ISTQB - Test Automation Strategy Training

Duration: **2 Day**

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What Can You Achieve with This Training?

- Learn to approach **test automation as an organisation-wide quality strategy**, rather than focusing solely on technical implementation.
- Evaluate **automation investment costs, risks, and expected benefits** to support informed technology and resource decisions.
- Develop test automation strategies aligned with **Agile, DevOps, and different software development lifecycle models**.
- Plan the adoption and expansion of automation across **test levels, teams, and projects**.
- Measure automation effectiveness and business value through **test metrics, reports, and performance indicators**.
- Support long-term quality objectives through **sustainable automation, governance, and continuous improvement** practices.

The **ISTQB – Test Automation Strategy Training** is an **accredited, two-day course** designed for experienced software testing professionals who want to move beyond implementing automation tools and develop the strategic capabilities required to manage automation at an organisational level.

The course examines how test automation can be introduced, expanded across teams and projects, and continuously improved. Participants explore why an effective automation strategy involves more than selecting and configuring tools. It also requires informed decisions about **investment planning, risk management, resource allocation, process alignment, and measurable business value**.

Key topics include **test automation success factors**, implementation costs, team roles and responsibilities, and the preparation needed before introducing automation. The programme also addresses integration across test levels and strategic considerations for different software development lifecycle models.

Further modules explore **organisational deployment and release strategies, test environment dependencies, investment analysis, automation metrics, and decision-making based on test reports**. The transition from manual testing to continuous testing and the development of an organisation-wide automation strategy are also covered.

The training helps participants build the skills to **evaluate automation investments, make strategic decisions, and establish sustainable automation approaches**. It also supports career development toward senior testing, quality leadership, and test architecture positions.

Prerequisites

Candidates must meet the following requirements:

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- Hold an **ISTQB Certified Tester Foundation Level (CTFL) v4.0** certification or an equivalent **Foundation Level certification** from an earlier version
- Have **practical experience in software testing**

Who Should Attend

This course is intended for experienced software testing professionals who want to**plan, manage, assess, or improve test automation strategies**.

It is particularly relevant to:

- **Senior Software Testers**
- **Test Leads and Test Managers**
- **Quality Assurance (QA) Leaders**
- **Test Architects**
- **Professionals responsible for test automation strategy**

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What You Will Learn

By the end of this course, participants will be able to:

- Identify and evaluate the **success factors of a test automation strategy** in different organisational contexts.
- Assess **implementation, operational, and maintenance costs** to support automation investment decisions.
- Recognise **automation risks** and incorporate them into strategic planning.
- Develop **organisation-wide test automation plans**.
- Evaluate approaches for integrating automation across **multiple test levels**.
- Design automation strategies that support **Agile and DevOps delivery models**.
- Plan **automation deployment and release strategies**, taking test environment dependencies into account.
- Measure automation effectiveness using appropriate **test automation metrics**.
- Evaluate the **business value of test automation** at both project and organisational levels.
- Interpret **test reports** to guide automation investment and improvement decisions.
- Explain **roles, responsibilities, and governance** considerations for organisational automation initiatives.
- Plan the transition from **manual testing to continuous testing** and identify opportunities for ongoing improvement.
- Develop **sustainable test automation strategies** that support long-term quality objectives.

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Training Outline

1. Introduction to Test Automation Strategy and Objectives

- Understanding the purpose, scope, and objectives of a **test automation strategy**
- Evaluating the key **success factors** that influence an effective automation strategy

2. Test Automation Resources

- Assessing the **costs and risks** associated with implementing a test automation solution
- Defining **roles and responsibilities** within test automation activities

3. Preparing for Test Automation

- Examining approaches to integrating automation across **different test levels**
- Reviewing strategic considerations associated with different **software development lifecycle (SDLC)** models
- Evaluating the **applicability and viability of test automation**

4. Organisational Deployment and Release Strategies for Test Automation

- Planning the implementation of a **test automation solution**
- Comparing different **test automation deployment strategies**
- Identifying **test environment dependencies** and assessing their impact on deployment planning

5. Test Automation Impact Analysis

- Evaluating the **investment required to establish and maintain test automation**
- Identifying and using **test automation metrics**
- Assessing the **value of automation at project and organisational levels**
- Supporting strategic and operational decisions with information from **test reports**

6. Test Automation Implementation and Improvement Strategies

- Examining the transition from **manual testing to continuous testing**
- Developing, maintaining, and improving an **organisation-wide test automation strategy**