



QA Financial E-commerce and Retailing Forum

NEW YORK

**Automating software quality assurance - new technologies
in test automation, DevOps and AI for five-star UX**



3rd November 2022
The Harvard Club

Automation for testing, quality assurance and continuous app delivery

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, which appears to read 'Matthew Crabbe'. The signature is fluid and cursive.

Matthew Crabbe
CEO, QA Media



SPONSORS

GOLD



perfecto.io

Perfecto by Perforce powers exceptional digital experiences and strengthens every interaction with a quality-first approach for web and mobile apps through a cloud-based test environment. From creation to execution and analysis, Perfecto has a proven, unified solution for mobile and web testing. Now, BlazeMeter (www.blazemeter.com) joins forces with Perfecto to add AI-driven, unified, shift-left continuous testing to Perforce's growing enterprise quality portfolio. BlazeMeter is a complete and integrated continuous testing platform built on and fully compatible with open source. Used by some of the largest global enterprises, BlazeMeter provides a single solution for application quality for all teams across the CI/CD pipeline. The SaaS-based platform is a Gartner Peer Insights Customers' Choice for Software Test Automation. Together, Perfecto and BlazeMeter will solve the most difficult quality challenges in DevOps for a global customer base.



tricentis.com

With the industry's #1 Continuous Testing platform, Tricentis is recognized for reinventing software testing for DevOps. Through agile test management and advanced test automation optimized to support over 150+ technologies, we provide automated insight into the business risks of your software releases—transforming testing from a roadblock to a catalyst for innovation. Tricentis is the only vendor to achieve “leader” status in all three top analyst reports. This honor is based on our technical leadership and a Global 2000 customer base of 1500+ companies. Customers rely on Tricentis to achieve and sustain test automation rates of over 90%—increasing risk coverage while accelerating testing to keep pace with Agile and DevOps. Tricentis has a global presence in Austria, Australia, Belgium, Denmark, Germany, India, Netherlands, Singapore, Switzerland, Poland, United States and the UK.

SPONSORS



relicx.ai

Relicx enables developers to create quality software that delivers delightful customer experience. It monitors real user sessions to auto-generate end-to-end tests and ensures quality releases by identifying broken user flows from production in the CI/CD pipeline. The Relicx platform records user sessions with full data privacy, provides developers full session replay and problem diagnostics details, automatically extracts user flows and generates end-to-end tests, runs those tests in the CI/CD pipeline, and measures release readiness in terms of CX risk.

SILVER



appvance.ai

Appvance.ai is the technology leader in AI-driven test generation and autonomous testing, revolutionizing software testing. The company's premier product, Appvance IQ™, helps enterprises improve the quality, performance and security of their applications, all while transforming the ability of their development organizations to meet the demands of the increasing speed and frequency of software releases. AIQ provides organizations the intelligence they need to test what matters most, providing businesses confidence that they are delivering great experiences to their users. Appvance was founded in 2013 and is headquartered in Santa Clara, California, with additional offices located in Costa Rica and India. Investors in the company include Arrowroot Capital, Javelin Ventures, and TRI HoldCo Inc.

SPONSORS

BRONZE



applitools.com

Applitools is on a mission to help test automation, DevOps, and software engineering teams release visually perfect mobile and web apps. We are the only commercial-grade visual-AI solution that validates the user interface in a fully automated manner, with our ground-breaking image processing stack that we developed from scratch in-house. The Applitools platform seamlessly integrates with your existing Appium tests and also runs across multiple browsers/devices on our Ultrafast Test Cloud. For more information, visit applitools.com



mabl.com

Mabl is the leading intelligent test automation platform built for CI/CD. It's the only SaaS solution that tightly integrates automated end-to-end testing into the entire development lifecycle. With mabl creating, executing, and maintaining reliable tests has never been easier, allowing software teams to increase test coverage, speed up development and improve application quality.



AGENDA

THURSDAY 3RD NOVEMBER 2022

SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

08:15 - 09:00

Arrival, Refreshments, and Networking

09:00 - 09:15

Welcome Address

Matthew Crabbe, CEO and Founder – QA Media

09:15 - 09:55

Machine Learning in Retail: The Key to Maximizing Potential

Speaker:

• **Andy Korman, Head of Industry, US Retail, Google**

Retailers must be prepared to respond to increased consumer expectations - with many expecting retailers to provide the most relevant experience possible as they shop and connect. In tandem, privacy standards and regulations have raised the bar - causing legacy data personalization tactics to become less effective or obsolete. These two opposing conditions pose a challenge to retailers as they balance customers' frustrations with a lack of relevance, while also acknowledging a higher threshold of shoppers sharing personal information. So - what do you do? Andy will show us how the best practices that Retail has relied on for years are not the solutions that will help Retail achieve its goals moving forward. As we adapt to a privacy safe world with a more complex consumer, he will outline how the use of advancements in technology, particularly automated solutions, enable Retail to be present at the right time for shoppers to maximize potential growth.

09:55 - 11:00

Unleashing the potential of 5G: How a global telecoms player is automating end-to-end testing for a new era

Speaker:

• **Bala Maddu, Mobile Network Automation Architect, BT**

The evolution to 5G cellular networks is enabling download speeds of 10 gigabits per second. It is projected to add billions of dollars to E-commerce revenues with smoother experiences, lower latencies and ability to provide enhanced user experiences. In this presentation, Bala will describe how British Telecom is making the huge technology and cultural shift to 5G, transforming its networks and software platforms. It's a change which has provided BT a golden opportunity to accelerate automation for end-to-end testing, resulting in efficiencies and cost savings that will continue to increase over time. Bala will cover the process of transformation; which optimizations had the most impact; the new test tools BT and the lessons his team has learned.

11:00 - 11:40

AI-driven and data-driven testing; How leading retailers keep pace with changing consumer expectations

Speakers:

• **Pratyush Nutalapati, Managing Director, Deloitte Digital**

• **Amy Hawman, Head of Marketing, Appvance.AI**

Join us to hear how leading fashion and retailing companies are choosing to deploy AI in their app testing programmes, driving their automation efforts and enabling the optimization of their testing data to release new and upgraded web, native mobile, and hybrid apps that reflect lightning-fast changes in customer demand and buying patterns. AI and machine learning in the QA realm is not just about mining data, however: the true potential lies in its ability to optimize your test suite, support the automation and maintenance of key performance test cases, and identify efficiencies and risks in your DevOps program. Pratyush and Amy will be focusing their discussion on how AI-driven testing can support a better customer experience, supported by plenty of real-life examples.



AGENDA

THURSDAY 3RD NOVEMBER 2022

SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

11:40 - 12:20

Towards continuous delivery: How to maintain quality while moving faster

Speaker:

• **Tanya Kravtsov, Head of Quality Assurance, Audible**

As we move faster and faster with app delivery, how do we reduce technical debt and improve quality? These are the challenges Tanya and her team have been facing at Audible, and of course they are challenges common to all delegates at our E-commerce and Retailing Forum today. While each organization has their own distinctive toolsets, Tanya will share insights and experience in moving along and up the curve of CI/CD that will be universally relevant.

12:20 - 13:20

Lunch & networking break

13:20 - 14:00

Changing Payments Models for E-commerce: How Your APIs Can Adapt

Speaker:

• **Zaki Bajwa, Global Head of Partner Solution Engineering, Stripe**

New ways of doing business - the move to subscriptions models for everything for autos, for example - place new demands on businesses. Zaki will explain in this session how Stripe works with its partners to accelerate new business models and how you can integrate end-to-end payments flows into your architecture, with a special focus on API design and the integration of third party E-commerce platforms into your CI/CD lifecycle. He will also describe how businesses are working with Stripe to grow in the face of economic uncertainty and how Stripe is helping companies modernize their finance platform.

14:00 - 14:40

Performance testing at scale and maintaining data integrity: Solutions for two key challenges in accelerating app delivery

Speaker:

• **Eric Elkins, Director of PreSales, Tricentis**

Now more than ever, as buying patterns change with increasing speed, E-commerce and retailing companies have to connect the challenges of performance testing and data integrity in order to accelerate app delivery and win new customers. Eric will explain performance testing can be scaled with automation and how you can enhance your data integrity to ensure consistent quality across the enterprise and move closer to true data-driven app production.

14:40 - 15:00

Coffee & networking break



AGENDA

THURSDAY 3RD NOVEMBER 2022

SOFTWARE RISK MANAGEMENT AND TECHNOLOGIES FOR CONTINUOUS APP

15:00 - 15:40

Integrating UX and customer behavior into DevOps: A case study with Electric.ai

Speaker:

• *Alex Martins, VP of Solutions Engineering, Relicx*

The days of "let's automate everything" are behind us. It's not enough, even if you could really do it. Now it's about testing smarter, and in particular for E-commerce firms, it's about embedding customer experience and user behavior into DevOps; feeding user sessions directly into the software development lifecycle.

Alex will explain exactly how that can be done, using the example of Electric.ai, a company that automates IT management processes and is itself one of the fastest growing companies in the United States in part due to their hyper focus on UX. That automation enables Electric's customers - companies of all sizes - to spend less time on internal IT issues, and more time on their own growth targets.

Learn how Relicx, a new CX-driven DevOps SaaS provider, has helped Electric.ai automatically test and detect UX issues as part of their DevOps lifecycle so that future releases deliver a five-star CX.

15:40 - 16:20

Metadata for our food, Emulating Legacy Code...and Preparing for Black

Speaker:

• *Kenneth Seals-Nutt, Director of Software Engineering, Verb Energy*

In addition to his role as head of software engineering at Verb Energy, which sells plant-based energy bars direct to consumers online, Kenneth has two other missions that he will be discussing this session. First, there's his project, working alongside the Department of Agriculture and John Hopkins University, to create a metadata repository for the food industry. Second, there's his project, in partnership with the National Institute of Standards and Technology, another government agency, to preserve apps written in legacy code such as COBOL and FORTRAN. The project is designed to provide "emulation-as-a-service" to ensure the future interoperability of those legacy apps. In his presentation, Kenneth will explain how his projects interconnect, and how Verb Energy is preparing for Black Friday and Cyber Monday sales.

16:20 - 17:20

Cocktails and Networking

SPEAKERS



Andy Korman

Google

Head of Industry,
US Retail



Bala Maddu

BT

Mobile Network
Automation Architect



Amy Hawman

Appvance.AI

Head of Marketing



Pratyush Nutalapati

Deloitte Digital

Managing Director



Tanya Kravtsov

Audible

Head of Quality
Assurance



Zaki Bajwa

Stripe

Global Head of Partner
Solution Engineering



Kenneth Seals-Nutt

Verb Energy

Director of Software
Engineering



Eric Elkins

Tricentis

Director of PreSales



Alex Martins

Relicx

VP of Solutions
Engineering

NOTES

NOTES



PROUDLY SPONSORED BY

GOLD



SILVER



BRONZE

