



The Only Conference Focused Exclusively on Software Test Automation Issues and Solutions

You will . . .

- Learn from and interact with the leading experts and practitioners of software test automation
- Exchange new ideas, methodologies, and tools for applying software test automation to your business needs
- Network and share experiences and best practices with your peers
- Participate in tool-specific vendor labs for an interactive, hands-on experience
- Learn about "Hot Topics" in Web, load, and performance testing; reliability; scalability; security; process; and more!

Featuring software test automation experts, including: Dorothy Graham (Grove Consultants), Edward Kit (Software Development Technologies), Linda Hayes (WorkSoft), and more!

Special Panel Discussion—Featuring industry analysts from the Gartner Group, Giga Information Group, IDC, and META Group

Preconference Tutorials

Featured Sessions on Management, Technical, and Automation Experiences

www.sqe.com/testautomation

PLUS

Software Test Automation EXPO

Boston, MA • August 28–30, 2001



Coming to Boston!
August 27–30, 2001

Focus on
Web and eBusiness

August 27–30, 2001

Boston, MA

The Hynes Convention Center

An SQE Production



From the Conference Hosts



Dorothy Graham
Founder,
Grove Consultants

The first-ever conference devoted exclusively to software test automation — held in San Jose in March — was a resounding success. Building on that success, the Software Test Automation Conference will bring its offerings to the East Coast in August.

With the proliferation of the Web and eBusiness, it's been proven that organizations cannot live on manual tests alone. With faster development and increasing complexity, software testing needs to have at least some automated components. However, successful test automation requires more than the purchase of the first automation tool to come along. Many people are unaware of the breadth of test automation issues, or the far-reaching effects (both positive and negative) that test automation can have on an organization. Harnessing the power of test automation is the answer, but getting the answer right and in the proper time frame is an immense challenge.



Mark Fewster
Consultant,
Grove Consultants

The Software Test Automation Conference is geared toward anyone with an interest in test automation. Whether you're about to embark on your first foray into automation or you're already an expert in the area, this conference will give you the opportunity to share your experience, get advice on choosing a tool, achieve expectations with your existing tools, and share suggestions for improvement. It will also give participants at every level the chance to exchange ideas and innovations, learn from leading experts and practitioners, and apply new tips and techniques to their own test automation needs.



Lloyd Roden
Consultant,
Grove Consultants

We hope you'll join us for this one-of-a-kind conference event, and we look forward to seeing you in Boston.

Reduce Time, Risk, and Cost!

In today's fast-paced software development environment, there is a critical need to perform testing more thoroughly and quickly than ever before. With eBusiness and eCommerce being the major driving forces in many businesses today, more and more companies are testing to reduce big risks—and even bigger problems. To address these issues and needs, the Software Test Automation Conference provides you with the most viable and practical solutions.

Who Should Attend

This conference is for software managers, test managers, technologists, software engineers, developers, CTOs, and CIOs seeking solutions to their software test automation issues.

Attend the Software Test Automation Conference & EXPO and learn . . .

- Best practices in Web testing
- How to ensure reliability on the Internet
- The latest in testing tools and support
- Outsourcing test automation implementation projects and ongoing automated test activities
- Test automation methods and processes that work best in Web time
- The latest software test automation technologies for the Web, client/server, mainframe, and embedded systems
- Keys to success in implementing automated testing
- How to decrease time-to-market using automation while ensuring quality
- Return-on-investment for test automation
- Automating regression tests, test management, test design, and test execution
- Performance, stress, load, and configuration testing tools and techniques
- Case studies and user experiences

Software Test Automation EXPO

August 28–30, 2001

The Software Test Automation EXPO features the industry's leading test automation vendors. Meet suppliers who specialize in test automation software and support services. Explore the latest test automation products, services, and technologies. If you are looking for a particular product, evaluating competing systems, or keeping up-to-date with the latest products and developments, don't miss this exciting event!

EXPO Hours

Tuesday

Welcome Reception

5:00 p.m. - 7:00 p.m.

Wednesday

Reception

10:00 a.m. - 7:00 p.m.

4:45 p.m. - 7:00 p.m.

Thursday

10:00 a.m. - 3:45 p.m.

Contents

- 4 Conference Sponsors and Exhibitors
- 6 Preconference Tutorials
- 9 Keynote Presentations
- 10 Conference-at-a-Glance
- 12 Featured Sessions – Management
- 14 Featured Sessions – Technical
- 16 Featured Sessions – Automation Experiences
- 18 General Information
- 19 Registration Form

Special thanks to the Conference Host, Grove Consultants, and the Software Test Automation Conference Advisory Board for their dedication and expertise.

Conference Host

Grove Consultants bring a unique perspective to any organization's software testing processes. In addition to having an in-depth knowledge of software testing, Grove Consultants bring an industry-wide perspective on testing with a focus on a European viewpoint. Consultancy assignments have included audits of testing practices, reviews of testing methodologies, assessment of testing effectiveness and efficiency, and advice on all aspects of testing, test automation, and inspection. Grove Consultants also provide training courses on a range of software testing topics and are the UK's leading accredited training provider for the ISEB Software Testing Foundation Certificate, Europe's first formal qualification for testers. www.grove.co.uk

Conference Advisory Board

Eric Driscoll

Director of Testing and Integration Center
Compuware Corporation

Jonathan Rende

Vice President, Product Marketing-Testing Tools
Mercury Interactive

Sam Guckenheimer

Senior Director, Technology
Rational Software

Bill Siegel

Director, Marketing Communications
Segue Software

Yves de Montcheuil

Director of Product Management
Empirix, RSW Software Division

Peggy Thomas

Vice President,
Software Quality Management Practice
Spherion Technology Architects

Special Industry Analysts Panel Discussion

Wednesday, August 29, 3:30 p.m.

How do you evaluate test automation software, best practices, services, and suppliers for your business? Just ask four of the world's leading experts on the automated software quality industry! Hear a lively, spontaneous, and interactive discussion based on questions from the audience.

You will learn:

- What can test automation do—and what are its limits?
- How much difference is there really among the different vendor tools?
- How important are best practices, and which ones should you consider?
- What expertise do you need for successful implementation?
- What is special about Web testing?

You may submit your questions to the panelists prior to the conference at industrypanel@sqe.com.

PANELISTS

Melinda Ballou
META Group

Theresa Lanowitz
Gartner Group

Richard Heiman
IDC

Uttam Narsu
Giga Information Group

Conference Sponsors

The EXPO is an integral part of the Software Test Automation Conference—giving you an opportunity to meet with the industry's leading test automation vendors and discuss their products and services specific to your needs. Explore the latest test automation software, methodologies, and trends. Meet face-to-face with cutting-edge test automation providers. Network with industry experts and peers.



COMPUWARE[®]

People and software for business applicationssm

Compuware quality assurance solutions automate the multiple, complex steps of thorough application testing and provide comprehensive, repeatable and predictable results in less time. With Compuware tools, you can test every step in the application process for mainframe, distributed and Web platforms. From defining requirements, creating test scripts, executing functional, Web,

regression, integration and performance tests and managing defect resolution, Compuware products and services improve application quality and performance. For organizations that lack the time, infrastructure or resources to perform Web site and application testing, Compuware offers a remote Web testing and monitoring solution. For more information, visit us on the Web at www.compuware.com.



MERCURY INTERACTIVE

Mercury Interactive is the leading provider of Web performance management solutions. Our enterprise testing solutions turn application performance, scalability and user experience into competitive advantage. The company's products and hosted services are open and integrated to best test and monitor e-business applications.

More than 10,000 e-businesses, Internet service providers, application service providers, systems integrators and consultants use Mercury Interactive solutions. Mercury Interactive is headquartered in Sunnyvale, California and has offices worldwide. For more information on Mercury Interactive, visit our Web site at www.mercuryinteractive.com.

CYRANO

Formed in 1989 and publicly traded since 1998, CYRANO is headquartered in Paris, France, with regional headquarters in the UK and USA. CYRANO is a world leader in the software testing, monitoring and quality assurance marketplace. By providing industry-leading software for Web

performance testing (*OpenSTA*[™]), database performance testing and analysis (*Impact* and *Workbench*), database monitoring (*Production*), and strategic consulting and education offerings, CYRANO is helping customers maximize their IT investments and ensure uninterrupted e-business. CYRANO offers integrated solutions, service and support to companies that want to minimize risk, benchmark Service Level Agreements and enable Capacity Planning for their IT infrastructures. Visit our Web site at <http://cyrano.com>.

Rational[®]
the e-development company[™]

Rational Software Corporation (Nasdaq: RATL), the e-development company, helps organizations develop and deploy software for e-business, infrastructure, and devices and embedded systems through a combination of tools, services and

software engineering best practices. Rational's e-development solution helps organizations overcome the software development paradox by accelerating time to market while improving quality. Rational's integrated solution simplifies the process of acquiring, deploying and supporting a comprehensive software development platform, reducing total cost of ownership. New this spring is Rational Test RealTime, a comprehensive solution for testing embedded systems that fully automates all aspects of testing for software designed to be implemented in devices, embedded systems, and real-time infrastructure. IDC has recognized Rational as the revenue leader in multiple application development and deployment markets for four years. Rational is a component of the Nasdaq-100 IndexR. Visit our Web site at www.rational.com.

RSW Software
is now
EMPIRIX

Empirix delivers test and monitoring solutions that help companies measure, monitor, and enhance the way users experience their Web, voice, and network applications and infrastructure. Combining the strengths of Hammer Technologies and RSW Software, Empirix offers software

products and hosted services for load testing and functional testing, as well as post-deployment monitoring. By taking advantage of our best-in-class solutions, our customers provide excellence in Web, voice, voice over IP, contact center, middleware, and wireless applications. The customer base includes companies such as American Airlines, British Telecom, People's Bank, Countrywide Home Loans, MCI Worldcom, Sprint PCS and a host of leading dot-com entities. For more information, please visit www.empirix.com.



Segue Software, Inc. (NASDAQ: SEGU) offers e-business reliability solutions that meet today's most demanding e-commerce challenges. Segue partners with customers to help develop, deploy and maintain B2B and B2C applications that perform reliably, 24x7. Segue's comprehensive,

end-to-end solutions help companies integrate the newest Internet technologies with their existing systems, giving Segue customers "eConfidence" that their mission-critical sites will consistently achieve optimal performance. Segue's e-business reliability solutions includes the Silk software line, and a full complement of on-site and hosted consulting-based services.

Representative customers from around the world include AT&T, Citibank, Ericsson, Hewlett-Packard, Liberty Mutual, Lockheed Martin, Lucent, Merrill Lynch, Pratt & Whitney, Sony Pictures, Sprint, T.Rowe Price, Telcordia and Warburg Dillon Read. Headquartered in Lexington, Massachusetts, with offices across North America and Europe, Segue can be reached at 800.287.1329, or at www.segue.com

Sponsor Solution Labs

Explore the latest software and services of our conference sponsors in customized vendor labs. These special sessions run concurrently throughout the conference and provide you with hands-on experience and interaction with the latest test automation products and solutions.

EXPO Welcome Reception

Tuesday, August 28, 5:00 p.m. – 7:00 p.m.

Join us on the EXPO floor for food, fun, and festivities to kick off the Software Test Automation Conference! Don't miss this excellent opportunity to network with your peers and learn from leading test automation software and services providers.

EXPO Reception

Wednesday, August 29, 4:45 p.m. – 7:00 p.m.

Here's another opportunity for you to eat, drink, and mingle with industry experts and leading test automation providers. Join us in a relaxed atmosphere as you network with old friends and make new ones!

Conference Sponsors

Compuware Corporation
CYRANO
Empirix, RSW Software Division
Mercury Interactive
Rational Software
Segue Software

Exhibitors (As of 04/30/01)

Atesto Technologies, Inc.
Automated Test Solutions, Inc.
Five Nine Solutions
McCabe & Associates, Inc.
The Open Group
RadView Software
SHUNRA Software
Software Development Technologies
StickyMinds.com
TestQuest, Inc.
USDataCenters
WorkSoft

Exhibit Floor Hours

Tuesday

Welcome Reception 5:00 p.m. - 7:00 p.m.

Wednesday

Reception 10:00 a.m. - 7:00 p.m.
4:45 p.m. - 7:00 p.m.

Thursday

10:00 a.m. - 3:45 p.m.

For Sponsor/Exhibitor news and updates, visit www.sqe.com/testautomation.

Monday Preconference Tutorials

Monday, August 27, 9:00 a.m. – 5:00 p.m.

A

Introduction to Testing Web Sites and Applications

Steve Splaine, Splaine & Associates

Many developers and testers are making the transition from testing traditional Client/Server, PC, and/or Mainframe systems to testing rapidly changing Web applications. This tutorial helps make this transition easier by explaining these new technologies and recommending test cases and techniques that can be included in a Web site's functional, compatibility, usability, and navigational test plans. Gain an invaluable overview of the most common technologies being used to build Web sites and applications. Learn proven tips and techniques for testing Web technologies, and discover the latest tools available for Web testing.



Steve Splaine is a chartered software engineer with over 20 years of experience in developing software systems: Web/Internet, Client/Server, Mainframe, and PCs.

He is an experienced project manager, tester, developer, and presenter who has consulted with over 100 companies in North America and Europe. He's also a regular speaker at software testing conferences and lead author of The Web Testing Handbook.

"This was the most informative conference I've ever attended. I picked up very valuable information not only from the speakers, but from my peers! I can't wait until next year's conference. I'll definitely be there!"

Lynn Humphrey
SQA Analyst,
North American Mortgage Co.

Monday, August 27, 9:00 a.m. – 5:00 p.m.

B

A Roadmap for Automating Software Testing

Mike Sowers and Tom Wissink,
Software Development Technologies

This tutorial provides a practical guide for selecting and managing test automation. Mike Sowers and Tom Wissink present core testing tool terminology, concepts, and best practices while illustrating techniques for evaluating and implementing tools. Live demos are used to illustrate representative, full-function tools. Learn how to effectively integrate tools into the testing process. Examine a best-of-breed list of tool vendors and test automation projects.



Mike Sowers has over two decades of experience in the engineering and quality fields with extensive experience in requirements gathering, defect prevention techniques, defect containment approaches, software verification and validation practices, and software engineering methodologies.



Tom Wissink has worked in software development, software configuration management, systems engineering, integration, and test engineering for 25 years. Prior to joining Software Development Technologies, he was the Chief Integration and Test Engineering Specialist in Lockheed Martin's Mission Systems Company, an SEI CMM Level 5 company.

Monday, August 27, 9:00 a.m. – 5:00 p.m.

C

Automating Test Execution: From Theory to Practice

Mark Fewster and Lloyd Roden,
Grove Consultants

Take a detailed look at some of the most important issues of test execution automation while learning from examples taken from real-world experiences. Explore the pros and cons of different scripting techniques with an emphasis on data-driven and keyword-driven approaches. Learn about comparison techniques and the system performance issues that need to be addressed. This tutorial also describes the most common test automation maintenance problems and suggests metrics to monitor and help to minimize the maintenance effort.



Mark Fewster has over 20 years' experience in the software industry with more than 13 years in automating software testing. He has been a developer and manager for a multi-platform graphical application vendor, where he implemented a testing improvement program and successfully developed and implemented a testing tool which led to dramatic and lasting savings for the company. Mark is co-author of Software Test Automation.



Lloyd Roden has been involved in the software industry since 1980. He was chairman of the QARun User Group for three years, and is a lively and enthusiastic speaker at conferences and seminars. He has spoken at EuroStar, TCS, SQE, and Unicom conferences. At Grove Consultants, he provides consultancy and training in all aspects of testing, specializing in test management, people issues, and test automation.

Monday, August 27, 9:00 a.m. – 5:00 p.m.

D Business Process Certification —An Automated Approach

Linda Hayes, WorkSoft

Business Process Certification (BPC) is a new approach to software test automation that shifts the focus from the technical aspects of testing to the business imperatives, and redefines the test objectives, lifecycle, and design principles. BPC reduces the need for programming skills and accelerates the implementation of automation. Instead of relying on system requirements and design specifications which may not be available or complete, BPC relies on the expertise of the intended business users. In this tutorial, learn how to obtain management buy-in; reorganize your test organization and process; identify, prioritize, and mitigate business risks; and automate and maintain your certification library.



Linda Hayes is the founder of three software companies including AutoTester, where she pioneered automated test tools for the PC. Her new company,

WorkSoft, offers the next generation of enterprise-level test automation. A frequent industry speaker and award-winning author, she publishes the monthly "Quality Quest" column for Datamation, wrote the Automated Testing Handbook, and co-edited Dare to be Excellent with Alka Jarvis on best practices in the software industry.

Monday, August 27, 9:00 a.m. – 5:00 p.m.

E Automated Software Testing: Introduction, Management, and Performance

Elfriede Dustin, BNA Software

Since the beginning of automated testing, test teams have frequently implemented new tools without first developing a process or strategy that details how they'll make the test tool productive. Don't be that team. How test teams introduce a tool is nearly as important as the selection of the most appropriate one. This tutorial outlines the Automated Test Life-cycle Methodology (ATLM), a structured process for designing, developing, executing and managing testing. The ATLM describes how and where automated software testing fits into the system development life cycle. Based on the best-selling book *Automated Software Testing*, authored by the instructor, it uses a real-world case study and best practices to manage expectations and achieve results.



Elfriede Dustin is primary author of the book Automated Software Testing. Throughout her career, in leading successful rollouts of automated testing tools

at various companies, Elfriede has applied her automated testing rollout strategy to numerous major initiatives. She's currently a test manager at BNA Software. Her new book, Quality Web Systems, will be available in August 2001.

Tuesday, August 28, 9:00 a.m. – 5:00 p.m.

F Web Site/Application System Testing: Performance, Scalability, and Security

Steve Splaine, Splaine & Associates

Many organizations are seeking to deploy mission-critical Web sites/applications that are intended to attract large numbers of revenue generating visitors. This tutorial seeks to help the developer or tester already experienced in testing small-scale Web sites understand the technologies needed to make Web sites more secure and scalable. Learn about the automated tools available to assist you in testing your site before and after it goes live. Find out the differences between load testing, stress testing, integrity testing, and endurance testing. Gain insight into the different attack points that a hacker could seek to exploit. Learn how to check a Web server for open ports, and discover why a firewall should not be your only line of defense.



Steve Splaine is a chartered software engineer with over 20 years of experience in developing software systems: Web/Internet, Client/Server, Mainframe, and

PCs. He is an experienced project manager, tester, developer, and presenter who has consulted with over 100 companies in North America and Europe. He's also a regular speaker at software testing conferences and lead author of The Web Testing Handbook.

Tuesday Preconference Tutorials

Tuesday, August 28, 9:00 a.m. – 5:00 p.m.

G Establishing a Fully-Integrated Test Automation Architecture

Edward Kit and Mike Sowers,
Software Development Technologies

Three essential testing challenges tower above the rest: *how to integrate test design and automation technology; how to architect an automated regression test library using a minimum number of highly technical, programming-efficient testers; and how to design and document a highly inspectable test suite.* Learn how these challenges are met while testing Web applications—thanks to the right testing framework and a new, state-of-the-practice approach to test design. This tutorial addresses first, second, and third generation usage of capture/playback tools, including how to overcome the most common automation problems. Experiences testing a Web application will be explored as well as insight and tips for getting started with automation.



Edward Kit, founder and president of Software Development Technologies, is an internationally recognized expert in the area of software testing and automation. His best-selling book, Software

Testing in the Real World: Improving the Process, has been adopted as a standard by companies such as Sun Microsystems, Exxon, Chase Manhattan Bank, and Cadence Design Systems.



Mike Sowers has over two decades of experience in the engineering and quality fields with extensive experience in requirements gathering, defect prevention techniques, defect containment approaches, software verification and validation practices, and software engineering methodologies.

Tuesday, August 28, 9:00 a.m. – 5:00 p.m.

H Selecting and Implementing Test Execution Tools

Dorothy Graham and Mark Fewster,
Grove Consultants

If you are about to embark on the selection of a toolset to support software testing, or if you are tasked with the actual implementation of a tool, this tutorial is for you! Learn completely tool-independent, general principles for selecting software tools and implementing test automation in your organization. Discover how much help execution tools can provide. Learn how to choose the right tool and ways to automate the test process. You will leave this tutorial with worksheets for a rigorous (enough) selection process to ensure that the tools you choose will meet your needs.



Dorothy Graham is the founder of Grove Consultants in the UK, which provides advice, training, and inspiration in software testing, testing tools, and inspection. She is co-author of Software Test

Automation. She is on the boards of conferences and journals in software testing, and has been an active member of the British Computer Society's Specialist Interest Group in Software Testing since 1989. She is also a member of the Software Testing Board of the Information Systems Examination Board (ISEB) of the British Computer Society.



Mark Fewster has over 20 years' experience in the software industry with more than 13 years in automating software testing. He has been a developer and manager for a multi-platform graphical application vendor, where he implemented a testing improvement program and successfully developed and implemented a testing tool which led to dramatic and lasting savings for the company. Mark is co-author of Software Test Automation.

Tuesday, August 28, 9:00 a.m. – 5:00 p.m.

I System Test Automation: Architecture and Design

Bret Pettichord, Pettichord Consulting

Test automation architecture identifies the major components of a testing system. Appropriate architectures take into account the skills of the staff, the testing requirements, and the conditions of the system under test. This tutorial identifies several major architectural patterns and the factors that favor their adoption. Learn the requirements that any test automation system must meet as well as the design elements that meet these requirements. Explore design issues that arise in the implementation of these systems.



Bret Pettichord has used most of the architectures presented on a variety of projects using different technologies. He has automated tests for systems used in publishing, expense reporting, sales tracking, database management, systems management, and Web access.

J Building an Automated Test Environment

Ross Collard, Collard & Company

Thinking of developing your own automated testing environment but cannot find commercially available tools to fit your needs? This tutorial is designed to help you succeed in building your own. Ross Collard addresses a series of issues, including factors to consider in the build vs. buy decision; the right language and platform to use; capabilities to include in a testing environment; and the differences in automating component, feature, and load testing. Discover what your test automation architecture should look like. Learn how to build test cases that are reusable and maintainable, and find out how to build robustness into the test cases. Gain valuable insight into where others have succeeded—or failed—with build-your-own test automation.



Ross Collard is a consultant specializing in software testing. His current clients include American Express, General Electric, IBM, Cisco, and NASA. He also teaches software testing at the University of California Berkely.

Keynote Presentations

Test Automation—State-of-the-Practice

Edward Kit, President, Software Development Technologies

Wednesday, August 29, 9:00 a.m.

The current state of software test automation is in flux. Today's technologies—the Web, JAVA, wireless technologies, etc.—have changed how we do business and how we need to test. Test automation technologies are changing to keep up. Edward Kit summarizes the key shifts in the automated software quality industry and presents a new automation model, including an integrated set of testing processes and techniques. Explore test design and automation solutions for testing real-time, non-standard, high-reliability, complex architectures—including a prepaid wireless voice recognition telecommunication system and embedded network processor case studies. Learn the key to performing coordinated, synchronized automated testing of systems containing all of the following: TCP/IP, Voice, Call Control, proprietary protocols, and SS7 GSM.



Edward Kit, founder and president of Software Development Technologies, is an internationally recognized expert in the area of software testing and automation. His best-selling book, Software Testing in the Real World: Improving the Process, has been adopted as a standard by companies such as Sun Microsystems, Exxon, Chase Manhattan Bank, and Cadence Design Systems. His feature articles in Software Development magazine have outlined new state-of-the-practice test automation models that are currently being adopted around the world.

The New Economics of Test Automation

Linda Hayes, President, WorkSoft

Thursday, August 30, 9:00 a.m.

The New Economy is changing the dynamics of the market and the economics of test automation. There has never been a better time to invest the time and money to deploy the processes and tools necessary to achieve successful automation. In this keynote presentation, Linda Hayes discusses ways to reposition your test organization from a technical cost center to a business investment opportunity to gain the attention and commitment of senior management. Find out how to get more time and money, and what to deliver instead of bug reports. Discover why testing must change—and learn ways to “reinvent by rethinking” your purpose. Develop an understanding of what test automation really means in the New Economy and how it can successfully impact your organization.



Linda Hayes is the founder of three software companies including AutoTester, where she pioneered automated test tools for the PC. Her new company, WorkSoft, offers the next generation of enterprise-level test automation. A frequent industry speaker and award-winning author, she publishes the monthly “Quality Quest” column for Datamation, wrote the Automated Testing Handbook, and co-edited Dare to be Excellent with Alka Jarvis on best practices in the software industry.

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- What expertise do you need for successful implementation?
- What is special about Web testing?

You may submit your questions to the panelists prior to the conference at industrypanel@sqa.com.

PANELISTS

Melinda Ballou
Senior Research Analyst, Application Delivery Strategies
META Group



Melinda Ballou is a leading authority on eBusiness application lifecycle management, specializing in project and enterprise program management for application delivery, software configuration and requirements management, and testing tools for Internet-enabled applications. She is also well versed in organizational strategies for Web component reuse and related eBusiness development metrics.

Richard Heiman
Research Director
IDC



Richard Heiman serves as the Research Director within IDC's Application Development and Deployment program, focusing on application lifecycle management. With more than 30 years of experience in the hardware and software industry, he is the primary analyst for automated software quality (testing); software configuration management; and software reengineering and transformation.

Theresa Lanowitz
Research Director
Gartner Group



Theresa Lanowitz is a member of the Research and Advisory Services organization at Gartner Group, specializing in the automated software quality area. She has over 15 years of experience in IT management, product development, marketing, technical sales, and support.

Uttam Narsu
Senior Industry Analyst
Giga Information Group



Uttam Narsu is an analyst covering application development, object-oriented development, object-oriented methodologies and languages, software configuration management, and Internet testing tools. He has more than 16 years of experience as a software developer, trainer, and consultant.

Conference-at-a-Glance

Monday, August 27 — Preconference Tutorials (9:00 a.m. - 5:00 p.m.)

Tuesday, August 28 — Preconference Tutorials (9:00 a.m. - 5:00 p.m.)

Welcome Reception 5:00 p.m.–7:00 p.m.

Wednesday, August 29

Opening Remarks • Dorothy Graham, Grove Consultants

9:00 Test Automation—State-of-the-Practice • Edward Kit, Software Development Technologies

10:00 Networking Break • Visit the Software Test Automation EXPO

Software Test Automation EXPO and Sponsor Solution Labs

10:00 a.m. - 7:00 p.m.

MANAGEMENT

TECHNICAL

AUTOMATION EXPERIENCES

10:45

M1

Making the Right Choice—A “How To” Guide to Choosing Tools

Elisabeth Hendrickson, Quality Tree Software, Inc.

T1



A Rigorous and Highly Effective Approach to Web Site Load Testing

Roger Hayes, Keynote Systems

E1



Failure of a Dot Com—A Case Study

Theresa Lanowitz, Gartner Group

11:45

M2

Preparing for Test Automation—Are You Ready?

Kerry Zallar, Bank of America

T2

Establishing a Wireless Telecommunication Test Automation System

Greg Clower, Software Development Technologies

E2



Adventures in Web Application Performance Testing

Nancy Landau, ALLTEL

12:30

Lunch • Visit the Software Test Automation EXPO

2:00

M3



Achieving eBusiness Quality by Design

Sam Guckenheimer, Rational Software Corporation

T3



Choosing an Automated Web Application Testing Solution: What You Need to Know

Yves de Montcheuil, Empirix, RSW Software Division

E3

Implementing an Automated Regression Test Suite

Lloyd Roden, Grove Consultants

2:45

Networking Break • Visit the Software Test Automation EXPO

3:30

Special Industry Analysts Panel Discussion

Melinda Ballou, META Group; Richard Heiman, IDC; Theresa Lanowitz, Gartner Group; Uttam Narsu, Giga Information Group

4:45

Reception • Visit the Software Test Automation EXPO (4:45 p.m. - 7:00 p.m.)

Thursday, August 30

9:00 **The New Economics of Test Automation** • *Linda Hayes, WorkSoft*

10:00 **Networking Break • Visit the Software Test Automation EXPO**

Software Test Automation EXPO and Sponsor Solution Labs
10:00 a.m. - 3:45 p.m.

MANAGEMENT

TECHNICAL

AUTOMATION EXPERIENCES

10:45 **M4**
Common Mistakes in Test Automation
Mark Fewster, Grove Consultants

T4
Applying Development Best Practices to Automated Testing
Andy Tinkham, Spherion Technology Architects

E4 
Benefits of Browser-Based Web Testing
Danny R. Faught, Tejas Software Consulting

11:45 **M5** 
eBusiness Survival: The Essentials for Automated Web Application Testing
Dave Kapelanski, Compuware Corporation

T5
Did Your Tests Pass or Fail? Answering with Automation
Noel Nyman, Microsoft

E5 
Data-Driven Automated Testing Using XML
Rutesh Shah, Arsin Corporation

12:30 **Lunch • Visit the Software Test Automation EXPO**

2:00 **M6**
Bang for the Buck
Elisabeth Hendrickson, Quality Tree Software, Inc.

T6 
Don't Forget to Test Your Web & Application Servers!
Simon Berman, Mercury Interactive

E6
Developing an Automated Regression Test Set
Patricia George, Sunquest Info Systems, Inc.

2:45 **Networking Break • Visit the Software Test Automation EXPO**

3:30 **M7** 
Achieving eBusiness Reliability in Internet Time
Rohit Gupta, Segue Software

T7
Design for Testability
Bret Pettichord, Pettichord Consulting

E7
Test Automation with Action Words: A Practical Experience
Hans Buwalda, CMG

4:30 **M8**
Requirements-Driven Automated Testing
Jeff Tatelman, Spherion Technology Architects

T8
Using a Test Lab Effectively
Howie Dow, Compaq Computer Corporation

E8
Selecting Re-Tests for Corrected Defects Using Coverage Analysis Data
Pat Berryman, SAS Institute, Inc.

A Special Focus on Web/eBusiness Testing

The Web/eBusiness revolution has had a profound impact on how corporations do business. As organizations make the transition to eBusiness practices, they will require the best solutions for automating and supporting their software testing efforts. To address these issues and needs, the Software Test Automation Conference has a special focus on Web/eBusiness testing.



Indicates a presentation focused on Web/eBusiness.

Featured Sessions

Management

 Indicates a presentation focused on WebleBusiness.

Every year software grows more complex and business-critical. Add to this an ever-shrinking schedule and limited resources, and you understand the challenges faced by today's software project managers and developers. In an attempt to test software more thoroughly, quickly, and efficiently, organizations are turning to automated testing. These featured sessions explore

the business aspect of test automation from a managerial perspective. Gain valuable insight into achieving buy-in from senior management, and discover how test automation fits in both the testing and development lifecycle. Determine what you need to do in preparation for test automation, and learn how to select the right tools and processes to ensure project success.

M1 Wednesday, August 29, 10:45 a.m. – 11:30 a.m.

Making the Right Choice—A “How To” Guide to Choosing Tools

Elisabeth Hendrickson, QualityTree Software, Inc.

You've been tasked with finding a new software tool to help automate your organization's testing. With so many tools on the market, though, where do you start? In this presentation, Elisabeth Hendrickson walks you through the selection process—from determining your organization's needs to acquiring the tool and then rolling it out to the entire organization. You will learn when to build a tool from scratch rather than buy it, and what to ask the vendor before committing to purchase it. Discover how to assess test automation tools and how to roll out new tools throughout your organization.

M2 Wednesday, August 29, 11:45 a.m. – 12:30 p.m.

Preparing for Test Automation—Are You Ready?

Kerry Zallar, Bank of America

Test automation requires an investment in software testing tools, equipment, personnel, and time. There is also continuous maintenance required in keeping existing test scripts current as well as developing new ones. This presentation reviews some fundamental factors to consider before making these investments. Learn how to answer the question, “Are you ready to begin automating your testing processes?” And, for those of you who answer “yes,” learn an approach on implementing automated software testing in your organization based on real-world expectations.

M3  Wednesday, August 29, 2:00 p.m. – 2:45 p.m.

Achieving eBusiness Quality by Design

Sam Guckenheimer, Rational Software Corporation

Testing can identify software defects, but it cannot prevent them. This presentation examines the opportunity for testers to engage in achieving eBusiness quality from the beginning of the development lifecycle. Architectural process and application of patterns can have a significant impact on eBusiness quality. Yet testing technology and testers' efforts have largely focused in the opposite direction—on deriving tests from the “as-built” system. Learn how to architect testable Web applications and develop test designs and test in parallel with the design and development of your Web-based application.

M4 Thursday, August 30, 10:45 a.m. – 11:30 a.m.

Common Mistakes in Test Automation

Mark Fewster, Grove Consultants

Many organizations have attempted test automation without a clear understanding of all that is involved. Consequently, many attempts have failed to achieve real or lasting benefits. This presentation highlights the more common mistakes that have contributed to these failures, including confusing automation skills with testing skills; believing that capture/replay equals automation; verifying on screen-based output; using only screen-based comparison techniques; allowing testware architecture to evolve naturally; and trying to automate too much too soon. Learn why these types of mistakes are made and gain insight into how they may be avoided.

M5  Thursday, August 30, 11:45 a.m. – 12:30 p.m.

eBusiness Survival: The Essentials for Automated Web Application Testing

Dave Kapelanski, Compuware Corporation

Trial and error is no way to survive the aggressive world of eBusiness. A complete Web testing solution is essential. It must cover all phases of the application life cycle, automate your test practices for the different phases and platforms, and accelerate your process with team communication, measurement, and analysis. In this presentation, Dave Kapelanski teaches you how to survive and thrive in the eBusiness world with tools, services, and practices. Learn how to identify and track your systems and testing requirements, determine which parts of your process are ripe for automation, identify when remote testing is a viable and necessary solution, and achieve repeatable, predictable results to ensure continued success.

M6 Thursday, August 30, 2:00 p.m. – 2:45 p.m.

Bang for the Buck

Elisabeth Hendrickson, Quality Tree Software, Inc.

Test automation can be expensive and time consuming. It often takes longer than anyone expects for a test automation effort to pay off in terms of defects found, hours saved, and increased test coverage. In this presentation, Elisabeth Hendrickson looks at techniques for maximizing the return on your test automation investment using real-world examples from her experience as a test automator and test manager. Learn techniques for considering return-on-investment during test automation design. Find the fastest route to big automation wins for your test environment, and discover when “quick and dirty” really is the right way to go.

M7  Thursday, August 30, 3:30 p.m. – 4:15 p.m.

Achieving eBusiness Reliability in Internet Time

Rohit Gupta, Segue Software

Time-to-market is one of the realities of today's development world, as is the exposure and importance of your eBusiness. Given the pressures of time and resources, how can you achieve the level of reliability you want with today's pressures? In this presentation, Rohit Gupta discusses the complexities of multi-tiered applications and system components—and the resulting challenges for eBusiness, including the reliability risks of scalability, uptime, verification, and monitoring. Learn how to assess your reliability goals and priorities, and discover ways to prepare for a high state of reliability in your organization.

M8 Thursday, August 30, 4:30 p.m. – 5:15 p.m.

Requirements-Driven Automated Testing

Jeff Tatelman, Spherion Technology Architects

Studies have shown that over 50 percent of software defects are attributed to poorly defined requirements. From a process improvement perspective, it is imperative that project managers establish a more effective and efficient way of defining and tracking business requirements. Jeff Tatelman describes a “how to” approach for developing a practical automated regression testing process using a traceability matrix and business event scenarios. Learn how requirements-based testing—coupled with a data-driven approach to test automation—can solve problems that plague most software development projects.

Featured Sessions

Technical

 Indicates a presentation focused on Web/eBusiness.

The demand for software test automation tools and services continues to grow at a rapid pace of 30 percent or more per year as software engineers are faced with the need to perform testing more thoroughly and quickly than ever before. In addition, the complexity, scale, cost, and urgency of eBusiness has caused a frantic demand for improved quality and productivity with reduced cost and cycle time.

In these featured sessions, take a look at the current tools, techniques, and methods available for automated testing of your software, and get a preview of emerging products, tools, and solutions. Experientially based, these presentations cover all areas of test automation—from load and performance testing to test environments to GUI (browser) and non-GUI (embedded) automation issues.

T1  Wednesday, August 29, 10:45 a.m. – 11:30 a.m.

A Rigorous and Highly Effective Approach to Web Site Load Testing

Roger Hayes, Keynote Systems

The concept and practice of software load testing has been around for many years, but the advent and exponential growth of the Internet has created a situation that has taken the magnitude, complexity, and importance of load testing to a whole new level. Today, there are powerful load testing tools on the market, but if these tools are not applied properly, the results will be at best useless, and at worst, dangerous. In this presentation, learn how to leverage the power of modern load testing tools to avoid misleading conclusions. Discover how to obtain accurate and reliable results by applying a proven, rigorous, and methodical approach to the three phases of Web site load testing: planning, execution, and analysis.

T2 Wednesday, August 29, 11:45 a.m. – 12:30 p.m.

Establishing a Wireless Telecommunication Test Automation System

Greg Clower, Software Development Technologies

Building an environment to successfully test wireless intelligent network peripherals presents an array of complex problems to resolve. The target environment integrates various SS7 protocols, a proprietary protocol, and voice recognition subsystem—and requires a controlled and synchronized test environment. Learn how a test automation approach allows the software engineer control over the peripheral interfaces and provides for the testing of the entire call flow sequence, its initiation and consequential message traffic. Discover how this approach provides for function testing as well as scalability for automated performance, load, and stress testing.

T3  Wednesday, August 29, 2:00 p.m. – 2:45 p.m.

Choosing an Automated Web Application Testing Solution: What You Need to Know

Yves de Montcheuil, Empirix, RSW Software Division

The Internet has injected critical changes into how businesses must guarantee the quality of their enterprise applications. Automated testing tools are no longer optional for organizations that want to gain—and maintain—the highest level of quality control over their eBusiness applications. Selecting a Web testing tool is not an easy job in today's fast-paced market. This presentation defines and discusses the top requirements for an automated testing solution in the Internet age. Discover why Web testing is different from Client/Server testing. Explore the points of failure and critical technologies to test in a Web application. Learn the key criteria to use when selecting a testing tool: ease of use, accuracy, and reporting.

T4 Thursday, August 30, 10:45 a.m. – 11:30 a.m.

Applying Development Best Practices to Automated Testing

Andy Tinkham, Spherion Technology Architects

Test automation is a specialized form of software development where executable code is produced for the validation and testing process. Many best practices have been identified to allow developers to code more quickly, efficiently, and correctly, but few test automators have adopted these practices. Learn about several of these “best practices”—including code reviews and coding standards—that can be applied to automated test development. Discover how you, as an automated test developer, can capitalize on the benefits provided by these practices.

T5 Thursday, August 30, 11:45 a.m. – 12:30 p.m.

Did Your Tests Pass or Fail? Answering with Automation

Noel Nyman, Microsoft

Automated tests using self-verifying data (SVD) can help determine if your query-type tests have the right information or if they are showing you the expected views. In this presentation, Noel Nyman provides a brief overview of an SVD testing method followed by a demonstration of automation techniques that allow you to run random tests on SVDs with millions of records or entries. Using applications such as Microsoft Office, learn how to adapt the techniques taught in this presentation to many different types of applications using most of the common automation tools.

T6  Thursday, August 30, 2:00 p.m. – 2:45 p.m.

Don't Forget to Test Your Web and Application Servers!

Simon Berman, Mercury Interactive

Make certain your storefront stays open for business! In this presentation, Simon Berman discusses the critical part that Web and application servers play in an Internet infrastructure. Discover why load testing the middle tiers of the Internet infrastructure can mean the difference between failure and success. Gain insight into testing the leading Web and application servers such as BroadVision, ColdFusion, WebLogic, WebSphere, Apache, and Netscape, and understand why they need to be load tested and tuned for the highest possible scalability before going live. Learn what users should look for and optimize when testing these servers.

T7 Thursday, August 30, 3:30 p.m. – 4:15 p.m.

Design for Testability

Bret Pettichord, Pettichord Consulting

How can software be designed or modified in order to make it easier to test? Bret Pettichord explains several design elements that have been used to improve software testability. These include test interfaces that facilitate automation and logging as well as diagnostic features that facilitate verification and analysis. He concludes by projecting how the software industry might learn from the history of design for testability in hardware.

T8 Thursday, August 30, 4:30 p.m. – 5:15 p.m.

Using a Test Lab Effectively

Howie Dow, Compaq Computer Corporation

“Outsourcing” testing—or use of external test labs to perform some or all of a testing effort—is becoming common within the software industry. Using a test lab has advantages as well as disadvantages. Advantages might include objectivity, expertise, specialization, and time to market. Some disadvantages may involve lack of familiarity with the software, geographic distance, and simply lack of control. Explore some of the technical issues that need to be examined to help you use a test lab effectively. Learn how to document your results, and discover the keys for success as well as the ingredients for failure.

Featured Sessions

Automation Experiences

 Indicates a presentation focused on Web/eBusiness.

Based on real-world experiences of successful industry implementations, these featured sessions present the keys to successfully incorporate automated testing into the development process. Learn from experienced test automation users as they share a wide range of automation experiences—both good and bad—to provide you with your

own “how to” road map for successful software test automation. Gain valuable insight from lessons learned—illustrated by a wide range of presentation topics including high-end load testing tool selection and evaluation, coverage analysis tool usage, automated regression testing, and Web application performance testing.

E1  Wednesday, August 29, 10:45 a.m. – 11:30 a.m.

Failure of a Dot Com—A Case Study

Theresa Lanowitz, Gartner Group

In the new economy, cliches such as “Internet time” can be disastrous. As the market emphasis shifts from first-to-market to first-to-profit, Internet start-ups are forced to scrutinize decisions which directly impact their business model. Learn the steps to failure taken by one “dot com” company and the lessons learned from this failed endeavor. Explore the executive decisions made to speed time-to-market and customer acquisition, and discover how product schedules are adversely affected by attempts to retrofit an architecture and introduce tools.

E2  Wednesday, August 29, 11:45 a.m. – 12:30 p.m.

Adventures in Web Application Performance Testing

Nancy Landau, ALLTEL

Examine the challenges and successes experienced by a test team analyzing application and systems performance for applications moving from distributed Client/Server solutions to centralized, Web-based designs. In this presentation, Nancy Landau presents case studies to address the changes made in automated testing methods to handle compressed delivery schedules, new architectures, new test tools requirements, and changing customer expectations. These case studies encompass principles such as managing iterative test development, creating reusable tests, standardizing application metrics, migrating from simple to complex networking environments, and predicting performance bottlenecks.

E3 Wednesday, August 29, 2:00 p.m. – 2:45 p.m.

Implementing an Automated Regression Test Suite

Lloyd Roden, Grove Consultants

Many efforts to automate regression testing have failed or not met expectations—resulting in “shelfware.” Lloyd Roden presents a real-world case study based on the success of implementing a regression test tool within a software company. Learn the steps taken in evaluating and deploying the tool. Discover the key benefits and successes achieved over a three-year period as well as the challenges faced while using the tool.

E4  Thursday, August 30, 10:45 a.m. – 11:30 a.m.

Benefits of Browser-Based Web Testing

Danny R. Faught, Tejas Software Consulting

The use of Web-based tools for functional and load testing is on the rise. With many new, commercially available options entering the market, it's important to look at the technology that these tools use in order to know what they are capable of. Based on Danny Faught's experience with these services, this session will focus on the benefits of a browser-based test tool and compare the browser-based approach to the Web testing features that are available in traditional tools. This session will focus on those benefits, plus discuss how object-mode interaction with a Web browser produces a more reliable way to test.

E5  Thursday, August 30, 11:45 a.m. – 12:30 p.m.

Data-Driven Automated Testing Using XML

Rutesh Shah, Arsin Corporation

Test automation is an unavoidable entity for testing Web-based applications where reduced time-to-market is the name of the game. Data-driven test cases allow the test automation engineer to automate/develop once and run many times with different conditions to test the system. Learn why XML—the markup language for documents containing structured information—is the best way to present the test data for automated testing. Explore the advantages and disadvantages of XML-based test data. An example of data-driven automated testing using XML as storage will be provided.

E6 Thursday, August 30, 2:00 p.m. – 2:45 p.m.

Developing an Automated Regression Test Set

Patricia George, Sunquest Info Systems, Inc.

Automating a regression test is a tremendous effort, but the payoff is big in situations where continuous, repeatable, repetitive testing is required. This presentation describes a real-world example of a successful team effort toward developing a reusable automated regression test set for legacy medical software products in a client/server environment. Learn the principles of team building and test case design, and the tools and utilities you need to get the job done. Patricia George also discusses how test data management, the breakdown of programming tasks, and date-driven project milestones increase efficiency to keep the team on track.

E7 Thursday, August 30, 3:30 p.m. – 4:15 p.m.

Test Automation with Action Words: A Practical Experience

Hans Buwalda, CMG

Action Word Testing. This concept illuminates testing as an action, a process, an art. Learn how Action Word Testing can be applied to deal with critical test issues such as lack of functional knowledge of a system under test; instability of the design during test development; and automation of 100% of the functional or technical tests. Hans Buwalda uses a financial exchange that's introduced a new electronic trading system to demonstrate Action Word Testing (approximately 15,000 tests). In this example, automation of the entire test was essential, but it was difficult to achieve. Explore this real-world situation as it reveals the issues encountered in the process, and the lessons learned from them.

E8 Thursday, August 30, 4:30 p.m. – 5:15 p.m.

Selecting Re-Tests for Corrected Defects Using Coverage Analysis Data

Pat Berryman, SAS Institute, Inc.

Source code coverage data is often useful in determining that enough tests have been written and in identifying lines of code that have no test coverage. In this presentation, Pat Berryman explores ways to use her organization's "homegrown" Coverage Analysis System (CAS) data to determine the best set of automated tests to execute to re-test a corrected defect. Discover the point in the development lifecycle where optimizing test sets with coverage analysis is most advantageous. Learn the three methods that are useful to select test sets, and the pros and cons of each.

General Information



Location

The Software Test Automation Conference & EXPO will be held at the John B. Hynes Veterans Memorial Convention Center in Boston, Massachusetts. Billed as New England's premier meeting space, the convention center is located in the heart of Boston's historic Back Bay and is just steps away from dozens of the city's most popular shops and attractions. All official meeting and EXPO activities will be held in the Hynes Convention Center, which is connected to the conference's preferred hotel — the Sheraton Boston Hotel — by a tunnel walkway.

Hotel and Travel Information

A limited number of rooms is being held at the Sheraton Boston Hotel at a special conference rate of \$195 plus tax. To reserve your room, please call the Sheraton's reservation department directly at 800-325-3535/617-236-2000 by July 27, 2001.* To guarantee the conference rate, please specify that you are attending the Test Automation Conference organized by Software Quality Engineering. If you require special facilities or services, notify the hotel at the time of the reservation. Cancellations on a guaranteed reservation must occur more than 72 hours prior to specified arrival time to ensure a refund.

**Rooms are limited. Make your reservation early!*

Special Airline Discount

Delta Airlines is offering special rates that allow you a 5% discount off Delta's published round-trip fares** within the continental United States, Hawaii, Alaska, Mexico, Bermuda, San Juan, Nassau, and U.S. Virgin Islands. By purchasing your ticket 60 days or more prior to your departure date, you can receive an additional 5% bonus discount.

To take advantage of this discount, call Delta Meeting Network® Reservations at 800-241-6760. Refer to File Number 168930A.

***Applicable restrictions must be met. Seats are limited. No discounts apply on Delta Express.*

Group Discounts

Group discounts are available to delegates from the same organization pre-registering at the same time. For additional information, please call 800-423-8378/904-278-0707.

Conference Registration Cancellations and Substitutions

Conference registrations cancelled after August 10, 2001, are subject to a 20% cancellation fee. No cancellations or refunds may be made after August 17, 2001. Substitutions may be made at any time before the first day of the program. To cancel, contact the Registrar at 904-278-0707 to obtain a cancellation code. All valid cancellations require a cancellation code.

Program Changes

The sponsors and management of the Software Test Automation Conference & EXPO reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. All sessions, excluding tutorials, are filled on a first-come, first-seated basis. Please arrive early to ensure a seat!

On-Site Registration Hours

Sunday, August 26	5:00 p.m. - 7:00 p.m.
Monday, August 27	7:30 a.m. - 5:00 p.m.
Tuesday, August 28	7:30 a.m. - 7:00 p.m.
Wednesday, August 29	7:30 a.m. - 7:00 p.m.
Thursday, August 30	7:30 a.m. - 9:00 a.m.

Registration Form

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Registration Fees:*

	On or Before July 27	After July 27
Conference + 2 Tutorial Days	\$1,845	\$1,945
Conference + 1 Tutorial Day	\$1,545	\$1,645
Conference Only (Wed.-Thur.)	\$1,245	\$1,345
One Conference Day (Wed. or Thur.)	\$650	\$700
Tutorial Only (per day)	\$595	\$645

*\$59 of your registration fee includes a one-year subscription to STQE magazine (\$75 value). If you are a current subscriber, your subscription will be extended an additional six issues.

A **check** or **credit card** payment must be received at conference headquarters by July 27 to take advantage of the lower conference rates listed to left.

BONUS: 1 CD-ROM of conference proceedings provided with each conference registration.

5 Easy Ways to Register

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- Keys to success in implementing automated testing
- How to decrease time-to-market using automation while ensuring quality
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