

6th WCSQ

Congress Programme

The Sixth
WCSQ
World Congress
for Software Quality
1st - 3rd July 2014
www.wcsq.org
London

"Shift left - inspiration and
innovation for software quality"



Programme and guide to:
The 6th World Congress for Software Quality
1st-3rd July 2014
Hilton Metropole, Edgware Road, London



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welcome



On behalf of the UK Testing Board (UKTB) I am very proud to welcome you to the 6th World Congress for Software Quality (WCSQ6) in London. I look forward to meeting you all.

I have been asked why I themed the conference 'Shift Left'. The IT industry is waking up to the need for better quality software and, whilst we used to call it defect prevention or early quality, amongst a host of other things, these don't seem to galvanise interest. Shift Left has existed for years in manufacturing but our IT leaders seem to have bought into what it means and it is now a term used in the boardroom. As an industry we need to get behind this interest. It was therefore obvious to me that the 6th WCSQ should be themed 'Shift Left – inspiration and innovation in Software Quality'.

We have lined up a stellar set of 5 keynotes for you this year, starting with Andy Green, the fastest man alive, who will show us how Shift Left approaches ensure his safety at 1000mph! With 6 tutorials and 33 tracks/ workshops covering all aspects of testing you are guaranteed to gain useful insights into how people are managing quality and testing today and into the future. After all of that excitement don't forget our extra special banquet at Madame Tussauds on Thursday evening.



I'd like to thank Constanze Zemlin, who has managed all of the speaker administration and the 3 programme teams from around the world, managed by Günther Limböck for EMEA, Makoto Nonaka for Asia-Oceania and Patricia McQuaid for the Americas. As a team, from over 100 proposals, we have put together what we believe is a fun and informative conference this year. You will have access to real depth and breadth of quality and testing experience and I encourage you to maximise your benefits of attending the conference by going to as many presentations as you can.

I'd also like to thank the BCS events team for doing such an excellent job with the logistics, Kev and his team from Solar Exhibitions for the event setup and finally iSQI and the UKTB team for their help and support.

Finally I would like to thank Tom Bates, who has written all of the music you will hear at the

conference, especially for us. If you are interested in commissioning Tom to write music for you please contact him at tom.musictech@gmail.com.

We will be encouraging you throughout the conference to identify actions and objectives that you can take away to make a real difference when you are back in the office.

This is a conference, so please use the opportunity to confer with other attendees, build relationships and share experiences. Make sure you go home with more knowledge than you came with, but don't forget to have some fun as well. Make this a conference you will remember.

Mr Geoff Thompson

CONFERENCE CHAIR
Chairman of the UKTB
Consultancy Director Experimentus, UK





How to make the most of your time at the Congress

With so much to see, hear and experience, it would be very easy to try to do everything but gain benefit and enjoyment from very little. As with most things in business, and indeed in life, a little forward planning can pay big dividends. There are going to be some amazing presentations at this Congress, perhaps most notably the plenary sessions. A good idea is perhaps to use those as cornerstones of your planning and to fit as many other sessions around them as possible without overstretching your time or energy. Sometimes it might be beneficial to simply take some time away from the Congress and visit some well known London landmarks.

Getting around the Congress and London

Getting around the Congress could not be easier. Despite its size, the Hilton Metropole is easy to navigate for most of the areas that are being used for the Congress. Don't worry: there will be plenty of people on hand to guide you to the location you are trying to reach.

World famous for its black cabs, big red buses and 'The Tube', London has a remarkably efficient transport system for such a busy city. Plus, Londoners are generally very polite and knowledgeable when helping you to find what you are looking for. Arm yourself with a tube map, some small bills and change and enjoy all that London has to offer.

& those big, red London buses



First seen on the streets of London as long ago as 1829, the London bus, in those days horse drawn, was first used on a route from Paddington – just a short walk from the Hilton Metropole – to the city of London, still the capital's business district.

DAY

one

Tuesday 1st July 2014 - Tutorial Day

08:00	Tutorial Registration		
	Hilton Meeting Room A	Hilton Meeting Room B	Park Suite
	Tutorial I	Tutorial II	Tutorial IV
09:00 Coffee break 10:30-11:00	Quantifying All Qualities: Practical Methods for articulating and specifying all qualitative attributes of all systems quantitatively. The basis for Quality Engineering. <i>Tom Gilb</i> Norway/UK	Building better Software with Business Stories <i>Paul Gerrard</i> Gerrard Consulting, UK	High Performance Software Engineering Processes <i>Bernd Hindel</i> Method Park Software AG, Germany
12:30	Lunch Break		
	Tutorial V	Tutorial VI	Tutorial VII
13:30 Coffee break 15:00-15:30	Assess, prioritize and do parallel and step-by-step improvement. <i>Rik Marselis</i> Sogeti, The Netherlands	Transition: from traditional to agile – quality aspects in moving to Agile <i>Alon Linetzki</i> Best-Testing, Israel	Test Automation Patterns <i>Dorothy Graham, Seretta Gamba</i> UK
17:00	End		

DAY

two

Wednesday 2nd July 2014 - Conference Day 1

08:00	Conference Registration			
09:00	Official Opening (Kings Suite) Keynote: Testing Quality at 1000 Mph? <i>Andy Green</i> Bloodhound SCC, UK			
10:00	Coffee Break/Exhibition (Monarch Suite)			
	Hilton Meeting Room A	Hilton Meeting Room B	Hilton Meeting Room 7-12	Balmoral 2 (Kings Suite)
	Session I	Session II	Session III	Fringe Event
10:30	Presentation A I-II How the Repository Driven Test Automation (RDTA) will make your life easier & maintainable? <i>Dani Almog, Yaron Tsubery</i> Ben Gurion University, Ness Technologies, Israel	Presentation B I What are the key factors of quality improvement regarding CMMI Maturity Level? <i>Reiko Yanagida, Naomi Honda, Naoto Yoshimura and Toshihiro Komiyama</i> NEC Corporation, Japan	Presentation CI IT departments cannot keep up with the pace of change – Transformational Quality Management <i>Ben Fry and David Rigler</i> SQS, UK	Industrial Presentations <i>Michelle Horrobin, Carl Munson</i> BCS The Chartered Institute for IT, UK
11:15		Presentation B II Quality Improvement using the QUALITY MAP Technique <i>Takashi Sato</i> NEC Corporation, Japan	Presentation C II How to reach the potential benefit after an TMMi assessment <i>Klaus Olsen</i> Softwaretest.dk, Denmark	Coverity, UK
12:00	Presentation A III Establishing a Scope for Software Assurance <i>Ian Bryant and David Freeman</i> Trustworthy Software Initiative (TSI), UK	Presentation B III Improvement of Root cause analysis with iterative process and defect modeling <i>Atsushi Nagata</i> Sony, Japan	Presentation C III Still “Testing on the Toilet”: 8 years later <i>Antoine Picard</i> Google, USA	
12:45	Lunch Break/Exhibition (Monarch Suite)			
	Session IV	Session V	Session VI	
14:00	Presentation A IV ISTQB Career – Expert Level <i>Graham Bath</i> T-Systems, Germany	Presentation B IV Lessons Learnt in Managing and Delivering Mobile Technology Projects <i>Ian Mortimer</i> Planit Software Testing, New Zealand	Presentation C IV Innovation in Project Sustainability: The Need for Early Planned Dissemination and Exploitation <i>Margaret Ross</i> Southampton Solent University, UK	Experimentus, UK
14:45	Presentation A V Similarity analysis of requirements documents as a tool to assess commonality and variability between new and existing products <i>Atsuko Koizumi</i> , Hitachi, Japan	Presentation B V Mobile Testing – the Relation between Business Goals, Design Considerations and Testing <i>Derk-Jan de Grood</i> Valori, The Netherlands	Presentation C V Shift to the right side of your brain: Diversifying the ways you test <i>Jan Jaap Cannegieter</i> SYSQA B.V., The Netherlands	
15:30	Presentation A VI The Dark Side of TDD <i>Karin Vosseberg and Andreas Spillner</i> University of Applied Sciences Bremerhaven; University of Applied Sciences Bremen, Germany	Presentation B VI Improving User Experience in a Large-scale Software Development Project <i>Nobuyoshi Sakai, Masashi Nakanishi and Hiroshi Yokouchi</i> Hitachi, Japan	Presentation C VI ISTQB®: Current status and the way ahead <i>Chris Carter, Gualtiero Bazzana</i> ISTQB	Infuse Consulting Limited, UK
16:15	Coffee Break/Exhibition (Monarch Suite)			
16:45	Keynote: <i>Susumu Sasabe</i> , JUSE, Japan (Kings Suite)			
17:45	End & Exhibitor Reception			

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08:00	Conference Registration			
09:00	(Kings Suite) Keynote: Lean Quality - More cost-effective quality delivery than just testing <i>Tom Gilb</i> Tom Gilb, Norway/UK			
10:00	Coffee Break/Exhibition (Monarch Suite)			
	Hilton Meeting Room A	Hilton Meeting Room B	Hilton Meeting Room 7-12	Balmoral 2 (Kings Suite)
	Session VII	Session VIII	Session IX	Fringe Event
10:30	Presentation D I IDBS: Statistical Process Control and Metrication – A case study of Quality & Development Process Improvement <i>Mike Jarred and Ilca Croufer</i> IDBS, UK	Presentation E I Process Appraisals: From Group Interviews to Socratic Circles, 10 Years of Results <i>Amalia Alvarez and Santiago Matalonga</i> QualyIt ORT Universidad, Uruguay	Presentation F I Kanban at Siemens Health Services <i>Bennet Vallet</i> Siemens Healthcare, USA	Industrial Presentations Radtac, UK
11:15	Presentation D II Practical Approach to Verification & Validation by Focusing on Test Viewpoints <i>Tetsuya Kouno, Hirokazu Tanaka, Hiroshi Mitsunaga</i> Hitachi, Japan	Presentation E II Testing Software the Crowd-sourced Way – How to Enhance Software Quality by Utilizing Real People and Real Devices <i>Georg Hansbauer</i> Testbirds GmbH, Germany	Presentation F II Do You Think You Know What Software Quality Is? <i>Karol Frühauf</i> INFOGEM AG, Switzerland	SQS, UK
12:00	Presentation D III Stop wasting time and money by using a holistic approach to shift left <i>Rik Marselis, Dominique Muehlbauer</i> Sogeti, The Netherlands/Germany	Presentation E III Principles Before Practices – How to Transform Software Quality with Solid Understanding of Key Testing Concepts <i>Randy Rice</i> Rice Consulting Services, USA	Presentation F III Driving High Quality of Software Implementation – How to ensure success when implementing enterprise software and prevent costly project escalations <i>Henrik Wilken</i> SAP, Germany/Denmark	Practical Assessments, UK
12:45	Lunch Break/Exhibition (Monarch Suite)			
	Session X	Session XI	Session XII	Fringe Event
14:00	Presentation D IV Software Reliability for Security <i>Taz Daughtrey, Patricia McQuaid</i> James Madison University, California Polytechnic State University, USA	Presentation E IV Viewpoint-based Test Requirement Analysis Modeling and Test Architectural Design <i>Yasuharu Nishi</i> University of Electro-Communications, Japan	Presentation F IV Excellence in Test Data Management for improved Testing Quality <i>Karthikeyan Murugesan</i> Cognizant Technology Solutions, UK	
14:45	Presentation D V Stepwise Test Design Method <i>Katsuhiro Yoshioka, Noriyuki Mizuno and Yasuharu Nishi</i> Mitsubishi Electric, University of Electro-Communications, Japan	Presentation E V Framework for Sustainable Reuse of Function Specification <i>Tomoko Tomiyama, Noriko Iizumi</i> Hitachi High-Technologies Corporation, Japan	Presentation F V Stories of my life <i>Vipul Kocher</i> SALT, India	Professional Certification – What bugs you? <i>Debbie Archer</i> iSQI GmbH, Germany
15:30	Coffee Break/Exhibition (Monarch Suite)			
16:00	Keynote: Why Shift-Left is More Important than Agile <i>Paul Gerrard</i> , Gerrard Consulting, UK (Kings Suite)			
17:00	Keynote: <i>BJ Rollison</i> , Microsoft, USA			
18:00	End			
19:00	Social Event at Madame Tussauds			

Alongside the main programme the Congress offers delegates plenty of opportunities to become more involved than is possible in the main sessions, including ones in which they can take an active role. These include a ‘Tweet Wall’ that gives delegates the chance to provide ‘feedback’ to the speakers and to comment on issues that have either delighted or incensed them. Of course the ‘tweets’ will be subject to scrutiny by a moderator before being displayed. We don’t want any fights or lawsuits, do we?

Another big draw is bound to be the exhibition, which features some of the software world’s most innovative players, who will be talking about and demonstrating their ground-breaking products and services. The exhibition area is also functioning as the hospitality suite, giving you the chance to discuss cutting-edge technology as you sink your teeth into wonderful canapés and sandwiches.

There are also fringe meetings to attend, where you are able to join groups of people attending the conference to discuss subjects not covered in the main programme or to expand on subjects for which they would like to have more time to discuss.

If that’s not enough there are ample opportunities for networking during the Congress, when you can catch up with old colleagues, make new connections and friends and maybe even get headhunted!

To cap it all, on Thursday evening some of those big red London buses will spirit you away to Madame Tussauds, where you can let your hair down just a bit and rub shoulders with rich, famous and infamous figures from the worlds of entertainment, sport and history. Ride in a black cab and enjoy a spectacular celebration dinner.



keynote speakers



Paul Gerrard

Paul is a consultant, teacher, author, webmaster, programmer, tester, conference speaker, rowing coach and publisher. He has conducted consulting assignments in all aspects of software testing and quality assurance, specialising in test assurance. He has presented keynote talks and tutorials at testing conferences across Europe, the USA, Australia, South Africa and occasionally won awards for them.

He was the founding chair of the British Computer Society Information Systems Examination Board (BCS ISEB) of the Software Testing certification board.

Educated at the Universities of Oxford and Imperial College London, he is a Principal of Gerrard Consulting Limited and is the host of the UK Test Management Forum.

He wrote *Risk-Based E-Business Testing* with Neil Thompson in 2002 and the *Business Story Pocketbook* with Susan Windsor in 2012. He wrote *The Tester's Pocketbook* in 2009.

Paul won the EuroSTAR European Testing Excellence award in 2011 and The European Software Testing Awards (TESTA) award for Lifetime Achievement in 2013.

He is the Programme Chair for the EuroSTAR 2014 conference in Dublin.



Tom Gilb

Tom Gilb joined IBM in 1958, for 5 years, and has been an international consultant and teacher since then. He has 2 books translated into Japanese (*Humanized Input* and *Software Inspection*). He held a keynote at WCSQ2, in Yokohama, Japan, in 2000. He is the author of 9 published books, all related to quality engineering.

He is the inventor or champion of several disciplines, such as Software metrics (1976), CMM Level 4 (metrics), Evolutionary Project Management (origin of Agile), Lean Quality Assurance, Planning language (Planguage), Impact Estimation Table, Software Inspections and the Impact estimation table.

His methods are adopted on a large scale by advanced businesses such as Intel, HP and Boeing, with documented measured success. He is an Honorable Fellow of BCS, The Chartered Institute for IT.



Andy Green

Educated at St Olave's Grammar School, Andy gained an RAF scholarship to Worcester College, Oxford, where he graduated in 1983 with first class honours in mathematics. Later that year Andy was regraded from acting pilot officer to pilot officer and qualified as a fighter pilot on F-4 Phantom and Tornado F3 aircraft. In 2003 Andy was promoted to Wing Commander and later became Officer Commanding Operations Wing at RAF Wittering.



Andy is the current holder of the world land speed record and was the first person to break the sound barrier on land. On 25 September 1997 in ThrustSSC he beat the previous record in Black Rock Desert, USA, reaching a speed of 714.144 miles per hour (1,149.303 km/h). On October 15, 1997, 50 years and 1 day after the sound barrier was broken in aerial flight by Chuck Yeager, Green reached 763.035 miles per hour (1,227.986 km/h), the first supersonic record (Mach 1.016). His call sign was "Dead Dog".

Green is now working with Richard Noble again on their new record attempt to break the 1,000 miles per hour (1,600 km/h) mark with Bloodhound SSC.



BJ Rollison

BJ Rollison spent many happy years from 1994 onwards working for Microsoft as a test architect in the engineering excellence group. His primary role was designing and developing testing curriculum and teaching software testing.

His work also involved consulting with Microsoft Divisions and occasionally premier customers. He described it as the coolest job he had ever had because he got to meet so many bright and exceptionally talented people every day (both inside and outside of Microsoft) who challenged him intellectually and helped him learn.

His previous roles at the company included Test Lead of the setup team for international versions of Windows 95, International Test Manager for Internet Explorer and Director of Test Training.

Away from testing he enjoys his sailboat, scuba diving, being a PADI Master Scuba Diver Trainer, skiing, rebuilding cars, trap shooting and golf.



Susumu Sasabe

Susumu Sasabe has been an advisor of JUSE (Union of Japanese Scientists and Engineers, the Deming Prize establisher) since 2008. He worked at NEC Corporation since 1972, in research and development of embedded software for telecommunication network systems. He managed several international joint software development projects with companies in the Americas and Asia and conducted a company-wide quality management system and software process improvement inside the NEC Group. His management activities include application of learning through KAIZEN and TQM (Total Quality Management) approaches to software engineering and software product innovation.

He has been a frequent speaker at international conferences on software quality, including WCSQ. He is on the review group of the first version of SQuBOK (Software Quality Body of Knowledge) in Japan. He has received awards for Best Paper Presented at the 6th European Conference on Software Quality in Vienna (1999) and Best Quality Technical Paper at the Japanese Society for Quality Control (JSQC) (2008).

exhibition

 **P1**

Infuse

 **P2**

iSQI

 **P3**

Experimentus

 **P4**

Planit

 **G8**


Capita/Odin

 **G10**

SQS

 **S1**

Diaz & Hilterscheid

 **S4**

Practical Assessments

 **S15**

SuperoSolutions

 **S20**

Radtac

 **S24**

Coverity

 **S25**

Test Magazine

 **S26**

Harmony/Testimony

 **S27**

Undo-Software

 **S28**

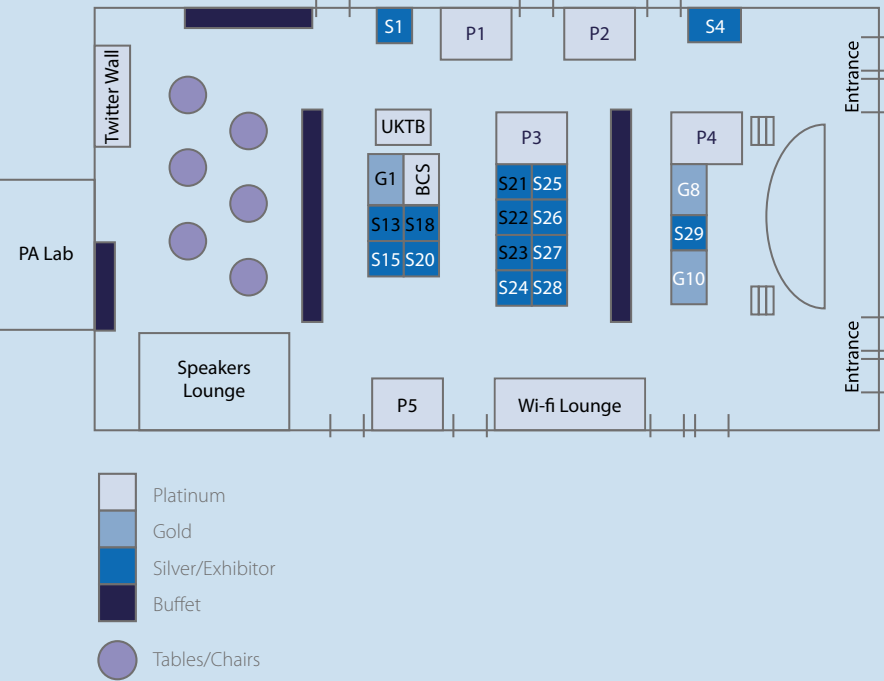
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 **S29**

London Tester & Centre4 Testing

Exhibition

The exhibition is situated in the Monarch Suite on the second floor of the Hilton Metropole. Access is via the stairs in the registration area and a bank of lifts. The exhibition will be open throughout the Congress but, as it also serves as the hospitality suite, it is expected to be busiest during refreshment breaks in the conference programme. The exhibitors will be on hand to discuss and demonstrate their products and services and everyone visiting the exhibition should discover a variety of things to spark their imagination. This part of the Congress is designed to provide food for thought as well as for hungry delegates.



social event

The WCSQ Celebration Dinner

The Celebration Dinner for the 6th World Congress on Software Quality is to be held at one of London most celebrated venues – *Madame Tussauds*.

The program for this outstanding evening of dining and unique entertainment starts at 19:00 via the red carpet at the main entrance to *Madame Tussauds*.

From 19:00 until 19:45 guests will be taken on the ‘Spirit of London Ride’. This ride is continuous, lasts about 7 minutes – and takes guests on a ride in a Black London Cab through the history of the Capital.

Then, at 20:00 guests will be invited to move to the World Stage Ballroom, through a movie experience area, where they will mingle with British Royalty and other historic figures.

At 23:00 guests wishing to leave early will be able to at this time, but not before they have negotiated their way through the ‘Chamber of Horrors’, where there are some of the world’s most notorious murderers, and other notorious historical figures.

The bars and other entertainment will close at 23:30 and all guests will leave the World Stage Ballroom by 23:45 again via the ‘Chamber of Horrors’.





wcsq.org

Useful information

We hope that the Congress proves to be everything you expected and more. If there are questions regarding your accommodation or your registration we can direct you to the appropriate people within the hotel or one of our team. Like any busy city London has its fair share of street crime so take care and keep your valuables well hidden. To call the police or any other emergency service in Britain the number is 999. Currently the pound is very strong against many major currencies, so its worth comparing rates before changing money. All transport systems, including taxis, are heavily regulated in London, so you should have no problems with unregulated vehicles. It is normal to offer a small tip to taxi drivers.

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