

# Centercode Executive Featured Speaker

Mike Fine To Speak on "Defining and Designing an Effective Beta Test"

LAGUNA HILLS, CA., (09-10-2003) - In an effort to support software developers in their quest to develop the highest quality products possible, Centercode, Inc., a leading provider of beta test management software, services and solutions, today announced that Director of Client Services, Michael Fine, will be a featured speaker at SD Best Practices Conference and Expo in Boston, Mass. September 18th where he will explain how to conduct an effective beta test.

Drawing upon experiences from numerous years of successful beta testing, Fine will share insights into how to build a test plan, data gathering tools, tester communication and how to use the data effectively. His conference track is titled "Defining and Designing an Effective Beta Test".

As the author of Beta Testing for Better Software, Fine brings a wealth of knowledge and experience to software development that is difficult to find elsewhere. As Centercode's Director of Client Services, he has counseled numerous industry-leading companies in the design, development, and implementation of successful beta testing programs.

The SD Best Practices Conference delivers business critical development training designed to give companies a competitive advantage. The curriculum will provide practical knowledge on how to increase productivity by incorporating best practices, quality design and proven management techniques into development projects and applications. This year's event will be held at the Sheraton Boston Hotel in Boston, Massachusetts on September 15-18.

## **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).