



a global vision for software testing

## INDUSTRY EXPERTS SHARE THEIR EXPERIENCES OF CLOUD BASED STRATEGY

Press Release

London, UK, 4th October 2011 – TCL announces the completion of its bi-annual Star Testing event on 21st September. Held in partnership with Smart421, the event delivered three thought-leadership and case example presentations on cloud strategy from industry experts; Robin Meehan, CTO of Smart421, Joerg Behrend, CTO of Bacardi and Simon Wheeldon, Co-Founder of CloudApps. It was attended by 40 decision makers and strategy influencers, who rated the event as highly relevant to purchasing decision taking place now.

The day encouraged animated discussions on Software Testing, concentrating on the theme of Cloud Based Strategy and giving guests the opportunity to both network and share knowledge as part of TCL's mission to promote software testing and explore the testing sphere's current focus. The calibre of the guest list was high, including individuals from all areas of the business world from entrepreneurs to CTOs of public sector organisations.

Robin Meehan, CTO of Smart421, opened the event with a talk entitled 'Where enterprise-grade infrastructure-as-a-service (IaaS) fits into an overall cloud adoption strategy, not forgetting business continuity planning and disaster recovery'. Robin outlined Smart421's experience of cloud adoption amongst their client base and described how cost savings have been found in both disaster recovery and test environments by taking advantage of the pay as you use it pricing mechanisms. Robin indicated that, whilst the current high level of existing infrastructure was an impediment to change to the cloud as a mainstream solution, this was expected to change as equipment replacement cycles developed.

Joerg Behrend, CTO for Bacardi, spoke 'On implementing a Global Cloud based IT strategy' and detailed the background and reasoning, as well as the implementation, of a Cloud Based Strategy within the multinational company, Bacardi. After summarising the company and its position in the market, Joerg then went on to illustrate Bacardi's approach to Cloud Computing, describing "Cloud computing and its capabilities [as] a welcomed solution approach". During his speech, Joerg highlighted that Cloud services are maturing and becoming tangible business solutions and concluded that Bacardi's experience of the cloud had been extremely positive, despite some lingering reluctance to use the cloud for any core areas of sensitive data.

Simon Wheeldon, Co-Founder of CloudApps, concluded the day by discussing the 'Use of Cloud technology to bring employee engagement and sustainability software services into the corporate environment using the *force.com* platform'. Simon outlined the use of the cloud as a mechanism to gain engagement from a large number of people, and highlighted the accessibility and functionality that could be given to a large number of people to provide data to a project. His speech emphasised the importance of sustainability issues and detailed the advantages of the CloudApps Sustainability Suite.

To see these talks, visit <http://www.youtube.com/user/TCLGroupLimited>.

Neil Miles, Managing Director for Smart421, commented, "We found the TCL Star Testing event put us in touch with a group of people who are serious about delivering quality solutions. The content and calibre of speakers was directly relevant to some of our customers. It gave us the opportunity to present a clear message on Cloud strategy and we took away some great feedback. The event itself was very well run and the choice of venue perfectly suited both the size and type of audience."

TCL's next Star Testing event is in March 2012. If you are interested in attending or sponsoring future Star Testing events, please contact TCL's Event Coordinator on [holly.baynton@tcl.eu.com](mailto:holly.baynton@tcl.eu.com)

### About TCL Software Testing Solutions

Transition Consulting Limited (TCL) is a consultancy specialising in Software testing. Our core purpose is to Develop and Deliver World Class Solutions in Software Testing that are Innovative, Structured and Professional.

TCL are geared to deliver in all areas of software testing, from Unit Testing to Performance Testing, and everything in between. Our experience and delivery process have been repeatedly proven and reinforced in many challenging environments. We take pride in our ability to provide custom tailored test, software and management solutions. We empower our clients, so that they can realise and meet their goals.

Smart421 is an information and communications technology company specialising in systems integration and managed services of business-critical systems. It is best known for its work with FT UK 500 companies, especially among leading financial institutions, telcos and power utilities. Smart421 is part of the KCOM Group, a FTSE250 listed company. [www.smart421.com](http://www.smart421.com)