

Improve Your Software Quality & Security ■ Reduce Costs

# ASTOB Conference 2015

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of the headlines

**September 14-16**  
Washington, D.C.



# ASTQB Conference 2015

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September 14-16 Washington, D.C.

**Learn to improve the quality, security and cost effectiveness of your software this September 14-16 in Washington, D.C. at this results-focused conference hosted by the American Software Testing Qualifications Board, ASTQB.**

This one-of-a-kind meeting is designed to give you practical, ready-to-use strategies that will help you stay out of trouble and eliminate unnecessary costs.

## Who should attend?

### Everyone involved in:

- Software testing
- QA
- Security
- Application development
- IT Management

### Including all:

- Software testers
- Software engineers
- QA/Test Managers
- Security managers
- Business analysts
- Dev app managers
- IT managers
- CIOs

## What is the American Software Testing Qualifications Board (ASTQB)?

ASTQB is the country board for ISTQB Software Tester Certification in the United States. Our mission is to promote professionalism in software testing in the US. We do so by administering quality exams for the ISTQB, facilitating training providers in delivering high quality courses, engaging in the ISTQB working groups, and developing the software testing profession. ISTQB Certifications include Certified Tester Foundation (CTFL), Certified Tester Advanced Level (CTAL), and Certified Tester Expert Level (CTEL). Learn more about ASTQB and ISTQB Certification at [www.astqb.org](http://www.astqb.org).



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# Protect your company – and your career.

Do you need to improve the quality, security and cost effectiveness of your software? Below are 3 reasons this conference is exactly what you need.

## 3 reasons this conference can protect your company – and your career:

Reason 1

**It's focused on you, and your real challenges:** You need software quality and security solutions for your company's real-world quality and security risks. That's why we are limiting this conference to 200 attendees. This gives you time with the conference presenters and other attendees to ask hard-hitting questions. Finally, you can get real answers to your toughest problems.

Reason 2

**It's designed to keep you out of trouble:** The best way to stop embarrassing mistakes is to eliminate the root causes. We'll show you how to find more issues early in the development process rather than after launching the software.

Reason 3

**It's built to save your company money:** With post-launch defects estimated to cost companies up to hundreds of thousands of dollars per incident, this conference could pay for itself the moment you return to the office.

**This one-of-a-kind meeting is designed to give you practical, ready-to-use strategies that will help you *stay out of trouble and eliminate unnecessary costs.*** Join us September 14-16 in Washington, D.C. at this "career-saving" ASTQB Conference. Enjoy the sites of the nation's capital while building your software testing and security skills.

## Schedule at a Glance

### Monday, September 14 - Tutorial Day

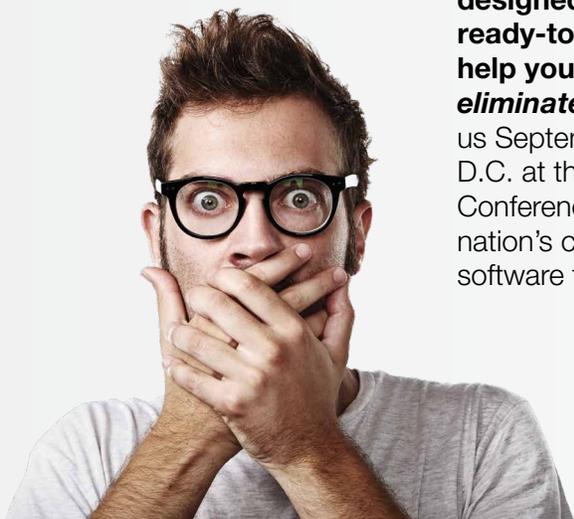
7:00 - 8:30 AM	Continental Breakfast
8:30 AM - Noon	Tutorials
Noon - 1:15 PM	Lunch
1:15 - 4:45 PM	Tutorials
6:00 PM	ISTQB Exams

### Tuesday, September 15 - Conference

8:00 - 9:00 AM	Continental Breakfast
9:00 - 10:30 AM	Welcome and Keynote
10:45 - 11:45 AM	Breakout sessions
11:45 AM - 1:00 PM	Lunch
1:00 - 2:00 PM	Breakout sessions
2:10 - 3:10 PM	Breakout sessions
3:30 - 4:30 PM	Keynote
5:00 - 6:30 PM	Cocktail Reception

### Wednesday, September 16 - Conference

7:30 - 8:30 AM	Continental Breakfast
8:30 - 9:30 AM	Keynote
9:40 - 10:40 AM	Breakout sessions
10:55 - 11:55 AM	Breakout sessions
11:55 AM - 1:00 PM	Lunch
1:15 - 2:00 PM	Keynote
2:10 - 3:10 PM	Breakout sessions
3:25 - 4:30 PM	Awful Bug Contest



# Schedule and Speakers



## MONDAY, SEPTEMBER 14 – TUTORIAL DAY

8:30 – 12:00 Noon

### TUTORIAL 1

#### Security Challenges in Software Testing: Presented by an invited panel of government and business leaders

*Moderator: Joe Jarzombek, PMP, CSSLP, Director, Software & Supply Chain Assurance, SECIR/CS&C/NPPD, U. S. Dept. of Homeland Security*

Joe Jarzombek, PMP, CSSLP, serves as Director for Software & Supply Chain Assurance (SSCA) in Cybersecurity & Communications of the U.S. Department of Homeland Security. He collaborates with other agencies, industry, and academia to identify, develop and promote best practices, tools, and diagnostic capabilities for software security automation and measurement, process improvement, and risk mitigation practices that enhance development, acquisition and operations processes for more resilient software that controls critical infrastructure. These effort also advance SwA education and training by developing and publishing software security content and SwA curriculum courseware and integrating software security content into relevant education and training programs.

### TUTORIAL 2

#### Free and Cheap Test Tools

*Randy Rice, CTAL Full*

Too often, testers have limited time and money to buy, learn and use some of the robust commercial test tools available.

One of the best things you can have as a tester is your personal testing toolkit. Randy Rice has been researching free and inexpensive test tools since 2001 and has compiled a set of tools that have been a great help to many testers.

In this session, Randy will present an overview of free and inexpensive test tools that can add power and efficiency to test planning, execution and evaluation. You will see how you can apply these tools together to achieve a combined effect of greater test speed and coverage.

Randy will present and demonstrate tools that can be used for pairwise test design, test management, defect tracking, test data creation, test automation, test evaluation and web-based load testing.

### TUTORIAL 3

#### Test Management and the SDLC

*Tom Adams, CTAL Full, CTEL-TM Full*

Join us for this test management bootcamp.

This tutorial will provide practical, hands-on instruction for test managers. You will learn what needs to be done throughout the software lifecycle, and how to do it.

One topic often missed in test management instruction is that of leadership. Often technically-adept testers are thrust into the role of Test Manager, without any knowledge of the leadership side of the job. This tutorial will address this omission.

#### Learning Objectives:

This tutorial will seek to ensure that attendees will leave the workshop with practical, hands-on knowledge of:

1. How to create an effective test plan for any project
2. How to perform a risk analysis
3. How to create effective and efficient test cases
4. How to be a leader on your test and project team



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## TUTORIAL 4

### Test Process Improvement, Test Management, Team Collaboration

*Jasbir Hanjra, CTFL*

This session will discuss how you can improve the test process, how you can manage test teams on-shore and off-shore, and what should be your qualities as a leader.

#### Learning Objectives:

1. Test process improvements – How to save time & money
2. How to improve leadership skills while working in a test team
3. How to manage teams more effectively
4. Future of software testing (manual & automation)
5. A small discussion about mobile testing

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## TUTORIAL 5

### Let's Turn Real User Data Analysis into a Science

*Dan Boutin*

Real user beacon data is collected from web and mobile users by the billions every day. This session will delve deep into the technical trade-offs and selection process involved in choosing the underlying architecture for the data warehouse that is to contain that data. Done correctly, this beacon data can then be used for marketing campaigns, performance enhancements and any other types of data analysis required by a business to use the information to increase bottom line revenue.

We will walk through and discuss the beacon collection architecture for the data collected and stored. We will also discuss this architecture against the largest and fastest growing segment of big data analytics: customer experience enhancement.

#### You Will Learn:

How real user experience data forms the basis for sound performance engineering best practices in today's web & mobile world. Performance testing is no longer about writing test scripts. It's all about test execution.

This tutorial will walk the attendee through this process and how they can take this back to their organization and apply these best practices.

## TUTORIAL 6

### Agile Metrics – Not Just Velocity

*Philip Lew, CTFL*

When implementing software quality metrics, you need to first understand the purpose of the metric and who will be using it. Will the metric be used for measuring people, the process, illustrate the level of quality in software products, or drive towards a specific objective? QA managers typically want to deliver productivity metrics, while management may want to see metrics that support customer or user satisfaction or cost related (ROI) initiatives.

With agile development methods, we often lose sight that our primary objective is the same: quality. We've also added the primary objective of velocity. However, we don't now how to measure it other than 'velocity' itself.

With a agile mindset, define quality for your organization with an agile looking glass. Deliver software quality metrics with actionable objectives toward increasing or improving agile's two primary objectives, quality and velocity for working software.

#### Learning Objectives:

1. Mistakes people make in agile metrics and how to avoid them
2. How to consistently and systematically improve root causes of low velocity
3. How to reduce rework
4. How to analyze your agile process and determine meaningful metrics to present to management

ISTQB exams are available for those pre-registered  
([email info@astqb.org](mailto:email_info@astqb.org) for information)



**TUESDAY, SEPTEMBER 15**

9:00 – 10:30 AM

## **WELCOME**

*Judy McKay, CTAL Full, CTEL-TM Full, ASTQB President*

## **KEYNOTE**

### **Scaling a Software Security Initiative: Lessons from the BSIMM**

*Gary McGraw*

Gary McGraw is the CTO of Cigital, Inc., a software security consulting firm providing services to some of the world's best-known companies. Dr. McGraw is a globally-recognized authority on software security—featured frequently as a keynote speaker at events throughout the world. His strategic advice counsels business executives and top management, technology developers, IT, and operations staff in industries such as finance, software, and energy. Dr. McGraw has, quite literally, written the book on software security; six of them best-selling in their field.



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## BREAKOUT 1

### Who's Minding the Mint?

*Randy Rice, CTAL Full*

It seems that each day brings news of another cyber attack on businesses, government agencies and individuals. The average cost of a corporate security breach in 2014 was 3.5 million dollars in the U.S., according to Ponemon Institute. This doesn't include costs due to the loss of business reputation and loss of future business profits.

With such high security risk, a logical question to ask is "What is the role of software testing with regard to information security?" In many organizations, security testing is a specialty function, if performed at all.

In this presentation, Randy Rice outlines a holistic approach to information security that addresses not only technical security protections, but also human factors and functional security controls. His assertion is that mitigating information security risks is much more than the security team's responsibility.

#### Learning Objectives:

1. Learn what software testers can contribute in terms of information security testing
2. Learn how to increase the value of testing by including security testing to the team's portfolio of tests
3. Identify an business case for your own organization to become a more integral part of information security

## BREAKOUT 2

### Turning Agile Around in the Waterfall Canal

*Mike Prisby, CTAL-TA, TM, CTEL-TM Full*

As QA Managers, we rarely have input into what software development methodology will be utilized. Switching from waterfall to the Agile software development methodology without the proper preparation, mindset, and skillset can be challenging at best.

Today's presentation will describe a recent Agile transition, focusing on some of the key pitfalls we encountered and the mitigation strategies we put in place to resolve. We will also cover the QA team's role within Agile, how to adapt your best practices from waterfall to Agile, and the test preparation and execution differences between the two methodologies.

#### Learning Objectives:

1. How to transition waterfall Test preparation processes to Agile
2. How to transition waterfall Test execution processes to Agile
3. Identify and mitigate key transitional pitfalls
4. How to manage expectations through reporting



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[www.astqb.org/conference](http://www.astqb.org/conference)

## BREAKOUT 1

### Security Tester Certification Workshop

*Taz Daughtrey & Randy Rice, CTAL-Full*

Two leaders of the ISTQB Security Tester certification working group will provide an overview of the draft syllabus for this new certification. Participants will contribute in a workshop setting to provide feedback on the proposed topics, relative emphases, and expectations of individuals responsible for security testing. Participants will be able to sign up as beta reviewers as soon as the draft is approved for wider distribution.

## BREAKOUT 2

### How to Take Organizations to Higher Testing Maturity

*Suresh Chandra Ganesh Bose, CTFL & Anagha Mahajan, CTFL*

For the past many years, the focus of the industry was on improving quality by writing better code and using automation and engineering. These efforts did show results but we are still far from illusive zero-defect state while fulfilling expected time to market.

In order to further boost software quality improvement efforts, the focus has now shifted to improving testing processes. Test Maturity Model integration (TMMi) is a detailed model for test process assessment and improvement. TMMi staged model contains stages or levels that determine the maturity of an organization and lays down roadmap for moving from one maturity level to next. As the processes evolve, an organization passes from adhoc (L1) to Optimized levels (L5). Application of TMMi will lead organizations to highly mature test process, reduced rework (about 10%), increase in defect removal efficiency (about 85%), higher productivity (about 10 test cases per day or 15% higher) and faster time to market.

#### Learning Objectives:

1. How can your organization improve the effectiveness of testing
2. How can you sustain testing maturity
3. What is the improvement roadmap for the implementation journey to improve testing processes
4. Why TMMi is preferred to CMMI for any testing organization

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## BREAKOUT 1

### Service Virtualization: Expanding the Breadth and Scope of Security Testing

*Arthur Hicken*

With service virtualization, it is simple to have dependencies emulate different security scenarios that would otherwise be difficult to configure and unfeasible to test against. For instance, with SSL, you could configure acceptable and unacceptable certificates. Or, you could emulate various behaviors related to authorization, authentication, and access controls. Join us to learn how to expand the breadth and scope of your security testing.

#### Summary:

This not only broadens your test coverage, but can also expose security vulnerabilities that are manifested only a certain set of environment conditions – and that would not be apparent with non-stateful penetration testing.

## BREAKOUT 2

### Clinical Software Quality Assurance Drives Continuous Improvement

*Nina (Punita) Watson, CTAL-TM*

This presentation covers an important category of software testing: Clinical software quality assurance.

Clinical software testing is strictly related to compliance and conformance to standards. Given the mission critical nature of the such software applications, the impact on a patients' life can be fatal. A defect in a software application that manages patients' care can cause life threatening circumstances. This means that there is no room for error.

What are some of the strategies that can be adopted to prevent these failures? Unlike the financial sector applications where a defect may cause errors that affect dollar amounts, the defects discovered in the production environments of clinical software have a deeper impact on human lives. This topic covers how risk management, quality governance and continuous improvement is driven by "Clinical Software Quality Assurance."

#### Learning Objectives:

1. The difference between clinical and non-clinical software QA processes
2. Risk assessment and mitigation techniques
3. Importance of continuous improvement and non-complacency when it comes to quality governance
4. Why engaging QA resources early in the process is crucial to the health of the software in test
5. Peer review is not an alternative but a necessity
6. Importance of regulatory requirements and guidance in this vertical
7. Necessity for vendor and subcontractor qualification audits
8. Why internal operations compliance including process audits are a must

## State of Software Quality 2015

*Capers Jones (by video)*

Capers Jones, the 2014 International Software Testing Excellence Award winner, will be speaking on "The State of the Art of Software Quality in 2015." Mr. Jones is currently vice president and chief technology officer of Namcook Analytics LLC. He is also the founder and former chairman of Software Productivity Research LLC (SPR). He worked for ITT Corporation at the Programming Technology Centre in Connecticut and he was a manager and software researcher at IBM in California. Capers and his colleagues have collected historical data from thousands of projects, hundreds of corporations, and more than 30 government organizations. This historical data is a key resource for judging the effectiveness of software process improvement methods and also for calibrating software estimation accuracy.

# WEDNESDAY, SEPTEMBER 16

8:30 – 9:30 AM

## Announcements

*Judy McKay, CTAL Full, CTEL-TM Full, ASTQB President*

## KEYNOTE

### Internal ‘Professionalism’ of Testing as a Practice

*Sudan Anduze, Director Operations & Technology, Business Application QA/QC, RTB Technology, Fannie Mae*

Mr. Anduze will share his personal insights in delivering testing as a professional service in organizations. He will cover the unique challenges of selling the business value proposition to stakeholders and how to remain engaged and relevant as a testing body. Some points of interest will include discussing quality, efficiency and value and disposing the myth that business “cares” about system test versus user acceptance test. It will be a back and forth – call and response – type of conversation.

A former CPA and finance technologist, Mr. Anduze has over 25 years experience in professional service delivery. He started his first company in 1999 delivering both financial system applications and developing software applications for Palm V and Mobile Windows. The company grossed over \$7M before selling his stake in 2010.

Mr. Anduze delivered Software As a Service in over 7 countries and 5 continents. His clients included national and international Fortune 100 Private/Public Companies and NGOS. Mr. Anduze also provided financial system testimony for the DOJ, SEC, and FBI during the US Foodservice accounting irregularity investigation.

Mr. Anduze studied accounting at the University of Maryland College Park and then Finance & Accounting at the Wharton School of Business, University of Pennsylvania

9:40 – 10:40 AM

## BREAKOUT 1

### Leadership and the Test Manager

*Tom Adams, CTAL Full, CTEL-TM Full*

Often the most technically qualified testers are selected for Test Manager positions. The problem arises when these wonderfully qualified testers have no preparation to lead or manage a team.

This presentation is designed to assist Test Managers to understand how to become that great leader they want to be, with practical suggestions and tips.

#### Learning Objectives:

The attendee should come away with an understanding of:

1. The difference between management and leadership
2. What makes a great leader
3. What do teams expect from a great leader
4. How do you know if you’re an effective leader
5. What can you do, each day, to become a better leader

## BREAKOUT 2

### Skynet Arrives: The Terminator or I, Robot

*Rex Black, CTAL Full, CTEL-TM Full*

What would John Connor, son of Sarah Connor, hero of the resistance in the “Terminator” movie series, say about the Internet of things, the ubiquity of mobile devices, the fact that we almost ran out of IP addresses, software that updates itself, and other signs of the coming computer apocalypse?

He would probably tell us to pull the plug, quickly!

Beyond the nightmare scenario of the “Terminator” films, what are the implications of quality, and lack of quality, for the now-real situation that everything is connected to everything else? Will it be Neuromancer, “Terminator,” androids dreaming of electric sheep, or something more benign? Join us for some fun and interesting speculation and prediction on the future of limitless connectivity.

## BREAKOUT 1

### How to Attract and Retain Skilled Testers

Judy McKay, CTAL Full, CTEL-TM Full, ASTQB President

Quality doesn't just happen, the right people make it happen. In this session, we will take a look at why some organizations do so well with attracting and keeping skilled testers while others continually struggle.

#### Learning Objectives:

1. Understanding the importance of good software testing
2. How a testing focus increases quality throughout the lifecycle
3. Effective ways to find the right people
4. Practices that will make the good folks stay in your organization

## BREAKOUT 2

### Always a Learner, That Includes in Testing

Tom Wissink

Learn about yourself and your from the speaker's journey to becoming a strong testing advocate and a Senior Fellow at Lockheed Martin.

This discussion includes stories about the whole software development lifecycle and how testing can – and should – contribute throughout the lifecycle. Tom Wissink, Senior Fellow at Lockheed Martin, will discuss how to improve the government software acquisition process.

#### Learning Objectives:

1. Always be a learner
2. Testing is a full development lifecycle activity with value being provided at each phase
3. Be passionate about your profession
4. Networking with others is a great career enhancer

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1:15 – 2:00 PM

## KEYNOTE

### The Business Value of Testing: How to measure it and obtain senior management support

*Carl Cecil, Director, IT Quality Assurance, CVS Health*

Carl will be speaking on “The Business Value of Testing: How to measure it and obtain senior management support.” Carl has more than 25 years of experience in software with a primary focus on quality assurance and testing. He has consulted in both large and small corporations and lead teams in Fortune 15 organizations covering everything from mainframe to leading edge technologies of today. He founded the Phoenix Quality Assurance Association in 1998 and holds multiple quality certifications. Carl has mentored quality assurance resources, designed and re-engineered processes, established and built quality assurance teams, developed and taught training courses on requirements elicitation, quality assurance and user acceptance testing.

## Events/Attractions



### Social Hours

The ASTQB Conference is uniquely intimate, giving you many opportunities throughout the conference to meet the presenters and your fellow attendees to share stories, ask questions, and build connections.



### Washington, D.C.

While in the nation’s capital, be sure to make time to tour the monuments, museums and attractions. Learn more at <http://washington.org/>



### Awful Bug Contest

Enter your war story/worst testing nightmare that came true to win a prize — and the sympathy of fellow testers.



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## BREAKOUT 1

### Why Test Automation Fails

*Andrew Pollner, CTFL*

Automated testing continues to be an enigma despite a vast selection of tools. Organizations looking to increase efficiency in testing often turn to automation but the results are mixed at best. Often, despite best intentions, automation solutions rival the complexity of development projects. This added complexity requires that additional resources create and maintain automated scripts, thus increasing the overall test team size which can impact sought-after efficiency.

Keys to automation success need to factor in organizational commitment, staff readiness to take on the task, and a strategy to fuse automation into the overall test process. Each project needs to analyze and determine the best automated test solution that fits their needs. In this presentation Andrew Pollner, CTFL, analyses the many factors that contribute to success and failure and provides the expertise and encouragement from having architected and led successful automation efforts.

#### Learning Objectives:

1. Understanding the big picture before embarking on automation
2. Common mistakes and how to avoid them
3. Getting the right team in place to develop and sustain automation
4. Applying concepts from the ISTQB Test Automation Engineering Syllabus
5. Propagating throughout the organization

## BREAKOUT 2

### The Agile Quality Professional – How to Behave in a Changing World

*Stephen Frein, CTFL*

Transitions to agile methods can be unsettling to the traditional software testing professional. As developers write more automated tests, continuous integration practices mature, and release cycles contract, the traditional test role becomes increasingly squeezed from all sides. Not everybody is destined to become an automation or build engineer, and testers who keep hearing that “testing is dead” may wonder where they fit in an agile world. This session will provide specific guidance to such testers. Assuming a scrum-like development process, we will cover specific roles and activities for a traditional software tester at every phase and ceremony along the way. Rather than generalized statements about tester focus, this session will include concrete checklists and practices that testers can employ to be more effective in an agile environment. Software development is changing, and testers can change with it in ways that do not compromise their fundamental identity.

#### Learning Objectives:

1. Attendees will learn how agile methods differ from traditional software development.
2. Attendees will learn how Scrum works.
3. Attendees will learn specific, concrete behaviors they can use at all points of the development process.
4. Attendees will learn that agile transitions will likely need more of them, not less of them.

## Awful Bug Contest

Enter your war story/worst testing nightmare that came true to win a prize — and the sympathy of fellow testers.

# Sponsorship Information

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## Build your industry leadership among the software testing thought leaders!

### Platinum Sponsorship: \$1499

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- Logo in the conference brochure
- Logo on the conference signage at the event
- Video on the conference YouTube page and linked to from the website conference page (you supply the finished, web-ready video of up to three minutes)
- Insert in attendee bags
- Attendee contact information

### Gold Sponsorship: \$999

Only 5 available!

- Tabletop exhibit in the prime traffic area
- Logo/link on the website conference page
- Link on the website conference page on conference emails
- Logo in the conference brochure
- Insert in attendee bags
- Attendee contact information

### Silver Sponsorship: \$499

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- Logo in the conference brochure
- Logo on the conference signage at the event
- Attendee contact information



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# Registration Information

**Tutorial registration includes Monday's continental breakfast, breaks and lunch.**

**Conference registration includes Tuesday & Wednesday's continental breakfasts, breaks and lunches, as well as the Tuesday evening reception.**

## Dates:

**Monday, September 14, 2015:**

Tutorials

**Tuesday – Wednesday, September 15-16, 2015:**

Conference

## Location:

**Renaissance Washington DC Downtown Hotel**

999 Ninth Street NW, Washington DC 20001

Room Rate: \$199

You may make your reservation either at <https://aws.passkey.com/g/49964091>, or by calling Marriott Reservations directly at 1-800-468-3571. The reservation cut off date is August 20th.

## Pricing

		Early Bird through 6/15	Regular 6/16 – 8/31
<b>ISTQB Certified Tester</b>	Conference + Tutorial	\$999	\$1,200
	Conference Only	\$699	\$900
	Tutorial Only	\$400	\$400
<b>Non-Certified Tester</b>	Conference + Tutorial	\$1,300	\$1,500
	Conference Only	\$1,000	\$1,200
	Tutorial Only	\$500	\$500

**Register Now at [astqb.org/conference](http://astqb.org/conference)**

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