

# The 3rd International Symposium on System and Software Reliability

**ISSSR 2017**

Zhengzhou, China, October 14-15, 2017

<http://paris.utdallas.edu/issr17>

## Keynote Speech

### **Maximizing Business Value with Lifecycle Telemetry Data**

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#### **Abstract**

“*Sufficiently Advanced Monitoring is Indistinguishable from Testing*” posited Ed Keyes in a 2007 Google test automation conference. A new business model and software monitoring product emerged illustrating this reality at ARGO. A software development company, they now also provide business value via system and software reliability with the Early Detection Monitoring Service (EDMS). This embedded monitoring software inspired a way forward; advancing the depth of software testing. By monitoring over 250 operational metrics, ARGO works to predict and eliminate issues leading to production outages. These same operational metrics provide telemetry into testing processes that detect issues earlier in the application lifecycle.

#### **About the speaker**



**Mark Bentsen** leads cross-enterprise collaboration in the Dallas area among Software Quality practitioners. Gathering corporately on a quarterly basis, the QA Trailblazers are pushing each other to expand the capabilities of the modern software testing organization. He is the QA Manager of ARGO Data, a software development company providing mission-critical and analytical solutions for financial services and healthcare. Mark is a certified CTAL-Full, CSTE, PMP, and ASQ CMQ/OE. He frequently presents at industry conferences, university, and webinars with other industry colleagues of software quality and test automation.

#### **About ARGO**

Founded in 1980, ARGO is a leader in mission-critical and analytical software. Financial services solutions include payment transaction processing, sales, service, and relationship management, and retail and commercial lending. Fraud solutions detect and prevent fraud across multiple channels at the point of presentment with proactive positive pay functionality, BSA/AML monitoring, and transaction/image analysis. Healthcare solutions address patient matching with biometric verification; duplicate record detection and prevention; care coordination, referrals, and risk mitigation; and patient financing/provider cash flow.

Website: [ArgoData.com](http://ArgoData.com)