



DECEMBER NEWSLETTER

MISSION IMPOSSIBLE

A free monthly guide
about reducing testing
time to 24 hours

[Subscribe](#)

[Forward to a friend](#)

[Free White Paper](#)

Today I would like to talk about the “mission impossible”: automation of your software and how to help your organization to get automation off the ground.

Last weekend Julia, little Danny and I went shopping. When we were done, all of us were starving and decided to go to Legal Seafood in Burlington mall.

There are a few reasons we are fond of that place:

- #1 it was started by Russian immigrants.
- #2 the food is always great.
- #3 we always find something new each time we are there.

This time did not prove to be different. As we set for lunch, Danny got a set of crayons and a small pad to draw. He got bored pretty soon and started looking for something else to draw on. The paper placemats caught his attention this time. He asked me to draw with him. While I was doodling on the placemat I read something that I have seen a hundred times but never really saw it. In the top corner it stated Legal Difference: “We are not a restaurant selling fish. But rather a fish company in the restaurant business.”

It prompted me to ask myself what makes qaSignature different from hundreds QA consulting companies that claim to do the same? I thought sitting at the table, watching Danny destroying the placemat with his crayons.

Today the light dawned as I received a call from the project manager conducting proof of concept for our new prospect. He was very excited! Those guys could not believe it, he said, we were able to accomplish in 2 hours what everyone else said was impossible to do. They had representatives from Segue, Mercury and IBM trying to automate testing for their complex medical imaging product and gave up. My first reaction was, so what? We do it every time. But then that menu from Legal Seafood came back to me. If everyone says “mission impossible”, we welcome the new challenge!

Here it goes, ladies and gentlemen: qaSignature’s DIFFERENCE:

We are in business of helping Boston software development organizations boost performance by automating testing of the most complex software products that every one else labels “IMPOSSIBLE to automate!”

We discussed it at qaSignature and decided to offer a holiday contest.

If you have a software product (or know someone who does) that’s known to be “automation unfriendly” (a.k.a. “impossible to automate”) we offer a **FREE** half-day evaluation for automation of your software product.

**Press this big ugly button to submit
your name for qaSignature's challenge.**

Or call me at 781-273-1420 ext 10 or Dmitri Yakovlev at 781-2731420 ext 14 to schedule the half-day evaluation.

If your product is cannot be automated, then YOU WIN a box of RUSSIAN chocolates delivered personally by me to your office.

So as always, do not get mad call Vlad and take the challenge!

We wish you and your team happy and safe holidays and successful automation testing implementation in the New Year!

Vlad Shamis

Founder and CEO, qaSignature

About qaSignature

At qaSignature we help Boston Software development organizations improve productivity and save money by building automation testing.

Don't get mad call Vlad: 781-273-1420

E-mail us: vshamis@qasignature.com

Web: www.qasignature.com

Drop by for a cup of Russian samovar's tea:

111 S. Bedford St.

Suite 100

Burlington, MA 01803

[Unsubscribe](#) | [Subscribe](#) | [Feedback](#)