

Software Development Best Practices Conference Features Centercode Executive as Speaker

Michael Fine, Centercode's Director of Client Services, To Speak on

Tapping the Goldmine: Gathering Customer Feedback for Better Products

LAGUNA HILLS, CA., (October 16, 2008) Sharing his wealth of knowledge and experience in the beta testing realm, 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. on October 28th.

Fine's topic at the conference is titled Tapping the Goldmine: Gathering Customer Feedback for Better Products and is based upon the fact that planning and developing the products that a company should invest tremendous amounts of time and money into requires access and use of the best information available ~ directly from the customers themselves. One highly effective and cost-saving business practice that provides feedback impacting multiple areas in an organization is beta testing. Beta testers provide valuable information above and beyond standard problem reports. Often times they are anxious to share their ideas and requirements for future products. Having the ability to identify issues with current products and avoid them in the future as well as first-hand knowledge of the market's needs allows companies to accurately plan for a profitable and successful product.

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

Software Development Best Practices delivers business-critical development training to software development teams that strive to incorporate best practices, quality design and proven management techniques into their development projects. The conference features four full days of business-critical taught by the industry's best instructors and nightly networking events including birds-of-a-feathers gathering and parties. This year's event will be held at the Hynes Convention Center in Boston, Massachusetts on October 27-30, 2008. More information on the conference can be found at <http://sdbestpractices.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.