



Software Quality Engineering  
330 Corporate Way Suite 300  
Orange Park, FL 32073  
888.268.8770 or 904.278.0524  
sqeinfo@sqe.com

## Corporate Overview

*Every company has features, ideas, and a history that speak to the quality of its products and services—Software Quality Engineering is no exception. Here are some of the highlights that make us a leader in the software industry.*

### Industry Background

With software influencing all aspects of life and business, the demand for high reliability and on time, on-budget software continues to rise. Coupled with unrelenting waves of new technologies—client/server, Web services, SOA, Application Lifecycle Management, etc.—these demands have also driven the market for software testing and quality engineering resources.

Software professionals and decision-makers are challenged to find the right combination of people, processes, and products to help them develop and support the software their customers' demand. However, due to its specialized nature, practical information and product data about software testing and quality practices has traditionally been difficult to locate.

### Company Overview

*Software Quality Engineering delivers training, support, research and publications to software managers, developers, test professionals, and quality engineers worldwide. Since January 1986, Software Quality Engineering has been at the forefront of software quality improvement technology, and was instrumental in setting the stage for the software industry to view testing as a distinct discipline.*

Software Quality Engineering assists software professionals and organizations interested in boosting productivity, improving software practices, delivering more customer value, and increasing ROI. Software Quality Engineering hosts five of the industry's most recognized software quality conferences including the STAR conference series, the Better Software Conference, and the Agile Development Practices conference series. From the classroom to the Web, Software Quality Engineering delivers software testing and development training, and provides consulting services, specialized publications, and research. **www.sqe.com**

### Our Mission Statement

*"Software Quality Engineering's mission is to recognize and anticipate the needs of software professionals and provide high-quality information services to meet their needs. We will partner with the best consultants, experts, and experienced practitioners to deliver compelling and practical advice and techniques. We will provide the most cost-effective ways for commercial software and service providers to connect with prospects and customers. By being the best we can be, Software Quality Engineering will also service its employees, who are its most valuable assets."*



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## Company Vision Statement

*"Our vision is to be the premier information provider to organizations seeking to improve their software practices."*

## Software Quality Engineering's Credentials

*There are a number of core characteristics at Software Quality Engineering that ensure quality service and continued successful relationships with clients and partners. Among them are that Software Quality Engineering:*

- Is one of the world's largest providers of software testing and evaluation training; its clients include more than two-thirds of the Fortune 1000
- Organizes the world's largest software conferences—*STAREAST*, *STARWEST* (Software Testing Analysis and Review), the Better Software Conference, and Agile Development Practices | East and West Conferences
- Offers the largest variety of learning options—including customized training courses, live virtual training, eLearning, and on-site services
- Has a team of consultants and associates made up of internationally recognized specialists with hands-on software testing and development experience
- Covers and tests the techniques that are used at software organizations throughout the world to ensure that training courses remain viable and current
- Publishes the only commercial magazine, *Better Software*, devoted exclusively to the software development industry
- Established an online community of "Sticky-Minded" software professionals whose membership is 82,000+ and growing

## Software Quality Engineering At-a-Glance

**Year Founded:** 1986

**CEO and Owner:** Wayne Middleton

**President:** Andrew T. Thoen

**Financial Structure:** Private

**Industry:** Software Development Engineering

**Product Focus:** Knowledge, methodologies, techniques, training, and consulting

**Primary Client Base:** Fortune 1000

**Web Sites:** SQE.com, SQETraining.com, StickyMinds.com, and BetterSoftware.com

**Publications:** *Better Software* Magazine and StickyMinds.com

**Client Range:** Worldwide

## Industry Experts

### **Wayne Middleton**

#### *CEO and Owner*

Wayne Middleton has extensive experience as a software development manager, software business leader, and management consultant to the information services industry. He has managed a large, mainframe-based, distributed system supporting several hundred remote sites and thousands of online users. He's also served as an applications development manager in the financial services industry.

As a management consultant, Wayne assisted organizations in developing and implementing quality improvement strategies and delivering complex, mission-critical applications. His accomplishments include producing the Year 2000 compliance and certification strategy for a large international bank, in addition to writing a major article on Year 2000 software testing.

### **Andrew T. Thoeni**

#### *President*

Drew Thoeni, president of Software Quality Engineering Inc., has more than twenty years of experience in areas related to intellectual capital, knowledge management, data analysis, and building and using business information systems. His expertise also includes banking and finance, higher education, new venture creation, and technology and information systems. Drew's technology experience covers various fields including mainframe computing, networking, client-server and Web application design, management information systems, and data warehousing.

### **Lee Copeland**

#### *Senior Technical Consultant*

With more than thirty years of experience in the field of software development and testing, Lee Copeland has worked as a programmer, development director, process improvement leader, and consultant. He has developed and taught many training courses focusing on software testing and development issues, based on his experience, and is the author of *A Practitioner's Guide to Software Test Design*. Lee is the Managing Technical Editor for *Better Software* magazine and is a regular columnist for StickyMinds.com.

### **Rick Craig**

#### *Senior Technical Consultant*

A frequent speaker at testing conferences, Rick Craig is recognized worldwide as a test and evaluation instructor with SQE Training. He has implemented and managed testing efforts on large-scale, traditional, and embedded systems, and co-authored a study that benchmarked industry-wide processes. Rick is co-author of the reference book *Systematic Software Testing*.

### **Dale Perry**

#### *Senior Technical Consultant*

Dale Perry has more than thirty years of experience in information technology. He has been a programmer/analyst, database administrator, project manager, development manager, tester, and test manager. Dale's project experience includes large systems development and conversions, distributed systems, on-line applications, both client/server and Web based. He has also been a professional instructor more than fifteen years and has presented at numerous industry conferences on development and testing. With Software Quality Engineering for eleven years, Dale has specialized in training and consulting on testing, inspections and reviews, and other testing and quality related topics.

## Software Quality Engineering Products & Services

### International Conferences

Software Quality Engineering has built its reputation on putting together the best conference programs in the business. We host international gatherings of software professionals and experts focused on building better software. Our events feature real-world techniques and strategies from leading software organizations, practical insight from industry experts, as well as the knowledge and support gained through peer-based networking.

All five of our conferences feature half- and full-day tutorials, a two-day EXPO event, keynote presentations, concurrent sessions, and a leadership summit presented by leading industry experts.



**STAREAST**  
[www.sqe.com/stareast](http://www.sqe.com/stareast)



**STARWEST**  
[www.sqe.com/starwest](http://www.sqe.com/starwest)

A gathering place for software testers, QA specialists, and managers, these premier software testing events promote interaction on how to improve software testing practices. STAR's unique; real-world approach delivers the latest testing advances and strategies being used by leading software organizations. STAR conferences feature international testing experts in keynote sessions, concurrent sessions on testing related topics, in-depth tutorials, and the testing EXPO with the latest testing tools and services.



**Better Software Conference**  
[www.sqe.com/bsc](http://www.sqe.com/bsc)

The Better Software Conference delivers the latest in agile and plan-driven software development practices, technology, and solution providers. Bringing real-life success stories utilizing the latest technology, the Better Software Conference gives software professionals the tools they need to be more successful in their software projects. The Better Software Conference is geared to assist these professionals in accessing the current technology trends, processes, and methodologies to improve their software products.



**Agile Development Practices | West**  
[www.sqe.com/adpwest](http://www.sqe.com/adpwest)



**Agile Development Practices | East**  
[www.sqe.com/adpeast](http://www.sqe.com/adpeast)

The Agile Development Practices conference series has solutions for software professionals investigating or implementing agile development practices, processes, technologies, or leadership principles. These conferences bring together world-class experts armed with new ideas, technologies, and techniques in agile development from their real-world successes and challenges. These innovative and imaginative presentations deliver the latest in agile development.



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## **SQE Training Courses**

SQE Training provides the widest selection of specialized software training courses available. Developed and taught by top industry consultants, all courses are based on the latest industry practices and updated regularly to reflect current technologies, trends, and issues.

### **Public Training**

We provide the widest selection of specialized training courses—and we're improving our selection all the time. Developed by top industry consultants, all courses are based on the latest industry practices and updated regularly to reflect current technologies, trends, and issues. Top industry consultants teach all SQE Training courses. To enhance the experience, students receive expert instruction, content tailored to their needs, and group discussions. We offer the best training available in the software industry. Visit [www.SQETraining.com/public](http://www.SQETraining.com/public) for more information.

### **On-site Training**

On-site training is the cost effective way to save on training and travel dollars. Team training is provided without sacrificing project schedules or incurring travel time and expenses. Clients receive expert instruction from consultants with years of real-world experience. For more information about SQE Training courses, publications, and management consulting services, please visit [www.SQETraining.com/onsite](http://www.SQETraining.com/onsite)

### **eLearning**

The perfect solution for software professionals with travel and time constraints, eLearning offers classroom value with the convenience of self-paced instruction on the Web. Visit [www.SQETraining.com/eLearning](http://www.SQETraining.com/eLearning) for more information.

### **Live Virtual**

Live, instructor-led classes are now available online. SQE Training uses Cisco's WebEx technology to provide all the benefits and personal contact of classroom instruction. Receive the same valuable content and instructor interaction, but with the convenience and cost effectiveness of being online. For more information, visit [www.SQETraining.com/virtualtraining](http://www.SQETraining.com/virtualtraining)

## **Consulting Services**

To meet the hands-on needs of its clients, SQE Training retains a dedicated group of top-notch consultants. Used as a boost to help launch or re-align in-house testing efforts, or to assist in streamlining the testing process, consulting services from SQE Training show companies how to make better software, more efficiently. For more information, visit [www.SQETraining.com/consulting](http://www.SQETraining.com/consulting)



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## StickyMinds.com

The most comprehensive online resource and companion to *Better Software* magazine, StickyMinds.com offers an unrivaled scope of original articles from industry experts, technical papers, industry news, Podcasts, Web seminars, searchable tools and books guides, discussion forums, blogs and more. Membership is free. **[www.StickyMinds.com](http://www.StickyMinds.com)**

## eNewsletters

StickyMinds.com publishes eNewsletters delivering new, handpicked content from industry experts. StickyLetter is a monthly eNewsletter featuring hand-picked content from the editors of StickyMinds.com and highlights the most pertinent content to readers at that time. What's New Gram is a weekly eNewsletter that links to the new weekly content on StickyMinds.com including columns and book reviews. The Sticky ToolLook features interviews with industry experts about the tools they use to improve software, delivered monthly. The eNewsletter, iterations, discusses all things agile. To sign up, visit **[www.StickyMinds.com/eletter](http://www.StickyMinds.com/eletter)**



## PowerPass

### ***A Supercharged Membership to StickyMinds.com***

StickyMinds.com access is enhanced with a PowerPass membership. Members receive premium access to the complete *Better Software* and *STQE* magazine archive. Conference materials from every major Software Quality Engineering event, online reference books, and salary surveys, as well as discounts on all Software Quality Engineering products and services, are also included in the membership. **[www.StickyMinds.com/PowerPass](http://www.StickyMinds.com/PowerPass)**



## Web seminars

*Better Software* magazine and StickyMinds.com offer Web seminars that feature free informational sessions delivered by experts who've created, tested, and refined solutions to common pitfalls in software development. One-hour Web seminars allow attendees to discover industry best practices, achieve professional growth, interact through Q&A polls, master tips and techniques to solve your software development issues, and more—right from their desktop. It's easy to sign up and participate, just visit **[www.StickyMinds.com/Webseminars](http://www.StickyMinds.com/Webseminars)** to view upcoming and on-demand Web seminars.

# BETTER SOFTWARE

## ***Better Software Magazine***

### ***The magazine for software professionals who care about quality***

Better Software is the magazine for software professionals who care about quality. Each issue delivers relevant, timely information to help build better software. Including in-depth articles on testing, tools, defect tracking, metrics, and management, it's the only commercial magazine exclusively dedicated to software professionals. Within the pages of each issue there are heavy hitting articles about solutions to common management problems, coverage on emerging technologies, and more. Benefit from expert analysis and real-world case studies in the areas of Testing & Analysis, Managing People & Teams, and Tools & Techniques.

**www.BetterSoftware.com**

## **Press Registration & Contact Information**

### **Media Access and Registration**

Press passes are given to contributing writers or freelancers who have the required credentials. They must also plan to write about a Software Quality Engineering conference event or an industry-related topic.

### **All Press Personnel Must be Pre-qualified and Pre-registered**

Press passes, which will be available for pickup on site, allow working media representatives to attend — free of charge — all exhibits, keynotes, conference sessions, tutorials, breakfasts, lunches, special events and press-only events.

## **Policies**

### **Cancellation**

Press passes grant admission to all conference sessions, breakfasts, lunches and special events. It also comes with a conference bag that contains event materials. Since we incur considerable costs on a press delegate's behalf, we cancellation notices at least five working days in advance. Failure to provide adequate cancellation may impact a press delegate's ability to obtain a press pass in the future.

### **Audio Taping**

Taping is not permitted without the express written consent of the speaker(s) and Software Quality Engineering.

### ***Contact Software Quality Engineering***

To receive complimentary press registration, request information about Software Quality Engineering and its products, or to request articles that cover software testing, members of the press should contact:

**Client Support**  
**888.268.8770 or 904.278.0524**  
**sqeinfo@sqe.com**