



Software Quality Engineering
330 Corporate Way Suite 300
Orange Park, FL 32073
888-268-8770 or 904-278-0524
sqeinfo@sqe.com

Corporate Overview

Every company has features, ideas, and a history that speak to the quality of its products and services—Software Quality Engineering is no exception. Here are some of the highlights that make us a leader in the software industry.

Industry Background

With software influencing all aspects of life and business, the demand for high reliability and on time, on-budget software continues to rise. Coupled with unrelenting waves of new technologies—client/server, Web services, SOA, Application Lifecycle Management, etc.—these demands have also driven the market for software testing and quality engineering resources.

Software professionals and decision-makers are challenged to find the right combination of people, processes, and products to help them develop and support the software their customers' demand. However, due to its specialized nature, practical information and product data about software testing and quality practices has traditionally been difficult to locate.

Company Overview

Software Quality Engineering delivers training, support, research and publications to software managers, developers, test professionals, and quality engineers worldwide. Since January 1986, Software Quality Engineering has been at the forefront of software quality improvement technology, and was instrumental in setting the stage for the software industry to view testing as a distinct discipline.

Software Quality Engineering assists software professionals and organizations interested in boosting productivity, improving software practices, delivering more customer value, and increasing ROI. Software Quality Engineering hosts three of the industry's most recognized software quality conferences including the STAR conference series and the Better Software Conference & EXPO. From the classroom to the Web, Software Quality Engineering delivers software testing and development seminars, and provides consulting services, specialized publications, and research. www.sqe.com

Our Mission Statement

"Software Quality Engineering's mission is to recognize and anticipate the needs of software professionals and provide high-quality information services to meet their needs. We will partner with the best consultants, experts, and experienced practitioners to deliver compelling and practical advice and techniques. We will provide the most cost-effective ways for commercial software and service providers to connect with prospects and customers. By being the best we can be, Software Quality Engineering will also service its employees, who are its most valuable assets."



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Company Vision Statement

"Our vision is to be the premier information provider to organizations seeking to improve their software practices."

Software Quality Engineering's Credentials

There are a number of core characteristics at Software Quality Engineering that ensure quality service and continued, successful relationships with clients and partners. Among them are that Software Quality Engineering:

- Is one of the world's largest providers of software testing and evaluation training; its clients include more than two-thirds of the Fortune 1000.
- Organizes the world's largest software quality conferences—STAREAST, STARWEST (Software Testing Analysis and Review), and the Better Software Conference & EXPO.
- Offers the largest variety of software training services—including customized training courses and on-site services.
- Has a team of consultants and associates made up of internationally recognized specialists with hands-on software testing and development experience.
- Covers and tests the techniques that are used at software organizations throughout the world to ensure that training courses remain viable and current.
- Publishes the only commercial magazine, *Better Software*, devoted exclusively to the software development industry.
- Established an online community of "Sticky-Minded" software professionals whose membership is 50,000+ and growing.

Software Quality Engineering At-a-Glance

Year Founded:	1986
President and CEO:	Wayne Middleton
Financial Structure:	Private
Industry:	Software Development Engineering
Product Focus:	Knowledge, methodologies, techniques, training, and consulting
Primary Client Base:	Fortune 1000
Web Sites:	SQE.com, BetterSoftware.com, and StickyMinds.com
Publications:	<i>Better Software</i> magazine and StickyMinds.com
Client Range:	Worldwide

Industry Experts

Software Quality Engineering's team consists of internationally recognized specialists with hands-on experience. These experts are available to grant interviews or write articles about a variety of testing-related topics. In addition to the full-time staff members noted below, Software Quality Engineering has relationships with many well-known industry experts who provide instruction at events, serve as technical advisors on projects and contribute content to our print and online publications.

Wayne Middleton

President and CEO

Wayne Middleton has extensive experience as a software development manager, software business leader, and management consultant to the information services industry. He has managed a large, mainframe-based, distributed system supporting several hundred remote sites and thousands of online users. He's also served as an applications development manager in the financial services industry.

As a management consultant, Wayne assisted organizations in developing and implementing quality improvement strategies and delivering complex, mission-critical applications. His accomplishments include producing the Year 2000 compliance and certification strategy for a large international bank, in addition to writing a major article on Year 2000 software testing.

Lee Copeland

Senior Technical Consultant

With more than 30 years of experience as an information systems professional at commercial and nonprofit organizations, Lee Copeland has held technical and managerial positions in applications development, software testing, and software process improvement. Lee has developed and taught numerous training courses on software development and testing issues and is a well-known speaker with Software Quality Engineering. Lee presents at software conferences in the United States and abroad. He is the author of the popular reference book, *A Practitioner's Guide to Software Test Design*.

Rick Craig

Senior Technical Consultant

Rick Craig is a frequent speaker at testing conferences and is well received worldwide as a test and evaluation instructor. He has implemented and managed testing efforts on large-scale, traditional, and embedded systems, and co-authored a study that benchmarked industry-wide processes. Rick is also co-author of *Systematic Software Testing*.

Dale Perry

Senior Technical Consultant

Dale Perry has over 30 years of experience in information technology. He has been a developer, DBA, project manager, tester, and test manager. Project experience includes large system conversion, distributed systems, on-line applications, client/server, and Web applications. He's a seasoned instructor with over 10 years of instruction experience on subjects including software development, application design, testing and reviews, and software management.

Software Quality Engineering Products & Services

International Conferences

Software Quality Engineering has built its reputation on putting together the best conference programs in the business. We host international gatherings of software professionals and experts focused on building better software. Our events feature real-world techniques and strategies from leading software organizations, practical insight from industry experts, as well as the knowledge and support gained through peer-based networking.

All three of our conferences feature daylong tutorials, a two-day EXPO event, keynote presentations, and hour-long track sessions presented by leading industry experts.



Software Testing Analysis & Review
STAREAST www.sqe.com/stareast
STAR WEST www.sqe.com/starwest

A gathering place for software testers, QA specialists, and managers, these premier software testing events promote interaction on how to improve software testing practices. STAR's unique, real-world approach delivers the latest testing advances and strategies being used by leading software organizations. STAR conferences feature international testing experts in keynote sessions, concurrent sessions on testing related topics, in-depth tutorials, and the Testing EXPO with the latest testing tools and services.

STAR topics include Test Management, Test Techniques, Test Automation, Agile Testing, Test Processes, Exploratory Testing, Metrics, Outsourcing, Performance Testing, Security Testing, Web Services, and many other special topics.



Better Software Conference & EXPO
www.sqe.com/bettersoftwareconf

The Better Software Conference & EXPO delivers the latest in Agile and plan-driven software development practices, technology, and solution providers. Bringing real-life success stories utilizing the latest technology, the Better Software Conference & EXPO gives software professionals the tools they need to be more successful in their software projects. The Better Software Conference & EXPO is geared to assist these professionals in accessing the current technology trends, processes, and methodologies to improve their software products.

The Better Software Conference & EXPO topics include Managing Projects and Teams, Plan-Driven Development, Agile Development, Process Improvement and Measurement, Testing and Quality Assurance, and Security and Special Topics.



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Software Engineering Courses

We offer training to help organizations improve their software testing, development, management endeavors, and requirements.

Public Training Courses

We provide the widest selection of specialized training seminars—and we're improving our selection all the time. Developed by top industry consultants, all courses are based on the latest industry practices and updated regularly to reflect current technologies, trends, and issues. Top industry consultants teach all Software Quality Engineering courses. To enhance the experience, students receive expert instruction, content tailored to their needs, and group discussions. We offer the best training available in the software industry. Visit www.sqe.com/public.asp for more information.

eTraining

The perfect solution for software professionals with travel and time constraints, eTraining offers classroom value with the convenience of self-paced instruction on the web. Visit www.sqe.com/etraining.asp for more information.

On-site Training

Looking for ways to save training and travel dollars? Take advantage of the cost-effective convenience of on-site training. Provide team training without sacrificing project schedules or incurring travel time and expenses, with on-site training opportunities. For more information about Software Quality Engineering's training courses, conferences, publications, and management consulting services, please visit www.sqe.com/onsite.asp

Consulting Services

To meet the hands-on needs of its clients, Software Quality Engineering retains a dedicated group of top-notch consultants. Used as a boost to help launch or re-align in-house testing efforts, or to assist in streamlining the testing process, consulting services from Software Quality Engineering show companies how to make better software, more efficiently. For more information, visit www.sqe.com/consulting.asp



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StickyMinds.com

The most comprehensive online resource and companion to *Better Software* magazine, StickyMinds.com offers an unrivaled scope of original articles from industry experts, technical papers, industry news, searchable tools and books guides, discussion forums, and more. Membership is free. www.StickyMinds.com

eNewsletters

StickyMinds.com publishes FREE eNewsletters delivering new, handpicked content straight to subscriber inboxes. Twice a month the StickyLetter brings great articles, the opinionated "Our Take" column, and lots more. The What's New Gram sends a listing of all the new articles, templates, and book reviews added to StickyMinds.com each week. From the news desk to the desktop, *Between the Lines* brings industry views of the recent news once a month. The Sticky ToolLook delivers a monthly interview with a testing and automation expert. www.stickyminds.com/eletter.asp

PowerPass

A Supercharged Membership to StickyMinds.com

Enhance your StickyMinds.com access with a PowerPass membership. Gain premium access to the complete *Better Software* and *STQE* magazine archive and receive the conference materials from every major Software Quality Engineering event, online reference books, and salary surveys, as well as discounts on all Software Quality Engineering products and services. www.StickyMinds.com/powerpass

BETTER SOFTWARE

Better Software Magazine

The magazine for software professionals who care about quality

Better Software. It's project management, measurement and metrics, design and architecture, test and evaluation. It's Agile methods, plan-driven and requirements-driven processes, software process improvement, business value, and ROI, as well as coverage on emerging technologies. It's special reports, salary surveys, and a steady stream of ideas for software professionals focused on quality. www.BetterSoftware.com



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Press Registration & Contact Information

Media Access and Registration

Press passes are given to contributing writers or freelancers who have the required credentials. They must also plan to write about a Software Quality Engineering conference event or an industry-related topic.

All press personnel must be pre-qualified and pre-registered.

Press passes, which will be available for pickup on site, allow working media representatives to attend — free of charge — all exhibits, keynotes, conference sessions, tutorials, breakfasts, lunches, special events and press-only events.

Policies

Cancellation. Press passes grant admission to all conference sessions, breakfasts, lunches and special events. It also comes with a conference bag that contains event materials. Since we incur considerable costs on a press delegate's behalf, we cancellation notices at least five working days in advance. Failure to provide adequate cancellation may impact a press delegate's ability to obtain a press pass in the future.

Audio Taping. Taping is not permitted without the express written consent of the speaker(s) and Software Quality Engineering.

Contact Software Quality Engineering

To receive complimentary press registration, request information about Software Quality Engineering and its products, or to request articles that cover software testing, members of the press should contact:

Client Support
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