consultancy*

“Testing costs too much.” “We don’t get the value we should from the investment we make.” “Testing just delays the project.” Familiar sayings in your organization? Although testing is accepted by most as an integral part of any software development lifecycle, some see it as a hole in which to throw money rather than as an investment in quality. In order to gain credibility and reduce the negative views of our work, we testers and test managers must show senior management a clear return on their investment. Lloyd Roden describes ten measures that demonstrate the value of testing in tangible business terms. Lloyd demonstrates how these highly practical measures can be used to quantify the value of testing and to predict future quality levels. He shows how to report these measurements in ways that are meaningful to management. In this highly practical tutorial, Lloyd demonstrates the use of various measurement utilities that each delegate will receive as a takeaway.





## **MK** Team Leadership: Telling Your Testing Stories **NEW**

*Bob Galen, RGalen Consulting*

It used to be that your work and results spoke for themselves. No longer is that the case. Today you need to be a better collaborator, communicator, and facilitator so that you focus your teams on delivering value. Join Bob Galen to explore the power of the story, one of the most effective communication paradigms. You can tell stories that create powerful collaboration. You can tell stories that communicate product requirements and customer needs. You can tell stories that inspire teams to deliver results. And you can tell stories that explain your value and successes to your customers and stakeholders. Explore basic storytelling techniques, specific techniques for framing stories for software testing activities, and test leadership storytelling that energizes and guides your teams. Take time to practice telling your stories—and become a much better storyteller and leader within your testing efforts.



## **ML** Exploratory Testing Explained

*James Bach, Satisfice, Inc.*

Exploratory testing is an approach to testing that emphasizes the freedom and responsibility of testers to continually optimize the value of their work. It is the process of three mutually supportive activities done in parallel: learning, test design, and test execution. With skill and practice, exploratory testers typically uncover an order of magnitude more problems than when the same amount of effort is spent on procedurally scripted testing. All testers conduct exploratory testing in one way or another, but few know how to do it systematically to obtain the greatest benefits. Even fewer can articulate the process. James Bach looks at specific heuristics and techniques of exploratory testing that will help you get the most from this highly productive approach. James focuses on the skills and dynamics of exploratory testing, and how it can be combined with scripted approaches.



## **MM** Testing the Data Warehouse **NEW**

*Geoff Horne, ISQA, Ltd.*

Data warehouses have become a popular mechanism for collecting, organizing, and making information readily available for strategic decision making. The ability to review historical trends and monitor near real-time operational data has become a key competitive advantage for many organizations. Yet the methods for assuring the quality of these valuable assets are quite different from those of transactional systems. Ensuring that the appropriate testing is performed is a major challenge for many enterprises. Geoff Horne has led a number of data warehouse testing projects in both the telecommunications and ERP sectors. Join Geoff as he shares his approaches and experiences, focusing on the key “uniques” of data warehouse testing including methods for assuring data completeness, monitoring data transformations, and measuring quality. He also explores the opportunities for test automation as part of the data warehouse process, describing how it can be harnessed to streamline and minimize overhead.



## **MN** Acceptance Test-driven Development: Mastering Agile Testing

*Nate Oster, CodeSquads, LLC*

On agile teams, testers often struggle to “keep up” with the pace of development if they continue employing a waterfall-based verification process—finding bugs after development. Nate Oster challenges you to question waterfall assumptions and replace this legacy verification testing with Acceptance Test-driven Development (ATDD). With ATDD, you “test first” by writing executable specifications for a new feature before development begins. Learn to switch from “tests as verification” to “tests as specification” and to guide development with acceptance tests written in the language of your business. Get started by joining a team for a simulation and experience how ATDD helps build in quality instead of trying to test out defects. Then progress to increasingly more realistic scenarios and practice the art of specifying intent with plain-language and table-based formats. These paper-based simulations give you meaningful practice with how ATDD changes the way you think about tests and collaborate as a team. Leave empowered with a kit of exercises to advocate ATDD with your own teams!



## **MO** Essential Test Management and Planning

*Rick Craig, Software Quality Engineering*

The key to successful testing is effective and timely planning. Rick Craig introduces proven test planning methods and techniques, including the Master Test Plan and level-specific test plans for acceptance, system, integration, and unit testing. Rick explains how to customize an IEEE-829-style test plan and test summary report to fit your organization's needs. Learn how to manage test activities, estimate test efforts, and achieve buy-in. Discover a practical risk analysis technique to prioritize your testing and become more effective with limited resources. Rick offers test measurement and reporting recommendations for monitoring the testing process. Discover new methods and develop renewed energy for taking your organization's test management to the next level.



## **MP** Creative Techniques for Discovering Test Ideas **NEW**

*Karen N. Johnson, Software Test Management, Inc.*

Feel your testing's stuck in a rut? Looking for new ways to discover test ideas? Wonder if your testers have constructive methods to discover different approaches for testing? In this interactive session, Karen Johnson explains how to use heuristics to find new ideas. After a brief discussion, Karen has you apply and practice with a variety of heuristics. Need to step back and consider some of your testing challenges from a fresh perspective? This workshop explores the use of the CIAs tool—the Phoenix Checklist—a set of intentionally designed context-free questions to help you look from a fresh perspective at a problem or challenge. Karen reviews the use of the fun and useful tool of brainstorming and variations on brainstorming that you can use with your team. Come join a session designed to explore creative ways to strengthen your approach to testing.



## **MQ** The Craft of Bug Investigation

*Jon Bach, eBay, Inc.*

At testing conferences, many presentations mention techniques and processes meant to help you find bugs, but few talk about what to do when you find one. If it's as simple as writing what you saw, how do you know that's the real problem? What do you do when you find a bug but the developer wants you to provide more information? How do you reproduce those pesky, intermittent bugs that come in from customers? Join Jon Bach in this hands-on tutorial to help you practice investigation and analysis skills like questioning, conjecturing, branching, and backtracking. If you're telling stories about the bug that got away, this tutorial gives you the opportunity to try some techniques that may trap it so you can earn more credibility, respect, and autonomy from your stakeholders. Collaboration is encouraged during the session, so bring your tool suggestions, tester's notebook, and scientific mindset.

TUESDAY, APRIL 30, 8:30–4:30 (FULL-DAY)



### TA Mobile Applications Testing NEW

Jonathan Kohl, Kohl Concepts, Inc.

As applications for smartphones and tablets become incredibly popular, organizations face increasing pressure to quickly and successfully deliver testing for these devices. When faced with a mobile testing project, many testers find it tempting to apply the same methods and techniques used for desktop applications. Although some of these concepts transfer directly, testing mobile applications presents its own special challenges.

Jonathan Kohl says if you follow the same practices and techniques as you have before, you will miss critical defects. Learn how to effectively test mobile applications, and how to add more structure and organization to generate effective test ideas to exploit the capabilities and weaknesses of mobile devices. Jonathan shares first-hand experiences with testing mobile applications and discusses how to address various challenges. Work on real problems on your own device and learn firsthand how to be productive while testing mobile applications.



**Note:** This is a hands-on course. Participants must bring their own mobile device for course exercises.



### TB Key Test Design Techniques

Lee Copeland, Software Quality Engineering

All testers know that we can identify many more test cases than we will ever have time to design and execute. The major problem in testing is choosing a small, “smart” subset from the almost infinite number of possibilities available. Join Lee Copeland to discover how to design test cases using formal black-box techniques, including equivalence class and boundary value testing, decision tables, state-transition diagrams, and all-pairs testing. Explore white-box techniques with their associated coverage metrics. Evaluate more informal approaches, such as random and hunch-based testing, and learn the importance of using exploratory testing to enhance your testing ability. Choose the right test case design approaches for your projects. Use the test results to evaluate the quality of both your products and your test designs.



### TC Critical Thinking for Software Testers

James Bach, Satisfice, Inc.

Critical thinking is the kind of thinking that specifically looks for problems and mistakes. Regular people don't do a lot of it. However, if you want to be a great tester, you need to be a great critical thinker, too. Critically thinking testers save projects from dangerous assumptions and ultimately from disasters. The good news is that critical thinking is not just innate intelligence or a talent—it's a learnable and improvable skill you can master.

James Bach shares the specific techniques and heuristics of critical thinking and presents realistic testing puzzles that help you practice and increase your thinking skills. Critical thinking begins with just three questions—Huh? Really? and So?—that kick start your brain to analyze specifications, risks, causes, effects, project plans, and anything else that puzzles you. Join James for this interactive, hands-on session and practice your critical thinking skills. Study and analyze product behaviors and experience new ways to identify, isolate, and characterize bugs.

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*See page 8 for details.*



### **TD** Management Issues in Test Automation

*Dorothy Graham, Software Test Consultant*

Many organizations never achieve the significant benefits that are promised from automated test execution. Surprisingly often, this is not due to technical factors but to management issues. Dot Graham describes the most important management issues you must address for test automation success, and helps you understand and choose the best approaches for your organization—no matter which automation tools you use or your current state of automation. Dot explains how automation affects staffing, who should be responsible for which automation tasks, how managers can best support automation efforts leading to success, and what return on investment means in automated testing and what you can realistically expect. Dot also reviews the key technical issues that can make or break the automation effort. Come away with an example set of automation objectives and measures, and a draft test automation strategy that you can use to plan or improve your own automation.



### **TE** Security Testing for Testing Professionals **NEW**

*Jeff Payne, Coveros, Inc.*

Today's software applications are often security-critical, making security testing an essential part of a software quality program. Unfortunately, most testers have not been taught how to effectively test the security of the software applications they validate. Join Jeff Payne as he shares what you need to know to integrate effective security testing into your everyday software testing activities. Learn how software vulnerabilities are introduced into code and exploited by hackers. Discover how to define and validate security requirements. Explore effective test techniques for assuring that common security features are tested. Learn about the most common security vulnerabilities and how to identify key security risks within applications and use testing to mitigate them. Understand how to security test applications—both web- and GUI-based—during the software development process. Review examples of how common security testing tools work and assist the security testing process. Take home valuable tools and techniques for effectively testing the security of your applications going forward.



### **Tf** Rob Sabourin: On Testing **NEW**

*Rob Sabourin, AmiBug.com*

Are you continually testing software the same old way? Do you need fresh ideas? Are your hum-drum tests not finding enough defects? Are your tests too slow for today's fast-paced lifecycles? Then this workshop will help you spice things up, improve your testing, and get things done. Rob Sabourin outlines more than 150 different ways to test your software to quickly and efficiently expose relevant problems. Each is illustrated with custom artwork and explained with real world examples. Testing is examined from several perspectives—agile and otherwise. What objectives should our testing focus on? How can we design powerful tests? When does it make sense to explore different risks? Can tests be reused, repurposed, or recycled? How does automation fit in? When does checking make sense? Which static techniques are available? What about non-functional testing? "Test evangelist" Rob provides a lively, entertaining, and informative view of software testing.



### **TG** Test Management for Cloud-based Applications **NEW**

*Ruud Teunissen, Polteq Test Services BV*

Because the cloud introduces additional system risks—Internet dependencies, security challenges, performance concerns, and more—you, as a test manager, need to broaden your scope and update your team's practices and processes. Ruud Teunissen shares a unique approach that directly addresses more than 140 new testing concerns and risks you may encounter in the cloud. Learn how to identify cloud-specific requirements and the risks that can ensue from those requirements. Then, explore the test strategies you'll need to adopt to mitigate those risks. Explore cloud services selection, implementation, and operations. Then, take a dive in to the wider scope of test management in the cloud. Take back the ammunition you need to convince senior management that test managers should participate during the cloud services selection to help avoid risks before implementation and, further, why you should work with IT operations to extend test activities after the system goes live.



### **TH** How to Break Software: Robustness Edition

*Dawn Haynes, PerfTestPlus, Inc.*

Have you ever worked on a project where you felt testing was thorough and complete—all of the features were covered and all of the tests passed—yet in the first week in production the software had serious issues and problems? Join Dawn Haynes to learn how to inject robustness testing into your projects to uncover those issues before release. Robustness—an important and often overlooked area of testing—is the degree to which a system operates correctly in the presence of exceptional inputs or stressful environmental conditions. By expanding basic tests and incorporating specific robustness attacks, Dawn shows you how to catch defects that commonly show up first in production. She offers strategies for making robustness testing a project-level concern so those defects get the priority they deserve and are fixed before release. Join Dawn to learn about robustness tests you can add to your suite and execute in just a few minutes—even if your test team is over-tasked and under-resourced.



### **TI** Exploratory Testing Is Now in Session

*Jon Bach, eBay, Inc*

The nature of exploration, coupled with the ability of testers to rapidly apply their skills and experience, make exploratory testing a widely used test approach—especially when time is short. Unfortunately, exploratory testing often is dismissed by project managers who assume that it is not reproducible, measurable, or accountable. If you have these concerns, you may find a solution in a technique called session-based test management (SBTM), developed by Jon Bach and his brother James to specifically address these issues. In SBTM, testers are assigned areas of a product to explore, and testing is time boxed in "sessions" that have mission statements called "charters" to create a meaningful and countable unit of work. Jon discusses—and you practice—the skills of exploration using the SBTM approach. He demonstrates a freely available, open source tool to help manage your exploration and prepares you to implement SBTM in your test organization.



### **TJ** The Mindset Change for the Agile Tester **NEW**

*Janet Gregory, DragonFire, Inc.*

On traditional projects, testers usually join the project after coding has started or even later when coding is almost finished. Testers have no role in advising the project team early regarding quality issues but focus only on finding defects. They become accustomed to this style of working and adjust their mental processes accordingly. In agile, testers must collaborate closely with customers and programmers throughout the development lifecycle, where their focus changes from finding defects to preventing them. Janet Gregory shares ways to change the tester's mindset from "How can I break the software?" to "How can I help deliver excellent software?"—a critical mental shift on agile projects. Another facet of the mind-set change is learning how to test early and incrementally. Janet uses interactive exercises and examples to help you understand how effective this mindset change is—and how you can apply it on your agile projects.



TUESDAY, APRIL 30, 1:00–4:30 (HALF-DAY – AFTERNOON)

**TK Production Performance Testing in the Cloud***Dan Bartow, SOASTA, Inc.*

Testing in production for online applications has evolved into a critical component of successful performance testing strategies. Dan Bartow explains the fundamentals of cloud computing, its application to full-scale performance validation, and the practices and techniques needed to design and execute a successful testing-in-production strategy. Drawing on his experiences, Dan describes the methodology he has used for testing numerous online applications in a production environment with minimal disruption. He explains how to create a performance testing strategy to give your team critical data about how your online application performs and scales. Learn how to create a robust lab-to-production ecosystem that delivers the answers about what will happen when peak traffic hits your site. Take back practical approaches to mitigate the three most common problems—security, test data, and potential live customer impact—that arise when embarking on testing in production.

**TL Build Your Mobile Testing Knowledge** **NEW***Karen N. Johnson, Software Test Management, Inc.*

Are you overwhelmed by the number of mobile devices you need to test? The device market is large and new devices become available almost weekly. Karen Johnson discusses three key challenges to mobile testing—device selection, user interface, and device and application settings—and leads you through each. Learn how to select which devices to test and how to keep up-to-date in the ever-changing mobile market. Need to learn about user interface testing on mobile? Karen reviews mobile UX concepts and design. Wonder what device settings can impact your mobile app testing? Karen reviews common settings you need to consider. In addition to these mobile testing challenges, Karen guides you on how to conduct a competitive analysis of mobile apps. Learning how to conduct a survey of mobile apps and becoming aware of your competitors' offerings are important to grow your own mobile knowledge.

**Note:** Bring your own smartphone to class to enhance your learning.

**TM High-flying Cloud Testing Techniques** **NEW***Ruud Teunissen, Polteq Test Services BV*

The cloud can deliver services over the Internet in three ways—software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS). Each of these approaches requires testers to focus on more than classical functional testing. Ruud Teunissen explores the new techniques and skills testers need to master for testing cloud services. Examples include testing for elasticity; testing fall back scenarios to guarantee continuity of business processes; testing for adherence to laws and regulations; and testing apps, web services, and the numerous platforms that need to be supported. Join Ruud and learn how to test these additional cloud requirements to get a grip on technical test issues, explore cloud services operations, and jump-start the broader scope of testing in the cloud. Take back practical approaches for tuning and tweaking your present test techniques to fly high in the cloud.

**TW Collaboration Techniques: Combining New Approaches with Ancient Wisdom** **NEW***Rob Sabourin, AmiBug.com, and Dorothy Graham, Software Test Consultant*

In our increasingly agile world, the new buzzword is collaboration—so easy to preach but difficult to do well. Testers are challenged to work directly, effectively, efficiently, and productively with customers, programmers, business analysts, writers, trainers, and pretty much everyone in the business value chain. Many points of collaboration exist: grooming stories with customers, sprint planning with team members, reviewing user interaction with customers, troubleshooting bugs with developers, whiteboarding with peers, and buddy checking. Rob Sabourin and Dot Graham examine what collaboration is, why it is challenging, and how you can do it better. Join Rob and Dot to learn about forgotten but proven techniques, such as risk-based objectives, checklists, entry and exit criteria, diverse roles, cross-checking, and root cause analysis. These techniques can help you work more efficiently, improve your professional relationships, and deliver quality products. Bring your own stories of collaboration—good and bad—and see how forgotten wisdom can help improve today's practices.

**TO Introducing Keyword-driven Test Automation***Hans Buwalda, LogiGear*

In both agile and traditional projects, keyword-driven testing has proven to be a powerful way to attain a high level of automation—when it is done correctly. Many testing organizations use keyword testing but aren't realizing the full benefits of scalability and maintainability that are essential to keep up with the demands of testing today's software. Hans Buwalda outlines how you can meet what he calls the 5 percent challenges—automating 95 percent of your tests with no more than 5 percent of your total testing effort—using the proven, keyword-driven test method he uses. Hans discusses how keywords relate to other automation techniques like scripting and data-driven testing. The information and real-world application Hans presents enables you to attain a very high level of automation with the lowest possible effort.

**TP Distributed Agile Testing: Yes, You Can***Janet Gregory, DragonFire, Inc.*

When agile development first gained popularity, agile meant collocated teams, including testers, programmers, analysts, and customers who were expected to perform many functions. As agile methods have spread and expanded, many organizations with globally-distributed teams are facing challenges with their agile deployment. Having worked with many such teams, Janet Gregory has observed ways that testers in agile teams can be very productive while delivering a high-quality software product and working well with the rest of the team. In this interactive session, Janet shares her experiences and offers opportunities for all participants to discuss their specific issues and potential solutions. Whether your distributed team is scattered across time zones, has individuals working remotely from home, or is part of an offshore outsourced project, you'll take away methods and tools to help develop open communication, deal with cultural differences, and share data and information across the miles.

**TQ How to Actually DO High-volume Automated Testing** **NEW***Cem Kaner and Carol Oliver, Florida Institute of Technology*

In high volume automated testing (HiVAT), the test tool generates the test, runs it, evaluates the results, and alerts a human to suspicious results that need further investigation. What makes it simple is its oracle—run the program until it crashes or fails in some other extremely obvious way. More powerful HiVAT approaches are more sensitive to more types of errors. They are particularly useful for testing combinations of many variables and for hunting hard-to-replicate bugs that involve timing or corruption of memory or data. Cem Kaner presents a new strategy for teaching HiVAT testing. Instead of describing what has been done, Cem is creating open source examples of the techniques applied to real (open source) applications. These examples are written in Ruby, making the code readable and reusable by snapping in code specific to your own application. Join Cem Kaner and Carol Oliver as they describe three HiVAT techniques, their associated code, and how you can customize them.

# KEYNOTES GUIDE

## WEDNESDAY, MAY 1

### 8:30am Testing in a Test-driven World

Jeff Payne, Coveros, Inc.

**A**gile software development has fundamentally changed the way software testing is performed. No longer is testing relegated to the end of the lifecycle where its budgets are cut and its conclusions ignored. Now we live in a world where testing drives development and, for better or worse, this world is here to stay. Jeff Payne discusses what impact a test-driven world has on the types of testing we perform and the impact this has on our careers. Contrary to many pundits who have been predicting the demise of software testers, Jeff paints a picture in which software testers with the right skill set—business acumen, understanding of security and privacy, and test scripting ability—are becoming the most influential individuals within the software development organization. Learn what is driving this trend and what you need to do to be successful in the test-driven world.



**J**eff Payne is CEO and founder of Coveros, Inc., a software company that builds secure software applications using agile methods. Since its inception in 2008, Coveros has

become a market leader in secure agile principles and has been recognized by *Inc.* magazine as one of the fastest growing private US companies. Prior to founding Coveros, Jeff was chairman of the board, CEO, and cofounder of Cigital, Inc., a market leader in software security consulting. Jeff has published more than thirty papers on software development and testing, and testified before Congress on issues of national importance, including intellectual property rights, cyberterrorism, and software quality.

## WEDNESDAY, MAY 1

### 10:00am Surviving or Thriving: Top Ten Lessons for the Professional Tester

Lloyd Roden, Lloyd Roden Consultancy

**A**s testers and test managers we often find ourselves struggling just to survive within our organization—sometimes with the possibility of job loss due to outsourcing looming. Often, we are told to become more “effective,” “efficient,” and do “more with less.” However, most testers and test managers are unsure of what those mandates actually mean. Today, it is not sufficient to just survive; we must take initiatives to thrive. Lloyd Roden shares ten valuable lessons on how you can become better at testing and thrive in your career. Lloyd’s lessons include the importance of using modern technology in testing, using test design techniques when reviewing documentation, testing the testers with techniques such as bug seeding, reporting project waste, providing management with feedback on decisions that they made, becoming a pioneer or explorer rather than a settler or outlaw in your organization, and more. Lloyd’s advice is practical—and challenging—for all testers, test leads, and test managers.



**W**ith more than twenty-eight years in the software industry, **Lloyd Roden** has worked as a developer, test analyst, and test manager for many different organizations. Lloyd was a consultant/partner with Grove Consultants for twelve years. In 2011 he created Lloyd Roden Consultancy, an independent UK-based training and consultancy company specializing in software testing. Lloyd’s passion is to enthuse, excite, and inspire people in the area of software testing. He has spoken at conferences worldwide including STAREAST, STARWEST, Better Software, EuroSTAR, AsiaSTAR, and Special Interest Groups in software testing in several countries. In 2004, he won the European Testing Excellence award.

## WEDNESDAY, MAY 1

### 4:30pm Lightning Strikes the Keynotes

Lee Copeland, Software Quality Engineering



**T**hroughout the years, Lightning Talks have been a popular part of the STAR conferences. If you’re not familiar with the concept, Lightning Talks consists of a series of five-minute talks by

different speakers within one presentation period. Lightning Talks are the opportunity for speakers to deliver their single biggest bang-for-the-buck idea in a rapid-fire presentation. And now, lightning has struck the STAR keynotes. Some of the best-known experts in testing—James Bach, Jon Bach, Michael Bolton, Jennifer Bonine, Hans Buwalda, Bob Galen, John Fodeh, Dawn Haynes, Geoff Horne, and Griffin Jones—will step up to the podium and give you their best shot of lightning. Get ten keynote presentations for the price of one—and have some fun at the same time.

#### STARRING:



James Bach



Jon Bach



Michael Bolton



Jennifer Bonine



Hans Buwalda



Bob Galen



John Fodeh



Dawn Haynes



Geoff Horne



Griffin Jones

KEYNOTES  
GUIDE

THURSDAY, MAY 2

**8:30am Asking the Right Questions? What Journalism Can Teach Testers**

*Thomas McCoy, Australian Department of Families, Housing, Community Services and Indigenous Affairs*

**A**s the testing discipline continues to evolve—and the demands on testers increase—we need to look for new paradigms to guide our work. Thomas McCoy believes the profession of journalism has much to offer in helping us ask the right kinds of questions, be heard, and deliver bad news effectively. In many ways, our profession has ideals similar to those of journalism: our first obligation should be to the truth, we must maintain independence (even when embedded in agile teams), and our mission includes the protection of society. While not all techniques (such as hacking into the voicemail accounts of developers) would be appropriate, established values like impact, proximity, and timeliness can help guide our communication and make it more succinct and effective. Join Thomas to learn about employing investigative techniques, developing sources, capturing an audience, and writing compelling stories, using proven methods from the world's second-oldest profession.



**A**ustralian software testing professional, teacher, and journalist **Thomas McCoy** has worked in the IT industry for more than two decades. Much of this time was spent as a

software developer and IT manager with Australian government agencies. Wanting to make a greater contribution to software quality, Thomas re-oriented his career into the emerging discipline of software testing and has been an enthusiastic promoter of the profession ever since. At conferences in Australia, New Zealand, Canada, and the US, Thomas is a popular keynote speaker, who has received several best presentation awards. You can reach him at [tom@thomasmccoy.com.au](mailto:tom@thomasmccoy.com.au).

THURSDAY, MAY 2

**4:15pm The Mismeasure of Software: The Last Talk on Measurement You'll Ever Need to Hear**

*Lee Copeland, Software Quality Engineering*

**L**ee Copeland maintains that most organizations have some kind of metrics program—and almost all are ineffective. After explaining the concept of measurement, Lee describes two key reasons for these almost universal metrics program failures. The first major mistake people make is forgetting that the model we are using for measurement is not necessarily reality. The second major blunder is treating ideas as if they were real things and then counting them. Lee describes the “Three Don’ts of Metrics”—Don’t measure it unless you know what it means; Don’t measure it if you’re not going to do something with the measurement; and no matter what else you do, Don’t turn your measurement into a goal. Through the years, Lee has discovered his favorite project indicator is not a measurement at all—and you’ll be surprised to learn what it is. Join Lee as he shares his Zero<sup>th</sup> Law of Metrics to guide your program to success.



**W**ith more than thirty years of experience as an information systems professional at commercial and nonprofit organizations, **Lee Copeland** has held technical and managerial

positions in applications development, software testing, and software process improvement. Lee has developed and taught numerous training courses on software development and testing issues and is a well-known speaker with Software Quality Engineering. Lee presents at software conferences in the United States and abroad. He is the author of the popular reference book, *A Practitioner’s Guide to Software Test Design*.

*Go bananas at the STAREAST Test Lab!*

Put your thinking caps on and compete with your fellow testers to find bugs. Come on down and practice your skills and techniques with conference speakers on Wednesday, May 1–Thursday, May 2



*“A few of the keynotes gave me aha! moments.”*

— Elaine Soat,  
QA/QC Manager,  
Cartegraph Systems



# CONCURRENT SESSIONS

WEDNESDAY, MAY 1, 11:30am

## W1 TEST MANAGEMENT

### Emotional Intelligence in Software Testing

*Thomas McCoy, Australian Department of Families, Housing, Community Services and Indigenous Affairs*

As test managers and test professionals we can have an enormous emotional impact on others. We're constantly dealing with fragile egos, highly charged situations, and pressured people playing a high-stakes game under conditions of massive uncertainty. We're often the bearers of bad news and are sometimes perceived as critics, activating people's primal fear of being judged. Emotional intelligence (EI), the concept popularized by Harvard psychologist and science writer Daniel Goleman, has much to offer test managers and testers. Key EI skills include self awareness, self management, social awareness, and relationship management. Explore the concept of EI, assess your own levels of EI, and look at ways in which EI can help. Thomas McCoy discusses how EI can be useful in dealing with anger management, controlling negative thoughts, processing constructive criticism, and dealing with conflict—all within the context of the testing profession. This lively session is grounded in real-life examples, giving you concrete ideas to take back to work.

## W2 TEST TECHNIQUES

### The Test Coverage Outline: Your Testing Road Map

*Paul Holland, Testing Thoughts*

To assist in risk analysis, prioritization of testing, and test reporting (telling your testing story), you need a thorough Test Coverage Outline (TCO)—a road map of your proposed testing activities. By creating a TCO, you can prepare for testing without having to create a giant pile of detailed test cases. Paul Holland says that a comprehensive TCO helps the test team to get buy-in for the overall test strategy very early in the project and is valuable for identifying risk areas, testability issues, and resource constraints. Paul describes how to create a TCO including the use of heuristic-based checklists to help ensure you don't overlook important elements in your testing. Learn multiple approaches for critical information gathering, the artifacts used as input for creating a TCO, and how you can use a TCO to maintain testing focus. Take back a new, lightweight tool to help you tell the testing story throughout your project.

## W3 TEST AUTOMATION

### The Pathologies of Failed Test Automation Projects

*Michael Stahl, Intel*

Most test automation projects never die—they just become a mess and are redone. Initial solutions that start well and are full of promise often end up as brittle and unmaintainable monsters consuming more effort than they save. Political feuds can flourish as different automation solutions compete for attention and dominance. Tests become inefficient in both execution time and resource usage. Disillusionment ensues, projects are redefined, and the cycle begins again. Surely we can learn how to avoid such trouble on the next project. Michael Stahl has analyzed automation projects and identified recognizable failure patterns—mushrooming, duplication, going for the numbers, and others. Michael describes these patterns, suggests how to detect them early, and shares ways to avoid or mitigate them. Whether your team is just starting on test automation—or is already in full flight—you'll take back ideas to improve the chances of achieving success in your test automation efforts.

## W4 AGILE TESTING

### Baking In Quality: The Evolving Role of the Agile Tester

*Dena Laterza, Agile Velocity*

While more and more organizations are practicing agile development methodologies, many have not learned how to “bake in quality” throughout the process. As an agile tester, you are an integral part of the development team—working on requirements, design, implementation, writing automated tests, and testing. However, are all team members working together as they should to ensure quality from day one through final delivery? Dena Laterza offers proven tips to help you and your team make the cultural shift to adopt and foster a “quality first” team standard. Gain an understanding of a tester's involvement in test-driven development and behavior-driven development. Take back new ideas on automating tests, working with stakeholders, and becoming a fully informed tester. Learn how to push testing back into development and maximize the value of testers on the team. Take back a plan to get your agile team working together—as a team.

## W5 PERFORMANCE TESTING

### Building an Enterprise Performance and Load Testing Infrastructure

*Dave Ogletree, Bridgepoint Education*

Are you frustrated by how long it takes your IT department to provision development and test environments? Have you performed load testing on inadequate hardware only to find performance problems emerge in production? Dave Ogletree leveraged virtualization to solve these problems. He and his team at Bridgepoint Education created and implemented integrated virtualized systems for both developers and testers. Dave describes how his organization built a catalog-based interface for provisioning, created virtual application templates, and established service level agreements to deliver complex and integrated systems. These virtualized systems are used to build testing and performance labs. Dave's organization has used these labs to build and test software supporting more than 85,000 students, and a national marketing campaign for the 2012 Summer Olympics. Take away best practices for using virtualization technology to perform large-scale load testing, and learn from Dave's experience at an enterprise level to improve your own testing capabilities.

## W6 SPECIAL TOPICS

### Yin and Yang: Metrics within Agile and Traditional Lifecycles

*Shaun Bradshaw and Bob Galen, Zenergy Technologies, Inc.*

Metrics are powerful tools when used to effect positive change in a project or organization. However, the value and benefits of metrics are often dependent on the context. While certain metrics provide information and insight to drive decision making for a traditional development approach, they may not be useful in an agile landscape—and vice versa. QA and agile experts Shaun Bradshaw and Bob Galen delve into the value, pitfalls, pros, and cons of various metrics in agile and waterfall development environments. Hear their experiences as they discuss and explore a variety of project-level, software development, and software testing metrics through the lens of both traditional and agile development contexts. Although Bob and Shaun respect each other's knowledge and skill, they don't often agree on metrics. And in this showdown, you'll see why! Be prepared to learn, be entertained, and be ready to get in on the action as these two metrics titans go head-to-head.

## W7 TEST MANAGEMENT

### Taming the Beast: Test/QA on Large-scale Projects

Shaun Bradshaw, Zenergy Technologies, Inc.

Large, complex projects—those with more than 100 people and lasting more than a year—require special considerations for developing, communicating, and managing the overall QA strategy and test plans. Shaun Bradshaw provides insights he gained from a \$70 million financial software implementation project comprised of multiple components including a general ledger, business intelligence platform, data warehouse, and data integration hub. Tasked with managing the entire test effort as part of the third-party validation team, Shaun acted as QA architect to create the test strategy and plan for the project. He shares the challenges he and his team had to overcome to help deliver a smooth implementation and installation. Shaun discusses his experiences aligning the QA strategy with the culture of the organization and ensuring key test and QA roles were filled with the right people. Take back new ideas and approaches you can use to tame the testing beast in your large project.

## W8 TEST TECHNIQUES

### Think Different: Visualization Tools for Testers

Pascal Dufour, codecentric AG

Traditional processes have required testers to create a large amount of documentation in the form of test plans, test cases, and test reports. It's time to think differently. Creating test artifacts in the "old school" textual style takes too much time away from actual testing. Besides, text is boring and uses only the left side of your brain. Visual images—charts, graphs, and diagrams—engage your right brain for more thinking power. The old saying "A picture is worth a thousand words" is really true! Pascal Dufour shows how you can employ visualizations—mind maps, drawings, dashboards, charts, and other graphics—to improve clarity and guide your team to create lightweight testware artifacts. Find out how visualization helps you more easily and more quickly understand information—enabling and improving team decision making, collaboration, and agility. Join Pascal to see how visual tools, often very basic and simple, can help you think different—and perform better.

## W9 TEST AUTOMATION

### Innovations in Test Automation: It's Not All about Regression

John Fodeh, Cognizant

Although classic test automation, which usually focuses on regression testing, has its place in testing, there is much more you can do to improve testing productivity and its value to the project and your organization. Through experience-based examples, video clips, and demonstrations, John Fodeh shares one company's innovation journey to improve its test automation practice. John illustrates how they learned to apply automated "test monkeys" that explore the software in new ways each time a test is executed. Then, he describes how the test team uses weighted probability tables to increase each test's "intelligence" factor. Find out how they implemented model-based testing to improve automation effectiveness and how this practice led to the even more valuable behavior-driven testing approach they employ today. With these and other alternative approaches, you too can get more mileage from your automation efforts. Join John to get inspired and start your own journey of innovation with new ideas that enhance your test automation strategy.

## W10 AGILE TESTING

### Exploratory Testing on Agile Projects: Combining SBTM and TBTM

Christin Wiedemann, Professional Quality Assurance, Ltd.

Exploratory testing provides both flexibility and speed—characteristics that are vitally important with the quick pace of short agile iterations. With session-based test management (SBTM), exploratory testing is structured and documented in pre-defined sessions. A newer approach, thread-based test management (TBTM), organizes test efforts by threads of activities rather than sessions. So, how do you retain the traceability of SBTM without losing the creativity offered by TBTM? The answer is xBTM—a combination of SBTM and TBTM. After introducing SBTM and TBTM, Christin shows how she uses xBTM on projects to obtain maximum efficiency—only creating test documentation that actually adds value. Using a mock example, Christin describes the xBTM workflow on an agile project, covering all the steps from test planning and performing the tests through reporting. Her focus is on sharing practical examples and providing a range of flexible tools that you can immediately apply on almost any project.

## W11 PERFORMANCE TESTING

### Cutting-edge Performance Testing on eCommerce Websites

Ron Woody, GSI Commerce

Having problems with your website's performance? Does it take too much time and effort to determine the cause of a particular page's poor performance? Would you like to find the root cause of client-side issues in an automated way? If you answered yes to any of these questions, then this session is for you. At GSI Commerce, an eBay company, Ron Woody manages a large team of performance engineers working on nearly 100 eCommerce websites. Ron and his team have developed cutting-edge approaches for automating client- and server-side performance testing. Learn the specific approaches Ron's team uses today for pre-release performance tests, production performance management, and website optimization. Find out the ways they've automated cross-browser performance testing—and analysis—to increase productivity and efficiency. Covering these and additional topics Ron shares a toolkit of performance testing ideas and approaches your team can use to ensure optimal application performance and a better user experience.

## W12 SPECIAL TOPICS

### Presenting Test Results with Clarity and Confidence

Griffin Jones, Congruent Compliance

Test leaders are often asked to present the results of their testing to management—and even to auditors. Can you clearly and confidently explain and summarize your test plans and results? Can you prove that your testing is compliant with internal procedures and regulations? Griffin Jones presents a model for how to prepare and present your test work and demonstrate compliance. He explores how you can appear—and be—congruent, honest, and competent during formal and informal presentations. Griffin describes a process model for developing your presentation, laying out the objective evidence of what you did, ways you can demonstrate control, and how to show your willingness to perform. Then, he reviews the expectations of different stakeholders and identifies common misconceptions and traps to avoid. Don't allow your anxieties to ruin your next presentation. Learn tips to help you maintain composure during difficult moments and leave with a model to present your testing results with clarity and confidence.

# CONCURRENT SESSIONS

WEDNESDAY, MAY 1, 3:00pm

## W13 TEST MANAGEMENT

### Increase Your Team's Efficiency with Kanban

*Derk-Jan de Grood, Valori*

Test teams must perform a wide variety of tasks from testing new functions and performing regression tests to helping with bug fixes, producing test reports, and working on test improvements. With all these activities, it is a challenge to keep priorities straight, operate most efficiently, and clearly show stakeholders all that the team is working on. Derk-Jan de Grood shares his experiences with Kanban, a proven method for managing workflow, as a visual tool to help teams allocate resources, reduce waste, and make progress visible to all stakeholders. Learn how you can assign testers to tasks that match their expertise and how improving "flow" will reduce time-to-market and testing costs. With the Kanban process helping you manage test activities, your company's business managers will finally understand what is happening in testing every day, and you'll know that everyone is working on the right task to maximize value to the project.

## W14 TEST TECHNIQUES

### Deadlines Approaching? Budgets Cut? How to Keep Your Sanity

*Geoff Horne, ISQA*

Testing projects have a habit of dissolving into chaos—and even strife—as deadlines approach and budgets are cut. When asked to do the impossible, risk management and mitigation tools can be the only way for testers to survive. Geoff Horne presents a proven method he uses for identifying and assessing risks and the effects—both positive and negative—of various mitigation approaches. Through the school of hard knocks, Geoff has learned that the most plausible risk mitigation strategy is not always the best and may actually harm the project. Successfully used on different projects across different types of businesses, Geoff's approach is based on evaluating risks and assessing the impacts across key criteria: resources, productivity, cost, quality, and confidence. Geoff presents risk assessments in a color-coded graphical format that enables an easy, straightforward comparison and prioritization of the mitigation strategies under consideration. Learn to maintain your sanity when you are next asked to do the impossible—one more time.

## W15 TEST AUTOMATION

### Test Automation for Packaged Systems: Yes, You Can!

*Chris Bushell, ThoughtWorks*

Today, most businesses are heavily dependent on packaged systems, sometimes called commercial off-the-shelf software, for large parts of their operation. Highly-customizable packages such as BMC's Remedy, Oracle's Maxim, and many others run the show at many of the world's largest companies. While offering many features and feature options, these packages provide rich software development environments and a "configuration" that is a highly complex programming exercise. Chris Bushell explores why packaged systems, which are just as vulnerable to defects as custom-developed software, have been missing out on the many benefits of early automated testing. Chris argues that it's time for a change. Drawing from hands-on experience working with customized packaged systems, Chris explains that these packages offer ease of customization over testability and offers information on overcoming their limitations. Take away tips to reduce defects, lower testing costs, and improve time to market with your company's packaged systems.

## W16 AGILE TESTING

### Automation Culture: Essential to Agile Success

*Geoff Meyer, Dell, Inc.*

For organizations developing large-scale applications, transitioning to agile is challenging enough. If your organization has not yet adopted an automation culture, brace yourself for a big surprise because automation is essential to agile success. From the safety nets provided by automated unit and acceptance tests to the automation of build, build verification, and deployment processes, the iterative nature of agile demands a culture of automation across your engineering organization. Geoff Meyer shares lessons learned in adopting a test automation culture as the Dell Enterprise Systems Group simultaneously adopted Scrum and agile processes across its entire software product portfolio. Learn to address the practical challenges of establishing an automation culture at the outset by ensuring that your organizational makeover incorporates changes to your hiring, staffing, and training practices. Find out how you can apply automation beyond the Scrum team in areas including continuous integration, scale and stress testing, and performance testing.

## W17 PERFORMANCE TESTING

### Performance Testing Web 2.0 Applications—in an Agile World

*Mohit Verma, Tufts Health Plan*

Agile methodologies bring new complexities and challenges to traditional performance engineering practices, especially with Web 2.0 technologies that implement more and more functionality on the client side. Mohit Verma presents a Scrum-based performance testing lifecycle for Web 2.0 applications. Mohit explains when performance engineers need to participate in the project, discusses how important it is for the performance engineer to understand the technical architecture, and explores the importance of testing early to identify design issues. Find out how to create the non-functional requirements that are critical for building accurate and robust performance test scenarios. Learn how to implement practices for continuous collaboration between test engineers and developers to help identify performance bottlenecks early. Learn about the tools available today to help you address the testing and tuning of your Web 2.0 applications. Leave with a new appreciation and new approaches to ensure that your Web 2.0-based applications are ready for prime time from day one.

## W18 SPECIAL TOPICS

### Reports of the Death of Testing Have Been Greatly Exaggerated

*Ruud Teunissen, Polteq Testing Services*

Have you heard? It's all over the social media. We are the "last generation of testers." Testing is dead. No more classical testing—too much inflexible process. Context driven? That is a code phrase for do whatever. Agility? Developers do testing, and testers become developers. DevOps? Development and operations join forces—and test is not in the picture. And, companies don't test anymore—they outsource. Ruud Teunissen believes we must save the indispensable craft of testing. Non-functional tests require special skills; new paradigms like cloud and mobile must be explored and tested; Enterprise-to-enterprise integration tests become more vital as systems grow larger and more complex. And who's going to do that testing? Testing skills are needed to work effectively and efficiently in these new contexts. Learn to save the testing skills within your organization and do what you've always done best—save the day by preventing defects from going live.



## T1 TEST MANAGEMENT

### Building Successful Test Teams

Lloyd Roden, Lloyd Roden Consultancy

"People are the most important asset of any organization." Even though we hear that a lot, leaders and managers actually spend very little time focusing on the people side of testing. The skills and makeup of a test team are important and must be managed and cultivated properly. Individuals are very different and will react differently to various situations. Lloyd Roden describes the "tester's style analysis questionnaire" and four types of testers—the pragmatist, the facilitator, the analyst, and the pioneer. When we recognize and acknowledge individual differences, we can use the individual's strengths rather than dwell on the weaknesses. Lloyd examines how conflicts arise and how this style analysis questionnaire can help defuse conflicts to bring out the best in teams. Recruiting can be difficult, too. How do we recognize good testers during interviews? Once again, the style analysis can help. Lloyd provides Seven Top Tips for motivating your team to become more productive. Join Lloyd and take back ideas to help you assemble your most effective team.

## T2 TEST TECHNIQUES

### There's No Room for Emotions in Testing—Not!

Michael Bolton, DevelopSense

Software testing is a highly technical, logical, rational task. There's no place for squishy emotional stuff here—not among professional testers. Or is there? Because of commitment, risk, schedule, and money, emotions often do run high in software development and testing. Our ideas about quality and bugs are rooted in our desires, which in turn are rooted in our feelings. People don't decide things based on the numbers; they decide based on how they feel about the numbers. It is easy to become frustrated, confused, or bored; angry, impatient, or overwhelmed. However, if we choose to be aware of our emotions and are open to them, feelings can be a powerful source of information for testers, alerting us to problems in the product and in our approaches to our work. You may laugh, you may cry...and you may be surprised as Michael Bolton discusses the important role that emotions play in excellent testing.

## T3 TEST AUTOMATION

### Unleash Service Virtualization: Reduce Testing Delays

Allan Wagner, IBM Software—Rational

The ability to rapidly release new product features is vital to the success of today's businesses. To accelerate development, teams are adopting agile practices and leveraging service-oriented architectures to integrate legacy applications with other systems. At the same time, testing these composite applications can take longer and cost more. Al Wagner explains the whys and hows of service virtualization and explores ways testers can employ this technology to simulate parts of complex systems and begin testing earlier. Join Al to gain insights on which services to virtualize in order to maximize your ROI. Discover how testing at the API layer can isolate defects for faster remediation and avoid late stage integration issues. Stop waiting until the complete application is available in a test environment to begin your work. Leave with an understanding of how virtual components can make incomplete or unavailable application functionality available for testing.

## T4 MOBILE TESTING

### Android Mobile Testing: Right Before Your Eyes

Jeff "Cheezy" Morgan and Levi Wilson, LeanDog

Few topics are hotter than mobile software development. Every company seems to be rushing to release its own mobile applications. When it comes time to build that software, they quickly learn that things are hard. Many developers claim that it is difficult or impossible to test drive the application while it's in development. Because traditional testing tools can't automate the tests in the emulator or on the device, testers are usually left with a manual testing approach. Join Cheezy Morgan and Levi Wilson as they reveal the secret of quickly delivering a fully-tested, high-quality Android application. Following an acceptance test-driven (ATDD) approach right before your eyes, Cheezy will write automated tests prior to development. While Levi is test driving the Android code to make Cheezy's tests pass, Cheezy will perform exploratory testing on Levi's unfinished work. This fast-paced, hands-on session demonstrates the use of close collaboration and test automation to deliver high-quality mobile applications.

## T5 CLOUD TESTING

### Load and Performance Testing in the Cloud: Myth vs. Reality

Steve Weisfeldt, Neotys

Is the cloud just another overhyped IT buzzword or a transformational technology wave? Steve Weisfeldt helps you get past all the noise and identify how you can leverage the cloud's flexibility and scalability to save time and money on load and performance testing. Steve describes ways to generate user loads that are more geographically accurate and easily scaled to large user loads. He explores the myth that "generating load from the cloud" is the only valid testing approach and discusses when it is—and is not—important to test from the cloud for web and mobile apps. Learn specific tactics including load generator provisioning approaches for generating load from the cloud and identify the advantages of a "hybrid" approach for combining testing from within the LAN and the cloud. Take back a new approach to performance testing that enhances your "inside the firewall" load generation techniques.

## T6 SPECIAL TOPICS

### Testing—After You've Finished Testing

Jon Bach, eBay, Inc.

Stakeholders always want to release when they think we've finished testing. They believe we have discovered "all of the important problems" and "verified all of the fixes"—and now it's time to reap the rewards. However, as testers we still can assist in improving software by learning about problems after code has rolled live—especially if it's a website. Jon Bach explores why and how at eBay they have a post-ship site quality mindset in which testers continue to learn from live A/B testing, operational issues, customer sentiment analysis, discussion forums, and customer call patterns—just to name a few. Jon explains what eBay's Live Site Quality team learns every day about what they just released to production. Take away new ideas on what you can do to test and improve value—even after you've shipped.

# CONCURRENT SESSIONS

THURSDAY, MAY 2, 11:15am

## T7 TEST MANAGEMENT

### Crowdsourcing: An Innovative Approach to Testing

Ralph Decker, CSC

In the perfect world, you would prefer to hire and develop a large number of the most qualified testers to work on your projects. However, when that's impossible, crowdsourcing may be the answer. Crowdsourcing provides a mechanism for finding and using large numbers of qualified individuals to work on the task at hand. Spread across various disciplines—design, development, testing, and R&D—crowdsourced testing is the powerful combination of cloud economics with the effectiveness and efficiency of the crowd. More important than the touted economics of crowdsourcing is its ability to marshal an abundance of talent and resources to the world of testing. Clever approaches to testing can provide talented people and additional resources for completing complex testing tasks quickly. Learn how Ralph Decker took an impossible performance testing challenge to the crowd and created a test solution—without licensing, infrastructure, bandwidth, or personnel costs—that provided a performance test bed of hundreds of thousands of concurrent users.

## T8 TEST TECHNIQUES

### Better Unit Tests with ApprovalTests: An Open Source Library

Woody Zuill, Hunter Industries

When a unit test fails, we want clear, expressive, rich feedback so we can quickly understand the nature of the failure and get a good idea of how to fix it. Unit testing frameworks are fantastic at running tests and alerting us to any failure. Unfortunately, sometimes (or is that often?) the details of the failure are difficult to evaluate. Isn't there some way to make the specifics jump off the screen so we don't have to dig through all the details? ApprovalTests library does just that. Woody Zuill demonstrates how to include ApprovalTests in your current unit test framework to easily get these benefits. It works for everything from simple strings to arrays, GUIs, and complex objects. Plus, it's free and available for C#, Java, PHP, and Ruby. To go beyond the limits of traditional assertion tests, learn how to easily enhance and build on your current unit testing skills by adding ApprovalTests.

## T9 TEST AUTOMATION

### Flintstones or Jetsons? Jump Start Your Virtual Test Lab

David Silk, Verisign, Inc.

The power of virtualization has made it easy and inexpensive to create multiple environments for testing. How you implement your virtualization strategy can boost not only the savings on physical gear and availability of test environments but also your testing productivity. Sharing his experience working through the evolution of Verisign's virtual test lab, David Silk examines how a well-implemented virtual lab can push your testing productivity to new levels. Learn about the key practices to get a virtual test lab working like an advanced Jetson's-style machine while avoiding the Flintstone's dinosaur approach. See how Verisign's approach focuses on the whole environment—not just one virtual machine at a time. Learn where to start and how to build a virtual test lab that leverages the technology, ensures repeatability, and saves test engineers time and effort. Don't be a Flintstone!

## T10 MOBILE TESTING

### Mobile Testing Methodologies: Trends, Successes, and Pitfalls

Eran Kinsbruner, Perfecto Mobile

In today's dynamic mobile marketplace—where new handsets and mobile operating systems are released every day—your ability to deal with these changes that impact your mobile product is vital. The mobile application lifecycle today must be short; must be of great quality; cover a myriad of handsets with different sizes, layouts, and enhanced capabilities; and, of course, cover as many operating systems as possible. This lifecycle requires a new methodology and approach. Eran Kinsbruner describes the mobile project challenges and provides real life examples of ways to overcome them. Take back the main mobile market trends and forecasts together with the key automation tools available for your use today. Learn the differences between the various mobile cloud and automation tools to help you select the right tool for your project. See how you can ramp up a successful mobile project, avoid the common pitfalls, and shorten the time to market—all while delivering a top-notch quality product.

## T11 CLOUD TESTING

### A Year of Testing in the Cloud: Lessons Learned

Jim Trentadue, Clarifire

Jim Trentadue describes how his organization first used the cloud for its non-production needs including development, testing, training, and production support. Jim begins by describing the components of a cloud environment and how it differs from a traditional physical server structure. To prove the cloud concept, he used a risk-based model for determining which servers would be migrated. The result was a win for the organization from a time-to-market and cost savings perspective. Jim shares his do's and don'ts for moving to the cloud. Do's include ensure you identify all costs associated with the new cloud infrastructure, implement a risk-based approach to cloud migration, define a governance model, and define Service Level Agreements for your cloud vendor. Jim warns against creating an open-ended environment without a charge-back model to allocate costs and failing to continuously monitor the overall environment.

## T12 SPECIAL TOPICS

### Testing with an Accent: Internationalization Testing

Paul Carvalho, STAQS

Finding time to test the basic functionality, performance, and security of a system is difficult enough, so how do you find time to add internationalization (i18n) and localization (l10n) testing? Today's world is very small, and you may already have international users in your target market. Can you really afford to ignore those who can't enter their name correctly with the default US-ASCII character set? Will it still be a quality product to them? Paul Carvalho shares how you can—with a little creative thinking and design—incorporate i18n and l10n testing into your regular routine. Great testing requires the right mindset, applied insight, preparation, and dedication. Learn how to identify the system elements that pose juicy risks; go beyond looking at the UI, using simple tools and tricks you can try right away; and discuss ways to integrate i18n into your functional testing in a fun way with little overhead. Impress your co-workers and delight your customers!

## T13 TEST MANAGEMENT

### Strength in Numbers: Using Web Analytics to Drive Test Requirements

*Lindiwe Vinson, Organic, Inc.*

Once a client's website is built, you'd think it would be time for a well-deserved break. However, almost immediately, questions come up—can we capture a larger audience? close more orders? increase our sales? And so, it's time to redesign the site—and the test strategy and plans—based on real-world data. Lindiwe Vinson sees web analytics as a tool for guiding your test planning and test case design efforts. By learning the most common user flows through the site—as well as the most commonly used browsers, operating systems, mobile devices, and plug-ins—testers can design better tests and set the right test priorities. Learn the vocabulary of web analytics—like bounce rate, time-on-site, conversion, and more—and the web analytics tools that will transform your testing. Learn how web analytics plays a major role in the creation of Organic Inc.'s test plans for all client engagements and the tools they use every day to make their clients' websites shine.

## T14 TEST TECHNIQUES

### White-box Testing: When Quality Really Matters

*Jamie Mitchell, Jamie Mitchell Consulting, Inc.*

Jamie Mitchell explores perhaps the most underused test technique in our arsenal—white-box testing. Also known as structural testing, white-box requires some programming expertise, access to the code, and an analysis tool. If you only employ black-box testing, you could easily ship a system having tested only 50 percent or less of the code base. Not good! Although you might believe that the developers have performed sufficient unit and integration testing, how do you know that they have achieved the level of coverage your project requires? Jamie describes the levels of code coverage that the business and your customers may need—from statement coverage to modified condition/decision coverage. Leading you through examples of pseudocode, Jamie explains when you should strive to achieve different code coverage target levels. Even if you have no personal programming experience, understanding structural testing will make you a better tester. So, join Jamie for some code-diving!

## T15 TEST AUTOMATION

### Four Crucial Tips for Automated Web 2.0 Testing

*Jim Holmes, Telerik*

The vast majority of problems found in web-based functional tests can be traced to a few common issues—dealing with dynamic page content, understanding the differences between explicit and implicit waits, choosing a proper element locator strategy, and understanding how to deal with setup or prerequisite data. Jim Holmes describes the basics of dynamic web page content (AJAX calls and the infamous spinning wheels and buttons) and how to create automated tests that properly deal with the main variants of dynamic content. Learn the importance of choosing proper element locators for your tests and the impacts of the various options. Discover effective approaches for building and using setup data for your tests—saving time and effort. We'll use Selenium for examples and demos in C#, but we'll discuss how these solutions are applicable to other technologies as well. Take away proven methods for ensuring your functional web tests are more robust, accurate, and maintainable.

## T16 MOBILE TESTING

### Introducing Mobile Testing to Your Organization

*Eric Montgomery, Progressive Insurance*

Mobile is an integral part of our daily lives, and if it's not already part of your business model, it soon will be. When that happens, will you be ready to tackle the demands of testing web and native mobile apps? From the perspective of a test lead, Eric Montgomery describes the challenges Progressive Insurance, a company with a strong web presence, recently faced—learning new technologies, transforming the approach of testers from PC-based to mobile-based, and working with testing tools in a market that has yet to see a definitive leader emerge. Learn from Eric's experiences and return to your job with ideas on training web testers to be mobile testers. Take back proven techniques for testing mobile devices, ways of choosing devices for test, methods of sharing information, developing a sense of community among testers, choosing tools from the available market, and keeping up with rapid technology changes.

## T17 SECURITY TESTING

### Better Security Testing: Using the Cloud and Continuous Delivery

*Gene Gotimer, Coveros, Inc.*

Even though many organizations claim that security is a priority, that claim doesn't always translate into supporting security initiatives in software development or test. Security code reviews often are overlooked or avoided, and when development schedules fall behind, security testing may be dropped to help the team "catch up." Everyone wants more secure development; they just don't want to spend time or money to get it. Gene Gotimer describes his experiences with implementing a continuous delivery process in the cloud and how he integrated security testing into that process. Gene discusses how to take advantage of the automated provisioning and automated deploys already being implemented to give more opportunities along the way for security testing without schedule disruption. Learn how you can incrementally mature a practice to build security into the process—without a large-scale, time-consuming, or costly effort.

## T18 SPECIAL TOPICS

### The Art and Science of Traceability

*William Gens, Dealogic*

In this mixed-up world of agile, near agile, hybrid agile, and waterfall, the one constant is the need to measure testing coverage by tracing test cases back to their corresponding requirements. Testing without adequate and quantifiable coverage tells us little about our efforts or the product's likely quality. William Gens shows why traceability for requirements is a combination of art and science—with a pinch of courage. Leading you through the jungle of disparate requirement types, William shows how to perform the proper analysis, create meaningful traceability information, and provide accurate measurements of test coverage. Give the stakeholders in your project every confidence that you can measure coverage, find issues, and trace each and every test—and issue—to a requirement. With this data in hand, you can ensure that development and the business know what functional requirement failed testing and help facilitate a quick and accurate resolution.



# CONCURRENT SESSIONS

THURSDAY, MAY 2, 3:00pm

## T19 TEST MANAGEMENT

### Maybe We Don't Have to Test It

*Eric Jacobson, Turner Broadcasting*

Testers are taught they are responsible for all testing. Some even say "It's not tested until I run the product myself." Eric Jacobson believes this old school way of thinking can hurt a tester's reputation and—even worse—may threaten the team's success. Learning to recognize opportunities where you may not have to test can eliminate bottlenecks and make you everyone's favorite tester. Eric shares eight patterns from his personal experiences where not testing was the best approach. Examples include patches for critical production problems that can't get worse, features that are too technical for the tester, cosmetic bug fixes with substantial test setup, and more. Challenge your natural testing assumptions. Become more comfortable with approaches that don't require testing. Eliminate waste in your testing process by asking, "Does this need to be tested? By me?" Take back ideas to manage not testing including using lightweight documentation for justification. You may find that not testing may actually be a means to *better testing*.

## T20 TEST TECHNIQUES

### Data Masking: Testing with Near-real Data

*Martin Kralj, Ekobit*

Organizations worldwide collect data about customers, users, products, and services. Striving to get the most out of collected data, they use it to fuel many day-to-day processes including software testing, development, and personnel training. The majority of this collected data is sensitive and falls under specific government regulations or industry standards that define policies for privacy and generally limit or prohibit using the data for these secondary purposes. Data masking solves this problem. It replaces sensitive information with data that looks real and is structurally similar to the actual information but is useless to anyone trying to obtain the real data. Learn about the process, pros and cons of static and dynamic data masking architectures, subsetting, randomization, generalization, shuffling, and other basic techniques used to set up data masking. Discover how to start data masking and learn about common challenges on data masking projects.

## T21 TEST AUTOMATION

### Setting Automation Expectations: Lessons from Failure and Success

*Laura Salazar, Softtek*

Test automation is undeniably a key strategy for any test manager—and for good reason. Test automation promises faster regression testing, higher productivity, better quality, and cost reduction. However, many organizations fail to achieve these hoped for benefits, instead facing late deliveries, misuse of expensive tools, a frustrated testing team, and lack of confidence from their managers. Today, automation is required for any agile, cloud, or mobile testing project but simply having the right skill sets and tools may not be enough to make your project successful. Laura Salazar reviews how unrealistic expectations can lead to disappointing results: setting non-achievable goals like full test coverage, battling against unhelpful tools, and wrongfully thinking that no processes or standards are required. Laura presents real-life examples on how to set the right expectations as you identify your testing needs and automation strategies. Learn how to define your automation strategy on both waterfall and agile projects—so that you meet your expectations.

## T22 MOBILE TESTING

### Mobile Testing Tools 101

*David Dang, Zenergy Technologies, Inc.*

The burgeoning use of mobile devices has created enormous opportunities for organizations to leverage mobile to increase sales, advertise products, and collaborate with internal and external resources. However, with increasing usage, the need to perform testing on these devices is increasing significantly. This is not an easy task considering the number of devices, device operating systems, and operating system versions. To manage the number of variations, organizations rely on mobile testing tools to support their testing efforts. David Dang shares his experiences analyzing numerous mobile testing tool platforms for a prominent shopping network. Learn how identifying the "right" mobile testing tool depends on multiple factors such as supported devices, level of testing, resources, and required integration with other tools. Take back to share with your team a review of common tools on the market and the pros and cons of each.

## T23 SECURITY TESTING

### HTML5 Security Testing at Spotify

*Alexander Anelkovic, Spotify*

HTML5 is one of the hottest technologies around right now because HTML5 apps are beautiful, engaging, and can perform important and entertaining functions. With the wide range of devices and platforms to support, the promise of multi-platform support is appealing. But HTML5 apps present their own range of security issues. So, what do you do about security? How do you test HTML5 applications to ensure their security? Alexander Anelkovic works at Spotify where their streaming music player desktop client applications are all HTML5-based. Alexander explains how manual testers can get the most out of HTML5 app security testing. He covers these common security testing issues and more: cross-site scripting (script inclusion), privacy-related issues, data leakage, and permissions. Discover how, by being proactive, you can avoid having to search for security issues late in a development project.

## T24 SPECIAL TOPICS

### New Testing Standards Are on the Horizon: What Will Be Their Impact?

*Claire Lohr, Lohr Systems*

The history of testing standards has not always been auspicious. Testing standards documents have been expensive to obtain, limited in scope, inflexible in expectations, and inconsistent. However, they contain important lessons learned from experienced practitioners—if a tester is willing to overcome the obstacles to get to the useful information. A set of new international standards is coming. These new standards are tailorable, consistent, and comprehensive in scope. In addition, they will be freely available (some are already). Claire Lohr provides a complete roadmap to all of the available—or soon-to-be-available—testing-related standards. Learn where to go for testing process guidelines, complete definitions of all test design techniques, full examples of test documentation (for both agile and traditional projects), and free international standards documents. Take away a "start-up guide" for how different types of projects can use the new standards along with valuable tips and practical lessons you can get from these standards.

## Speaking 101: Tips and Tricks

Lee Copeland, *Software Quality Engineering*

Tuesday, April 30 • 5:30pm–6:30pm



Lee Copeland

Are you a new STAR speaker or aspiring to be one in the future? Join us at this workshop on making effective conference presentations. Learn the secrets of developing content, identifying the Big Message, preparing slides with just the right words and images, presenting your message,

handling questions from the audience, and being ready when things go wrong. Lee Copeland, a professional speaker since birth, shares ideas that will help you be a better speaker, no matter what the occasion.

## Mobile Quality Assurance

*What Functional and Non-functional Testers Need to Know About Advanced Best Practices*

Tuesday, April 30, 5:30pm–6:30pm

A new day, a new mobile app—or 10 or 50 or 500. Mobile applications are proliferating at an astounding rate, and billions of mobile device users around the world devour them instantly on their smartphones and tablets. Mobility is a key factor as companies rethink their business models, reinvent their workforces and rewire their operations for tomorrow. To achieve success organizations need a well-defined Mobility QA strategy which assures the application performance in an evolving mobile technology environment.

Join our discussion as we unfold the Mobility QA strategy from an end-user perspective and explore best practices in functional testing, non-functional testing and application certification involving infrastructure optimization, cloud-based devices, restricted crowd sourcing, and more.



## The Workshop on Regulated Software Testing (WREST)

*Back by Popular Demand!*

Scott Barber, *PerfTestPlus, Inc.*, and Griffin Jones, *Congruent Compliance, LLC*

Friday, May 3 • 8:30am–4:30pm



Scott Barber



Griffin Jones

Join us at The Workshop on Regulated Software Testing (WREST)—a free, full-day bonus session held on Friday after the conference concludes. A unique peer workshop, WREST is dedicated to

improving the practice of testing regulated systems. We define regulated software as any system that is subject to an internal or external review.

WREST relies on its attendees to make the workshop a success. There are no formal presentations, only experience reports with plenty of time designated for facilitated discussion. We hope to learn from each other by hearing the success and (especially!) failure stories of real practitioners who test regulated software. Have a problem you want input on solving? You can bring that to the workshop as well—just be prepared to participate! WREST is hosted by Scott Barber and Griffin Jones.

*Limited seats available. Reserve your seat by contacting the Client Support Group at 888.268.8770 or 904.278.0524 or sqeinfo@sqe.com.*

## CONFERENCE BONUS!

Digital Subscription to *Better Software Magazine!*

STAREAST conference attendees receive a digital subscription to *Better Software* magazine. Delivering relevant, timely information, *Better Software* magazine helps you tackle the challenges of building high-quality software, regardless of your role in the software development lifecycle.

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# Testing & Quality Leadership Summit

Thursday, May 2 (evening), and Friday, May 3 (all day)

## Leadership in the Face of Change

The business world is changing faster than ever. Dynamic global markets are forcing organizations to adjust to meet ever-changing customer demands. Advances in technology are providing both opportunities and challenges for our software product lines. Join the conversation with your peers as experienced business executives share ways to manage quality in the face of change. Discover how seasoned leaders deal with change and learn tactics for delivering high quality software in the face of it.

At the 2013 Testing & Quality Leadership Summit, Summit Chair Jeff Payne brings together senior industry leaders—Martin Colburn, executive vice president and CTO, FINRA; Ron Hulen, senior director of Customer Engagement Technology, Fannie Mae; and Rod Jardine, vice president of Optum, UnitedHealth Group—for an interactive exchange of ideas and experiences.

Bring your biggest issues and most difficult challenges to the Testing & Quality Leadership Summit where you can draw on the knowledge and experiences of these industry leaders and your fellow managers who may already have faced and solved some of your issues. You'll hear what's working—and not working—and have the opportunity to share your experiences and successes. The Testing & Quality Leadership Summit is a perfect opportunity for you to:

- Participate in insightful and informative sessions focusing on leadership issues
- Meet and network with your peers in the industry
- Join in the "think tank" discussion with industry veterans
- Develop new ideas and action plans for innovation within your organization



**Jeff Payne**  
Coveros, Inc.  
Summit Chair

### THURSDAY, MAY 2

**5:30**    **Reception—Think Tank Issues Identification: What Is Keeping You Up at Night?**  
*Jeff Payne, Coveros, Inc.*

### FRIDAY, MAY 3

**8:00**    **Registration and Breakfast**

**8:30**    **Using Agility to Enable Change**  
*Rod Jardine, vice president, UnitedHealth Group*

**9:30**    **Networking Break**

**9:45**    **Leadership in the Face of Technology Shifts**  
*Martin Colburn, executive vice president and chief technology officer, FINRA*

**10:45**    **Networking Break**

**11:00**    **Think Tank Discussion: Leadership Solution Brainstorm**

**12:30**    **Networking Lunch Buffet**

**1:30**    **Achieving Quality in the Face of Organizational Change**  
*Ron Hulen, senior director of customer engagement technology, Fannie Mae*

**2:30**    **Wrap-up and Ongoing Informal Discussions with Speakers and Attendees**



# Testing & Quality Leadership Summit Sessions

FRIDAY, MAY 3

8:30am

## Using Agility to Enable Change

Rod Jardine, vice president, UnitedHealth Group

Market change is often a disruptive force within organizations. For leaders, change often brings the need to make difficult decisions regarding staff mix, organizational structure, strategic product direction, and customer service and support. Business executive Rod Jardine shares his experiences using agile methods to lead an organization through significant transformation of their online products and services. Learn tips and techniques for creating and improving products, even while your organization is going through rapid change. Discover how you can use agile methods to better align the business with customer needs. Explore ways to collaborate and communicate with peers and senior management to achieve business success in spite of constant change and a matrixed environment. Take back approaches for leading your organization through any market change scenario.



A VP of Optum, UnitedHealth Group's health services company, **Rod Jardine** is responsible for strategic solutions in the Consumer Solutions Group, which includes products and services that help consumers navigate the healthcare system and make informed healthcare choices. He is a business and technical strategist with more than twenty years in healthcare, financial, government, and retail. With UnitedHealth Group for more than nine years, Rod has served in many roles, including chief architect at enterprise, segment, and division levels. He has held leadership positions as a management consultant and CTO for various Fortune 1000 companies.

9:45am

## Leadership in the Face of Technology Shifts

Martin Colburn, executive vice president and chief technology officer, FINRA

Rapid shifts in technology can be either a boon or curse. When dealt with properly, technology shifts can result in strategic competitive advantages while acting as barriers to entry for others. If ignored, technology shifts can put an entire organization at risk. Business technology executive Martin Colburn discusses how to lead an organization during technology shifts. Learn about the impetus for technology change and how to lead through it. Discover how to take advantage of technology shifts to help your organization succeed. Explore the tradeoffs of being a technology innovator or a laggard and find out how to determine which strategy is better for you. Take back ideas to help you lead effectively in the face of shifting technology.



As executive VP and CTO for FINRA, **Martin Colburn** provides strategic and operational oversight for all of FINRA's technology. He manages the technology staff and oversees all technology-related, third-party service contracts. Martin began his tenure with the organization in 2001 as part of the National Association of Securities Dealers (NASD), which consolidated with NYSE Member Regulation in 2007 to form FINRA. Before joining NASD, Martin was the COO and the chairman of the Australia Asia Joint Venture for Metiom, Inc. Previously, he worked for Fannie Mae in a variety of executive positions. Prior to 1988, Martin was an executive and technologist at both Sovran Bank and Marriott Corporation.

11:00am

## Think Tank Discussion: Leadership Solution Brainstorm

Jeff Payne, CEO and founder, Coveros, Inc.

Join with your peers in an engaging and highly interactive session to discuss the issues that affect you most. Using answers to the question "As a Leader, What Is Keeping You Up at Night?" posed at Thursday's evening reception, participants will form small groups to work on finding solutions to pressing test management issues. Discussions will review identified issues, barriers to change, and focus on innovative strategies and practical next steps. At the end of the think tank, all feedback will be collected and posted online to encourage further collaboration.



**Jeff Payne** is CEO and founder of Coveros, Inc., a software company that builds secure software applications using agile methods. Since its inception in 2008, Coveros has become a market leader in secure agile principles while being recognized by Inc. magazine as one of the fastest growing private companies in the country. Prior to founding Coveros, Jeff was chairman of the board, CEO, and cofounder of Cigital, Inc., a market leader in software security consulting. Jeff has published more than thirty papers on software development and testing, and testified before Congress on issues of national importance, including intellectual property rights, cyber terrorism, and software quality.

1:30pm

## Achieving Quality in the Face of Organizational Change

Ron Hulen, senior director of customer engagement technology, Fannie Mae

Development and maintenance of high-quality software is a challenge for any organization, especially organizations with well-defined structures and processes. The challenges are even greater in the midst of organizational change, placing strain on both the project team and the stakeholders who interact with the development process. In turn, the project team must be cohesive even though it may be composed of new divisions or separate companies. Moreover, it is essential that management expectations, project team roles and responsibilities, and constraints outside of the project are well understood and managed. Ron Hulen shares a framework to help ensure high-quality software development and maintenance while an organization is undergoing change.



Fannie Mae's senior director, Customer Engagement Technology, **Ron Hulen** is responsible for both internal and external Corporate Portal Systems. Ron's responsibilities include monitoring the progress of solution delivery and ongoing execution through systematic evaluation of quality assurance, risk, cost, and timeline metrics. Before joining Fannie Mae, he was the CTO for Command Information where he led the product management and development of the first IPv6 Cyber Security product. Prior to his role at Command, Ron was the senior vice president of technology at Digital Focus.

# Shake, Rattle, n' Roll

A vintage-style photograph with a warm, sepia-toned aesthetic. In the foreground, two white dice with black pips are scattered on a light-colored surface. Behind them, a stack of several dark-colored chips is visible. In the background, a martini glass filled with a clear liquid and a garnish is partially visible. The entire scene is set against a dark, textured wooden background.

**Wednesday, May 1, 6:30pm-8:30pm**

They'll be a whole lotta shaking going on during STAREAST's vintage Vegas night. Get ready to try your luck at all of your favorite casino games while enjoying delicious food and beverages on the house. Bring your conference "Rat Pack" and network with colleagues and friends for the evening. Enjoy the night's Las Vegas-style entertainment, and at the end of the night cash-in your earnings for tickets that could allow you to hit the big jackpot. We hope you have such a great time you will want to twist and shout!





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**VISIT**  
*the*  
**EXPO**

**Wednesday, May 1**  
10:30am – 2:00pm  
3:30pm – 6:30pm

**Thursday, May 2**  
10:30am – 3:00pm

**EXPO Reception**  
Wednesday 5:30pm – 6:30pm  
All attendees are invited to the EXPO reception for complimentary food and beverages.

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### Registration Fees:\*

	Super Early Bird On or Before March 1	Early Bird On or Before March 29	After March 29	
<b>CONFERENCE</b>	<input type="checkbox"/> <b>Full Conference Package (Mon–Fri)</b> <i>Includes 2 days of Pre-conference Tutorials, 2 Conference Days, and Testing &amp; Quality Leadership Summit</i>	<b>\$2,595</b>	<b>\$2,795</b>	<b>\$2,995</b>
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	<input type="checkbox"/> Conference + 1 Tutorial Day	\$1,995	\$2,145	\$2,295
	<input type="checkbox"/> Conference Only (Wed–Thur)	\$1,795	\$1,895	\$1,995
	<input type="checkbox"/> 2 Tutorial Days	\$1,695	\$1,745	\$1,795
	<input type="checkbox"/> 1 Tutorial Day	\$895	\$945	\$995
	<input type="checkbox"/> Testing and Quality Leadership Summit	\$895	\$945	\$995
	<input type="checkbox"/> Add Testing & Quality Leadership Summit (Friday) to any Conference package	\$595	\$595	\$595
<b>TRAINING</b>	<input type="checkbox"/> Software Tester Certification—Foundation Level Training + Conference (includes \$250 fee for ISTQB exam)	\$3,740	\$3,840	\$3,940
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\*\*Full payment must be received by deadline date

### PAYMENT INFORMATION

The following forms of payment are accepted: Visa, MasterCard, Discover, American Express, check, or U.S. company purchase order. Payment must be received before the registration is confirmed. Make all checks payable to Software Quality Engineering. You will receive a confirmation email upon payment by check, credit card, or company purchase order. Payment must be received at Software Quality Engineering on or before March 1, 2013, to take advantage of the Super Early Bird conference rates listed above.

### HOTEL RESERVATIONS

Take advantage of the discounted conference rate at the Rosen Shingle Creek. To make a reservation, visit [www.sqe.com/go?SE13Hotel](http://www.sqe.com/go?SE13Hotel) or call 866.996.6338 and mention you are a STAREAST attendee to receive your discount. Cancellations on a guaranteed reservation must occur more than five days prior to the specified arrival time to ensure a refund. If you need special facilities or services, please specify at the time of reservation.

### CANCELLATION POLICY

Conference registrations cancelled after April 8, 2013 are subject to a 20% cancellation fee. No cancellations or refunds may be made after April 15, 2013. Substitutions may be made at any time before the first day of the program. Call the Client Support Group at 904.278.0524 or 888.268.8770 to obtain a cancellation code. All valid cancellations require a cancellation code.

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Software Quality Engineering is proud to offer a 100% satisfaction guarantee. If we are unable to satisfy you, we will gladly refund your registration fee in full.

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