



The essence of modern software engineering

# OOP 2011

Software meets Business



## Business Impact through Mastering Change



Conference

**24. – 28. January 2011**

Exhibition

**25. – 27. January 2011**

ICM International Congress Center Munich

Platin Sponsor:



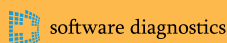
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For OOP-Delegates: external hard disk X mobiledrive (Hitachi) please visit [www.OOP2011.de](http://www.OOP2011.de)





## THE OOP TEAM SAYS THANK YOU FOR YOUR CONGRATULATIONS REGARDING OOP'S 20TH BIRTHDAY!

»We wish you well, be proud of what you have achieved!«

»Many congratulations for the very best Software, Architecture and Management conference in the world.«

»OOP will be 20. This is a reason to celebrate, but though 20 years old, OOP looks more attractive than ever! She looks good, offers variety and experience and the best is yet to come. Happy Birthday!«

»Cool, the OOP never mind its name, is still at the cutting edge in particular regarding the content.«

»The OOP is a great opportunity to network and the anniversary is an outstanding moment to congratulate the OOP for its 20th birthday. Keep going! Don't change.«

»Many happy returns and we look forward to the next 20 years.«

»20 years old and always the most current content«

»The 20 year anniversary is unbelievable. We congratulate OOP and will be there for the celebrations.«

»Teenager, you have become an adult.«

»Great concept, excellent topics and speakers. Please continue in this fashion and focus on your strengths.«

Source: Participant's survey OOP 2010



# 20 years OOP – 1992–2011 – A Review



# Welcome to the OOP 2011



## Business Impact through Mastering Change

A wise person once said "The only constant thing is change.". Especially as software professionals, it is very important to be able to master change and thus achieve business impact. Change has many dimensions and meanings. Too often, it is the software persons at the end of the "food chain" that have to realize a last-minute change in the system, so having architectures and processes which offer the right amount of flexibility (too much is also not good) to accommodate expected and unexpected changes are important. Furthermore, we strive to improve the productivity of software development by bringing new techniques into our organizations for example cloud computing, multicore, increased attention to security topics, a more holistic view from innovation to continuous delivery, and any such change will have significant impacts on the organization and will require good change management and attention to people issues so that the change really happens in the hearts and hands of the whole organization.

The OOP itself has changed over time, but the constant was always bringing the key persons together to learn about and discuss the latest trends in software engineering and, more recently, also management areas. I have always been impressed by the high skill level and the open-mindedness of most of the OOP attendees. This has been a motivating factor for me in the past years to bringing the number one experts on the cutting edge topics to Munich for the OOP. This year we have gone to great lengths to put a particularly strong and very timely set of topics together for you. These include recent advances in many of the architecture-related topics such as SOA, Cloud Computing, but also other aspects like large-scale systems and mastering complexity. Early phases such as innovation and requirements engineering as well as continuous delivery, release planning, and testing all are main topics at the OOP. With multicore and mobile we bring you topics to motivate you to do more in these fascinating and strongly growing new areas. And as software is becoming more pervasive, the importance of addressing privacy and security aspects, whether in cloud, enterprise, or mobile context is of great importance and has an impact on all roles.

We are proud to offer you a particularly strong program for the 20th OOP with a mix of tutorials and cutting edge, future-directed topics. We very much value the attendance of each of you, whether you have been a loyal attendee for many years or a first-timer. I very much look forward to personally meeting you at the conference.

Best regards,  
Frances Paulisch  
Technical Chair OOP conference

As the technical chair of the conference, Dr. Frances Paulisch, has the overall responsibility for the technical quality of the OOP conference. She received her doctorate in the area of software engineering and has extensive experience in software engineering and related management topics. Furthermore, she was editor of the software magazine OBJEKTSpektrum.

## A selection of talks held in English:

How might W. Edwards Deming have Approached Project Management (David Anderson, consultant); The Myths of Innovation (Scott Berkun, consultant); Introducing self-organization and design thinking in legacy system development organizations (Jan Bosch, Intuit); Software Architecture in Game Development (Andrew Brownsword, Electronic Arts); The Collaborative Design Imperative (Tom DeMarco, Atlantic Systems Guild); Software Design in the 21st Century (Martin Fowler, ThoughtWorks); Design Patterns – Past, Present & Future (Erich Gamma, IBM); 97 Things Every Programmer Should Know (Kevlin Henney, Curbralan); Privacy leakage on the Internet (Balachander Krishnamurthy, AT&T); Agile Release Planning, Metrics, and Retrospectives Overview (Michael Mah, QSM); Common Pitfalls to Product Line Success (Linda Northrop, SEI); Stop Guessing How Customers Use Your Software (Alan Page, Microsoft); Lean Product Development (Don Reinertsen, consultant).

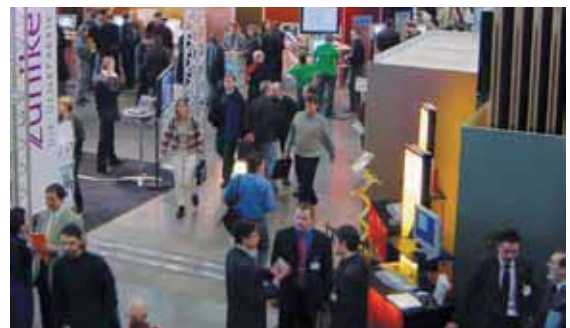
## Variety of topics

OOP 2011 offers many different topics including Architecture, Cloud in the Enterprise, Lean/Agile, Management & Metrics, Mobile, Requirements Engineering/Testing, Large Scale and Security.



## Case Studies of industry leading companies

The OOP program features case studies and talks of speakers of industry leading companies such as 1&1 Internet AG, AOL, AT&T, Autoscout24, CapGemini, Credit Suisse, Computas, CSC, DBSystem, DialogData, Dräger Medical, EADS, IBM, Intel, Intuit, Kassenärztliche Vereinigung Bayerns, Lufthansa, Microsoft, mobile.international, Navtec, Nero, Nokia, Roche, SAP, Siemens, Sixt, VSA, Zühlke.





## What makes the OOP conference unique?

### TEN REASONS WHY YOU SHOULD ATTEND OOP

- 1 More than 130 lectures by **top speakers from all over the world**, who you will hear first of all and predominantly exclusively at the OOP. Our speakers have many years of experience of praxis related issues.
- 2 **Broad range of themes** in 2011, state of the art presentations, talks based on practical experience, workshops. Take your pick from 8 parallel tracks.
- 3 **Whole day courses**, which include specialist in-depth knowledge for you and provide you with specific suggestions, which you can put into practice at your workplace. Learn from the leading experts Martin Fowler, Michael Mah, Frank Buschmann, Don Reinertsen and Peter Zimmerer.
- 4 **For the first time at OOP 2011** "Question & Answers with Tom DeMarco. What would you like to ask Tom??"
- 5 **No hype, no promises, no prejudices.** High quality lectures with no bias towards a specific manufacturer.
- 6 **Up to Date information** regarding state of the art developments in the field of software technology.
- 7 **Largest exhibition** of all the leading software vendors in Germany. All the important vendors are present at the OOP software market place.
- 8 **Internationality.** At the OOP you will meet participants, speakers and exhibitors from the United States, Canada, England, Norway, Finland, Switzerland, Austria and Germany.
- 9 **Networking** with and between one another: It is a meeting of likeminded people, where you can exchange your experiences.
- 10 Exploit the unique advantage - **being an OOP participant means you are always a SIGS DATACOM alumni.**

### VIP BENEFITS

- Economically visit the whole range of events on all five days including three evening courses.
- As a bonus you will receive the external hard disk X mobiledrive (Hitachi)\* as well as a book on a current software issue.
- We will provide you with an MWV (Munich Transport and Tariff Association) ticket so you can travel using the public transport system free of charge on all 5 days of the conference.
- If you decide to book by December 3rd, 2010 you receive a 15 % discount on the normal price of the VIP ticket as an early booker.



### DOCUMENTATION FOR TUTORIALS AND SESSIONS:

The documentation regarding the tutorials on Monday and Friday will be handed out to the delegates in printed format. You will receive the documentation before entering the room for your pre-booked tutorial. The documentation regarding the tutorials which do take place at the same time than the tutorial you have pre-booked are not available in printed format, but these tutorials can be downloaded after the conference via a downloadlink, which will be sent to you by separate mail. The slides of the sessions regarding the conference days, Tuesday, Wednesday and Thursday are not available in printed format. When you pick up your conference registration material on-site at the OOP registration desk you will receive an USB stick which contains pdf's of all sessions of the 3 conference days.\*\* Important! You are eligible for one USB stick only which you will receive when you pick up your conference registration material on-site at the OOP registration desk.

\*\*A precondition is that the speaker has agreed that copies of his slides may be provided in electronic format.

### ALUMNI BENEFITS

#### Your loyalty will be rewarded!

- 20 % discount on the normal price of the ticket you would like to have (does not apply for evening courses).
- If you register by December 3rd, 2010 you will receive the external hard disk X mobiledrive (Hitachi)\* as an early booker.

You are an alumni if you have already taken part in events organised by SIGS DATACOM in the past. The alumni discount is personal and cannot be transferred.

### EARLY BIRD BENEFITS

If you book by December 3rd, 2010 you will receive a 15 % discount on the normal price of the ticket you would like to have (does not apply for evening courses and 1 day tickets).

In addition you will receive a special EarlyBird gift: the external hard disk X mobiledrive (Hitachi)\*

### PRICE- AND DISCOUNT INFORMATION

Please find more information on the backside of this brochure (p. 21) in the registration form. Please notice: Only one discount scheme is applicable. Discounts cannot be combined with any other offers or discount schemes. Night classes can be booked only in conjunction with day-tickets. Tickets are only valid for registered delegates and cannot be transferred to another person.

Discounts are not applicable for night classes. Early Bird discount is not applicable for 1 day tickets.

Each delegate will receive 1 external hard disk only (if applicable).

**\*More information on the external hard disk X mobiledrive (Hitachi) [www.OOP2011.de](http://www.OOP2011.de).**

## Monday 24. Jan 2011

09.30 - 16.30	<b>Tutorials</b>							
	<b>Mo 1</b>	<b>Mo 2</b>	<b>Mo 3</b>	<b>Mo 4</b>	<b>Mo 5</b>	<b>Mo 6</b>	<b>Mo 7</b>	
	Continuous Delivery  Martin Fowler, Jez Humble	Agile Release Planning, Metrics, and Retrospectives Overview  Michael Mah, Andrea Gelli	Requirements- Spezifikation in SCRUM – Tipps, Fallstricke und Vorgehensweisen  Johannes Bergsmann	Implementing Your Own Domain-Specific Modeling Languages: Hands-on  Juha-Pekka Tolvanen	Die Microsoft Windows Azure Plattform – Cloud Computing in der Praxis  Rainer Stropek	Pragmatische Software- Architektur – Unerwartete Veränderungen gezielt handhaben  Frank Buschmann	OSGi für Praktiker – Web Applikationen und verteilte Systeme mit OSGi  Patrick Baumgartner, Bernd Weber, Oliver Braun	Coffee Breaks 11.00 - 11.30 15.00 - 15.30
12.30 - 13.30	<b>Lunch</b>							
16.45 - 17.30	Keynote: Ralph de Wargny, Intel: „Software entwickeln für die Many-Core-Zukunft – Die Intel-Perspektive“							
17.30 - 18.15	Keynote: Andrew Brownword, Electronics Arts: „Software Architecture in Game Development“							
18.45 - 20.15	<b>Abendkurse/ Nighschool</b>							
	<b>Nmo 1</b>	<b>Nmo 2</b>	<b>Nmo 3</b>	<b>Nmo 4</b>				
	Software Testing at Microsoft – Past, Present, and Future  Alan Page	Variantenmanagement im Requirements Engineering – ein Kinderspiel oder Hexenwerk?  Matthias Ströbner	Ein Architekturansatz für dynamische Anwendungen  Markus Schärtel	Live Coding: Embedded Entwicklung und Spracherweiterung mit MPS  Markus Völter				

## Tuesday 25. Jan 2011

09.00 - 10.30	<b>Management &amp; Metrics</b>	<b>Web 2.0</b>	<b>Testing</b>	<b>Large Scale</b>	<b>SOA</b>	<b>Architecture</b>	<b>Multicore</b>	<b>Coding / Tools</b>	
	<b>Di 1.1</b>	<b>Di 2.1</b>	<b>Di 3.1</b>	<b>Di 4.1</b>	<b>Di 5.1</b>	<b>Di 6.1</b>	<b>Di 7.1</b>	<b>Di 8.1</b>	
	Die Quadratur des Kreises oder: warum SCRUM CMMI-Level 5 erfüllt  Thorsten Janning	Privacy leakage on the Internet  Balachander Krishnamurthy	Implementing Agile Testing in an Agile Project  Kari Kakkonen	Erkenntnisse aus der Entwicklung komplexer und sicherheitskritischer Avionik-Architekturen  Ottmar Bender	SOA ist tot! Lang leben Services!  Nicolai Josuttis	Designtaktiken  Michael Stal	Toward practical concurrent programming models  Andrew Brownword	Clean Code und Scrum – ein unschlagbares Duo?  Andreas Hitzbleck, Martin Monsorno	Coffee Break 10.30 - 11.00 Exhibition
11.00 - 12.00	Keynote: Erich Gamma, IBM Rational Zurich Research Lab: „Design Patterns – Past, Present & Future“								
12.00 - 12.30	Keynote Infotainment: Kai Spitzl: „Ein ganz spezieller Rückblick auf die OOP“								
12.30 - 14.15	<b>Lunch</b>								
14.15 - 15.00	<b>Di 1.2</b>	<b>Di 2.2</b>	<b>Di 3.2</b>	<b>Di 4.2</b>	<b>Di 5.2</b>	<b>Di 6.2</b>	<b>Di 7.2</b>	<b>Di 8.2</b>	
	Is Agile Keeping Its Promises? What Industry Metrics Tell us About Time To Market, Productivity & Quality  Michael Mah	Das lustige Überlebenshandbuch für JavaScript  Oliver Pehnke, Benjamin Schmid	Application Level Unit Testing – Oxymoron or a True Solution for Effective Tests?  Pawel Kedzior	High Scalability Internet – Wie Amazon, Facebook und Co. skalieren  Matthias Patzak	Service Component Architecture – Solide Basis für SOA-Prinzipien?  Alexander Hauswald	Large-scale Continu- ous Architectures in the Context of a Medical Platform  Lutz Dominick	Introducing parallelism into legacy code: Three case studies  Stephen Blair- Chappell	Enterprise Agility braucht Enterprise Information Manage- ment – toolgestützte Prozessveränderung  Olaf Lewitz	Coffee Break 16.00 - 16.30 Exhibition
15.15 - 16.00	Keynote: Martin Fowler, ThoughtWorks: „Software Design in the 21 <sup>st</sup> Century“								
16.30 - 17.30	<b>Di 1.3</b>	<b>Di 2.3</b>	<b>Di 3.3</b>	<b>Di 4.3</b>	<b>Di 5.3</b>	<b>Di 6.3</b>	<b>Di 7.3</b>	<b>Di 8.3</b>	
	Scrum for Executives – Six Secrets for Success with Scrum  Boris Gloger	Distributed Computing 2.0  Filip van Laenen	The Value of Testing in 5 Dimensions  Peter Zimmerer	BigData and Content Delivery Networks (CDN): Globale Web-Infrastruktur für riesige Daten nutzen  Pavlo Baron	Zentrale Architektur- entscheidungen im SOA-Entwurf: Modellierung und Top 10  Olaf Zimmermann	How frameworks can kill your projects and how patterns avoid getting you killed  Sander Hoogendoorn	Multi-core und Echtzeit – Böse Überraschungen vermeiden  Fridtjof Siebert	Microsoft Expression im Einsatz bei Nero  Georg Christoph, Thomas Biedermann	Coffee Break 17.30 - 18.00 Exhibition
18.00 - 19.00	<b>Di 1.4</b>	<b>Di 2.4</b>	<b>Di 3.4</b>	<b>Di 4.4</b>	<b>Di 5.4</b>	<b>Di 6.4</b>	<b>Di 7.4</b>	<b>Di 8.4</b>	
	Quantitatives Management von Entwicklungsvorhaben  Matthias Bohlen	Web x.0 in Business and Technology – was heißt das?  Thomas Widmann	Stop Guessing How Customers Use Your Software  Alan Page	Hadoop: High-Performance Batches in der Cloud  Masanori Fujita	Enterprise SOA @ Credit Suisse AG – Erfahrungen und Herausforderungen  Georg Hüttenegger	Die omnipräsente Gefahr – Über die Komplexität vermeintlich einfacher Dinge  Gernot Starke	Kamera ab: Es lebe der Akteur  Michael Stal	Dynamische Analyse, Tracing und Reverse Debugging – Potenziale, Best Practices und Tool-Landschaften  Johannes Bohnet	
19.00 - 20.00	SIGS DATACOM Welcome Reception								
20.00 - 21.00	„Der ultimative IT-Stammtisch“, Moderation Nicolai Josuttis								

## Wednesday 26. Jan 2011

09.00 - 10.30	<b>Management &amp; Metrics</b>	<b>Modelling</b>	<b>Requirements Engineering</b>	<b>Lean / Agile</b>	<b>Cloud in the Enterprise</b>	<b>Architecture</b>	<b>People</b>	<b>Security</b>	
	<b>Mi 1.1</b>	<b>Mi 2.1</b>	<b>Mi 3.1</b>	<b>Mi 4.1</b>	<b>Mi 5.1</b>	<b>Mi 6.1</b>	<b>Mi 7.1</b>	<b>Mi 8.1</b>	
	Projekte retten – Szenen alltäglicher Dramen  Peter Schnell, Thorsten Janning	DSLs, Modelle und Softwarearchitektur  Markus Völter	Bitter Scrum – auf der Suche nach den Sweet Spots  Chris Rupp, Thomas Mödl	Agile Software Product Development at SAP in the Context of Lean  Christian Schmidkonz	Praktisches Cloud- Computing für Unternehmen  Stefan Tilkov	Common Pitfalls to Product Line Success  Linda Northrop	Vielfalt statt Einfach – die Natur als Vorbild  Martin Heider, Christine Neidhardt	Software unsicher entwickeln in sieben Schritten  Markus Wutzke	Coffee Break 10.30 - 11.00 Exhibition
11.00 - 11.45	<b>Mi 1.2</b>	<b>Mi 2.2</b>	<b>Mi 3.2</b>	<b>Mi 4.2</b>	<b>Mi 5.2</b>	<b>Mi 6.2</b>	<b>Mi 7.2</b>	<b>Mi 8.2</b>	
	The Full Monty: Managing IT for the short and long term  John Favaro	Modellgetriebene Entwicklung von SOA Anwendungen  Gerhard Rempp, Martin Löffler	Verknüpfung unter- schiedlicher Modell- sprachen (BPMN, UML, DSL) zur Anforderungs- analyse  Andreas Lux	Mit ganzheitlichem Verfahren Grenzen durchbrechen  Arno Dämon	PaaS-Clouds mit Java  Eberhard Wolff	Lessons Learned Adapting an Existing Architecture in a Changing Business Landscape  Arthur L. Wright	Agile Offshoring oder: Wie integriert man verteilte Teams?  Dominik Eul, Ute Platzer	Security und Compliance in Clouds  Jan Jürjens, Kristian Beckers	
12.00 - 12.45	Keynote: Rainer Grau, Zühlke: „Was Sie schon immer über Change wissen wollten, aber nicht zu fragen wagten.“								

# CONFERENCE AT A GLANCE



12.45 - 14.30 **Lunch**

Management & Metrics	Modelling	Requirements Engineering	Lean / Agile	Cloud in the Enterprise	Architecture	People	Security
<b>Mi 1.3</b> How to CIO right?(!) Der effektive Managementprozess in der IT Andreas Slogar	<b>Mi 2.3</b> Migration einer großen Modellierungsumgebung von UML/XML nach GMF/Text Moritz Eysholdt, Johannes Rupprecht	<b>Mi 3.3</b> Agiles Requirements Engineering in der Praxis Peter Hruschka	<b>Mi 4.3</b> Introducing self-organization and design thinking in legacy system development organizations Jan Bosch	<b>Mi 5.3</b> Self-managing, self-healing software architectures - What cloud computing is going to force you to learn Mark Masterson	<b>Mi 6.3</b> Quo Vadis Software Architektur? Frank Buschmann	<b>Mi 7.3</b> Klimawandel 2.0 - Wertschätzende Kommunikation im Requirements Engineering Christel Sohnemann	<b>Mi 8.3</b> Sichere Software bereits während der Entwicklung - Wie können BSIMM und OpenSAMM hierbei helfen Lucas v. Stockhausen

Coffee Break  
16.30 - 17.00  
Exhibition

15.45 - 16.30 **Keynote: Tom DeMarco, The Atlantic Systems Guild: „The Collaborative Design Imperative“**

<b>Mi 1.4</b> Totale Industrialisierung - Auch das Business geht in die Cloud! Gunter Dueck	<b>Mi 2.4</b> It is Possible to do Object-Oriented Programming in Java Kevin Henney	<b>Mi 3.4</b> Das A-Team - Anforderungsermittlung in agilen Projekten Holger Koschek	<b>Mi 4.4</b> Agile scales, Waterfall doesn't - and other stories of a large agile adoption process Vasco Duarte	<b>Mi 5.4</b> Amazon EC2 in der Praxis Jonathan Weiss	<b>Mi 6.4</b> Identifying Architectural Risks using the Architecture Tradeoff Analysis Method (ATAM®) Linda Northrop	<b>Mi 7.4</b> Sind wir nicht alle ein wenig anders!? - Wissenswertes zu Veränderungsprozessen Peter Siwon, Rudolf Eckmüller	<b>Mi 8.4</b> Android Security - Device Management und Sicherheit Benjamin Reimold
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Nmi 1	Nmi 2	Nmi 3	Nmi 4
<b>Web-Services versus REST - Das ultimative Duell</b> Nicolai Josuttis, Stefan Tilkov	<b>Eine Entdeckungsreise durch das Scala-Universum</b> Michael Stal	<b>Software Ecosystems: Implications for Strategy, Business Model and Architecture</b> Jan Bosch	<b>Question &amp; Answer with Tom DeMarco</b> Tom DeMarco, Jutta Eckstein, Frances Paulisch

## Thursday 27. Jan 2011

Project Management	Requirements Engineering	Lean / Agile	Cloud in the Enterprise	Architektur-Tag	Mobile	Functional
<b>Do 1.1</b> Temperamente, Thesen, Tipps - Metriken in Projekte einführen - und überleben Klaus Marquardt	<b>Do 2.1</b> Creative Requirements Processes: Inventing Your Requirements Neil Maiden	<b>Do 3.1</b> Kata - Der tägliche Schattenkampf des Programmierers Marko Schulz, Bernd Schiffer	<b>Do 4.1</b> Cloud Computing Goes Enterprise: Einsteige und Ausblicke Lothar Wieske	<b>Do 5.1</b> IT-Strategie einführen: Erfahrungen aus der Praxis Andreas Kaps	<b>Do 6.1</b> Introduction to iOS Software Development Adrian Kosmaczewski	<b>Do 7.1</b> Jenseits von Fakultät und Fibonacci: Architektur funktionaler Programme Klaus Alfert, Bernd Löhner
<b>Do 1.2</b> IT-Projekte, aber bitte mit Erfolg! Methoden, Referenzarchitekturen & Best Practices Mahboubha Gharbi, Arne Koschel	<b>Do 2.2</b> Geo-SDKs Backstage: Mit Domänenmodellen Grenzen überwinden Wiebke Krasting, Masanori Fujita	<b>Do 3.2</b> Services and software development in the Cloud: Leaner software, superior performance and other promises Pekka Abrahamsson	<b>Do 4.2</b> SOA in der Cloud Ulf Fildebrandt	<b>Do 5.2</b> Komplexität verständlich machen Manfred Ferken	<b>Do 6.2</b> Entwicklung plattformunabhängiger, mobiler Anwendungen für iPhone & Co. Stefan Frena	<b>Do 7.2</b> Echte Agilität erfordert eine wertorientierte Unternehmenskultur Jutta Eckstein, Thomas Walker

Coffee Break  
10.30 - 11.00  
Exhibition

12.00 - 12.45 **Keynote: Scott Berkun, Author: „The Myths of Innovation“**

12.45 - 14.30 **Mittagessen / Lunch Besuch der Ausstellung**

<b>Do 1.3</b> Klassisches Projektmanagement und agil - (Klein Widerspruch!) Andreas Wagener, Colette Ziller	<b>Do 2.3</b> Quality Requirements Engineering for Medical Systems - Qualitätsanforderungen in der Medizintechnik Christof Ebert, Arnold Rudorfer	<b>Do 3.3</b> Kanban & Technical Excellence Bernd Schiffer, Markus Andrezak	<b>Do 4.3</b> Enterprise Google? Nutzung von Google-Services im Unternehmen Till Schulte-Coerne, Stefan Tilkov	<b>Do 5.3</b> Viel, schnell und groß für Software-Architekten: Persistenz im Zeitalter von NoSQL Stefan Edlich	<b>Do 6.3</b> Plattformübergreifende App-Entwicklung - ein Vergleich Heiko Behrens	<b>Do 7.3</b> Überraschend funktional Michael Wiedeking
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Coffee Break  
16.30 - 17.00  
Exhibition

15.45 - 16.30 **Keynote: Kevin Henney, independent consultant and trainer: „97 Things Every Programmer Should Know“**

<b>Do 1.4</b> How might W. Edwards Deming have Approached Project Management? David Anderson	<b>Do 2.4</b> Wieviel Projektmanagement steckt in Anforderungen? Rudolf Hauber	<b>Do 3.4</b> Agile@Aol - Experiences from one of the Largest Agile Transformations Jochen Krebs	<b>Do 4.4</b> Hybride Cloud Services - Herausforderungen und Lösungsansätze für IT-Service-Provider im Enterprise-Markt Gunnar Billing, Markus Krieger	<b>Do 5.4</b> Quality-Driven Software Architecture: Was Ihnen Domain-Driven-Design vorenthält Gernot Starke, Peter Hruschka	<b>Do 6.4</b> Mobile Security - Angriffsszenarien auf mobile Devices: Wie (un)sicher sind iPhone, Blackberry & Co.? Marco Di Filippo	<b>Do 7.4</b> Das Lift Web-Framework - Twitter nachgebaut in 60 Minuten Heiko Seeberger
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Ndo 1	Ndo 2	Ndo 3	Ndo 4
<b>Java FX Patterns and Best Practices</b> Adam Bien	<b>Google Web Toolkit: Live &amp; Kicking</b> Kai Tödter	<b>Vom Geschäftsprozess zur Anwendungsintegration - Modellbasierte Entwicklung mit WS-BPEL 2.0</b> Marcus Spies, Tammo van Lessen	<b>Kanban Explained! A Counter-intuitive Approach to Creating a Lean Technology Organization</b> David Anderson

## Friday 28. Jan 2011

Fr 1	Fr 2	Fr 3	Fr 4	Fr 5	Fr 6	Fr 7
<b>Business UI in Enterprise</b> Applikationen modellgetrieben und dynamisch Ekkehard Gentz, Florian Pirchner, Maximilian Kögel, Jonas Helming	<b>Software Architecture</b> Paradigms and Styles Frank Buschmann, Kevin Henney	<b>Design Patterns</b> and Scrum Jochen Krebs	<b>It's not a Trick - It's Java EE 6.</b> Von der Installation bis zum Deployment Adam Bien	<b>Create, Master, and Improve Your Testing Strategy</b> Peter Zimmerer	<b>Pattern Writing Workshop</b> - Muster selbst erkennen, beschreiben und verbessern Klaus Marquardt, Dietmar Schütz	<b>Lean Product</b> Development Don Reinertsen

Coffee Breaks  
10.30 - 11.00  
14.30 - 15.00  
Lunch  
12.00 - 13.00



## MONDAY 24. JAN 2011

### 17.30 - 18.15 **Software Architecture in Game Development**

Video games have existed in various forms for over 30 years, and have evolved from humble beginnings into remarkably complex software projects. The ever-present emphasis on an immersive audio/visual experience has put game developers in the position of being on the bleeding edge of exploring the performance of modern consumer hardware. This talk will discuss the elements that make up contemporary video games, software processes that are involved in development, the impact of hardware concurrency, key challenges, and look at some important design patterns that form the architectural basis.



**Andrew Brownsword**  
is Chief Architect at Electronic Arts Blackbox. With EA since 1990, he has worked in all aspects of game development, including transitions from C to C++ and to modern concurrent hardware such as PlayStation3. He is presently working on the next iteration of EA's Need For Speed franchise. Andrew has a B.Sc. from the University of British Columbia.

## TUESDAY 25. JAN 2011

### 11.00 - 12.00 **Design Patterns – Past, Present & Future**

Design Patterns are now a 15 year old thought experiment. And today, for many, Design Patterns have become part of the standard development lexicon. This talk looks back to the origin of Design Patterns and how they evolved since their initial description. Erich will then show patterns in action in the context of the Eclipse and Jazz platforms. Finally, he will discuss how the Design Patterns from the book could be refactored towards a Design Pattern 2.0 version.



**Erich Gamma**  
is an IBM Distinguished Engineer working at the IBM Rational Zurich Research Lab. He is passionate about shipping great software and started sharing his passion for elegant software design as co-author of Design Patterns. Shipping depends on continuous good quality.

### 15.15 - 16.00 **Software Design in the 21<sup>st</sup> Century**

In the last decade or so we've seen a number of new ideas added to the mix to help us effectively design our software. Patterns help us capture the solutions and rationale for using them. Refactoring allows us to alter the design of a system after the code is written. Agile methods, in particular Extreme Programming, give us a highly iterative and evolutionary approach which is particularly well suited to changing requirements and environments. Martin Fowler has been a leading voice in these techniques and will give a suite of short talks featuring various aspects about his recent thinking about how these and other developments affect our software development.



**Martin Fowler**  
is an author, speaker, consultant and general loud-mouth on software development. He concentrates on designing enterprise software - looking at what makes a good design and what practices are needed to come up with good design. He has been a pioneer of various topics around object-oriented technology and agile methods. For the last decade Martin worked at ThoughtWorks, a really rather good system delivery and consulting firm.

## WEDNESDAY 26. JAN 2011

### 15.45 - 16.30 **The Collaborative Design Imperative**

As system size and complexity increases, the need for effective collaboration increases more than proportionately. A key element of this is the building of trusting relationships, but here our skills are at best deficient and the need for them often misunderstood. In addition, the focus of collaboration has most often been on requirements, with the essential design task entrusted to an elite or - at lower levels - left to take place as a side-effect of implementation activities. How would a truly collaborative design proceed? Who would take part and in what roles? And what outcomes would it achieve?.



**Tom DeMarco**  
is a Principal of The Atlantic Systems Guild, a technology think tank with offices in the U. S., Great Britain and Germany. He is also a Fellow of the Cutter Consortium and a Fellow of the IEEE. He was the winner of the 1986 Warnier Prize for „lifetime contribution to the information sciences,“ and the 1999 Stevens Prize for „contribution to engineering methods.“

THURSDAY 27. JAN 2011

**12.00 – 12.45      The Myths of Innovation**

This fun, fast paced, provocative keynote, based on the bestselling book "The Myths of Innovation", will explore the truth about ideas. What are the most dangerous misperceptions about finding and developing ideas? What can the software industry learn from the history of invention? And what assumptions do we make that lead us astray? You'll hear inspiring true tales of invention you can use in your life and your work.



Scott Berkun

was a manager at Microsoft from 1994-2003, on projects including v1-5 (not 6) of Internet Explorer. He is the author of three bestselling books: "Making things happen", "The Myths of Innovation" and "Confessions of a Public Speaker". He works full time as a writer and speaker, and his work has appeared in The New York Times, Forbes magazine, The Economist, The Washington Post, Wired magazine, National Public Radio and other media.

**15.45 – 16.30      97 Things Every Programmer Should Know**

Modern programmers have a lot on their minds. Programming languages, programming techniques, development environments, tools, development process, deadlines, meetings, software architecture, design patterns, team dynamics, code, requirements, bugs, code quality. And more. A lot.

This keynote discusses the open and crowd-sourced nature of the "97 Things Every Programmer Should Know"-project and draws from it to present advice that is relevant not only to programmers but also to other technical roles, such as architects, and the roles that interact with them, such as project managers.



Kevlin Henney

is an independent consultant and trainer based in the UK who focuses on patterns, programming, practice and process. He has been a columnist for various magazines and web sites. He is a member of the IEEE Software advisory board. Kevlin is co-author of two volumes in the Pattern-Oriented Software Architect series. He is also editor of the "97 Things Every Programmer Should Know"-site and book.

**FEATURED SPEAKERS OOP 2011:**



**David Anderson**

is best known today as the father of Kanban for software development. He is author of two books, „Kanban – Successful Evolutionary Change for your Technology Organization“ and „Agile Management for Software Engineering.“ He is Vice President of the Lean Software & Systems Consortium and leads an international management consulting practice based in Seattle, USA.

- Do 1.4      How might W. Edwards Deming have Approached Project Management?      p. 17**
- Ndo 4      Kanban Explained! A Counter-intuitive Approach to Creating a Lean Technology Organization      p. 19**

**Balachander Krishnamurthy**

of AT&T Labs-Research, has authored and edited 10 books, over 80 papers, and holds 26 patents. His most recent book is „Internet Measurements: Infrastructure, Traffic and Applications“ and his previous book „Web Protocols and Practice“ has been translated into several languages

- Di 2.1      Privacy leakage on the Internet      p. 11**



**Michael Mah**

is managing partner at QSM and director of the Benchmarking Practice at the Cutter Consortium. He teaches, writes, and consults to technology companies on estimating and managing software projects. His work examines time-pressure dynamics of teams, and its role in project success and failure.

- Mo 2      Agile Release Planning, Metrics, and Retrospectives Overview      p. 10**
- Di 1.2      Is Agile Keeping Its Promises? What Industry Metrics Tell us About Time To Market, Productivity & Quality      p. 11**



**Linda Northrop**

is director of the Research, Technology, and Systems Solution Program at the Software Engineering Institute where she leads the work in architecture-centric engineering, software product lines, systems of systems, and ultra-large-scale systems. She is coauthor of the book "Software Product Lines: Practices and Patterns". Her past experience includes work at Eastman Kodak and IBM as a software engineer.

- Mi 6.1      Common Pitfalls to Product Line Success      p. 14**
- Mi 6.4      Identifying Architectural Risks using the Architecture Tradeoff Analysis Method (ATAM®)      p. 15**



**Don Reinertsen**

is the President of Reinertsen & Associates, a consulting firm specialized in the management of product development. He has worked with leading product development organizations for over 30 years, and taught executive courses at Caltech for 14 years. He is the author/co-author of three best-selling books on product development, and is considered one of the leading thinkers in the emerging field of lean product development.

- Fr 7      Lean Product Development      p. 18**



## MONDAY 24. JAN 2011

### Mo 1 Continuous Delivery

09.30-12.30 / 13.30-16.30

This tutorial sets out the principles and technical practices that enable rapid, incremental delivery of high quality, valuable new functionality to users and includes many interactive exercises. Through automation of the build, deployment, and testing process, and improved collaboration, teams can get changes released continuously.

At the heart of the tutorial is a pattern called the deployment pipeline, which involves the creation of a living system that models your organization's value stream for delivering software. We introduce this pattern and discuss how to incrementally automate the build, test and deployment process, culminating in continuous deployment. We then describe an agile infrastructure to automate the management of testing and production environments. Development practices that enable incremental development and delivery will be covered at length as well as how practices such as branch by abstraction and componentization provide approaches that enable large and distributed teams to deliver incrementally.



**Martin Fowler**

is an author, speaker, consultant and general loudmouth on software development. He concentrates on designing enterprise software. He has been a pioneer of various topics around OO technology and agile methods. For the last decade Martin worked at ThoughtWorks, a really rather good system delivery and consulting firm.



**Jez Humble**

is a principal consultant with ThoughtWorks. His focus is on helping organizations deliver valuable, high-quality software frequently and reliably through implementing effective engineering practices in the field of agile delivery. He is the author of Continuous Delivery.

### Mo 2 Agile Release Planning, Metrics, and Retrospectives Overview

09.30-12.30 / 13.30-16.30

How do you compare the productivity and quality you achieve with agile practices with that of traditional waterfall projects? Join Michael Mah to learn about both agile and waterfall metrics and how these metrics behave in real projects. Learn how to use your own data to move from sketches on a whiteboard to create agile project trends on productivity, time-to-market, and defect rates. Using recent, real-world case studies, Michael offers a practical, expert view of Agile measurement, showing you these metrics in action on retrospectives and release estimation and planning. In hands-on exercises, learn how to replicate these techniques to make your own comparisons for time, cost, and quality. Working in pairs, calculate productivity metrics using the templates Michael employs in his consulting practice. You can leverage these new metrics to make the case for changing to more agile practices and creating realistic project commitments within your organization. Take back new ways for communicating to key decision makers the value of implementing agile development practices.

**Target Audience:** CIOs, Directors, VPs, Software Engineering Managers

**Prerequisites:** Organizational and Project Leadership • **Level:** intermediate-advanced



**Michael Mah**

is managing partner at QSM and director of the Benchmarking Practice at the Cutter Consortium. He teaches, writes, and consults to technology companies on estimating and managing software projects. His work examines time-pressure dynamics of teams, and its role in project success and failure.



**Andrea Gelli**

has worked in several management positions in the software business for different industries: defense, government, transportation, insurance, banking and industrial automation. At QSM he has projects on programme estimation, productivity benchmarking and projects control.

### Mo 4 Implementing Your Own Domain-Specific Modeling Languages: Hands-on

09.30-12.30 / 13.30-16.30

A horrible lie exists in our industry today: it says that defining a graphical DSL is difficult and time intensive. In this session, we will lay bare this fallacy and demonstrate how quick and simple it is to create Domain-Specific Modeling languages and their generators. We will show you through a hands-on approach the practical, repeatable steps to invent and implement your own modeling language. At the end of the tutorial you will have implemented several versions of the language - each time raising the level of abstraction closer to the problem domain. **For the hands-on part it is recommended that everyone has a personal laptop**, but it is also possible to work in pairs. Supported platforms: Windows 7/Vista/XP/2000, Mac OS X Snow Leopard (or Panther/Tiger with X11 installed), Linux (any contemporary distribution). The required software will be made available at the conference.

**Target Audience:** Architects, lead developers, technical managers • **Prerequisites:** some experiences on a modeling or a code generation tool; **bring your own laptop for the hands-on part.** • **Level:** intermediate



**Juha-Pekka Tolvanen**

is CEO of MetaCase. He has been involved in domain-specific languages and tools since 1991 and acted as a consultant world-wide on their use. Juha-Pekka has co-authored a book (Domain-Specific Modeling, Wiley 2008) and over 60 articles in software development magazines and conferences.

TUESDAY 25. JAN 2011

**Di 2.1 Privacy leakage on the Internet****09.00-10.30**

We present our 6-year long study of how information related to individual users is aggregated as they browse seemingly unrelated Web sites. The study spans thousands of sites in different categories, languages and countries. We will also present our discovery of large-scale leakage of personally identifiable information (PII) via popular Online Social Networks (OSN). PII leakage is also seen in Mobile Online Social Networks; the novel concerns include combination of new features unique to mobile access and induced leakage via traditional OSNs.

**Target Audience:** Web and Social Network Software developers, general audience

**Prerequisites:** basic knowledge of how the web works

**Level:** beginner

Balachander  
Krishnamurthy

of AT&T Labs-Research, has authored and edited 10 books, over 80 papers, and holds 26 patents. His most recent book is „Internet Measurements: Infrastructure, Traffic and Applications“ and his previous book „Web Protocols and Practice“ has been translated into several languages.

**Di 3.1 Implementing Agile Testing in an Agile Project****09.00-10.30**

The case study details how agile testing was chosen and built successfully as part of a new scrum project. An Agile Testing Coach built the testing culture with the agile team: 2 testers and heavy testing responsibility to each developer, to be supported by testers. Several testing ideas were used from both agile and plan-driven testing world, and new ones innovated. Good quality software was delivered from sprint one. Testing was judged very agile. The testing and the project were a success, and still are, now after 6 sprints.

**Target Audience:** Testers, Software Developers, Managers

**Prerequisites:** familiarity with basic Scrum and testing concepts • **Level:** intermediate



Kari Kakkonen

has been working in software testing, consulting, and training since 1996. He is currently working in Finland at Endero [part of KnowIT] - a company specialized in testing consultancy and software development. He is the chair of Finnish Software Testing Board (FISTB) and a member of ISTQB expert level working group.

**Di 7.1 Toward practical concurrent programming models****09.00-10.30**

From the perspective of expressing concurrency, the programming models in widespread use today are largely unchanged from those in use since the 1970s. The last decade has seen dramatic increases in the degree of hardware concurrency exposed to the programmer. The result is a difficult environment for software developers striving to efficiently and robustly achieve performance goals. Andrew will discuss the shortcomings of present programming models and how new standards, such as OpenCL, are filling new roles in the software/hardware ecosystem.

**Target Audience:** architects, software developers, programming tool vendors

**Prerequisites:** experience writing performance-sensitive code would provide context • **Level:** intermediate



Andrew Brownsword

is Chief Architect at Electronic Arts Blackbox. With EA since 1990, he has worked in all aspects of game development, including transitions from C to C++ and to modern concurrent hardware such as PlayStation3. He is presently working on the next iteration of EA's Need For Speed franchise. Andrew has a B.Sc. from the University of British Columbia.

**Di 1.2 Is Agile Keeping Its Promises? What Industry Metrics****14.15-15.00****Tell us About Time To Market, Productivity & Quality**

Any forward-thinking software organization must consider every important development methodology - including, Agile. But how to decide what works best, to judge the many claims made by Agile zealots, and to apply these practices in your own company? Can Agile really reduce effort and development time, can it deliver more features with lower bug rates? A solution: the "real world" metrics captured and analyzed by QSM, forming the basis for the SLIM database of more than 8,000 completed software projects collected the world over. Join metrics expert Michael Mah and learn what works - and doesn't work - as he examines the promises and reality of Agile development, using actual metrics data from some of the world's leading software organizations.

**Target Audience:** CIOs, Directors, VPs, Software Engineering Managers

**Prerequisites :** Organizational and Project Leadership • **Level:** intermediate- advanced



Michael Mah

is managing partner at QSM Associates Inc. and director of the Benchmarking Practice at the Cutter Consortium. He teaches, writes, and consults to technology companies on estimating and managing software projects, whether in-house, offshore, waterfall, or agile. With over 25 years of experience, QSM has derived productivity patterns for thousands of projects collected worldwide. His work examines time-pressure dynamics of teams, and its role in project success and failure.



TUESDAY 25. JAN 2011

**Di 3.2** **Application Level Unit Testing –  
 Oxyoron or a True Solution for Effective Tests?**

14.15-15.00

Rapidly changing requirements of developed applications compel to have a smooth regression testing process in order to ensure the quality. Developers cherish an idea of writing unit tests as the regression suite, but in very few cases unit tests are truly being created and maintained. In this presentation the author introduces the idea of Application Level Unit Testing which simplifies the process. Comparison to the traditional unit testing is given and examples from own development as well as other companies in the industry are presented.

**Target audience:** architects, developers and test engineers

**Prerequisites:** basic knowledge of regression testing approaches • **Level:** intermediate



**Paweł Kedzior**

is a project manager of dot-TEST which is a part of Parasoft's solution for improving software quality and the development process. For over a decade in software industry, using a wide range of technologies. In Parasoft for 6 years now. Graduated from AGH UST Kraków, Department of Computer Science.

**Di 6.2** **Large-scale Continuous Architectures in the  
 Context of a Medical Platform**

14.15-15.00

Continuous change is important for a long living architecture. Experience proves that there are successful principles and patterns that open the architecture for continuous change. The syngo medical platform has been designed with such architectural principles and patterns that allow technical change over time and better match and synchronization with timeline and process constraints. The talk presents the rationale of selected architectural solutions, the role of their application context, and insights about how to deal with "technical debts".

**Target Audience:** developers, architects

**Prerequisites:** familiarity with software architecture and design techniques, basics of feature modeling

**Level:** intermediate



**Lutz Dominick**

is a System Architect at Siemens AG, Healthcare Sector. He is co-author of the syngo platform reference architecture. His career started at Siemens Corporate Technology 20 years ago. Since then he has been active in research and industry software projects, one of them is the syngo platform since its first days. His work resulted also in conference talks and a couple of applied patents.

**Di 7.2** **Introducing parallelism into legacy code:  
 Three case studies**

14.15-15.00

Adding parallelism to legacy code is difficult. Awkward program heuristics, old style programming techniques and huge code bases conspire together to stop programmers from adopting parallelism. This talk looks at three real world examples and discusses the strategies that were used to implement parallelism. Fast flowing presentation of 3 case studies.

**Target Audience:** technical programmer, would also suite project manager with some technical background.

**Prerequisites:** none

**Level:** moderate



**Stephen Blair-Chappell**

is a Technical Consulting Engineer at Intel, and has worked in the Intel Compiler Lab for the last 12 years. He is a regular speaker at technical conferences in Europe and the US. Prior to joining Intel, Stephen worked as a lecturer at the Birmingham City University, specializing in Software Engineering and Embedded Systems. As an academic he developed and delivered CPU architecture programming courses for a number of silicon and software manufacturers.

**Di 1.3** **Scrum for Executives -  
 Six Secrets for Success with Scrum**

16.30-17.30

Scrum is a management framework not just for small teams, but also for LARGE projects, departments and even entire companies. Case Studies will show different possibilities for utilizing Scrum in your business. This talk will answer your questions about how you will benefit from implementing Scrum in your company. Measurements from the field will show you how Scrum will improve your productivity and the quality of your products, as well as motivate your people.

**Target Audience:** CTOs, Department Managers, Program Managers.

**Prerequisites:** PM, Interest with Scrum • **Level:** beginner



**Boris Gloger**

is a worldwide, leading expert in the field of Scrum and author of the bestseller "Scrum: Produkte sicher und zuverlässig entwickeln". Boris Gloger is the Executive Director of borlsgloger consulting GmbH, Baden-Baden and of borlsgloger training KG, Vienna. Both companies help customers to successfully implement Scrum.

**Di 2.3** **Distributed Computing 2.0**

16.30-17.30

Distributed computing architectures traditionally distribute only the clients. This talk will show how Web 2.0 services and technologies like Twitter and RSS can distribute these architectures even more, eliminating the central application server and spreading the database over the Internet. This not only removes two potential bottlenecks, but also makes all data freely available to all participants. New problems arise, however, like security and trust, but they can be overcome. Case-study for the talk will be the SHA1CRK project.

**Target Audience:** Architects, Software Developers

**Prerequisites:** basic knowledge about distributed computing projects and Web 2.0 technologies.

**Level:** intermediate



**Filip van Laenen**

is a Chief Engineer at the Norwegian software company Computas. He has over 10 years of experience in the software industry, ranging from being a developer over lead developer to software engineering competency leader for the whole company. He has a special interest in computer security and cryptography, and held the position of Chief Security Officer at Computas for a number of years.

## TUESDAY 25. JAN 2011

### Di 3.3 The Value of Testing in 5 Dimensions

16.30-17.30

Today there is still a very diverse understanding of what testing is all about and what its value is - even if you ask testers you will get very different answers. This session defines and clarifies the mission, motivations, activities, and corresponding values of testing and provides them in an easy to read and easy to remember visual format. These 5 dimensions of testing are critical to understand what testing is all about, to communicate its mission and value to the different stakeholders, and to define the testing strategy. That also includes the determination of the test design methods to be applied to create the right test cases for effective and efficient testing.

**Target Audience:** Test Managers, Test Engineers, Test Designers, Architects, Developers, Quality Engineers, Project Leaders • **Prerequisites:** basic knowledge about testing is assumed. • **Level:** intermediate



Peter Zimmerer

is a Principal Engineer at Siemens AG, Corporate Technology. He has been working in the field of software testing for more than 19 years. At Siemens he performs consulting and training on test management and test engineering practices including test strategies, test methods, test processes, test automation, and test tools in real-world projects and drives research and innovation in this area.

### Di 6.3 How frameworks can kill your projects and how patterns avoid getting you killed

16.30-17.30

Once you start applying frameworks trouble begins. What if you require new features or other frameworks would have been better? What if the frameworks contain bugs? And what if the new version of a framework is totally different? These everyday problems cause your project to halt or require serious refactoring.

This talk demonstrates pragmatic architectures and patterns to keep code independent of frameworks, illustrated with demos and [bad] code examples from Microsoft and open source frameworks. Learn how to improve the structure and quality of your architecture and code and avoid pitfalls of applying frameworks to .NET development.

**Target Audience:** Architects, Software Developers

**Prerequisites:** some knowledge on software architecture and design patterns

**Level:** intermediate



Sander Hoogendoorn

is Principal Technology Officer at Capgemini and is involved in the innovation of software development at Capgemini and its clients. He coaches organizations and projects on agile, software architecture, patterns, smart use cases, SOA, UML and MDD, published books on agile and UML, is a regular speaker at international conferences and a member of Microsoft's Partner Advisory Council .NET.

### Di 3.4 Stop Guessing How Customers Use Your Software

18.00-19.00

What features of your software do customers use the most? What parts of your software are frustrating? Most organizations get this feedback, but much later than anyone would like - from customer complaints or product reviews. Microsoft proactively gathers customer usage data in order to understand the experience of its millions of users. This presentation will share Microsoft's methods for gathering customer data, including how to know what features are used, when they are used, where crashes are occurring, and when customers are feeling pain.



Alan Page

became a tester in 1993 and joined Microsoft in 1995. At Microsoft, Alan has worked on versions of Windows and Windows CE, has functioned as Microsoft's Director of Test Excellence, and currently is a member of the Office Communicator team. Alan writes frequently about testing on his blog (<http://angryweasel.com/blog>), and was the lead author on How We Test Software at Microsoft.

## WEDNESDAY 26. JAN 2011

### Mi 4.1 Agile Software Product Development at SAP in the Context of Lean

09.00-10.30

After more than four years of successful experience with Scrum (worldwide 200++ projects), SAP has decided to introduce a Lean Software Development Model at a large scale in its development organization based on Scrum.

The presentation describes the approach including Lean introduction and transformation models, Scrum scaling concepts, key success factors and challenges for an organizations with approx. 2.000 people.

The audience will participate in one of the most challenging and fascinating Scrum introductions underway.

**Target Audience:** Architects, Software Developers, Management

**Prerequisites:** basic knowledge in Agile/ lean is an advantage • **Level:** intermediate



Christian Schmidkonz

joined SAP AG in 1994. He is experienced in software development for more than 20 years and certified by Scrum Alliance as Scrum Master, Scrum Product Owner as well as Scrum Practitioner. Christian serves as a Chief Development Architect for process definition and enabled more than 100 Scrum teams internationally in the context of Lean Development at SAP. He is very well known as a regular speaker at Agile conferences.



WEDNESDAY 26. JAN 2011

**Mi 6.1 Common Pitfalls to Product Line Success**

09.00-10.30

Over the course of the last fifteen years the Software Engineering Institute (SEI) has examined software product line efforts using its Product Line Technical ProbeSM. This talk will characterize two strategic pitfalls that we have repeatedly seen:

- 1) failure to recognize that a software product line approach is both a business and a technical strategy, and
- 2) failure to manage the product line-unique aspects of governance and roll-out appropriately. It also will describe additional problems that tend to occur in engineering-based, developer-focused, and government organizations.



Linda Northrop

is director of the Research, Technology, and Systems Solution Program at the Software Engineering Institute where she leads the work in architecture-centric engineering, software product lines, systems of systems, and ultra-large-scale systems. She is co-author of the book "Software Product Lines: Practices and Patterns". Her past experience includes work at Eastman Kodak and IBM as a software engineer.

**Mi 1.2 The Full Monty: Managing IT for the short and long term**

11.00-11.45

Legendary guru Peter Drucker once said that the manager's task is to harmonize in every action the immediate and long-range future. The pressure on short-term results is high everywhere, but especially in the IT industry, with ever-decreasing time to market and development cycles. Yet investment for the long term, in R&D and systematic processes, is essential for an IT organisation to thrive. This talk will explore the concept of sustainable earnings, the essential ingredient for having it all: success in both the short and the long term.

**Target Audience:** managers, architects

**Prerequisites:** project management experience • **Level:** intermediate-advanced



John Favaro

a consultant based in Pisa, Italy. He is Associate Editor in Chief of IEEE Software Magazine for Management. In 1996 he introduced value-based software engineering management, applying it to software reuse and agile development. He co-edited the IEEE Software 2004 special issue on ROI in the software industry and is co-editor of the 2011 issue on the software business.

**Mi 6.2 Lessons Learned Adapting an Existing Architecture in a Changing Business Landscape**

11.00-11.45

This talk describes four valuable lessons we learned as we faced up to a variety of people and technical challenges, while evolving the architecture an Order Management and Routing System used in Credit Suisse Private Bank. At the same time we had to satisfy pressing business demand for new features, which also brought architectural changes in the form of technology and interfaces. I set the stage for the lessons learned by briefly describing the organization, functionality, and kinds of changes we made.

**Target Audience:** Architects, Developers, Project Managers

**Prerequisites:** project experience • **Level:** all



Arthur L. Wright

is Head of Client Trading Solution Architecture at Credit Suisse Private Bank in Zurich, Switzerland. he has worked in roles as a software developer, integrator, and architect for employers that include Citibank, Logica, and Open Text. He is an IEEE Certified Software Development Professional (CSDP), and a holder of the SEI Software Architecture Professional Certificate.

**Mi 4.3 Introducing self-organization and design thinking in legacy system development organizations**

14.30-15.30

The ability to rapidly respond to customer interest and to effectively prioritize development effort has been a long-standing challenge for mass-market software intensive products. This problem is exacerbated in the context of legacy products as functionality may easily fall over software asset and organizational boundaries with consequent losses in efficiency and nimbleness. Some companies facing these problems in their product line respond with a new development process. In this article we discuss the developments made from a single case study, Intuit's Quickbooks product line that combined agile software development, design thinking and self-organizing teams in a successful approach that provided a significant improvement in terms of responsiveness and accuracy of building customer value.



Jan Bosch

is VP Engineering Process at Intuit Inc. Jan has worked with many companies on strategic reuse and SW product lines, e.g. Philips, Thales, Robert Bosch, Siemens, Nokia, Ericsson, and Avaya. His interests include SW architecture, SW variability management, the link to business strategy, organizational models, assessment and adoption frameworks, and quality attributes. He is author of „Design and Use of SW Architectures: Adopting and Evolving a Product Line Approach.“

WEDNESDAY 26. JAN 2011

### Mi 5.3 Self-managing, self-healing software architectures 14.30-15.30 What cloud computing is going to force you to learn

Cloud computing is fundamentally changing the scope of software architecture. This is not a consequence of introducing radical new technologies, per se. Instead, cloud computing enables a class of software architectures that have been prohibitively expensive. It drops the cost of building these systems such that it is now not only possible, but necessary to do so. This session will examine these changes and the implications for software architectures: namely, that all large, distributed systems will have to be self-managing and self-healing.

**Target Audience:** Architects and Software Developers

**Prerequisites:** some knowledge of current IaaS, PaaS and SaaS offerings will be helpful

**Level:** intermediate to advanced



Mark Masterson

Enterprise architect and resident troublemaker, Mark is the Innovation Lead for CSC's Financial Services vertical in EMEA. He splits his time between working with clients, working for the CTO's office on product and services strategy and contributing to the Leading Edge Forum's Executive Programme. He has worked as a parasite of the financial services industry in Frankfurt and London for over 20 years.

### Mi 2.4 It Is Possible to do Object-Oriented Programming in Java 17.00-18.00

OO means different things to different people, but they normally focus on defining terms such as encapsulation, polymorphism and inheritance, and talk about data abstraction, abstract data types and so on. In this talk we take a particular perspective of OO that draws on a strict notion of types and follow it through to see what this means in practice for OO (not just Java programming). Some common recommendations are reinforced, some others are questioned, but OO practitioners will get a new insight into how to work with objects.

**Target Audience:** OO practitioners

**Prerequisites:** working knowledge of OO programming (Java not necessary)

**Level:** intermediate



Kevlin Henney

is an independent consultant and trainer based in the UK who focuses on patterns, programming, practice and process. He has been a columnist for various magazines and web sites. He is a member of the IEEE Software advisory board. Kevlin is co-author of two volumes in the Pattern-Oriented Software Architect series. He is also editor of the "97 Things Every Programmer Should Know"-site and book

### Mi 4.4 Agile scales, Waterfall doesn't – 17.00-18.00 and other stories of a large agile adoption process

Agile Software Development is hip. But is it a fad? How can we successfully apply Agile Software Development in large projects? And what needs to change to make that happen? What does management need to know when they choose to adopt Agile Software Development? In this talk we'll explore what "scaling" means in an operational sense and we'll explore management methods that enable or prevent agile adoptions from succeeding in large projects and organizations.

**Target Audience:** Software Professionals, Project Managers, Line Managers

**Prerequisites:** knowledge of iterative and incremental software development

**Level:** intermediate and advanced



Vasco Duarte

currently an Operational Development specialist at Nokia, is an experienced product and project manager, having worked in the software industry since 1997. Vasco has also been an Agile practitioner since 2004, he is one of the leaders and a catalyst in the adoption of Agile methods and an Agile culture at Nokia and previously at F-Secure. Vasco's contributions to the improvement of the software development profession can be read in his blog: <http://softwaredevelopmenttoday.blogspot.com>.

### Mi 6.4 Identifying Architectural Risks using the 17.00-18.00 Architecture Tradeoff Analysis Method (ATAM®)

The SEI Architecture Tradeoff Analysis Method (ATAM) is a proven method for systematically evaluating software architectures for fitness of purpose. Government and industry organizations have used the ATAM for more than ten years to improve communication, expose architectural risks, clarify requirements, and produce better systems. This talk will describe the ATAM, trends seen in the results from its application, and variations that have been developed to fit particular needs, including an agile development strategy.



Linda Northrop

is director of the Research, Technology, and Systems Solution Program at the Software Engineering Institute. She is coauthor of the book "Software Product Lines: Practices and Patterns".



THURSDAY 27. JAN 2011

**Do 2.1 Creative Requirements Processes:  
 Inventing Your Requirements**

09.00-10.30

Requirements analysis is recognized to be a creative process, in which stakeholders invent requirements that describe features and qualities of a system that are new to them. Stakeholders invent these requirements using creativity techniques often drawn from disciplines outside of software engineering. This tutorial introduces a selection of creativity techniques, and embeds them in established requirements processes so that delegates can use these techniques directly in their projects.



**Neil Maiden**  
 is Professor of Systems Engineering at City University London, where he leads requirements engineering research. He is Editor of the Requirements Column in IEEE Software and Chair of the Steering Committee of the IEEE Requirements Engineering Conference. He has recently launched a new Masters in Innovation, Creativity and Leadership at his University.

**Do 6.1 Introduction to iOS Software Development**

09.00-10.30

The iPhone, the iPod touch and the iPad have had a strong impact in the mobile landscape in the past few years, generating hype but also introducing software developers to iOS, a new platform based on proven technologies. The aim of the talk is to provide an introduction to the different approaches available to create iOS applications, including Apple's own frameworks and toolkits. The talk will provide an overview on many topics involved in the creation of iOS applications, including details on quality management and deployment, and their impact in the product and project lifecycle.

**Target Group:** the presentation is targeted to software engineers, architects and IT engineers not familiar with the internals of iOS and the devices currently available (iPhone, iPod touch, iPad).



**Adrian Kosmaczewski**  
 has shipped web and desktop systems for over 20 years. He started writing Cocoa applications for the Mac in 2002, and has been writing iPhone apps since 2008. Adrian is the founder and director of akosma software. He holds a Master in Information Technology & Software Engineering from the University of Liverpool.

**Do 3.2 Services and software development in the Cloud:  
 Leaner software, superior performance and other promises**

11.00-11.45

Cloud computing and Software and services in the Cloud dominate today's discussions both in industry and academia. Many argue that cloud will change. Indeed, software in the cloud offers lucrative opportunities for companies. The talk reports results from an ongoing research project called Cloud Software, which combines cloud technologies with lean software processes and new business models. It is shown that new ecosystems are on the rise, openness and transparency are the key issues currently and that not everything will go in the cloud.

**Target Audience:** managers, developers, academics

**Prerequisites:** cloud basics, software processes, agile development • **Level:** beginner to intermediate



**Pekka Abrahamsson**  
 a Full Professor of Computer Science in University of Helsinki. He has lead large European wide research projects and received the Nokia foundation award in 2007 for his achievements as a software researcher. He is currently the academic coordinator of a 60 MEUR Cloud Software research program ([www.cloudsoftwareprogram.org](http://www.cloudsoftwareprogram.org)).

**Do 3.3 Kanban & Technical Excellence**

14.30-15.30

Kanban views product development as a continuous flow of features. The session describes how this is supported by technical excellence. Aspects are:

- evolutionary, decoupled architecture • continuous build & test
- continuous integration • high level of acceptance test automation
- configuration management via feature flags • Code Dojos and other forms of playful learning

The session is based on the experience of both authors in their role in reduction of transaction cost towards daily releases.

**Target audience:** developers and technical managers with strong interest in agile topics.

**Prerequisites:** basic experience with and knowledge of agile development • **Level:** intermediate



**Bernd Schiffer**  
 is IT consultant of it-agile GmbH. He has numerous years of experience in agile projects especially XP and SCRUM as a developer, project leader, coach, and trainer.



**Markus Andrezak**  
 (Senior Manager Outsourced Development, mobile.international GmbH) is active in different contexts as development manager for high traffic and revenue web sites. During the last years his main focus has been agile methodologies and especially Kanban.

## THURSDAY 27. JAN 2011

### Do 1.4 How might W. Edwards Deming have Approached Project Management?

17.00-18.00

W. Edwards Deming was one of the greatest systems thinkers and management scientists of the 20th Century. He was a father of the Quality Assurance movement and expert in Statistical Process Control. He didn't believe in conformance to specification or management by objectives. Deming is likely to have rejected establish project management doctrine. This talk will speculate on how he might do it differently.

**Target Audience:** Project Managers, Function Managers, Process Engineers, Coaches, Consultants

**Prerequisites:** Knowledge of traditional or agile project management (PMBOK, Prince II, Scrum), familiarity with Lean or Systems Thinking



David Anderson

is best known today as the father of Kanban for software development. He is author of two books, „Kanban – Successful Evolutionary Change for your Technology Organization“ and „Agile Management for Software Engineering.“ He is Vice President of the Lean Software & Systems Consortium and leads an international management consulting practice based in Seattle, USA.

### Do 3.4 Agile@Aol Experiences from one of the largest Agile Transformations

17.00-18.00

The introduction of Agile to Aol is one of the largest transformations ever seen in the agile industry which affected the daily life of more 3,000 employees world-wide. Joe Krebs, who was responsible for the transition, personally taught and worked with teams in New York, Washington D.C., Dublin and Bangalore. He will share the roadmap of the transformation, challenges and of course successes. Attendees will learn how Scrum and other agile practices influenced quality, productivity and the morale of employees in a large-scale enterprise-wide adoption.

**Target Audience:** Project Managers, Scrum Masters, Executives, Process Engineers

**Prerequisites:** basic understanding of benefits of agile processes desired. • **Level:** basic to intermediate



Jochen Krebs

is an agile coach, trainer, and consultant and most important practitioner. In 2005, Joe founded Incenator, a consulting company in New York City specialized in helping organizations with the successful adoption of agile processes. He is the author of two books and numerous articles about agile topics. When time permits, he speaks at conferences and local user group events.

## FRIDAY 28. JAN 2011

### Fr 2 Software Architecture Paradigms and Styles

09.00-12.00

13.00-16.00

Software architectures are influenced by many factors. Some factors are obvious, such as system's requirements. Other factors, in contrast, are more hidden - and are thus often overlooked in software projects. For example, it has a direct impact on a software architecture and design whether an application is controlling physical or logical processes or workflows, like oil production versus creating a work plan or report, regardless of the system's concrete responsibilities. Not preparing architectures appropriately regarding these factors can lead projects quickly into trouble - ranging from increased development costs and delayed delivery to hot fixes and redeployments of already installed systems. In this tutorial we will explore the fundamental paradigms and styles that help you define sound architecture base lines for your applications, together with a set of guidelines that support you in taking the right architectural choices. You will learn how core properties of the domain objects in an application influence key design decisions and technology choices, and how the natural parallelism in an application domain can guide the design of a system's concurrency model. The conceptual framework outlined in this tutorial enables you to design systems with economy and elegance, so that they can safely resist the forces and specific requirements to which they are subjected.

**Keywords:** Software Architecture, Architecture Styles, Architecture Paradigms, Problem Frames, Patterns, Domain Driven Design • **Target Audience:** Software Architects, Senior Software Engineers, Software Project Managers



Frank Buschmann

is Principal Engineer at Siemens Corporate Technology. He works in a team of SW-Architects on new architecture technologies and as a consultant on architecture-related projects. His current focus is SW platforms and product lines. He is author of numerous books in the „Pattern-Oriented Software Architecture“ series.



Kevlin Henney

is an independent consultant and trainer based in the UK who focuses on patterns, programming, practice and process. He has been a columnist for various magazines and web sites. He is a member of the IEEE Software advisory board. Kevlin is co-author of two volumes in the Pattern-Oriented Software Architect series. He is also editor of the "97 Things Every Programmer Should Know" -site and book



FRIDAY 28. JAN 2011

## Fr 3 Design Patterns and Scrum

09.00-12.00

13.00-16.00

Object-oriented technologies are the foundation of agile software engineering because they allow teams to build and assemble systems from components. When designed with industry proven design patterns the systems are easier to grow (increments) during the sprints. Scrum, the most popular agile project management framework asks teams not only to deliver working software at the end of each sprint, but also to integrate the deliverables with deliverables from previous sprints. In large agile projects, when multiple teams are working off the same product backlog, topics like integration, flexibility and enhancement requests become an even bigger concern. Participants will learn how to identify and apply design patterns in a Scrum project environment. The presenter will run the Scrum project simulation as well as acting out the role of a product owner.

**Target Audience:** Scrum Team Member (Engineers, QA, Architects, Scrum Master, etc.)

**Prerequisites:** Basic Knowledge of Object-Oriented Analysis and Design • **Level:** Intermediate



Jochen Krebs

is an agile coach, trainer, and consultant and most important practitioner. In 2005, Joe founded Incementor, a consulting company in New York City specialized in helping organizations with the successful adoption of agile processes. He is the author of two books (Agile Portfolio Management and RUP Reference and Certification Guide) and numerous articles about agile topics. When time permits, he speaks at conferences and local user group events.

## Fr 5 Create, Master, and Improve Your Testing Strategy

09.00-12.00

13.00-16.00

In our complex, fast moving software engineering world a sustaining testing strategy that enables effective and efficient testing is critical for success.

This tutorial first explains important principles and preconditions for testing strategies including motivation, benefits, preconditions, and involved stakeholders. Next it presents the major building blocks and guidelines on how to create, develop, communicate, report, adapt, change, and improve a testing strategy and shares real-world experiences and practices. Furthermore several of the building blocks will be explained and discussed in more detail; there especially the different testing levels will be illustrated in-depth.

After this tutorial participants will not only understand the big picture of testing strategies but they will be able to use the concepts and practices in their projects to improve effectiveness and efficiency in testing.

**Target Audience:** Test Managers, Test Engineers, Test Designers, Architects, Quality Engineers, Project Leaders

**Prerequisites:** basic knowledge about testing is assumed. • **Level:** intermediate



Peter Zimmerer

is a Principal Engineer at Siemens AG, Corporate Technology. He has been working in the field of software testing for more than 19 years. At Siemens he performs consulting and training on test management and test engineering practices including test strategies, test methods, test processes, test automation, and test tools in real-world projects and drives research and innovation in this area.

## Fr 7 Lean Product Development

09.00-12.00

13.00-16.00

Initial attempts to apply lean methods in product development simply copied behaviors that worked in manufacturing. This doesn't work — development is a profoundly different domain. Eliminating all variability works in manufacturing; in product development it eliminates all innovation. Second Generation Lean Product Development takes a different, science-based, approach. It relies on understanding mechanisms of action and quantifying tradeoffs. It uses economics, statistics, queueing theory, and concepts from telecommunication network design. This tutorial provides an overview of the key ideas in the bestselling book "The Principles of Product Development Flow: Second Generation Lean Product Development." This book has been called, "quite simply the most advanced product development book you can buy." If you want to obtain quick impact from lean methods you must understand these ideas.

**Target Audience:** Managers and people who control how development is done.

**Prerequisites:** At least 5 years of experience in product development. • **Level:** intermediate to advanced



Don Reinertsen

is the President of Reinertsen & Associates, a consulting firm specialized in the management of product development. He has worked with leading product development organizations for over 30 years, and taught executive courses at Caltech for 14 years. He is the author/co-author of three best-selling books on product development, and is considered one of the leading thinkers in the emerging field of lean product development.

## MONDAY 24. JAN 2011

### Nmo 1 **Software Testing at Microsoft – Past, Present, and Future**

18.45-20.15

Microsoft hired their first tester in 1979. Today, their workforce has grown to include 10,000 testers (and over 90,000 employees). What do all these testers do? How are teams organized? What tools do they use? This presentation will show Microsoft's approach to testing a software portfolio ranging from top-selling games to web applications to operating systems. Topics include views on test processes, careers, and approaches and tools Microsoft testers employ. The talk will conclude with thoughts on what the future holds for testers worldwide.



Alan Page

became a tester in 1993 and joined Microsoft in 1995. At Microsoft, Alan has worked on versions of Windows and Windows CE, has functioned as Microsoft's Director of Test Excellence, and currently is a member of the Office Communicator team. Alan writes frequently about testing on his blog (<http://angryweasel.com/blog>), and was the lead author on How We Test Software at Microsoft.

## WEDNESDAY 26. JAN 2011

### Nmi 3 **Software Ecosystems: Implications for Strategy Business Model and Architecture**

18.30-20.00

The decision to open a product or product line to external developers has significant implications from a strategic, business model and software architecture perspective. Strategically, the company providing the ecosystem platform has to decide how to exploit external developers while maintaining effective control. From a business perspective, the organization has to decide how to effectively monetize its own solution while creating viable income levels for external developers. Finally, there are SW architecture challenges, including maintaining interface stability, evolution management, guaranteeing security and reliability and composition of independently developed functionality. This session describes software ecosystems, presents successful industry examples and subsequently discusses the strategic, business model and SW architecture implications.



Jan Bosch

is VP Engineering Process at Intuit Inc. Jan has worked with many companies on strategic reuse and SW product lines, e.g. Philips, Thales, Robert Bosch, Siemens, Nokia, Ericsson, and Avaya. His interests include SW architecture, SW variability management, the link to business strategy, organizational models, assessment and adoption frameworks, and quality attributes. He is author of „Design and Use of SW Architectures: Adopting and Evolving a Product Line Approach.“

### Nmi 4 **Question & Answer with Tom DeMarco**

18.30-20.00

This session is a moderated Question & Answer session with Tom DeMarco. Take advantage of the experience and insights that Tom has gathered especially around the topic of mastering change. Use the opportunity to ask questions directly.

**Target Audience:** all

**Prerequisites:** none, but do bring questions with you



Tom DeMarco

is a Principal of The Atlantic Systems Guild, a technology think tank with offices in the U. S., Great Britain and Germany. DeMarco is the author of nine nonfiction books, mostly on organizational dynamics and technology management. He is also the author of two novels and a collection of short stories, Lieutenant America and Miss Apple Pie.



Jutta Eckstein

is since more than ten years active as a consultant throughout Europe and the USA. She is very active regarding the successful implementation of Agile processes in middle size companies and corporations.



Frances Paulisch

is the technical chair of the OOP conference and has extensive experience in software engineering topics including also the management aspects.

## THURSDAY 27. JAN 2011

### Ndo 4 **Kanban Explained! A Counter-intuitive Approach to Creating a Lean Technology Organization**

18.30-20.00

Kanban systems are widely understood to improve flow, reduce inventory and lead times, in manufacturing industry. It's counter-intuitive that they might be useful in software engineering and product development. However, Kanban systems are proving useful as catalysts of a kaizen culture and leaner IT organizations that produce better economic outcomes for business owners and better sociological outcomes for workers. Learn why Kanban works and how you can use it to improve customer and employee satisfaction.

**Target Audience:** Developers, Managers, Process Engineers, Agile Coaches, Change Agents, Consultants

**Prerequisites:** Experience of a failed change initiative or failed process improvement program



David Anderson

is best known today as the father of Kanban for software development. He is author of two books, „Kanban – Successful Evolutionary Change for your Technology Organization“ and „Agile Management for Software Engineering.“ He is Vice President of the Lean Software & Systems Consortium and leads an international management consulting practice based in Seattle, USA.



### How to register?

Please use the registration form on page 21 and send it by mail or fax. Of course you can register online too, please go to the website [www.OOP2011.de](http://www.OOP2011.de).

### Registration on-site: ICM West entry area

You will receive your entry pass as well as the conference and exhibition guide there. If you have any questions about the suburban train services, the underground or transportation options in Munich you can obtain MVV (Munich Transport and Tarif Association) timetables at the registration desk. You can find parking spaces in the adjacent car park, the price lists are available at the registration desk. The conference/exhibition will take place at ICM – International Congress Center Munich (Public Transport Stop): Am Messesee, Trudering-Riem, 81829 München, phone (+49 89) 949-23023 · fax (+49 89) 949-23029 · email: [info@icm-muenchen.de](mailto:info@icm-muenchen.de) · website: <http://www.icm-muenchen.de>. Please check more information regarding your travel by plane, bus, car or public transport as well as hotel recommendations: <http://www.icm-muenchen.de/en/home/cn/Anreise>

### Entry control

Please keep always your entry pass with you. Please be prepared that you will need to show your entry pass at the ICM West entry area and at the entrance of the respective course rooms.

### SIGS DATACOM Info desk (in the exhibition area) - where and how to pick up your gift

This is where early bookers as well as owners of VIP tickets receive their participants' gift. The opening hours are: Tuesday to Thursday during the exhibition times (10.30 am until 6.30 pm). In addition you will also be given our OOP questionnaire in order to provide us with your feedback based on your impressions of the conference. If you fill this in and hand it in at the information desk you will receive a book as a small token of our thanks.

### Food & drink Hall B0

Lunch will be served in Hall B0 on the ground floor (exhibition area). Please have your entry pass to hand when entering Hall B0. The main course will be served at your table. In addition you can help yourself at the salad and dessert buffet at any time. You will find the menu card with the offer of the day on your table. Please select a soft drink of your choice when you enter Hall B0. In addition there are barrel pumps for soft drinks at your disposal next to the main entrance. Alternatively you will also find coffee and tea there.

### Coffee breaks

On Monday and Friday coffee/tea will be served on the first floor in the main stairway and lift area. From Tuesday until Thursday coffee/tea will be served in the exhibition area. There are two locations where you can obtain tea and coffee, one of them is close to the SIGS DATACOM information desk, the other one is near the revolving doors.

### The theme of our Welcome Reception

on Tuesday 25 January is the 20th anniversary of the OOP conference. We look forward to seeing you at 7.00 pm. Drinks, food and entertainment are on the house!!

### Further information

If you should have any further questions please email us [info@sig-datacom.de](mailto:info@sig-datacom.de) or give us a phone call +49 (0) 2241/2341-100. We will be glad to assist you.

## HOTEL RESERVATIONS FOR OOP DELEGATES

Please note that due to the 20th anniversary of OOP in 2011 the Maritim hotel Munich does offer a special anniversary rate, which is below 100 € (breakfast and VAT incl.) We appreciate this generous offer by the Maritim hotel for all OOP 2011 delegates.

### Maritim Hotel München

Goethestr. 7  
80336 München  
phone: +49 (0) 89/55235-0  
Email: [info.mun@maritim.de](mailto:info.mun@maritim.de)



EZ: 99,00 Euro (breakfast and VAT incl.)  
DZ: 121,00 Euro (breakfast and VAT incl.)

Please quote OOP 2011 to qualify for the preferred room rate.

**Only 99,- €**  
**Special anniversary price**  
**breakfast incl.**





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Lindlaustrasse 2c  
D-53842 Troisdorf  
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(Hitachi)  
more information  
page 5**



\* All fees are subject to VAT - including conference bag, course notes, lunch and coffee breaks.  
Only one discount scheme is applicable. Discounts cannot be combined with any other offers or discount schemes. Night classes can be booked only in conjunction with day-tickets. Tickets are only valid for registered delegates and cannot be transferred to another person.

Discounts are not applicable for night classes. Early Bird discount is not applicable for 1 day tickets.

## Please register me for OOP 2011

Surname: \_\_\_\_\_ First Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Dept.: \_\_\_\_\_ Job title: \_\_\_\_\_  
Street: \_\_\_\_\_  
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Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### CONFERENCE TICKETS

fees *	registration til 3.12.2010		registration after 3.12.2010	
	Alumni	Non Alumni (Early Bird)	Alumni (regular)	Non Alumni (regular)
<input type="checkbox"/> VIP Ticket	€ 2.064,00	€ 2.193,00	€ 2.064,00	€ 2.580,00
<input type="checkbox"/> 5 days	€ 1.916,00	€ 2.035,75	€ 1.916,00	€ 2.395,00
<input type="checkbox"/> 4 days	€ 1.772,00	€ 1.882,75	€ 1.772,00	€ 2.215,00
<input type="checkbox"/> 3 days	€ 1.536,00	€ 1.632,00	€ 1.536,00	€ 1.920,00
<input type="checkbox"/> 2 days	€ 1.176,00	€ 1.249,50	€ 1.176,00	€ 1.470,00
<input type="checkbox"/> 1 day	€ 952,00	€ 1.190,00	€ 952,00	€ 1.190,00
<input type="checkbox"/> 3 nightschools*	€ 400,00	€ 400,00	€ 400,00	€ 400,00
<input type="checkbox"/> 2 nightschools*	€ 290,00	€ 290,00	€ 290,00	€ 290,00
<input type="checkbox"/> 1 nightschool*	€ 160,00	€ 160,00	€ 160,00	€ 160,00

### Choose Your Courses:

Day	Time	Class (One per Time Period)							
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I accept the general terms and conditions (GTC) of SIGS DATACOM GmbH by registering here. Prior to this I read the GTC for Conference and seminar participants at [www.sigs-datacom.de](http://www.sigs-datacom.de). I agree that SIGS DATACOM GmbH can inform me by e-mail about forthcoming events and may keep me updated with expert information and free articles from the journals OBJEKTSpektrum, JavaSPEKTRUM, BI-SPEKTRUM.

O No I don't consent to that.  
O No I don't consent to that.

In addition I agree that I will be informed about the products and services of the partner companies of SIGS DATACOM GmbH by e-mail at irregular intervals. I am aware that I can withdraw my consent in the future. I can do this both electronically or also by sending a letter to SIGS DATACOM GmbH, Lindlaustraße 2c, 53842 Troisdorf, [info@sigs-datacom.de](mailto:info@sigs-datacom.de).

Date: \_\_\_\_\_ Signature: \_\_\_\_\_