

Business Plan for a SQE & Test Lab

An Outline

The Problem

- Software products insufficiently/poorly tested
- Software development projects poorly planned, poorly executed (inappropriate methodologies)
- Inefficient, ineffective, error-prone software release management
- Ineffective use (or lack) of software development best practices
- Serious customer complaints related to quality of software products delivered
- Lack of a modern 'global view' of software engineering trends and standards

Target Market

- Software development companies
- Software integrators and OEMs
- Software services companies
- Users of medium to large-scale software products (client-server, web, mobile)
- Software engineering community

Services

- **Creation and/or Co-Management of Highly Productive, Targeted Software Engineering Organizations**
 - Defining the function and the mission of a 'SQE & Test' organization integrated within a software development environment
 - Building a team, an infrastructure, and a charter for the 'SQE & Test' organization
 - Providing on-going management support to optimize the performance of the 'SQE & Test' organization

Services

- **On-Demand Software Engineering Services and Support**
 - Onsite support for testing projects (from requirements analysis to delivery)
 - Software design verification (aka white-box & grey-box testing, API testing)
 - Product release co-management
 - Assessment and selection of tools and technologies

Services

- **Test Center (aka 'Test Lab' or 'Test Factory')**
 - Outsourced full-service testing facility (software validation and verification)
 - Functional and non-functional (usability, performance, security) testing
 - Product integration and regression testing
 - Exploratory, load and stress testing, compatibility testing, scalability testing
 - Multi-platform, multi-language testing (localization)
 - Staging and user acceptance testing (UAT)
 - 3rd-party product testing and validation

Services

- **Consulting & Professional Services**

- Software quality assessment
- Requirements and delivery management
- Test strategy and planning
- Best practice implementation
- Trouble-shooting and recovery
- Product release management
- Deployment of cutting-edge test tools and technologies (automation, etc.)
- Staffing (contract or permanent)

Services

- **Training & International Certification**
 - Functional & non-functional 'Tester' training and certification
 - 'Test Manager' training and certification
 - Functional & non-functional 'Test Architect' training and certification
 - Customized on-site training
 - Specialized training for software developers and managers
 - Software engineering process training (CMMI, RUP, etc.)

Resources

- Large pool of fresh graduates in related fields (CS, EE, Math, etc.)
- Availability of experienced software engineering professionals and managers
- Access to internationally recognized expertise and knowledge
- Global network of highly specialized trainers and domain experts
- Cost-Effective Revenue Models
- On-going consulting and professional services
- Long and short-term testing contracts
- Staffing commissions
- Training programs
- Tools and technology development, exclusive agency
- Partnerships (outsourcing, offshoring, joint ventures, etc.)

Required Investment

- TBD - mainly for leasing space, equipment purchases, 6-months operating expenses, and general startup costs