Business-Driven Automation for Enterprise Applications

The 2017 Worksoft Customer Conference is the year’s premier event for automation professionals committed to driving business impact through the effective use of enterprise applications, automated business process discovery, testing, and analytics. Automation is the future when it comes to enterprise applications.

The conference will focus on helping you find ways to drive speed, quality, innovation, and the adoption of intelligent automation at your company. Learn how to use Worksoft in new and exciting ways, take a deep dive into what Worksoft has coming, and get the knowledge and training you need to succeed. This is your chance to speak directly with Worksoft’s product managers, automation experts, executives, and members of our partner network.

Hear how Global 5000 companies like yours are delivering change in their organizations, and learn how you can lead the way by increasing automation coverage, speeding up projects, eliminating glitches, giving people their time back, and growing adoption across the enterprise.

Don’t miss this unique annual opportunity to network, share experiences, learn best practices, and explore how to leverage Worksoft’s latest software advances.

We’ll see you in Dallas in October!
Agenda Overview

Welcome Day – Monday, October 23
6:00 pm – 8:00 pm Attendee Registration, Welcome Reception and Networking
(Fort Worth Foyer, 3rd floor)

Day 1 – Tuesday, October 24
8:00 am – 9:00 am Breakfast & Networking
9:00 am – 12:00 pm Morning General Session
12:00 pm – 1:00 pm Lunch
1:00 pm – 4:30 pm Breakout Session Tracks
5:00 pm – 6:00 pm Transportation to Dinner
5:30 pm – 10:00 pm Cocktails, Dinner & Entertainment – Venue Forty50

Day 2 – Wednesday, October 25
8:00 am – 9:00 am Breakfast & Networking
9:00 am – 12:00 pm Morning General Session
12:00 pm – 1:00 pm Lunch
1:00 pm – 4:30 pm Breakout Session Tracks
4:30 pm – 5:30 pm Conference Wrap Up & Reception

Day 3 (Optional Training Day) – Thursday, October 26
9:00 am – 4:00 pm Basic, Advanced, and Analyze Training Courses
Day 1 -Tuesday, October 24, 2017
General Session

8 AM – Breakfast – Fort Worth Ballroom

9 AM – Welcome Remarks
   Rich Woll, VP Global Services, Worksoft

9:30 AM – A Modern Approach to Automation for Enterprise Apps
   Shoeb Javed, CTO, Worksoft

10:15 AM – Worksoft Solution Showcase - Foyer

10:45 AM – Customer Keynote:
   Agile Testing at SAP IT: Comprehensive Test Automation Strategy at Play
   Hadi Kang & Manuel Martinez, SAP IT

11:30 AM – The Evolution of the Modern UI
   Rick Goad, VP of Solution Architects, Worksoft
   Ty Henson, Solution Architect Technology Manager

12 PM – Lunch – Fort Worth Ballroom

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<th>Time</th>
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<td>1 PM</td>
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<td>2 PM</td>
<td>Customer Success Story: Newport News Shipbuilding</td>
<td>What’s New in Certify 10</td>
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<td>3 PM</td>
<td>SOLUTION SHOWCASE (Foyer)</td>
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<td>3:30 PM</td>
<td>Worksoft Certify Deep-Dive Q&amp;A (Dallas Ballroom 2 &amp; 3)</td>
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5 PM – Transportation to Dinner Begins – Westin Hotel Lobby
*return transportation available throughout the evening

5:30 PM – 10:00 PM Cocktails, Dinner & Entertainment – Venue Forty50, Belt Line Road, Addison
Day 2 - Wednesday, October 25, 2017

General Session

8 AM – Breakfast – Fort Worth Ballroom

9 AM – Worksoft’s Technology Vision and Product Roadmap
    Chris Kraus, Director Product Management, Worksoft

10 AM – Worksoft Solution Showcase - Foyer

10:30 AM – Customer Panel Discussion: Expanding Automation for SAP & Beyond

11:15 AM – Accelerating Automation Success
    Rich Woll, VP Global Services, Worksoft

12 PM – Lunch – Fort Worth Ballroom

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4:30 – 5:30 PM Conference Wrap Up & Reception – Foyer
General Session Abstracts

Worksoft’s Vision for Intelligent Automation
Worksoft remains on the cutting edge when it comes to innovation and our vision for automation. Hear from our CTO, Shoeb Javed, to learn what we see in the future, how that will impact your business and how automation is evolving to meet the changing needs of the market.

Agile Testing at SAP IT: Comprehensive Test Automation Strategy at Play
SAP IT is committed to continuous improvements and a high frequency agile release strategy. Join us to learn how SAP’s Innovation Control Center drives successful digital transformation of our Agile Testing strategy with the adoption of end-to-end test automation with Worksoft Certify. Experience how SAP IT is using this approach to ensure agility, stability and reliability across its internal applications.

The Evolution of the Modern UI
The enterprise landscape is changing continuously and the adoption of new technology isn’t slowing down. Organizations are challenged with keeping pace while also ensuring the quality execution of end-to-end business processes. The modern UI may be easier to use, but it’s becoming harder to test. Learn how you can use automation to effectively test the future of enterprise landscapes, including web, Fiori, HTML5, mobile, and beyond.

Worksoft’s Technology Vision and Product Roadmap
Join Worksoft’s product team for an overview of Worksoft’s software technology and product direction. Hear how the company is innovating to ensure Worksoft’s products are easy to use, scale, and maintain while adapting to the agile requirements of DevOps for packaged applications, like SAP. We’ll also look back at everything our team delivered in the past year to ensure you’re getting the most out of your investment!

Accelerating Automation Success
A major benefit of automation is speeding delivery of value to the business. How can you get there faster? How can you discover, document and test more of your critical processes sooner to drive critical business results? Join us to learn how to speed your automation success with Worksoft’s innovative new offerings.
Breakout Session Abstracts

Carrier Corporation: Best Practices for Implementing Automated Testing
Join Carrier as they outline their journey from manual to automated testing, including tips on getting internal buy-in and making the business case. Learn how they implemented automated testing across SAP and web applications, including a customer portal, vendor portal and legacy systems for manufacturing and quoting. They’ll share the do’s and don’ts so that you too can achieve a significant reduction in test cycle times, shorter IT project timelines, and fewer customer impacting defects.

Honda Adopts Automated Testing for HANA Migration & Avoids Business Disruption
Have you ever dreamed of applying patches to your SAP systems without negatively impacting the business? Honda R&D Americas, Inc. (HRA), adopted automated functional testing to reduce the reliance on business users needed to perform testing. Utilizing automation, the IT team was able to verify system functionality in hours rather than weeks. This in turn allowed the IT team to react faster, applying HANA patches to SAP systems shortly after they came out. Now, HRA can make changes without affecting the normal operations of the business while improving the experience for users across the organization. Scott Sullivan from HRA will explain how past attempts to automate testing failed and how they succeeded with a new approach.

Newport News Shipbuilding Takes the Pain out of Compliance & Testing
Learn how Newport News Shipbuilding, a subsidiary of Huntington Ingalls Inc. and builder of U.S. Navy aircraft carriers and submarines, uses automation for stress-free SOX compliance and achieves over 80% time savings with every SAP regression testing cycle. Automated business process testing brings reliable quality across EHS, Payroll, and Materials Management processes. Learn how to quickly uncover defects and achieve high test coverage even in the face of continuous system changes. Hear how NNS supports compliance with business process documentation, easy-to-capture screenshots and compliance data.
Vistra Energy Maintains End-to-End Quality in a High-Change Industry
Join Vistra Energy for a look at their journey over the past year including how they emerged from bankruptcy to become a leading modern power generator and retailer and how they’re charting the road ahead. They will also describe their transition from a waterfall methodology to an Agile development methodology and how that impacted their testing practices. Finally, hear how they’re introducing new technologies and how that is driving an increased investment in automated testing.

UFT/SAP TAO Replacement Program
Tired of spending countless hours updating and maintaining HP UFT or SAP TAO test scripts? You’re not alone! Now it’s possible to escape the complexity and high cost of UFT and TAO test maintenance without losing your existing SAP GUI test cases. Learn how this Worksoft Program makes it easy to eliminate duplicate tests and improve business process coverage while reducing test cases by 70% or more.

Who voted for that new feature? What’s New in Certify 10
Year-end review of the customer’s top voted ideas that made it into the product and on the roadmap. Well and a few that we just threw out. Learn about the latest and greatest enhancements to your favorite automated testing solution. From new UI colors to Change Management functionality, we’ll cover it all.

Worksoft Certify Deep-Dive Q&A with Top Architects and Engineers
Bring your burning questions and join us for a technical deep dive! In this session, experts from the Worksoft Certify product and development team take the front of the room, ready to field any technical question from the audience.

Keeping up with Worksoft Automation Best Practices
Worksoft has been delivering automation solutions for more than 2 decades. Join us to learn from our deep expertise and experience in the field. We’ll review our most important best practices to help you maximize your investment in Worksoft automation and increase your delivery velocity.

Lights-Out Testing for Lights-On Business
From orchestrating multiple machines to monitoring results, running automated end-to-end tests without human intervention can be a challenge. Fortunately, Worksoft Execution Manager makes it easy to schedule and manage the execution of business process tests, from a few dozen at a time to hundreds of thousands. Join us to find out what it takes to build a winning lights-out testing program. Already working with Execution Manager? Attend this session to explore the latest strategies and best-practices including integration with your ALM software.
Everything You Need to Build a Risk-Based Testing Strategy for SAP
How can you ensure you’re testing what matters most? Organizations are challenged to keep pace with an incredible (and growing) volume of enhancements, updates, upgrades, and new apps. But traditional SAP impact analysis is time consuming, costly, and difficult to manage. This session will explore strategies for success with Worksoft Impact and risk-based testing. Learn how you can quickly determine your risk and test the right things, enabling faster high-quality delivery of new SAP functionality.

Continuous Delivery: The Move from Waterfall to Agile & DevOps for Packaged Apps
Learn how Worksoft Development has moved to Agile Scrum and deployed CI/CD with Jenkins. See how the Worksoft automation solution is expanding to help testing in an agile lifecycle. Testing early and often is the new mantra for BizDevOps/DevOps 2.0 while maintaining visibility into the quality of the end to end workflows.
Optional Worksoft Training Day
Thursday, October 26, 2017, 9 AM to 4 PM

Advanced Technical Training, Lessons Learned, Tips & Tricks from Worksoft Experts

Location: Austin 1, 2nd floor

Track 1: Worksoft Certify Basics - Condensed Training
Audience: Customers who are new to Worksoft Certify or have been using Certify without formal training.

This training will cover the core Worksoft Certify product. The Certify Basics class is normally a 2-day class. We will be covering as much of this material as time allows in a single day. The course is not intended to replace the full 2-day class but will offer a very good foundation:

• If you are the primary Certify point person at your site, this class will give you an edge when scheduling full training for your team. As a knowledgeable user you will be able to better prepare the team and guide Worksoft trainers toward tailoring on-site classes to fit your team needs more precisely.

• If you have been using Certify without formal training, this class should give you some ‘aha’ moments -- when we show you the easiest ways to use Certify for challenging, real-world tasks.

Location: Austin 3, 2nd floor

Track 2: Advanced Technical Training and Certification
Knowledge, Lessons Learned, Tips & Tricks from Worksoft Experts
Audience: Customers who are experienced in using Certify and want to further their knowledge.

This deep-dive expert training will cover a variety of advanced topics:

What’s New in Worksoft Certify
Worksoft Certify developers are continuously adding new functionality to the solution. Even if you have been reading patch release notes diligently you have probably missed some of the new features. This session reviews new functionality in detail and references the release in which it was introduced.

Worksoft Certify for Web-Related User Interfaces
You may be an experienced Web interface user or you may be completely new to the use of Certify for Web interfaces. Many of our customers initially focused on SAP GUI in their implementation and are now ready for Portal. This segment will cover new capabilities in the Web interface, how and when to use Silverlight and other techniques that make testing Web applications significantly easier.
Deep Dive into Conference Questions
During the conference, you will see many Worksoft and Customer presentations with valuable ideas. At this point in the week you probably have questions and want to learn more. This segment will give you an opportunity to cover any topics of interest including all Worksoft products such as Certify Impact, Certify Data, Certify BPP, Certify Capture and ALM Platform Integration, as well as Execution Manager.

Build Your Professional Credentials: Worksoft Certification Testing
For those attendees interested in building their professional credentials and demonstrating their Worksoft expertise through a professional certification, a Worksoft Certification Test will be administered at the end of the day. Study materials will be provided prior to the conference for those interested.

Note that there is usually a fee for Worksoft Certification, but for conference training attendees the certification fee is waived. Hope to see you there!

Location: Waco, 2nd floor

Track 3: Worksoft Analyze
Audience: Hoping to learn how to use Analyze to understand, document and automate your company’s business processes? Then this is the track for you.

Discovering Business Process with Capture
Analyze enables fast, accurate capture of business processes by simply observing a user's normal performance of business activities in SAP. Learn how to download and install Worksoft's Capture technology and get started by capturing your first business process.

Visualizing Business Process
Analyze provides visualization of actual business processes as executed by real users in your enterprise. Understand the primary features of Worksoft Analyze including an introduction to the Welcome Wizard, the Analyze Workspace concept, and the Workspace Designer.

End-to-End Process Documentation
Analyze eliminates the inefficient and often inaccurate manual documentation of business processes. Learn how process segments captured by multiple users can be linked together to create and document an end-to-end business process. Visualize multiple variants of the business process and understand the differences of each unique path.

Overlaying Workflow Statistics
Once you have captured and visualized your business processes, take a closer look at the most commonly executed activities and make business decisions based on this analysis. Explore the analysis overlay feature, including heat map selection, the import of workflow data, and options for creating analysis overlays on business processes.

Generating Certify Automation Assets in Analyze
Use Worksoft Analyze to select and export business process as a Certify-ready automation asset, leveraging the fastest path from business process discovery to automated business process validation.
Special Conference Event:
Cocktails, Dinner & Entertainment
Tuesday, October 24, 5:30pm – 10pm
Transportation begins at 5:00pm from Westin Main Lobby
“Ask the Experts” & Worksoft Certification

Here’s your chance! Stop by the Worksoft Booth anytime during the Conference and ask our Worksoft experts your most burning questions. If they can’t answer your question, they’ll find someone who can!

Interested in building your credentials and demonstrating your expertise? Learn more about Worksoft’s Certification Program, and how you too can become “Worksoft Certified.”

Worksoft Solution Showcase

During breakfast, lunch, and session breaks, grab a cup of coffee and visit the Worksoft Solution Showcase for demos and discussion on:

- SAP S/4HANA and SAP Fiori/SAPUI5
- Automated Business Process Discovery for Test Acceleration
Event Registration
To register for The Worksoft Customer Conference please use the registration link here: https://www.worksoft.com/events/worksoft-customer-conference

Event pricing is designed so that you can bring your whole team. The conference fee (Days 1 & 2) for individuals is $499, and if you bring four or more attendees from your company each member of your team will receive a discounted rate of only $350 each! For the optional training day on October 26th (Day 3), the additional fee is $500 per person.

Registrants from companies that are not current Worksoft customers will require approval to attend:

- For partners or prospective partners, please contact Christie Lindstrom (clindstrom@worksoft.com)
- For operating companies that are prospective customers, please contact your Worksoft Regional Sales Director.

For any questions, please contact Event Manager Meredith Wardell at +1-972-993-0456 or mwardell@worksoft.com

The Westin Galleria Dallas
The Westin Galleria Dallas, located within the Galleria, is the ideal destination for business and leisure. With a variety of upscale shops, delicious restaurants, and lively bars and entertainment, you can experience it all at the Galleria. Relax and refresh in the Westin's spacious guest rooms, visit the spa or fitness center and enjoy the scenic park and water features during your stay in Dallas, Texas.

Room Reservations
Use the following link to take advantage of our discounted hotel room rate: https://www.starwoodmeeting.com/events/start.action?id=1611141927&key=34F51911

This rate is only available until October 1st and availability may be limited.

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