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To: Tricentis Employees all <tricentix@tricentis.com>

Subject: Introducing Tricentis Insider!

Tricentis Insider

Quarterly

Q2 2023

Welcome to Tricentis' inaugural quarterly company-wide newsletter!

In this issue, we'll feature updates from major departmental functions. We'll spotlight interesting initiatives and teams, and we'll address hot topics within the organization. Take some time to learn about goings-on throughout the company.

We've made great progress toward our company goals, but as we look to the remainder of 2023 our work is cut out for us. I'm excited about what we can accomplish this year. Let's keep the energy going!



Quality engineering: Why?

To be true market leaders, we must constantly create our own growth. Tricentis doesn't just want a bus ticket -- we want to drive the bus and pave the road ahead. The testing industry is much bigger than the testing tools market. It's a vital approach to verifying that digital apps and systems are fit-for-purpose and working well, but it doesn't represent the whole picture.



Quality Engineering (QE) is that broader landscape. It's the synthesis of two key concepts: "quality" and "engineering." Quality isn't solely a measure of software; it's an emergent outcome of people doing things well for others. Engineering is the use of scientific principles and methodologies to make and improve things. Put these terms together, and the result is measurably better outcomes for others. The key is to design and engineer for quality, as opposed to [read more >](#)



what's new in HUMAN RESOURCES

Announcing a new Learning Management System at Tricentis!

Our new Learning Management System arrives next month! The LMS is designed to help our employees develop new skills, enhance their knowledge, and grow professionally. Thank you to all who submitted names -- we received more than 130 suggestions! Many people played off the Tricentis name. We had submissions ranging from Italian operas to Star Wars. We noted common themes and words and followed up with a deeper brainstorming session. Drum roll, please -- the name of our first company-wide employee LMS is **Level In**. We're leveling up

product, the name of our first company was Employee Enablement. We're revving up our skills and abilities today and in the future! Watch your email for more details.

Tricentis Values: The foundation for innovators and doers

At Tricentis we are team players guided by our values, and we're passionate about the success of our customers, partners, and people. We asked members of our leadership team to spend a few minutes defining what those values mean to them and how they put them into practice.

Click on the icons to view the videos associated with each value.



what's new in
SALES

Tricentis is SAP's #1 software partner!

We are thrilled to announce that Tricentis is the #1 SolEx partner for Q1 bookings! We achieved this feat as a result of being the fastest-growing SAP partner, ever. The SAP SolEx program booked a total of \$8.4M in Q1— an astounding 135% YoY growth. We beat other longstanding leading SAP partners by a considerable margin. In alignment with our 2023 corporate goals, we will **continue to focus** on strategic executive alignment and sponsorship with SAP.



Product selling guides – get yours!

Starting back in September, Global Sales Enablement, Product Marketing and Presales collaborated to create [Product Selling Guides and 1-Page Product References](#). Many newly hired AEs have found these guides to be extremely useful as they learn about our solutions. Our more tenured sellers have also found these to be great resources to periodically review, offering new ideas for discovery questions and describing the technical and business value proposition.

[learn more >](#)

Tricentis partner network boasts huge revenue growth

The Tricentis partner network continued to make strong contributions to bookings and revenue in Q1. Partner-sourced business was responsible for 53% of our overall business, which represents tremendous growth of 35% YoY!



Calling AEs: Activities that Matter for field operational excellence

We're all extremely busy and it's often tough to prioritize everything. It might be an overstatement, but we've solved this issue for our AEs by identifying and describing Activities that Matter. The RevOps team has worked with sales management to identify Activities that Matter and help AEs prioritize their work. These activities include pipeline creation, late-stage pipeline focus, partner and customer meetings, planning, and Salesforce hygiene. We also describe other important activities like territory analysis, account development, pipeline generation, stage progression, and pipeline hygiene. By following these activities, we help drive efficiency and effectiveness throughout the sales organization.

[see defined activities >](#)



what's new in
MARKETING

Tricentis launches ShiftSync, a digital quality engineering community

Quality software engineering is a growing priority for the industry, but no one person or organization can move an industry forward. It takes a village – or a digital community dedicated to the practitioners who are passionate about high-quality, high-performing software.

We are thrilled to announce that we have created that community! Any professional who wishes to engage and collaborate on the topic of quality engineering is welcome. Members can ask questions, share ideas, explore new techniques, and connect with like-minded practitioners from around the globe. Tricentis benefits by facilitating and listening

to conversations that can inform our efforts to help our customers deliver better business outcomes.



[Register](#) today, or [learn more](#) about how YOU can get involved!

New Tricentis Partner Community launched

In response to partner feedback, we've revamped the Tricentis Partner Community. This portal, which replaces the old portal on the Zift platform, offers partners a streamlined deal registration process and improved integration with Salesforce. Partners also have access to product-specific enablement, customer-facing materials, and marketing campaigns – all designed to drive expansion and new business. Internally, the new portal promises better alignment with our CRM instance in Salesforce, along with better reporting and end-to-end visibility on partner-sourced business that we previously lacked.

Announcing the Tricentis Morning Show

We are thrilled to announce the Tricentis Morning Show! The 30-minute prerecorded show explores all things quality assurance in the DACH market, with added insights from Tricentis subject matter experts, customers, and partners. Airing in the early morning, The Tricentis Morning Show will be broadcast twice per quarter and will be hosted by Viktoria Praschl, Vice President of Sales Central Europe, and Peter Szedlacek, Vice President of Alliances and Channel EMEA. Each episode will be based on a specific product and will feature a partner highlight. Our first episode, which aired February 14, examined quality assurance in Tricentis Test Automation. We're delighted to report 96 registrations and 42 live attendees, with 22 more attendees requesting the content on-demand.



[Watch the first episode >](#)

Tricentis named leader in two GigaOm industry analyst reports

GigaOm Radar for API Functional Automated Testing

This GigaOm Radar highlights key API functional automated testing vendors and equips IT decision-makers with the information needed to select the best fit for their business and use case requirements. We're happy to say that Tricentis Test Automation made the list! As API use has proliferated in the industry, it's become clear that new tools are needed for functional API testing. Tricentis Test Automation neatly steps into the gap.

[Read more >](#)



what's new in
CUSTOMER SUCCESS

Education and Partner Enablement news and highlights

The Education and Partner Enablement team has leapt into the first quarter of 2023 at full speed. Boasting an incredible **17,600 training completions** during Q1 alone, the Learning Platform averages **11,000 monthly active users**, from **150+ countries**, and reports a **96%**

user satisfaction rate.

Serving this audience's hunger for knowledge, the team has produced 44 hours of brand-new content over the last three months through 17 different offerings, including one new content type. The newest courses to hit the Catalog in Q1 were *Getting Started with Testim Mobile*, *qTest Administration*, and a new version of *Automation Engineer Level 1*. To stay up to date with our newest material, keep an eye on our [What's New Page](#). If you're looking for our regular live events, details and registration can be found on our [Live Events Page](#).

[Learn more about Q1 updates and new resources coming soon >](#)

Tricentis Solutions Partner program is now live!

This program offers a combination of requirements for partners to show competence with Tricentis products and solutions in a structured, programmatic approach that provides recognition and benefits to the partner for having achieved a validated level of competence. Partners can now achieve Solutions Partner designations in three different Solutions Areas to differentiate and showcase their organization's capabilities with Tricentis products.

[Read more >](#)

Get to know TeamWell and the Tricentis Mindfulness Program

At the Tricentis Great Ideas Gathering (GIG) 2022 last fall, several of us formed the TeamWell group. Folks on this team include Gwen Jewiss from UX, Grayson Belling from BDR, Sarah Reinhardt from CX, and Kaia Tingley from the AE Growth Team. Our goal was to look at the modern cultural challenges that keep so many of us from leaning into self-care, sufficient rest, and effective relaxation. We're lucky because our corporate culture makes space for and encourages our self-care!

[Read more >](#)



AWARDS & RECOGNITION

D.A. Davidson's The Herd

Tricentis has been named in [D.A. Davidson's](#) The Herd 2023 report. The Herd highlights the top 100 privately held software companies across the U.S. and internationally, ranging from rising startups to private equity-backed giants. Each organization recognized in The Herd stands out for their innovation, growth, and valuation.



SAP Partner Awards

We're proud to announce that we've received not one, but two Partner Awards from SAP!

The **Diamant Initiative Award** from SAP Germany honors partners who have made an exceptional contribution to the development and expansion of SAP in Germany.

The **EMEA South Partner Excellence Award** spotlights top-performing SAP partners that have made outstanding contributions to driving digital transformation for businesses that use SAP solutions.

[Learn more >](#)





What's the buzz?

Check out the latest Tricentis global earned coverage:

AUS

IT Brief: [Tricentis leads automation testing platforms, says Forrester](#)

DACH

ComputerWeekly.de: [Tests automatisieren für Low-Code und No-Code-Plattformen](#)

NAM

The Evolving Enterprise: [Testing, testing, 123 – The top trends influencing software development](#)

TFIR: [Simplified Testing and Greater Collaboration with Tricentis Test Automation](#)

International Data Corporation: [Tricentis Evolves Portfolio Support for Low-Code and Mobile Testing While Broadening Partner Network](#)

TechNative: [Low-Code Enterprise Software Testing — Helping DevOps Teams Do More with Less](#)

HumanResourcesDirector: [Does HR Need Ground Rules for ChatGPT?](#)

TheNewStack: [5 Tips to Achieve Performance Engineering at Scale](#)

UKI

Digitalisation World: [Bridging the software skills gap with a low-code/no-code approach](#)

SheCanCode: [Why encouraging women to work in the tech industry must be viewed as a long-term investment](#)

The Successful Founder: [Top Advice for Women in the Tech Industry](#)

Information Age: [What ChatGPT Means for Developers](#)

SheCanCode: [How to Create Better Developer/Tester Collaboration for Smoother Release Cycles](#)

