

# **35th Annual Pacific Northwest Software Quality Conference 2017**

Scaling Quality Software

Portland, Oregon, USA  
9 – 11 October 2017

ISBN: 978-1-5108-5220-4

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2017) by PNSQC/Pacific Agenda  
All rights reserved.

Printed by Curran Associates, Inc. (2018)

For permission requests, please contact PNSQC/Pacific Agenda  
at the address below.

PNSQC/Pacific Agenda  
PO Box 10733  
Portland, OR 97296-0733  
USA

Phone: 503 223-4630

[www.pnsqc.org](http://www.pnsqc.org)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# Monday, October 9, 2017

7:00-8:00 AM	<b>Registration and Wake Up with Coffee &amp; Tea</b> Level 2 Mezzanine			
8:00-8:15 AM	<b>Welcome and Highlights for the Day</b> Level 3 Auditorium			
8:15-9:45 AM	<p><b>Keynote</b> (Auditorium Level 3)</p> <p><a href="#">Quality Engineering 2017: Trends, Tricks, and Traps</a></p> <p><a href="#">Penny Allen</a>, Recreational Equipment, Inc. (REI)</p>			
9:45-10:15 AM	<b>Break in Exhibit Hall</b> Level 2 Mezzanine			
	<b>Level 3 Auditorium</b>	<b>Level 1 Plaza Room</b>	<b>Level 2 Mezzanine Room</b>	<b>Level 3 Skybridge Room</b>
	<i>Invited Speaker</i>	<i>Testing &amp; SQA</i>	<i>Management</i>	<i>Development</i>
10:15-11:00 AM	<p><b>INVITED SPEAKER</b></p> <p><a href="#">The Power of Doubt - Becoming a Software Skeptic</a></p> <p><a href="#">Zeger Van Hese</a>, Z-sharp</p>	<p><a href="#">Is Your Automation Any Good? Finally an Answer</a></p> <p><a href="#">Wayne Roseberry</a>, Microsoft</p> <p>1</p>	<p><a href="#">Four Years of Scrum: The Good, The Bad, and The Ho-Hum</a></p> <p><a href="#">Heather Wilcox</a>, NWEA</p> <p>17</p>	<p><a href="#">Architect as an Agent of Quality</a></p> <p><a href="#">Brian Walker</a>, Tektronix</p> <p>27</p>
11:10-11:55 AM	<p>N/A</p>	<p><a href="#">Utilizing Data Science To Assess Software Quality</a></p> <p><a href="#">Renato Martins</a>, Groupon Inc.</p> <p>40</p>	<p><a href="#">Influencing Change</a></p> <p><a href="#">Levi Siebens</a>, Vertafore</p> <p>50</p>	<p><a href="#">Senses Working Overtime: Improve Software Quality Through Accessibility and Inclusive Design</a></p> <p><a href="#">Michael Larsen</a>, Socialtext</p> <p>57</p>
12:00-1:25 PM	<b>Lunch Program - Grab &amp; Go lunches with scaling quality demonstrations or thought-provoking games.</b>			
12:00-1:25 PM	<p><b>Game on! Mind Challenges</b> - Skybridge Terrace Level 3</p>		<p><a href="#">Scaling Back on Square Footage</a>, <a href="#">Joan Grimm</a>, PAD, Mezzanine 2-4, Level 2 N/A</p>	<p><a href="#">Mountaineering: The only sport where we celebrate at half time</a>, <a href="#">Sarah Bradham</a>, Mazamas SkyBridge A-B, N/A Level 3</p>
	<b>Level 3 Auditorium</b>	<b>Level 1 Plaza Room</b>	<b>Level 2 Mezzanine Room</b>	<b>Level 3 Skybridge Room</b>
	<i>Invited Speaker</i>	<i>Development</i>	<i>Management</i>	<i>Testing</i>
1:30-2:15 PM	<p><b>INVITED SPEAKER</b></p>	<p><a href="#">AI and Machine Learning for Testers</a></p> <p><a href="#">Jason Arbon</a>, Appdiff</p> <p>65</p>	<p><a href="#">Pre-mortems: keeping your project off the autopsy slab</a></p> <p><a href="#">Christopher Cowell</a>, HealthSparq</p> <p>84</p>	<p><a href="#">Help Your Developers Help Themselves</a></p> <p><a href="#">Scott Stancil</a>, Automattic, Inc</p> <p>97</p>

2:25-3:10 PM	<a href="#">Trimming Down your QA Effort While Maintaining Quality</a>  N/A <a href="#">Clyneice Chaney</a> , Mitre	<a href="#">How Golf Taught Me to Be a Better Software Professional</a>  105 <a href="#">Alan Ark</a> , Duo Security	<a href="#">Building a Customer Quality Dashboard – A Case Study</a>  116 <a href="#">John Ruberto</a> , First Data	<a href="#">Data Quality? Yes Please!</a>  129 <a href="#">Bovard Doerschuk-Tiberi</a> , Workiva
3:15-3:45 PM	<b>Break in Exhibit Hall Level 2 Mezzanine</b>			
	<b>Level 3 Auditorium</b>	<b>Level 1 Plaza Room</b>	<b>Level 2 Mezzanine Room</b>	<b>Level 3 Skybridge Room</b>
	<i>Invited Speaker</i>	<i>Development</i>	<i>Management</i>	<i>Testing</i>
3:45-4:30 PM	<b>INVITED SPEAKER</b>  <a href="#">Quality in the Data Center: Data Collection and Analysis</a>  <a href="#">Kingsum Chow</a> , Alibaba Infrastructure Services 146	<a href="#">End to End Quality with the Sonar Ecosystem and the Water Leak Metaphor</a>  165 <a href="#">G. Ann Campbell</a> , SonarSource SA	<a href="#">How Does Pervasive Leadership Improve Agility?</a>  185 <a href="#">Jean Richardson</a> , Azure Gate Consulting	<a href="#">Supporting Continuous Integration in Embedded Systems</a>  195 <a href="#">Andrew Graham</a> , Techtronix
4:40-5:20 PM		<a href="#">Testing Lessons from Lean Startups</a>  204 <a href="#">Lee Copeland</a> , TechWell Corp.	<a href="#">Hard Conversations: Project Quality &amp; Project Sponsorship</a>  210 <a href="#">Payson Hall</a> , Catalysis Group, Inc	<a href="#">Roadmap to Enterprise Quality</a>  217 <a href="#">George Nelson</a> , FarmCredit Services
5:30-6:30 PM	<b>Networking, Groups Discussion, Mezzanine Level 2</b>			
6:30 PM	<b>Portland Dine Around Dinner</b>			

## Tuesday, October 10, 2017

7:00-8:00 AM	<b>Registration and Wake up with Coffee &amp; Tea Level 2 Mezzanine</b>			
8:00-8:15 AM	<b>Highlights for the Day Auditorium Level 3</b>			
8:15-9:45 AM	<b>Keynote - Auditorium Level 3</b>  <a href="#">Who Owns Quality in Agile?</a>  <a href="#">Katy Sherman</a> , Premier, Inc.			
9:45-10:15 AM	<b>Break with Poster Papers Level 2 Mezzanine</b>			
	<b>Level 3 Auditorium</b>	<b>Level 1 Plaza Room</b>	<b>Level 2 Mezzanine Room</b>	<b>Level 3 Skybridge Room</b>
	<i>Invited Speaker</i>	<i>Testing &amp; SQA</i>	<i>Security</i>	<i>Process</i>
10:15-11:00 AM	<b>INVITED SPEAKER</b>  <a href="#">Product Ecology for the Elicitation of Requirements</a>  <a href="#">Ruud Cox</a> , Improve Quality Services  N/A	<a href="#">An Empirical Analysis of Java Performance Quality</a>  229 <a href="#">Simon Chow</a> , Lincoln High School	<a href="#">Unit Level secure by design strategy</a>  240 <a href="#">Vasantharaju M S</a> , <a href="#">McAfee &amp; Joshua Rebelo</a> , McAfee	<a href="#">What's next for traditional Functional QA Managers?</a>  255 <a href="#">Jim Trentadue</a> , Independent QA Management Consultant
11:10-11:55 AM		<a href="#">Feeling Like a Fake - The Impostor Syndrome</a>  <a href="#">Berglind Bergsdóttir</a> , Kolibri  265	<a href="#">Requirements Based Web Application Security Testing – A Preemptive Approach!</a>  <a href="#">Bhushan Gupta</a> , Gupta Consulting, LLC.  N/A	<a href="#">How a Technology Client became 1st in North America to be TMMi</a>  <a href="#">Suresh Chandra Bose Ganesh Bose</a> , Cognizant Technology Solutions 278
12:00-1:25 PM	<b>Lunch Program - Meet the Speakers - A plated lunch to eat and meet. Skybridge Terrace Level 3</b>			
	<b>Level 3 Auditorium</b>	<b>Level 1 Plaza Room</b>	<b>Level 2 Mezzanine Room</b>	<b>Level 3 Skybridge Room</b>
	<i>Invited Speaker</i>	<i>Testing &amp; SQA</i>	<i>Security</i>	<i>Process</i>
1:30-2:15 PM	<b>INVITED SPEAKER</b>  <a href="#">The Future of the Testing Role</a>  <a href="#">James Bach</a>  N/A	<a href="#">How to get your enterprise to be agile</a>  <a href="#">Henry He</a> MatrixCare Inc. 287	<a href="#">How do you measure success rate of large scale agile process?</a>  292 <a href="#">Bhageerathi Bai</a> , Intel Tech India Pvt Ltd	<a href="#">Building Quality In - Ten Years Later</a>  308 <a href="#">Kathy Iberle</a> , Iberle Consulting Group, Inc.
2:25-3:10 PM		<a href="#">Scalable, Humane Code Review</a>  N/A <a href="#">Ian Dees</a>	<a href="#">Embedding Security in Product Lifecycle</a> 323  <a href="#">Arvind Srinivasa Babu</a> , McAfee LLC & Deepti Chauhan, McAfee LLC	<a href="#">QA? Who needs that?</a>  <a href="#">Konnor Willison</a> , Salesforce 340
3:15-3:45 PM	<b>Break with Poster Papers Level 2 Mezzanine</b>			

<p><b>3:45-4:45 PM</b></p>	<p><b>CLOSING KEYNOTE</b> (Auditorium Level 3)</p> <p><a href="#"><u>Build A Workplace People Love - Just Add Joy</u></a></p> <p><a href="#"><u>Rich Sheridan</u></a>, Menlo Innovations</p> <p>N/A</p>
<p><b>5:00-6:00 PM</b></p>	<p><b>Social &amp; Networking - Skybridge Terrace Level 3</b></p>

## Wednesday, October 11, 2017

<b>7:30 - 8:30 AM</b>	<b>Workshop Registration Opens</b>					
	<b>Breaks 10:00AM and 2:45 PM, Level 2 Mezzanine Lobby</b>					
	<b>Lunch 12:30-1:30 PM Level 3 Skybridge Terrace</b>					
	<b>Plated service on the covered terrace, please dress for the weather.</b>					
<b>8:30 AM – 5:30 PM</b>	<b>W1 <a href="#">Pursuing World Class Quality: Transforming Your Organization</a></b>  <a href="#">Clyneice Chaney</a> , N/A Mitre	<b>W3 <a href="#">Improving Alignment In Your Project Team</a></b>  <a href="#">Rich Sheridan</a> , Menlo Innovations N/A	<b>W5 <a href="#">Risk-based Testing and Agile</a></b>  <a href="#">Rex Black</a> , RBCS N/A	<b>W7 <a href="#">Scaling Software Performance</a></b>  <a href="#">Kingsum Chow</a> , Alibaba Infrastructure Services N/A	<b>W9 <a href="#">Pragmatic Web Application Security Testing</a></b>  <a href="#">Bhushan Gupta</a> , Gupta Consulting N/A LLC.	<b>W11 <a href="#">Let's Get Visual – Discover the Power of Visualization</a></b>  <a href="#">Zeger Van Hese</a> , Z-sharp <a href="#">Ruud Cox</a> , Improve Quality N/A Services
	<b>W2 <a href="#">Agile Testing: How Lean Can You Be?</a></b>  <a href="#">Clyneice Chaney</a> , Mitre N/A	<b>W4 <a href="#">Using Pairing to Solve Your Business Problems</a></b>  <a href="#">Rich Sheridan</a> , Menlo Innovations N/A	<b>W6 <a href="#">Meaningful Metrics for Test Results!</a></b>  <a href="#">Rex Black</a> , RBCS N/A	<b>W8 <a href="#">Software Performance in the Cloud</a></b>  <a href="#">Kingsum Chow</a> , Alibaba Infrastructure Services N/A	<b>W10 <a href="#">Essential Web Application Security Test Tools – Get Most Bang for Your Buck!</a></b>  <a href="#">Bhushan Gupta</a> , Gupta Consulting N/A LLC.	<b>W12 <a href="#">Let's Get Visual – Using Models in Testing</a></b>  <a href="#">Ruud Cox</a> , Improve Quality Services <a href="#">Zeger van Hese</a> , Z-Sharp N/A