



COAST SOFTWARE INC.

## The High Stakes of Web Quality: Testing tips for a successful e-business OSQA – Jan 31, 2002



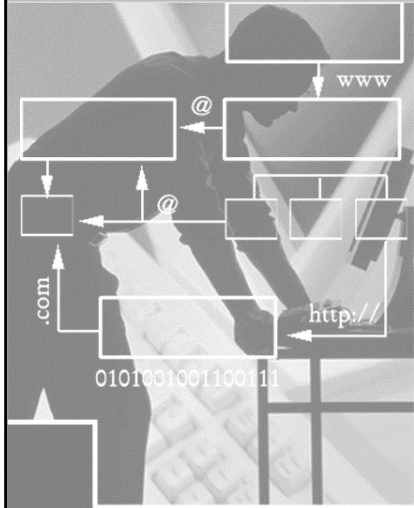
*Al Caughey  
Director, Professional Services*

## Who is COAST?



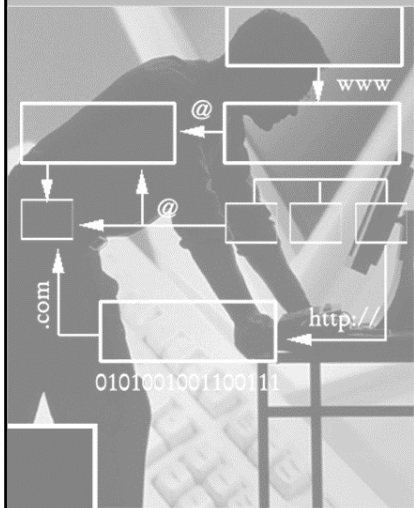
- Exclusively focused on Web-testing since 1996
- Over 100,000 licensed users worldwide
- Strong OEM relationship with Rational Software
- Offer range of desktop and workgroup products, services, and hosted solutions





## Reliance upon Web sites is increasing...

- frequent content updates
- sophisticated design
- highly programmed interfaces
- consistency of look and feel



## Complexity of site architecture is increasing...

- multiple HTTP servers
- database backends
- secure e-commerce sub-sites
- development & production servers





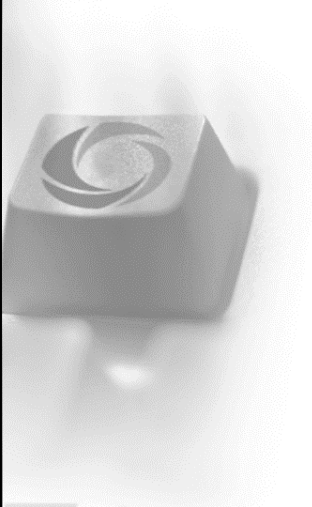
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## Membership in the Web team is expanding...

- content authors
- development & QA
- legal & marketing
- IT

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## The Reality of Web Site Quality



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- **Most Web sites experience quality problems**
- **There's a high cost of failure in terms of lost:**
  - prospects
  - customers
  - revenue
  - shareholder value

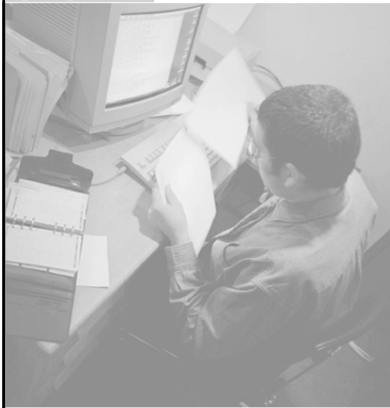
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## How Can You Avoid Failures

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You must select from the growing array of desktop and outsource solutions that perform:



- Structural Testing
- Functional Testing
- Load Testing
- CL&F Testing
- Web Site Monitoring

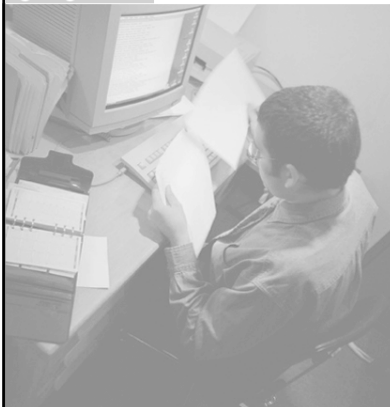


## Desktop Solutions

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Ideally suited for pre-deployment and regular content updates:



- at the low end is inexpensive shareware
- at the high end are all-things,for-all-people packages costing well into 6 figures
- permits frequent 'on the fly' testing

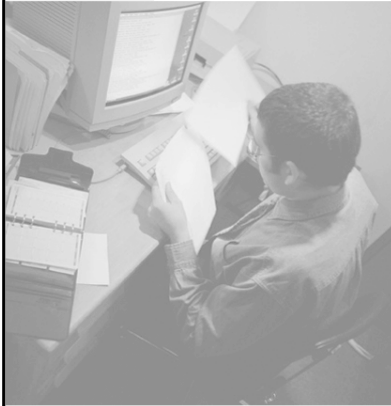


## Outsource Solutions

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Well suited for post deployment or sites where in-house resources can not meet the demand:



- at the low end, there are inexpensive services that hit the wall at 'n' pages
- at the high end, there are full-service providers that perform all of the site testing
- permits timely & convenient access to reports



## Combination of the two...

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These **two solutions** have **overlapping** but **different** audiences:

- Desktop solutions suit developers and testers

- Outsource solutions suit testers and business managers

Find a solution mix that gives you consistent and comparable data.



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## What to look for in a solution

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Find an automated solution that addresses the needs of all members of the Web team:

- developers
- QA testers
- content providers
- business managers



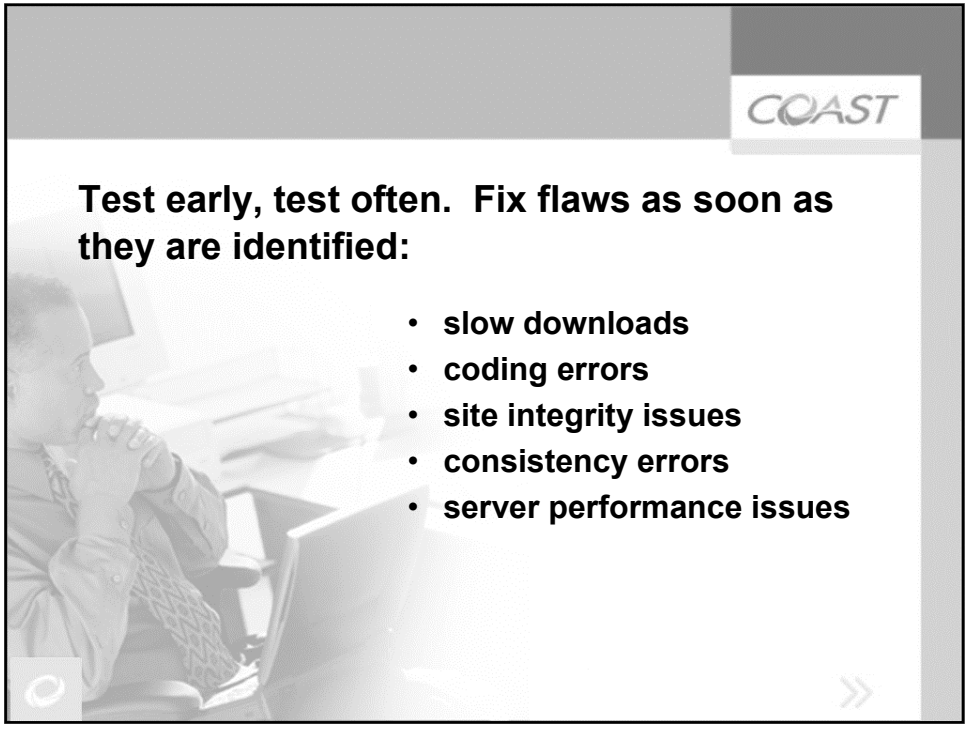
Distribute the testing responsibility:

- test new content before it gets to the server
- aggregate content on staging servers before deployment
- monitor production servers

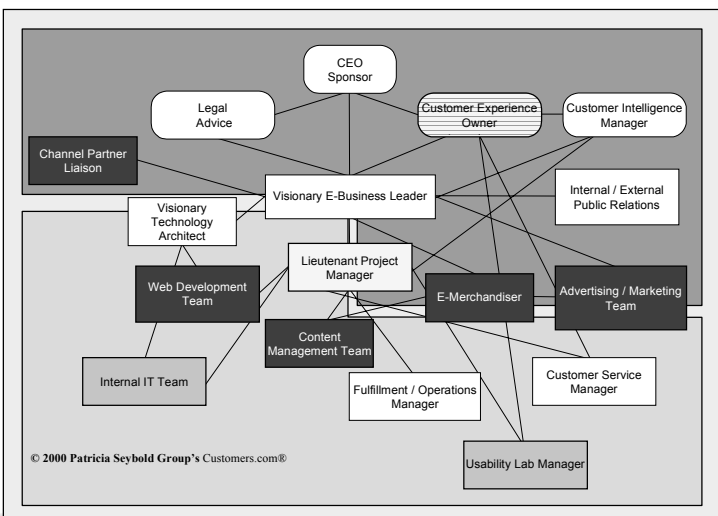


**Test early, test often. Fix flaws as soon as they are identified:**

- **slow downloads**
- **coding errors**
- **site integrity issues**
- **consistency errors**
- **server performance issues**



## COAST Products & Services

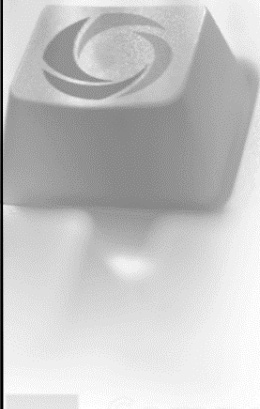


### Coast Offerings

- Pre-packaged Solutions
- Hosted Custom Testing and Reporting
- E-Services
- WebMaster
- WebMaster Custom Services

## Conclusion

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- Questions

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