

Professionally Managed Beta Tests

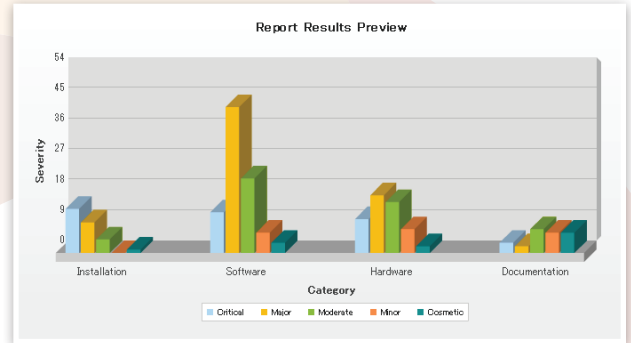
Your On-Demand Team of Experienced Beta Test Managers



Our Managed Beta Services provide a turn-key, outsourced solution for companies of any size. With decades of experience developing and managing all types of beta tests, our Utah-based team delivers unparalleled results and cost-effective pricing for single beta tests or entire beta programs. Here's a closer look at our process:

1 Beta Design and Kick-Off

We start each managed beta by working closely with your team to determine your goals and test parameters, then submit a detailed beta project plan for your approval. From there, we begin recruiting. We generally begin with our global tester community, OnlineBeta, with more than 60,000 highly profiled members. But we're also very experienced in recruiting from outside sources. Once the project is setup and testers are both selected and ready, we execute NDAs, distribute your product, and commence testing.



2 Beta Test Management

Your beta test will have a dedicated beta manager to carry out your tailored test plan, uphold our lofty participation standards (higher than 90% on average), and offer around-the-clock support. All tests are run on our robust beta management platform, [Centercode Connect™](#), which also powers comprehensive beta programs at companies like Adobe, Intuit, Symantec, and Cisco. Connect's incredibly flexible feedback system and real-time reporting capabilities ensure that we can provide you the exact data you need, whenever you need it.

Managed Beta Deliverables

Your **Beta Project Plan** defines the parameters of your beta test, including test goals, recruitment criteria, feedback mechanisms, and more. But the plan doesn't just foster accountability, it's an opportunity for you to think about how beta can best contribute to the success of your product.

Real-time Reports are essential to a successful beta test, as they keep you up to date about potential issues, interesting feedback, goal progress, and more. You can make on-demand requests at any time, and we'll get the data to you. Or you can identify important reports in advance, and our system will compile and deliver them automatically.

The **Beta Closure Report** is our primary deliverable at the end of testing. It's intended for sharing information about your beta test, so it summarizes all of the relevant big-picture results, then goes more granular for each primary goal of the beta. Best of all, it's delivered as a PowerPoint deck, saving you the trouble of making one yourself.

3 Beta Closure and Wrap-Up

At the close of your beta test, we will retrieve your product (if necessary), manage beta tester incentives, and deliver a closure report detailing how we accomplished your goals. You'll continue to have access to our reporting tools and the data generated by your beta testers for the next year. We'll even train you on how to run reports. This ensures that data with long-term value, like feedback needed for future products, remains available.

A few of our customers...

