

# Centercode Revolutionizes Beta Testing with Release of Connect™ 2.0

**SAN CLEMENTE, CA., (05-05-2003)** - Propelling beta testing to the next level, Centercode, Inc., a leading provider of beta test management software, services and solutions, today announced the latest release of their innovative software, Connect™ 2.0. Providing customers with the powerful tools and professional services they need to "meet their market", Connect 2.0 enhances a company's ability to communicate with their target market, generate valuable feedback, effectively manage the information in order to deliver the highest quality products possible.

Focused on enhancing the entire beta testing process, Connect 2.0 delivers new user management capabilities, enhanced reporting abilities, integration of external tools, easier self administration and new beta services including public beta testing. Continuing to differentiate from others in the market, Centercode is the only company that enables project teams to combine tester feedback, users and content in one centralized location, easily accessible to everyone on the team.

"Delivering quality products with the right feature set for the target market is becoming even more critical in today's market," said Theresa Lanowitz, Research Director, Gartner. "An often overlooked or underused process in the product development cycle is that of beta testing. If conducted properly, beta testing can generate feedback directly from the target market, providing valuable insight into market needs, product quality, viability and future product development."

Connect is Centercode's world-class beta management software and the core of their beta testing solutions. Connect enables companies to obtain valuable feedback from their target market and, most importantly, effectively manage the information within their organization. Enabling project managers to create and manage beta tests with the flexibility to fit the unique needs and infrastructure of their organization and project, Connect delivers a comprehensive set of tools that provide the basis for tester and team communications, extensive feedback tracking as well as numerous other beneficial features.

"We understand the incredible value that beta testing can provide to the quality of a product, the ability of companies to meet their corporate objectives and ultimately, the brand image associated with that product," said Luke Freiler, Chief Technical Officer of Centercode, Inc. "Our goal with this release was to make the entire beta testing experience, from set-up to feedback generation, even simpler than before but more effective than ever."

Numerous years of experience in beta testing, from both a tester perspective and as a provider of services, have provided Centercode with unparalleled expertise in this arena. Based upon this experience, Centercode has refined Connect to even more effectively and efficiently support their customers' beta testing requirements. With over 50 new features and enhancements, Connect 2.0 continues Centercode's goal to provide flexible solutions that meet the specific and unique needs of each customer. New features in Connect 2.0 include:

## User Management

Active testers and team members are critical to the success of any beta test. Connect 2.0 enhances the management of users, both internal and external, through multiple new features.

- **User Views, Filters and Alerts** - Allows the project manager to easily and closely monitor activity of problem reports to ensure that all issues are handled
- **User Participation Reporting** - Ensure feedback flow by monitoring activity levels of testers and identifying key contributors to the project
- **Automated Compliance Management** - Pre-determine expected level of tester performance and be alerted when activity level falls below expectations
- **Access to Profile Information** - Enables company to enhance understanding of market by tying feedback to tester profiles

## Extensive Reporting Capabilities

Compiling and disseminating beta test feedback in a timely and efficient manner is critical. The new features incorporated in Connect 2.0 provide enhanced report generation and distribution capabilities, which allow project managers to focus on the issues at hand.

- **Multi-Element Reports** - Chain report elements together to create powerful multi-element project reports customized to your needs
- **Report Distribution** - Easily provide timely and important information to project teams at pre-determined times with a one-time set-up
- **Charting Engine** - Provides eleven styles of graphical data presentation. (Pie, Bar, Clustered Bar, Stacked Bar, Area, Area Clustered, Area Stacked, Line, Column, Clustered Column, Stacked Column)
- **Project Log** - Easily view all activity, including feedback, automated email, surveys or forums, for any specific day or range of dates

## Customer Self-Administration

The success of a beta test often lies in the ability of the manager to easily accomplish their tasks. Making beta test management more efficient was the primary objective of Connect 2.0.

- **Project Templates** - Many common project configurations are provided as templates to expedite the project set-up process
- **Simplified Configuration Wizard** - Even the more complex beta test projects can be set up quickly using a straightforward web-based wizard
- **Project Diagnostics** - Identification of potential configuration issues before the test starts
- **Tester Selection and Call Outs** - Powerful tools to help locate and select the best qualified testers

## **External Integration**

Connect 2.0 has new features that make information management easier and more flexible than ever before.

- **Import/Export Feedback in Real-Time** - Connect now allows for quick and clean transfer of data to and from existing defect tracking systems or other applications
- **Enhanced Exporting Capabilities** - Export user and feedback data into multiple standard formats

## **Centercode Solutions**

Rounding out Centercode's software solution is an extensive range of beta testing services, support, and a highly profiled tester community. Some of the services and support options include identifying test parameters, project setup, targeted tester selection, product distribution, test participant compliance and problem verification. Whether a company is looking for an effective beta testing tool or needs to completely outsource their beta testing needs, Centercode provides the complete range of services to meet their requirements.

## **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).