

Launching A Design For Trustworthy Software Dfts Initiative Digital Short Cut Peter C Patton

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ColorTokens, a Zero Trust cybersecurity platform company, announced the launch of its Xaccess product, a SaaS module within its ...

ColorTokens Launches Xaccess, Extending its Xtended ZeroTrust™ SaaS Platform for Zero Trust Access

DECLAN RICE features front and centre in West Ham's new home kit launch in a huge hint he could stay at the club. The Hammers also gave local NHS heroes a first look at the classy throwback ...

Declan Rice appears in West Ham's new kit launch in huge hint England hero could stay and snub Chelsea transfer interest

CognitiveScale, the enterprise AI company that helps organizations win with intelligent, transparent, and trusted AI-powered digital systems, today announced the release of Cortex ...

CognitiveScale Announces Launch Of Cortex Fabric Version 6 To Fuel Quick Development Of Large Scale, Trusted AI Campaigns

Researchers from the University of Minnesota and Stanford Center on Longevity recently released the Thinking Ahead Roadmap, a comprehensive toolkit funded by AARP that guides people to select someone ...

Researchers launch toolkit to help adults protect their money as they age

From talking teacups to an extra special chatty toy cat – a range of new interactive trails and activities are adding a little magic and bringing history to life for youngsters visiting museums in the ...

Interactive trails and activities launch at Ironbridge museums

Global technology company OPPO gives smartphone users peace of mind with the availability of a wide range of region-specific service programmes under 'Care & Reach'. Choosing the option that would ...

OPPO Puts Users First by Upgrading its Trustworthy Service Day Initiative

INFINITI is the first automaker to tap into the magic of Cameo to provide consumers with an enhanced shopping experience complete with personalized discovery and FAQ. Using an innovative Q&A ...

INFINITI Teams with Cameo on 2022 QX60 Reservation Program Launch

Ranked Industry Analyst Patrick Moorhead dives deeper as This week, Halo Launched its driverless car service in Las Vegas, Nevada, one of the first forms of semi-Autonomous vehicle services to launch.

T-Mobile And Halo Team Up To Launch 5G Semi-AV Taxi Service

WhatsApp has spent the last few months restoring user trust and confidence in the platform ... "To achieve this," WhatsApp says, "we had to rethink [our] architecture and design new systems to enable ...

WhatsApp Suddenly Reveals Stunning New Update For 2 Billion Users

It's an innovative design to modularize smart contract risks ... the closer the risk of Wing being hacked approaching zero. In terms of trust, not trying to be anonymous is a huge plus for ...

The next dark horse of DeFi lending: Wing Finance

Medidata has been in this space for decades and so far has used its decentralising technologies at more than 44,000 clinical sites, including nearly 600,000 patients. Now the firm has become the first ...

Medidata talks launching the world's first fully end-to-end DCT platform

ClearDATA®, healthcare's trusted partner to protect sensitive patient data in the cloud, announced support for the AWS for Health initiative from Amazon Web Services (AWS) to accelerate the ...

ClearDATA Announces Support for AWS for Health Initiative

Phoebe Philo is returning to fashion with an independent, namesake house — and with LVMH Moët Hennessy Louis Vuitton as a minority investor. The acclaimed British designer told WWD she would create ...

Phoebe Philo Is Launching Her Own Fashion House

Now a standup comedian, she'll be talking about family and more when she brings her observational humor to the Paramount Theatre in Cedar Rapids on Saturday night, July 17. Alonzo Bodden and Mitch ...

'Cancel This Comedy Tour' launching Saturday in Cedar Rapids

Majesco, a global leader of cloud insurance software solutions for insurance business transformation, today announced the launch of Majesco Customer36 ...

Majesco Announces Launch of Next Generation Customer Portal - Majesco Digital Customer360 for P&C

Certif-ID's blockchain-based platform which acts as a carbon offset recording and verification system. By digitizing and linking certificates to specific reforestation projects using blockchain, ...

woodify Opts for Blockchain-Powered Digital Certificates to Issue Carbon Offset Certificates

Launch Lane's psychological program design, and the culture it created, provided an alternative model to hypercompetitive cultures at accelerators which often dampen trust, resilience, and innovation.

7 lessons on building an inclusive accelerator via Science Center's Launch Lane

If there's anyone we can trust to know about spacefaring ... Thousands of satellites have been launched into orbit successfully, with more launching all the time. Government entities, as well as ...

Could you really launch a car into space, like in F9? The Science Behind the Fiction

The grant, awarded by the Chesapeake Bay Trust through ... a final design. The design is expected to include replacing the bulkhead with a living shoreline, installing a launch for kayaks, canoes ...

Annapolis awarded \$65,000 grant for Hawkins Cove water access project

ColorTokens, a Zero Trust cybersecurity platform company, announced the launch of its Xaccess product, a SaaS module within its Xtended ZeroTrusttm Platform, that allows its customers to provide ...

This short cut is a reproduction of Chapter 21 of the book Design for Trustworthy Software (DFTS) and is a sequel to Chapters 2, 5, and 20. The Plan, Implement, Control, and Secure (PICS) implementation framework is revisited and its four phases are examined in turn. Building organization-wide competencies to launch and sustain a DFTS initiative is emphasized. The short cut begins with a review of various planning activities and a summary of deliverables. This is followed by a detailed presentation of the two implementation steps that deal with establishing overall learning objectives, designing and customizing learning curricula, providing training for support personnel and Black Belts and Master Black Belts, and the ensuing application of such learning to an actual software development project. Next is a discussion of monitoring and control mechanisms including self-appraisal, successive appraisal, and review of work carried out to date with the customers. This is followed by a discussion of Simon's Levers of Control, namely, belief systems, boundary systems, diagnostic control systems, and interactive control systems, and of important issues related to internal control systems to ensure integrity of data used in strategic control systems. Finally, operational controls involving feedback control systems and project management is presented. A case study of GE's Operating System is introduced as a vehicle to launch a new initiative and enrich it through several yearly cycles. Another case study presents Tata Consultancy Services' quality initiatives and their integration. A brief discussion of application in small software firms and e-cottages is provided. The chapter ends with a brief discussion of the future course of a DFTS initiative. This short cut can be used either as a methodology in deploying the DFTS initiative or as a standalone presentation on launching major organizational initiatives. This short cut should be of interest to software and quality professionals. In particular, it should be of value to the CMMI, Six Sigma, and DFSS communities worldwide, especially those who have acquired or plan to acquire Green Belt, Black Belt, Master Black Belt, or similar competencies in various quality management disciplines. It should also be useful resource for students and academic of various programs at senior undergraduate and graduate levels, and for those preparing for American Society for Quality's (ASQ) Certified Software Quality Engin ...

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ASQ 2007 CROSBY MEDAL WINNER! An Integrated Technology for Delivering Better Software—Cheaper and Faster! This book presents an integrated technology, Design for Trustworthy Software (DFTS), to address software quality issues upstream such that the goal of software quality becomes that of preventing bugs in implementation rather than finding and eliminating them during and after implementation. The thrust of the technology is that major quality deployments take place before a single line of code is written! This customer-oriented integrated technology can help deliver breakthrough results in cost, quality, and delivery schedule thus meeting and exceeding customer expectations. The authors describe the principles behind the technology as well as their applications to actual software design problems. They present illustrative case studies covering various aspects of DFTS technology including CoSQ, AHP, TRIZ, FMEA, QFD, and Taguchi Methods and provide ample questions and exercises to test the readers understanding of the material in addition to detailed examples of the applications of the technology. The book can be used to impart organization-wide learning including training for DFTS Black Belts and Master Black Belts. It helps you gain rapid mastery, so you can deploy DFTS Technology quickly and successfully. Learn how to • Plan, build, maintain, and improve your trustworthy software development system • Adapt best practices of quality, leadership, learning, and management for the unique software development milieu • Listen to the customer's voice, then guide user expectations to realizable, reliable software products • Refocus on customer-centered issues such as reliability, dependability, availability, and upgradeability • Encourage greater design creativity and innovation • Validate, verify, test, evaluate, integrate, and maintain software for trustworthiness • Analyze the financial impact of software quality • Prepare your leadership and infrastructure for DFTS Design for Trustworthy Software will help you improve quality whether you develop in-house, outsource, consult, or provide support. It offers breakthrough solutions for the entire spectrum of software and quality professionals—from developers to project leaders, chief software architects to customers. The American Society for Quality (ASQ) is the world's leading authority on quality which provides a community that advances learning, quality improvement, and knowledge exchange to improve business results, and to create better workplaces and communities worldwide. The Crosby Medal is presented to the individual who has authored a distinguished book contributing significantly to the extension of the philosophy and application of the principles, methods, or techniques of quality management. Bijay K. Jayaswal, CEO of Agilent Consulting Group, has held senior executive positions and consulted on quality and strategy for 25 years. His expertise includes value engineering, process improvement, and product development. He has directed MBA and Advanced Management programs, and helped to introduce enterprise-wide reengineering and Six Sigma initiatives. Dr. Peter C. Patton, Chairman of Agilent Consulting Group, is Professor of Quantitative Methods and Computer Science at the University of St. Thomas. He served as CIO of the University of Pennsylvania and CTO at Lawson Software, and has been involved with software development since 1955.

In today's economy, marketers need a new strategy to earn trust, act with transparency, and help consumers and citizens make confident decisions. But undermining confidence is cynicism: it erodes trust in the media, government, public institutions, and consumer brands. To regain the trust of consumers and citizens, marketers talk about empathy and authenticity. But how do you get beyond those buzzwords? Give more control to your audience--and they'll put more trust in you. It might be a scary proposition, but trading control for confidence fuels a surprising range of high-performing organizations. Airbnb, Zoom, the FBI, TED, the United Kingdom Government Digital Service, The New York Times, America's Test Kitchen, local election commissions, and other organizations have all embraced strategies of content and design that transform their audiences into empowered decision-makers. Smart organizations teach their audiences to evaluate product options, engage in continuous self-education, and make more informed choices. Examining what works among these teams of all stripes and sizes, content strategy expert Margot Bloomstein casts a broad net to capture the experiences of copywriters, designers, creative directors, and CMOs--people who work to build trust through imagery, editorial style, storytelling, and retail design. In an actionable framework focused on voice, volume, and vulnerability, this book will teach you how to employ concrete tactics to help your brand regain trust, respect, and customer loyalty. Lead your organization and audience from cynicism toward something far more productive: hope.

Want to make it big on Broadway—as a techie? Or how about working in smaller regional theater? Careers in Technical Theater explains more than twenty different careers from the perspective of successful theater artists. Included are specialties that have been around for decades, as well as those still emerging in the field. Concise information is provided on job duties, estimated earnings, recommended training, examples of career paths, and the insights are given of working pros in management, scenery, audio/visual, costumes, video and projection, engineering, and theatrical systems. There's even a detailed appendix on finding on-the-job training as an intern, apprentice, or paid worker. For anyone interested in a behind-the-scenes life in the theater, Careers in Technical Theater is a priceless resource. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Unlike traditional gift shops, online shops can be immediately profitable with minimal startup investment. This book provides several, unique business ideas within today's hottest specialties: food, pets, hobbies, home goods and holidays.

This volume explores the interconnection of social, political, technological and economic challenges that impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing, globally shifting and digitally connected world. The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary marketing theory and practice. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. The series deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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On the surface, design practices and data science may not seem like obvious partners. But these disciplines actually work toward the same goal, helping designers and product managers understand users so they can craft elegant digital experiences. While data can enhance design, design can bring deeper meaning to data. This practical guide shows you how to conduct data-driven A/B testing for making design decisions on everything from small tweaks to large-scale UX concepts. Complete with real-world examples, this book shows you how to make data-driven design part of your product design workflow. Understand the relationship between data, business, and design Get a firm grounding in data, data types, and components of A/B testing Use an experimentation framework to define opportunities, formulate hypotheses, and test different options Create hypotheses that connect to key metrics and business goals Design proposed solutions for hypotheses that are most promising Interpret the results of an A/B test and determine your next move

The majority of new businesses don't survive their first year. Launching Successful Ventures teaches students the nuts and bolts of creating new ventures while helping them avoid the common pitfalls that often lead to failure. Entrepreneurial exercises, case studies, step-by-step guidelines, and in-depth coverage of important financial topics such as managing cash flow, equity capital, and debt and investment capital are designed to help students build sustainable, lucrative ventures. Authored by successful serial entrepreneurs and award-winning researchers Michael Fountain and Tom Zimmerer, this new text provides a concise, practical guide for students seeking to develop high-growth ventures.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

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