

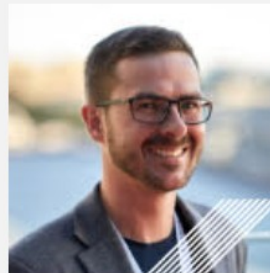
# Tricentis Insider

Quarterly

Q1 2024

## AI at Tricentis: A journey of innovation and growth

*Dave Colwell, VP AI & Machine Learning*



### Our journey since 2019

Over the past few years, Tricentis has made remarkable strides in the field of artificial intelligence (AI). Let's take a moment to reflect on our progress.

1. **Vision AI:** Our cutting-edge Vision AI technology has been a game-changer. We now run an astounding 7.8 million tests per year using Vision AI, ensuring faster and more accurate testing across our products.
2. **Customer adoption:** Over 700 customers have embraced our AI-powered solutions. Their trust in our products underscores the value we bring to their testing processes.
3. **GenAI:** Our GenAI platform has empowered testers to create over 25,000 manual tests efficiently. This synergy of human expertise and AI automation has elevated our testing capabilities.
4. **Tricentis Testim Help Assistant:** The Testim Help Assistant is now live in production, providing real-time assistance to our users. Its intelligent recommendations enhance productivity and reduce bottlenecks.

### Accelerating AI delivery with a new team

To further accelerate the delivery of our AI capabilities, we've assembled a dynamic team led by Eldar Kravetsky and Marat Strelets. We're thrilled to report that this initiative is already paying off! Thanks to our new team, Vision AI Mobile has been fast-tracked to the Testim beta phase. By freeing up research teams' time, we're achieving unprecedented speed in bringing AI innovations to our users.

### What's next? Investing heavily in AI for 2024

In 2024, we're doubling down on AI investments. Here's what's on the horizon: [Read more >](#)



## Enterprise Resource Planning (ERP): Framing the opportunity

In every customer base, there is no larger piece of software than the ERP system. ERPs are the hub of all transactions for business, reconciling revenue, accounts payable, and financial operations. ERP applications are often integrated with other systems in an organization, which increases their complexity and subjectivity to defects. As organizations increasingly rely on these applications, Tricentis has a unique offering of products that support the challenges associated with ERP implementations.

ERP software is critical for businesses seeking operational efficiency and data-driven decision-making and as ERP solutions evolve, they become more intricate and customized to meet specific industry needs. Tricentis can help ensure that these complex systems operate seamlessly across changes to configurations and integrations. Our solutions for testing can help mitigate risks associated with ERP deployments, ensuring that customers experience minimal disruptions and maximize the benefits of their investments.

Furthermore, with the growing trend of cloud-based ERP solutions, Tricentis can position itself as a key player [Read more >](#)



## Sales kicks off 2024 around the globe

### EMEA

On January 16, 150 members of the EMEA GTM team descended on Vienna for three days for the 2024 EMEA Kick Off. This was the first time this team had met in person in four years, and expectations were high. The theme was The Power of Team and the message was focused on better, stronger collaboration across our GTM teams.

Highlights include a session from Insight Partners and Michael Schrank, CTO of Adidas on engaging at the C-level; cross-functional CIO pitching sessions; SAP insights from David Lawson, Global COE Lead for SAP at Capgemini, and much more. The event wrapped up on the second day with the Gala Dinner, then the party kicked off with Ronald Tetteroo, drummer supreme, and his band The Soul Immigrants playing us into the night!



### APAC

The FY24 APAC SKO theme was inspired by the "Man on the Moon" mission started by U.S. President John F. Kennedy in the 1960s. While the "Moonshot" mission seemed impossible at the time, it was achieved successfully with the Apollo 11 moon landing. We used our sessions in Bali to connect the learnings from the original Moonshot program to what we could do to

achieve our own "moonshot" goals in APAC.

Highlights include a fireside chat with strategic customer executives like the CIO for Philippine Airlines and the CTO for City Developments to better understand how we can become trusted advisors. Teambuilding activities were also organised to foster deeper bonds across team members. Finally, the Awards Dinner held at the breathtakingly scenic Roosterfish Beach Club was a tropical celebration to be remembered.



## AMS

In the month of January, AMS conducted six regional SKOs, bringing sales, services, CX, and others together in our offices in Austin, Boston, Virginia, including a Partner Kickoff in Orlando. Our focus was enablement, collaboration, and alignment with an emphasis on the rollout of the new CIO pitch. Highlights include awesome partner sponsorships and presentations from SAP, Wipro, TTC, LTI Mindtree, and others. It was fantastic to have our customer and prospect Medtronic host a panel discussion moderated by Mark Beauvais, where we discussed the value of the Tricentis platform and the benefits to their organization. Each event concluded with an evening of celebration, recognition, great food, and teambuilding -- including very competitive ping pong.



## what's new in RESEARCH & DEVELOPMENT

### Earning the trust of the world's largest brands every day

Large enterprises face the constant challenge of improving quality while dealing with the never-ending onslaught of new technologies. The world's largest brands are turning to Tricentis in increasing numbers as their preferred quality vendor to deal with these challenges. Our solutions are integral to large customers' ability to maintain quality while undergoing change, and it's the reason they continue to adopt our technology. It is important that we continue to aggressively improve to ensure that we maintain the trust of our customers every day with world-class quality, performance, and security.



Having so many large companies depending on us is a big responsibility, and one that we must not take lightly. We must continue to earn the trust of these customers each day by constantly improving our security, increasing the scale that our products can support, and maintaining our reputation for quality.

We do many things in the name of security that reduce convenience, like short reauthentication timelines, restricted permissions, and tools that provide visibility to our

security team so they can respond to threats. But it's important to remember **why** we do these things. [Read more >](#)



## what's new in MARKETING

### Engaging with customers via Customer Roadmap webinars

Many customers have been asking for more regular roadmap updates, and we heard them. In an exclusive customer webinar series, we offer an inside look at all the innovation we're working on at Tricentis and answer customers' questions live.

The Q1 customer roadmap was a great success, with 715 registrants across AMS, EMEA, and APAC. Notable customers included Abbvie, Duke Energy, BP, Adidas, Cigna, Boehringer Ingelheim, Procter & Gamble, Pokemon, Centene, Novartis, Tyson, Mars, Pfizer, and Norfolk Southern. More than 100 audience questions were raised and answered live in the Q&A session. Watch the Q1 session on-demand [here](#).

For customers, this series is a valuable resource for learning about the Tricentis products they rely on today within the context of our broader portfolio strategy. For Tricentis, this series will drive improved customer engagement to support our retention and expansion goals.

### Tricentis recognized in new Gartner Market Guide for AI-Augmented Software-Testing Tools

Tricentis has been named a Representative Vendor in Gartner's newest Market Guide! Gartner's Market Guides are used by IT and strategic leaders to understand the status of an emerging market. In the February 2024 [Gartner Market Guide for AI-Augmented Software-Testing Tools](#), Gartner focuses on the significant role AI-augmented testing tools play in modern software development. This latest research spotlights solutions specifically designed to address the testing needs of software engineering teams building custom applications, including web or mobile offerings.

Tricentis stands out in this arena with a comprehensive range of AI-powered solutions that support continuous, self-optimizing, and adaptive automated testing. Products named in the guide include Tricentis Test Automation, Tricentis Testim, Tricentis Tosca, Tricentis LiveCompare, Tricentis Test Management for Jira, and Tricentis qTest. As a Representative Vendor, Tricentis is highlighted as a vendor that offers solutions with strong support for software engineering teams.



### Join us on GaggleAMP

Are you a member of our employee social promotion program? During our launch event, we showcased the benefits of employee social marketing, how to quickly take advantage of social media to grow your professional presence online, and we even explored an awesome platform that allows you to effortlessly share Tricentis solutions and initiatives across your social media channels. If you couldn't join us, you can still level up your social media game! Watch our launch event [here](#) and get started today! And ICYMI, watch our [Social Media Best Practices](#) training to learn how to create and manage your social media profile and get your social media questions answered.

## Bringing Tricentis' YouTube channel to life

We've been working on something big in Corporate Marketing! We're relaunching a newly branded and updated Tricentis YouTube channel, chock-full with extensive product information and thought leadership. Get excited to subscribe, watch, and share. Stay tuned for an official announcement in Q2 and get ready to view Tricentis through the video lens!



what's new in

### CUSTOMER EXPERIENCE

## Professional Services Organization to begin rolling out NextGen service offerings in Q2

Professional Services is evolving its offerings portfolio to provide a more comprehensive range of services to help customers more quickly and holistically realize value from their investment in Tricentis products.

All new service offerings will be based on the soon-to-be released Tricentis Implementation Methodology (TIM). TIM will provide internal and partner implementation resources with a framework to allow for consistent and scalable services regardless of customer size, segment, systems under test, or business value drivers.

NextGen service offerings will fall into three buckets: [Read more >](#)

## Training evolution learning paths and certifications for partners, employees, and customers

Our Education Services team is passionate about ensuring that our practitioners have the skills and knowledge to successfully adopt our products and by extension, ensure that their teams reach their targeted business outcomes. That's why we're working closely with our internal SMEs to design and create targeted learning plans for our core products. These paths will be modular and develop a specific set of skills; the path can be tailored to the use case, whether that's a customer administrator who needs onboarding to Tricentis NeoLoad or a partner who needs to upskill for a Tricentis Tosca project.

We will launch our customer and partner tracks for Tosca, Tricentis qTest, Tricentis LiveCompare, and NeoLoad by the end of Q1 '24. You can also check out (and share with your contacts) our [What's New](#) page to see what new titles have been released recently!

## AI-enabled Support improves self-service rate from 0 to 20%!

The Tricentis Support organization has been



investing heavily in improving the support experience for all Tricentis customers and partners, starting with the delivery of the Virtual Assistant in Q2 2023. With their efforts, they improved the rate of self-service from 0% to 20% as of December 2023. This means that 20% of our customer's tickets were serviced by the customer directly via the Virtual Assistant, leveraging our existing Knowledge Base articles.

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The next phases of the evolution of Support will include enhanced customer interaction with a GenAI-powered Virtual Assistant (an upgrade to our current Virtual Assistant), enhanced assistance for Support Specialists, increased efficiency through unified Knowledge Management in ServiceNow, the launch of the ServiceNow scheduling tool, and finally theLoops AI tool that will supercharge Support efficiency and quality of service provided to our customers.

The AI-powered Virtual Assistant is scheduled to go live by the end of Q1 2024. For more information on the details surrounding this work and what each component will offer our customers, partners, and Tricentis, please check out [this summary](#).



## what's new in HUMAN RESOURCES

### LEAP and SOAR leadership programs have kicked off to great success!

#### LEAP (Lead, Engage, Accelerate Performance) into leadership workshops

More than 100 managers have completed our popular LEAP Leadership workshop, rated as above average by participants. The workshop kicks off by boosting participants' financial and business savvy, offering context about how Tricentis recognizes revenue and how managers can influence key business metrics. Then we dive into leadership styles, helping managers tailor their approach for maximum productivity and growth. LEAP also offers all managers the opportunity to build connections and relationships across the business.

After the workshop wraps up, participants LevelUp their knowledge with **three online courses**. In these three courses, LEAPers refine their skills in developing others, acquire skills and tools for leading change, and learn to tackle productive conflict like a pro.

The program is delivered in all regions as well as virtually. If you manage people and are ready to take your leadership skills to the next level, buckle up and get ready to LEAP! More opportunities to become a LEAPER start in Q3 2024.

#### Business acumen that SOARs (Simulating Outcomes and Results)

Have you heard the buzz surrounding the SOAR Leadership Program? It's not your average workshop; participants gave the new program a high above average rating! Participants dive headfirst into an experience designed to supercharge their Tricentis business acumen. The goal is to beef up their financial know-how to enable them to make game-changing decisions. Plus, it helps participants see the bigger picture by thinking about the interconnected ways our business works.

Our very first SOAR workshop, held in Austin, wrapped up in February. We had 23 incredible individuals on board for the ride. SOAR is a full-on business simulation, with five teams battling it out to claim the top spot. And who emerged victorious? None other than team Velotech! Huge shoutout to Drue Lee, Emiliana Patlan, Genady Rashkovan, Simmi Kaur, and Will Berry—they crushed it! We're looking forward to the next SOAR workshop, which will be hosted in Vienna in April.





## what's new in DEVOPS

### Groundbreaking feature coming soon to Testim Mobile

Hybrid frameworks allow organizations to design a single application that can be used across mobile platforms like iOS and Android. This “design once” ability is widely used because it allows app developers to save time creating and maintaining mobile applications. Unfortunately, mobile test automation often struggles testing these frameworks.

This problem happens because hybrid frameworks, like React Native and Flutter, may contain an incomplete Appium Document Object Model (DOM). This limitation leads to inaccuracies with locating application elements, and incorrect testing results. Worse yet, few test automation solutions exist to address these challenges.

Enter **Vision Locate!** Coming soon to Testim Mobile, this groundbreaking feature leverages advanced vision algorithms to precisely locate elements within mobile apps. Unlike traditional methods, Vision Locate analyzes the visual hierarchy of the app's UI to recognize elements and essentially recreate this missing information. With Vision Locate, teams gain greater test accuracy and reliability and can detect and address issues earlier in the development lifecycle.

[Read more >](#)



## SHIFTSYNC SPOTLIGHT

### Recent webinar: Unleashing the power of AI in software testing by Daniel Knott

We recently hosted an exciting webinar led by Daniel Knott on the role of AI in software testing. The March 20 session explored whether AI features truly optimize software testing and whether they can empower testers to operate more efficiently and swiftly. The webinar offered an engaging exploration of how AI is reshaping the future of software testing, followed by a ShiftSync challenge on this topic. Watch the webinar on-demand [here](#).



### Understanding the impact of SAP innovations on your process and system landscape

We've also hosted an insightful webinar on the role of smart impact analysis in software development. The session focused on how Tricentis identifies most-at-risk SAP executables and tests through innovative Impact Analysis. We also introduced Tricentis LiveCompare, an AI-powered tool that swiftly adapts to change by identifying most-at-risk areas and potential impacts on SAP production systems. The webinar demonstrated how smart impact analysis can streamline testing efforts, prioritize critical areas, and improve overall engineering practices, leading to enhanced software quality and reliability. Watch the webinar on-demand [here](#).

## Better software faster with Dave Farley

We recently hosted yet another webinar, this time with Dave Farley, an expert practitioner in CD and DevOps. The session explored the state of software development, the inefficiencies in current processes, and what good looks like. Dave delved into the core idea at the foundations of DevOps - Continuous Delivery, and how it changes the economics of software development. The recording of the webinar is accessible to ShiftSync members [here](#). Not a member? [Sign up here!](#)



what's new in  
**SECURITY**

### Six reasons why security audits matter: Safeguarding your organization

It's audit season! Security audits are incredibly important to how we secure and conduct business. In today's interconnected digital landscape, safeguarding sensitive data and maintaining robust cybersecurity practices is critical. Enter security audits: ISO 27001, 27701 and SOC2, to name a few. These are comprehensive assessments that evaluate Tricentis' security posture and IT infrastructure. Let's delve into why security audits are so important and how they contribute to organizational resilience.

- 1. Identifying vulnerabilities:** A security audit serves as a magnifying glass, revealing security gaps, system weaknesses, and potential vulnerabilities within our IT networks, connected devices, and applications. By pinpointing these areas, the GRC team can work with teams such as Security Operations and Product Security to take proactive steps to address vulnerabilities promptly.
- 2. Establishing a baseline:** Think of a security audit as a baseline—a reference point against which future audits can be compared. This baseline helps us track progress, measure improvements, and ensure consistent security practices over time.
- 3. Compliance:** Compliance with internal Tricentis security policies and external regulatory requirements is non-negotiable. Security audits play a pivotal role in meeting these obligations. Whether it's adhering to industry-specific standards or government regulations, audits help demonstrate Tricentis' commitment to security and data protection. [Read more >](#)



what's new in  
**PUBSEC**

### A new horizon: Strengthening partnerships in Tricentis' public sector expansion

As our Public Sector division continues to evolve, we recognize the critical importance of growing our partner ecosystem, particularly with Systems Integrators (SIs) operating across the vast landscape of the Department of Defense, civilian, and state, local, and education sectors. Nearly 75% of our ongoing opportunities and deals involve collaboration with SIs, as we directly engage with them to cater to the needs of various federal, state, and local initiatives.

From the intricate systems of SAP and Oracle to the dynamic platforms of Salesforce and

from the intricate systems of air and space to the dynamic platforms of Salesforce and Workday, SIs are instrumental in orchestrating the installation, configuration, and ongoing management of these tools, ensuring that they effectively underpin the missions and operations of diverse agencies.

The recent addition of **Adam Rosenbaum** and **Haley Ruiz** to the PubSec team marks a pivotal juncture in our trajectory. [Read more >](#)



## NOTEWORTHY

### Empower hosts insightful panel on Women in Leadership

Empower, Tricentis' employee-led group that supports women, kicked off 2024 with a wildly successful virtual event attended by more than 300 participants across the globe. We invited three highly regarded executives from outside of Tricentis to share their thoughts as women leaders in the tech space.



The panel discussion was warm and authentic, as our guests candidly discussed work-life balance, impostor syndrome, actionable tips on professional development, critical job skills, and their experiences as women in leadership roles. Watch this valuable panel on demand [here](#); passcode d6Xh&+s2.

Empower's goal is to cultivate a workplace for women where inclusion, empowerment, community, and leadership potential are valued and championed by all. ALL employees are welcome at Empower events. Join us on the #empower Slack channel for conversation and networking!



## TRICENTIS IN THE NEWS

### APAC

**Digicon Asia: The increasingly critical role of software testing for businesses**

*In this article, Damien Wang, SVP APAC, discusses why trends such as cloud migration, mobile*

In this article, Damien Wong, SVP APAC, discusses why trends such as cloud migration, mobile testing, and AI are crucial for businesses in 2024.

**BizTech Asia: Unlocking Tomorrow's Testing: Insights from Tricentis SVP APJ Damien Wong**  
Damien shares his insights on AI-driven automation, success stories, and upcoming tech trends in this video interview.

## DACH

**Com! Professional: Gen AI: Opportunities and Challenges for Software Testing**  
Dave Colwell, our VP AI and ML, discusses use cases for AI in testing and how as well as how to test the outputs of GenAI.

## NAM

**Infoworld: 5 ways QA will evaluate the impact of new generative AI testing tools**

Tricentis is mentioned as a top test automation platform with GenAI capabilities.

**Retail Customer Experience: Mobile testing: The key to navigating shopping surges**  
A well-executed mobile testing strategy can be the key to success during retail peaks, argues Mav Turner.

## UK

**Business Reporter: Best practices for performance engineering**

Mav Turner argues for the importance of putting user experience front and center with performance engineering

**Computer Weekly: What developers need to know about LLMs in the enterprise**

Dave Colwell is quoted in this article from Editor Cliff Saran about the expectations (and limitations of) GenAI outputs.



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