



## benchmarkQA

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### FOR IMMEDIATE RELEASE:

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### **BenchmarkQA Hosts Test Automation Event**

Minneapolis, MN, November 15, 2007 - BenchmarkQA welcomed Twin Cities Quality Assurance professionals to a three hour event focused on software test automation. BenchmarkQA consultant Gary Hansberger educated the group on "Ten Ways to Ensure Automation Failure"—providing a humorous look at why automation so often fails. By giving us reasons for failure, Gary also provided valuable insight on how to increase the odds of being successful with automation.

Gary's presentation was followed by a panel discussion that enabled attendees to ask questions of and learn from their peers about how to take advantage of the best that test automation can offer. Panel members were Gary Hansberger, Dr. Steve Anderson and Mark Nelson, all BenchmarkQA consultants.

The underlying theme of both the presentations and panel discussion included these key points:

1. Test automation is a development effort and should follow a structured development process including documented requirements, design, technical specifications and methodology.
2. Building test automation is an investment; the execution of the automated tests is the return. Most often, however, the return is not realized until run as a regression test.
3. There's no Silver Bullet to test automation. Every situation will be unique based on your application, architecture, development language, etc.

BenchmarkQA Vice President of Operations Molly Doyle Decklever is optimistic about the future of automation but also recognizes the setbacks companies have experienced. It is important to recognize that, historically, automation has often failed. The points of failure are often well beyond the control of the developer or consultant who builds the automation solution. Usually the issues that prevent long-term success are operational and process-related. These barriers can be resolved through careful analysis and process enhancements, enabling automation solutions to provide real, long-term value. With more education and guidance on how to better manage the automation process, we expect to see more companies achieve a positive return on their automation investment.

BenchmarkQA, headquartered in Minneapolis, MN, has provided exceptional quality assurance consulting and testing services to its clients for more than 20 years. BenchmarkQA helps software project teams deliver high caliber software with greater efficiency and cost control, through process improvement strategies, training, guidance and the productivity of highly-skilled QA industry professionals. As a service to the Twin Cities QA community, BenchmarkQA offers educational events on a quarterly basis. For more information, please visit [www.benchmarkQA.com](http://www.benchmarkQA.com).

For additional information about the Automation event, or services available through BenchmarkQA, contact: John Tinsley, Account Manager, BenchmarkQA, 952.392.2394, john.tinsley@benchmarkqa.com