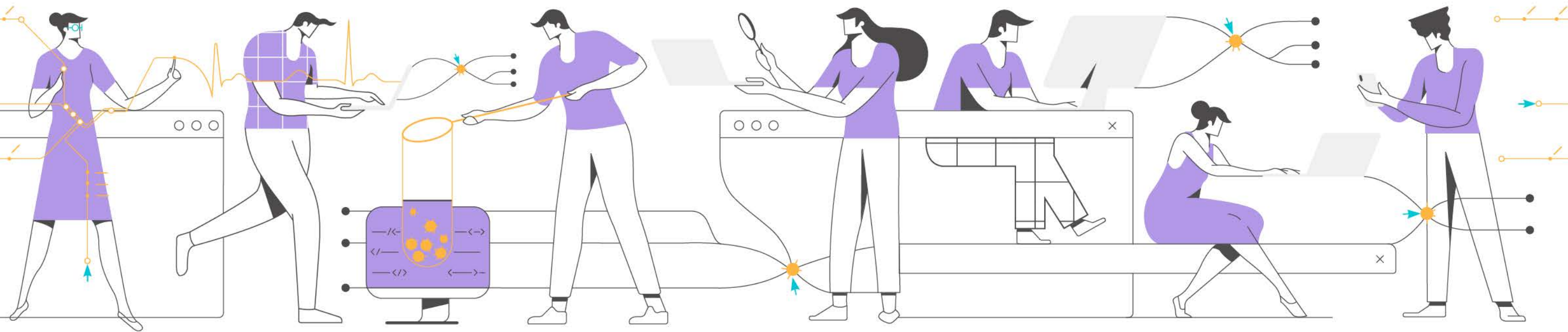


In depth with abstracta



14th Anniversary | 2022 Edition

Our purpose defines us.
Connecting from our
vulnerabilities makes us strong.





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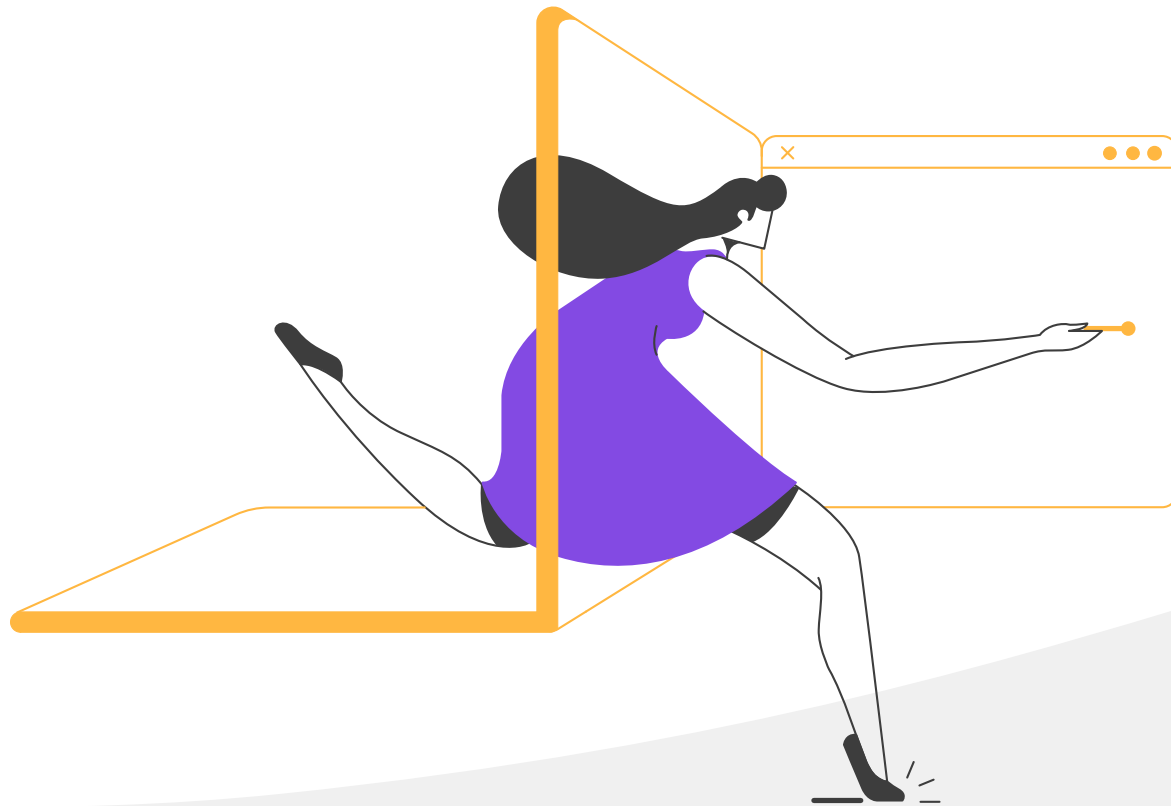
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Danny Gutiérrez, Functional Tester

Prologue



By Nicolás Jodal, CEO of GeneXus

I will never forget when a very young Matías Reina, Federico Toledo, and Fabián Baptista came to introduce me to what would eventually become GXtest, a tool to simplify test automation.

They were so enthusiastic, entrepreneurial, and eager to contribute to the industry... But not only that, they had great ideas and knew how to carry them out. My motivation was really high at the time. And our relationship has remained close ever since.

Although it is hard for them to accept it given their modesty, the XVIII GeneXus International Users Meeting was undoubtedly a before and after not only in their life but also in the IT industry.

As soon as we were introduced to their prototype, I knew it was just the beginning of a long road. I am pleased to say that, 14 years later, their product is still fundamental to GeneXus. But they didn't stop there.

They have managed to expand through their services and consulting area, through which they work on projects that reach all over the world. And they have developed different tools. Their innovations in testing never stop, and they are always looking to contribute to the industry and the community.



I admire the warmth of those who make up Abstracta, combined with their high professional level, their engineering knowledge, and their ability to carry out those ideas in favor of the development of the community.

Over time, they have been able to build a team that reflects this particular combination, which I consider crucial in the current context of our industry. Abstracta has grown enormously and has been able to make strong contributions to the industry. They prioritize quality in all its aspects and personalize the links with each client, each project, and each business. Their steps are firm and thoughtful and they will surely continue to expand their horizons more and more.

This is why many of us consider them quality partners. They are not just looking to sell services, they are looking to be part of something bigger and make real contributions to the creation of better quality software.

For all these reasons I am very happy that they have entrusted me with the task of writing the prologue of their first book with Abstracta's stories, in which they are encouraged to tell about their enthusiasm and human commitment.

Nicolás Jorda



Certifications



Top B2B Companies
Clutch 2018



Top Software Testing
Clutch 2019



Top B2B Companies
Clutch 2021



Top 20 Leading Testing Providers
CTest Magazine 2019



Top QA & Software Testing
TechReviewer 2020



Talent has no gender
UN Women - BID Labs 2021



Top 10 The Great Place
to Work for Millennials
GPTW Uruguay - 2021



Top 10 The Great Place
to Work in Uruguay
GPTW 2021 - 2022



Top 10 The Great Place
to Work for Women
GPTW Uruguay - 2022

Who we are



14 years ago, Abstracta was conceived and born, a company dedicated to testing, from Uruguay to the whole world. Since then, we have grown non-stop.

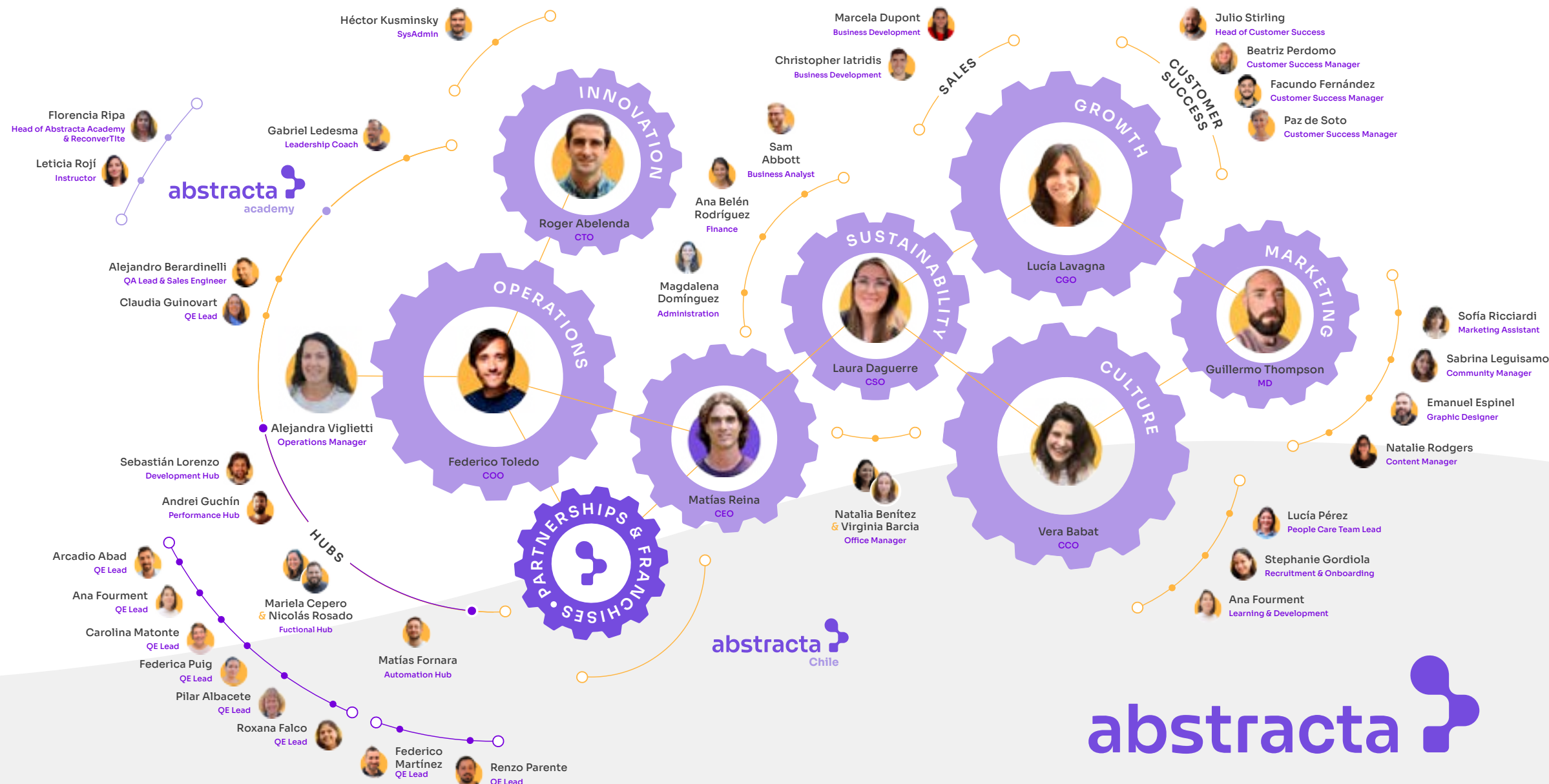
What began as an office of friends, financed by a fund from the ANII, today is a global, diverse and multicultural company.

We work in a flexible and a committed way. As warm as serious. As cheerful as competitive.

We want to change reality and transform it into a better one because we know we can do it.

We do first level testing, committed and empathic. We love to see the company grow and meet our business goals.

What moves us most today is being able to create a bridge for the growth of communities and the improvement of people's quality of life.







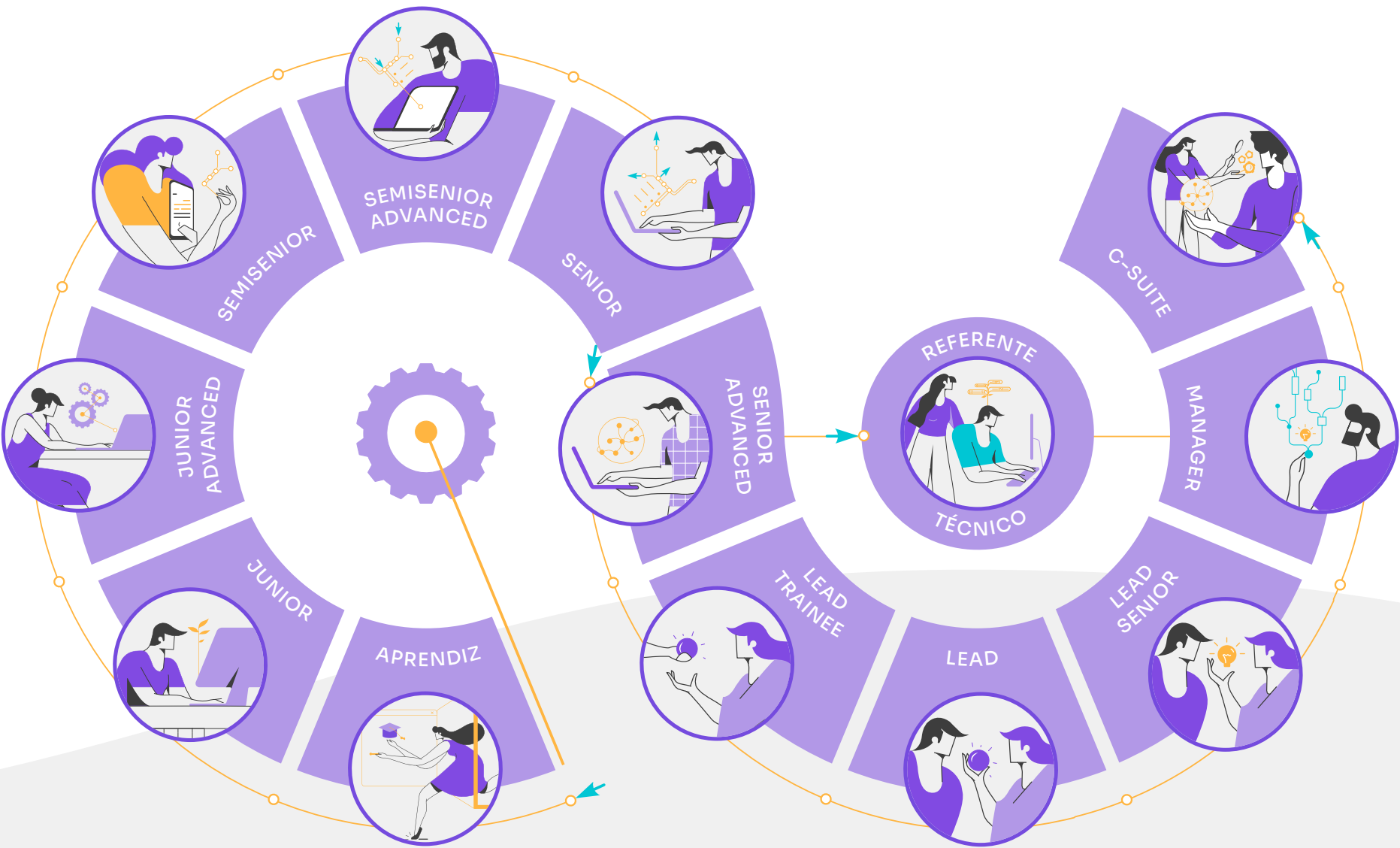
Roadmap

At Abstracta we developed two interconnected tools to determine fair and competitive salaries within the context of a clear career plan without any type of gaps.

The first one is our **route map**, in which we capture all viable roles within the company, with different levels of seniority. The second tool is called **Scale**, and it is our **salary calculator**.

Each level of seniority has an estimated duration time and a maximum recommended, with the objective of launching growth and advancement in the career plan.

Throughout this journey we provide companionship and all the necessary trainings to be able to respond to the needs of an ever changing industry.



Abstracta stories



We will start with the story of three friends from college who dared to start a business and dream big. Then we'll delve into the life stories of different people from Abstracta, so that we can connect with each other on a more authentic way.

To keep building together.

A place to work and be.

To grow and move forward.

To keep believing in each other.

A space to inspire.

And to keep aiming higher each day.



Abstracta, the story of a dream

Abstracta is 14 years old and we decided to unveil its story. This company is faithful evidence of how education is capable of hacking the system and turning the dreams of 3 students into reality. The result? ■ The increase in the quality of life of those who make up the company. ■ The development of the communities. ■ the creation of partnerships capable of maximizing results and optimizing the entire business. ■ The improvement of the digital experience of users, through quality technologies that have a direct impact on daily life.

The story of Abstracta is the story of a dream come true. Three young students became friends in college while studying Computer Engineering and were encouraged to dream big.

While studying, Matias Reina and Federico Toledo worked side by side on software testing projects at the Software Testing Center (CES), and Fabián Baptista at Quanam. They made great efforts to cover their expenses and be able to continue studying.

The creation of Abstracta took time and went through different stages. “In 2007, we started developing a product for automated testing in GeneXus, and ended up setting up our own company. That’s how Abstracta was born, in August 2008. Our original dream was to become a testing products company, then this idea mutated and today we do many more things related to quality,” said Matias.

“It was a bet to do something innovative, to work with friends, and to be able to define ourselves how far we wanted to go”, he added.

“

When we started, although we always thought big, I don't think we were able to imagine what we are experiencing now. The idea evolved and so did our dreams. It happens that when we reach our goals, we set our sights higher, aiming to take Abstracta, the team and the region to the top. Emphasized Federico.

“When we started, we were not only concerned about achieving our goals, but also about how to achieve them. It wasn't worth doing it any old way. As the team grew, we felt the need to make certain values explicit, because they are our north,” Fabián recalled. And he continued: “Many people have joined us during this time and have taken ownership of the project, making it their own, improving and strengthening it. All this is part of what makes us proud.”

FOUNDING OF ABSTRACTA

It was 2007. Federico Toledo, Simon de Uvaron and Matías Reina were working on a project at CES, doing performance tests for a Uruguayan banking system.

It all started one afternoon after leaving the Zonamérica exhibition center in Montevideo, after a day's work in which they identified a clear need in the industry for testing. “We wanted to create an innovative product in order to simplify test automation in applications where it was more complex, such as those made with GeneXus,” Matias introduced. “We came up with an idea, started writing it down on paper and got excited.”

“That's when we started experimenting, discussing and dreaming. We planted the seed of what would later become Abstracta,” said Federico Toledo. And he continued: “We designed the idea and presented it to the company we were working for. But the company had a different focus, and we moved forward on our own, working after hours and on weekends”.



Federico Toledo, Fabián Baptista and Matías Reina dreaming big, in 2008, the year Abstracta was founded.

In 2007, the Ricaldoni Foundation opened a call for technology-based ventures, through the School of Engineering of the University of the Republic. There, they had the opportunity to take a course at the School of Economics and begin to put together a business plan. Then,

Simon decided to go to live in Germany for a while, and could not continue with the venture.

It was then that **Matias and Federico invited Fabián, a classmate and friend from the university**, to join them. “Fabián

came from another world and made a very big bet. I remember he told me: ‘I have no idea about testing, but if you tell me there’s an opportunity here, I’ll get involved,’” recalled Matias. In 2008, Fabián began to develop what would become Abstracta’s first product: GXtest.



Federico Toledo, Matías Reina and Fabián Baptista, with the first Abstracta t-shirt. 10 years later (2018), Sofía Palamarchuk would join as a partner.

- With the seed already planted, who supported you to achieve the founding of the company?

Matías: We competed in a business plan competition of Fondo Emprender, a private sector initiative to promote investment in startups. There, we won a prize for best business plan, which came with a check for 2,500 dollars. Then, we had the possibility of accessing a seed capital of 50 thousand dollars in the same Fondo Emprender, which was a loan. At that same time, we accessed a window that the National Agency for Research and Innovation (ANII) had to promote Young Entrepreneurs, and we won a grant of 20 thousand dollars. We discussed it a lot, and decided to accept this option instead of the capital from Fondo Emprender.

- What did you invest these funds in?

Matías: They allowed us to create the company, formalize it and pay rent for our first office. Some time later, we were able to present our prototype (the first beta version of the product) at an international GeneXus event, “XVIII International GeneXus Users Meeting”. There we were

awarded a prize for innovative product. At that moment, Nicolas Jodal, the CEO of GeneXus, told us that we had a tremendous product and that motivated us a lot. Some time later, we signed a partnership contract that allowed us to have 40 thousand dollars more in funds to finish developing the product.

The roles and tasks were changing over time, in the consolidation of Abstracta. At the beginning, Matias and Fabian were the developers, and Federico was the tester. Fabián was the first to leave his formal job to dedicate himself full time to Abstracta in 2008, after receiving the first check from the Fondo Emprender. Until then, everything they did at Abstracta was something extra to their jobs, which were what allowed them to survive.





“Since I was a child, they planted the seed of entrepreneurship in me, so even though I was working in a very nice company, I dreamed of dedicating myself to something on my own. I always say that it was a very easy decision because I am one of those people who like to take risks. And when I was young I was even more so, always with my mothers support. What could go wrong? To have learned something and try again or, in the worst case scenario, to go out and look for a job.” Fabián Said.

Federico and Matías continued working at CES, although they reduced the number of hours. They were 6 hours there and about 8 hours at Abstracta. Those were very intense times, and without a doubt the effort was worth it. Eventually, it was everyone’s turn, taking the risk to



Article published when they won an award in the Emprender Fund.

move forward in their own project, to change the focus and expand.

A ONE-WAY TRIP

When they finally had a working prototype of GXtest, the founders of Abstracta presented it to GeneXus CEO Nicolás Jodaí, Gastón Milano (CTO), José Lamas (in charge of partnerships) and many other people from the team.

Federico said: **“After some conversations, we ended up signing a commercial agreement that allowed us to dedicate ourselves fully to what we knew (building the product) while GeneXus provided us with its experience and its network of channels for its commercialization and distribution”.**

Thus, in 2009, GeneXus began marketing GXtest, the first product developed by Abstracta and the engine of its foundation. **“From one day to the next, we started selling all over the world”**, exclaimed Federico.

In 2009 Federico traveled to the United States and participated in the GeneXus Meeting in Chicago. It was there where he made the first sale of a GXtest license. Thus, GeneXus USA became Abstracta’s first client company. **That same year, they opened the first official Abstracta office in Montevideo, Uruguay.** Until then, all the work was done in shared work days at their homes and different locations.

In 2011, Federico emigrated to Spain to pursue a Ph.D. with a focus on testing, which would later translate into a great

contribution to Abstracta. From Spain, Federico was linked to Abstracta all the time, creating content, giving trainings, even in Spain, and was dedicated to forging networks, generating community.

“I am eternally grateful for the support of my partners in that personal dream I had: to live abroad and get to know another culture, other places, other people. From the moment I proposed the idea, we immediately began to look for ways to align it with what we were doing at Abstracta,” said Federico.

That same year, in Uruguay, Matías’ first child was born and he and his wife took out a loan to buy a house. “The money was not enough with GXtest alone. At that moment, I had to decide whether to look for another job that would give me

more income or to dedicate myself 100% to Abstracta. It was a big family decision. I remember great talks in the living room of my house with my wife and my in-laws. It wasn't easy, but we decided to take the risk," Matías said.

It was then that, in order to increase revenues, they started to add the services area in Abstracta, always related to testing and software quality. And then **GXtest ceased to be the sole focus of the company. They decided to focus on a services and consulting model.** GeneXus Consulting was the first company to rely on Abstracta's services area.

In 2013, they launched Monkop (currently Apptim), a tool that analyzes the performance of native apps. Over time, this platform would be used by many large companies around the world, including Japan.

In 2014, Federico returned to Uruguay and began to dedicate full time to Abstracta. "When I came back, I put together the online introductory course to testing that today we offer to the general public but also to many people through different

social impact initiatives such as Jóvenes a Programar and ReconverTite. When I returned from Spain, I came with the idea that we could collaborate in something with a social focus", said Federico.

That same year, Abstracta published the book, "Introducción a las Pruebas de Sistemas de Información", authored by Federico Toledo and several collaborators; co-founded the most important testing event in the region: TestingUy, where the book was officially presented; and created the Internationalization Plan to the United States led by Sofía Palamarchuk, with financial support from ANII.

Over time, Abstracta's growth became evident, in terms of the number of people working, clients, projects and culture. In 2015, the staff already exceeded 50 people, and was in a moment of exponential growth not only in Uruguay and the region but also in relation to recurring clients in the United States.

In 2015, Matías Reina moved to the town of Salto, and the company opened an office there.

“

We discovered many talented people in Salto and decided to give them and ourselves a chance. The result was so good that there came a time when our priority was to hire people from there, said Matías. Undoubtedly, this became a great contribution to local community development.



Salto's Office

2016 was also a year of important developments. Abstracta Academy was launched, a space that would become a key platform for testing training in the country. And the People Care area was created, led by psychologist Vera Babat, with the aim of focusing on mental health and organizational culture in Abstracta.

NEW AIRS

In 2017, Matías Reina became CEO of the company, and Federico became COO. On the other hand, Vera joined the company's C-suite, which already included other women, such as Laura Daguerre (Chief Sustainability Officer), and Valentina Tortarolo (current CEO of Abstracta spin-off upCamp). Later, Lucía Lavagna joined the C-suite as Chief Growth Officer.

Vera's entry represented a turning point in the company's history because since then they have been able to focus more on organizational culture.

“

Matias said: “Thanks to Vera, we started to connect more deeply with ourselves, with our peers. We became aware of issues that were difficult to reflect on before, to understand them in a more integral way. We learned to trust each other more, to listen, and to look for purpose in what we do.”

In the same vein, Federico emphasized: “Thanks to their contributions, we have been able to make improvements in the work environment, in the organizational culture and even in the meaning of work, balance, family life, and how everything comes into harmony. We were able to implement great improvements in our job offers and in the accompaniment of the team with a more holistic vision, with greater empathy for human and health aspects.”

When it celebrated its first decade of existence, the company added a new partner, **Sofía Palamarchuk**, who had led the Internationalization Plan to the United States since 2014 and had worked as a performance tester in multiple projects since 2013. By this time, the company already had 70 people working in different countries around the world. Sofia joined the board on January 11, 2018, and was the company’s first non-foundational partner, as well as the first woman.

“

Since my beginnings at Abstracta, almost 10 years ago now, I always felt listened to and valued in the different roles I took on. With the support and trust of the board of directors, I was able to dedicate myself fully to Abstracta’s expansion, and those were years full of learning, challenges and celebrations, **Sofía said.**



Matías Reina, Federico Toledo, Fabián Baptista and Sofía Palamarchuk at the 10th anniversary celebration of Abstracta in 2018.

“My work helped lay the foundations of what Abstracta is today in the United States, and its recognition at the international level,” she emphasized. And she pointed out, “By taking on a key role in Abstracta’s expansion in the United States, having the opportunity to be part of the board of directors was very important.”

“I was very proud to be the first female voice on the board, which always had the theme of women’s empowerment and gender equity as a priority to generate the impact we seek,” she exclaimed.

In 2018, the franchise model began, led by Laura Daguerre. That same year, Abstracta Chile began to take shape. **And on August 27, 2019, the official launch of the office in Chile took place.**



“Our objectives and expectations were to position the brand in Chile and empower the industry with our proposal. In addition, to replicate all those aspects for which Abstracta has been recognized all these years: good working environment, linkage with local communities, social impact through its labor integration programs, among others,” recalled Mauricio Rojas Lagos, CEO of Abstracta Chile.

“The first years were complex, due to the social demands in Chile at the end of 2019 and, later, the arrival of the pandemic. But we pulled through and grew stronger. Currently, we are having a sustained growth of clients and projects in Chile, Peru, Colombia, Mexico, Guatemala and the United States. This has allowed us

to incorporate new professionals on a continuous basis,” he said.

Undoubtedly, 2020 was not only a complex year for Abstracta Chile, but also for Abstracta globally. Fortunately, this forced reorganization of ways of working led to the growth and consolidation of all areas of the company, in the midst of the pandemic. And so we continued to grow.

With this momentum, and the need to rethink aspects of daily life from multiple angles, **we managed to lead major initiatives of social impact and community development**, training, job retraining and support for labor market insertion.

In other words, **we are able to carry out first-class testing and work for everyone, with a social outlook at a time of great need, accompanying each member of the team.**

“We provide opportunities where they are most needed through different programs and initiatives. To women, migrants and people living in the interior of the country. To young people, with their first

job opportunities, and to people over 50 years of age who decide to change jobs”, Federico specified.

Step by step, we achieved a very important milestone in our history: joining the UN Global Compact, focusing on the Sustainable Development Goals (SDGs) “Health and well-being”, “Gender equality”, and “Decent work and economic growth.”

In 2022, having already come a long way, we achieved a level of maturity that allows us to rely on our tools to overcome different types of situations that arise along the way. It allows us to trust in our decisions and strategies, to be resilient

to crises and, even with pauses, to keep growing.

Thus, today we already have important clients in San Francisco, California, and more than 150 people working in Abstracta from different parts of the world, making contributions to the IT industry and the development of the communities in which we are located.

This year, Lucía Lavagna is spending a season abroad, this time in Vancouver, Canada, with a view to and generating networks. And undoubtedly, history continues to be written...



Chile's Office



Abstracta Camp, in 2021. Undoubtedly, the individual contribution of each person who is currently working and who has worked at Abstracta in the past is paramount to achieve our goals and great purposes. We build Abstracta together, because together we can go further.

**THE BIGGEST DIFFICULTIES
ABSTRACTA HAS GONE THROUGH**

- **Cessation of contracts due to changes in business strategies, at different times in our history.**

One of which affected us the most occurred in 2013, with GeneXus Consulting, who represented 50% of our turnover that year, a number that became 0 in 2014.

Situations of this type have allowed us to prove that one of our greatest strengths, as a sustainable company, is the variety of projects in which we work and the varied geographical distribution of our clients. This strategy makes us strong and resilient to crises.

- **2020 – Pandemic.**

“We survived the fall of many positions in different clients, keeping the team without any layoffs even when we were several months with zero margin. The uncertainty of not knowing how much more we were

going to be able to sustain the situation to be able to give that support to the people we want to give was something very hard” (Federico Toledo).

- **2021 – Temporary removal from the CEO’s position.**

Matías Reina had to step away from Abstracta for a period of 7 months due to his daughter’s health reasons.

“It was not easy for anyone. It recharged the whole team a lot, in a very particular year for everyone, with a pandemic, with a super particular moment in the industry. Despite everything, we came out stronger. The team moved forward, the company continued to grow, and they put up with me endlessly, they were a great pillar for my family.” (Matías Reina).



WHAT IS THE GREATEST MOTIVATION FOR GETTING THROUGH DIFFICULTIES?

“

We are empowering technologies that are enabling software to be made faster and with higher quality, helping to create more accessible technology, and helping more people to have access to communications infrastructure. When we look at what we do on each project and with each customer, we don't just think about the products themselves but what they enable. How their technology extends and improves the quality of life of many people,” he continued”, explained Matías

“The greatest impact lies in what the technology we create allows, and that this technology is of good quality”, he emphasized. And he exemplified: “Through technology, we helped to manage the pandemic in Uruguay in

a better way. We are helping public education teachers to get paid on time, and farmers in Mexico and other countries to market their products better. We bring financial services to more people, we make medicine more intuitive, and we create new technologies for new treatments.”

Abstracta has grown a lot. Today, Abstracta researches new advances in the world of software quality to develop competitive products, which become new businesses. Abstracta is a platform for an ecosystem of companies.

This ecosystem opens real possibilities for Abstracta's workers to lead spin-offs and products aligned to our purposes.

They also position themselves every day as thought leaders: they share their knowledge and form networks, thus managing to be part of conversations about testing with referents from all over the world.

They have managed to create an inspiring and authentic work space, where each member can develop professionally and



personally with high quality projects. From that place, they also create great bonds with their clients. And, in turn, they promote initiatives that favor community development and improve the quality of life in the communities in which they are located.

WHAT FUTURE DO YOU ENVISION FOR ABSTRACTA?

Matías Reina: In 10 years I would like us to be in 5 countries, well established, with equipment, committed to the local community, emphasizing more and more our strongest attributes. I also



imagine us being in all the departmental capitals of Uruguay and in several cities outside Santiago in Chile. In 20 years I imagine us in more countries, especially in Asia and Oceania. I would also love it if we could be in New Zealand, Australia and Japan.

Sofía Palamarchuk: I feel that this is just the beginning, that we have a long way to go and continue learning. Ten years from now I see a much bigger Abstracta, with teams in different continents and projects that improve the quality of life of the communities where we are. Twenty years from now, dreaming big, I imagine a network of technology companies that grew up in Abstracta, employing thousands of people in Uruguay and the world, training hundreds of women and giving us, women, the opportunity to take an active role in an industry that will become the engine of the world's economies, especially in Uruguay.

Fabián Baptista: I would love for us to be able to crystallize the knowledge, ingenuity and work of many of us into a

valuable product that positions us as a reference, and Abstracta was born with that idea. In 10 years I see Abstracta recognized as a global quality leader working on the most challenging and innovative projects in our industry.

Federico Toledo: To continue growing and providing opportunities, each time better, more diverse, more challenging, and generating more impact. I would like us to be able to contribute to the care of the environment. I would like us to be established in more countries, both in Latin America and in the rest of the world. I would like us to continue to be a reference in software quality. I would like us to generate more entrepreneurial spirit, to provide support to more people to promote new spaces that are aligned with the objectives we have, spreading the values and principles by which we are guided.



→ Federico Toledo

“More and better testers will be needed”

What does the future of software testing look like? Why is the role of a tester crucial in our current society? Will artificial intelligence ever replace the human eye? We talked in-depth about all of this and much more with Federico Toledo, Ph.D. in computer science and COO of Abstracta

“Science, my boy, is made up of mistakes, but they are mistakes which are useful to make, because they lead little by little to the truth” is a phrase by the French writer Jules Verne that Federico Toledo knows well. As a relentless tester, Toledo knows that **each finding in testing is key to optimizing systems that could be relevant on a large scale in a globalized society largely mediated by technology.**

Raised in a humble countryside family, he grew up growing vegetables and dreaming of becoming a carpenter. He went a long way to get to where he is. He knows effort and sacrifices firsthand: **when he began studying engineering, he commuted for 4 hours each day to make it happen.**

Now, **he is a leader and household name in software testing** who offers conferences, workshops and speaks at multiple international events. He is one of the founders of Abstracta, a world-leading testing company with offices in the US and Latin America. He has a blog and a podcast, through which he shares valuable information and insights.

His book “Introduction to Information Systems Testing” has been an inspiration to the tech community all over the globe and he is currently working on its new edition, which is more than promising.



“Disruptive technologies are coming up, and artificial intelligence brings with it new paradigms, with complex challenges such as the need for more testers in the industry, with better preparation. In an in-depth dialogue with Toledo, we delved into relevant issues to testing, and in a heartfelt conversation had some revealing insights into his life story.”

-Is it possible to ensure that a system never fails?

No, there will always be failures. It's impossible to demonstrate their absence. So it is impossible to say that a system doesn't have them. There are even occasions when it is a decision to go into production even with known bugs because perhaps not all of them have a severely negative impact, or because the negative impact weighs less than delaying delivery. There is a wide variety of users, with different priorities and quality

perceptions. Therefore, determining when a system is already good enough is one of the most difficult decisions to make. It depends on the objective, the context, the severity of the errors, and how well the testing has been done. The horizon is to reach perfection and it has to continue being like this, but we know that we cannot achieve it. There will never be perfect software.

- Why is the proper functioning of systems key in this era?

A catastrophe can occur due to the failure of a system. There are many examples: from space rockets that exploded to systems that have caused serious health problems. These are very extreme but real cases. There are also situations that affect people's daily lives and therefore their quality of life. Today almost everything is mediated by systems and that is why software quality is so important for the daily development of life itself.

- To reach the so expected software quality you mentioned, the automation of some tests can be transcendental. Achieving it efficiently requires a lot of knowledge but also judgment. In this



Click here to download “Introduction to Information Systems Testing” for free, Federico Toledo's book.

regard, you quoted this sentence from James Bach in your book: “Automating chaos just gives faster chaos”. How do you avoid chaos and learn to distinguish which are the most important tests for automation?

Knowing the project that is being tested is essential to understanding its priorities. In turn, time and experience provides important notions about their needs. It is essential for testers to work as a team with other testers, analysts

and developers, to carry out their work always considering all the risks, both from the technical side and from the business side. It is in this collaboration that we will learn to decide what is most important to try.

- Why is it not advisable to automate 100% of the tests?

The pesticide paradox applies for this question: the insects that a pesticide cannot kill become stronger. An automated test will always test the same thing, it does not explore things that we didn't ask to be tested. It finds the biggest bugs on the first pass, but the ones that were not found get stronger. That's why it's good to have a combined approach: performing automatic testing but also “manual” testing, with a share of curiosity. Of course, it would be ideal to do only manual testing! But that is inefficient, expensive and, if a person must test the same thing over time, eventually it ends up being even boring. Also, if new versions come out every day, there will come a time when the eyes stop seeing and curiosity will be lost. It's important to automate everything that must be checked periodically in the same way.



- So the role of the manual tester is crucial...

Absolutely. Time ago, manual testing was given to people without much experience in many places. But it is actually a very important role. Getting it right definitely makes a difference. If the person who executes a test manually does so only following instructions, without curiosity, judgment or commitment, he will not be able to find all the necessary errors. He is not going to know how to explore and understand how important the different components are for the business. Automation can never replace the human



eye. But it is an excellent tool to expand what we can achieve with our efforts.

- Which is the biggest turning point in a tester's career?

The career isn't linear. There are many who believe that there is a single path, starting with functional testing, and then moving on to automation. Manual testing is fundamental and not necessarily just the beginning of the career, some prefer to dedicate themselves completely to it. On the other hand, automating is super playful, it's like a game in which you go through stages, trying to make the application believe that there is a person on the other side of the screen when in reality there is a script. Achieving that is satisfying! Curiosity guides the way. You begin to wonder: what if now I try to make the system believe that there are 10 people instead of 1? And what will happen if each of them provides different data? It's quite a challenge. At the beginning of the journey, it's a time to absorb everything you can but, in reality, you always keep learning.

“There are many ways to develop in testing, but the biggest turning point is when you realize that you can help other testers advance in their career. Regardless of the type of testing that is done, that is the moment when someone can start leading projects.”

- How is it possible to maintain the focus of testing associated with risks over time?

I'm going to associate this with personal time management. Every day there are more tasks to do, and they accumulate. We must accept that we are incapable of doing everything, that our time is finite and we have to decide what not to do. That's where you have to ask yourself: what happens if I don't do this? Will the system continue to work? Are there going to be angry users? Are we going to lose money? Are there going to be lives at risk? This analysis must always be present, in every decision that we make in testing. We should look forward

to stopping urgent tasks. If there is something urgent it is because we are doing something wrong. The focus on risk-based testing is a mindset, and we should maintain it over time, adapting it to the new risks that arise in each context.

- Your book is one of the first books in Spanish dedicated to practical aspects of the subject, with an incredible level of coverage. Where did your interest in doing this come from?

I always liked to write. I wanted to make Abstracta known and I thought of doing it by contributing something useful. I wanted to build a bridge between the testing industry that was growing in North America and Europe, bring all that knowledge to Uruguay and position Abstracta as a thought leader. I also always liked to bridge the gap between academia and industry. Since 2007, I have written a lot of articles about testing on the Abstracta blog. When I finished my doctorate in 2014 in Spain, I decided to collect everything I had already done and develop new topics to be able to offer a complete and free material, with good practices and techniques, so that more people



could dedicate themselves to testing in Uruguay and create a community.

- Why is it important that more people dedicate themselves to testing?

First, the industry needs more testers, developers, analysts and many other roles. On the other hand, testing is a good first step into the software industry, which has one of the best salaries in the market, more growth opportunities and better work environments. Testing is a good channel for people to join through functional testing and then develop in other areas if they wish. Having more testers responds to a need in the software industry but through it, people's quality of life can be improved.

- What led you to dedicate yourself to testing?

It is often said that those who started in testing, started there by accident or chance. In my case, it was because it gave me the opportunity to work a few hours a day at the university and be able to continue studying. The person who interviewed me, who was my first boss,



Federico Toledo alongside his sister and his mother at 9 years old.

asked me if I was sure to work as a tester since that would mark my professional future. I answered that I was sure, thinking that he was exaggerating and it wouldn't be that decisive. 15 years later, here we are! I was really lucky to have chosen this profession and that I liked it! I grew up in the countryside in a humble family near Atlántida in Uruguay, 50 kilometers from the capital, Montevideo. I went to a rural school of only 50 children. I enjoyed building my toys with wood and growing crops, and I dreamed of being a carpenter. My mom was left alone raising her two kids

when I was 10 years old and my sister was 8. She had to go out looking for work and started cleaning houses. We never lacked the basics, but it was a very strained situation, we got by day to day.

- How was the path to continue studying?

The teacher of my last year in elementary school, Marta, was very important to me. One day, she told my mother: 'You have to send your kid to high school. She insisted on the idea and my mother was firm with it, otherwise, perhaps my father would have put me to work in the fields. It's amazing the influence a teacher can have on a person's life. After high school, I went to the University of the Republic, I was able to do it since it is free and also because I received scholarships from the Fondo de Solidaridad and Bienestar Universitario: one consisted of a monthly allowance to be able to dedicate myself to studying, and another gave me access to a University community dining room. But it was not easy, the first year and a half I traveled 4 hours a day to study. I traveled 5 kilometers by bicycle from my house in the countryside to Atlántida,

there I took a bus in which I traveled 1 hour to Montevideo, and then I walked 30 minutes to the university. Then the same path in reverse to return. Fortunately, we were able to rent a house in Montevideo with a friend, very cheap and not in very good condition, but a house nonetheless. In my 3rd year of college, I got a job at the Software Testing Center (CES), and that generated an economic change that gave me more stability and I gave up scholarships to make room for others who needed it at that time. I continued studying and developing myself, I did my PhD in Spain, with a scholarship from the National Agency for Research in Innovation (ANII). All my mom's sacrifice was worth it.

What is it that keeps you on the path of testing today? What do you dream for the future in this sense?

When I started in the sector, few people knew about testing and many were not sure of its usefulness. This evolved a lot, today it is already quite established in the industry. Testing is a means to an end, which is to have quality products that provide excellent user experiences. But what keeps me in testing is much more than that.



“Today at Abstracta we know what we can generate in people: offer an enjoyable, flexible and well-paid job that is a before and after in their quality of life. With this clear purpose, today my dream is Abstracta to continue growing. We have built a sustainable ecosystem, capable of achieving a positive impact on society, generating synergies and also supporting other initiatives.”

**-How do you see the future of testing?
What's coming up?**

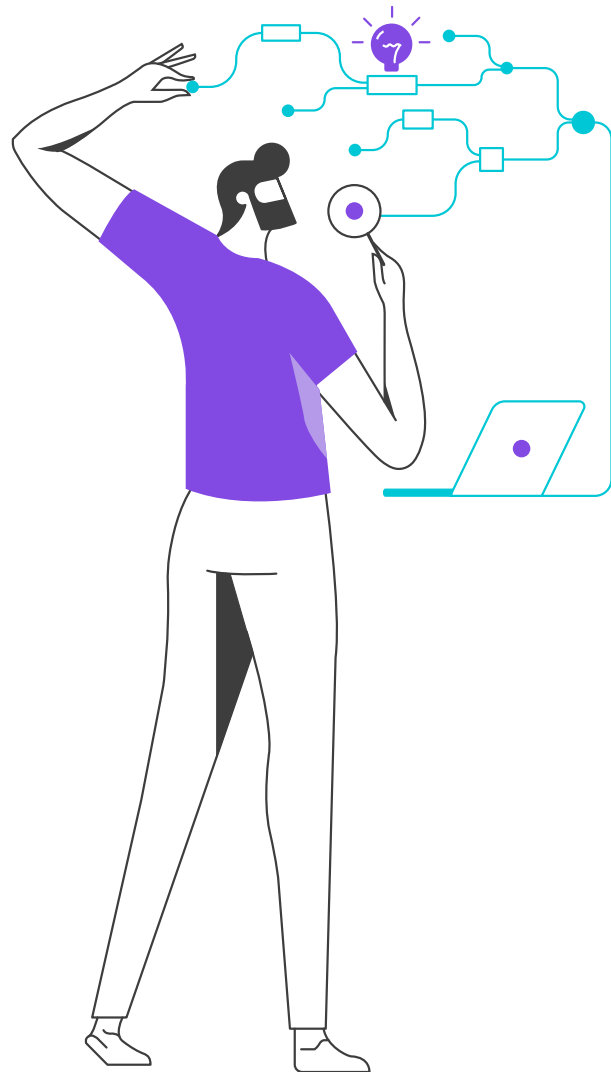
We are in a very interesting and stimulating moment, very disruptive issues are emerging in terms of technology, everything that has to do with 'crypto things', decentralized organizations and artificial intelligence. Many people are working on artificial intelligence to offer tools for programming and even testing. All this

generates, of course, anxieties, many people wonder if testers are going to be replaced by artificial intelligence. In reality, the more technology there is, the more testers we are going to need.

-Why?

Artificial intelligence has much more complex technology than systems that don't use it. For this reason, more and more testers are going to be necessary, and with better preparation. Software is becoming more and more complex and we are going to have better tools, learn more about mathematical models and statistics, and learn more about computational thinking. There is a connection between technology and the human experience, and that is impossible to automate. That bridge needs a human consciousness that can assess and empathize with the user. Everything related to emotions is impossible to automate. We will have difficulties and different challenges. It is an encouraging future, if it were easy it would be boring. Well-executed testing is going to have a radical impact in the coming era.

Profesional Identikit



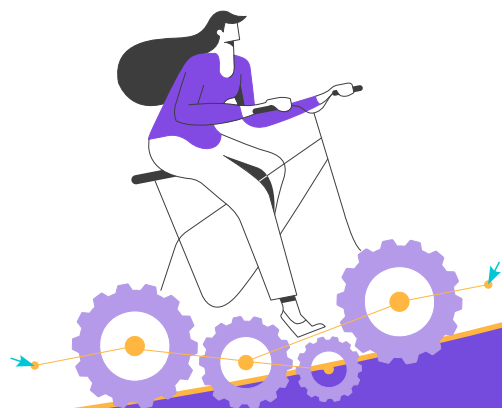
Federico Toledo is a Computer Engineer from the University of the Republic of Uruguay and a PhD in Computer Science from the University of Castilla-La Mancha, Spain.

In 2008, he co-founded Abstracta, a software testing company, which today is a world leader in the area and is constantly growing. Currently, it has 3 offices in Uruguay and has expanded to Chile and the United States.

He also founded Abstracta Academy, Apptim, the social and educational project Nahual Uruguay, and TestingUy the most important testing conference in Latin America.

International speaker and author of the book “Introduction to Information Systems Testing”, he graduated from Stanford + LBN SLEI in 2021, a program dedicated to Latin entrepreneurs with a focus on scaling their companies.

Since 2019, he has lived in California with his wife, who works as a researcher at the University of Berkeley. In 2022 they plan to move back to Uruguay.





#AbstractaStories

→ Alina Sainz

Testimony of the company culture's impact on mental health.

The expresión “a before and after” has intense meaning for Alina Sainz. Her life took a real turn of 180° when she changed jobs. She went from suffering bullying to feeling “immensely happy.”

Her history is a mirror of how company culture can impact directly on the people's mental health and quality of life.

Alina lives in **Fray Bentos**, a small city in Uruguay with about 24.000 inhabitants, where it is real hard to get a job in the IT industry. So before working at Abstracta, she worked in the dining room of an industrial plant of her town, where, in her words, **she lived practically “in war.”**

“Since I got on the bus to go to work, hired by the company until I came home again, it was a war with God and the world. I worked there for 3 years and a half, I had such a hard time that I was depressed for months. When I came to

Abstracta, people treated me so well that I was scared. I thought they were looking for something to fire me, suspend me or something” she said.

Time passed and she gradually understood the importance of healthy, harassment-free work environments. As soon as she entered Abstracta, what she first experienced was a pleasant onboarding process to start getting acquainted with the company and its members. Then, she learned Abstracta's roadmap in detail, a platform in which career plans and all their possibilities are visualized.

“There was harmony from the beginning, everyone enjoyed what they had to do. We all worked with the same goal and gave our best. If there was a problem, we solved it together. I get goosebumps when I remember.”

For the first time in her professional life, she felt she had a say: “I began to enjoy my work and every progress: from finding a bug to being able to recommend improvements and be heard. It was like living a dream”.

A DIFFICULT ROAD TO CROSS

She began working at the age of 17, going through different roles and companies. When she entered the industrial plant, she did so as a cleaning crew. Then she became a “qualified pawn”, a position in which she prepared salads for 800 people everyday and also attended tables.

Alina continued to rise: she worked as a cashier and later as a kitchen manager. However, **she suffered bullying**. She was 19 and the rest of the people 35 and up. They “mistreated and humiliated” her everyday.

“I was suffering for many years. It’s quite difficult to get a job in IT at Fray Bentos because there aren’t any. And it is very difficult to change jobs when you already have one, it’s a small town”, she explained. And she detailed: “I continued working there, it was the only way to pay my expenses and studies.”

As the years passed, Alina’s mental health suffered. She came to suffer from depression and was hospitalized. It was very difficult to get out. It was hell, but she did it.

Now, sitting comfortably at home and working from what I love, immersed in amazing company culture, with a beautiful relationship with my peers and carrying on Abstracta as if it was my son, I do not regret anything.

“Abstracta gives many opportunities to people like me, that’s why I am so proud to be able to say that now and after so much, I am Abstractera.”

IN THE FIRST PERSON

Alina is 24 years old, was born and lived her entire life in Fray Bentos. Currently, she works as a tester at Abstracta, and studies the Bachelor in Information Technology at UTEC SO.

To be able to work in what she loves so much from his village, remotely, grow professionally day by day, develop in international projects and having the doors open to the world through her work is for her today a dream made.

“There are days when I do not fall into everything that I have advanced: now I moved in alone, I work on a project for The United States, I went through half of

Uruguay because working so allows me, I met beautiful people, and I learned tons. You can’t pay for that with anything”.



-In your work at the industrial plant, you were promoted over and over again. However, you had a very bad time. What happened back there?

People can sometimes be very cruel to newcomers. They did everything to



me. They threw hot oil on the floor that I had just washed. They left me locked in the freezer chamber being short-sleeved. They stole everything I had in the locker, they humiliated me in front of customers, they threw trays over my head and much more. A whole range of insults was the nicest thing I could get.

- How did it affect you on a personal level?

Llegaba a casa llorando pero esa plata I came home crying everyday, but that money was meant to do the networking course in BIOS. I could not afford to leave. I never returned an insult, I held my head high. I kept studying and knew that as soon as I could get out of there. But I ended up in the hospital with depression,



I didn't eat, I didn't want to see anyone, and I tried to kill myself.

- How strong... Did those who led you at work know what was happening there?

Yeah. Bosses, managers and HR personal knew about the abuse. They had already accepted that it was a war with everyone every day. I was the first to officially report this. I was hospitalized for about 2 months. Once, I went back to work and ended in emergencies because I went into crisis again. Fortunately, the next day I was called from a coffee shop to have a job interview, where I was treated very well. They helped me start to accept that the worst was over, that I had to lift my head and move on. As soon as I signed the contract, I quit.

- How did you get ahead?

Quitting and changing jobs was the first step but not enough. I was still very depressed, but a person from another company who worked at the plant, who knew what I was going through because he had suffered depression too, helped me getting ahead. I started to meditate. I started in reiki, yoga and took an impressive spiritual leap. I started

leaving things or people that didn't vibrate at the level I expected. I quit that job. I left my ex who was more toxic than Chernobyl. I left friendships that hurt me. I started reading metaphysics and appreciating myself. Keeping my mind busy in college also helped me a lot. Even so, I was deeply affected.

-What happened when you applied to work in Abstracta?

At that time, I was still on medication, but it wasn't five pills a day, it was three. I was doing my best to stay, not only for the salary but because I had been studying for this for years.

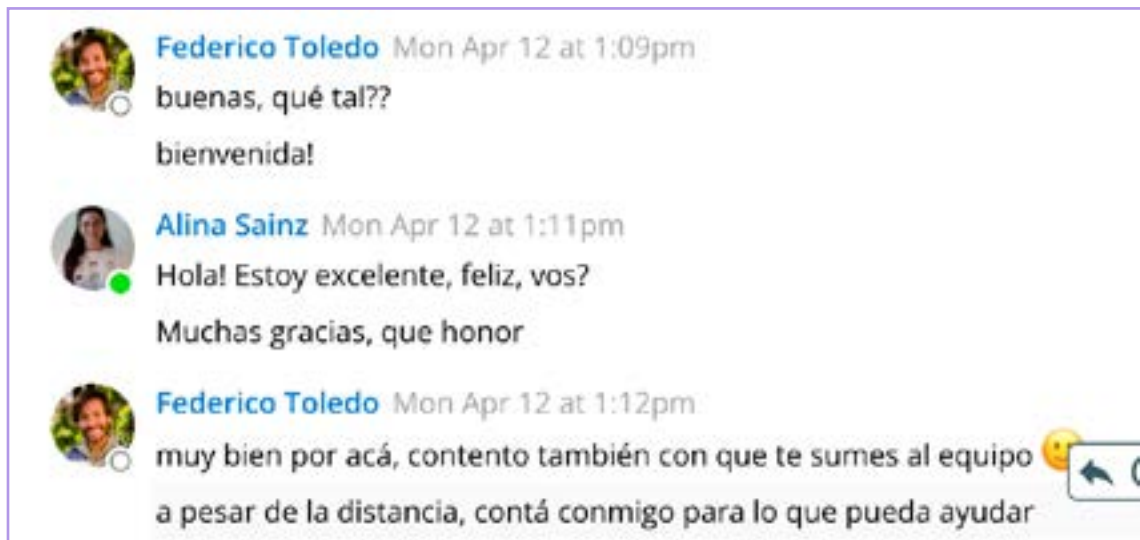


“April 12 was officially my first day being an “abstractera”. I’m tearing down right now to tell you about it. That’s when I got up. My incorporation process was great. Every day I was asked if I needed something, if I felt good with the team, with the project. They had never cared about me in other jobs, I was a number but here I had a name. I had feelings.”

Alina recalls that she was very afraid that people with higher positions would talk to her. “The amount I value the horizontality of leadership is indescribable”, she said.

-How did your work in Abstracta impact on your life?

What didn't impact would be the question (laughter). It impacted my physical and mental health. It inspired me to continue learning languages, to want to develop in



other branches of testing. It helped me monetarily and to have more confidence in myself. It's amazing how company culture and the way they treat you impacts your head so much, and your mental health and quality of life. Today I travel every other month with my boyfriend. I have new friends who share my values. I won an INJU award for science and IT, and I could go on all day. I started as an apprentice of a functional tester, because it was my first experience in IT, today I am already functional tester Jr.

- What projects do you currently have?
I want to continue growing professionally. I have the goal of reaching Jr. Advanced next year, and start doing automated testing on my own. I will continue to learn English, finish my degree and do a master's degree. I want to continue to enjoy the freedom I have now to study and work from the part of the world I want. I long for a quiet, happy life, and to be able to marry this man who helped me so much to get out of depression, who is my partner today. I want to get to share the knowledge acquired with other people,

do another course of barista because I love coffee, not be so lazy to exercise, and be able to lie down with my head still that everything is going as I want.

WHY ARE WE TELLING YOU THIS STORY?

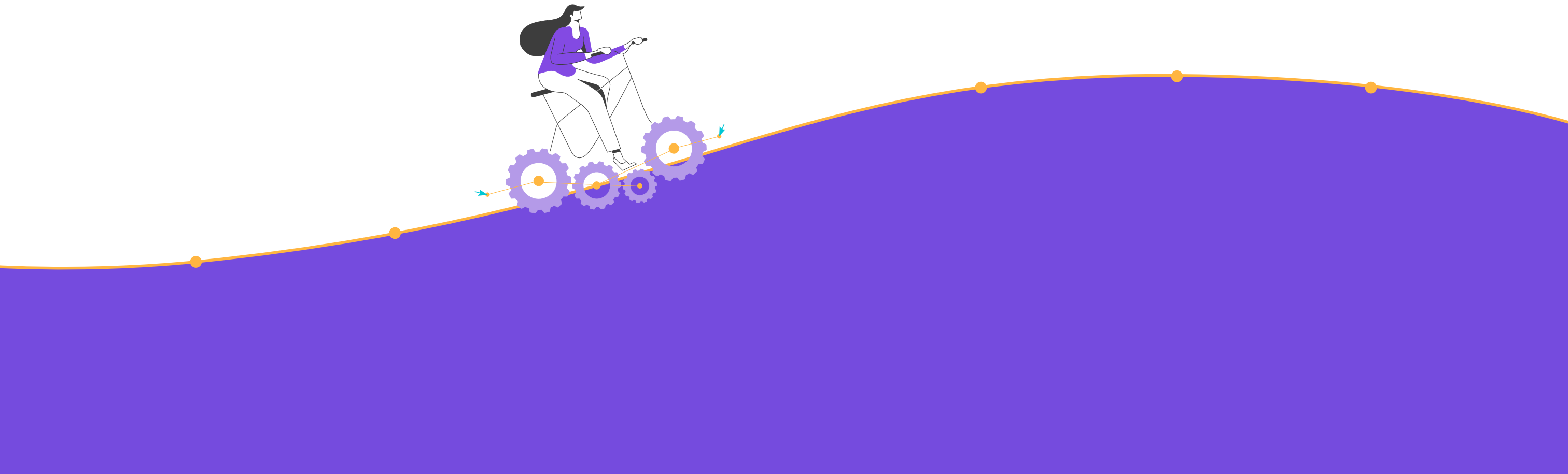
Firstly, it fills us with **pride** and motivates us deeply. **It can sometimes be complex to truly understand the impact of the workplace and the company culture on mental health and people's quality of life, in all its areas, in a comprehensive way.**

According to a publication by Scielo, "Numerous studies have shown the relationships between psychosocial working conditions and the mental health of employees, and especially how the combination of perceived low control and high work demands predict certain mental health problems. Mental disorders such as anxiety and depression have a very negative effect on the quality of life and functional capacity at work".

Alina's story helps to make it explicit and to feel it almost tangible. Experiences

like hers are undoubtedly great muses and can serve as a profound inspiration.







#AbstractaStories

→ Víctor Scotto

An unstoppable
software tester.

Victor is 31 years old, lives near Cerrito de la Victoria in Montevideo, Uruguay, and is convinced that testing can help improve health access.

Victor Scotto's story is a clear example of how work can help people gain autonomy and empowerment, to improve their quality of life in a meaningful way.

Victor, a passionate tester, suffers from a chronic bleeding disorder that can become disabling if inadequately treated. Unfortunately, this has been his case. But he has managed to pull through, and now seeks to help as many people as possible along the way.

The disorder is known as hemophilia, and its main characteristic is that the blood does not clot properly. According to the U.S. Centers for Disease Control and Prevention CDC, hemophilia can lead to serious long-term problems such as chronic joint disease and pain in the case of bleeding into joints. In

addition, seizures and paralysis if there are hemorrhages in the head and brain, and even death.

According to the CDC, hemophilia affects 1 in 5,000 male infants, across all racial and ethnic groups.

"When I was a baby, I was bruised, cried a lot in pain, and crunched when I was grabbed even if it was mildly. At first, they thought it was symptoms of abuse. But they did tests and diagnosed me right away when I was only 6 months old," said Victor.

"Hemophilia is characterized by spontaneous bleeding. One day you can go to bed normally, and the next day you wake up with a joint full of blood, a lot of pain and inflammation, and the



need to go to the doctor to receive the necessary medication to make your blood clot properly,” he explained.

Until almost 3 years ago, every time he bled, he had to undergo treatment and rest for 3 or 4 days. As a child, he lived “in a bubble” due to the fear of his family and his environment in general.

“This situation resulted in me being absent a lot, and I fell behind. First as a student and then as an adult at work. All this led me to be a person without any autonomy. The bleeding affected my articular cartilage. I had to deal with pain and physical instability because they said I was too young to have a prosthesis. It got to a point where it was hard for me to walk. I felt a lot of frustration for not being able to change my situation. Many times I had to quit my studies or work because of related problems.”

Victor explained that it is possible to receive treatment on demand or as prophylaxis.

“ I received treatment on demand from the age of 8 until I was 29 years old, which means that I had access to medication when the bleeding had already started. Prophylaxis consists of receiving mediation regularly in order to have high levels of coagulation and prevent bleeding. Nowadays it is suggested to start porphylaxis in your first years of life in order to avoid these bleedings, to lead a normal life with less limits and to avoid irreversible physical damages.”

Far from falling down on this path, Victor has managed to pick himself up and move forward. Starting the prophylaxis treatment radically changed his daily life. He was able to take control of his life, although he still has major sequelae and disability in his left knee. He was able to start “projecting a life with more

aspirations”. On this path, his access to the world of software testing and job reconversion was fundamental.

HEALTH IT, SOFTWARE TESTING AND SCIENCE

Fortunately, the progress of science is very encouraging and today there are treatments for hemophilia that have changed history forever. In addition, thanks to Health IT, there are numerous applications that facilitate the daily lives of those affected.

The terminology Health IT refers to the use of hardware, software and IT infrastructure to provide more and better tools for the healthcare system and people’s health.

According to a Roche publication, **“children diagnosed with hemophilia have a normal life expectancy, where a century ago life expectancy was a mere 11 years.”**

“My intention is to make this situation visible and I think I link this very much to my experience in software testing. Since

finding these flaws in the system in which we live and contributing with others to solve them can help to prevent them from repeating in an endless cycle,” Victor outlined.

Health IT is expanding every day, and software testing is concerned with finding bugs in systems of all complexities. As a result, testing can literally be vital to the healthcare system and people’s health.

Over time, Victor has managed to extrapolate all his knowledge in software testing to life itself and to his personal situation. And today he dreams of using testing as a tool to help improve people’s access to healthcare.

Currently, in addition to having a paid job as a tester, he is a volunteer at the Douglas Piquinela Foundation, which seeks a comprehensive approach to hemophilia to improve its diagnosis and treatment. Thanks to his knowledge in testing, in addition to his work as a member of the board, he has been able to help with exploratory testing on the foundation’s website. From there, Victor wants to

prevent this disorder from becoming disabling in people's lives, as it happened to him.

- How did software testing help you on your way?

None of what I do today would have been possible if I had not started on the testing path and made a job retraining. There I learned to have a different perspective on my own life, gain autonomy, and apply all the knowledge I learned in testing to my life in general.

- How do you apply them?

I believe that as a person I had the opportunity to test the health system with my experiences. The failures I found served as a testimony so that other generations do not have the same thing happen to them. Making my situation known is a way of reporting this, just as it is done in testing for each error found. The treatments already exist, medicine is advancing, it is difficult to access them, but it is very important to know that they exist. In order not to repeat the same errors in a loop, but to highlight them so that they can be solved.

- How does Health IT help in this respect?

Today there are medical IT systems and numerous applications that help patients keep track of how to administer their medication or access it more quickly. By collecting data, you can see how to make treatments more effective and work on prevention. This contributes to improving people's quality of life.

A LONG JOURNEY

Before becoming a tester, he worked as an administrative assistant and PC repairman. **In search of a better future, he took a testing course offered by Abstracta at Enlace Cowork.**

He signed up through the National Institute of Employment and Vocational Training of Uruguay in conjunction with the company now called NexosUy, which contains an online portal of job offers for people with disabilities.

In the course, he learned about manual testing, exploratory testing, the life cycle of software products, the creation and execution of test cases and the elaboration of incident reports. In

addition, the importance of being detail-oriented and working collaboratively as a team to achieve quality software.

He understood how his work can gain relevance in the software product cycle, as part of a much larger gear.

“ It was a mix of many factors that brought me here. My goals were to be able to work in the world of technology which, as we all know, has always been very promising. But most of all to grow, to have autonomy and to feel that I can contribute to relevant issues in people's lives.”

After completing the course, he had the chance to do a 7-month internship at Abstracta, and there he started a professional path that would be very significant for his life.

After his internship, he worked as a tester at NexosUy. Then, with more self-



confidence, Victor continued studying. First advertising, and recently he started Communication, in order to have more and more tools. He is currently working



as a software tester intern at the National Resources Fund of Uruguay, and is a volunteer at the Douglas Piquinela Foundation.

- How did the internship at Abstracta change your path?

I found myself in a world I didn't know, made up of many projects for many people from different countries, with different expectations and needs. It was a very enriching experience. I felt warmth, empathy and self-improvement, as well as commitment to reach a common goal. That motivated me a lot.

- What was your journey like once you joined?

The first weeks training I learned a lot of things before starting to participate in any project. I was just starting in testing. The first project I had the opportunity to participate in was linked to "The RealReal", an online marketplace for luxury goods. It was my first approach to English as a tester. Then came Iruka, an app that accompanies families, especially those who need support from various professionals in the development of their children.

I liked this because I felt that I could contribute to projects that help people from a more human point of view.

- How has your job conversion impacted your life?

In many ways, but the fact that it was through Abstracta made all the difference. It opened many doors for me. When people know that you worked at Abstracta, they associate it with the fact that you had a good education and that you aim for quality, since that is the way they work there. For me it was very important because I saw that I could work on something different, relevant and of quality. All this breaks your own limits, it shows you another world. I was able to glimpse new horizons.

- What do you mean?

I understood that there are people who are interested in including those who for various reasons in life sometimes see that their path becomes uphill, like me. I understood that the IT world and testing can be a crucial part of that path, and I want to be part of it.

- What are your future projects?

I plan to continue volunteering at the

Douglas Piquinela Foundation. The idea is to raise awareness about the importance of treatment improvement. I also plan to continue deepening in testing, I want to acquire knowledge in BD, automation, polish my skills as a manual tester, study English and keep advancing every day. I intend to become part of projects that have to do with health, wellness and innovation, which give possible solutions to deep problems of our lives.

“ I would like to have the opportunity to do testing on websites or applications that help in the lives of people with hemophilia and other pathologies, as well as in health in general. The world is constantly moving forward and if we are prepared for those changes, everything will happen. I try to be in constant movement, aware of the achievements and eager for more.”





#AbstractaStories

→ Danny Gutiérrez

Job reconversion:
from bricklayer to
software tester

After going through more than 10 different trades, Danny Gutierrez decided to make a radical change. To improve his and his children's quality of life. The job conversion to the IT industry was his answer.

Danny Gutiérrez was very affected by the job instability he was experiencing in the construction industry. At almost 33 years old and with two children, he was afraid to make a change and start from scratch. Especially because of what it means financially to be an amateur in a new profession. But he did it, and his life took a 180° turn.

"My girlfriend got pregnant and I dropped out of high school. I moved in with her, who already had a young daughter. Suddenly, I found myself 18 years old with a family, without a job, at a time when everyone was in crisis. We ended up eating in soup kitchens. It was very hard, economically and humanely. I had to find a way for us to survive."

Danny experienced a quiet and uneventful childhood in a small town. He lived with his family in a giant house that had been given to his stepfather as a train inspector, right next to the station. It was so big that it had 14 rooms, and he rode a bicycle inside it. Economic hardship came into his life only when he was in his late teens.

HEAVY AS BRICKS

Danny's road to the IT universe was not an easy one. **He was only a year away from finishing high school when he had to drop out but he didn't give up.** As best he could, jumping from one job to the next, he finished high school 4 years later.



The list of jobs he did was more than extensive: janitor, security guard, movie theater ticket-taker at night, computer course salesman in schools, flyer delivery boy, waiter, house-to-house biscuit salesman, bus musician, guitar teacher, and more.

He worked for a long period in the meat packing plant where he “earned well”, but the tasks were very hard. He had to “deal with death, blood, and guts on a daily basis”, so he quit as soon as he had the chance.

After the meat packing plant, he entered the construction industry, where, despite the hard work, he was able to find much of what he liked. Like learning new techniques and also his artistic side, since he specialized in plaster and painting.

“The problem with this industry lies in its instability. Many times it is necessary to work without contributions, without proper safety implements, with risk of injury. There were times when I had to travel hundreds of miles away to work on construction sites. For weeks and even months at a time.”

The work in the construction industry led him to live in situations of constant “underemployment”, with its consequent financial difficulties. This instability, the “hostile” environment of the construction industry, and the uprooting he had to face on a frequent basis pushed him to look for a change.

So, when he finished high school, he began to study psychology at the University of the Republic. But a job change forced him to leave the

educational system once again, due to his remoteness. **In 2011, his youngest son was born, and he continued to struggle to get ahead.**

Danny’s life went on, without much time to stop and plan. Always guided by the geographic locations he had to travel to in order to work. However, his desire to learn, develop his full potential, and stabilize himself remained implanted in him like a seed. He only had to wait for the right moment and the right environment to germinate it.

THE STORY OF AN INDUSTRY WITH LOW UNEMPLOYMENT

In 2017, he went to live in Rio de Janeiro, Brazil. There, he also worked in the construction field. But it was far from easy for him to migrate. Although he could travel to Uruguay to see his children, it was not the same. He missed them a lot, and also the economic situation was complex due to his immigrant status.

On a visit to Uruguay, a friend told him about the opening of Abstracta

Academy, Abstracta’s education and training platform.

“He told me about the possibilities in a sector where unemployment was almost zero. But I knew nothing about IT, I was over 30 years old, and starting from scratch again was not very tempting. Especially because of the loss of salary it would represent at the beginning. But I decided to give myself a chance and move forward in my job conversion. The worst thing that could happen was to go back to my job, to stay the same. However, if it went well, it would open up a totally different panorama.”

So, without too many expectations, he began to study functional testing at Abstracta Academy, with a 75% scholarship to be able to carry it out.

Within 2 months, Danny changed country, work industry, and everything. He moved temporarily to a relative’s house in Montevideo, Uruguay, did some odd jobs in construction to make ends meet, and finished the functional tester course at Abstracta Academy.

In the beginning, he chose Abstracta to start working and managed to pass all the interview processes to join the company. But the project he was going to work on ended and he couldn't get in yet. However, **he immediately got a job as a tester** in another company, where he worked for a year and learned new methodologies.

Soon after, he started a complementary job as a teacher at BIOS, representing Abstracta. At the same time, he was studying to become a technical tester at the same place, with a full scholarship due to his teaching work.

He was able to start teaching despite his lack of work experience in the area due to his excellent grades during the course. **He had the possibility to share with the students his life experience as a junior tester. Day by day, in the middle of the job insertion process.** This translated into great motivation and challenge for them.

Finally, in 2018, Danny joined Abstracta as a Junior Advance Tester. "I set foot in the IT industry and it took me like a conveyor belt."

- How was the beginning of your job conversion?

The first year was the hardest. I kept doing painting jobs on weekends for the first 6 months. In my environment, people saw the change as risky. They were amazed because I was going from doing rustic jobs with a great physical effort to working on a computer.



“My friends didn't understand me and laughed because I was earning less than I used to. I knew that this was temporary, I had to build my path, it was just a matter of time, and so it was. It didn't take me more than 2 years to equal the salary I had, with the difference that I managed to get out of the financial difficulty, thanks to having a formal and permanent job. In 3 and a half years I had already surpassed my previous income by far.”

- What differences do you find between the way you live now and the way you lived before?

I started to develop in a better working environment. A lot of new opportunities opened up and I got the job stability I was looking for. There was a real and economic impact on my children's lives and on my own. I was able to start building my house! Today I can live where I want and from there

I can work on projects in different parts of the world. That changed my life a lot. Now I live with my partner Lucía, whom I met at Abstracta, and close to my children. Besides, I've grown a lot. Currently, I'm working as a Semisenior Tester, I'm still learning, and I plan to continue growing.

- What do you enjoy most about the IT industry?

The freedom and the way of working, being able to learn about new frameworks, processes, methodologies, and different levels of involvement between people. The IT community is very rich. People are always looking for the democratization of knowledge through platforms, meeting spaces, forums, and business and community events.

- What would you say to someone who would like to change careers in the IT industry?

Don't be afraid. But don't assume that because there is low unemployment, opportunities will generate themselves. Investigate if it is really what you would like to do. Plan your insertion, set yourself achievable goals. You will have to adapt to the fact that changes are



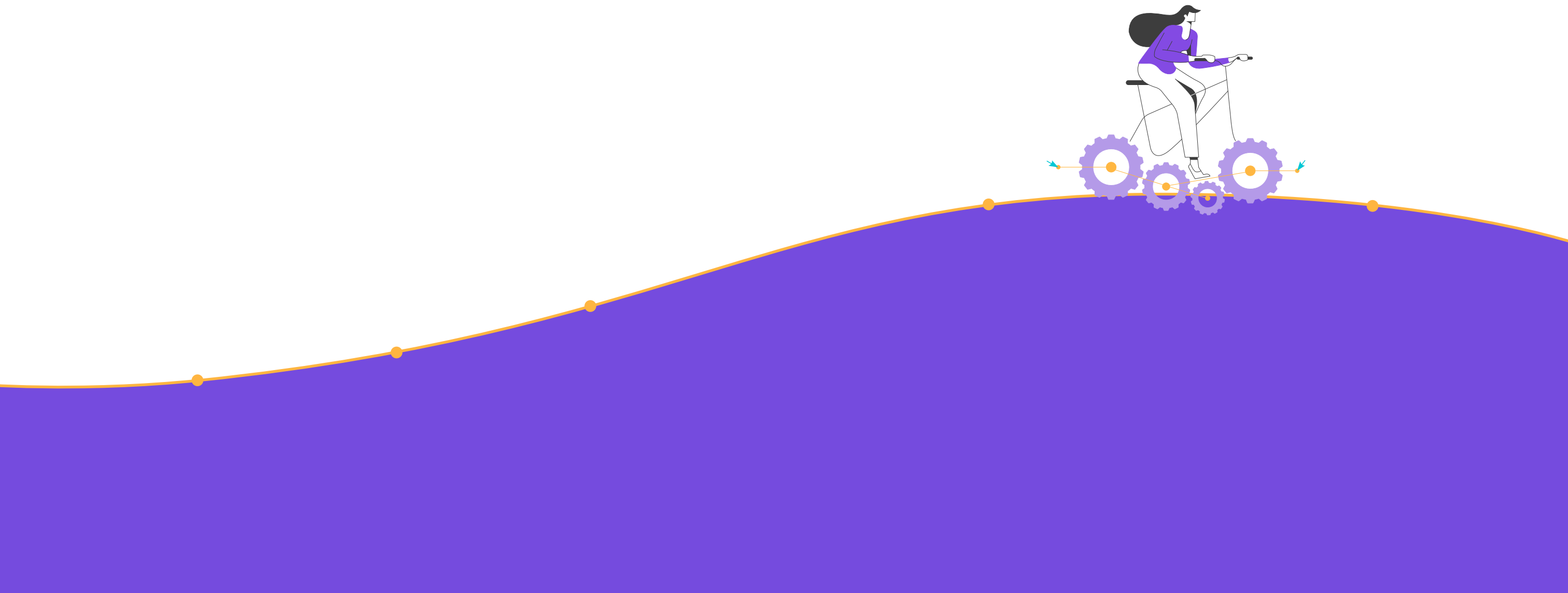
constant. You change projects, tools, processes, frameworks, colleagues, clients, and technologies. And above all, your cognitive flexibility changes. Connecting with the community is key to meeting people in the field and connecting with companies and opportunities. Testing is a fascinating path, but it can also be the gateway to other areas within the IT world. If someone had told me 6 years ago that I would be working for the whole world from home in the area of software quality, I would have laughed. But a door was opened for me with amazing possibilities. And the same can happen to you.

- What are your future projects?

I am pursuing a degree in Information Technology at the Technological University of Uruguay (UTEC), as a way to boost my career. I am studying English and getting into test automation. I plan to help others to get started in testing, to give back all the help I received.

Personally, I want to be close to my children, keep moving forward with my partner in building our home in the

place we chose to live, spend more time with friends, travel a little more, and participate in more community activities.





→ Vera Babat

#AbstractaStories

Revolutionizing
the concept of
“work”

A psychologist and English teacher by profession, Vera is now Abstracta's Chief Culture Officer. Her entry into the IT industry has turned not only her life around but also the lives of hundreds of others. And even reshaped the outlook of the company. Her ideas are revolutionizing the way we think about the very meaning of the word “work” building healthier work environments and organizational cultures.

There is a lot to Vera's story. It is profound and powerful in the deepest sense. The idea of “everything communicates” by Roland Barthes, the French philosopher, and semiologist has a strong resonance with her.

With her words and actions, she goes out to help people get closer to their own vulnerability. The one that also makes them strong and powerful. And the key expression here is “go out” because she does not sit down and wait for them. She literally goes out to bring them closer. The workplace that she has chosen for this is the IT Industry, even to her own surprise.

Why IT Industry? “This workplace is seeking to redefine the future of work. It is a space open to experimentation. For sure, that is very useful to discover new ways to improve. So, here we are! Experimenting and learning a lot. Looking for new success visions which allow us to feel better and that are more similar to what the world needs.”, emphasized Vera.

On this journey, she opens her private world to the universe. As a mirror that reflects what she wants. Just as a modest example that our strength lies in our openness to real connections with all that we can generate from that place.

¿WHO IS VERA BABAT?

From a young age, Vera wished to take part in building a better world.

“When I was a child, I enjoyed dancing, and I marveled at life itself. I always ran to defend anything I felt was unfair. I was observant and analytical, a bit solitary and timid. I loved languages in general, especially English. I was also eager to learn about other places and times.”

She was a whizzkid. The traits that lived in her then have grown, and they are still part of her. Her story, labor career, sensitivity, disruptive personality, and even her challenges and aspirations, are all evidence of this.

She is an Uruguayan by choice. Different economic crises and family labor issues forced her to live between Uruguay and Argentina for a long period of time. At

the age of 17, she chose Uruguay as her place in the world as her true home.

She currently lives in Montevideo. For 11 years, she has been married to whom she had been dating since she was 19. They raise their children side by side: Guillermo is 6 years old and Sofi is 4. Vera graduated from the “**Universidad de la República**” as a **psychologist**, and **she has been treating patients for 13 years.**

“I love psychoanalysis but not its orthodox image. I love it because I like to analyze to truly understand. It is a deep space, with a lot of privacy and intimacy. But orthodox visions are not my style. That is why I add some condiments to its theoretical framework: humanistic psychology, speech therapy, existential analysis, and philosophy.”

Also, she remains a lover of the English language. She taught it for more than 20 years at schools, companies, and so on. “I met a lot of people through my English classes. In fact, teaching was the way I got introduced to Abstracta.” Currently, she no longer teaches English classes but

gives workshops in English on specific topics, with a focus on mental health.

What changes have Abstracta had since Vera started working there? **Matias Reina**, Abstracta’s CEO, resumed it in the following words: “**We began to connect**

with people and with ourselves more deeply. We became aware of topics that we weren’t before. We learned to hear and trust each person, and to look for the sense and purpose of what we do.”



Vera Babat and her daughter enjoying their time at an Abstracta camp.



In the same vein, the COO, Federico Toledo outlined, **“We currently are more aware and sensitive about social and environmental impact** at the C-suite. We are managing a lot of projects in this direction. We have achieved the goal of being more reflexive and improving our workplace and culture. Also, in the meaning of work and family life.”

“We improved our job offers and the support of our team with a more holistic approach, with empathy for human aspects and health. We started to support our team in complex health situations. We achieved improvements in leadership with a more human vision.



I mean, considering motivational factors and important issues such as **transparency, salary justice, and benefits for the whole team.** Vera helped us take better care of people, without over-protecting them. She helped to value and act in consequence, and not treat our teams like kids. That is something that is done a lot in this industry. However, this is only what I can remember from the top of my mind! Should I continue?”

Being part of the C-suite in a B2B company is something that Vera had never imagined. But, not being a traditionalist and always open to new challenges, she decided to open a door. A door that would change not only her own life but also the lives of hundreds of others. And consequently, Abstracta’s perspective as a company.

-How was your first approach to Abstracta?

“In those days, I used to attend patients in my private practice. In addition, I was co-founder of an English institute. It was there where I met a young Sofía Palamarchuck (now a partner of Abstracta) and a

young Lucía Lavagna (current Abstracta Chief Growth Officer), as Proficiency level students. We built a really special relationship. After 10 years, Sofi invited me to teach English at Abstracta. At that time, she was working there involved in the internationalization of the company. When I started working at Abstracta, I was about 4 months pregnant”

-¿What happened since then?

One time, I came to the Abstracta office to give classes but I was upset. It was obvious that I was not having a good time. I explained that my partner and I had decided to close our English institute. Our institute students were all adults, so the classes were always in the evening or at night. And that was not compatible with the new routine that I was needing for my life. I needed a more family-friendly way to work. But I loved my institute. It was very hard for me to make that decision.

MOTHERHOOD AND WORK

Vera was living a period of her life in which her focus was on enjoying her pregnancy. It was not for less, she had

been undergoing fertility treatment for 4 years to make this possible. “We finished the course at Abstracta just as scheduled. I remember that one day Fede (Federico Toledo) called me to invite me to the Abstracta New Year’s Party. I was really excited because of the invitation, but I couldn’t go. That week, **Guille was born prematurely and all that mattered to me at that moment was taking care of him.**”

Vera went back to work 4 months later. She started teaching at Abstracta and then doing coaching that, in her own words, had a lot in common with psychological therapy. Little by little, she began to deploy resources that helped a growing team to excel.

It was a time of transition: while she was growing as a mother, she began a job conversion. From an English teacher to an executive at a leader in the IT industry.

During her first time at Abstracta, through English, she was able to contribute the tools and skills she had acquired throughout her life. So much so

that they were extended to Spanish. They were very enriching contributions to a company that was then in the process of growth and internationalization.

Her transition took time; it did not happen overnight. First of all, she initiated a series of conversations with the company's founders, which proved to be more than mobilizing. "I never imagined

that such profound interventions could be made in a company."

Step by step, she built the area that today is called "People Care", hand in hand with Lucía Pérez, who at the time was working as a secretary, was about to graduate as a psychologist, and was at the beginning of a great path of growth in Abstracta.



"We started participating in different parts of the journey within Abstracta, listening to our team's ideas and making decisions with them in mind. We worked a lot on following up with people within Abstracta, recruitment process, onboarding, interviews, and coaching.

"We started being available to talk about personal situations with those who needed it. Always with the focus on hearing, observing, and reflecting together. So here we are, we have been in a loop for 6 years we have been in a process for 6 years, building a better place to work and even to be."

-You began working at Abstracta just when you were becoming a mom. How did you manage this?

I remember that period with great affection. Guille used to come to the

office with me many times. I used to carry my son or take him in a stroller. When he started school, everything became easier. At that time, I also underwent fertility treatment in order to get pregnant with Sofi. These are very demanding processes that affect your schedule a lot. At Abstracta, I felt a support that I had never known before. And when I got pregnant, we celebrated! I remember having calls while having Sofi on my chest and a thousand ways of working.

-How did it impact your life to start working at Abstracta?

My time here coincided with years of really intense experiences on a personal level. Moments where the Abstracta partners showed me that they are noble people. They have shared with me my joys, like when I told them I was pregnant. They have accompanied me in my anxieties before each of the interventions that I have been undergoing. Interventions as a result of a preventive double mastectomy, because I have many genetic risk factors for developing breast cancer.



“

I am eternally grateful. To be able to combine work with so many personal challenges, and to be able to grow so much professionally even in this context, it was very important.”

In another aspect, as much as I am fascinated by clinical psychology, it is also very lonely. The asymmetry of the role makes what happens to you absolutely secondary, not to say invisible. At Abstracta I achieved a balance. On one hand, I am at the service of other people, as in clinical psychology. But I am also part of teams formed by wonderful people who are now friends and very dear to me.

-And on a professional level, did it redirect your path in any way?

It totally changed me. I never imagined being in a business context and even less in an industry like this. My husband is an engineer and I always thought these things were not for me. At the

same time, I always knew I wanted to get out of the office as an exclusive work environment. To provide tools to those who don't easily go there.

MENTAL HEALTH IN COMPANIES

Uruguayan and a bit modest, little by little Vera's voice is getting louder and louder. She is positioning herself as a leader in everything related to corporate culture from the mental health perspective.

-How do you define a Humanistic Culture and Mutual Care?

A humanistic culture puts the human being at the center, with their vulnerability and complexities. Mutual care focuses on our interdependence, which means that self-care is not enough. We are members of a community and this transcends our individuality. This implies that for our success to occur, the success of others must occur.

-Why is it important for you to have a Humanistic and Mutual care Culture in companies?

I see it as a form of rebellion against the prevailing individualism. As a mental

health professional, I understand that it is important to promote healthier lifestyles and ways of bonding in the workplace. We have access to a large number of people through companies. So we can be agents of change if our interventions resonate. We can bring tools that have an impact on people's lives.

-There has been a great upheaval in the



Vera working with her son on her lap, one fine day among many.

labor market since the pandemic hit. What do you think is the real paradigm change in the workplace?

From my perspective, it has to do with the importance of care and people's sense of belonging to the spaces in which they work. It is a whole issue in itself. In the IT industry, we are early adopters of many things. But make no mistake, there is a long way to go before the world of work is transformed.

-What is missing?

There is a lack of depth, a lack of compassion, a lack of time for reflection, and a lack of heart. I feel that in many cases the IT industry focuses on form but not on content. What do I mean by this? In the IT industry, many companies offer flexible working hours, fancy offices that make us feel at ease, the possibility of remote work, and great benefits. But, in general, the focus is on the tools, not on how or why we use them nor their impact.

-What would that look like? Could you give us an example?

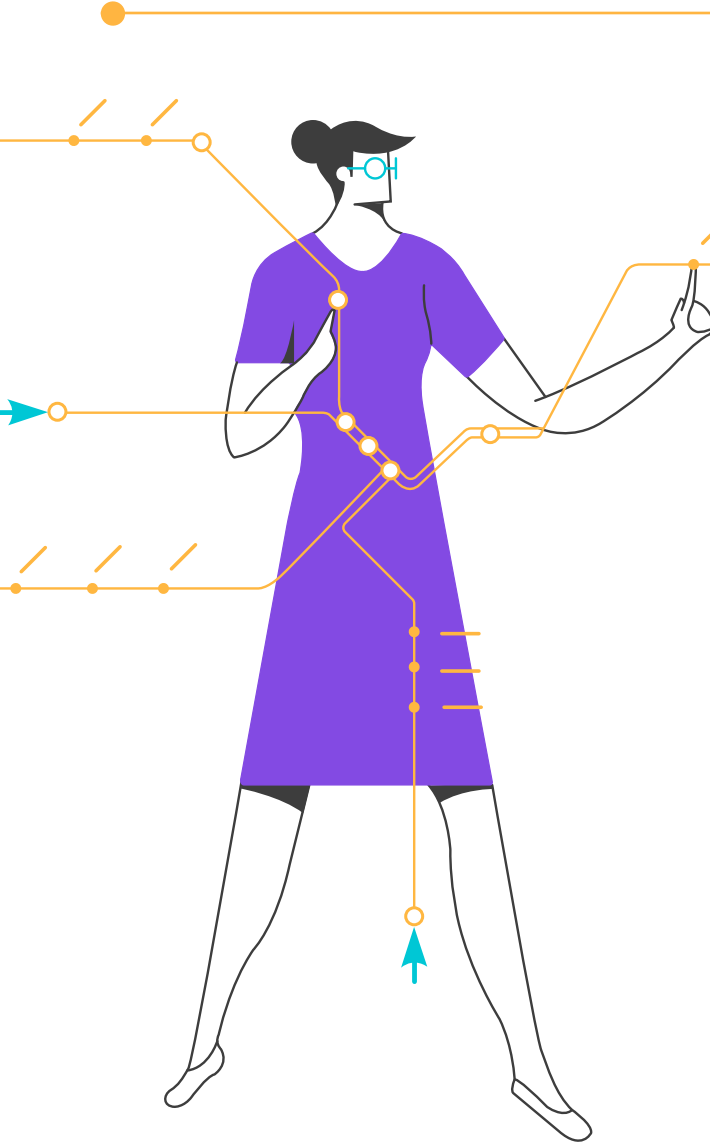
Yes, of course. A clear example of this is when we moved to 100% remote working



because of the pandemic in 2020, and companies were constantly publishing about the benefits of this modality without looking beyond the pragmatic. At that time, I was thinking about what would happen to isolation? What would happen to those who do not know how to work autonomously? And what would happen if everyone went into crisis? Based on these questions, at Abstracta, we began to generate strategies and instances of exchange so as not to

lose contact, but on the contrary: to be able to accompany better, and feel closer to each other. There is still a lot of this missing in the industry. I am excited to be part of the construction of this transformation. That is where our greatest challenge lies, and perhaps my greatest contribution as a mental health professional.

Profesional Identikit



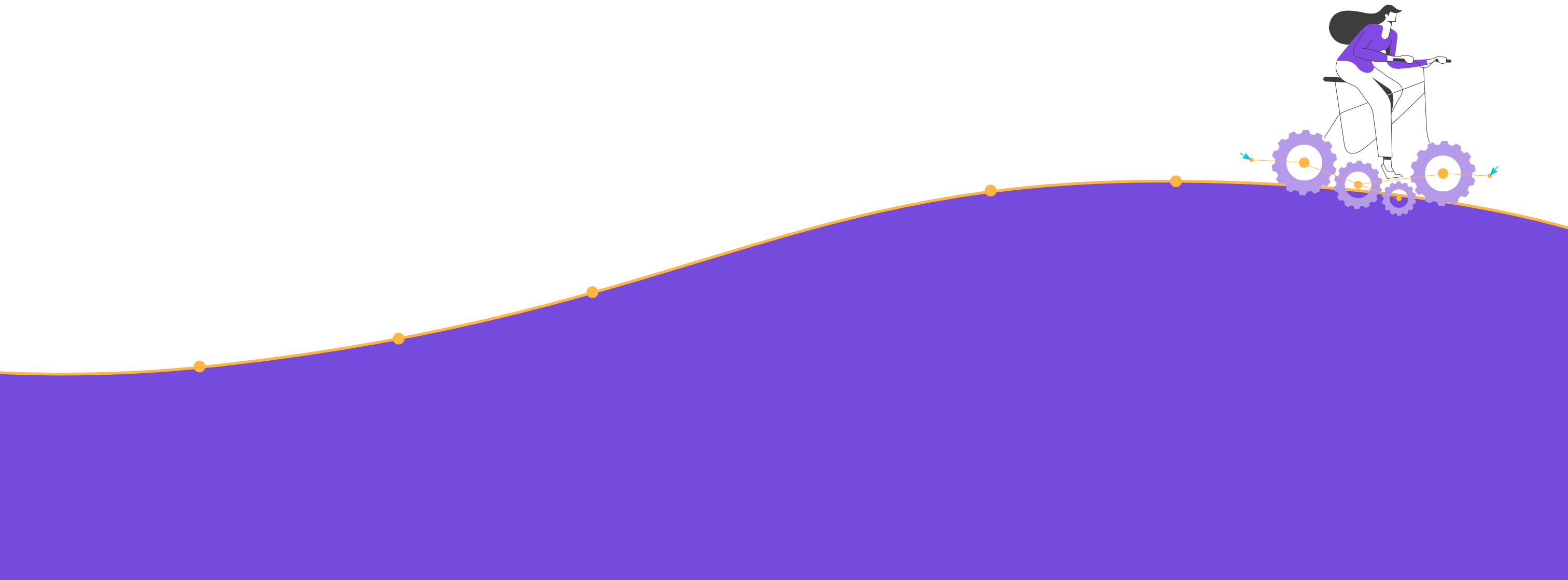
Vera Babat graduated with a degree in Psychology from the “Universidad de la República”. She has over 20 years of teaching experience teaching English as a foreign language, and 12 years working as a clinical psychologist.

As a psychologist, her training is in Lacanian psychoanalysis, humanistic psychology, logotherapy and existential analysis.

In 2015, she started working at Abstracta, a technology company dedicated to software quality, and led the creation of the People Care area there. In 2021 she took over as Chief Culture Officer, a role she currently holds.

In The Everything Else Podcast, she shares experiences and tools to enrich leadership practices, along with her friend Mercedes Remedi. There, she brings different perspectives and reminds us that we are all looking to find a balance.

where, together with her husband and two children, she continues to work on finding her balance...





#AbstractaStories

He never dreamed of being the CEO, but he slowly realized all he could accomplish from there on a social level. Part of abstracta from its birth, Matías dreams big.

“A CEO has to relate strongly with what is happening in society”

➔ Matías Reina

When people think of the role of a CEO, their minds tend to go to hierarchical management within a company. However, **the most important challenge a CEO has is leading transformation.** A leadership capable of achieving an operational direction that allows the sustainability and scalability of a company at the same time as it promotes the integral growth of those who make up the company.

Optimistic, driven, and pragmatic. Goodhearted, wholesome, and empathetic. Humble and honest. These are some of the words used to describe Matias Reina by those who work side by side with him. Matias is the Chief Executive Officer of Abstracta, a leading

global software testing company. And he honors his role in all his actions.

He has been a part of the company, from the very beginning and has remained close every step of the way. Before becoming CEO, he developed software, managed projects, paid salaries, cashed checks, and even assembled office furniture if necessary.

Dreaming Abstracta and being part of the first stages is very moving. A clear demonstration of how access to education can hack the system and turn projects and desires into reality.



ATTRIBUTES THAT ENDURE

Matias was born in Bariloche, Argentina, but his whole family is originally from Salto, Uruguay. Because of his father’s job, he moved a lot during his childhood, always between Argentina and Uruguay.

“I had a very free childhood. Until I was 10 years old, we lived in Ituzaingo, Corrientes, a small town that was like a



Matías Reina setting up Abstracta’s first office with his wife, Magdalena Rodríguez, and his partners Federico Toledo and Fabián Baptista, in 2009 (Federico was taking the photo). Years later, Sofía Palamarchuk would join as a partner.

fantasy world. Everyone was employed by the Yacyreta dam, we attended the same club, the cinema, the school, and the supermarket, all built for the employees there. We walked freely everywhere after school with my brother and my dog. We made huts, and we had some businesses, like selling plants and washing cars,” he said.

He and his brother invested the money earned in each business to keep building new ones. “The companies were of different nature, we sold plants, things for fishing, washing cars,” he recalls.

That free spirit, his ability to adapt to new contexts and his entrepreneurial strength have developed throughout his life and set the tone for his life, with a direct impact on what would become Abstracta.

As a child, he dreamed of a diversity of possible jobs. They varied, though, they all had one thing in common: the search for helping others. They all brought with them a change in society.

Over time, he understood all that he could potentially do as a computer engineer on



a social level. And so, the consolidation of Abstracta meant the possibility to put into practice countless projects to generate that social impact he was aiming at.

LIFE-CHANGING DECISIONS

His access to the IT world did not come without having previously ventured into different careers: international relations, law, bioengineering, human genetics, and medicine, among others. A lover of continuous learning, he gave himself the opportunity to explore and discover. When he got to know the world of computer engineering and

all its possible implications, he stayed there, exploring. **“None of this would have been possible without the help and support from my parents,” he emphasized.**

In 2002, he moved to Montevideo, Uruguay, with his twin brother. When they made the decision, it was 2001 and they were living in Argentina, at a time of deep crisis in the country. They had begun their university studies there but decided to start from scratch in the neighboring country due to the complex context.



“My parents and my older sister stayed living in Rosario, Argentina. It was very difficult because it was very expensive and we were going far away, but they supported us. Today, looking back, it was a good decision. In Montevideo we felt at home from the moment we arrived, we made great friends and met our girlfriends, who would then become our wives.” Magdalena, Matias’ wife, has been a huge support to him ever since.

“**Mati has a vision. He is always looking for solutions for real-life situations that he recognizes as unfair.** Always trying to collaborate in making the world a better place. He has a lot of ideas to carry out projects in the entrepreneurial ecosystem. And he sees Abstracta as a tool to achieve them. **Every action he takes is moved by this feeling,**” said

Vera Babat, psychologist and Chief Culture Officer of the company. “He is not a doer, he is a dreamer surrounded by many good doers, and he helps create the network needed to make things happen. It is this combination of idealism with pragmatism that sets him apart and has allowed us through Abstracta to make a difference,” continued Vera.

“Mati is an extraordinary person; personally and professionally speaking. He has the ability to build strong teams, supporting each member and transmitting lots of his enthusiasm. He is our natural leader. From the very beginning of Abstracta, he has been our driving force. From the conception of the idea to the commitment to carry it forward, he has always been our engine”, emphasized **Fabián Baptista, partner and Director of Abstracta.**

“It was quite obvious for me to nominate him to be our CEO, I remember that day very well. My expectation was that he could take perspective and see problems from a strategic point of view, to leverage our growth. These expectations were met. Since then the company has been growing and improving year by year,” he outlined.

“I’ll be forever grateful for having met Mati. Ever since we started to kick around the first ideas of developing a product, Mati had a tremendous motivation to start a company, to do something global, something that would generate impact,” recalled **Federico Toledo, Abstracta’s partner, and COO.**

“At that time, that was not among my own ambitions, but I got on board little by little thanks to his enthusiasm and

drive. **Mati does that. His enthusiasm catches on.** All his noble values, his deep sense of purpose and commitment, and his willingness to change is contagious. He encourages others to dream too, and most importantly, that **we can achieve incredible things together,**” he said. And he highlighted: “If I could go back in time, I would undoubtedly choose him again as CEO. He manages to amplify his dreams and vision, energize the rest by sharing his sense of purpose and helping everyone connect on a human level.”

A LONG ROAD

Roles and responsibilities changed over time as Abstracta consolidated. When they started, the idea was to have a “mother company” and develop different products. GXtest was the first of them. Matias and Fabian were the developers, and Federico the tester.

In 2011, Matias’ first child was born, and with his wife, they took out a loan to buy a house. “The money was not enough with GXtest alone. At that moment, I had to decide whether to look for another job that would provide us with more income

or dedicate myself 100% to Abstracta. It was a big family decision: to look for financial stability, **at a crucial moment in our lives**. Or to take the risk that I would be involved full time in a venture that could work out well or not, and that everything was day by day,” he recalled.

“I remember very profound conversations at home in the living room with my wife and in-laws. It was not easy, but we decided to take the risk. As soon as I started this new phase, we started with the services area in order to increase our income. Genexus



Consulting was the first company to trust in our services”, he continued.

In 2013, he started to put more focus on the commercial area. In 2014, Federico returned to Uruguay after finishing his PhD in software testing in Spain, and Matias started to dedicate himself completely to sales. In 2016, he moved into the role of CFO. “That year, **we came to live in Salto with my family. We were looking for ways to spend more time with our children and as a family. We were looking for a better life.**”

-How did the move affect your work?

“ It was a very difficult decision for me and for my partners. But they understood and supported me. To tell the truth, I thought it was going to be a “step back” in my involvement with Abstracta, and that weighed heavily on me. But it ended up being the other way around.

-In what way is the other way around?

I was able to occupy a beautiful role, and promote many issues such as work in the provinces, to opening an office in Salto; something that was quite unexpected at the time. And it has been such a gratifying experience. It was not among our plans, but we met so many talented people in Salto that we decided to give them a chance. The result was so good that there came a time when our priority was to hire people from there. Also, I was able to continue to have a beautiful bond with the rest of the team despite being remote. In 2017, in a reconfiguration of the company and by the nomination of my partners, I became the CEO. Until that moment, we did not have a CEO, we were acting as CEO among all of us.

-2021 was a very special year for you as a family, and you decided to take a break from Abstracta for a while.

Yes, I had to leave Abstracta from one day to the next due to a health condition that affected my daughter for a period of 7 months. That put a lot of strain on the whole team, in a very peculiar year for all of us, with a pandemic, with a very particular moment in the industry. It was

not easy for anyone. In spite of that, the team moved forward and the company grew. They took care of everything and supported me and sent me a lot of love. All this was very important and of a great source of strength for me and my family.

-Why is it important for you that companies have a humanistic culture and mutual care?

“ I believe that there is no sense in an organization if it does not have a positive impact on the people who are part of it, on their social contexts, i.e. family members, and on the communities where they are inserted. Even more so, in this post-pandemic context, where we’ve learned the relevance of being able to take care of each other, to be a part of a group we share values with others, and build things that make us feel proud. I believe all this gives a deeper meaning to our organization.”

-What is the “traditional” role of a CEO, and what should be for you the real role of a CEO?

Creo que el rol tradicional del CEO I think the traditional role of the CEO is very results-oriented and to get there “at any cost” in the shortest possible time. At Abstracta, results are very important, in fact, we have good results. But it is also very important how we get there. It is especially important for us that Abstracta is a platform that leads not only to business objectives but also to the well-being of our people.

Therefore, in addition to professionalism and engineering knowledge, we focus on quality of life, mutual care, flexibility, and diversity as our greatest strengths. We are in a marathon here, not in a 100-meter race. We are very clear about where we are going and what we want, but how we do this is much more important than when we get there. This means that we have more freedom to experiment and define the best ways to achieve our goals.

-How does this impact your role?

Dentro de los objetivos que tenemos Part of our objectives are to develop



local communities and to have a strong and generous culture, and this necessarily implies that the CEO’s role does not end at the office door A CEO has to relate strongly with what is happening in the rest of society. They

must get involved in the challenges we have as a society and try to provide solutions with the company as a platform. It is a great responsibility, and also an opportunity to push our barriers. The problems that move us the

most today are about bringing quality job opening opportunities to promote equal opportunities, to work towards social equality, and helping to reskill the workforce.

-Why did you choose testing within the IT universe for all this?

“Software quality is very important given the great dependence we have today on technology. Being able to build technology quickly to adapt promptly to change, in a way it adds value with quality, is a huge challenge. The way this impacts everyone’s life is gigantic.”

I am fascinated to collaborate with the creation of technology that has a positive impact. Being able to make technology faster and with better quality is fundamental to addressing many of the challenges we have as a society.

What are your future plans and dreams? On a personal and professional level.
nivel personal y profesional.

What I would like the most is to be able to be well, learn, improve, share, be able to take time to listen and help. I would love for my children, my loved ones, my friends, and the people who are close to me, to know that I am there to look for solutions when they are in trouble. I want to help them to believe in themselves, look towards new challenges, and start new projects.

-What are your expectations for Abstracta 10 years from now? And 20 years from now?

In 10 years I would like us to be in 5 countries, well established, with a team, committed to the local community, accentuating more and more our strongest attributes. I imagine knowing that, wherever I go in these places, we will have a group of fine people to visit, share and celebrate life with. I also imagine us being in all the main cities of each province of Uruguay and in several cities outside of Santiago in Chile. In 20 years I imagine us in more countries, especially in Asia and Oceania. I would

love it if we could be in New Zealand, Australia or Japan.

-¿An anecdote that has marked you forever in testing?

Once we were working on a project for the public health system in Peru

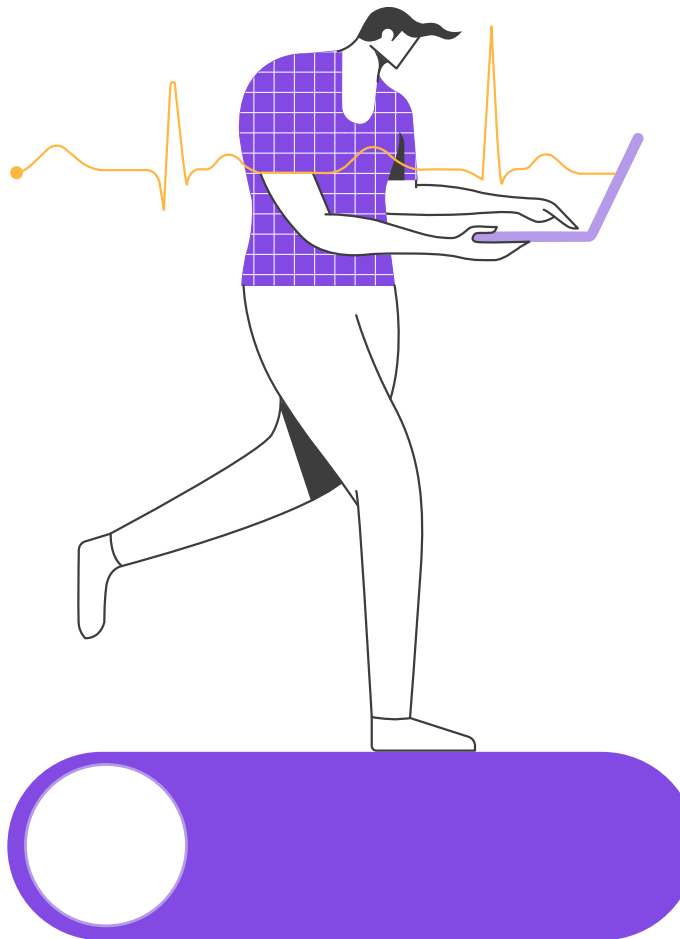
(10 million users). We had managed to reduce the response time of a page showing patient data from 3 minutes to 30 seconds. It had been a lot of effort and I was satisfied with that. Then I said to Colo (Fabián): “That’s it, with this it will work much better, let’s leave it there”.





And Colo told me: “Mati, there might be an old man in line in need of help and something could happen to him having to wait a bit longer and we are here, from the comfort of our own home. How can we not continue to strive to get this down to 3 seconds?” That certainly changed my vision. Today I look at everything from that perspective.

Profesional Identikit

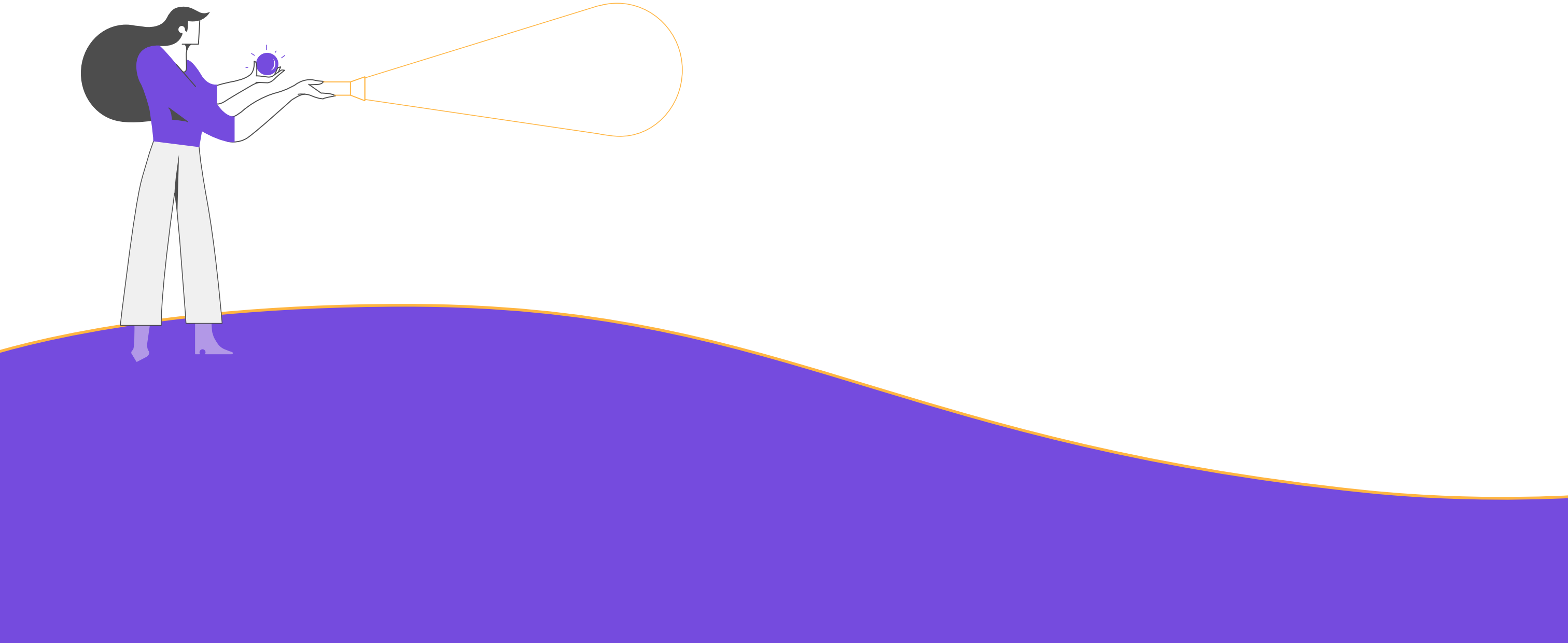


Matías Reina graduated as a software engineer from “Universidad de la República”, in Uruguay. He has more than 15 years of experience working in development and testing projects. Always focused on software quality.

He’s has spoke at multiple conferences and presentations in Uruguay and the US. And he has also been a part of research projects and publications.

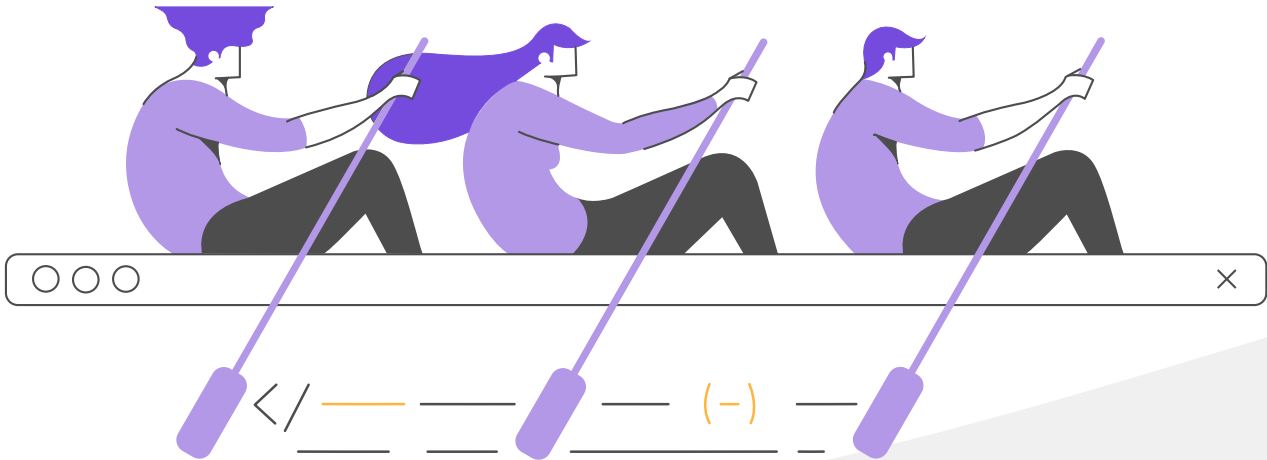
In 2008, he co-founded Abstracta, an IT company dedicated to software quality, wich has become world leader in the field, with offices in the US, UK, Chile and Uruguay. In 2016, he took on the role of CEO, En 2016, asumió como CEO, role he currently has.

Matías was born in Argentina and chose Uruguay as his place in the world, especially Salto, where he lives with his wife and kids.





We build Abstracta togethert



Agustina Balbi
Alejandra Viglietti
Alejandro Aires
Alejandro Berardinelli
Alina Sainz
Ana Belén Rodríguez
Ana Fourment
Ana Magdalena Rodríguez
Anaivys Vázquez
Anay Araujo Quintana
Andrea González
Andrei Guchin
Andreina Gallo
Anyeelen Cuayatto
Aparicio Elissalde
Arcadio Abad
Axel Arzuaga
Beatriz Perdomo
Belén Vignolo
Berenice Añasco
Bruno Cabrera
Bruno Silva
Caridad Romero
Carla Perez
Carlos Baptista
Carlos Debones
Carlos Lucas
Carmela Sotuyo
Carmen Rivas
Carolina Matonte

Charles Rodríguez
Christopher Iatridis
Claudia Estevez
Claudia Guinovart
Danny Gutiérrez
David Giordano
Deyvis Pedrosa
Diego Ferrand
Emanuel Espinel
Evangelina Vera
Facundo Barla
Facundo Fernández
Federica Puig
Federico Martínez
Federico Pintos
Federico Toledo
Floencia Ripa
Gabriel Ledesma
Gabriela Pirez
Germán González
Gladys Milanes
Guillermo Thompson
Hector Kusminsky
Isaac Rodríguez
Jessica Bordenave
Joaquín Araujo
Johan Pérez
Jorge Lira
Juan José Díaz
Juan Reyes



Juan Sandomingo
Juan Sobral
Julio Stirling
Kevin Faller
Leandro Nuñez
Leticia Martínez
Leticia Roji
Lourdes Veliz
Lucía Criado
Lucía Gonzalez
Lucía Lavagna
Lucía Pérez
Magdalena Calasso
Magdalena Domínguez
Marcela Dupont
Marcia Goncalvez
María Laura Daguerre
Maria Laura Gayo
Mariana Falabrino
Mariela Cepero
Martin Caceres
Martin Trianon
Matias Fornara
Matias Reina
Maximiliano Sosa
Melanie Llorente
Mercedes Sabaj
Micaela Rodríguez
Mikaella Mateos
Naiara Gonzalez

Natalia Acosta
Natalia Benitez
Natalie Rodgers
Nicolas Rosado
Nicole Gagneux
Nina Miller
Oscar Maksimchuk
Osneidis Mendoza
Pablo Calvo
Paloma Peirano
Paula Olivera
Paz De Soto
Pilar Albacete
Rafael Rodriguez
Renzo Parente
Rocio Cruz
Roger Abelenda
Romina Bernal
Roxana Falco
Sabrina Leguisamo
Samuel Abbott
Santiago Fuques
Santiago Morelle
Santiago Rodriguez
Sebastian Lorenzo
Sofia Brun
Sofia Palamarchuk
Sofía Ricciardi
Sofía Sanabria
Stephanie Gordiola

Valentina Fernandez
Valentina Tortarolo
Vera Babat
Virginia Barcia
Yaina Machado
Zussel Fernandez

CHILE:

Bayron Sepulveda
Camilo Guerrero
Cecilia Aguilera
Diego Saavedra Guerra
Erika Borges
Freddy Valdebenito
German Salinas
Jorge Luis Galarraga
Julieth Soler

Luis Gonzalez
Mauricio Rojas
Nicolas Bustamante
Nicole Rosmanich
Pedro Sandoval
Pia Tobar
Ricardo Becker
Ricardo Poleo
Sebastian Molina
Tomas Foglino

APPTIM:

Agustin Morelle
Fabian Baptista
Sofia Palamarchuk
Santiago Duarte

ABSTRACTA'S MILESTONES

2008

- Abstracta is born.
- Creation of GXTest, product developed by Abstracta and engine of its foundation.
- P Presentation of the first beta of GXTest at the "XVIII International Meeting of GeneXus Users".
- Innovative product award from GeneXus.

2011

- Federico Toledo emigrates to do a Ph.D. with focus on the Testing area, with a scholarship from ANII.
- He starts a new area in services and consulting.
- First services client: GeneXus Consulting.
- We move to a bigger office,
- Start hiring testers, reaching 10 that same year.

- We enter into a partnership with GeneXus, from which they begin to commercialize GXtest.
- First international client: GeneXus USA (currently Tango Code).
- First office in Montevideo in Torre Patria Building.

- Birth of Monkop (now Apptim).

- Internationalization Plan USA, led by Sofía Palamarchuk, with support from public funds in Uruguay, such as ANII and Uruguay XXI

2009

2013

2014

2015

- Remarkable growth of the staff: 54 members.
- Exponential increase of recurring clients in the USA.

2016

- Birth of Abstracta Academy.
- Sofía Palamarchuk moves to California.
- Creation of the People Care area, led by Vera Babat, current Chief Culture Officer (CCO)
- Matías Reina moves to Salto.
- Inauguration of office in Salto.

2018

- Co-creation of the technical testing career with BIOS.
- Sofía Palamarchuk joins as partner.

2014

- Federico Toledo returns to Uruguay.
- Cofounding of TestingUy.
- Publication of the book "Introducción a las Pruebas de Sistemas de Información", by Federico Toledo.
- Move to a bigger office, in Ellauri

2017

- ShiftLeft Converter (tool created in conjunction with Blazemeter).
- Launch of Monkop iOS (version of Monkop for Apple).
- Matías Reina takes over as Chief Executive Officer (CEO).
- Federico Toledo takes over as Chief Operating Officer (COO).

2018

- Start of franchise model, led by Laura Daguerre, current Chief Sustainability Officer (CSO)
- Start of delivery model accompanied by leaders, People Care and Customer Success.

2020

- Retention of the entire team without layoffs in the middle of the pandemic, despite the fall of positions in different clients and having zero margin for several months.
- Birth of Abstracta podcasts.
- Move to larger, pro offices in Montevideo.
- Expansion of the remote team.
- Launch of JMeter Java DSL, led by Roger Abelenda, current CTO.

2019

- Creation of ReconverTite.
- Federico Toledo moves to California.
- Sofía Palamarchuk moves to Canada and becomes CEO of Apptim.
- Fabián Baptista takes over as Chief Technology Officer (CTO) at Apptim.
- Launch of Roadmap and Scale.
- Abstracta Chile is born.

2021

- Consolidation of social impact projects.
- Launch of UpCamp spinoff, led by Valentina Tortarolo.
- IDB, UN Women and ILO “El Talento no tiene Género” (Talent has no Gender) Award.
- First Great Place to Work certification.
- Adhesion to the Global Compact and focus on SDGs 3, 5 and 8

2022

- Consolidation of the Growth area, led by Lucía Lavagna, current Chief Growth Officer (CGO).
- Consolidation of the Sustainability area, led by Laura Daguerre.
- Consolidation of the Marketing area, led by Guillermo Thompson Clavell, current Marketing Communications Director.
- +150 people working at Abstracta, building at the same time, and growing.

History continues to be written...

