An Invitation from the Program Chair

On behalf of Software Quality Engineering and TechWell, I'd like to invite you to join us for a knowledge-expanding and career-building experience in Anaheim at the STAR*WEST* 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 your view of 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, Anaheim is a great host city for the conference with all its entertainment venues and proximity to Disneyland®. Please join us this September at STAR*WEST!*

Regards,

Lee Copeland
Program Chair, STAR*WEST*

CONTENTS

REASONS TO ATTEND

Wondering if STAR*WEST* is the right event for your career development? Here are the top reasons why you should attend.

Access to more than 75 learning sessions over six days—all in one convenient location.

Training and certification courses covering testing, agile, requirements, Visual Studio®, and more.

Tutorials in a mixture of half- and full-day formats—consistently one of the most highly recommended features of the conference.

Exceptional world-renowned keynote speakers that have been selected to inspire and motivate you.

Networking opportunities that allow you to expand your peer network, meet new business contacts, and engage with more than 70 industry-leading speakers throughout the week.

Discounts are available for groups, early registrations, returning alumni, and more—which allow you to attend the conference at the best possible price!

WHO'S BEHIND THE CONFERENCE?

SOFTWARE QUALITY ENGINEERING
www.sqe.com

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**

BETTER SOFTWARE
A TECHWELL PUBLICATION

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**

TECHWELL

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**

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 Tester Certification—ICAgile (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 Events
Test Lab
…and More!

FRIDAY

Testing & Quality Leadership Summit

Attend the Testing & Quality Leadership Summit Thursday evening and a full-day on 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)

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 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, SEPTEMBER 29

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

MONDAY, SEPTEMBER 30

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

8:30 Tutorials (8:30am–12:00pm)

MONDAY FULL DAY TUTORIALS

MA A Rapid Introduction to Rapid Software Testing
Paul Holland, Testing Thoughts

MB The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More
Hans Buwalda, LogiGear

MC Getting Started with Risk-Based Testing
Dale Perry, Software Quality Engineering

MONDAY MORNING TUTORIALS

MD Application Performance Testing: A Simplified Universal Approach NEW
Scott Barber, PerfTestPlus, Inc.

ME Leading Change—Even If You're Not in Charge—*Jennifer Bonine, tapIQA, Inc.*

MF Implementing Crowdsourced Testing NEW *Rajini Padmanaban and Mukesh Sharma, QA Infotech*

MG Rapid Software Testing: Strategy NEW *James Bach, Satisfice, Inc.*

MH Management Issues in Test Automation—*Dorothy Graham, Independent Testing Consultant*

MI Measurement and Metrics for Test Managers—*Rick Craig, Software Quality Engineering*

MJ Exploratory Testing Explained—*Jon Bach, eBay, Inc.*

12:00 Lunch

1:00 Tutorials (1:00pm–4:30pm)

MONDAY FULL DAY TUTORIALS (CONTINUED)

MA A Rapid Introduction to Rapid Software Testing
Paul Holland, Testing Thoughts

MB The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More
Hans Buwalda, LogiGear

MC Getting Started with Risk-Based Testing
Dale Perry, Software Quality Engineering

MONDAY AFTERNOON TUTORIALS

MK Test Estimation for Managers NEW *Julie Gardiner, The Test People*

ML Testing the Data Warehouse—Big Data, Big Problems NEW *Geoff Horne, NZTester magazine*

MM Exploratory Testing Is Now in Session—*Jon Bach, eBay, Inc*

MN Essential Test Management and Planning—*Rick Craig, Software Quality Engineering*

MO Build Your Mobile Testing Expertise NEW *Karen N. Johnson, Software Test Management, Inc.*

MP Rapid Software Testing: Reporting NEW *James Bach, Satisfice, Inc.*

MQ How to Break Software: Embedded Edition NEW *Jon Hagar, Grand Software Testing*

TUESDAY, OCTOBER 1

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: From Concept to Practice NEW
Jonathan Kohl, Kohl Concepts

TB Key Test Design Techniques
Lee Copeland, Software Quality Engineering

TC Critical Thinking for Software Testers
James Bach, Satisfice, Inc.

TUESDAY MORNING TUTORIALS

TD The Craft of Bug Investigation—*Jon Bach, eBay, Inc.*

TE Discovering New Test Ideas: Getting that Burst of Creativity NEW
Karen N. Johnson, Software Test Management, Inc.

TF Alan Page: On Testing NEW *Alan Page, Microsoft*

TG Patterns in Test Automation: Issues and Solutions NEW
Seretta Gamba, Steria Mummert ISS GmbH, and Dorothy Graham, Independent Test Consultant

TH How to Break Software: Robustness Edition—*Dawn Haynes, PerfTestPlus, Inc.*

TI Exploring Usability Testing NEW *Rob Sabourin, AmiBug.com*

TJ Improve Your Social and In-Person Networking Skills NEW
Johanna Rothman, Rothman Consulting Group, Inc.

12:00 Lunch

1:00 Tutorials (1:00pm–4:30pm)

TUESDAY FULL DAY TUTORIALS (CONTINUED)

TA Mobile Applications Testing: From Concept to Practice NEW
Jonathan Kohl, Kohl Concepts

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 Security Testing for Testing Professionals NEW *Jeff Payne, Coveros, Inc.*

TM Innovation Thinking: Evolve and Expand Your Capabilities NEW
Jennifer Bonine, tapIQA, Inc.

TN Collaboration Techniques: Forgotten Wisdom and New Approaches NEW
Rob Sabourin, AmiBug.com, and Dorothy Graham, Independent Test Consultant

TO Introducing Keyword-Driven Test Automation—*Hans Buwalda, LogiGear*

TP Test Managers: How You Can Really Make a Difference NEW *Julie Gardiner, The Test People*

TQ How to Break Software: Web 101+ Edition NEW *Dawn Haynes, PerfTestPlus, Inc*

4:30 Welcome Reception and Karaoke Jam Session (4:30pm–6:30pm)

6:30 Bonus Session—Speaking 101: Tips and Tricks (6:30pm–7:30pm)

WEDNESDAY, OCTOBER 2

8:30	**KEYNOTE: What Executives Value in Testing—***Michael Kelly, DeveloperTown, and Jeanette Thebeau, Ex2 Partners*					
10:00	**KEYNOTE: Testing the Xbox: Lessons for All—***Alan Page, Microsoft*					
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	W1 **Reducing the Cost of Software Testing** *Matt Heusser, Excelon Development*	W2 **Testing Lessons Learned from Monty Python** *Rob Sabourin, AmiBug.com*	W3 **Intelligent Mistakes in Test Automation** *Dorothy Graham, Independent Test Consultant*	W4 **Working Testing Tasks into the Product Backlog** *Michael Kelly, DeveloperTown*	W5 **Rapid Performance Testing: No Load Generation Required** *Scott Barber, PerfTestPlus*	W6 **Working Toward Web Accessibility for All** *Mari Kawaguchi, Bank of America*
12:30	Lunch • Visit the Expo • Meet the Speakers					
1:45	W7 **Key Strategies to Survive the Mega Test Program** *Bob Goetz, Kaiser Permanente*	W8 **Data Warehouse Testing: It's All about the Planning** *Wayne Yaddow, Oppenheimer Funds*	W9 **Model-based Testing with Keywords** *Hans Buwalda, LogiGear*	W10 **Agile Code Reviews for Better Software—Sooner** *Mark Hammer, SmartBear Software*	W11 **Automated Performance Profiling with Continuous Integration** *Ivan Kreslin, Mitchell International*	W12 **Software Quality Metrics for Testers** *Philip Lew, XBOSoft*
3:00	W13 **Testing to Detect Problems that Will Hurt the Bottom Line** *Pradeep Soundararajan, Moolya*	W14 **Model-Based Testing: Concepts, Tools, and Techniques** *Adam Richards, Critical Logic*	W15 **iOS Test Automation: The Trifecta** *Elizabeth Taylor, Digimarc*	W16 **Don't Go Over the Waterfall: Keeping Agile Testing Agile** *Aaron Barrett, Infusionsoft*	W17 **Create a One-Page Capacity Model for High-Traffic Web Applications** *Dan Bartow, SOASTA*	W18 **Courage and Freedom in Exploratory Testing** *Griffin Jones, Congruent Compliance*
4:00	Networking Break • Visit the Expo, 3:30pm–6:30pm					
4:30	**KEYNOTE: Lightning Strikes the Keynotes—***facilitated by Lee Copeland, Software Quality Engineering*					
5:30	Reception in the Expo Hall, 5:30pm–6:30pm					
6:30	Bonus Session—**Rethink Software Test Strategy in Rapidly Changing Environments** (6:30pm–7:30pm)					

THURSDAY, OCTOBER 3

8:30	**KEYNOTE: Selling (and Buying) "Live Site Quality" at eBay—***Jon Bach, eBay, Inc.*					
	Test Management	Test Techniques	Test Automation	Mobile Testing	Personal Excellence	Special Topics
9:45	T1 **Eliminating Software Defects with Jidoka—The Overlooked Pillar of Lean** *Bill Curtis, CAST*	T2 **Evaluating and Testing Web APIs** *Ole Lensmar, SmartBear Software*	T3 **Refactoring Automated Functional Tests** *Zhimin Zhan, AgileWay Pty Ltd*	T4 **Mobile Testing Trends and Innovations** *Melissa Tondi, ProtoTest*	T5 **Build Your Personal Portfolio of Thinking Skills** *Karen N. Johnson, Software Test Management, Inc.*	T6 **Test Automation Challenges in the Gaming Industry** *Brett Roark, Blizzard Entertainment*
10:45	Networking Break • Visit the Expo, 10:30am– 3:00pm					
11:15	T7 **Test Status Reporting: Focusing Your Message for Executives** *Stephan Obbeck, KROLL Consulting AG*	T8 **Become a Big Data Quality Hero** *Jason Rauen, LexisNexis*	T9 **Automated Testing of a Dynamically Configurable System** *Terry Morrish, Synacor*	T10 **Mobile Testing Success: Real World Strategies and Techniques** *Clint Sprauve, Hewlett-Packard*	T11 **It's All Fun and Games: Using Play to Improve Tester Creativity** *Christin Wiedemann, PQA*	T12 **Tests and Requirements: Like Ham and Eggs, Sugar and Spice, Lucy and Desi** *Ken Pugh, Net Objectives*
12:15	Lunch • Visit the Expo • Meet the Speakers					
	Test Management	Test Techniques	Test Automation	Mobile Testing	Security Testing	Special Topics
1:30	T13 **Swimming with the Salmon: Lessons in Moving Quality Upstream** *Colleen Kirtland, The Capital Group, and Harish Krishnankutty, Infosys Limited*	T14 **User Acceptance Testing: Make the User a Part of the Team** *Susan Bradley, Grange Mutual Insurance*	T15 **Confessions of an Automation Addict** *David Rosskopf, LDS Church*	T16 **Automate Mobile App Testing—Or Go Crazy** *Stewart Stern, Gorilla Logic, Inc.*	T17 **Use Hacker Tools to Test for Security Vulnerabilities** *Erik Costlow, Hewlett-Packard*	T18 **Get Testing Help from the Crowd** *Matt Johnston, uTest*
2:30	Networking Break • Visit the Expo (closes at 3:00pm)					
3:00	T19 **Microsoft's Adventures in Agile Development Quality and Testing** *Karthik Ravindran, Microsoft*	T20 **Decoupled System Interface Testing at FedEx** *Dave Miller, FedEx Services*	T21 **End-to-End Automation: Providing Stakeholders Feedback on Quality** *Vikas Bhupalam, Intuit, Inc.*	T22 **Mobile Test Automation with Big Data Analytics** *Tarun Bhatia, Rhapsody International Corp.*	T23 **The Google Hacking Database: A Key Resource to Exposing Vulnerabilities** *Kiran Karnad, MIMOS Berhad*	T24 **Introducing the New Software Testing Standard** *Jon Hagar, Grand Software Testing*
4:15	**KEYNOTE: The Bounty Conundrum: Incentives for Testing—***Shaun Bradshaw, Zenergy Technologies*					
5:30	Testing & Quality Leadership Summit Reception, 5:30pm–6:30pm (Summit registration required)					

FRIDAY, OCTOBER 4

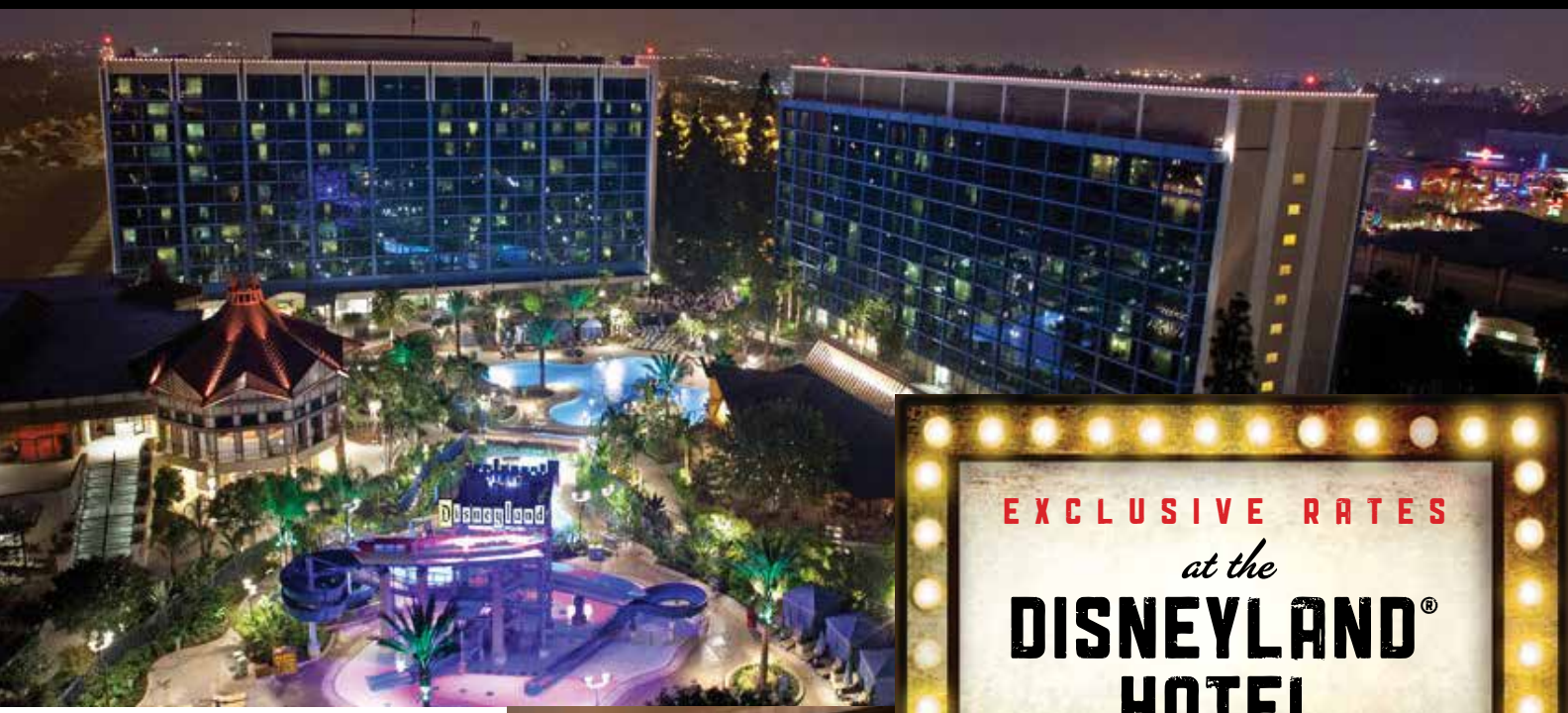
Testing & Quality Leadership Summit

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)

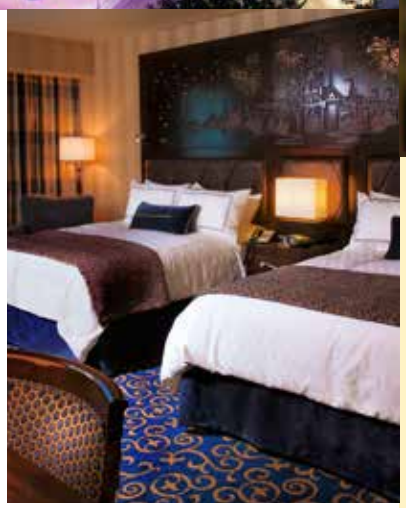
See page 25 for more information.
(Free, but pre-registration required)

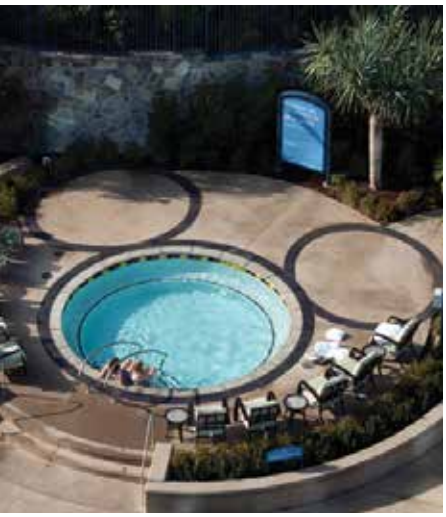
HOTEL SPOTLIGHT



EXCLUSIVE RATES *at the* DISNEYLAND® HOTEL

STAR*WEST* 2013 will be held at the newly renovated Disneyland Hotel, featuring all new luxurious guest rooms with the comfort and amenities that the business traveler has come to expect. Relax after your meetings in one of the three renovated pools or soak up the California sun at either of the outdoor hot tubs. Look forward to experiencing legendary quality and outstanding Cast Member service at the Disneyland Hotel.





Stay at the Center of the Action

Networking opportunities will be around every corner and inside every elevator at the Disneyland Hotel. 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. Plus, you're just footsteps away from additional dining and entertainment at Downtown Disney® and the two Disney® theme parks!

Special Hotel Rates for STAR*WEST* Attendees

Book your room reservation at the Disneyland Hotel at the exclusive conference rate by August 30, 2013. Space is limited, so please reserve your room early! Use one of these options to make a reservation:

- **CALL DISNEY®!**—Call the Disneyland Hotel reservations at 714.520.5005, available Mon–Fri from 8am–5pm PST. When calling, be sure to mention the STAR*WEST* 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?SW13Hotel
- **CALL US!**—Call our Client Support Group at 888.268.8770

Disneyland Hotel is located at:
1150 West Magic Way
Anaheim, CA 92802
714.520.5005

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

Welcome Reception & Karaoke Jam Session

Tuesday, October 1 • 4:30–6:30pm

Kick off the conference with a welcome reception! Mingle with experts and colleagues, while enjoying complimentary food and beverages. With a live band on stage, every singer in the crowd will feel comfortable to let their inner rock star shine at the karaoke jam session immediately following the welcome reception!

Expo Reception

Wednesday, October 2 • 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, October 2–Thursday, October 3 • 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, October 1–Thursday, October 3

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

STAR*WEST* Test Lab

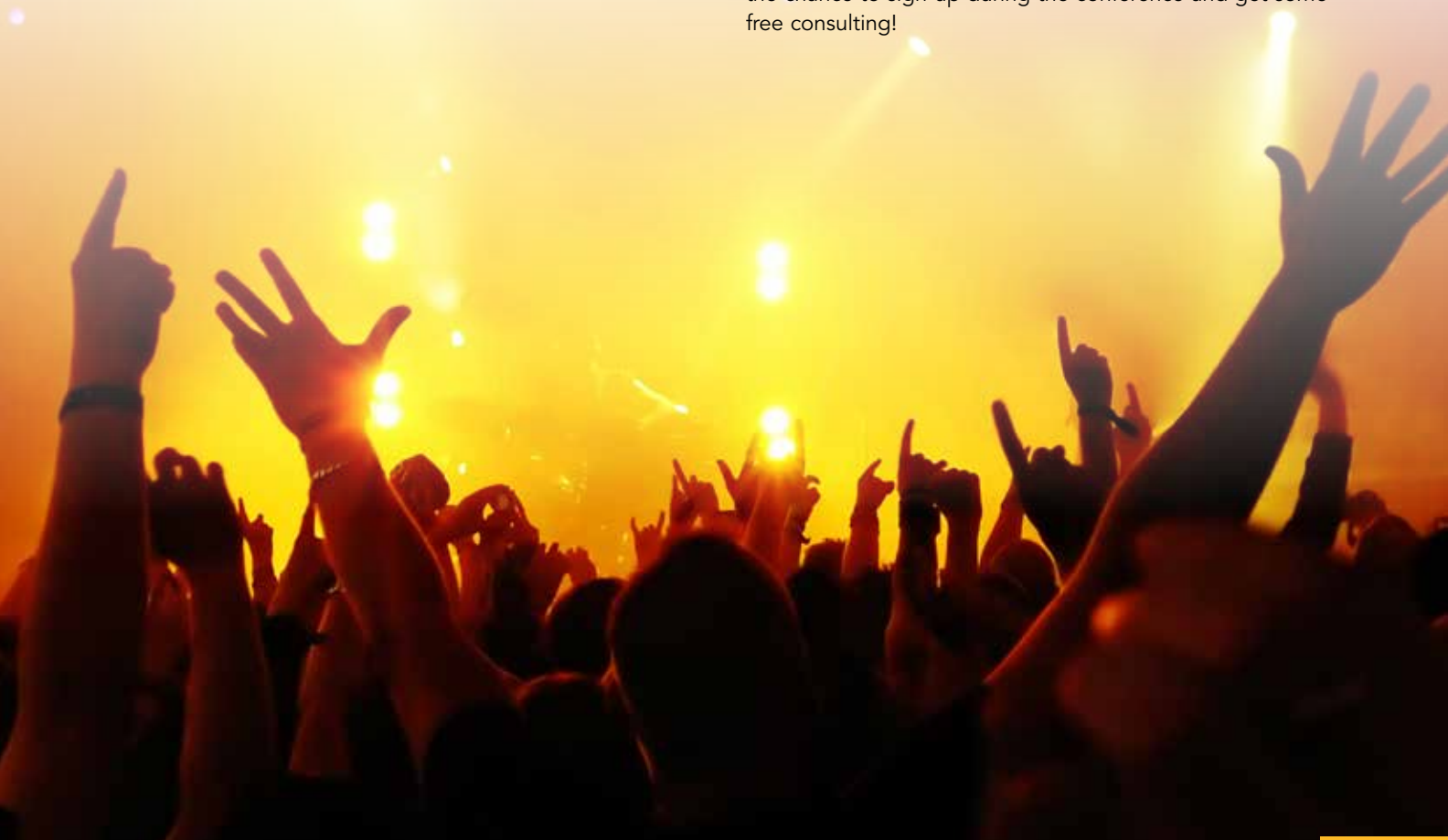
Wednesday, October 2–Thursday, October 3

Visit the interactive STAR*WEST* 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, October 2–Thursday, October 3

STAR*WEST* offers the unique opportunity to schedule a 15-minute, one-on-one session with a STAR*WEST* 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!



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 Tester Certification—ICAgile, Fundamentals of Agile Certification, Software Tester Certification—Foundation Level, Requirements-Based Testing Workshop, or Using Visual Studio® to Improve Software Quality and benefit from all STAR*WEST* 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 Tester Certification—ICAgile		Tutorials Bonus Session	Keynotes Concurrent Sessions Networking Events, Expo, ...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					

Project Management Institute R.E.P.

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

Agile Tester Certification—ICAgile

Sunday, September 29–Monday, September 30 • 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 story elicitation and grooming through development and testing, this course prepares you to be a valuable member of an agile development team.

Robert Sabourin

- Discover how testing is implemented in different in agile environments
- Learn about user stories and how to test them
- Explore key agile testing practices—ATDD, BDD, TDD, and ET
- Examine technical and team skills you need for success
- Recognize the main agile testing challenges and how to address them

Fundamentals of Agile Certification is a prerequisite for Agile Tester Certification through the ICAgile.

Requirements-Based Testing Workshop

Sunday, September 29–Tuesday, October 1 • 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.

Richard Bender

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

YOUR CONFERENCE AND SAVE $300

Fundamentals of Agile Certification

Sunday, September 29–Monday, September 30 • 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.

Jeff Payne

- 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, September 29–Tuesday, October 1 • 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.

Conrad Fujimoto

- 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, September 29–Tuesday, October 1 • 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.

Anna Russo

- 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 or call 888.268.8770 or 904.278.0524.

MONDAY, SEPTEMBER 30, 8:30–4:30 (FULL-DAY)

MA A Rapid Introduction to Rapid Software Testing

Paul Holland, Testing Thoughts

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, Paul Holland 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 Paul to learn 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

Hans Buwalda, LogiGear

Large-scale testing projects can severely stress many of the testing practices we have gotten used to over the year. This can result in less than optimal outcomes. A number of innovative ideas and concepts have emerged to support industrial-strength testing of large and complex projects. Hans Buwalda shares his experiences and the strategies he's developed and used for large testing on large projects. 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 also outlines the possibilities and pitfalls of outsourcing test automation. The information presented 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 Getting Started with 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.

MONDAY, SEPTEMBER 30, 8:30–12:00 (HALF-DAY – MORNING)

MD Application Performance Testing: A Simplified Universal Approach NEW

Scott Barber, PerfTestPlus, Inc.

In response to increasing market demand for high performance applications, many organizations implement performance testing projects, often at great expense. Sadly, these solutions alone are often insufficient to keep pace with emerging expectations and competitive pressures. With specific examples from recent client implementations, Scott Barber shares the fundamentals of implementing T⁴APM™, a simple and universal approach that is valuable independently or as an extension of existing performance testing programs. The T⁴APM™ 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 T⁴APM™ 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 T⁴APM™ 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, taplQA, Inc.

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 Implementing Crowdsourced Testing NEW

Rajini Padmanaban and Mukesh Sharma, 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 and Mukesh Sharma as they describe 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 and Mukesh share the facts and myths about crowdsourced testing. They span a range of theory and practice including case studies of real-life experiences and exercises to illustrate the message, and explain what it takes to maximize the benefits of a crowdsourced test implementation.

MG Rapid Software Testing: Strategy NEW

James Bach, Satisfice, Inc.

A test strategy is the set of ideas that guides your test design. It's what explains why you test this instead of that, and why you test this way instead of that way. Strategic thinking matters because testers must make quick decisions about what needs testing right now and what can be left alone. You must be able to work through major threads without being overwhelmed by tiny details. James Bach describes how test strategy is organized around risk but is not defined before testing begins. Rather, it evolves alongside testing as we learn more about the product. We start with a vague idea of our strategy, organize it quickly, and document as needed in a concise way. In the end, the strategy can be as formal and detailed as you want it to be. In the beginning, though, we start small. If you want to focus on testing and not paperwork, this approach is for you.

MH Management Issues in Test Automation

Dorothy Graham, Independent Test Consultant

Many organizations never achieve the significant benefits that are promised from automated test execution. Surprisingly often, this is due not 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.

MI 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.

MJ Exploratory Testing Explained

Jon Bach, eBay, 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—learning, test design, and test execution—done in parallel. 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. Jon Bach looks at specific heuristics and techniques of exploratory testing that will help you get the most from this highly productive approach. Jon focuses on the skills and dynamics of exploratory testing, and how it can be combined with scripted approaches.

MONDAY, SEPTEMBER 30, 1:00–4:30 (HALF-DAY – AFTERNOON)

MK Test Estimation for Managers NEW

Julie Gardiner, The Test People

Test estimation is one of the most difficult software development activities to do well. The primary reason is that testing is not an independent activity and is often plagued by upstream destabilizing dependencies. Julie Gardiner describes common problems in test estimation, explains how to overcome them, and reveals six powerful ways to estimate test effort. Some estimation techniques are quick but can be challenged easily; others are more detailed and time consuming to use. The estimation methods Julie discusses include FIA (Finger in the Air), Formula or Percentage, Historical, Consensus of Experts, Work Breakdown Structures, and Estimation Models. Through the use of exercises, you will gain experience using these techniques. Julie looks at how we can approach the "set-in-stone deadlines" often presented to us and effectively communicate estimates for testing to senior management. Spreadsheets and utilities will be given out during this session to help testers, test managers, and development managers improve their estimation practices.

ML Testing the Data Warehouse—Big Data, Big Problems NEW

Geoff Horne, NZTester Magazine

Data warehouses are critical systems 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 is 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 appropriate testing is performed is a major challenge for many enterprises. Geoff Horne has led numerous 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: methods for assuring data completeness, monitoring data transformations, measuring quality, and more. Geoff explores the opportunities for test automation as part of the data warehouse process, describing how you can harness automation tools to streamline the work and minimize overhead.

MM 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.

MN 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.

MO Build Your Mobile Testing Expertise 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 mobile testing challenges—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.

MP Rapid Software Testing: Reporting NEW

James Bach, Satisfice, Inc.

Test reporting is something few testers take time to practice. Nevertheless, it's a fundamental skill—vital for your professional credibility and your own self-management. Many people think management judges testing by bugs found or test cases executed. Actually, testing is judged by the story it tells. If your story sounds good, you win. A test report is the story of your testing. It begins as the story we tell ourselves, each moment we are testing, about what we are doing and why. We use the test story within our own minds, to guide our work. James Bach explores the skill of test reporting and examines some of the many different forms a test report might take. As in other areas of testing, context drives good reporting. Sometimes we make an oral report, occasionally we need to write it down. Join James for an in depth look at the art of the reporting.

MQ How to Break Software: Embedded Edition NEW

Jon Hagar, Grand Software Testing

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, he 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, attendees get to 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.

TA Mobile Applications Testing: From Concept to Practice NEW

Jonathan Kohl, Kohl Concepts

As applications for smartphones and tablets become incredibly popular, organizations encounter 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

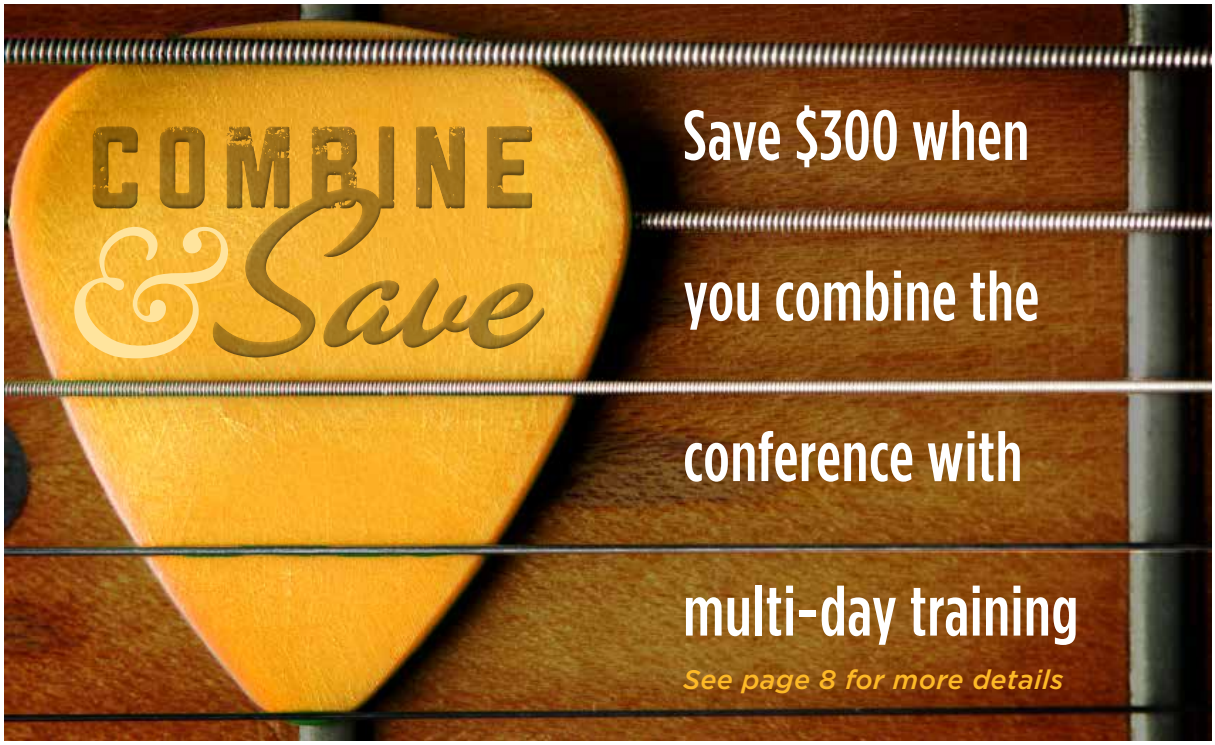
Lee Copeland, Software Quality Engineering

All testers know that we can identify many more test cases than we will ever have time to design and execute. The key 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. 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.



TUESDAY, OCTOBER 1, 8:30–12:00 (HALF-DAY – MORNING)

TD The Craft of Bug Investigation

Jon Bach, eBay, Inc.

Although many training classes and conference presentations describe processes and techniques meant to help you find bugs, few explain what to do when you find a good one. How do you know what the underlying problem is? What do you do when you find a bug, and the developer wants you to provide more information? How do you reproduce those pesky, intermittent bugs that come in from customer land? In this hands-on class, Jon Bach helps you practice your investigation and analysis skills—questioning, conjecturing, branching, and backtracking. For those of you who have ever had to tell the story about the big bug that got away, Jon offers up new techniques that may trap it next time so you can earn more credibility, respect, and accolades from stakeholders. Because collaboration and participation are encouraged in this class, bring your mental tester toolkit, tester's notebook, and an open mind.

TE Discovering New Test Ideas: Getting that Burst of Creativity NEW

Karen N. Johnson, Software Test Management, Inc.

Feel your testing's stuck in a rut? Looking for new ways to discover test ideas? Wondering 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 CIA's tool, the Phoenix Checklist, a set of intentionally designed context-free questions that can help you look at a problem or challenge from a fresh perspective. Karen reviews 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.

TF Alan Page: On Testing NEW

Alan Page, Microsoft

You name the testing topic, and Alan Page has an opinion on it, hands-on practical experience with it—or both. Spend the morning with Alan as he discusses a variety of topics, trends, and tales of software engineering and software testing. In an interactive format *loosely* based on discovering new testing ideas—and bringing new life to some of the old ideas—Alan shares experiences and stories from his twenty year career as a software tester. Topics may include philosophical rants about code coverage and test pass rates; thoughts on the developer/tester relationship and quality ownership; and insights on test leadership and the real future of test. Join Alan for a unique opportunity to participate in intriguing discussions about testing that will expand your testing knowledge, give you the insight you need to grow your own career, and help your organization succeed.


TG Patterns in Test Automation: Issues and Solutions NEW

Dorothy Graham, Independent Test Consultant, and Seretta Gamba, Steria Mummert ISS GmbH

Testers often encounter problems when automating test execution. The surprising thing is that many testers encounter the very same problems, over and over again. These problems often have known solutions, yet many testers are not aware of them. Recognizing the commonality of these test automation issues and their solutions, Seretta Gamba and Dorothy Graham have organized them into a set of test automation patterns. A pattern is a general, reusable solution to a commonly occurring problem. For many years, patterns have been identified, defined, catalogued, and used in software development, but they are not commonly recognized in test automation. Seretta and Dot help you recognize your test automation problems and show you how to identify appropriate patterns to help solve them. Example patterns include *No Previous Automation*, *High ROI Expectations*, and *High Test Maintenance Cost*.

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 Exploring Usability Testing NEW

Rob Sabourin, AmiBug.com

It is not enough to verify that software conforms to requirements by passing established acceptance tests. Successful software products engage, entertain, and support the users' experience. While goals vary from project to project, no matter how robust and reliable your software is, if your users do not embrace it, business can slip from your hands. Rob Sabourin shares how to elicit effective usability requirements with techniques such as story boarding and task analysis. Together, testers, programmers, and users collaborate to blend the requirement, design, and test cycles into a tight feedback loop. Learn how to select a subset of system functions to test with a small group of users to get high value information at low cost. Learn how usability testers can take advantage of naïve questions from novice users as well as the tunnel vision and bias of domain experts. Rob shares examples of usability testing for a variety of technologies including mobile and web-based products.

TJ Improve Your Social and In-Person Networking Skills NEW

Johanna Rothman, Rothman Consulting Group, Inc.

You don't have to be a social butterfly to succeed with social networking. As a manager, tester, or QA professional, you need to differentiate yourself from the pretenders. If you are a "doer," it's time to start building your reputation at work and extending your reach on social networking sites, discussion forums, through online participation and at conferences like STAR. Whether you are searching for a new job, recruiting a candidate, or looking for new ways to solve problems, you need to know how to network. However, as a professional, you want to network with authenticity by making a "warm" connection—having a reason to connect and something to give. Johanna Rothman helps you recognize and analyze your current business relationships and plan ways to expand and extend your networking. Leave with an action plan and a new, budding network to help you implement that plan.

TUESDAY, OCTOBER 1, 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 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.

TM Innovation Thinking: Evolve and Expand Your Capabilities NEW

Jennifer Bonine, tapIQA, Inc.

Innovation is a word tossed around frequently in organizations today. The standard cliché is "Do more with less." People and teams want to be innovative but often struggle with how to define, prioritize, implement, and track their innovation efforts. Jennifer Bonine shares the "Innovation Types" model to give you new tools to evolve and expand your innovation capabilities. Find out if your innovation ideas and efforts match your team and company goals. Learn how to classify your innovation and improvement efforts as core (to the business) or context (essential but non-revenue generating). WIth this data, you can better decide how much of your effort should being spent on *core* vs. context activities. Take away new tools for classifying innovation and mapping your activities and your team's priorities to their importance and value. With Jennifer's guidance you'll evolve and expand your innovation capabilities on the spot.

TN Collaboration Techniques: Forgotten Wisdom and New Approaches NEW

Rob Sabourin, AmiBug.com, and Dorothy Graham, Independent 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 and productively with customers, programmers, business analysts, writers, trainers, and pretty much everyone in the business value chain. Testers and managers have many touch points of collaboration: 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 describe how collaboration worked on several agile projects, giving critiques of what worked well, where problems could arise, and additional aspects to consider. Join Rob and Dot to look at examples from agile projects and how forgotten but proven "ancient" techniques can be applied to your own collaboration, such as entry and exit criteria, role diversity, risk-based objectives, checklists, cross-checking, and root cause analysis. 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-driven 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 challenge" — automate 95 percent of your tests with no more than 5 percent of your total testing effort — using his proven, keyword-driven test method. Hans also discusses how the keyword approach relates to other automation techniques like scripting and data-driven testing. Use the information and real-world application Hans presents to attain a very high level of automation with the lowest possible effort.

TP Test Managers: How You Can Really Make a Difference NEW

Julie Gardiner, The Test People

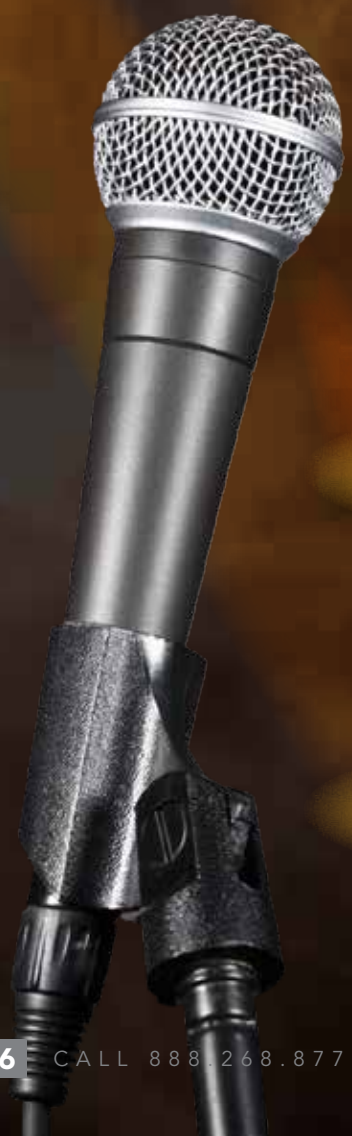
When leading a test team or working in an agile team, becoming a trusted advisor to other stakeholders is paramount. This requires three key skills: earning trust, giving advice, and building relationships. Join Julie Gardiner as she explores each of these skills, describing why and how a trusted advisor develops different "mindsets." Julie shares a framework of "quick-wins" for test managers and team leaders who need to show the value of testing on projects. To help provide timely, relevant information to stakeholders, she shares seven powerful monitoring and predicting techniques. Julie demonstrates three objective measures showing how testing adds value to organizations. To make sure that everyone is on the same page, Julie urges managers to establish a foundation for testing through well-defined policy statements, agreed to and sanctioned by senior management. Receive a set of spreadsheets and utilities to support your activities as a test manager who really makes a difference.

TQ How to Break Software: Web 101+ Edition NEW

Dawn Haynes, PerfTestPlus, Inc

When testing web applications, you may feel overwhelmed by the technologies of today's web environments. Web testing today requires more than just exercising a system's functionality. Each system is composed of a customized mix of various layers of technology, each implemented in a different programming language and requiring unique testing strategies. This "stew" often leads to puzzling behavior across browsers; performance problems due to page design and content, server locations, and architecture; and inconsistent operation of navigation controls. Dawn Haynes shares an extensive set of test design ideas, standards, and software attacks. She explains their general applicability, effort needed to execute, and technical skill required for success, so you can determine what's useful in your situation. Dawn demonstrates a variety of tools to help you improve your web testing of HTML syntax, page layout, download speeds, 508 compliance, readability, and more. From the easy and quick to implement to the techie hard stuff, Dawn has something for every web tester.

KEYNOTES By TESTING ROCK STARS



WEDNESDAY, OCT. 2, 8:30am

What Executives Value in Testing

Michael Kelly, DeveloperTown, and Jeanette Thebeau, Ex2 Partners

Professional testers and test managers are feeling the pressures of low-cost competition and tools that claim to replace them through automation. So, how can test teams add more value to their projects and organization? In a recent survey of executives and testers, Mike Kelly and Jeanette Thebeau found major disconnects between what executives and testers believe are most important to the business. They explore new insights into the risks and concerns executives perceive and what you should do differently. In the survey, most testers believed that finding ways to cut operational costs was a low priority test objective, but executives listed operational cost reduction as a high value testing activity. On the flip side, testers believed that regulatory compliance was a high priority, while most executives reported compliance testing was a low priority. Join Mike and Jeanette to find new ways to help ensure the products you test solve the business problem, meet customer needs, reduce operational costs, scale easily as demand increases, and are built to quickly add new features over time.

A partner at DeveloperTown, **Michael Kelly** spends most of his time working with teams to deliver ridiculously high quality solutions faster than they could without rigorous testing practices. He is a past director and president of the Association for Software Testing and a former hosted expert on SearchSoftwareQuality.com.

Jeanette Thebeau is a veteran venture coach, product and brand strategist, and former CMO with a broad range of experience. Jeanette has worked with numerous startups, as well as large corporate brands—Brooks Sports, Disney, the Indiana Pacers, Coors Brewing Co., Pizza Hut, and Taco Bell, among others.

WEDNESDAY, OCT. 2, 10:00am

Testing the Xbox: Lessons for All

Alan Page, Microsoft

Testing a game console isn't all fun and games. However, with more than 50 million Xbox 360 consoles sold, and the amazing success of the Kinect sensor, it's certainly a hotbed of excitement for software developers and testers alike. Veteran tester Alan Page is having a blast on the Xbox console team and shares an insider's view of what it's like to test one of the most popular entertainment systems ever created. Learn the details of testing the Xbox from the guts of the operating system to the latest applications—and everything in between. Discover how the Xbox team creatively balances test automation with hands-on testing, how they've turned traditional measures of code coverage and test pass rates on edge, and many other ways the Xbox team builds, tests, and delivers software that both end-users and game developers love. Join Alan to discover new ideas, see exciting demonstrations, and take away practical ideas that any team can use.

Alan Page is a principal SDET—a fancy name for tester—on the Xbox console team at Microsoft. Edging up on twenty years in software testing, Alan has previously worked on a variety of Microsoft products including Windows, Windows CE, Internet Explorer, and Office Lync. He spent some time as Microsoft's director of test excellence where he developed and ran technical training programs for testers throughout the company. Alan was the lead author of *How We Test Software at Microsoft* and contributed chapters on large-scale test automation to *Beautiful Testing and Experiences of Test Automation: Case Studies of Software Test Automation*. You can follow Alan on his blog or on Twitter @alanpage.

WEDNESDAY, OCT. 2, 4:30pm

Lightning Strikes the Keynotes

Lee Copeland, Software Quality Engineering

Throughout the years, Lightning Talks have been a popular part of many STAR conferences. If you're not familiar with the concept, a Lightning Talk session consists of a series of five-minute talks by different speakers within one presentation period. For the speakers, Lightning Talks are the opportunity to deliver their single biggest bang-for-the-buck idea in a rapid-fire presentation. And now, lightning has struck the STAR keynote presentations. 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.

PRESENTERS:


James Bach


Jon Bach


Michael Bolton


Jennifer Bonine


Hans Buwalda


Bob Galen


John Fodeh


Dawn Haynes


Geoff Horne


Griffin Jones

THURSDAY, OCT. 3, 8:30am

Selling (and Buying) "Live Site Quality" at eBay

Jon Bach, eBay, Inc.

In the February *Fortune* magazine, eBay made the cover with the title "eBay is Back!" The article cited improvements in the look and feel of the site, strategic investments in fulfillment, and technology partnerships with retailers to establish it as more than just an online auction service. Jon Bach joined just as eBay was making big bets to make notable and visible gains with this strategy. Jon recounts his two and a half years as a quality engineering director and introduces a concept he calls Live Site Quality. It means the value your customers get while experiencing different activity flows through your online product or service. It's the impression they're left with as they try to solve a problem or meet a need—whether it's a simple task or a complex exploration of your site's capabilities. Jon's main idea is selling stakeholders on different Live Site Quality perspectives and getting eBay colleagues from different parts of the organization to buy into the idea that bugs that might most affect their Live Site Quality may lie between their team and another.

With more than eighteen years of experience in software testing, **Jon Bach** has held technical and managerial positions in companies including Hewlett-Packard and Microsoft. In his current role as director of Live Site Quality for eBay, Jon is dedicated to building "end-to-end" tests (activity flows) in eBay's core sites to discover important bugs that threaten its core business. He is most notable for creating, with his brother James, Session-Based Test Management, a method to manage and report exploratory testing. Jon frequently speaks at the STAR conferences and usually can be found wearing a ball cap, hanging out in the conference hallways, encouraging others, and sharing best testing ideas and patterns.

THURSDAY, OCT. 3, 4:15pm

The Bounty Conundrum: Incentives for Testing

Shaun Bradshaw, Zenergy Technologies

When you think of a bounty, do you think of *Dog the Bounty Hunter*, a reality series featuring a biker dude with a bad mullet, or maybe *Django Unchained*, Quentin Tarantino's latest film about a slave-turned-bounty-hunter? Shaun Bradshaw doesn't have a mullet and isn't a movie star, but he has witnessed his fair share of bounty-style incentives used to motivate test teams to find more bugs, in hopes of improving software quality. But bounties can backfire—commonly referred to as the Cobra Effect—and create tension within a development organization without improving software quality. Join Shaun as he discusses alternate merit-based methods that can add a fresh take on incentivized testing and productivity. Learn why you should keep bonuses a surprise. Start to reward collaboration rather than competition. Understand how to use both subjective and objective measurements in your favor, and implement a rewards system that is "safe to fail." Shaun explains these concepts and more in "The Bounty Conundrum."

For the past fifteen years **Shaun Bradshaw** has helped clients improve the quality of their software by advising, instructing, and mentoring them in QA and test process improvement. His focus on effective testing and test management techniques, as well as practical metric implementations, creates demand for him as a consultant and frequent speaker at major QA and testing conferences. Shaun is well known for his topics on test metrics, the S-Curve, and the Zero Bug Bounce. As one of the founders of Zenergy Technologies, Shaun heads up Zenergy's remote testing services for multiple clients and has guided both start-ups and multi-billion dollar corporations in their quests for better quality software.

WEDNESDAY, OCTOBER 2, 11:30am

W1 TEST MANAGEMENT

Reducing the Cost of Software Testing

Matthew Heusser, Excelon Development

The demand to deliver more software in less time is increasing. Give in to the pressure without thinking, and you end up facing burnout, stress, business risk, and, most likely, even more demands. Refuse, fight the good fight, and it is likely the business will replace you with someone else. Matt Heusser tackles head-on the problem of pressure, sharing his favorite concepts from the book *How to Reduce the Cost of Software Testing*. Starting with why outsourcing and automation have not tamed the bugbear of cost, Matt moves on to describe the hidden costs of delays, handoffs, batched work, and documentation. Leave with a number of options that can help get the real project done more quickly, with guidance about when those techniques are appropriate, and what you'll trade off to get there.

W2 TEST TECHNIQUES

Testing Lessons Learned from Monty Python

Rob Sabourin, AmiBug.com

And now for something completely different...Monty Python's Flying Circus revolutionized comedy and brought zany British humor to a worldwide audience. However, buried deep in the hilarity and camouflaged in its twisted wit lie many important testing lessons—tips and techniques you can apply to real world problems to deal with turbulent projects, changing requirements, and stubborn project stakeholders. Rob Sabourin examines some of the most famous Python bits—"The Spanish Inquisition" telling us to expect the unexpected, "The Dead Parrot" asking if we should really deliver this product to the customer, "The Argument" teaching us about bug advocacy, "Self Defense against Fresh Fruit" demonstrating the need to pick the right testing tool, and a host of other goofy gags, each one with a lesson for testers. Learn how to test effectively with persistence, how to make your point with effective communication, and how to clarify project goals and requirements.

W3 TEST AUTOMATION

Intelligent Mistakes in Test Automation

Dorothy Graham, Independent Test Consultant

A number of test automation ideas that at first glance seem very sensible actually contain pitfalls and problems that you should avoid. Dot Graham describes five of these "intelligent mistakes"—automated tests will find more bugs more quickly; spending a lot on a tool must guarantee great benefits; it's necessary to automate all of our manual tests; tools are expensive so we have to show a substantial return on investment; and testing tools must be used by the testers. Dot points out that automation doesn't find bugs; tests do. Good automation does not come out of the box and is not automatic. Automating everything may not give you better (or faster) testing. Determining the actual rate of return is not only surprisingly difficult but may actually be harmful. Turning testers into test automators may waste their skills and talents. Join Dot for a rousing discussion of intelligent mistakes—so you can be smart enough to avoid them.

W4 AGILE TESTING

Working Testing Tasks into the Product Backlog

Michael Kelly, DeveloperTown

If you've worked on an agile project, delivering to production on a regular basis, then you've struggled with the challenge of fitting in all the big tasks—performance, security, usability, and compatibility testing. To make matters worse, over time it becomes more and more challenging just to fit in all the functional testing that needs to take place, and that's even with rigorous unit and acceptance test automation. So how do you fit all that testing into the backlog when it doesn't tie nicely to one specific feature? Michael Kelly explains that by writing specific stories for each testing activity and understanding when to coordinate the timing of those activities with overall project and iteration goals, you can make the testing tasks more visible and acceptable. Backlogs are where teams work out priority, scope, and set expectations for levels of effort. Make sure testing is a part of your project's backlog.

W5 PERFORMANCE TESTING

Rapid Performance Testing: No Load Generation Required

Scott Barber, PerfTestPlus

Load testing is just one—but the most frequently discussed—aspect of performance testing. Luckily, much of performance testing does not demand the same expensive tools, special skills, environments, or time as load testing does. Scott Barber developed the Rapid Performance Testing (RPT) approach to help individuals and teams with the non-load aspects of performance testing. RPT is fast and easy, requires no investment in tools or special skills, is applicable throughout virtually any development cycle by anyone on the team, and most importantly reduces the frequency of those performance issues that threaten, or even negate, the value of load testing. Through examples and case studies, Scott shares the RPT approach and grants you exclusive access to his "Top Secret RPT Tips, Tools & Utilities" webpage. Immediately following this session, join Scott in the Test Lab for real-time demonstrations on applications of your choosing and for an opportunity to have Scott coach you while you practice RPT.

W6 SPECIAL TOPICS

Working toward Web Accessibility for All

Mari Kawaguchi, Bank of America

According to the U.S. Census, fifty million people in the United States have at least one disability, and ten million people have a significant vision impairment. If your organization is seeking to increase customer delight, lead from the front by being socially responsible, and be positioned to serve the "new customer majority," this session is for you. Mari Kawaguchi shares how Bank of America took a leadership role in delivering a world-class customer experience by creating an innovative end-to-end web accessibility program. Mari answers key questions: What is web accessibility? Can we just ignore accessibility issues? How do we code and test for accessibility? Learn best practices for implementing a web accessibility program and examine the top ten defects found in non-accessible implementations. Mari shares a live JAWS demonstration so you can experience first-hand how blind or visually impaired customers can successfully navigate an accessible website.

W7 TEST MANAGEMENT

Key Strategies to Survive the Mega Test Program

Robert Goetz, Kaiser Permanente

Sometime in your career as a test manager, you'll be assigned to lead the effort for a program so large that the CEO and board of directors monitor it. These are programs that bet the organization's future and come with a high degree of risk, visibility, pressure, and fixed deadlines. Internal audit and external third-party reviews become de rigueur. Your upstream partners—analysis, design, development, and suppliers—all appear (at least to you) to miss their deadlines with no apparent consequences. Everyone looks to you to "make your dates" so the project delivers on time and keeps the organization in business. Bob Goetz shares key strategies, techniques, and processes to help you survive and even thrive in these mega programs. Learn ways to build teams, standardize processes, measure progress, and work transparently so your business will have full confidence in you and your team—and let you sleep at night!

W8 TEST TECHNIQUES

Data Warehouse Testing: It's All about the Planning

Wayne Yaddow, Oppenheimer Funds

Today's data warehouses are complex and contain heterogeneous data from many different sources. Testing these warehouses is complex, requiring exceptional human and technical resources. So how do you achieve the desired testing success? Wayne Yaddow believes that it is through test planning that includes technical artifacts such as data models, business rules, data mapping documents, and data warehouse loading design logic. Wayne shares planning checklists, a test plan outline, concepts for data profiling, and methods for data verification. He demonstrates how to effectively create a test strategy to discover empty fields, missing records, truncated data, duplicate records, and incorrectly applied business rules—all of which can dramatically impact the usefulness of the data warehouse. Learn common pitfalls, which can cost your business hundreds of thousands of dollars or more, when test planning shortcuts are taken. If you work in an environment that often performs data warehouse testing *without* proper planning and technical skills, this session is for you.

W9 TEST AUTOMATION

Model-Based Testing with Keywords

Hans Buwalda, LogiGear

Model-based testing can be a powerful alternative to just writing test cases. However, modeling tools are specialized and not suitable for everyone. On the other hand, keyword-driven test automation has gained wide acceptance as a powerful way to create maintainable automated tests, and, unlike models, keywords are simple to use. Hans Buwalda demonstrates different ways that keyword testing and models can be combined to make model-based testing more readily accessible. Learn how you can use keywords to create the models directly. The results of this "poor man's approach" to model-based testing are clean, concise test cases that are interpreted dynamically. In other words, the model executes the tests rather than generating the tests for execution by another tool. This allows the model to actively respond to changing conditions in the application under test. See this demonstrated with a simple state-transition model, written with keywords, that plays a game until all relevant situations have been visited.

W10 AGILE TESTING

Agile Code Reviews for Better Software—Sooner

Mark Hammer, SmartBear Software

Code reviews are often thought of as anti-agile, cumbersome, and disruptive. However, done correctly, they enable agile teams to become more collaborative and effective, and ultimately to produce higher quality software faster. Mark Hammer describes how lightweight code review practices succeed where more cumbersome methods fail. Mark offers tips on the mechanics of lightweight code reviews and compares five common styles of review. He looks at real-world examples and reveals impressive results. Gain new insights into how much time to spend in review, how much code to review in one session, and how author preparation practices can increase the efficiency of a review. Learn how peer code review can improve the performance of individual developers, their teams, and the software they produce. Mark shares the specific benefits of peer code review, including ROI and the ultimate goal of producing higher quality software faster.

W11 PERFORMANCE TESTING

Automated Performance Profiling with Continuous Integration

Ivan Kreslin, Mitchell International

Historically, performance tests are run long after the code has been checked in, making performance issues time consuming to resolve and thus not a good fit in the agile process. Ivan Kreslin presents a solution that he's implemented to address this problem. Learn how Ivan integrates the functionality in Microsoft Performance Profiling tools into a test automation framework to capture performance-related issues during continuous integration. Learn how to extend any desired tests and enable these to be used simultaneously for both functional and performance testing—detecting any performance regressions that may have been introduced from one build to the next. For any regression found learn how the automated process generates a report, listing modules and functions that have changed, by how much, who checked the code in, and when. Learn how you can automate performance profiling for your own projects and detect performance problems earlier.

W12 SPECIAL TOPICS

Software Quality Metrics for Testers

Philip Lew, XBOSoft

When implementing software quality metrics, we need to first understand the purpose of the metrics and who will be using them. Will the metric be used to measure people or the process, to illustrate the level of quality in software products, or to drive toward a specific objective? QA managers typically want to deliver productivity metrics to management but management may want to see metrics that describe customer or user satisfaction. Philip Lew believes that software quality metrics without actionable objectives toward increasing customer satisfaction are a waste of time. Learn how to connect each metric with potential actions based on evaluating the metric. Metrics for the sake of information may be helpful but often just end up in spreadsheets of interest to no one. Take home methods to identify metrics that support actionable objectives. Once the metrics and their objectives have been established, learn how to define and use metrics for real improvement.

W13 TEST MANAGEMENT

Testing to Detect Problems that Will Hurt the Bottom Line

Pradeep Soundararajan, Moolya

Many of our stakeholders don't understand testing like we do, especially those whose focus is on making sales, growing revenues, and watching the bottom line. As testers, how can we support them in their efforts to be successful? How can we provide useful, timely information that helps them make important decisions? Pradeep Soundararajan shares his experiences with changing perceptions of testing for those in sales and the ripple effect it had on the testers' freedom and responsibilities. Pradeep describes how pair testing the product with sales and marketing people, understanding what they need, and the product claims they make have led to significant increases in product sales, quality, and reputation. He shows how this simple idea can change the way we test and how we may help our customers to see testing differently. Learn how Pradeep helps his team members to become leaders in software testing.

W14 TEST TECHNIQUES

Model-Based Testing: Concepts, Tools, and Techniques

Adam Richards, Critical Logic

For decades, software development tools and methods have evolved with an emphasis on modeling. Standards like UML and SysML are now used to develop some of the most complex systems in the world. However, test design remains a largely manual, intuitive process. Now, a significant opportunity exists for testing organizations to realize the benefits of modeling. Adam Richards describes how to leverage model-based testing to dramatically improve both test coverage and efficiency—and lower the overall cost of quality. Adam provides an overview of the basic concepts and process implications of model-based testing, including its role in agile. A survey of model types and techniques shows different model-based solutions for different kinds of testing problems. Explore tool integrations and weigh the pros and cons of model-based test development against a variety of system and project-level factors. Gain a working knowledge of the concepts, tools, and techniques needed to introduce model-based testing to your organization.

W15 TEST AUTOMATION

iOS Test Automation: The Trifecta

Elizabeth Taylor, Digimarc

In this agile world, as the expectations for rapid mobile application development and delivery get shorter every day, the users' patience with a buggy app has become almost nonexistent. Elizabeth Taylor shares how to reduce iOS application testing time and gain confidence in your code: use Xcode Instruments with JavaScript to automate your functional tests; verify potentially missed UI elements with manual testing including copy, labels, and images; and learn how to stress test your app. Scripting test functions so they can be run on iPad and iPhone devices also will be discussed as will using Accessibility Labels for Automation to "see" custom controls. With Elizabeth's Trifecta approach, you will structure your test suites and libraries so they are easy to run, debug, and understand test results. Code snippets, useful JavaScript functions, and a live demo illustrate the Trifecta process in action.

W16 AGILE TESTING

Don't Go over the Waterfall: Keep Agile Testing Agile

Aaron Barrett, Infusionsoft

All too often an agile iteration resembles a mini-waterfall cycle with developers coding for the duration of the iteration and then throwing code "over the wall" to the test team. This results in the all-too-familiar "test squeeze" with testers often testing code after the iteration has already finished. When testing occurs after an iteration's end, the agile principle of *potentially releasable* is violated and negatively impacts the next iteration. To avoid these problems we must ensure that all testing is completed before the end of the iteration. But how can we achieve this? Aaron Barrett explains that the solution lies in the planning and processes that govern the agile team. Learn proven strategies that allow your test teams to move testing back inside the iteration and take back a plan to keep you from going over the waterfall.

W17 PERFORMANCE TESTING

Create a One-Page Capacity Model for High-Traffic Web Applications

Dan Bartow, SOASTA

In the test lab and in production everything hinges on looking at the right performance metrics. A common problem for engineering teams is that they don't know what metrics they should be analyzing. It's easy to get lost in an ocean of data from disparate monitoring tools and end up with no answers to the simplest questions about performance and capacity. The reality is that to build an effective capacity model, engineers only need to track three key metrics from each tier. Using a technique perfected during a decade of performance engineering on some of the world's highest traffic web applications, Dan Bartow shares techniques for building one of the most useful tools a team can have—the one-page capacity model. Learn the critical metrics to monitor at each tier for the most common application technologies and how to turn this knowledge into a reference page that teams will rely on in every aspect of performance management for years to come.

W18 SPECIAL TOPICS

Courage and Freedom in Exploratory Testing

Griffin Jones, Congruent Compliance

Exploratory testing (ET) consists of simultaneous learning, test design, test execution, and optimization. Most people are able to adopt the outward behaviors of ET but struggle to adopt an ET mindset. Griffin Jones explains that this mindset requires reflecting on four basic questions: Am I learning and adapting? Am I working on the correct mission? Should I redesign the task? Should I change how I perform the task? Sharing his experiences across project roles, Griffin explains why courage and freedom are critical ingredients in answering those four questions. He describes the warning signs of a superficial commitment to the values of ET. Learn the power of asking the question: What is the best test I can perform, right now? Move beyond mimicry and the superficial. Leave with a way to align yourself with the deeper values of exploratory testing.

T1 TEST MANAGEMENT

Eliminating Software Defects with Jidoka—The Overlooked Pillar of Lean

Bill Curtis, CAST

Many development organizations are experimenting—but getting mixed results—with lean development techniques. As a test or development manager, you have the power to help eliminate defects—the largest source of waste in development—and the enormous rework costs they incur. Bill Curtis discusses Jidoka, another pillar of lean, which uses automation to help developers detect and eliminate defects during development. Bill describes a technology framework that uses static analysis, behavioral emulation, and other techniques for analyzing and measuring non-functional quality characteristics such as reliability, security, performance, and maintainability. He presents data showing correlations between improvements in structural quality measures and reductions in operational defects and rework-related costs. In addition, Bill presents the most frequent types of structural defects for each software quality characteristic. Gain a broader vision of how to apply lean principles to your software development and maintenance practices.

T2 TEST TECHNIQUES

Evaluating and Testing Web APIs

Ole Lensmar, SmartBear Software

Thanks to the massive adoption of cloud and mobile applications, web APIs are moving to center stage for many business and technology teams. As a direct result, the need to deliver a high-quality API experience is essential. When it comes to quality aspects of web APIs, there is more than first meets the eye. Apart from obvious characteristics related to functionality, performance, and security, several not-so-obvious traits of APIs are crucial for their adoption—many related to the context of the end user and how the API is to be consumed. To give you a thorough understanding of web API quality and to prepare you for testing these APIs, Ole Lensmar dives into both the expected and unexpected quality aspects of web APIs that you as a tester need to be aware of, including the importance of API usability, third-party API handling, and the passionate debate around web API metadata standards.

T3 TEST AUTOMATION

Refactoring Automated Functional Tests

Zhimin Zhan, AgileWay Pty Ltd

Regarded as one of the most important advances in software development, code refactoring is a disciplined technique to improve the design, readability, and maintainability of source code. You can learn to apply the same refactoring concepts to automated functional test scripts. Zhimin Zhan introduces functional test refactoring, a simple and highly effective approach to refine and maintain automated test scripts. Zhimin shares the approaches he uses to refactor existing tests into a set of reusable functions and page objects, and the concepts you will need to start developing new, automated tests. Learn about the six most common test refactorings including "extract to page object," 'extract function," and "rename function." Learn how you can develop a sustainable rhythm for refactoring your automated tests. Take back immediate applicable ideas to achieve test automation success.

T4 MOBILE TESTING

Mobile Testing Trends and Innovations

Melissa Tondi, ProtoTest

As organizations implement their mobile strategy, testing teams must support new technologies while still maintaining existing systems. Melissa Tondi describes the major trends and innovations in mobile technology, usage, and equipment that you should consider when transitioning existing test teams or starting new ones. Based on a year of research with the ProtoTest Mobile team, Melissa focuses on areas that balance efficiency and productivity including using the Device Matrix technique to select devices to test against, and the appropriate use of emulators and simulators rather than physical devices. She offers solutions to ensure you have a comprehensive mobile test strategy and focuses on challenges that have inundated traditional test teams such as understanding mobile-specific integration testing and which automation tools to use. Melissa describes how to build a well-organized device lab and incorporate testing scenarios—such as gesture and interruption testing—unique to mobile.

T5 PERSONAL EXCELLENCE

Build Your Personal Portfolio of Thinking Skills

Karen N. Johnson, Software Test Management, Inc.

How do we improve ourselves as software testers? What are the thinking skills we should develop? How do we refine these skills? Observing is one of the essential skills for software testers. We need to detect changes and differences even when they are subtle. Visual imaging helps us to imagine software that doesn't exist, to plot testing possibilities. Abstracting helps us to see the outline of a product while not losing focus on small details. Managing distraction and focusing are also vital skills. Recognizing patterns enhances a tester's ability to detect software defects. Mental modeling helps testers understand information and gives us a method for forming strategies and problem solving. Karen N. Johnson draws immediate connections from theory to practical application of each of these skills. She explores why these skills are necessary and how we can explicitly apply these skills to our craft.

T6 SPECIAL TOPICS

Test Automation Challenges in the Gaming Industry

Brett Roark, Blizzard Entertainment

Gaming is a multibillion-dollar industry, and good testing is critical to any game's success. Game testing has traditionally been black-box through the client—a method clearly insufficient with increasingly more complex software incorporating 3D physics, thousands of linked and interacting assets, large databases, and client-server architecture. Automation is an obvious answer, but how do you automate when the user interface is an immersive virtual environment, the data is as vital a part of the software as the code (and actually more likely to create bugs), and the games themselves are often built specifically to prevent automation? Brett Roark describes how Blizzard Entertainment is meeting this challenge by using automation to tame complex asset pipelines and building custom tools that make each tester more efficient. Take away a deeper understanding of the unique complexities of modern game testing, see why they require fresh and creative solutions, and perhaps consider how these solutions might apply to non-game testing.

T7 TEST MANAGEMENT

Test Status Reporting: Focus Your Message for Executives

Stephan Obbeck, KROLL Consulting AG

Test status reporting is a key factor in the success of test projects. Stephan Obbeck shares some ideas on how to communicate more than just a red-yellow-green status report to executive management and discusses how the right information can influence their decisions. Testers often create reports that are too technical, losing crucial information in a mountain of detailed data. Management needs to make decisions—based on data they do understand—that support the test project. Stephan explains how stakeholder and risk analysis helps you identify recipients of a report and what information is of interest to them. Learn different ways of presenting data to support your message and to get the most possible attention from the executive level. Discover how to avoid pitfalls when generating reports from test automation. Produce a summary of statistics that provides insight into a test project.

T8 TEST TECHNIQUES

Become a Big Data Quality Hero

Jason Rauen, LexisNexis

Many believe that regression testing an application with minimal data is sufficient. With big data applications, the data testing methodology becomes far more complex. Testing can now be done within the data fabrication process as well as in the data delivery process. Today, comprehensive testing is often mandated by regulatory agencies—and more importantly by customers. Finding issues before deployment and saving your company's reputation—and in some cases preventing litigation—are critical. Jason Rauen presents an overview of the architecture, processes, techniques, and lessons learned by an original big data company. Detecting defects up-front is vital. Learn how to test thousands, millions, and in some cases billions—yes, billions—of records directly, rendering sampling procedures obsolete. Save time and money for your organization with better data test coverage than ever before.

T9 TEST AUTOMATION

Automated Testing of a Dynamically Configurable System

Terry Morrish, Synacor

You provide your clients a service and product, designed so that each component is customizable and can be dynamically changed right down to screen layout and field location. This greatly increases the amount of testing you have to perform on a release since there could be more than fifty variations of the component. So how do you ensure high quality outcomes with so much testing to be performed under tight timeframes? You automate the testing, of course. But how do you efficiently manage and automate the dynamic changes within the automated testing framework when the automated testing has to be continuously changed? Terry Morrish explains how to successfully structure automated testing to minimize the overhead management of the dynamically changing environment using a combination of Selenium, css identifiers, JSON files, and a distributed automation farm.

T10 MOBILE TESTING

Mobile Testing Success: Real World Strategies and Techniques

Clint Sprauve, Hewlett-Packard

Today, consumers spend more time on mobile apps than on the web. With this increased demand and paradigm shift toward mobile devices, the role of the software tester is evolving and becoming more complex. Since mobile testing is a relatively new domain, software testers face the challenge of understanding not only *what* to test but *how* to test. Clint Sprauve focuses on real world strategies and techniques for mobile app testing including device provisioning, mobile network virtualization, multi-OS platform coverage, and hybrid app testing. Learn how companies across various industries—insurance, finance, and entertainment—are implementing successful mobile testing strategies and techniques to meet this growing challenge. In addition, Clint highlights what is most important when creating a mobile testing strategy for your organization—object recognition options (native, text, and image), mobile app performance, and device security.

T11 PERSONAL EXCELLENCE

It's All Fun and Games: Using Play to Improve Tester Creativity

Christin Wiedemann, PQA

The number of software test tools keeps expanding, and individual tools are continuously becoming more advanced. However, there is no doubt that a tester's most important—yet often neglected and underused—tool is the mind. As testers, we need to employ our intelligence, imagination, and creativity to gain information about the system under test. Humans are biologically designed to learn through play, and even as adults we can exploit this and harness the power of play to encourage and drive our creativity. Christin Wiedemann shows how you and your team can employ games and puzzles to practice and enhance cognitive skills that are especially important to testers including critical thinking, pattern recognition, and the ability to quickly process and understand new information. Not only will play make you a better tester but it will also make testing more fun. Learn to think critically and question your testing assumptions.

T12 SPECIAL TOPICS

Tests and Requirements: Like Ham and Eggs, Sugar and Spice, Lucy and Desi

Ken Pugh, Net Objectives

The practice of agile software development requires a clear understanding of business needs. Misunderstanding requirements causes waste, slipped schedules, and mistrust within the organization. Developers implement their perceived interpretation of requirements; testers test against their perceptions. Disagreement can arise about implementation defects, when the cause is really a disagreement about the requirement. Ken Pugh shows how acceptance tests decrease requirements misunderstandings by both developers and testers. A testable requirement provides a single source that serves as the analysis document, acceptance criteria, regression test suite, and progress tracker for any given feature. Explore the creation, evaluation, and use of testable requirements by the business and developers. Join Ken to examine how to transform requirements into stories, small units of work that have business value, small implementation effort, and easy-to-understand acceptance tests. Learn how testers and requirement elicitors can work together to create acceptance tests prior to implementation.

T13 TEST MANAGEMENT

Swimming with the Salmon: Lessons in Moving Quality Upstream

Colleen Kirtland, The Capital Group, and Harish Krishnankutty, Infosys Limited


Having difficulties getting your organization to recognize the value of QA? Is your "salmon team" losing to currents that impede continuous improvement and strategic planning? Colleen Kirtland and Harish Krishnankutty share their two-year uphill struggle to elevate QA to the position of trusted business partner. Move QA upstream before testing begins by aligning requirements to a business capability model (BCM). Translate the BCM model into key implementation assets with story maps. Before delivering test execution, swim like salmon to frame testing services by connecting day-to-day operational metrics to higher level business value metrics. Partner with your product and/or development teams to inject measurable quality gates upstream in the delivery lifecycle. Learn about the evolution of merging service level management (e.g., ITIL processes) with upstream QA, test, and solution delivery. Create a fun, vibrant team culture of uphill swimmers who advocate formal quality standards. Fight to fund and sustain a multi-year quality strategy while still meeting customer demands.

T14 TEST TECHNIQUES

User Acceptance Testing: Make the User a Part of the Team

Susan Bradley, Grange Mutual Insurance

Adding user acceptance testing (UAT) to your testing lifecycle can increase the probability of finding defects before software is released. The challenge is to fully engage users and assist them in becoming effective testers. Help achieve this goal by involving users early and setting realistic expectations. Showing how users add value and taking them through the UAT process strengthens their ability and commitment. Conducting user acceptance testing sessions as software functionality becomes available helps to build confidence and capability—and find defects earlier. Susan Bradley shares a five-step process that you can use in your organization to conduct user acceptance testing. Learn to conduct training, set up daily testing expectations, assign test cases to users, create a shared information site for both test case management and feedback documentation, conduct a review of noted issues with all interested parties, and participate in a retrospective regarding the UAT process to improve the process for next time.

T15 TEST AUTOMATION

Confessions of an Automation Addict

David Rosskopf, LDS Church

Feeling fatigued, frustrated, and stressed at work? Wondering how you can stay relevant and highly valued in this fast-changing software development domain? David Rosskopf shares how you can become more productive through a non-traditional approach for automating testing testing—and much more. David, a self-admitted automation addict, confesses he is easily bored with repetitive tasks and frustrated with inefficiencies. Learn from David how to identify inefficiencies in your workplace and how to develop the right tool to fit each need. He shares his knowledge and experiences using automation to solve day-to-day business problems: building automation frameworks, developing tools that decrease troubleshooting efforts, and creating tools to monitor performance. Get inspired to become the automation addict on your team and start solving problems back at the office. *Warning: Side effects may include increased productivity, more free time, happier management, decreased stress, increased salary, and ecstatic co-workers.*

T16 MOBILE TESTING

Automate Mobile App Testing—Or Go Crazy

Stewart Stern, Gorilla Logic, Inc.

During the past decade, test engineers have become experts in browser compatibility testing. Just when we thought everything was under control, along come native mobile applications that need to run across platforms far more diverse than the desktop browser landscape has ever been. The variety of OSs, screen sizes, and hardware technology combine to create hundreds of configurations that need some testing. Manual testing across so many deployment targets will drive anyone crazy. Stu Stern looks at the biggest challenges in mobile testing—functional, platform, display, and device compatibility testing—and explores how you can use MonkeyTalk, a free open source tool to create test suites that can be easily run across today's menagerie of mobile devices. MonkeyTalk can help you automate functional interactive tests for native, mobile, and hybrid iOS and Android apps—everything from simple "smoke tests" to sophisticated data-driven test suites.

T17 SECURITY TESTING

Use Hacker Tools to Test for Security Vulnerabilities

Erik Costlow, Hewlett-Packard

Software applications are being integrated in ways that were never considered during their design. Because of this, security vulnerabilities may emerge in these integrated systems. You can enhance your testing process to include security checks by leveraging the same automated scanning tools that hackers use and combining those tools with something you have that they don't—access to the actual code. Erik Costlow shares analysis techniques that can help you identify security issues like command injection, SQL injection, and various authentication bypass techniques. By learning how to generate, interpret, and prioritize the results, you can treat security vulnerabilities just like other defects found in testing. Erik guides you through a security testing process beginning with understanding an application's attack surface, through identifying security issues, and finally prioritizing and tracking remediation efforts. Learn how to automate static and dynamic scanning tools—just like the hackers do.

T18 SPECIAL TOPICS

Get Testing Help from the Crowd

Matt Johnston, uTest

Crowdsourcing has become widely acknowledged as a productivity solution across numerous industries. However, for companies incorporating crowdsourcing into existing business practices, specific issues must be addressed: What problem are we trying to solve? How do we control the process? How do we incentivize people to achieve our goals? Ultimately, the key to successfully employing a crowdsourcing model is to move beyond the realm of the "mob" to create an engaged, interactive community of diverse and skilled professionals. In the world of quality assurance, crowdsourcing has the potential to effectively solve emerging challenges and take your testing to new heights. Using real-world examples, Matt Johnston explains how you can leverage the crowd to complement your internal systems, ensure systems work as intended under real-world conditions, and effectively manage the scalability of testing efforts.

T19 TEST MANAGEMENT

Microsoft's Adventures in Agile Development Quality and Testing

Karthik Ravindran, Microsoft

Agility without quality does not deliver business value. Neither does quality without agility. Striking a proper balance of agility and quality is of the essence in creating business value through software investments. Striking this balance requires the adoption, practice, and continuous improvement of modern application lifecycle management (ALM) practices. This journey of people, process, and technology is best traversed by continuous learning and improvement. Karthik Ravindran describes the evolution of ALM practices at Microsoft including transitioning cross-functional software teams to an "agile quality" delivery cadence, agile testing practices that reduce rework costs, continuous feedback practices to accelerate user and stakeholder testing, and quality in production practices to reduce MTTR (mean time to repair) and increase integration efficiencies between the ops, dev, and test functions. Learn about practices that you can adapt and apply in your organization to accelerate software-enabled business agility—without compromising quality.

T20 TEST TECHNIQUES

Decoupled System Interface Testing at FedEx

Dave Miller, FedEx Services

If you work in a large-scale environment, you know how difficult it is to have all the systems "code complete" and ready for testing at the same time. In order to fully test end-to-end scenarios, you must be able to validate results in numerous systems. But what if all those systems are not available for you to begin testing? Dave Miller describes "decoupled testing," an enterprise-level solution for managing interface data for capture, injection, simulation, and comparison all along your testing paths. Decoupled testing provides the ability to validate and independently test systems without having to rely on end-to-end testing. This is accomplished by capturing intermediate interface transactions at pre-determined, critical points during processing and comparing them against previously captured or generated expected results. Dave shares a case study on how this approach has benefited FedEx on critical customer-facing systems.

T21 TEST AUTOMATION

End-to-End Automation: Providing Stakeholders Feedback on Quality

Vikas Bhupalam, Intuit, Inc.

Are you running automated tests during development yet not providing automated feedback to the project stakeholders? Vikas Bhupalam approached this problem by leveraging and integrating monitoring, logging, and defect tracking systems to provide automatic feedback to stakeholders. Tests are executed using a Java-based framework, and the results are sent to a monitoring tool that shows up as traffic lights on a dashboard. The dashboard links to logs on the server that provide insights into failing tests and root causes of problems. Alerts can be triggered for specific conditions. Change requests are then automatically filed in the defect tracking system with the appropriate severity and priority set. The QA sign off in all environments is provided to DevOps and all other stakeholders in this automated process. Learn about the framework and the integration involved in bringing all these pieces together.

T22 MOBILE TESTING

Mobile Test Automation with Big Data Analytics

Tarun Bhatia, Rhapsody International Corp.

Organizations with a mobile presence today face a major challenge of building robust automated tests around their mobile applications. However, organizations often have limited testing resources for these increasingly complex projects, and stakeholders worry about the quality of the product. So how do you plan a mobile test automation project, recognizing the failure rate of such efforts? Discover how Tarun Bhatia used big data analytics to understand where Rhapsody's customers spend most of their time out in the wild on their apps. See how they analyzed massive amounts of mobile usage data to create an operational model of carriers, devices, networks, countries, and OS versions. They then developed automation strategies resulting in better tests created with the right priorities. Learn how you can apply mobile automation capabilities in areas of continuous integration, performance, benchmark, compatibility, stress, and performance testing based on analytics data.

T23 SECURITY TESTING

The Google Hacking Database: A Key Resource to Exposing Vulnerabilities

Kiran Karnad, MIMOS Berhad

We all know the power of Google—or do we? Two types of people use Google: normal users like you and me, and the not-so-normal users—the hackers. What types of information can hackers collect from Google? How severe is the damage they can cause? Is there a way to circumvent this hacking? As a security tester, Kiran Karnad uses the GHDB (Google Hacking Database) to ensure their product will not be the next target for hackers. Kiran describes how to effectively use Google the way hackers do, using advanced operators, locating exploits and finding targets, network mapping, finding user names and passwords, and other secret stuff. Kiran provides a recipe of five simple security searches that work. Learn how to automate the Google Hacking Database using Python so security tests can be incorporated as a part of the SDLC for the next product you develop.

T24 SPECIAL TOPICS

Introducing the New Software Testing Standard

Jon Hagar, Grand Software Testing

Software testing standards—who cares, anyway? You should! The new ISO/IEC/IEEE 29119 software testing standard, driven by representatives from twenty countries and under development for the past five years, will be released soon. As a professional tester, you need to know about this standard and how it applies to your environment. Jon Hagar describes the standard, how it was developed, and what types of projects will be impacted by it. This new standard offers risk-based approach to software testing that can be applied to both traditional and agile projects. It is comprehensive—addressing software test basic concepts, definitions, generic test processes, documentation, and techniques—and will replace numerous IEEE and national standards. Many countries, government agencies, and private companies worldwide will start using ISO 29119 in the coming years to benchmark and improve their test practices. Join with Jon to dive in to ISO 29119 and see what it is all about.

Rethink Software Test Strategy in Rapidly Changing Environments

Presented By Cognizant

Applying shift-left QA strategy with a focus on service virtualization, early automation, and continuous integration

Pradeep Kumar Govindasamy, Cognizant, and Gowri Selka, Walgreen Co.

Wednesday, October 2 • 6:30pm–7:30pm


In a recent survey to 300+ organizations, 97% of senior IT Executives said they are increasing investments on early testing and 63% of IT managers reported that a lack of collaboration between QA and development has increased their project risks. QA strategies need to address a multitude of complexities including shift-left QA process, continuous integration, service-oriented multi-tier architecture and adoption of automation at all levels of the Software Testing Life Cycle.

Key takeaways from this session include:

- Newer software testing practices and methodologies focused on Shift-left QA strategy
- Newer technologies such as service virtualization, SOA, early automation and data
- Best practices around service virtualization and SOA
- Real-time case studies with challenges described
- Tools available and their tips and tricks

Speaking 101: Tips and Tricks

Lee Copeland, Software Quality Engineering

Tuesday, October 1 • 6:30pm–7:30pm

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.

The Workshop on Regulated Software Testing (WREST)

Back by Popular Demand!

John McConda, Moser Consulting, and Griffin Jones, Congruent Compliance, LLC

Friday, October 4 • 8:30am–4:30pm


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 John McConda and Griffin Jones.

WREST is free, but limited seats are available. Reserve your seat by contacting the Client Support Group at 888.268.8770 or 904.278.0524 or sqeinfo@sqe.com.

Testing & Quality Leadership Summit

Thursday, Oct. 3 (evening), and Friday, Oct. 4 (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 in 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, program chair Jeff Payne brings together senior industry leaders—Pollyanna Pixton, Accelinnova; Alan Page, Microsoft; Rob Sabourin, AmiBug.com; and Jonathan Bach, eBay—for an interactive exchange of ideas and experiences.

Bring your biggest issues and challenges to the Testing & Quality Leadership Summit where you can draw on the knowledge and experiences of these leaders and your fellow managers who may have already 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, OCTOBER 3

5:30	**Reception—Think Tank Issues Identification: As a Leader, What is Keeping You Up a Night?** *Jeff Payne, Coveros, Inc.*

FRIDAY, OCTOBER 4

8:00	**Registration and Breakfast**
8:30	**What Makes a Great Test Leader?** *Pollyanna Pixton, Accelinnova*
9:30	**Networking Break**
9:45	**Test Leader Rumble—A Panel Discussion/Debate** *Alan Page, Jonathan Bach, Rob Sabourin*
10:45	**Networking Break**
11:00	**Think Tank Discussion: Leadership Solution Brainstorm (part 1)**
12:30	**Networking Lunch Buffet**
1:30	**Think Tank Discussion: Presentation of Results (part 2)**
2:30	**Wrap-up and Ongoing Informal Discussions with Speakers and Attendees**

Testing & Quality Leadership Summit Sessions

FRIDAY, OCTOBER 4

8:30am

What Makes a Great Test Leader?

Pollyanna Pixton, Accelinnova

Are there differences between a great leader and a great test leader? Development can be narrowly focused but test is always much broader. Test leaders deal daily with difficult questions—Does the team understand the customer's needs, the product's value to the customer, and the risk tolerance of the business? How much testing is needed to make sure the customer is happy? How much testing is necessary to limit business risk to an acceptable level? Pollyanna Pixton describes how leaders can create a secure environment to challenge and communicate issues openly, connect testers with customer needs from a system's viewpoint, and balance the risks, costs, and rewards. Collaboration with development is essential but not always easy. Pollyanna shares ideas for collaborating to innovate and streamline the development–test processes without taking ownership away from either team, while building respect for each in the process.

International leadership expert, **Pollyanna Pixton** developed the models for collaboration and collaborative leadership through her thirty-eight years of working inside and consulting with many organizations. She helps companies create workplaces where talent and innovation are unleashed—making them more productive, efficient, and profitable. Pollyanna is a founding partner of Accelinnova, president of Evolutionary Systems, and director of the Institute for Collaborative Leadership. She writes and speaks on topics of creating cultures of trust, leading collaboration, and business ethics. Her models are found in her book, *Stand Back and Deliver: Accelerating Business Agility.* Pollyanna co-founded the Agile Leadership Network and has chaired Leadership Summits in the US and England. Contact her at ppixton@accelinnova.com.

9:45am

Test Leader Rumble—A Panel Discussion/Debate

Alan Page, Jonathan Bach, and Rob Sabourin

Every leader attacks a problem in a different way. Join three distinguished test leaders as they discuss and debate how to tackle today's stickiest test leadership issues:

- Motivating testers
- Getting what you need from upper level management
- Dealing effectively with the software development organization
- Addressing morale and performance issues
- And more!

Learn how these problems can be attacked in different ways. Take home pragmatic, proven techniques for addressing test leadership challenges.

Alan Page is a principal SDET—a fancy name for tester—on the Xbox console team at Microsoft. Edging up on twenty years in software testing, Alan has previously worked on a variety of Microsoft products including Windows, Windows CE, Internet Explorer, and Office Lync. He spent some time as Microsoft's director of test excellence where he developed and ran technical training programs for testers throughout the company. Alan was the lead author of *How We Test Software at Microsoft* and contributed chapters on large-scale test automation to *Beautiful Testing* and *Experiences of Test Automation: Case Studies of Software Test Automation*. You can follow Alan on his blog or on Twitter @alanpage.

Jon Bach works for eBay (San Jose) as a QA director for the Buyer Experience team. Formerly a manager of corporate intellect and senior test consultant at Quardev, Jon has been in testing since 1995 with experience that includes managing teams at Microsoft, HP, and LexisNexis. The co-inventor (with his brother James) of session-based test management, Jon is an award-winning speaker on test management and exploratory testing. He's mostly known for his "half-baked" ideas about how to inspire innovation and create a learning culture for test teams. Find Jon on Facebook and Twitter @jbtestpilot. View his presentations at quardev.com/articles and his blog at jonbox.wordpress.com.

Rob Sabourin, P. Eng., has more than thirty years of management experience leading teams of software development professionals. A well-respected member of the software engineering community, Rob has managed, trained, mentored, and coached hundreds of top professionals in the field. He frequently speaks at conferences and writes on software engineering, SQA, testing, management, and internationalization. Rob wrote *I am a Bug!*, the popular software testing children's book; works as an adjunct professor of software engineering at McGill University; and serves as the principal consultant (and president/janitor) of AmiBug.Com, Inc. Contact Rob at rsabourin@amibug.com.

11:00am

Think Tank Discussion: Leadership Solution Brainstorm (part 1)

Jeff Payne, CEO and founder, Coveros, Inc.

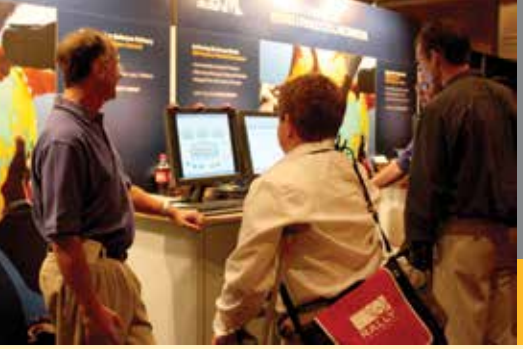
Join your peers in an engaging and highly interactive session to discuss the issues that affect you most. Using answers to the question—As a leader, what is keeping you up at night?—posed at Thursday's evening reception, participants will form small groups to work on finding solutions to pressing test management issues. Discussions will review identified issues, barriers to change, and focus on innovative strategies and practical next steps.

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

Think Tank Discussion: Presentation of Results (part 2)

In the morning think tank discussion you discovered solutions to some of your most challenging issues. Now each group will present their findings, share their solutions, and learn from each other. At the end of the think tank, all feedback will be collected and posted online to encourage further collaboration.



VISIT *the* EXPO

Wednesday, October 2–Thursday, October 3

Discover the Top Technologies and Tools All Under One Roof!

Visit the STA*RWEST* Expo and enjoy all of these unique opportunities:

- **The latest solutions in testing technologies, software, and tools**
- **Meet one-on-one with representatives from some of today's most innovative organizations**
- **Network with colleagues and conference speakers while enjoying cocktails and appetizers during the Expo Reception**
- **Learn new skills, solutions, and participate in live demos during the industry technical presentations**
- **Travel the Expo floor for fun games and a chance to win exciting prizes**
- **Enjoy various session breaks in the EXPO with complimentary refreshments to keep you energized!**

EXPO HOURS

Wednesday, October 2

10:30am–2:00pm
3:30pm–6:30pm

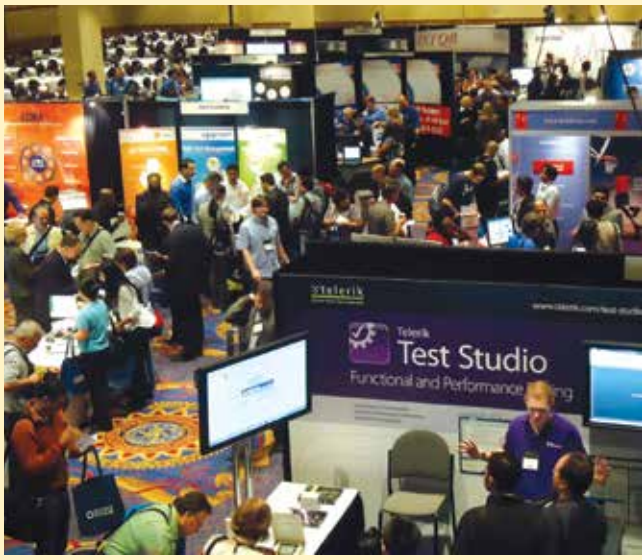
Thursday, October 3

10:30am–3:00pm

Expo Reception

Wednesday 5:30pm–6:30pm

All attendees are invited to the Expo reception for complimentary food and beverages.



EXHIBITORS *and* CONFERENCE SPONSORS

The Platinum, Gold, and Silver sponsors below will all be exhibiting at STAR*WEST*. Please come visit each of their booths to meet one-on-one with representatives from these innovative organizations!

Platinum Sponsors:

Cognizant

Softtek

Gold Sponsors:

IBM

jamo solutions

Borland — A MICRO FOCUS COMPANY

MOBILE LABS

PARASOFT

perfecto mobile

Skytap — The Intuitive Enterprise Cloud

TRICENTIS — Technology & Consulting

Silver Sponsors:

AppDynamics

applitools

ASTQB — American Software Testing Qualifications Board, Inc. — ISTQB Certification in the U.S.A.

Compuware — The Technology Performance Company

froglogic

GORILLA LOGIC

info stretch — Elevating confidence

LogiGear — Software Testing

Prolifics — Global Technology Solutions Provider

Ranorex

TestComplete — by SMARTBEAR

SOASTA

TechExcel

telerik — deliver more than expected

VALUEMOMENTUM — Deliver Value. Drive Momentum™

ZAP technologies.com

Partners:

acmqueue

BETTER SOFTWARE

CODE PROJECT

Software

IT TODAY

Methods & Tools

SD Times

SQE TRAINING

STICKYMINDS.COM™

TECHWELL™

For sponsor/exhibitor news and updates, visit **starwest.techwell.com**.

To become a sponsor/exhibitor, please contact **sales@sqe.com**.

Save WAYS TO ON YOUR CONFERENCE REGISTRATION

V.I.P. PASS

BEST VALUE

Only $2,595 if you register before August 2nd!

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 Events
- All Continental Breakfasts, Lunches, and Refreshment Breaks
- Combine with the other ways to save below for even more value!

SUPER EARLY BIRD OFFER

Receive up to $400 off the regular conference registration fee if payment is received on or before August 2, 2013 (depending on the conference package selected).

GROUPS OF 3 OR MORE SAVE UP TO 30%

Register a group of three or more at the same time and save up to 30% off each registration. To take advantage of this offer, please call the Client Support Group at 888.268.8770 or 904.278.0524 or email them at sqeinfo@sqe.com and reference promo code GRP3.

ALUMNI DISCOUNT

STAR alumni receive up to an additional $200 discount off their registration fee (depending on the conference package selected). If you are a STAR alumni and unable to attend STAR*WEST* this year, you may pass your alumni discount on to a colleague!

MULTI-DAY TRAINING CLASS + CONFERENCE

Save an additional $300 when you attend any of the multi-day training classes and the conference (discount already reflected in the conference pricing).

Please Note—We will always provide the highest possible discount and allow you to use the two largest discounts that apply to your registration.

STAR*WEST* REGISTRATION INFORMATION

SEPTEMBER 29–OCTOBER 4, 2013 ANAHEIM, CA, USA

Easy to Register

ONLINE:
starwest.techwell.com

PHONE:
888.268.8770
904.278.0524

EMAIL:
sqeinfo@sqe.com

CONFERENCE PRICING

	Registration Fees:*	Super Early Bird On or Before August 2	Early Bird On or Before August 30	After August 30
CONFERENCE	❑ **Best Value Package (Mon–Fri)** *Includes 2 days of Pre-conference Tutorials, 2 Conference Days, and Testing & Quality Leadership Summit*	**$2,595**	**$2,795**	**$2,995**
CONFERENCE	❑ Conference + 2 Tutorial Days	$2,195	$2,345	$2,495
CONFERENCE	❑ Conference + 1 Tutorial Day	$1,995	$2,145	$2,295
CONFERENCE	❑ Conference Only (Wed–Thur)	$1,795	$1,895	$1,995
CONFERENCE	❑ 2 Tutorial Days (Mon–Tue)	$1,695	$1,745	$1,795
CONFERENCE	❑ 1 Tutorial Day (Mon or Tue)	$895	$945	$995
CONFERENCE	❑ Testing and Quality Leadership Summit	$895	$945	$995
CONFERENCE	❑ *Add Testing & Quality Leadership Summit (Friday) to any Conference package*	$595	$595	$595
TRAINING	❑ Software Tester Certification—Foundation Level *Training + Conference (includes $250 fee for ISTQB exam)*	$3,740	$3,840	$3,940
TRAINING	❑ Using Visual Studio® to Improve Software Quality + Conference	$3,490	$3,590	$3,690
TRAINING	❑ Requirements-Based Testing Workshop + Conference	$3,490	$3,590	$3,690
TRAINING	❑ Agile Tester Certification—IC Agile + 1 Tutorial Day + Conference	$3,190	$3,340	$3,490
TRAINING	❑ Fundamentals of Agile Certification + 1 Tutorial Day + Conference	$3,190	$3,340	$3,490

BEST VALUE

BRING YOUR TEAM AND SAVE UP TO 30% ON EACH REGISTRATION!

See how much savings groups of 3+ can enjoy on one of our most popular conference packages: **Conference + 2 Tutorial Days**.

Number of Team Members	Regular Pricing	Super Early Bird Pricing *(by August 2, 2013**)*	Group Savings
1-2	$2,495	$2,195	
3-9	$1,996	$1,756	20%
10-19	$1,871	$1,646	25%
20+	$1,746	$1,536	30%

**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 August 2, 2013, to take advantage of the Super Early Bird conference rates listed above.

HOTEL RESERVATIONS

Take advantage of the discounted conference rate at the Disneyland Hotel. To make a reservation, visit **www.sqe.com/go?SW13Hotel** or call 714.520.5005 and mention you are a STAR*WEST* 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 September 9, 2013 are subject to a 20% cancellation fee. No cancellations or refunds may be made after September 16, 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.

SATISFACTION GUARANTEE

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.

MEDIA RELEASE

From time to time we use photographs, video, and audio of conference participants in our promotional and publishing materials. By virtue of your attendance at the STAR*WEST* conference, you acknowledge that Software Quality Engineering, Inc., reserves the right to use your likeness in such materials.

*Your registration includes a digital subscription to ***Better Software*** magazine.

SOFTWARE QUALITY ENGINEERING
CONFERENCES
340 Corporate Way, Suite 300
Orange Park, FL 32073

PRESORTED
STANDARD
U.S. POSTAGE
PAID
GAINESVILLE, FL
PERMIT NO. 726

IF ADDRESSEE IS NO LONGER EMPLOYED:
Re-route to Director of Software Development

Want to Go Green? Email us at sqeinfo@sqe.com with "Green" in the subject line to change your preferences to receive email communications only.