

Recent Trends in Test Automation

Experience certainty. IT Services
Business Solutions
Outsourcing

Agenda



Nothing endures but change

- Today's realities and should we really care?

- Global realities

- Interactivity is in! - RIA
- Business domain convergence
- Application consolidation - globally
- Proprietary and open models - both succeed!



Specialization due to Changes and Demand

- Emergence of test automation as a specialization

- Multiple roles
- Lots of Mainstream research
- Analyst coverage
- Emergence of niche sectors



Complexity results in flexibility

- Paradigm shifts in licensing and distribution
 - SAAS
 - Flexible licensing models
 - The mobile market is growing faster than the internet!



The Heart and Soul of the Company is Creativity and Innovation

- New business models
 - Open source and open standards leveraged
 - Tool-based solutions
- Fresh approach to tooling
 - Image maps, proxy recording...
 - Niche tools for niche sectors
 - Redefining stage boundaries

**Big Ideas =
Big Results**



A successful team is a group of many hands but of one mind.

- Organization

- How does an engineer grow?
- What skills does she need?
- How does she collaborate?



There is no elevator to success. You have to take the stairs.

- So, New mantras for success?

- Flexibility, Adaptability and collaboration
- Technology becoming user friendly, business becoming complex!
- ALM becoming the talk of the town
- Size does not matter, both Davids and Goliaths win



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