



# **Centercode Platform**

# **Features and Benefits**

# Community Portal

Host a secure portal for your candidates and participants

## Your Own Private Beta Portal

<b>Feature</b>	Centercode provides your beta participants with simple and secure means to provide you with feedback anytime, anywhere.
<b>Benefit</b>	Your fully branded beta portal will increase both participant performance and internal team adoption by offering a simple, structured mechanism to participate in your beta program. By replacing disparate tools with a centralized beta hub, you will improve your customers' experience thereby increasing participation quality and quantity. Increased participation means more reported defects and less risk at launch.

## Mobile Interface

<b>Feature</b>	The entire beta tester experience is available on both iOS and Android devices, with distinct interfaces native to both mobile and tablet devices.
<b>Benefit</b>	Allowing testers to access your beta tests via their mobile devices gives them the opportunity to engage and provide feedback in whatever way is more comfortable and convenient for them, creating a better user experience and higher participation rates.

## Localization and Customization

<b>Feature</b>	All strings in Centercode can be customized instantly based on your needs, with no need for external tools or coding. This includes support for multibyte characters, allowing for partial or complete localizations for any language.
<b>Benefit</b>	Using your own terminology or language will resonate with your participants and team members, providing enhanced results across the board.

## Custom Visual Themes

<b>Feature</b>	Centercode offers the ability to customize the look and feel of both the tester and team-facing pages, including colors, logos, and favicon.
<b>Benefit</b>	Providing a branded experience will help build a closer relationship with your participants and customers, and establish your beta portal as an official element of your company.

## Beta Promotion

<b>Feature</b>	Centercode allows you to promote your betas, allowing users to submit your beta opportunities to social networking sites (Facebook, Digg, etc.), as well as subscribe to RSS feeds. These feeds can promote public (open) beta tests, or announce beta opportunities that users can apply for.
<b>Benefit</b>	Centercode's beta promotion system helps grow your community of customers, ensuring you always have plenty of great, ready candidates matching the target market of every beta project.

## User Profiling

Profile your customers to select the right participants.

### User Profiles

<b>Feature</b>	Centercode's custom User Profiles allow you to easily build forms that collect the exact information necessary to fully profile your beta candidates.
<b>Benefit</b>	Comprehensive User Profiles further increase your ability to recruit the right participants, matching your target market and goals, every single time. In addition, User Profile forms are always a click away when reviewing participant-related information within beta projects.

### Test Platform Profiles

<b>Feature</b>	Centercode's Test Platforms allow you to collect custom information detailing the specific products your participants own and use that affect the quality and experience of your own products.
<b>Benefit</b>	In today's environment, few products stand solely on their own. Compatibility with third-party products can be your highest risk factor. By factoring related products into your beta recruitments, you can ensure adequate coverage that will expose costly defects, allowing your engineering team to resolve these issues effectively and efficiently. In addition, Test Platforms can be attached directly to user feedback, reducing needless repetitive input from participants, resulting in superior feedback quality and quantity by countering the law of diminishing returns.

### Community Surveys

<b>Feature</b>	Centercode's Community Surveys allow you to quickly expand your user profile database with specific information of your choosing.
<b>Benefit</b>	Community Surveys further extend the depth of your user profiling capabilities. Survey results may be used in recruitment, community level reporting, and whenever viewing user information.

## Automated User Ranking

<b>Feature</b>	Centercode's User Ranking functionality allows you to develop a detailed history for each beta participant by scoring them automatically (or manually) based on their performance.
<b>Benefit</b>	User Ranking ensures that your best participants are on your most crucial beta projects. User Ranking also allows you to identify and reward your top participants for their valuable contributions, motivating them to continue participating heavily in your future beta projects.

## Project Management

Effectively manage your beta project in less time.

### Project Templates

<b>Feature</b>	Create custom, reusable best-practices templates containing all aspects of your beta projects including Feedback Types, Content, Legal Agreements, Task Lists, User Forums, and Reports.
<b>Benefit</b>	Centercode's Project Templates allow you to utilize our best practices or your own to create entire beta tests in minutes rather than days. Project Templates cover all aspects of beta projects including Custom Feedback Types, Non-Disclosure Agreements, Survey Templates, Task Lists, User Forums, System Integrations, Reports, and more.

### Targeted User Recruitment

<b>Feature</b>	Centercode allows you to easily recruit qualified participants who match the exact profile of your intended target market. User Recruitments may survey users for additional information, as well as pre-filter candidates by individual elements from Test Platforms, User Profiles, Community Surveys, or previous Participation performance.
<b>Benefit</b>	Centercode's User Recruitment tools make a time-consuming task nearly effortless. They further increase the quantity and quality of your feedback by helping select the perfect candidates right from the start. In addition, they allow you to limit the flow of potentially sensitive information to a limited group of pre-qualified candidates.

## User Management

<b>Feature</b>	Centercode's extensive User Management tools allow you to effectively monitor and manage your beta candidates and participants. Comprehensive tools allow you to automate common tasks such as participation and User Profile update reminders. Custom Views and Filters allow you to manage subsets of users, focusing on the details you care about, while our proprietary cache system allows you to work with large sets of user data very quickly.
<b>Benefit</b>	Centercode's User Management tools greatly reduce the time necessary for managing the ongoing performance of your participants, while offering a clear picture of exactly who your users are and where they stand in your beta projects. User Macro and Scheduled Macro tools allow you to save additional time by further automating these processes.

## User Automation (Impact and Enterprise Editions)

<b>Feature</b>	Centercode's User Automation tools allow you to create scenarios where User Management happens automatically, using any user data you choose. These processes can be triggered by certain information (such as a survey answer), scheduled to occur regularly throughout your test, or completed in bulk as needed.
<b>Benefit</b>	User Automation makes it much easier to handle users in a consistent and efficient way. It also allows you to create custom experiences for different groups of users based on information they provide. This makes your beta program much more scalable and easy to manage.

## Custom Project Profiles (Enterprise Edition)

<b>Feature</b>	Organize project information into simple forms for use in Cross-Project Dashboards and to provide team members with easy access to ongoing project parameters and changes.
<b>Benefit</b>	Centercode's Project Profiles help enforce best practices and ensure consistency throughout your beta program. You can easily share Project Profile data with executives to provide real-time dashboards with critical data summarized from all projects.

# Notification / Instruction

Keep participants in the loop at all times.

## Custom Project Homepage

<b>Feature</b>	Your custom Project Homepage allows you to centralize the information you care most about, keeping participants and team members informed without having to dig for the information.
<b>Benefit</b>	One of the most challenging aspects of both managing and participating in a beta test is the sheer variety of activities that are necessary to keep on top of to be successful. Centercode's Project Homepage centralizes all project activities, from new Content and Surveys to active Project Manager Alerts, into simple focused tabs.

## Legal Agreements

<b>Feature</b>	Automate the NDA process for all candidates and participants, fully satisfying corporate digital agreement requirements including archiving, contract accessibility, printing, and user-specific injected data (including name, company, address, and more).
<b>Benefit</b>	Centercode saves an enormous amount of time by greatly simplifying all contractual aspects of a beta program, while meeting or exceeding the requirements set by your legal counsel.

## Content Management

<b>Feature</b>	Centercode's Content Management System allows you to publish beta-related content such as project news, status updates, tutorials, and whatever information you would like, directly to your beta participants.
<b>Benefit</b>	Easy-to-access, beta-specific content provides direction for participants, keeping them involved and increasing their performance, while ensuring their direction is always in line with your objectives.

## Release Management

<b>Feature</b>	Release Management allows you to quickly and securely distribute software builds, release notes, and unique product keys to selected participants. Feedback can be associated with its corresponding release, to provide better organization and issue tracking.
<b>Benefit</b>	Centercode's release system drives participant performance by simplifying the process of acquiring your beta product. The release system combined with Centercode's Notices ensures that your beta participants are providing feedback on the most recent build of your product, eliminating wasted time reporting/triaging issues that have already been addressed.

## Notices

<b>Feature</b>	Tailor your participant's user experience by pushing Surveys, Content, Releases/Downloads, Task Lists, and other important information immediately when entering your community or project. Chaining multiple Notices allows you to provide a specific path that meets your objectives.
<b>Benefit</b>	Never again leave important participant communication to chance. Centercode Notices offer you the ability to ensure specific content is experienced and/or completed by your users, including non-disclosure agreements and surveys. Doing so increases participation relevance, while meeting legal requirements when necessary.

## Email Management

<b>Feature</b>	Centercode's Email Management tools allow you to easily automate, template, and log all aspects of beta email. Our proprietary email queuing system spreads email out based on real-time server load to ensure you're not encouraging more traffic than necessary.
<b>Benefit</b>	Dealing with communication can be one of the most time consuming aspects of managing a beta test. Centercode centralizes and automates beta email, saving an enormous amount of beta project management time, while providing a clear and accessible history of all communication activity (required for Sarbanes-Oxley) in one consistent, convenient, and searchable location.

## Feedback and Activities

Achieve your objectives via flexible participant activities.

### Custom Feedback Types (Bugs, Suggestions, Journals, etc.)

<b>Feature</b>	Centercode offers a deep and flexible system to collect, track, and organize custom feedback such as bug reports and feature requests from your beta participants. Feedback can be handled via your own custom workflow process, or sent automatically to your existing defect-tracking system.
<b>Benefit</b>	Custom Feedback Types offer you the ability to collect the exact information you need to fix your bugs and achieve your beta objectives—whatever they may be. Minimizing fields to only those that are important to you increases feedback by reducing the amount of information required from testers. In addition, Centercode allows you to optionally create your own custom workflow, ensuring feedback flows to and through the right people or systems.

## Project Surveys

<b>Feature</b>	Centercode includes a powerful Survey engine, allowing you to collect essential data by quickly deploying custom questionnaires to groups of beta participants. Surveys may be easily administered to all participants or smaller subsets.
<b>Benefit</b>	Surveys are an excellent way to gauge the spread of specific issues, or quickly gauge the perception of an issue or topic to your pool of participants. Survey results may also be aggregated with other feedback and project data, offering even more complete views of your results.

## Task Lists

<b>Feature</b>	Easily assign custom Tasks to groups of beta participants. Tasks can be designed to ensure complete testing coverage by beta participants, test specific features or changes in a new build, or simply to increase participation by providing structured direction.
<b>Benefit</b>	Whether you're looking for that out-of-the box experience or for your beta participants to follow a detailed test plan, Centercode's Tasks drive participation toward specific goals, greatly increasing your product quality by ensuring complete testing coverage.

## Discussion Forums

<b>Feature</b>	Discussion Forums offer your beta participants an outlet to share their excitement for your product in a controlled environment with other NDA'd users. You may choose to host discussions to focus testers on specific topics or allow your participants to communicate freely.
<b>Benefit</b>	Forums help increase security by providing an outlet for excited or frustrated users, while increasing participation by offering a great reason to consistently log into your Beta Portal. They generally also result in other forms of valuable participation (bugs, surveys, etc.) in the process. In addition, participants will often go out of their way to assist their fellow testers, removing substantial load from both you and your team.

## Collaborate Feedback & Voting

<b>Feature</b>	Allow your testers to collaborate on submitted feedback by voting, following, commenting, and adding more information.
<b>Benefit</b>	Letting testers see other feedback and contribute to it creates a centralized discussion around each issue or subject. This increases participation and engagement from your testers and provides a much clearer picture of the issue in question and its frequency.



## Predictive Feedback Matching (Impact and Enterprise Editions)

<b>Feature</b>	When a tester begins to submit a bug or piece of feedback, Centercode looks to see if other users have already submitted the issue, giving the tester the opportunity to contribute their feedback to an existing conversation.
<b>Benefit</b>	Predictive Matching helps to manage duplicate issues and focus testers on existing conversations, making it easier to manage feedback and engage with users that are experiencing a problem.

# Reporting & Data Access

Build powerful real-time analytics for actionable results.

## Targeted Reporting

<b>Feature</b>	Build and distribute valuable custom reports covering all aspects of your beta test results, including Demographics, Feedback, Surveys, Tasks, Participation, and more. Build charts, spreadsheets, documents, or even geographic maps that meet your exact objectives.
<b>Benefit</b>	A beta test is only as effective as the resulting data. Centercode's Reporting engine allows you to build and (optionally) automatically distribute top-notch custom Reports incorporating data covering every aspect of your beta program. Report Templates can cover the basics, ensuring instant access to real actionable data for all team members.

## Feedback Management

<b>Feature</b>	Effectively manage participant feedback via powerful tools, including custom work-flow processes that feed into your own existing systems.
<b>Benefit</b>	Centercode's Feedback Management tools ensure your vital beta feedback doesn't fall through the cracks, routing your feedback to those who need it most. Custom Views and Filters allow your team to work with specific subsets of feedback, focusing on only the issues relevant to their function. Our proprietary cache system allows your team to manage large sets of dynamic feedback data very quickly, while maintaining one-to-one concurrency with real-time changes.

## Duplicate Management

<b>Feature</b>	The Centercode platform uses Voting, Predictive Feedback Detection, and Similar/Search Detection to find similar issues so that your testers and your team can gauge the popularity of an issue and centralize the discussion.
<b>Benefit</b>	Handling large amounts of duplicate or repetitive feedback can be one of the most time-consuming aspects of beta testing. These Duplicate Management features provide more actionable and prioritized results, while saving time by centralizing related conversations.

## Knowledge Base

<b>Feature</b>	Centercode's Knowledge Base offers a simple means to search both community and project data including participant profile information, feedback, survey results, task results, user-forum discussions, wikis, content, releases, and much more.
<b>Benefit</b>	Beta tests can produce an enormous amount of information, spread between numerous forms. Centercode's Knowledge Base helps answer questions on the fly by making all of this information available in one centralized place.

## Feedback Automation & Macros (Impact and Enterprise Editions)

<b>Feature</b>	Centercode's Feedback Automation features allow you to build automated business rules for handling feedback. You can create Scheduled or Triggered Feedback to handle large amounts of feedback in a consistent way. You can also modify multiple pieces of feedback at once using Bulk Feedback Modification.
<b>Benefit</b>	These capabilities allow you to handle large amounts of data quickly and consistently throughout your beta program, saving you countless hours of time and effort. They're also endlessly flexible, allowing you to create processes based on any number of fields and inputs. These processes can also be added to your Project Templates so your beta practices are carried on to future tests.

## Impact Analysis (Impact and Enterprise Editions)

<b>Feature</b>	Centercode's Impact Analysis system scores feedback based on popularity and customizable weights to identify bugs and feedback that could have the most impact on your product.
<b>Benefit</b>	This custom scoring system allows pressing, severe, and popular ideas to automatically rise to the top, helping to prioritize issue responses and product improvements. This feature helps you to easily take the data you collect during your beta and turn it into an action plan to improve your product before launch.

## Executive Dashboards (Enterprise Edition)

<b>Feature</b>	Easily view essential information across any number of both active and previous projects, including project activity and progress.
<b>Benefit</b>	Dashboards increase executive and cross-departmental buy-in and understanding by offering a brief, real-time overview of key data across your entire beta program.

# Integrations & Other Tools

Leverage the systems you're already familiar with.

## Data Import

<b>Feature</b>	Centercode provides simple mechanisms to quickly import existing data, including users (participants, candidates, etc.), User Profile information, pre-existing Survey results, Feedback (bugs, suggestions, etc.), and more.
<b>Benefit</b>	Your existing data is a valuable resource, and Centercode allows you to continue leveraging that value.

## Data Export

<b>Feature</b>	Centercode allows you to easily export data, including users, feedback, surveys, task results, and more. Exports may be configured to include exactly the data you care about, saved, and re-run as needed.
<b>Benefit</b>	Exporting data from Centercode allows you to use your own additional tools as you'd like, including importing Centercode data to a CRM and manipulating feedback in MS Excel or Google Spreadsheet. How you use your data is up to you.

## External System Integrations (Impact and Enterprise Editions)

<b>Feature</b>	Centercode can integrate with your existing systems such as JIRA, Bugzilla, Team Track, Akamai, Active Directory, and LDAP.
<b>Benefit</b>	Centercode allows your internal teams (Development, Quality, etc.) to continue using the tools they're already invested in and familiar with, saving time and greatly increasing the adoption of your beta program and feedback.