

SEPG TODAY



Thursday Session Highlights

Thursday's sessions started with two engaging keynote presentations by Paul Nielsen and Yoshiaki Kushiki.

Following the keynotes was a full day of presentations. Topics included change management; measurement and analysis; certification; process improvement

governance; appraisals and audits; product development, enhancement, and maintenance; and high maturity.

If you missed a session, remember to download the conference proceedings, available on the conference website.



Today's Keynote Sessions

Today's sessions again start with two fantastic presentations by industry known thought leaders.

Mario Tokoro founded Sony Computer Science Laboratories, Inc. in 1988 and led it to be one of the world's renowned research laboratories in a broader computer science area. Tokoro's keynote is titled Huge and Complex Software Systems Are Open Systems.



Mr. Mario Tokoro

Tokoro will discuss how we are facing two kinds of complexities, which lead

to uncertainty and unpredictability in huge and complex software systems. One is internal, such as that caused by programming errors and incomplete specifications. The other is external, such as that caused by improper operations, unexpected use, and attacks across networks.

When a system is distributed over networks, we cannot know the entire structure and behaviors of the system at any instant. Thus, we cannot take the external observers' view of a huge and complex software system. Instead, Tokoro
--Continued on back.--

Today's Schedule Friday, Sept. 18

8:00 – 14:00: Registration Desk Open

8:00 – 9:00: Breakfast

9:00 – 10:30 : Keynote Sessions

10:30 – 11:00: Break

11:00 – 12:30 : Morning Sessions

12:30 – 14:00: Lunch

14:00 – 15:30: Afternoon Sessions

15:30 – 16:00: Break

16:00 – 17:15: Ask the Experts Panel

17:15: Conference Concludes

Check the Conference Program for details on these and other events.

Need Help?

If you have any questions or concerns about the conference, please stop by the Registration Desk on level B1 near the Cosmos room, and we will be happy to answer your questions.

Want to Share?

We would love your thoughts on what you are learning and experiencing this week for possible publishing in this newsletter. Please send your impressions on sessions and presenters to jkent@sei.cmu.edu. If you are using Twitter, please use the code #sepgap09 in your posts so that others can keep track.



SEPG™ 2009
ASIA-PACIFIC

Perform at a Higher Level

Friday— September 18, 2009

Ask the Experts Panel

The last session of the conference will be an Ask the Experts Panel. The experts in this interactive session will be happy to answer your questions. Our experts represent senior management, SEI Partners, and the Software Engineering Institute. Fill out the form that was in your registration bag with your questions, and submit it at the registration desk by the end of lunch. Then join us in the Iris Room from 16:00 to 17:15.

Download the Conference Proceedings

Remember to download the conference proceedings from the SEPG Asia-Pacific website: <http://www.sei.cmu.edu/sepgap/2009>.

Please Take the Conference Survey

Please remember to take the conference survey. Your feedback is very important to us! The link to the surveys has been emailed to all attendees, so please look for it.



Today's Keynote Sessions: Continued

maintains, we need to treat such a system as an open system, to which we can only take the internal observers' view.

Natarajan Chandrasekaran (Chandra) is responsible for formulating and executing Tata Consultancy Services (TCS) global strategy and has been at the helm of several key strategic transitions at the company.

Chandra's keynote is titled Quality is Designing for Certainty to Customers. Faced with the current downturn, a business would have little option to rely on a second chance; it would need to



Mr. Natarajan Chandrasekaran

hit markets with certainty designed into it—the *first time right* philosophy. The key question is "How can certainty be an element in the design of business, products, and IT?"

Chandra will discuss how ritualizing of quality has led to a gap between quality of experience and quality of service.

He advocates that instead we design for certainty, which means changing the way we build our systems for *first time right* and delivering the same to customers with high levels of customer satisfaction. Quality must also encompass the way we interact with our customers to deliver what we build.

Thank You!

Thank you for making the first SEPG Asia-Pacific conference a stop in your performance improvement journey! This week, process and workforce management professionals came together to learn, grow, and share their experiences and practices. From the keynote sessions to each session speaker, SEPG Asia-Pacific 2009 provided delegates with the knowledge and

practices to perform at higher level—the goal for us all.

A special thank you once again to the Advisory Board and Program Committee for their invaluable effort and support of the conference.

Enjoy today's sessions, and safe travels on your journey home.

Stay Connected with SEPG

The SEPG Conference Series is a venue for the global SEPG community to engage with each other not only annually at our events, but also in online communities. Please join us on Linked In (search for SEPG Conference Series group) and Twitter (search for tag #sepgap).

The next SEPG Conference will be SEPG North America 2010, Savannah, Georgia, March 22-25, 2010. Please check the conference website at www.sei.cmu.edu/sepg for location and date announcements for additional conferences.