



F-Secure Uses Centercode to Build and Manage 12,000-Person Beta Community

Company F-Secure Corporation
Sector Information Technology
Revenue \$189 million



Challenge

In 2010, F-Secure didn't have an easy way to manage their beta tests. "Before Centercode, we only had a few individual tools to manage our beta users and projects," says Topi Hautanen, F-Secure's Innovation and Early Customer Feedback Manager. "We didn't have a reasonable way for our beta testers to provide feedback, or to get fresh new testers on board."

F-Secure's betas involved getting large, diverse groups of people together to try out their products — but they faced challenges from all sides. Beta testers were less engaged because they couldn't see how their bugs and suggestions were being handled. Developers had no easy way to view relevant feedback or coordinate their responses. The beta team didn't have a way to manage their tests without hours of manual work and data slipping through the cracks. At the same time, they had trouble recruiting the large numbers of candidates needed for their year-round beta program.

"Centercode bundles all the right tools into a single service that makes managing our beta projects easier, faster, and more efficient."

Topi Hautanen
Manager, Innovation and Early Customer Feedback

Solution

Partnering with Centercode enabled F-Secure to tackle both of their main challenges: managing feedback and finding fresh testers. During an initial pilot project, F-Secure was able to recruit over 4,400 qualified testers with the help of Centercode's community of beta testers, Betabound. The Centercode beta test management platform allowed F-Secure's team to easily manage the thousands of pieces of incoming feedback with only a handful of involved staff.

As of today, F-Secure has used Centercode to run over a dozen beta projects and maintains an active community with over 12,000 profiled members. "Centercode's solution has increased the activity level and motivation of our testers, resulting in better feedback," says Hautanen. "It's even helped beta testing as a whole gain more traction within the company. We can't imagine going back to the way things were before Centercode."

2011 Pilot Project Results



4,468 testers



16 weeks



8 product versions



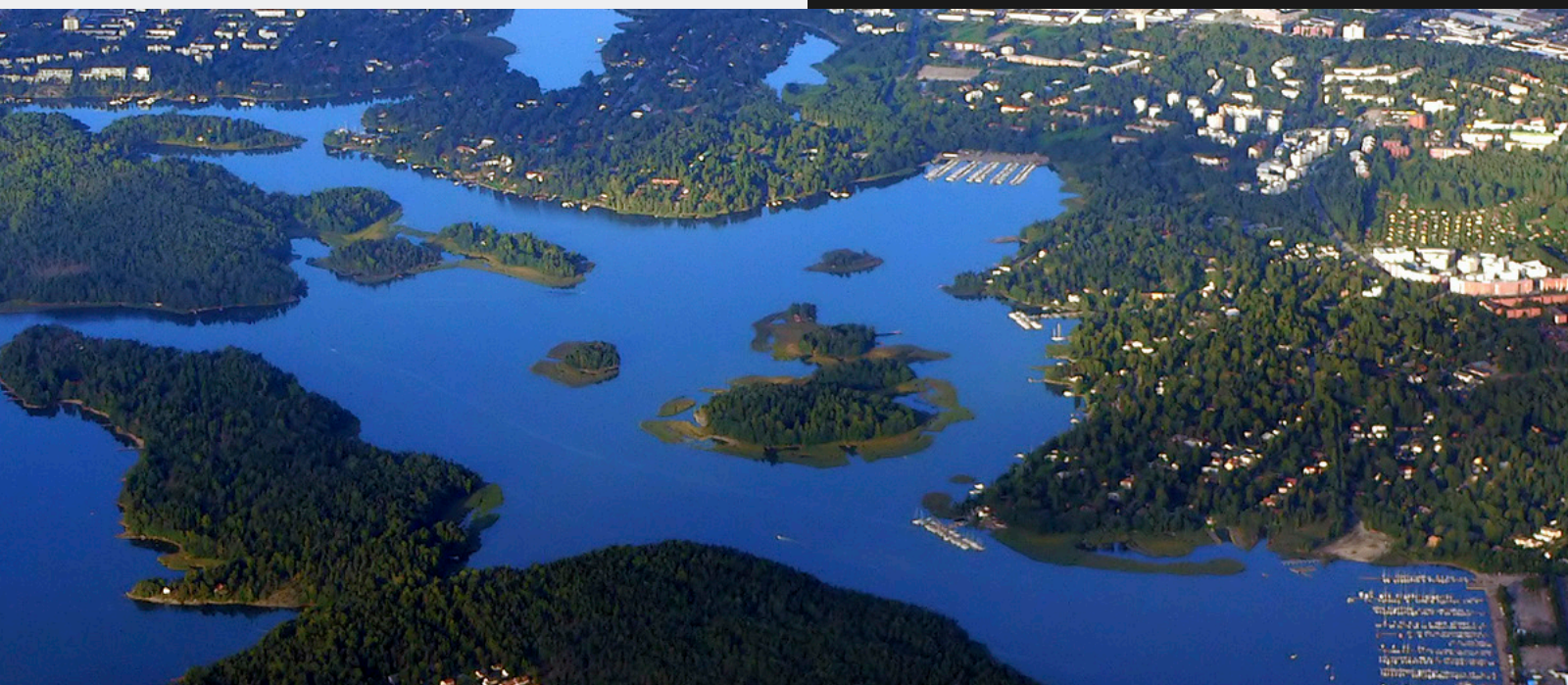
1,227 pieces of feedback



711 bugs reported

"Through Centercode, we received many active and capable beta testers with good technical skills who help us ensure the high quality of our products."

Tapio Keihanen
Beta Product Manager



Learn more about Centercode at www.centercode.com/software