



How to Sell Test Automation

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Outline

- Economical Challenges
- Technology Obstacles
- Solutions
- Future Plan

Economical and Social Challenges

- Upfront investment too high
- No trust in automation tools
- Hard to change existing culture or process, new tools may hinder government certification
- Companies don't want to share with others if automation really works for them and gives them niches
- Research project maintenance issue: students graduate and grant removed
- Solutions?
 - Imperial study to provide concrete data and success story
 - Change human nature? Use personal contact?

Technology challenges

- Automation tools are too specific, does not meet diversity requirements from various industries
- Automation set up process is too difficult
- Quality of documentation and support are poor
- Tools don't live up to expectation and reduce trust in test automation
- No fully automatic technologies. Mostly partial automation
- Automation does not evolve with product

Technology Solutions

- More research and invention to find fully automatic approaches?
 - Set up standard?
 - Clear division of automation when and where?
 - Clear division of industrial segments? Projects types?
 - Application domain-specific approaches
- Technology transfer from research to practice?
 - University-industry partnership?
 - Benchmark to validate automation tools, who?
- Process improvement:
 - Minimized required changes? Gradual rollout plan?
 - Iterative automation
 - organizational change

Future Plan

- AST community to promote test automation usage
 - Success stories? failure storied and limitations.
 - Invite talks?
 - More communication
 - invite test benchmark to give us a talk.
- Attend AST next year



Questions and answers

