Business Value of Testing

Created for:

Let's Test 2013

Runö Conference Centre

Åkersberga, Stockholm, Sweden

By:

Scott Barber

Chief Technologist

PerfTestPlus, Inc.

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Premise

Nobody

(in their right mind)

wants to pay for Testing

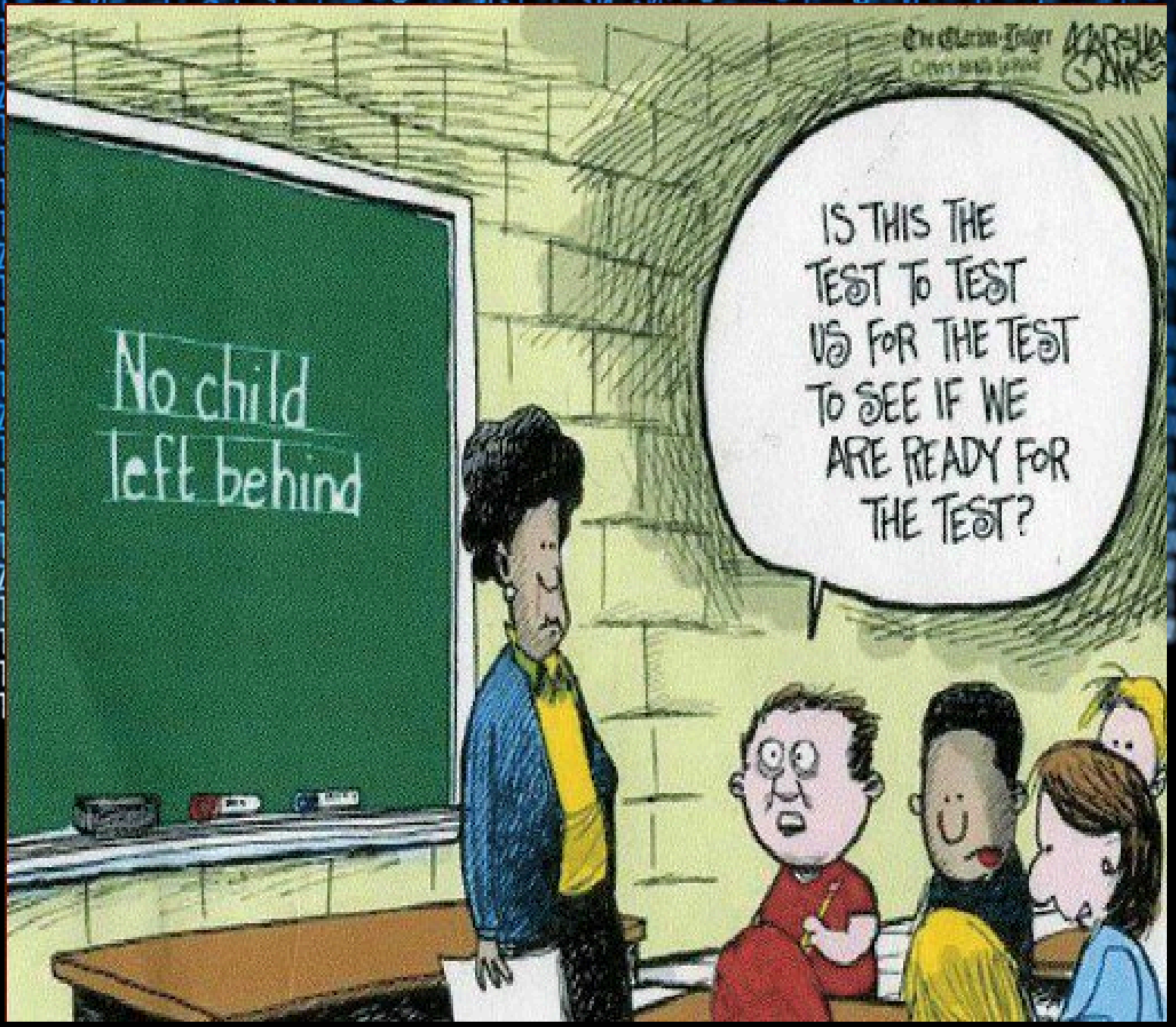
Critical Incident

Conclusion

Testing as an isolated activity has

No Inherent Value

Bennett Chattanooga Times Free Press
MY CHILD IS A
GREAT TEST TAKER


No child left behind
IS THIS THE TEST TO TEST US FOR THE TEST TO SEE IF WE ARE READY FOR THE TEST?

WASSERMAN
© '00 BOSTON GLOBE
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ATTENTION... THIS IS A TEST... THIS IS A TEST OF THE NATION'S EDUCATION SYSTEM... IF THIS WERE A REAL EMERGENCY, WE'D FIND A BETTER SOLUTION THAN MORE AND MORE TESTS... THIS IS A TEST...
S M T W

Conclusion

But, the

Resulting Information

is *hopefully* worth the cost

Critical Incident

Conclusion

Sometimes

(certain or additional)

Testing is

More Expensive

than failing

"Unfortunately, we won't know what's wrong with you untill we do an autopsy."

BEARMAN CARTOONS

GOLD DIGGER

HOW AMERICANS VIEW HEALTH CARE COSTS

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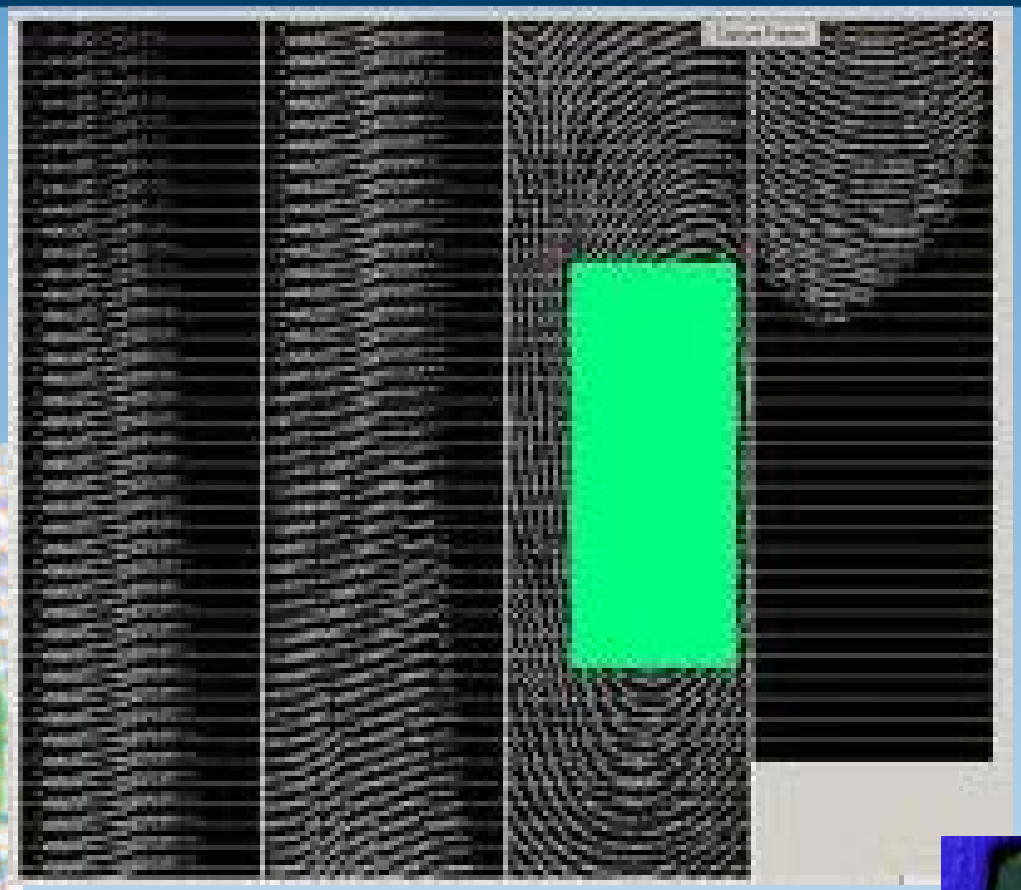
Critical Incident



Conclusion

The needs of the **Business** frequently outweigh the needs of the **Users** (or the **Testers**)

COST BENEFIT ANALYSIS

www.getmilked.com

Therefore…

If you think you can convince an executive that s/he wants to pay for testing…

Therefore…

… you are likely

Overly

Optimistic

or just plain

Wrong

Remember, Executives Know

Who Remembers?

Testing Missions in Context:

From Checking to Assessment

Created for:

A European conference
on context-driven testing
- for testers, by testers.

The core mission of Let's Test is to help build an active community in Europe of software testers that either identify themselves with the context-driven school of software testing or are interested in learning more about it.

Let's Test 2012

May 7 - 9
Runö Conference Centre
Åkersberga
Stockholm, Sweden

By:

Scott Barber
Chief Technologist
PerfTestPlus, Inc.

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@ ATD 2012 I Concluded

The only reason you get paid to test is because an executive thinks it will…

@ ATD 2012 I Concluded

Since then…

Business & Value

have become

Hot Topics

WWW.STPCON.COM

APRIL 22-25, 2013

STP SOFTWARE TEST PROFESSIONALS CONFERENCE & EXPO 2013

Session 101

A Day in the Life of a Test Manager

Mike Lyles, Sr. QA Manager, *Lowe's*

What are the Major Conflict Zones in a Testing Organization?

The Expert Opinions

Jerry Weinberg

The major conflict is with people who believe that without any testers, there wouldn't be any errors.

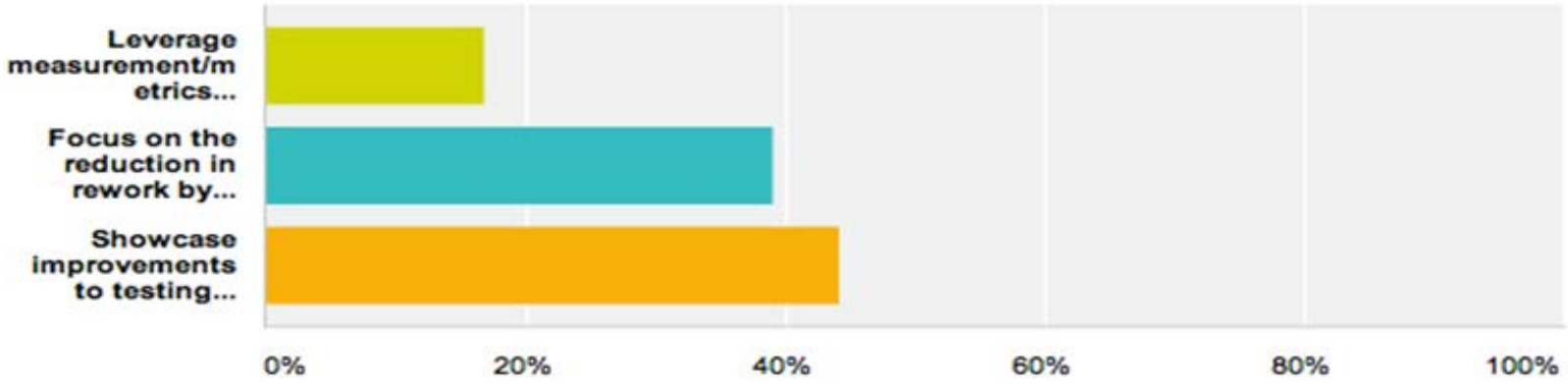
Michael Bolton

*Testing work is about **revealing information about the product**. Sometimes that information is painful… as Jerry Weinberg suggests… that **decisions about quality are always political and emotional**, so in addition to emotional congruence, a Test Manager needs **political acumen**… Test Managers who see themselves as quality gatekeepers will often be party to various kinds of unhappiness, until they recognize that **testing is not quality assurance; testing informs quality assurance**.*

Survey – Showing QA Value

What methods do you use the most to show the value of testing?

Answered: 274 Skipped: 1

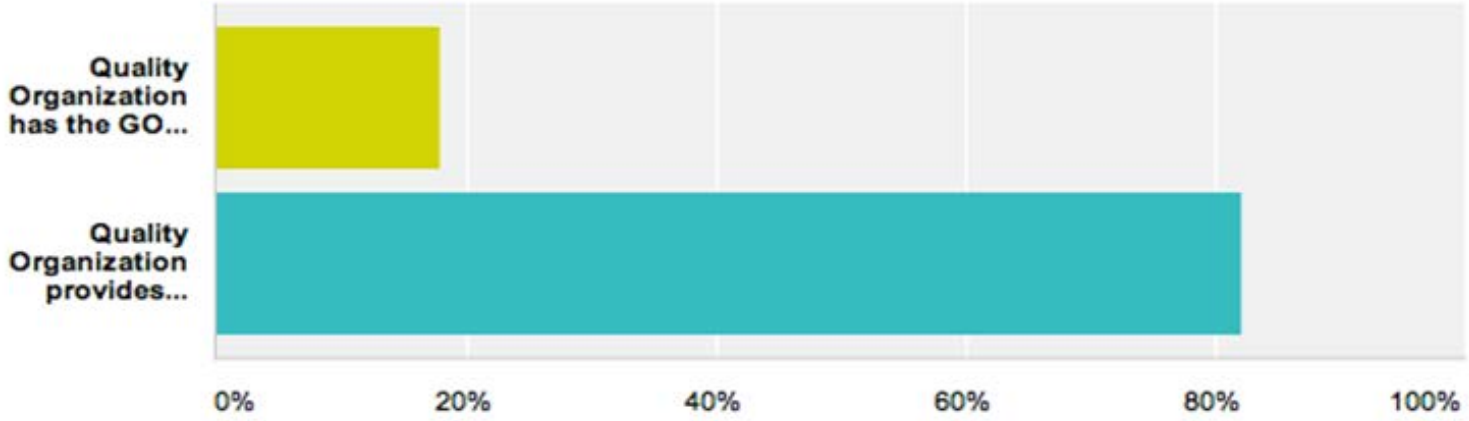


Answer Choices	Responses
Leverage measurement/metrics results to show the value	16.79% 46
Focus on the reduction in rework by finding and resolving defects early in the SDLC	39.05% 107
Showcase improvements to testing which simply processes, reduce overall project costs, and improve overall product quality	44.16% 121

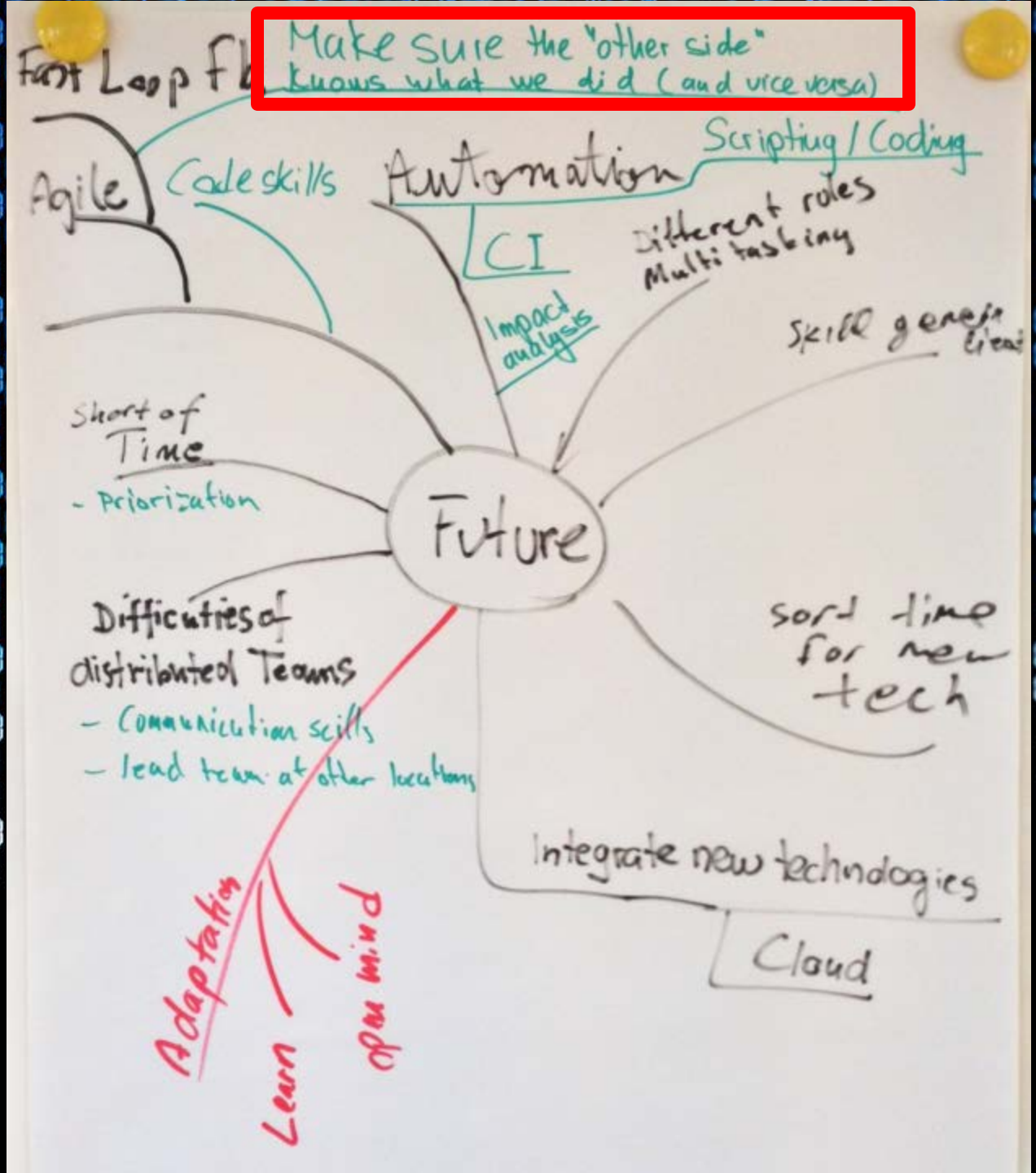
Survey – Your Opinion

What role do you think the Quality organization has in the decision to move to production?

Answered: 274 Skipped: 1



Answer Choices	Responses
Quality Organization has the GO / NO GO decision – ultimately	17.88% 49
Quality Organization provides inputs to those accountable for releasing – and may suggest strongly to not go, but does not own the decision to move to production	82.12% 225
Total	274


Fast Loop fb
Make sure the "other side" knows what we did (and vice versa)
Agile
Code skills
Automation
Scripting / Coding
CI
Impact analysis
Different roles
Multi tasking
Skill gaps
Short of Time
- Priorization
Future
Difficulties of distributed Teams
- Communication skills
- lead team at other locations
Lord time for new tech
Integrate new technologies
Cloud
Adaptation
Learn
Open mind

Why Triangles?

Scope

Project Quality

Cost

Time

PerfTestPlus

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What Can We Do (Part 1)

Remember:

To executives, testers/ing is like

Part 1 (con't)

If

you can influence corporate accounting…

Refer to Chapter 16

Rightsizing the Cost of Testing: Tips for Executives

"We're trying to keep overhead low. Are you 5'7" or shorter?"

What Can We Do (Part 2)

Remember:

Our *primary* mission is

"Grow a successful business (increase profit) by delivering products / services that are valuable for the price."

Part 2 (con't)

Tune our testing to focus on the *Primary Business Mission*

Part 2 (con't)

In other words:

"We test to help businesses deliver products better, faster & cheaper"

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"We're looking at a six figure return. Unfortunately, they're all zeros."

What Can We Do (Part 3)

Learn to Speak Business Language

… ‘cause executives are unlikely to learn to speak testing anytime soon.

Part 3 (con't)

- ***Core Values***
- ***Synergy***
- ***Seamless Delivery***
- ***Support Cost Reduction***
- ***Long Term Savings***
- ***Brand Image***
- ***Customer Loyalty***

Part 3 (con't)

- ***Cost Benefit Analysis***
- ***Corporate Vision***
- ***Rightsizing***
- ***Market Positioning***
- ***Time to Market***
- ***Competitive Analysis***
- ***Best of Breed***

BUZZWORD BINGO

action item	exit strategy	metrics	synergy	win-win
learnings	best practice	buy in	helicopter view	proactive
blue sky thinking	holistic	Free space	leadership	on the radar
low-hanging fruit	big picture	value added	strategic	elevator pitch
outside the box	can-do attitude	touch base with	alignment	incentivise

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What Can We Do (Part 4)

Become Invaluable

Part 4 (con't)

To:

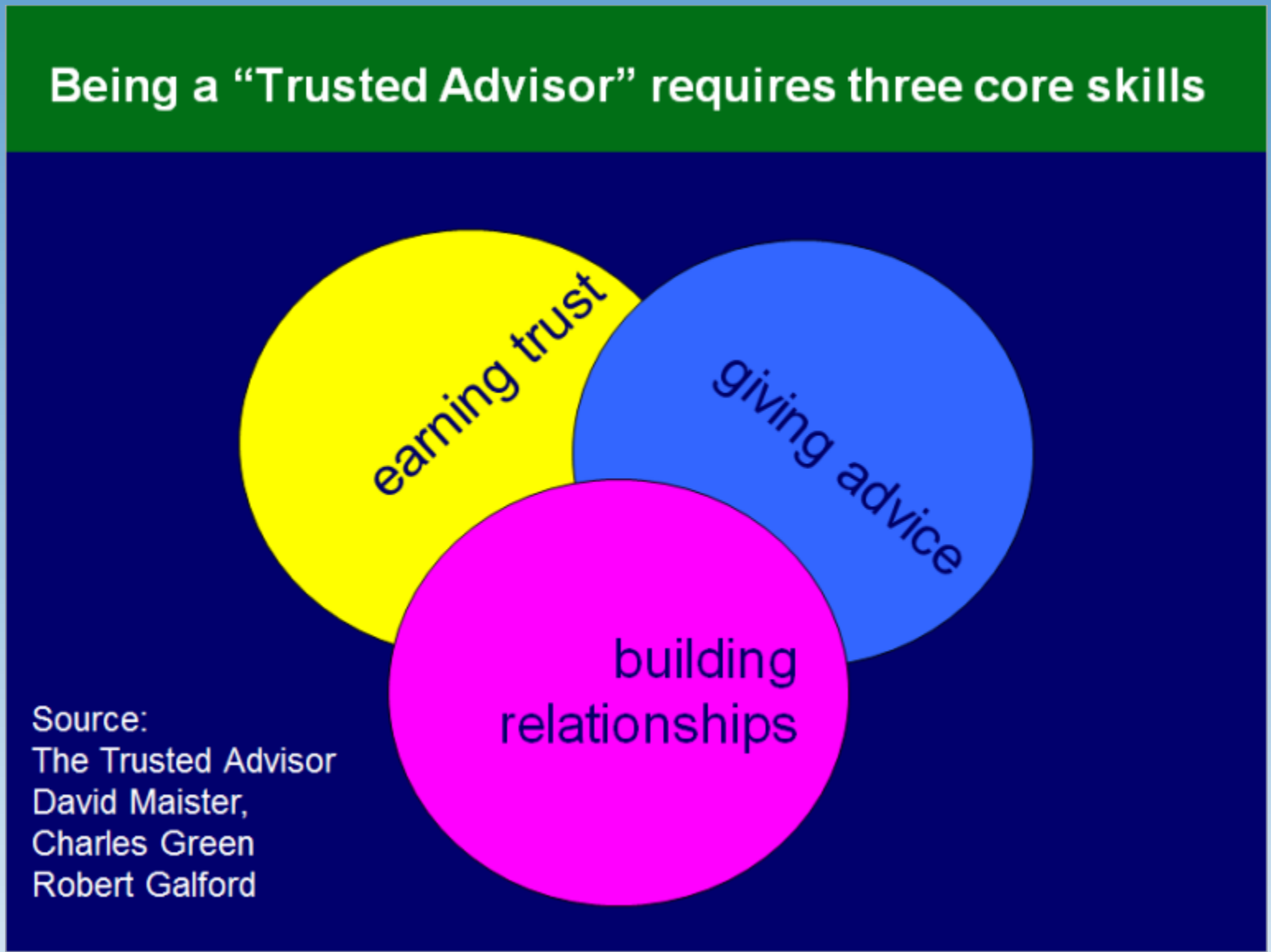
- ***Developers***
- ***Managers***
- ***Analysts***
- ***Marketing***
- ***Supports/Ops***
- ***Executives***

Part 4 (con't)

In other words:

"Earn a position as a trusted advisor to both teammates and decision makers"

From “Becoming a Trusted Advisor” Julie Gardiner, STPCon 2011



From “Becoming a Trusted Advisor” Julie Gardiner, STPCon 2011

Trust must be earned & deserved

- trust grows over time rather than just appears
  - beware that trust can be lost in an instant
- trust is personal
  - it involves both rational and emotional factors
- trust is a two-way relationship
  - trust is different for the test manager & senior manager
- trust will entail risk
  - if risks are not created, trust will flounder

to be trusted is never a right…
it is *always* a privilege and honour

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"And this is where our ROI became an IOU."

Bonus Comic

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Questions?

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PerfTestPlus

Scott Barber

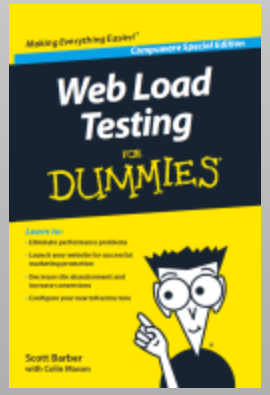
Association for Software Testing
Life Member

Chief Technologist, PerfTestPlus, Inc.

sbarber@perftestplus.com
www.perftestplus.com
@sbarber

Co-Founder: Workshop On Performance and Reliability
www.performance-workshop.org

Author:



Co-Author:

Contributing Author:

Books: www.perftestplus.com/pubs

About me: about.me/scott.barber

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Contact Info

Scott Barber

about.me/scott.barber

Chief Technologist

PerfTestPlus, Inc.

E-mail:

sbarber@perftestplus.com

Web Site:

www.PerfTestPlus.com

Blog:

scott-barber.blogspot.com

Twitter:

@sbarber

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