

ISTANBUL SOFTWARE TESTING CONFERENCE



#ISTC2026

Behind the Scenes: A Software Tester's Journey in Understanding the Business

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May 2026

WHY I AM HERE?



Agenda

- The journey of an employee
- Project work
- Investments & costs
- Why we matter



THE Journey

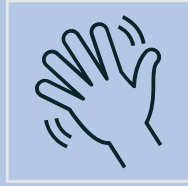
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FIRST DAY AT WORK

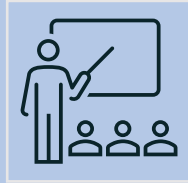


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ONBOARDING



Introduction



Training Sessions



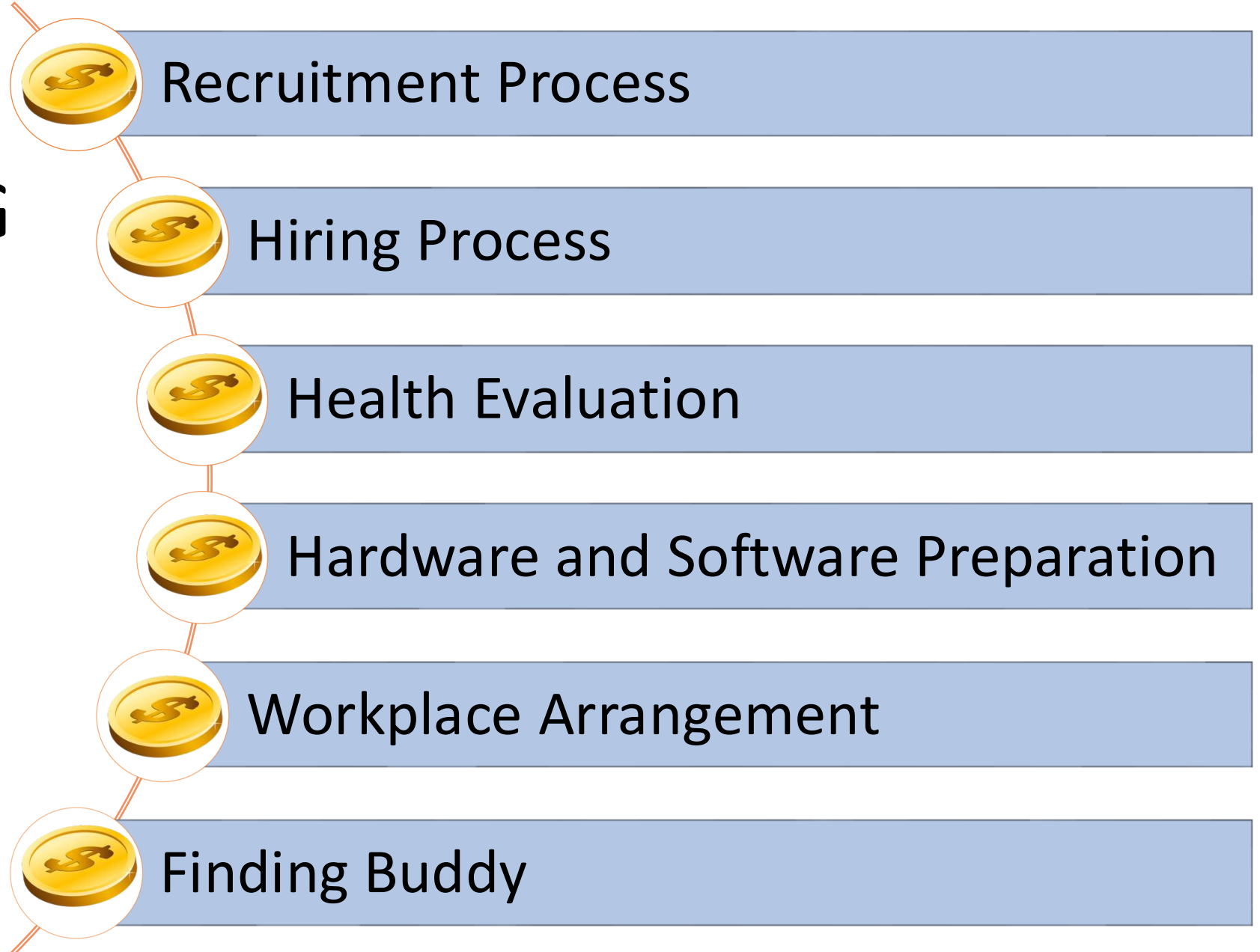
Knowledge Transfer

BEFORE YOU ARRIVE



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PRE- ONBOARDING



THE TEAM



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The Ferry Arrives at the Dock

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PROJECT START

- Set scope & expectations
- Choose a toolset
- Collaboration rules

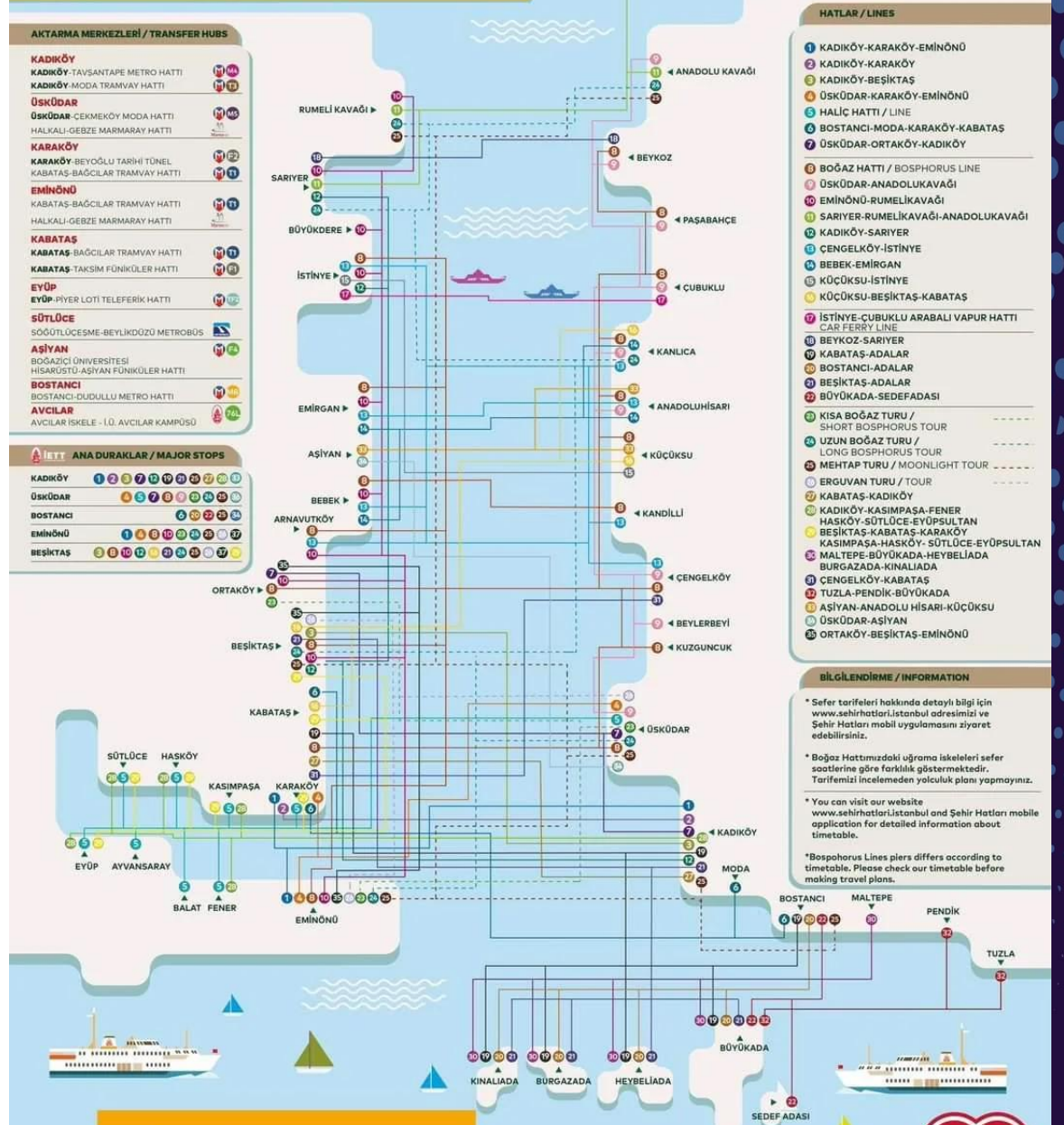
ŞEHİR HATLARI SEFER HARİTASI / ŞEHİR HATLARI LINE MAP

AKTARMA MERKEZLERİ / TRANSFER HUBS

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İETT ANA DURAKLAR / MAJOR STOPS

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BİLGİLENDİRME / INFORMATION

* Sefer tarifleri hakkında detaylı bilgi için www.sehirhatlari.istanbul adresimizi ve Şehir Hatları mobil uygulamamızı ziyaret edebilirsiniz.

* Boğaz hattımızdaki uğrama iskeleleri sefer saatlerine göre farklılık göstermektedir. Tarifemizi incelemeden yolculuk planı yapmayınız.

* You can visit our website www.sehirhatlari.istanbul and Şehir Hatları mobile application for detailed information about timetable.

* Bosphorus Lines piers differs according to timetable. Please check our timetable before making travel plans.

DELIVERING VALUE



PAY TIME





Preparing the Ferry

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BRANDING

- Company recognition
- Positive image
- **TRUST**

test:fest

The logo for 'test:fest' features the word 'test:' in black and 'fest' in orange. Below the text is a thick orange horizontal bar.

test:fest conference

Brandbook

MARKETING

- Know your market
- Meet your clients
- **BUILD CONNECTION**



**DISCOVER
ISTANBUL
FROM THE SEA!**

- ✓ DAILY BOSPHORUS TOURS
- ✓ COMFORTABLE & SAFE
- ✓ AMAZING VIEWS!

SIGHTSEEING FUN!

ROMANTIC SUNSETS

BOOK YOUR TICKET NOW! ☎ +90 212 123 4567

🌐 www.ISTC26FERRY.com

The advertisement features a large ferry boat filled with passengers on the Bosphorus in Istanbul. In the foreground, four staff members in blue uniforms and caps with the ISTC26 logo are smiling. Two inset photos show a couple taking a selfie and a couple watching a sunset. The background shows the city skyline and seagulls flying in the sky.

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PRE-SALES & SALES ACTIVITIES



LEGAL

- Compliance
- Contracts
- Project Initiation Activities





The Business Engine: Understanding the True Costs of Service Delivery

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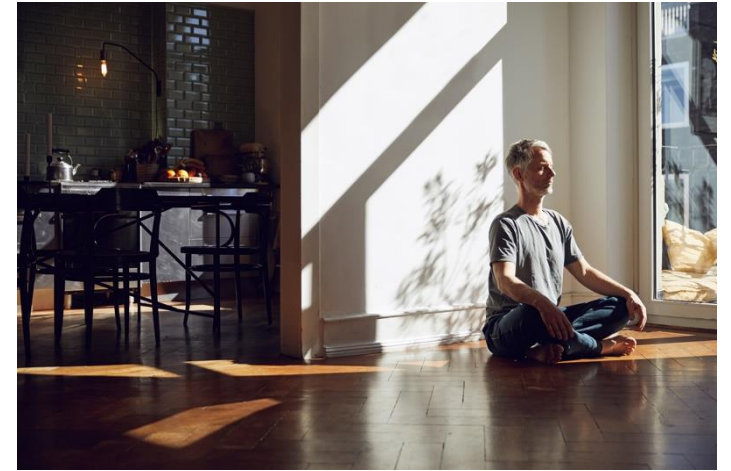
HIDDEN AND VISIBLE COSTS BEYOND SALARY



Employee
Benefits



Legal & Tax
Contributions



Employee
Welfare
Expenses

OVERHEADS

- Infrastructure
- Tools
- Compliance



INVESTMENTS

- Technology
- Tools
- People



BENCH



PEOPLE



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SECRET AGENT



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COMPANIES EXISTS TO EARN MONEY

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Size matters

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BIG vs SMALL



BENEFITS

- Security
- Scale
- Expertise

GREAT BENEFITS FOR SMALL BOAT OWNERS!

GOOD EARNINGS

DISCOUNTED FUEL

MAINTENANCE SUPPORT

SAFETY EQUIPMENT

SAFETY EQUIPMENT

FLEXIBLE SCHEDULE

WORK WITH US & ENJOY GREAT BENEFITS!



Connecting the Dots

#ISTC2026

WHAT TO DO

- Get to know how your company and business work
- Help your peers understand what our clients need
- Enhance Your Value



Why we matter

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WHY WE MATTER

- Understand client value
- Educate about quality & testing
- Reduce waste
- Support pre-sales & sales
- Increase strategic value

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SOFTWARE
TESTING
CONFERENCE

Thank you!

Marta Firlej

