

“Navigate Risk with BetaWatch”

B e t a

W a t c h

Increasing market share for your software product requires an approach that overrides the two pitfalls of new release software—customers always want more and there are always problems.

Exercise control by running a beta process cycle of phases, milestones, functional deliverables and time frames.

Our expertise leads groups of problem solvers both within your company and among your beta site testers in the global marketplace.

BetaWatch provides trouble free release

Product life cycle consists of five stages: Investigation, Laboratory, Alpha, Beta and Release

Risky premature release of your product can be avoided

Companies applying a beta cycle align themselves with the market

Beta cycle testing involves far more than sending your new release to several customers

BetaWatch tools and structures ensure that you gain maximum benefits for your customers, employees, shareholders, the technical press, and the investment community

BetaWatch verifies that the product does what it says it does and users use it

The Value Proposition

*The realization of sustainable profits
will test the value of our offering...*

BENEFITS

- ◆ R + D Receive Real-Time Beta Feedback
- ◆ Corporately Understood Bug Severity and Classification Definition
- ◆ Externally Tested Software
- ◆ Interoperability Confirmed
- ◆ Reduced Criticism about your Software
- ◆ Thorough Time to Market Roadmap
- ◆ Economic Value of Solution

IMPROVED SOLUTIONS

- ◆ Best Practices in Software Testing
- ◆ Third Party Audit
- ◆ Diverse Knowledge and Experience
- ◆ Multiple Simultaneous Site Testing of the Matrix
- ◆ Time Framed Tester Commitment

BUILDING VALUE

- ◆ Richer Customer Relationships
- ◆ Conversion of Tacit Knowledge to Replicable Value
- ◆ Developing relationships with iEUs
- ◆ Growing Versus Diminishing Return

“Executives who see the wider interconnections behind a successful launch agree that running an external software audit allows you to deliver a product that users can use. BetaWatch Inc. manages the overabundance of information by leading groups of problem solvers both within your company and amongst your champions—the beta testers—in your global marketplace.”

—*Temi Grafstein, President BetaWatch Inc.*

BetaWatch Provides Safe Release

Within Your Company

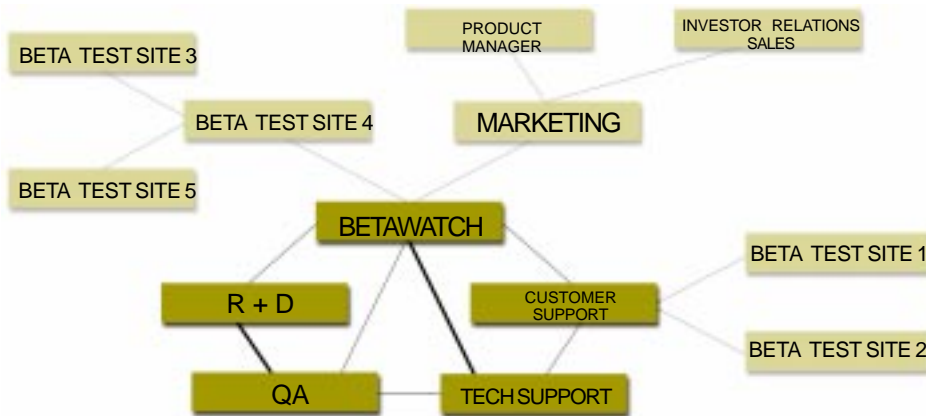
- Designate the beta team leaders and their responsibilities
- Recognize them in print in a time structured beta process cycle project charter
- R + D, Product Test, Customer Support, Training, Documentation and the Project Manager meet daily to go over accomplishments and discuss real-time beta tester problems
- This daily group that fix the bugs, reports weekly to the big group which includes Marketing, Investor Relations and Sales

Within Your Beta Test Sites

- Choose your beta sites based on their willingness to place your product in production—not in a test lab
- Provide the testers with the test matrix and encourage them to commit to a series of tests to a time frame
- In writing, receive testimonials describing the product
- Transform your beta site testers into influential End Users (iEUs)

Due Diligence

Our proprietary tools and structures provide assurance that there are no glitches in the matrix...



Through collaboration, our joint capabilities can enhance your release far beyond what is possible on your own...

This alliance of our beta cycle with your product life cycle is characterized by the following:

- Access to our proprietary software testing processes Beta Process Cycle and SoftWare Audit Questionnaire
- Ramping up quickly, confident Customer Support is prepared for issues raised by the beta sites
- Written definition of severity and classification of issues alerting R + D and Product Test and enabling them to focus on fixes
- Transformation from simultaneously releasing an upgrade and hanging a patch off your ftp site to install the product to the release that runs
- Securing potential customers through a comprehensive beta program
- Being critical for the post-alpha pre-product launch
- Benefiting from facilitation of customer relationship management
- Enabling the software to reach full launch potential

① COLLABORATE PROJECT CHARTER

Using our templates we collaborate with the team leaders charting responsibility and scheduling time frames

② SOFTWARE TEST MATRIX

BetaWatch provides beta site testers with the software test matrix choosing site testers based on their willingness to place your product in production.

③ CASE STUDIES PRESS-READY USERS

Marketing and Investor relations have case studies and press-ready iEUs.

Satisfy the Analysts

Our model employs the strength of proven processes

BetaWatch customizes the templates for your release

① COLLABORATE

PROJECT CHARTER

Using our templates we collaborate with the team leaders charting responsibility, scheduling time frames, and recognizing them in print in beta process cycle Project Charter. This and the Action Item Registry are put on your Intranet. R + D, Product Test, Customer Support, Training, Documentation and the Project Manager meet daily with BetaWatch to review accomplishments and discuss real-time beta tester problems. List what each member of the group has agreed to do by a specified time in the Action Item Registry.

② SOFTWARE TEST MATRIX

BetaWatch structures the test matrix on the Product Requirement Document (PRD) and Marketing Requirement Document (MRD). BetaWatch chooses site testers based on their willingness to place your product in production – not in a test lab. BetaWatch verifies that the software delivers the anticipated results.

③ CASE STUDIES

PRESS-READY USERS

Working closely with your site testers, BetaWatch encourages them to discuss and write their reactions to your release. This prepares them for Marketing and Investor Relations and provides case studies and press-ready iEUs.

BetaWatch provides a formal beta process cycle. In our capacity as beta project manager we work with all levels of your organization and among your beta testers ensuring that your software is thoroughly tested.

Betawatch's intellectual capital includes the Beta Process Cycle (BPC). The BPC provides the post-alpha pre-product launch infrastructure standard. This is customized into the Project Charter. Our Software Audit Template is a seven-page questionnaire that examines potential exposures, global product placement and potential channel.

We help you hit the moving window of technology by providing:

- ◆ 3 day Software Audit
- ◆ 3 day in-house beta knowledge transfer
- ◆ 8 – 12 week Beta Process
- ◆ Competitive Intelligence
- ◆ Original Documentation
- ◆ Software Product Forum

BetaWatch provides trouble free release

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