

AppLabs to host a Webinar on Test Improvement in a Challenging Economic Climate

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Category: [IT, New Media & Software](#)

Press release from: [AppLabs](#)



Hyderabad, India; London, UK; Philadelphia, USA; July 15, 2009: AppLabs, the world's largest software testing and quality management company, today announced that it will host a live Webinar entitled 'Test Improvement in a Challenging Economic Climate'. The thirty-minute event will take place on Wednesday, July 22, 2009 at 11:00 AM - 11:30 AM EDT / 4:00 PM - 4:30 PM GMT / 8.30 PM - 9.00 PM IST.

In the current economic environment there is an added pressure on business units to clearly show how and where they are creating or adding value to their organizations. IT costs are often driven by a company-wide mandate to 'do more with less'. This webinar, hosted by Laura Casci, Assistant Vice President of AppLabs will demonstrate why organizations should be considering investing in test improvement, even during the current challenging business conditions. Furthermore, it will discuss ways to obtain stakeholder investment for improvements and methods to ensure that any measures implemented thereof can be successfully demonstrated.

This Webinar will provide critical information to people in the following roles:

- CIO / COO
- Business or IT owners
- Program Managers
- Test Managers
- Test Architects

To register for this Webinar, please visit www1.gotomeeting.com/register/465179632

Profile of the Presenter:

Laura Casci is the Assistant Vice President at AppLabs, the world's largest software testing and quality management company. She is responsible for Testing Services for Business Optimization globally. During 10+ years as a consultant, she has built a strong background in BFSI. She has undertaken roles from Test Analyst to Test Programme Manager and strategic Test Consultant roles including defining test strategies for major programmes, undertaking test reviews and test improvement initiatives.

About AppLabs:

AppLabs is the world's largest software testing and quality management company. With over a decade of experience, AppLabs has become a trusted partner to more than 600 companies, providing both quality assurance and third-party validation. Clients include American Airlines, Experian, JP Morgan, VocaLink and National Australia Bank amongst others. AppLabs goes beyond technical expertise when it comes to IT services and offers customers rigorous risk mitigation processes, a singular focus on quality, expert project management, communication and global delivery capabilities. It is the first software testing company to get appraised at SEI CMMI Level 5, the highest quality standard attainable in software engineering. Headquartered in Philadelphia, the company maintains advanced testing facilities in the US, India and the Europe. For more information, visit www.applabs.com

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[You can find this press release here](#)