

# Centercode Releases White Paper "Defining And Designing An Effective Beta Test"

LAGUNA HILLS, CA., (08-25-2003) - Sharing insights from numerous years of successful beta testing, Centercode, Inc., a leading provider of beta test management software, services and solutions, today announced the availability of a White Paper titled Defining and Designing an Effective Beta Test.

Covering topics pertinent to the success of any product beta test, Centercode provides expert information on items such as building a test plan, data gathering tools, tester communication, and using the data effectively. It provides detailed information such as what specific elements a beta test plan should include and direction on ensuring that it provides focused and clearly defined objectives.

"Having been involved in product beta testing for many years, we know first hand the shortage of resources available on the subject," said Luke Freiler, Chief Technical Officer of Centercode, Inc. "We want to do what we can to help make beta tests as successful as possible. Since a beta test comes at the end of the development cycle, many times unrealistic expectations and deadlines are put on those people responsible for ensuring that a product performs as expected and meets the needs of its' target market. Knowing that fact, we hope that by providing this information we can help others involved in beta testing obtain the best results possible."

More than just task-oriented information, the white paper also provides tips on conducting an effective test. For instance, guidelines on tester incentives are discussed as well as tips on timing the acquisition of test product.

## **Centercode Solutions**

Connect™ is Centercode's world - class beta management software that enables companies to create and manage beta tests, obtain valuable feedback from their target market and, most importantly, effectively manage the information within their organization. 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.

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).