

# expo IQA 24

MADRID  
May 28th,  
29th, 30th  
2024



[expoqqa.com](https://expoqqa.com)

A scenic landscape featuring a calm lake in the foreground, a person in a wetsuit walking away from the viewer in the shallow water, and a large, forested mountain range in the background under a clear sky. The image is overlaid with a teal gradient on the right side.

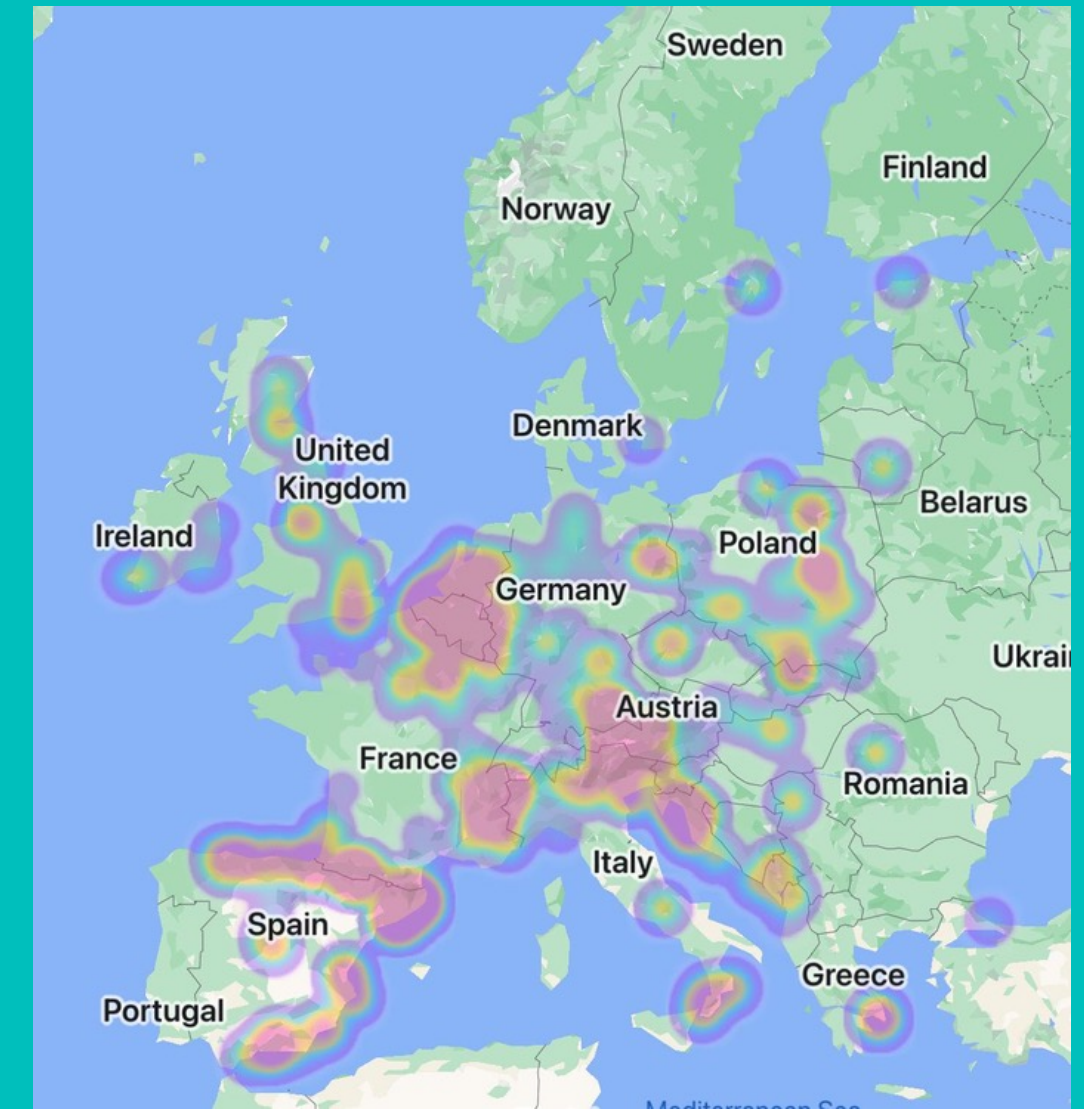
# **BEREN VAN DAELE**

- **Founder of Isle of IT**
- **Product Owner**
- **Quality Coach**
- **Testing Trainer**
- **Engineering Manager**
- **Co-creator of BREWT**
- **Creator of TestSphere  
& RiskStorming**

# Why my words matter

...but they are still opinions

- **100+ workshops & trainings**
- **Coached 20+ companies in Quality in long engagements**
- **Spoke personally to 1000s of testers**
- **Part of the community for 9 years**
- **Tool Vendor**



# I have two types of customers

The background features a teal gradient with silhouettes of a woman on the left and a man on the right, both holding large stacks of cash. Several individual banknotes are shown floating in the air around them, creating a sense of wealth and financial activity.

- The finance people/leadership
- People paying out of their own pocket

**Why do testers not get credit cards or free-spend budget?**

# We've been observing some changes

Shift **Left** - Developers test  
Shift **Right** - Users Test

A vacuum in the middle



**Monitoring & Alerts in Production - Feature Toggles**  
**Virtualisation of Environments - Smaller Release Cycles - Extremely realistic Test Environments**  
**Distributed Systems - Container Security Scanning Bulkhead - Anomaly Detection - Product Test Tenant - Distributed Tracing - Canary Release**  
**Containerisation - Bug Bash - Contract Testing Device Farms - Quality Standard Checklist**  
**Minimum Viable Experiments - Personas - Strangler Pattern - Load Balancing - Resource Scaling**  
**Chaos Engineering - Eventual Consistency**  
**Microservices - Pull Requests - Separation of Concerns - Peer Reviews - E2E**



**Quality seems to be at  
an all time high**

The background features a teal-toned illustration of a desk. On the left, there are several papers and documents, some with text in various languages. In the center, a laptop is open, displaying a document. To the right, there is a white coffee cup with a lid. In the foreground, a smartphone lies flat. The overall aesthetic is clean and professional, with a focus on work-related items.

# At the same time...

# Testing has

# continuously gotten

# bad rep.

- **First ones to be laid off**
- **Tool vendors promising easy and cheap solutions**
- **Outsourcing the repetitive tasks**
- **Linkedin Clickbait**



# Test Managers are a dying species



# How relevant is Testing today?

And how was testing relevant in the past?



# Boehm's Curve

**The longer it takes to find a bug, the more costly it becomes to fix it.**

An illustration of a woman with short, wavy brown hair and blue-rimmed glasses. She is wearing a light blue t-shirt under a pinkish-red cardigan. She has a wide-eyed, shouting expression with her mouth open. In her right hand, she holds a sign on a black pole that displays '40%' in large white font on a dark red background. Her left hand is raised in a peace sign gesture. The background is a soft, teal-to-purple gradient with a faint circular light effect behind her head.

40%

**'Industry Standards'  
say Testing takes  
40% of the budget.**

# About those industry Standards...



**Quality = 40% Budget**

**Testing = Maybe 8%?**

# Quality as a Product Owner



**Frustrated by testers**

**Delighted by architects**

# Why Testers don't have Credit Cards

1. Testing beside the point
2. Can't answer the questions: "Why are you worth your money?"
3. "Bugs" are uninteresting
4. Testing as a 'mysterious art'
5. No Risk Management/Analysis

**I don't trust Testers/Test Managers with my money.**

# Quality != Testing

## Company Goals



### LEADERSHIP

Analysis

Development

Testing

Operations





**More YRR  
More  
Customers  
Acquisition**



**Growth**

**Low Cashflow  
Exclusive partnerships  
Perceived  
'unscalable'**

**No big  
disasters  
No rework**



**Stability**

**Unforeseen  
downtime  
Ramping Technical-  
Debt**

**Have fun  
Have  
Impact**

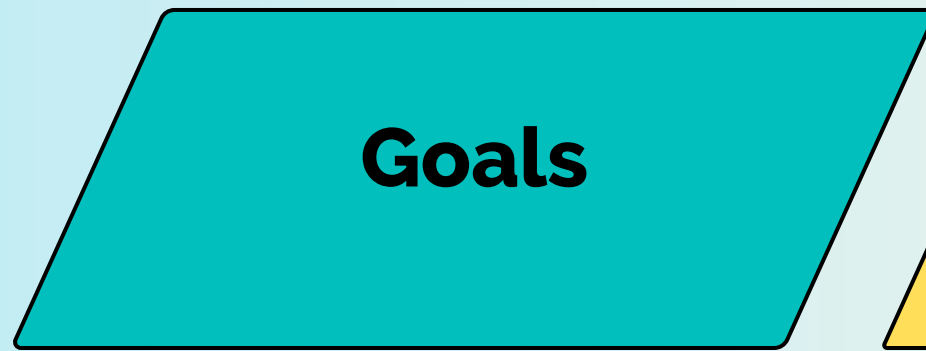


**Culture**

**Bad Hires  
Leadership-  
misalignmen  
t**

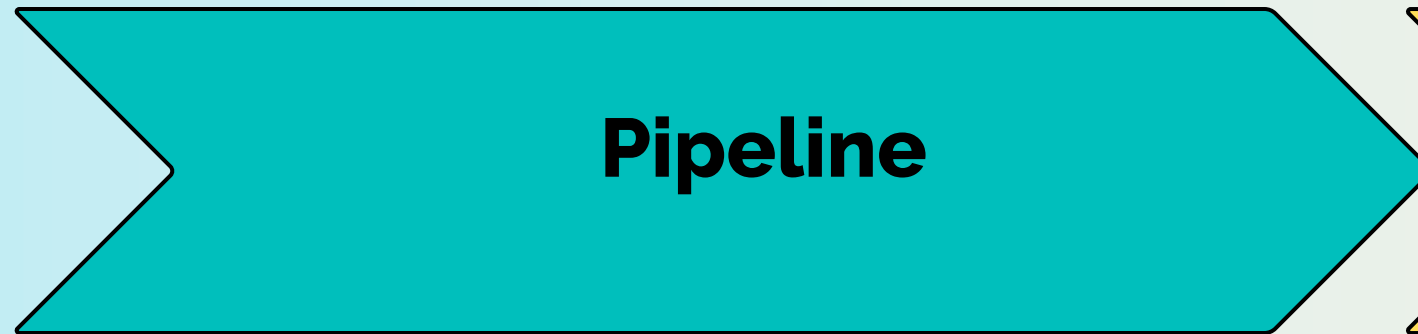
## The Goals

- C-Level Hopes and Fears



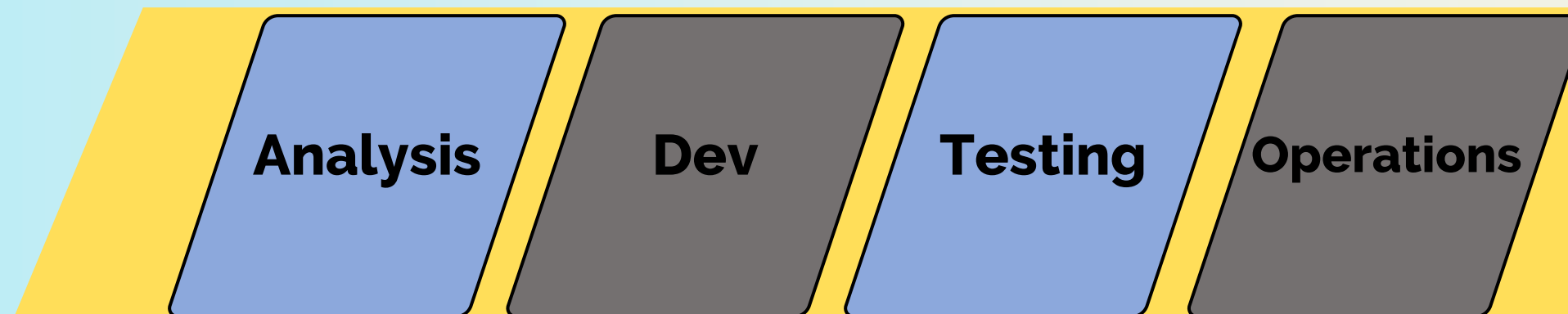
## The Medium

- How IT Contributes, Safe-guards & Harms

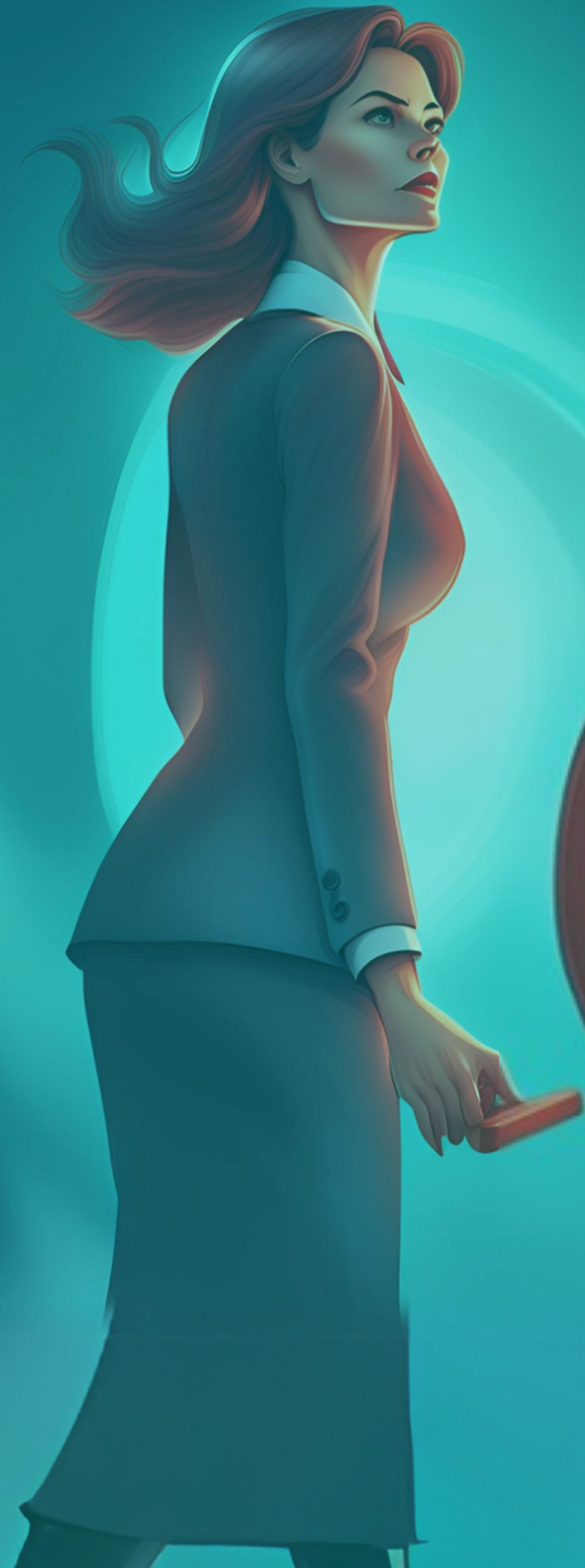


## The Work

- Knowledge Work in IT



# Risk Organisation



- 1. Connect Goals & Constraints to Quality Aspects**
- 2. Assess Quality Aspects for Risks**
- 3. Identify Mitigating Activities**
- 4. Standardize & automate Mitigation**
- 5. Innovate on Mitigation**

# To be worthy of that Credit Card



- **Get great at identifying risks & problems connected to business outcomes**
- **Use Risk management to coach other roles in their quality strategies**
- **Practice saying why things are important, making them actionable and measureable - by using Risks**

# BEREN VAN DAELE



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Thank you for attending

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