

# Crowd & Cloud based Testing

Crowd & Cloud based Testing | Zurich | Wednesday, 28. November 2012 | 14:00 – 17:00

Crowdsourcing and Cloud Computing have opened new dimensions in Software Testing. New possibilities like crowd testing, web based community platforms, cloud based virtual test systems and cloud based testing tools help us to further improve software quality assurance processes and methods and to specifically increase testing efficiency and effectiveness.

Join us at „Crowd & Cloud Testing“ to get inspired, learn more about using cloud platforms and tools to manage crowdsourced testing teams. Understand the basic Crowd Testing principles and processes, receive first-hand information on concrete cases, and meet with our speakers and other industry professionals. This event has been organized by PASS and Greenliff, reknown specialists in Crowd Testing and cloud based testing. Our guest speakers listed in the agenda of this afternoon session are recognized leaders in their specific field. Don't miss this unique opportunity, register today to reserve your seat in the „Clouds“ in Zurich Prime Tower!

(Due to international speakers this event will be held in English language).

## Topics

- The Crowd in the Cloud
- eBay's Crowd Testing Strategy
- How Crowd Testing works
- Cloud Scale Testing

## Date & Venue

**Date:** Wednesday, 28. November 2012  
**Venue:** Clouds Primetower  
 Maagplatz 5  
 8005 Zürich  
**Time:** 14:00 – 17:00  
**Cost:** CHF 190.–  
**Audience:** CIOs, R&D Managers,  
 SW-Development Managers,  
 Product Owners, Project Managers,  
 Test Managers,  
 Software Quality Managers.

**More Information:**  
[www.passbrains.com](http://www.passbrains.com)  
[www.greenliff.com](http://www.greenliff.com)

## Speakers



### Carl Esposti

is a pioneer and recognized opinion leaders in the crowdsourcing industry. As a founder of crowdsourcing.org, the largest directory of crowdsourcing and crowdfunding sites and CEO of massolution – a unique research, advisory and implementation firm specializing in crowdsourcing and crowdfunding solutions for private, public and social enterprises, Carl Esposti owns the most complete overview and background on the topic of crowdsourcing, including application of crowdsourcing models to software testing.



### Michael Palotas

is "Head of Quality Engineering Europe" at eBay International and is responsible for software quality in Europe.

After working in various lead roles in software development and test for Ericsson, Nortel Networks and Intel in North America and Europe, he joined eBay in 2004 to focus on software testing. Since 2008 he is working in his current role based in Zurich, Switzerland. Michael is a recognized expert in software testing and test automation and has spoken at conferences and events around the world.



### Dieter Speidel

is founder and CEO of PASS Technologies AG, a swiss provider of software and system test services, owner and home of passbrains.com, a global platform for on-demand crowd testing services. Through passbrains.com, customers gain instant access to the skills of an enormous number of qualified testing professionals worldwide, allowing for on-demand testing of web, mobile and enterprise applications, covering most major test configurations and language versions.



### Joachim Buechse

studied computer science and chip design at the swiss federal institute of technology (ETHZ) and the university of california in Irvine (UCI). He was a forerunner in mobile applications developing essential parts of „Youtrade on Palm“ in 2000. He is also an expert in large scale systems with hands-on experience in developing and testing cluster and cloud systems that scale to thousands of concurrent users. Mr Buechse is a managing director at Greenliff AG.

## Event details

### The Crowd in the Cloud

With increased proliferation of highly scalable Cloud based technologies, we will continue to see the democratization of labor into the cloud. Through the externalization of key processes, leading enterprises are disrupting traditional „captive labor“ based models by distributing work via specialized platforms that provide on-demand access to labor and expertise. Future enterprise models for service delivery will be built on hybrid strategies that harness both Private and Public „Crowds in the Cloud“.

### eBay's Crowd Testing Strategy

Using the Crowd for Beta-Testing and Life-Site Testing can add large numbers test resources with the most heterogeneous skill profiles, professional backgrounds and cultural user behavior. Crowd testers think and work in different ways than internal testers, this is why crowd testing can still find bugs which haven't been detected through traditional software testing methods. The number of testers joining our eBay Crowd Testing projects is constantly growing and generates even more value than we originally expected. This talk will explain how eBay integrates Crowd Testing into its software quality assurance strategy and illustrate the value based on real-life examples.

### Concept & Principles of Crowd Testing

Running software testing activities through specifically designed web platforms, supporting the management of crowdsourced projects allows to dispatch exploratory functional and use case testing as well as executing scripted test cases to hundreds of qualified testers. Crowd Testing benefits from the fact that testers are having most different hardware configurations and operating systems at hand, and cover most major geographical regions. Specifically skilled crowd testers can be engaged for developing and maintaining test automation scripts, review other tester's bug reports or even to help coordinate and support the test cycles. Applying a well designed managed process is an essential success factor when engaging the Crowd. In this session you will learn the basic principles and processes to be applied to Crowd Testing, explained based on real project cases.

### Cloud Scale Testing

Software testing often requires large amounts of resources during short periods of time. This is particularly true for load tests.

- We will show how Greenliff uses cloud resources to combine load tests with functional tests - gaining time and making sporadic errors reproducible as a free side effect.
- We will provide a preview of how mobile devices will be available as on-demand cloud resources.

### Meet the Experts

Please take the opportunity to share your experience and to discuss open questions.

Use the time for discussion and individual contact – “Meet the Experts”.

## Join us in Zurich's Prime Tower



### Agenda

13:30 - 14:00	Enrollment
14:00 - 14:10	Opening / Agenda <a href="#">Dieter Speidel / Markus Pilz</a>
14:10 - 14:50	Keynote „The Crowd in the Cloud“ <a href="#">Carl Esposti</a>
14:50 - 15:30	eBay Crowd Testing Strategy <a href="#">Michael Palotas</a>
15:30 - 16:00	Coffee break – “Meet the Experts”
16:00 - 16:20	Concept & Principles of Crowd Testing <a href="#">Dieter Speidel</a>
16:20 - 16:40	Cloud Scale Testing <a href="#">Joachim Buechse</a>
16:40 - 17:00	Questions & Answers Session
from 17:00	Apéro & Networking – “Meet the Experts”

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