



29.6.2014

European Network for Business
and Industrial Statistics

The Sixth Conference of the ENBIS Local Network in Israel
isENBIS

**“Testing of Software and Systems:
Statistical Methods in Practice”**

Sponsored by Amdocs

**Amdocs Auditorium, Hapnina 4, Ra'anana
Sunday, June 29th 2014**

Free admission with preregistration in the website:

<http://kpasurveys7.kpa-group.com/mrIWeb/mrIWeb.srf?I.Project=ISENBISREG>

14:00 - 14:30 Registration

14:30 - 14:40 Greetings: **Prof. Ron Kenett**, KPA and University of Torino

14:40 - 15:10 Keynote: **Dr. Zeev Berkowitz**, Head of Amdocs Testing
“Data Analytics and Testing”

Session 1. Chair: **Prof. Irad Ben-Gal**, Tel Aviv University

15:10 - 15:30 **Sarit Assaraf**, Israel Aircraft Industries

**“Field Experience of Measures in Systems Integration & Testing Phase
using STAM© Methodology”**

15:30 - 15:50 **Dr. Ronen Bar Naor**, Independent

“Optimizing (Agile) Testing in Complex Environment”

15:50 - 16:20 coffee break

Session 2. Chair: **Dr. Gilli Shama**, Amdocs

16:20 - 16:40 Prof. Mark Last, Ben-Gurion University of the Negev
“Using Data Mining for Automated Design of Software Tests”

16:40 - 17:00 Prof. David Steinberg, Tel Aviv University
“A-B Testing -- Designed Experiments for Improving Customer Response to Web Sites”

17:00 - 17:20 Talmon ben Cnaan, Amdocs
“On the Effectiveness of Software Testing: a modeling approach to assess the performance of testing organizations”

17:20 - 17:30 leg stretch

Session 3. Chair: **Prof. David Steinberg**, Tel Aviv University

17:30 - 17:50 Vitaliy Manskiy, Ness
“ALM processes implementation and improvement”

17:50 - 18:10 Dr. Gilli Shama, Amdocs
“High level test design based on projects' history”

18:10 - 18:30 Nachum Goldstein, Google
“On Massive Software Development”

18:30 Closure

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