



a global vision for software testing

## Leading test experts give inspiring talks at 'TCL presents Testing in the Cloud'

PRESS RELEASE

London, UK, October, 2010 - TCL hosted an exclusive event dedicated to testing in the Cloud, at which their guests had direct access to three of the industry's leading experts. Dr James Whittaker, Engineering Director at Google, Tom Lounibos, Founder and CEO of SOASTA and Roy Solomon, VP of Product and Co-Founder of uTest gave inspirational talks on testing in the Cloud, crowdsourcing and QA.

The day encouraged vibrant discussions on Software Testing with guests learning from each other and sharing knowledge. The guest list included individuals from all areas of the business world from entrepreneurs to public sector organisations as part of TCL's mission to promote software testing. The informative talks included Dr James Whittaker, Turning Quality on its Head and Tom Lounibos, Cloud Testing and How Web Performance Matters More Today Than Ever Before.



Visit <http://www.youtube.com/user/TCLGroupLimited> to watch the presentations from the event

TCL were also joined by Roy Solomon Co-Founder of their partner uTest who discussed 'A New Breed of Testing'.

### **How Clouds, Crowds and Communities are Changing the Game** **By Roy Solomon, VP of Product and Co-Founder of uTest**

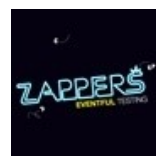
In this highly competitive world of modern applications, the pressure to get high-quality apps built, tested and launched quickly has never been greater. But traditional testing methods (in-house testing, offshore testing firms, emulators/simulators, beta testers etc.) have fallen short of meeting these demands. The testing matrices have become far too complex. Companies must test their apps across OS, browsers, location, handset makers/models and wireless carriers.

This unmet challenge calls for a new approach - crowdsourcing. Real-world, 'in-the-wild' software testing meets the demands of today's complex quality challenges. Using a crowdsourcing model, companies of all sizes can get their web, desktop and mobile apps tested through a skilled and diverse community of professional testers. Since app users are distributed around the globe - under 'in-the-wild' conditions - app testers should be too. Benefits include increased application quality, faster time to market and dramatically reduced testing costs.

uTest is the world's largest marketplace for software testing services. The company provides real-world testing services through its community of 30,000+ professional testers from 168 countries around the world. More than 1,000 companies - from startups to global software enterprises - have joined the uTest marketplace to get their web, desktop and mobile applications tested. More information can be found at [www.utest.com](http://www.utest.com) or the company's Software Testing blog at [blog.utest.com](http://blog.utest.com).

If you would like any further information about TCL or future events please contact Lisa Ray on 0845 869 6070 or email [lisa.ray@tcl-global.com](mailto:lisa.ray@tcl-global.com).

Join our peer sharing community at: [www.zappers-community.com](http://www.zappers-community.com)



TCL is an independent Software Testing Consultancy, started at the beginning of 2000, with offices in the UK in London, Bristol and Exeter; in Burlington, Massachusetts in the US; in Zug, Switzerland and in Bangalore in India.

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