

IQPC Proudly presents the next in our successful Keep It Agile series

Agile Processes 2009

Insight from global companies with 15 case studies, 3 interactive workshops, 1 eye-opening Agile Play session!

Manage software development with Scrum and Agile Testing to create business value whilst positively contributing to your bottom line

Pre-Conference Workshops March 18th • Pan European Forum March 19th – 20th • Sheraton Hotel, Stockholm, Sweden

Key topics under the microscope:

- Identify methods to manage and control software and product development via Scrum and Agile
- Successfully manage change when implementing Agile software development in your organisation
- Discover winning solutions in Agile software development to cut costs in half and reduce defects
- Implementing Scrum within a waterfall organisation
- Reduce time to market by empowering large scale continuous integration within a highly co-ordinated Agile team

PERSONALISE YOUR CONFERENCE EXPERIENCE; SELECT THE TRACK MOST RELEVANT TO YOU:

- A. Agile Project Management through Scrum
- B. Agile Testing

Bring your team to get the most of the knowledge that will be revealed in these 2 tracks!

PRE-CONFERENCE WORKSHOPS

MARCH 18th, SHERATON HOTEL, STOCKHOLM

– Develop your knowledge in an exclusive environment

Workshop 1:

Implement Agile Processes to Gain Flexibility in a Complex Organisation

Workshop 2:

Discovering the Benefits Beyond Scrum: A Living Experience of Lean using Kanban Boards

Workshop 3:

Implementing Scrum within Waterfall Organisation

“A true inspiration to both listen to other case studies and to share my own experiences”

Christer Persson, Product Test Manager, ABB speaker 2008

“Fun and inspiring talk exercises”

Anna Lundberg, Project Manager, Tibco Software AB, Delegate 2008

Fifteen speakers from European leading companies:

Antti Valimäki
Development Manager
Metso (Finland)



Mikael Adlers
Software Manager
Motorola (Sweden)



Gunnar Heldebro Vice President
Head of R&D Business Unit Multimedia
Ericsson AB (Sweden)



Ari Tika
Scrum Master
Nokia Siemens Network (Finland)



Hannu Kokko
Head of Software Platform OSS R&D
Nokia Siemens Networks (Finland)

Erno Muuranto
Software Engineering Manager
GE Healthcare Clinical Systems
(Finland)



Jens Norin
Project Manager & Business Developer
Novo Nordisk (Denmark)



Christian Sjöström
Technical Director
Northern Moca Studios (Sweden)



Emiliano Heyns
Scrum Master
Hogeschool van Arnhem en Nijmegen
(The Netherlands)



Thomas Axen
Test Manager
ATP (Denmark)



Frode R. Helgesen
IT Director
Core Trek AS (Norway)



Trond Nordland
Scrum Master
Iticket (Norway)



Torben Hoelgaard
VP of Corporate Quality Assurance
Saxotech A/S (Denmark)



Alexandre Boutin
Engineering Process Group Manager
Yahoo (France)



Jørgen Thomsen
Danish Broadcasting Corporation (Denmark)



Pascal Gugenberger
Former Director R & D and Professional Services
InfoPark (Germany)



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Organized by:



www.keepitagile.com

Register today!

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Dear Colleague,

- **Do you wonder** how **Agile software development processes** can be applied in **complex environments** allowing you to cut costs by up to 50%?
- **Is achieving** an **outstanding ROI by implementing best practices in Scrum and Agile test management** one of your main priorities for 2009?

If you answer yes to these questions then you need to attend this event. IQPC's **Agile Processes 2009** brings you the latest thinking and key successes in the agile world from leading European companies. We include **two tracks** in order for you to efficiently expand your knowledge, take part in interactive debates and return to your office with a clear idea of how to better manage your business critical projects.

Yahoo has one of the best track records of Agile implementation and I am delighted to announce **Alexandre Boutin, Engineering Process Group Manager of Yahoo** as a speaker at the conference. With Alexandre you will explore how to create and maintain Scrum documentation effectively. You will **also learn** to master the **complexity in communication between the technical staff and the agile production team with the exciting, educational and** interactive Agile game **called "Artists and Specifiers"**.

Gunnar Heldebro, Vice President, Head of R&D Business Unit Multimedia of Ericsson will divulge Ericsson's strategies and experiences with scaling Agile in a global R&D organisation. **Antti Valimaki**, Development Manager from Metso, will also feature on our **outstanding speaker** line up. He will share with you the latest trends to efficiently distribute Scrum with specific patterns.

Experienced practitioners and experts guarantee that this event will be a **valuable learning adventure**, with plenty of **benchmarking** and **networking** opportunities.

Go beyond the learning experience: establish contacts between people from different communities, discuss recent projects and their place in the software community.

I look forward to meeting you at the Sheraton next March – where you can take the next step in your Agile experience, in order to **keep it Agile!**

With kindest regards,
Marlène Avisse



Project Manager
IQPC



**Book before
January 30th and
save up to € 500!**

Sponsorship & Exhibition Opportunities

Highest Quality Attendees – By focusing on a top-notch speaker line-up and in-depth conference content, our attendees are qualified leads.

Networking Opportunities – Beyond the conference floor, Agile Processes 2009 offers multiple networking opportunities ranging from Cocktail Receptions to Exclusive Luncheons.

Premium Marketing Exposure – Our events undergo extensive industry specific targeted marketing campaigns, including print and electronic advertising, that will highlight your company's participation.

For further information contact:

Joanna Golley, Sponsorship Director, Joanna.Golley@iqpc.se or call + 46 (0) 46 8 545 29 760 or visit www.keepitagile.com

About the organiser

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading "must attend" events for their respective industries.

At our interactive forums, delegates network with industry leaders, listen to groundbreaking presentations from international speakers and take away with them a blueprint for implementing strategic change within their organisation. This highly focused event thus provides the perfect platform for initiating new business relationships.

08:00 Registration

08:50 Chairperson's Welcome and Opening Address

09:00 Scaling Agile in a Global R&D organisation

KEY NOTE ADDRESS

- Streamline Agile to succeed in large scale development
- Efficiently move from waterfall to incremental iterative development
- Learn from market leaders' experience and discover where to go next



Gunnar Heldebro, V P, Head of R&D Business Unit Multimedia **Ericsson AB** (Sweden)

10:00 Successfully Manage Change when Implementing Agile Software Development in your Organisation

- Gain management buy-in for the Scrum method
- Become an evangelist for Agile methodologies and promote productivity within your team
- Understand Scrum and make it work for your organisation

- Define key concepts: backlog, sprint backlog, daily scrum meeting



Frode R. Helgesen, IT Director **Core Trek AS** (Norway)

10:45 Coffee and Networking break

11.15 Gain Management Buy-in by Proving the Business Value of Agile Software Development

- Monitor Agile development to build a partnership between IT and business
- Outline the solutions for a winning strategy in overcoming the barriers against an agile approach
- Train your business partners to create an efficient Agile team



Emiliano Heyns, Scrum Master **Hogeschool van Arnhem en Nijmegen**, (The Netherlands)

12:00 Lunch

Two Tracks – Select the session most relevant to your current Agile challenges & personalise the programme to suit you!

Track 1 Agile Project Management through Scrum

13.15 Create and Maintain Scrum Documentation Effectively

- Decrease the risk of failure by monitoring the correct Scrum documentation within IT organisations
- Maximise stakeholder ROI via Scrum Documentation



Alexandre Boutin, Engineering Process Group Manager **Yahoo** (France)

14.00 Increase Productivity with Large Scale Continuous Integration: Reduce Feedback cycle from 3 weeks to 100 minutes

- Using interative development – create an environment of continuous integration for hundreds of developers using open source and commercial tooling
- From migration to new environment – the tools and process lessons learned
- Effects seen in product development – real life experience after 15 months in production



Hannu Kokko, Head of Software Platform, OSS R&D **Nokia Siemens Networks** (Finland)

14:45 Coffee and Networking Break

15:15 Navigating Scrum in a Complex Environment to Improve Partnership and Team Communication

- Managing a product backlog for a diverse, decentralised user community
- Adjusting the tools and documentations required
- Forecasting the key success for future plans of Agile development



Jørgen Thomsen, Scrum Master, **Danish Broadcasting Corporation Interactive Production** (Denmark)

Track 2: Agile Testing

13.15 Using Agile Test Management and Systems-of-Systems to Achieve Success in the Implementing Phase

- Illustrate the benefits of Agile Test Management techniques
- Discover the success factors and pitfalls in the implementation of Agile Test Management techniques



Torben Hoelgaard, VP of Quality Assurance **Saxotech A/S** (Denmark)

14:00 Improving Team Communication by playing Agile Game, «Artists and Specifiers»

AGILE GAME

- In groups of 4-6 persons
- Game invented by Alistair Cockburn, Creator of Agile Crystal Method
- Showing and handling the communication difficulties between the Specifiers and the Artists (technic staff)

Alexandre Boutin, Engineering Process Group Manager **Yahoo** (France)

14:45 Coffee and Networking Break

15:15 The Agile Game continues

Book before January 30th and save up to € 500!

16:00 Closing remarks



16:15 Cocktail reception – network and mingle with your fellow Agile peers!

“Good Opportunity to check trends and future technologies! Good Networking!”
Ford Motor Company

08:30 Registration**09:00 Gain Strong Teamwork and Synergy through Better Coordination**

- Transforming a working group to a functional Agile team
- Selecting and designing the best training for your team
- Facilitating and leading cross functional meetings identifying any issues to bring to resolution

Trond Nordland, Scrum Master **Iticket** (Norway)

09:45 Replace your Waterfall Approach with Agility to Gain Adaptability and Handle Complexity

- Phases of applying Agile methods to gradually shift from waterfall to Agile approach
- Implement Agile to have optimal results quickly

- Abandon the old ways of working and organise the projects in completely different way



Erno Muuranto, Software Engineering Manager **GE Healthcare Clinical Systems** (Finland)

10:30 Coffee and Networking Break**11:00 A 942 Iteration Scrum Project – using Agile Principles to Boost Productivity Outside the Software Industry**

- Examples and experiences of implementing Agile methods outside the software industry
- Applying Scrum to your everyday life to enable self-coaching



Jens Norin, Project Manager & Business Developer **Novo Nordisk** (Denmark)

11:45 Lunch

Two Tracks – Select the session most relevant to your current Agile challenges & personalise the programme to suit you!

Track 1: Agile Project Management through Scrum**13:15 Efficiently Distributing Scrum with Specific Patterns**

- Distributing Scrum patterns mining in distributed development
- Settle efficient communication methods, dividing and conquering with Sprints
- Succeeding in establishing application lifecycle management environment



Antti Valimaki, Development Manager **Metso** (Finland)

14:00 Managing a Successful Outsourced Scrum Project

- The need of flexibility in a service company for today's game market
- Quality assurance throughout the pipeline
- The importance of trusting your team



Christian Sjöström, Technical Director **Northern Moca Studios** (Sweden)

14:45 Coffee and Networking Break**15:15 Establishing and Developing the Role of the Scrum Product Owner**

- Creating, prioritising and refining a robust product backlog
- Balancing investment to infrastructure, architecture and functionality
- Optimising the establishment of Scrum in the whole organisation in establishing Scrum



Ari Tika, Consultant **Nokia Siemens Network** (Finland)

16:00 Improving Team Communication by playing Agile Game, «Artists and Specifiers» (Groups of 4-6 persons)

- Develop your communication skills in complex teams with a variety of technical staff
- Game invented by Alistair Cockburn, creator of Agile Crystal Method

Alexandre Boutin, Engineering Process Group Manager **Yahoo** (France)

Track 2: Agile Testing**13:15 Aligning Software Deliverable from several Application Areas into many Iterations in a Complex Setup**

- Transforming timing of deliverables from applications areas into iterations in the whole V-model for each customer
- Succeeding the introduction of Scrum in one of the areas and the rest of the program still uses RUP
- Managing the day to day impact of aligning the “Software deliverables” from outsourcing and internal development, to fit into the overall plan
- Aligning test documentation across the RUP and Scrum setup

Thomas Axen, Test Manager **ATP** (Denmark)

14:00 Increasing Software Quality through Test Driven Approaches

- Moving ahead from “Test-Code-Refactor”
- How to use TDD in real-world application development
- Let Executable Requirements guide your team to success



Pascal Gugenberger, Former Director R & D and Professional Services **InfoPark** (Germany)

14:45 Coffee and Networking Break**15:15 Utilise Metrics Information to Measure and Communicate the Effectiveness of Scrum Implementation**

- Selecting the right software metrics from an Agile perspective
- Implement open-source tools that can be used to compute software metrics

Speaker to be confirmed, please go to www.keepitagile.com for updates

17:30 Chairperson's Final Remarks and End of Conference

IQPC's workshops are an interactive learning experience tailored to strengthen your knowledge. These sessions are undoubtedly the chance to express and discuss your own challenges with an industry expert. The workshops presented are original, and explore the hottest issues in a challenging environment!

Workshop 1 • 08:30 – 11:30

Implement Agile Processes to Gain Flexibility in a Complex Organisation

The software development and test management world has been stuck with old routines for way too long. By introducing a dose of Agile methodology in large and complex systems where agility is in short supply, a company can attempt to reduce their time to market and lightening their processes Their organisation in large teams can also be facilitated.

This interactive workshop will enable you to:

- Introduce a dose of agility in process heavy organisations
- Develop metrics and measures as a feedback loop for Agile test management
- Evaluate the impact of the Agile challenges to risk management



Your workshop leader: **Torben Hoelgaard**, VP of Corporate Quality Assurance **Saxotech A/S** (Denmark). Torben Hoelgaard has for the last 4 years worked as VP of Corporate Quality Assurance at Saxotech, establishing a QA and testing department from scratch. In just 3 years Saxotech went from level 1 to 4 according to the Testing Maturity Model. Saxotech has 30 developers and 8 testers.

Workshop 2 • 12:00 – 14:30*

Discovering the Benefits beyond Scrum: A Living Experience of Lean using Kanban Boards

The evolution of Lean philosophy started in the manufacturing industry of Toyota. Lately other industries, like the software industry, are trying to copy the success from Lean manufacturing. In organisations where Lean is implemented, studies show that it provides significant higher customer value, with a continuously improved quality.

In this interactive workshop, you will:

- Discover benefits of Lean with the Kanban Boards method
- Present a process of your own with groups of 4-6 people
- Map the process with Value Stream Mapping
- Start doing a Kanban board. The results should be interesting to discuss!



Your workshop leader: **Jens Norin**, Project Manager & Business Developer **Novo Nordisk** (Denmark) Jens Norin works at Novo Nordisk as a Project Manager & Business Developer. Previous to this experience, Jens has been working as a software consultant for more than 11 years. His high experience makes him an eager supporter of Lean principles and Agile methods. Jens will share his knowledge with a great pleasure in a very interactive way to make this workshop a living adventure.

* (Lunch will be served to workshop participants)

Workshop 3 • 15:00 - 17:30

Succeeding when Implementing Scrum within a Waterfall Organisation

Scrum enables a company to manage and control software, as well as product development in a different way than traditionally. Scrum changes our old routines especially our Waterfall habits. Monitoring Scrum within a Waterfall organisation is an easier said than done process. This workshop addresses the typical barriers to involving Scrum within waterfall environment.

This workshop will give you the practical tools to:

- Successfully run a Scrum Team in Waterfall projects
- Maintain a higher degree of control
- Control risk management
- Work with the transparency required to use Scrum successfully

Mikael Adlers, Software Manager **Motorola** (Sweden)

Mikael Adlers is a strong supporter of Agile methods. Before being the Software Manager at Motorola IP Video Solutions, he has been working in Software development for many years. His big challenge has been to move from a waterfall organisation to Scrum, and he will share this experience with us in this promising workshop! Don't miss it!

“An excellent tool for business, very interesting case studies and good knowledge sharing. Super event!”

BOMBARDIER TRANSPORT

