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### **BenchmarkQA Publishes White Paper on Creating Efficiencies in the Software Development Lifecycle**

September 3, 2009, Minneapolis, MN – BenchmarkQA today announced the release of the first of a three-part white paper entitled “Makin’ Lemonade! Maximizing Your Resources in a Sour Economy.” The paper is based on material presented by Senior Consultant Betty Schaar at the company’s August 7<sup>th</sup> Software Quality Forum and includes best practices from the company’s 22-year quality assurance consulting practice.

The premise of the white paper and the August 7<sup>th</sup> event is “When life hands you lemons, make lemonade!” According to BenchmarkQA President Larry Decklever, “The sour economy has forced us all to re-evaluate our priorities and refocus our energies to do more with limited resources. When faced with tighter budgets, high-stress timelines and reduced headcounts, you need to be creative in managing the software development lifecycle and the resources available. It’s important to take advantage of these tough times to work smarter and learn better ways to accomplish more.”

The ideas presented by BenchmarkQA are broken down into three categories of efficiency:

- **People efficiencies** – Simple steps you can take to increase the productivity and efficiency of the talent in your organization and get more value-added services from your staffing vendors
- **Process efficiencies** – Relatively small changes can be made to streamline your SDLC processes, yet produce significant improvements in software quality and help you control costs
- **Tools & Technology efficiencies** – An overview of the best opportunities within software quality assurance to leverage technology and tools (such as automation, virtual environments and cloud computing) to gain immediate as well as long-term cost savings

The three-phased release of the white paper is being made available this fall on the company’s website at [www.benchmarkQA.com](http://www.benchmarkQA.com), starting with “Part One – Creating People Efficiencies.” Subsequent sections of the whitepaper will be released in September and October 2009.

“Our intent with both the white paper and the event is to help companies take a new look at the downturned economy and take *advantage* of the opportunities it presents,” says Decklever. “On the bright side, this is a great chance to become more efficient by identifying processes that could be streamlined or resources that could be dramatically more productive with a moderate investment in tools.”

The ideas presented provide a general approach to creating efficiencies based on the experience of the senior staff at BenchmarkQA and the delivery of BenchmarkQA’s Quality Path™ process consulting services. This unique and efficient consulting program allows BenchmarkQA to conduct an indepth yet fast assessment of a company’s people, processes, and tools & technology to uncover issues and risks to quality. They then identify the greatest opportunities for improving efficiency and software quality, and provide a customized road map for software quality lifecycle process improvements. “We’re able to quickly pinpoint the source of our client’s quality challenges, telling them why the recommended

improvements need to be made and how to get started. The client can make those improvements on their own if they have the internal expertise, or we will work with them to accomplish their quality goals,” stated Decklever.

BenchmarkQA, headquartered in Minneapolis, MN, has provided exceptional software quality assurance consulting and testing services for more than 22 years. Their only focus is helping software project teams deliver high-caliber software with greater efficiency and cost control through consulting, staffing, training and test lab services.

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