

## Google Wave: Real Testing Delayed by Marketing Ploy

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I have been looking forward to Google Wave and I was excited to at last have my invite. I got signed up and imported my contact list and created a wave and then.... then.... well... in the words of the dinosaur in the animated movie *Meet the Robinsons*, "I've got tiny arms and a huge head... I'm not sure you thought this plan through very well." Ok, not the tiny arms part, but this whole *invitation* thing, while a neat way to create Internet buzz in the lighting world of social media, doesn't really lend itself to useful testing - at least not for a company.

Sure, I'm seeing a few folks in my contact list who have a wave account. They are mostly tech savvy developers. I know I could create a wave and collaborate with them. But what I really need is to be able to roll my company developers and select customers into a wave for testing. I'm not trying to chat about the weather or review movies. If I want to waste time I can Facebook or Twitter. Instead I'm trying to see if the new wave paradigm can enhance my current project management processes (maybe even supersede some of them). I sent out a passel of invites but I've yet to have any of them approved. I guess until I get the right folks on the inside I will sit here and wave to myself. If I ever do get a legitimate test going - and more importantly if I can figure out how to tie Wave into my tracking and billing system - I will make sure and post a full report.