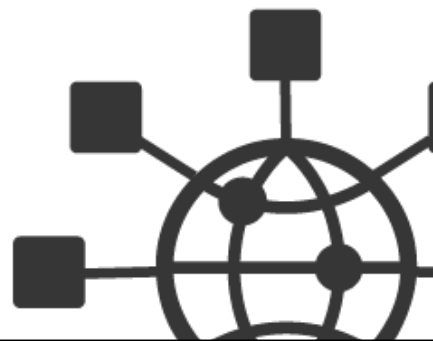


Paul Bruce
API Product Marketing Manager



Reconstructing App Quality for the Connected World

SMARTBEAR



Who is SmartBear?

- Most popular software quality tools on the planet
- Helping Software Professionals Build and Deliver the World's Best Applications
- Our tools:
 - Improve end user experience
 - Accelerate application delivery
 - Reduce development costs



Who uses our tools?

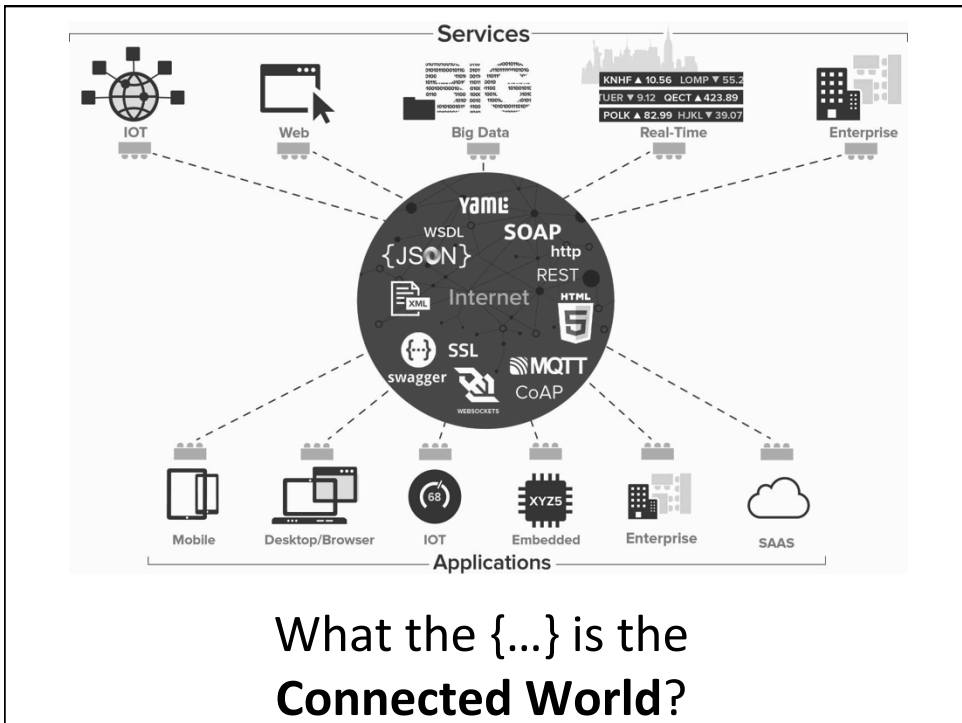
9+ million downloads

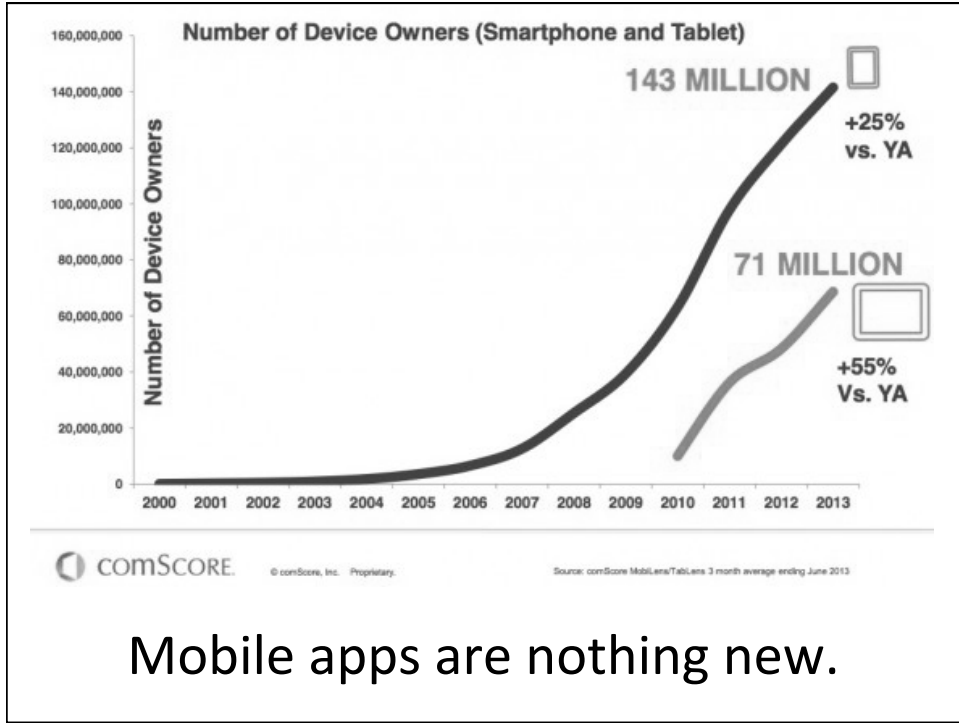
3+ million users

25k+ enterprises

FINANCIAL SERVICES	HEALTH SCIENCES	TELECOM	ENTERPRISE SOFTWARE	BIG TECHNOLOGY	GOVERNMENT
 RAYMOND JAMES SwissLife UBS	 HUMANA <small>Confidence in what you need to count</small> Quest Diagnostics UnitedHealth Group	 QUALCOMM SAMSUNG MOTOROLA verizon at&t	Microsoft ORACLE Intuit Adobe SAP Autodesk COGNOS SONIC	intel. Google SONY hp CISCO SYSTEMS	Raytheon GENERAL DYNAMICS LOCKHEED MARTIN

On with the show





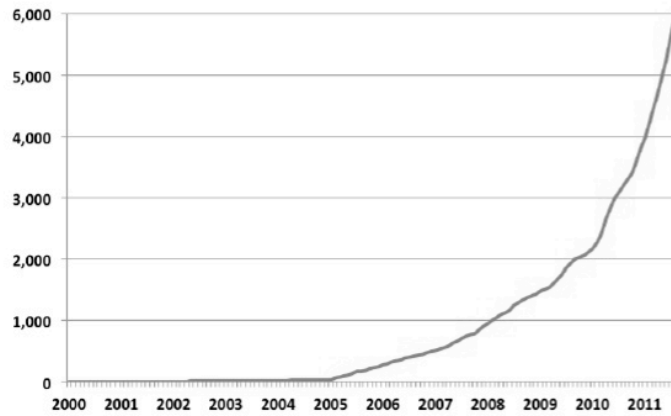
form factors

varied audiences

store / monetization

connectedness / big data

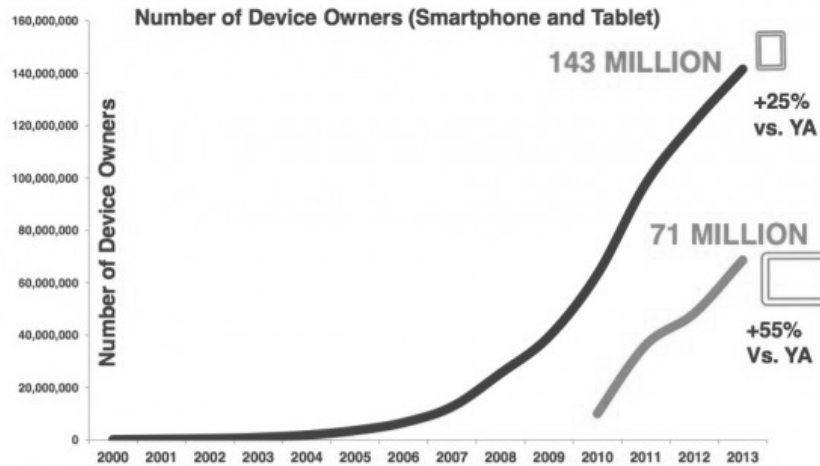
What's driving the mobile app revolution?



API growth rate

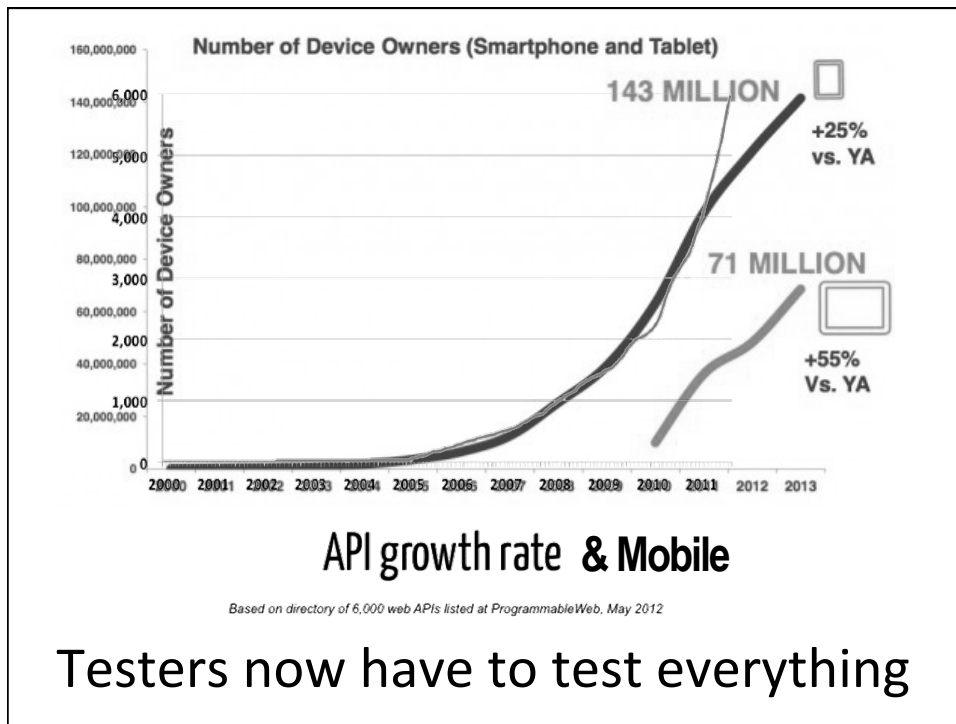
Based on directory of 6,000 web APIs listed at ProgrammableWeb, May 2012

What your mom doesn't see...



Mobile growth rate

The front of the hockey stick



**There is no
Plan B;
there are only more
Plan A's**

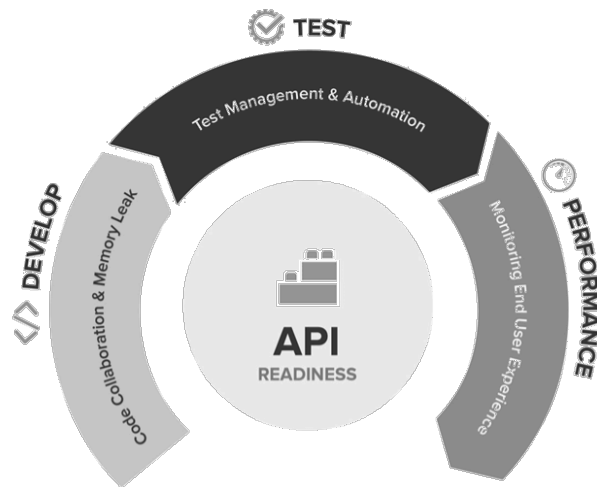
“What if the information age
doesn't work out?”

Continuous everything

Entropy increases / time

Testing isn't about
what you know; it's about
how you explore
what you don't know.

What's really that different
about mobile testing?



Should these things be separate?



Meaningful test metrics:

Quality

Progress

Completeness

External, empirical measurements

Goals, deadlines, accomplishment

Regression, coverage, accuracy

Let's talk.

How fast is it?

How many production faults per [interval]?

How much of an experience is covered by testing?

Controversy: bugs found vs. not found

deadlines missed and by how long

Regression: new / changed code commits w/out tests

tests w/ both positive and negative permutations?

Meaningful = you and the team

No control over things you don't measure

Fair game for the next decision

Iterative and easy to understand (aka. "simple"?)

Enough talk, let's see some action

Front-end GUI testing

Scripting vs. tooling

Selenium | TestComplete

Some action from the back section

Back-end API testing

Scripting vs. tooling

Python | Ready! API

Conclusions?



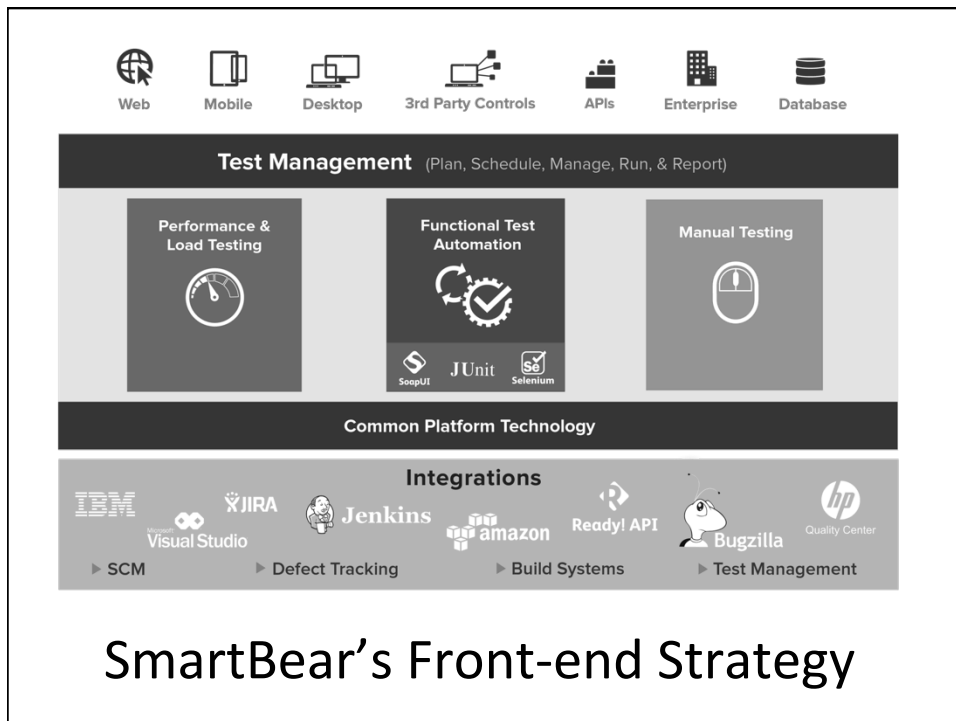
Testing is challenging, but needs to be measurable



Automation is one of the few weapons we have against increasing complexity



Simplicity in design and execution is a valuable guide through what we don't know



The diagram illustrates SmartBear's API Strategy. At the top, it lists integrations with Jenkins, Maven, 3scale, AlertSite UXM, Microsoft Visual Studio, and IBM. Below this, a navigation bar includes Service Descriptions, API Management, API Monitoring, and Continuous Integration. The core of the strategy is the 'Ready! API Platform', which is divided into five functional areas: Functional Testing, Load Testing, Security Testing, API Virtualization, and API Monitoring. Each area is represented by a dark grey box with a white icon. Below the platform, there are three categories: Plugins, Automation, and Reporting. At the bottom, five application domains are listed with icons: IOT, Mobile, Web, Enterprise, and SAAS.

Jenkins Maven 3scale AlertSite UXM Microsoft Visual Studio IBM

▶ Service Descriptions ▶ API Management ▶ API Monitoring ▶ Continuous Integration

Ready! API Platform

Functional Testing Load Testing Security Testing API Virtualization API Monitoring

Plugins Automation Reporting

IOT Mobile Web Enterprise SAAS

SmartBear's API Strategy

The slide features the SmartBear logo, which consists of a paw print icon inside a diamond shape followed by the word 'SMARTBEAR' in a bold, sans-serif font. To the right of the logo is a portrait of Paul Bruce. Below the logo and portrait, the text identifies Paul Bruce as the API Product Marketing Manager and a full-time Scotsman. His social media handles are listed as @PaulSBruce, @SmartBear, @Ready_API, and @SoapUI.

 **SMARTBEAR**

Paul Bruce
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