



E-commerce Forum

NEW YORK 2023

From Online to Omni Channel - Automating Software Quality Assurance



October 19, 2023

Harvard Club of New York City

WELCOME

Dear Delegate,

A warm welcome to the QA Financial E-commerce Forum NYC. I know that the working patterns for many of our delegates have changed and so making time for a conference has become more challenging. So we have strived very hard to make sure our agenda today is relevant, and I do believe we are addressing some of the core challenges that you and your firms are facing. I'm grateful to you, and to our speakers and sponsors, for taking time to attend the event today; especially so close to Black Friday and the holiday season.



I hope that the timing also ensures our agenda is relevant to you.

We have guaranteed our speakers that this is a Chatham House Rule event, with content to be treated as "background only". In this way they get their employers' permission to speak. So I would be grateful if you could respect that.

We welcome feedback and ideas that will help shape the agenda of our next event.

Do get in touch with us via info@qa-financial.com.

I hope you enjoy the day,

A handwritten signature in blue ink that reads "Matthew Crabbe". The signature is written in a cursive, flowing style.

Matthew Crabbe
CEO, QA Media

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PractiTest is an end-to-end SaaS test management platform that centralizes all your QA work, processes, teams, and tools into one platform to bridge silos, unify communication, and enable one source of truth across your organization. With PractiTest you can make informed data-driven decisions based on end-to-end visibility provided by customizable reports, real-time dashboards, and dynamic filter views. Improve team productivity; reuse testing elements to eliminate repetitive tasks, plan your team's work based on AI-generated insights, and enable your team to focus on what really matters. PractiTest helps you align your testing operation with business goals, and deliver better products faster.

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AGENDA

THURSDAY 19 OCTOBER 2023

SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

08:00 - 09:00

Arrival, Refreshments, and Networking

09:00- 09:05

Welcome Address

Matthew Crabbe, CEO and Founder – QA Media

09:05 - 09:40

Chaos Testing for Complex Systems: Scaling high-performance software to meet new risks

Speaker:

• *Tom Long, Senior Vice President of Software Quality Assurance, oneZero*

How can applications rapidly evolve and scale in an environment where risks and threats are also rapidly evolving as ongoing threats? Chaos testing is an approach developed with this in mind. The principle is to take performance testing and load testing to the next level, adding "known" events such as spikes in transaction processing, crashes, networking issues, security threats, multi-threading etc. to discover the "unknown" impact of multiple simultaneous events. oneZero Financial - a leading trading platform - and Thomas will present a general overview of chaos engineering and testing, past chaos experience and specifically, oneZero's experience of how a small focused team is staying ahead of the curve. You'll hear how various tools can be used to target suspected areas of risk and identify the next bottleneck.

09:40 - 10:15

Delivering on payments complexity: Visa's evolution to testing-as-a-service

Speakers:

• *Warren Berra, Senior Director, Visa*

• *Kara Atkins, Senior Director, Visa*

• *Kavitha Thiyagarajan, Senior Director - Global Testing, Visa*

As the payment industry moves to more mobile wallet point of sale terminals (mPOS) and ecommerce solutions, Visa is now helping acquirers and merchants move to secure, easy to set up, services. Visa's Global Client Testing team will discuss their approach to navigating the increasing complexity of this payments landscape, which includes both business and compliance requirements. Specifically, they will share insights into the development of a new platform for client certification and regression testing that prioritizes improved user experience and faster time-to-market. This platform, known as the Visa Test Portal, is being designed as an always-on, automated, self-service solution. Kara, Kavitha, and Warren will guide you through the business planning behind the project, as well as the technical details of the testing technology they're currently developing. It's worth noting that all resources for building the platform are being sourced internally at Visa.



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THURSDAY 19 OCTOBER 2023

SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

10:15 - 10:50

Are your apps ready for Black Friday - and anything else? Why large-scale testing is vital

Speaker:

• **Marta Benach, Client Services Consultant, Perfecto and BlazeMeter**

For E-commerce companies, the principal connection to their customers is through their app. When the app user experience is sub-standard — glitching, crashing, or otherwise not working properly — it is the quickest way to lose a customer and tarnish your brand's reputation. So a gauntlet of testing is required. In this session Marta will cover the importance of testing for large-scale events such as: Black Friday, Cyber Monday, and other major holiday shopping events; Video streaming sporting and pop culture events like the Super Bowl or the Oscars; new product launches ... and more. She'll provide real-life examples of major brands that relied on Perfecto and BlazeMeter for load and performance testing including: Deckers Brands; Gap and BT.

10:50 - 11:20

Coffee & Networking break

11:20 - 11:55

Test orchestration: How Ibotta has consolidated tooling to improve app performance

Speakers:

• **Samantha Donahue, Quality Enablement Manager, Ibotta**

• **Elijah Freestone, Quality Enablement Tester, Ibotta**

• **Joel Montvelisky, Chief Architect and Co-founder, PractiTest**

The marketplace for cash-back apps is hyper-competitive. We'll hear how Ibotta, one of the fastest-growing private companies in the US, has been gaining market share with better UX and better app functionality at a time when customers' expectations have evolved rapidly. Connecting 2,700+ retail brands with those customers - who have downloaded Ibotta apps more than 40m times - requires end-to-end test management, tight controls and visibility over the entire DevOps process. You'll hear how Ibotta has worked with PractiTest to meet fast-chasing customer requirements, with a special deep-dive into load testing requirements ahead of the holiday season. This session will provide you with fresh ideas on how you can manage your QA and testing technology assets more effectively.

11:55 - 12:30

Infrastructure as Code, Cloud Migration & Observability

Speaker:

• **Sameer Varpe, Director for Cloud Infrastructure and Observability Engineering, Saks Cloud Services**

Sameer is responsible for managing enterprise Cloud solutions for Hudson Bay brands including Saks, Saks Off 5th and The Bay. All website development is Cloud-based, and Sameer has led the group's strategic focus on an infrastructure-as-code approach to data and API management. In this session he will explain how that approach works in practice and the tools required to make it work. He will also cover how Saks manages observability of app behavior.



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SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

12:30 - 13:05

What is the cutting-edge in customer experience? Best practice in testing and observability for UX, performance and accessibility.

Speakers:

- *Radhika Soni, Accessibility Lead, Macy's and Bloomingdale's*
- *Jay Henry, Engineering Manager, Etsy*
- *Matthew Crabbe, CEO, QA Financial*

Market share is increasingly driven by app quality. As user devices and APIs proliferate the challenges of testing and quality assurance are growing daily. Our panellists will be discussing a broad range of challenges, including functional and load testing as well as requirements for website and mobile accessibility. What is the current state of test of automation at these leading firms; what UX standards are customers demanding right now and what will they be demanding from their apps in 12 months' time? With Black Friday and the holiday season fast approaching, we'll be discussing how the engineering teams at Etsy and Macy's/Bloomingdale's have been preparing.

13:05 - 14:05

Lunch & networking break

14:05 - 14:40

Building consumer-centric experiences for healthcare: Leveraging data, the cloud and cutting edge UX

Speaker:

- *Manash Bhattacharjee, SVP, HealthEquity*

HealthEquity is the leading health saving account administrator in the USA; on a mission to empower working Americans to connect their health and wealth. US consumers spend \$4 trillion on healthcare annually - is close to 17% of US GDP. But the triangle that connects providers, payers and consumers has various weak points that add up to a sub-optimal experience for the consumers. Manash will be taking us on a deep dive into the latest technologies HealthEquity is applying to those challenges in order to build true customer-driven, omni-channel, experiences. He'll be explaining how his team maintains its place at the leading edge of both data management and UX.

14:40 - 15:15

A new era of data management for continuous delivery at Wayfair

Speaker:

- *Siddharth Jain, Senior Engineering Manager, Wayfair*

Wayfair's supply chain engineering team has recently embarked on a data management transformation program. The aim is to centralize and prioritize the quality of data that feeds into the continuous delivery of over 30 apps the online retailer uses to manage its supply chain logistics. "Data as a product" is the program slogan, and Siddharth will start by outlining Wayfair's principles for third-party and internal data governance principles and then take a deep dive into how data connects to application engineering that results in apps that drive better products and increased revenues.



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SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

15:15 - 15:50

Managing cyber-risk: How to embed defense in your Cloud and DevOps management

Speaker:

• *Stephen Ramey, Chief Executive Officer, IronGate Cybersecurity LLC*

E-commerce firms are under continuous attack, mostly because they aggregate their customer's credit card information and other valuable data, in ever-increasing volumes. And as more and more app development shifts to the Cloud, the challenge of managing security and authentication multiply. A sophisticated phisher, for example, can leap from one Cloud platform to another. So what are your lines of defense, and how can you best manage the cost of cyber insurance? IronGate Cybersecurity LLC was co-founded by incident response and cyber insurance industry veteran Stephen Ramey to provide digital forensics, incident response and cybersecurity services. You will leave this session with an up-to-the-minute understanding of the threat landscape and how you can use new technologies to heighten your firm's resilience and more quickly recover from digital incidents.

15:50 - 16:10

Coffee break: Networking and platform presentations with exhibitors.

SPEAKERS



Elijah Freestone
Quality Enablement
Tester
Ibotta



Jay Henry
Engineering Manager
Etsy



Joel Montvelisky
Chief Architect and
Co-founder
PractiTest



Kara Atkins
Senior Director
Visa



Kavitha Thiyagarajan
Senior Director
Global Testing
Visa



Manash Bhattacharjee
SVP
HealthEquity



Marta Benach
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SPEAKERS



Samantha Donahue
Quality Enablement
Manager
Ibotta



Sameer Varpe
Director for Cloud
Infrastructure and
Observability Engineering
Saks Cloud Services



Siddharth Jain
Senior Engineering
Manager
Wayfair



Stephen Ramey
Chief Executive Officer
IronGate Cybersecurity
LLC



Tom Long
Senior Vice President of
Software Quality Assurance
oneZero



Warren Berra
Senior Director
Visa



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