

# Centercode Executive Featured Speaker

at Quality Assurance Association Meeting

LAGUNA HILLS, CA., (04-12-2004) -- Centercode, Inc., a leading provider of beta test management software, services and solutions, today announced that Chief Technology Officer and Centercode founder, Luke Freiler, will be the featured speaker at the Southern California Quality Assurance Association (SCQAA) meeting on Tuesday, April 20, 2004. Freiler will speak on the topic of Voice of the Customer and integrating it into software quality processes.

The Voice of the Customer can have tremendous impact on the quality of a product. Freiler will illustrate how this holds not only during the beta testing phase but throughout the development and various testing cycles of a product. He will share ideas on how to effectively gather customer feedback for maximum effectiveness during product testing. He will also be giving some practical tips on beta testing, how it complements lab testing and affects product quality.

As the founder of Centercode and its Chief Technology Officer, Freiler brings a wealth of knowledge and experience to product development that is difficult to find elsewhere. As the lead developer of Centercode's beta test management tool, Connect™, he has extensive knowledge of both software development and beta test management.

The SCQAA Orange County chapter meetings are held at the AmerisourceBergen building in Orange. Meetings begin at 5:45 p.m. Directions and additional information can be found [here](#).

## **About SCQAA - OC**

The mission of SCQAA-OC is to promote the sharing of information relating to software quality practices, principles, concepts, and methods for the betterment of its members and their companies. SCQAA enables this exchange through meetings, seminars, and workshops; reinforces software quality and testing practices through educational meetings; and sponsors software quality events throughout Southern California. More information about SCQAA-OC can be found at <http://www.scqaa.com/>

## **About Centercode, Inc.**

Centercode, Inc., based in Laguna Hills, CA, is a leading provider of beta test management software and services. Centercode's solutions focus on flexibility to meet the varying and unique needs of each company and each product while delivering the results to enhance product quality and maximize market opportunities. For more information about Centercode, please visit [www.centercode.com](http://www.centercode.com).