

## Program overview

### TIME

### Monday 15th of November

Morning session

09:30 - 12:30

Afternoon session (repetition)

14:30 - 17:30



#### IBM Hands-on Workshop

IBM Rational® AppScan® Source Edition - Application Security Testing early in the Software Development Lifecycle

Workshop in English - Free for expo:QA'10 delegates

2 identical sessions: one in the morning and the other one in the afternoon

Gareth O'Sullivan [\[+INFO ON PAGE 10\]](#)

14:30 - 17:30



#### MICROSOFT Hands-on Workshop

Microsoft Test Manager 2010 - A tool that manages and run software tests in an independent manner, yet without isolating the development team

Workshop in Spanish - Free for expo:QA'10 delegates

José Aracil [\[+INFO ON PAGE 10\]](#)

### Tuesday 16th of November

09:00 - 17:00



#### TUTORIAL: Successful Test Automation

Many organizations never achieve the significant benefits that are promised from automated test execution tools. What are the secrets to test automation success?

Dorothy Graham [\[+INFO ON PAGE 12/13\]](#)

09:00 - 17:00



#### TUTORIAL: How to Improve the Result of Reviews and Inspections

Inspections are described as one of the most economical and necessary techniques for eliminating and preventing defects. Reviews are often done, but usually produce only a fraction of the really important defects that should be found. Niels Malotaux developed an approach to effectively teaching Evolutionary Project Management (Evo) Methods, Requirements Engineering, and Review and Inspection techniques.

Niels Malotaux [\[+INFO ON PAGE 12\]](#)

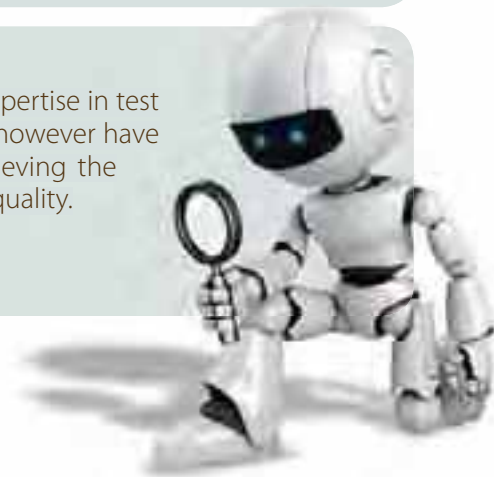
09:00 - 17:00



#### TUTORIAL: Quality with Agile

The role of the tester in agile is to bring professional expertise in test and quality to the team. Many agile implementations however have struggled to implement effective approaches to achieving the productivity enhancements with the required level of quality.

Ken Brennock [\[+INFO ON PAGE 13\]](#)



# CONFERENCE Thematic Tracks

- TEST TECHNIQUES
- TEST MANAGEMENT
- PROCESS AND METHODS
- BUSINESS AND INDUSTRIALIZATION
- AGILE TESTING
- SOFTWARE QUALITY MEASUREMENT
- AUTOMATION AND TOOLS



## TIME

Wednesday 17th of November

08:30 - 09:30

**Registration**

09:30 - 09:45

**Welcome**  
Raynald Korchia

09:45 - 10:15

**GUEST: Worldwide Testing Services Market 2010-2014: Key Growth Opportunities & Sector Trends**

Arnold Aumasson [+INFO ON PAGE 14]

BUSINESS AND INDUSTRIALIZATION

10:15 - 11:05

**KEYNOTE: What Managers Think They Know about Test Automation but Don't**

Dorothy Graham [+INFO ON PAGE 14]

TEST MANAGEMENT

11:05 - 11:35

Coffee Break sponsored by HP

**Track 1** **Selecting the Most Effective Test Design Techniques**



Derk-Jan de Groot

TEST TECHNIQUES

**Track 2** **The Cassandra Syndrome: The Tester's Dilemma and What To Do About It**



Rick Hower [+INFO ON PAGE 15]

TEST MANAGEMENT

**Track 3** **Offshore Delivery of TTCN-3 Testing Services**



Raquel Jiménez Garrido [+INFO ON PAGE 16]

BUSINESS AND INDUSTRIALIZATION

**Track 4** **Road Map to a QA Center of Excellence**



Jaume Ayerbe [+INFO ON PAGE 16]

TEST MANAGEMENT

11:35 - 12:20

**Track 1** **Pentest as verification of the security level in Web Applications**



Vicente Aguilera Diaz [+INFO ON PAGE 17]

TEST TECHNIQUES

**Track 2** **Testing, so many problems but we have the solutions dont we?**



Geoff Thompson [+INFO ON PAGE 17]

PROCESS AND METHODS

**Track 3** **"Software Quality Expectations and Perceptions": Mission Impossible?**



Salvador Folgado [+INFO ON PAGE 18]

PROCESS AND METHODS

**Track 4** **Load Testing on a Cloudy day**



Thomas Ripoché [+INFO ON PAGE 18]

TEST TECHNIQUES

12:30 - 13:15

Presentations of tracks 3 and 4 are offered by our partners which do not require selection by the Technical Committee of expo:QA

Lecture given in Spanish with simultaneous interpretation in English

Lecture given in English with simultaneous interpretation in Spanish

Lecture given in English

Lecture given in Spanish

13:15 - 14:45

Lunch sponsored by MTP

14:45 - 15:35

**Best Practices for Delivering Quality Solutions in a Distributed, Agile Environment**

Alan Brown [+INFO ON PAGE 18]

AGILE TESTING

15:45 - 16:30

**Track 1 Business Driven Test Management at Panda Security**

Miriam Serna, Ewout van Driel [+INFO ON PAGE 19]

TEST MANAGEMENT

**Track 2 Accessibility Testing Methodology for Visually Handicapped in Web Environments**

Virginia Chalegre [+INFO ON PAGE 19]

TEST TECHNIQUES

**Track 3 Application Transformation and Continuous Quality Assurance to help achieve the Business objectives**

Belén Bernardos [+INFO ON PAGE 19]

BUSINESS AND INDUSTRIALIZATION

**Track 4 The meaning of Application Quality to the Business**

Paul Bentz [+INFO ON PAGE 20]

SOFTWARE QUALITY MEASUREMENT

16:30 - 17:00

Coffee Break sponsored by MICROSOFT

17:00 - 17:45

**Track 1 Release readiness (and how to assess it)**

Peter Farrell-Vinay [+INFO ON PAGE 20]

TEST MANAGEMENT

**Track 2 Test tool evaluation and implementation**

Graham Moran [+INFO ON PAGE 20]

AUTOMATION AND TOOLS

**Track 3 Improve the economic results of enterprises through software quality activities that contribute to saving**

Francisco Sáez [+INFO ON PAGE 21]

BUSINESS AND INDUSTRIALIZATION

**Track 4 Reconciling worlds with MS Test Manager**

José Aracil [+INFO ON PAGE 22]

AUTOMATION AND TOOLS

21:00 - 23:30

Networking dinner

***This is the ideal event for speakers and participants to meet and get to know each other in a relaxing and comfortable setting!***

*After an intense day at the Conference, we encourage you to forget about the tough reality of testing (at least for a while!), and relax and have fun in an exceptional venue full of history: FLORIDA PARK.*

*Located in Retiro Park in the heart of Madrid, Florida Park was built in the 19th century. After numerous vicissitudes and different uses (serving as a hunting lodge, chapel and spa, among others), it finally found its true vocation and is today one of the most well-known reception halls and restaurants in Madrid.*

*After a cocktail in a private room in which speakers and participants can interact, we'll enjoy a special dinner followed by a live flamenco show.*

*Not to be missed! Enjoy our exclusive Networking Dinner, organized especially for expo:QA'10 participants.*



Presentations of tracks 3 and 4 are offered by our partners which do not require selection by the Technical Committee of expo:QA



Lecture given in Spanish with simultaneous interpretation in English



Lecture given in English with simultaneous interpretation in Spanish



Lecture given in English



Lecture given in Spanish

**TIME**

**Thursday 18th of November**

09:15 - 10:15



**The Software Testing Ethics Debate**

Nathalie Rooseboom de Vries van Delft, Ewout van Driel and Mystery Guest

[+INFO ON PAGE 22]

TEST MANAGEMENT

10:30 - 11:15

Track 1

**Lean Test Management: ban waste and gain efficiency**



Iris Pinkster O'Riordain [+INFO ON PAGE 23]

TEST MANAGEMENT

Track 2

**How to Successfully Outsource Testing**



Martin Pol [+INFO ON PAGE 23]

BUSINESS AND INDUSTRIALIZATION

Track 3

**Building the system right is not enough, build the right system. Requirements and tests into IRQA**



José Manuel Muñoz [+INFO ON PAGE 24]

AUTOMATION AND TOOLS

Track 4

**How to improve software in order to facilitate its maintenance?**



Luis Rodríguez [+INFO ON PAGE 24]

SOFTWARE QUALITY MEASUREMENT

11:15 - 11:45

Coffee Break sponsored by STERIA

11:45 - 12:30

Track 1

**Non-Process to Process: QA CMMI Level 1 to Level 5 in Less Than Four Years**



Jan Fish [+INFO ON PAGE 25]

PROCESS AND METHODS

Track 2

**Agile Validation for Medical Device?**



Celestina Bianco [+INFO ON PAGE 25]

AGILE TESTING

Track 3

**A difficult meeting**



José Aracil [+INFO ON PAGE 26]

TEST MANAGEMENT

Track 4

**Automation Testing Activities**



Miguel Castaño Cerezo [+INFO ON PAGE 26]

AUTOMATION AND TOOLS

12:45 - 13:30

Track 1

**TPI Next: The next step in test process improvement**



Augusto Sagrario [+INFO ON PAGE 26]

PROCESS AND METHODS

Track 2

**Help! We have a QA problem!**



Niels Malotaux [+INFO ON PAGE 27]

TEST MANAGEMENT

Track 3

**Estimation of the resources involved in a Testing Project**



Juan Luis Valera Juanas [+INFO ON PAGE 27]

SOFTWARE QUALITY MEASUREMENT

Track 4

**Service Quality Assurance: A Global Approach**



Iván Menéndez [+INFO ON PAGE 28]

TEST TECHNIQUES

13:30 - 15:00

Lunch sponsored by IBM



Lecture given in Spanish with simultaneous interpretation in English



Lecture given in English with simultaneous interpretation in Spanish



Lecture given in English



Lecture given in Spanish

15:00 - 16:00



## KEYNOTE: Growing our industry: cultivating testing

Isabel Evans [\[+INFO ON PAGE 28\]](#)

BUSINESS AND INDUSTRIALIZATION

16:15 - 17:00

### Track 1 **Functional Test Automation in SCRUM**



Claudia Badell [\[+INFO ON PAGE 29\]](#)

AGILE TESTING

### Track 2 **How can you demonstrate savings from software tests?**



Ignacio López Carrillo [\[+INFO ON PAGE 29\]](#)

SOFTWARE QUALITY MEASUREMENT

### Track 3 **Model Based Testing**



Pilar Blanco [\[+INFO ON PAGE 29\]](#)

TEST TECHNIQUES

### Track 4 **Quality & Testing Benchmarking: Measure, be aware and react**



Luisa Morales [\[+INFO ON PAGE 30\]](#)

SOFTWARE QUALITY MEASUREMENT

17:15 - 17:30



## Best Presentation Awards & Draw of the Delegates Contest

Raynald Korchia [\[+INFO ON PAGE 30\]](#)

17:30 - 18:00

Farewell Coffee sponsored by ORACLE