



DIGITALXCHANGE  
BOSTON 2018

# ABOUT THE CONFERENCE

APPLAUSE<sup>o</sup>



**WHEN**

October 2-3, 2018

**WHERE**

Revere Hotel Boston Common  
200 Stuart Street  
Boston, MA 02116



## CONFERENCE OVERVIEW






























DigitalXChange '18 from Applause is the go-to conference for digital quality and innovation. The conference brings together the world's top brands – like Google, Uber, JPMorgan Chase, CNN, Nike, and Amazon – who share their success stories about the topics that move the needle, including – crowd testing best practices, test automation, designing for voice and AI, optimizing for omni-channel, and more.

Attending DigitalXChange is more than just a ticket – it's an investment in yourself – directly connecting you with technology innovators from leading brands who deliver digital experiences that matter.

We've packed a lot into this event – inspiring keynotes, real-world success stories, and tons of time to network with your peers. Regardless of your role, you'll discover the trends, learn the technology, and meet the people that are shaping the future of digital quality.

# LEADING BRANDS ATTEND DIGITALXCHANGE

DigitalXChange highlights how technology leaders from leading brands use our community driven testing solutions to accelerate software velocity and improve quality - resulting in digital experiences that truly surpass customer expectations.



## WHO SHOULD ATTEND

If you're a business or technical leader driving software projects that engage customers, DigitalXChange has something for you. We've packed a lot into this event – inspiring keynotes, real-world success stories, and tons of time to network with your peers.

### PRODUCT LEADERS

DigitalXChange highlights how companies can dramatically increase user acquisition and retention rates - typically 10% higher than best in class.

### ENGINEERING LEADERS

At DigitalXChange, you'll learn how agile teams can accelerate releases, reduce unplanned downtime, and eliminate critical fixes that hold up releases.

### QA PROFESSIONALS

DigitalXChange will reveal how QA pro's like you can double the capacity of your internal teams, keep up with exploding device coverage, and gain better visibility into how users interact with your products.

An aerial, high-angle photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. A river is visible in the upper right corner, and a bridge spans across it. The image is in grayscale with a dark overlay, and the text is centered in a bright orange color.

**TOP 5 REASONS TO  
ATTEND IN 2018**



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## 1: THE SESSIONS

This year's conference is bigger than ever - with even more breakout sessions you won't want to miss. No matter what your role is, we've made sure to have plenty of exciting and informative topics this year, including:

- **Testing for the Internet of Things**
- **Digital Futures – The Next 10 Years**
- **eCommerce Best Practices**
- **Digital Trends in Retail Banking**
- **Winning with Test Automation**
- **CX Innovations**

TOP 5 REASONS TO ATTEND IN 2018  
**1: THE SESSIONS**

**TUESDAY, OCTOBER 2**

8:00 - 9:00 AM	Breakfast
9:00 - 10:15 AM	Opening General Session Keynote
10:15 - 10:45 AM	Networking & Refreshment Break
10:45 - 11:15 AM	General Session Keynote
11:15 - 12:00 PM	Customer Keynote Panel Discussion
12:00 - 1:00 PM	Lunch
1:00 - 2:30 PM	Breakout Sessions
2:30 - 3:15 PM	Networking & Refreshment Break
3:15 - 4:15 PM	Breakout Sessions
4:15 - 5:00 PM	Closing Keynote
5:00 - 6:30 PM	Rooftop Cocktail Reception

**WEDNESDAY, OCTOBER 3**

8:00 - 9:00 AM	Breakfast
9:00 - 9:45 AM	General Session
9:45 - 10:30 AM	Breakout Sessions
10:30 - 11:00 AM	Networking & Refreshment Break
11:00 - 12:00 PM	Breakout Sessions
12:00 PM	Boxed Lunch To-Go



TOP 5 REASONS TO ATTEND IN 2018

## 2: THE KEYNOTES & SPEAKERS



### CASEY NEISTAT

DIRECTOR, FILMMAKER & YOUTUBE STAR

Filmmaker, founder, and social media star Casey Neistat gained commercial success with his HBO series *The Neistat Brothers* and his indie film *Daddy Longlegs*. Find out how he re-defined branded content through his work with companies like Mercedes and Nike, and set a new standard for how brands interact with digital creators.



### TOM WUJEC

FOUNDER, THE WUJEC GROUP

As a technology pioneer and design thinker, Tom Wujec has developed software including SketchBook Pro, PortfolioWall and Maya – a 3D computer graphics application that won an Academy Award. Today, over 10M people have watched his popular TED Talks, and over 40M use his software to building leading-edge products.

TOP 5 REASONS TO ATTEND IN 2018

## 2: THE KEYNOTES & SPEAKERS



### **DORON REUVENI**

**CEO & CO-FOUNDER, APPLAUSE**

As CEO and Co-Founder of Applause, Doron Reuveni is the driving force and pioneer behind Applause, the global leader in crowdtesting. His idea of "in-the-wild" software testing through a crowdsourced model has been enthusiastically adopted as an integral part of the software development processes for thousands of brands worldwide.



### **JULIE ASK**

**VP & PRINCIPAL ANALYST, FORRESTER**

With three decades of engineering and management consulting experience, Julie has made a name for herself as a respected analyst in the San Francisco Bay area. Her research covering consumer mobile and digital has been widely cited in publications including The Wall Street Journal, The New York Times, and USA Today.



### **RANA EL KALIOUBY**

**CEO & CO-FOUNDER, AFFECTIVA**

Computer scientist, technologist, entrepreneur, and Co-Founder and CEO of Affectiva, Dr. Rana el Kaliouby is on a mission to humanize technology. She envisions and works to create a world where devices and technologies that once separated us will bring us together. It's the next frontier in AI, with commercial applications across industries – and it's closer than we think.

TOP 5 REASONS TO ATTEND IN 2018

## 2: THE KEYNOTES & SPEAKERS

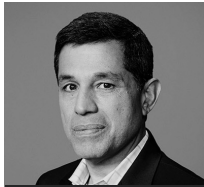
Last year, DigitalXChange featured **over two dozen speakers** from world-reknoned brands like Google, Uber, NFL, EA, Dow Jones, Forrester, Ford, CNN, FOX Digital, and more. Join us and learn from the technology innovators who are delivering digital experiences that matter.



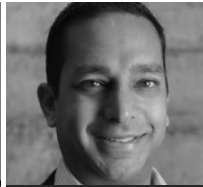
**ASIM HUSAIN**  
VP, Google



**JULIE ASK**  
VP, Forrester



**JOHN HASHIMOTO**  
VP, CNN Digital



**AKASH GARG**  
Director, Uber



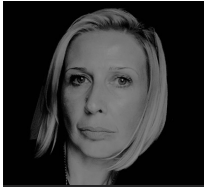
**GERD LEONHARD**  
CEO, The Futures Agency



**ELENA SIDYAKINA**  
Engineer, NFL



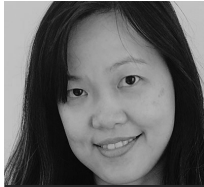
**IAN BOTTS**  
VP Technology, Audible



**MIRELA CUKOVIC HANSON**  
Sr Director, EA



**CASEY FRITH-SMITH**  
VP, FOX Digital



**FARIDA BUDIWARMAN**  
Sr Director, Move



**ANDY NICHOL**  
SVP, Dow Jones



**VINAY VADDADI**  
Manager, Ford



**MATTHEW ALBERS**  
Sr Director, Dignity Health



**RISH TANDON**  
CTO, Heal



TOP 5 REASONS TO ATTEND IN 2018

## 3: NETWORKING & 4: ACCESS

DigitalXChange stands out from your typical conference by providing you unique access to networking opportunities with digital leaders and innovators. Applause understands that being able to discuss the strategies, challenges and successes with those at the forefront of digital quality is invaluable.

### **NETWORK**

You'll have many opportunities to network with the brightest minds from companies like Bose, Santander, and CVS who will be heading to DigitalXChange to share best practices and give you a glimpse into what's next in tech.

### **ACCESS**

Leave no question unanswered. Get the answers you want from the people who can answer them best – the Applause team of executives, evangelists, and experts.

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## 5: THE LOCATION

DigitalXChange '18 will be in our home town of Boston in October, the best time to be in New England! Explore America's history with a walk on the Freedom Trail, take a tour through the city on one of Boston's famous Duck Boats, catch a Red Sox game, or simply kick back and relax at one of Boston's world- renowned breweries or seafood joints.





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**DON'T MISS OUT**

**REGISTER TODAY**

