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"IT SHOULD JUST WORK" AUTHOR BRIDGES THE GAP BETWEEN BUSINESS & TECHNOLOGY

The Link between Software Testing, Customer Satisfaction & the Bottom Line.

Michael Hamilton, author of the highly anticipated book, It Should Just Work: Customer Satisfaction & the Value of Software Testing, explains why software testing should be an essential part of every business strategy and the contribution it makes towards customer satisfaction. Internally or externally, it's the end user (customer) who demands that the software, program or application they're using should just work and according to Hamilton, 'the effectiveness of the software can play a big role in both retaining and attracting new customers...just look at Apple.'

Hamilton's book offers a practical guide on how companies can avoid making costly mistakes when it comes to launching new software and technologies. He outlines the key areas that often make the difference between success and failure. Written specifically for executives, business and IT professionals, It Should Just Work: Customer Satisfaction & the Value of Software Testing, addresses the aspects of software testing which need to be implemented to drive successful outcomes, including;

- Monitoring and lowering risk
- Maintaining customer satisfaction
- Upholding brand reputation
- Sustaining market share
- Holding a competitive advantage
- Avoiding fines

Hamilton has spent the last 14 years directly involved with top tier telecommunication companies Telstra, Optus and Vodafone and financial services heavyweights NAB and MLC. He's worked with some of the best and brightest in the software industry and is eager to pass on his knowledge and experience to professionals who may find new software and technologies intimidating.

Hamilton's recommendations can prevent costly system crashes and help get your project to market - a major advantage, when you consider the U.S. spend more than 250 billion dollars each year on IT development and projects that never make it to market with nearly a third of projects terminated before release, and just over half costing twice the estimated cost. Further information on these stats can be found at: (http://www.enterprisecioforum.com/en/blogs/pearl/it-project-failure-symptoms-and-reasons).

So what technological meltdowns drive customers away in droves? Hamilton has created a checklist for business professionals who may find customer loyalty waning. These include:

- Critical bugs that frustrate core users.
- Inadequate user testing before public launch, often resulting in user overload which can cause sites to crash.
- Rigid budget constraints and poor choice of vendor for developing and testing
- Limited quality control during the design/development stages.
- Software development - staff testing their own code instead of using independent testing resources.
- Lack of internal and external quality control process.

His findings show companies that try to skip steps in the testing phase often end up paying more in the long run. Hamilton notes something as simple as a defect within a design document can end up costing thousands of dollars if remained unchecked. What costs $100 to fix in the testing phase can ultimately translate into an end product defect costing upwards of $10,000 or more. To this end, software testing just makes good business sense.

Hamilton recognizes that not all software is created equal and the end user demands quality and are willing to pay higher premiums for online consistency as mobile devices are now exceeding PC sales. According to the 2015 HP World Quality Report, customer experience is a high priority for mobile users, particularly in the areas of functionality and security.

Using Apple as the poster child for software testing, Hamilton notes how software testing and stringent quality control have contributed to their success. Ingrained in Apple's corporate culture, it is synonomous with their brand. The end user recognizes this and they know that when it comes to Apple, they are in safe hands. When they launch a product, it does just work.

This creation of quality software via testing creates positive word of mouth that has users recommending Apple products to friends and colleagues - an extremely powerful and profitable marketing strategy.

While Apple may seem like a big player in the digital marketplace, Hamilton is confident every company can adopt this model and this philosophy was the prime motivator behind writing his book, It Should Just Work – Customer Satisfaction & the value of Software Testing. By adopting the recommendations in his book, Hamilton reassures business professionals that addressing problem areas in the testing phase, companies can get an edge on the competition whilst maintaining customer loyalty in the process. He relates testing to an insurance policy when he says:

"Software testing is considered the closest thing to an insurance policy for your software delivery; a crucial tool in assisting with the identification, management and mitigation of risk"

It Should Just Work – Customer Satisfaction & the value of SoftwareTesting, is a common sense guide that covers everything about developing, selecting, upgrading or maintaining software. Answering questions that most company executives have sheepishly admitted that previously they have had no idea who to ask. The book covers a no nonsense approach to the particular problems in software testing and applies a four step methodology - Problem, Cause, Treat, Apply. The reader is also introduced to the seven step process of delivering quality software.

Thanks to Hamilton's easy to read book, business managers, owners and IT professionals no longer have to fear software launches or new technologies. This 200-page book is a must have to help bridge the gap between your business and IT strategies, provides expert tips, essential information, case studies and practical guidelines for all things software related. Definitely worth the read.

Michael Hamilton is a software testing expert and can be found at www.mikehamilton.com.au.

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