

SEPG TODAY



Highlights from Wednesday's Tutorials

The first day of SEPG Asia-Pacific 2009 was composed of tutorials.

Girish Seshagiri's full-day tutorial was focused on how to build and maintain a software center of excellence based on seamless integration of the SEI models of excellence: CMMI, TSP, and PSP.



Palma Buttes, Fred Valdez, and Gian Wemyss gave a full-day tutorial on a holistic approach to process improvement that includes people, process, technology, and culture.



David Michael Phillips and Eileen Forrester gave a full-day tutorial on CMMI for Services, the new model in the CMMI Product Suite that serves as a guide to help service provider organizations reduce costs, improve quality, and satisfy customers.



Today's Keynote Sessions

SEPG Conferences are known for the quality, relevancy, and inspiration of keynote presentations given by industry thought leaders.

Keynote sessions start today with presentations by Paul Nielsen and Yoshiaki Kushiki.



Dr. Paul Nielsen

Dr. Paul D. Nielsen is the director and chief executive officer of Carnegie Mellon University's Software Engineering Institute. Nielsen will be talking about new approaches in

process management and new process improvement models that the SEI is developing.

One of the new models is the Resiliency Management Model (RMM), which provides a comprehensive roadmap that enables organizations of all sizes to establish, manage, and evaluate

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Today's Schedule Thursday, Sept. 17

8:00 – 18:00: 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 – 17:30: Afternoon Sessions

15:30 – 16:00: Break

17:30 – 19:30: Gala Reception

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

Program Updates

In addition to the updates in the Conference Addendum that was included in your welcome bag, there is an additional update for today. Saheli Dutta is now unable to attend the conference. Dutta's session was from 11:45 to 12:30 in the Primrose room. David Michael Phillips will be extending his CMMI Version 1.3 session, which begins at 11 a.m., until 12:30.

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.



**SEPG™ 2009
ASIA-PACIFIC**

Perform at a Higher Level

Thursday—September 17, 2009

Gala Reception Tonight

Please join us for the Gala Reception tonight from 17:30 to 19:30 in the Sunset Room on the 18th Floor of the Hotel New Otani, which has a fantastic view of Osaka Castle. This will be a great opportunity to network with other attendees, speakers, and SEI staff. There will be a buffet consisting of a variety of appetizers, Japanese style hors d'oeuvres, a chicken entree, soup, side dishes, as well as desserts. There will also be an open bar with beer, wine, and select liquor. We hope to see you there!

Networking on Wednesday

The first day of the conference was an opportunity for delegates to meet each other and network. Meals and breaks are a great time to network with others, so take advantage of them the rest of the week.



Today's Keynote Speakers--Continued

operational resiliency, and encompasses both security and business continuity.

Nielsen will also be talking about the new Data Management Maturity (DMM) Model for the financial industry that the SEI is creating as part of a partnership with the Enterprise Data Management Council. This model will define components of data management at the business process level so that financial organizations can assess themselves against documented best practices.

Nielsen will also be talking about the Smart Grid Maturity Model. Originally developed by IBM, the SEI is developing and expanding the model, which aims to use digital technology to modernize the power grid.

Nielsen will also talk about the newest addition to the CMMI family: CMMI for Services (SVC).

Yoshiaki Kushiki is in charge of standardization and business academia collaboration in the R&D field at Panasonic Corporation. Kushiki's keynote is titled: The Future of Embedded Software that Adapts and Grows with the Overwhelming Changes in the Surrounding World—From "Embedded" to "Environmental."

According to Kushiki, Japan is one of

Download the Proceedings

The conference proceedings are now available on the SEPG Asia-Pacific website: <http://www.sei.cmu.edu/sepgap/2009>.

Visit the website to download a WinZip file of all sessions for each day. Because of the file size, a wired connection will provide for a faster download time. In addition, memory sticks with all the sessions are available at the registration desk if you would prefer to borrow them.



Mr. Yoshiaki Kushiki

the biggest embedded software industry countries. Embedded software is used in almost all consumer electronics, automotive systems, and so on. The embedded software for consumer electronics has been overwhelmingly changed since the 1990s by digital revolution. And it has changed again by the network revolution after 2000. Now, consumer electronics face the new big revolution of energy saving and resource saving for sustainability.

Kushiki will talk about how today, the methodology for embedded software has to take into consideration not only consumer electronics inside requirements but the environment and regulations surrounding consumer electronics, such as CO2 reduction, universal design, safety and reliability, power and cost saving, personalization for each customer, and linking with heterogeneous networks.

Free Wireless Connection

Wireless Internet access is available to all conference attendees for free on level B1, where all sessions are held. The bandwidth is distributed over several networks: Foyer 1, Foyer 2, Foyer 3, Foyer 4, and Foyer 5. If one of the networks is slow, that could be because many other attendees are using it, so switch to another of the four networks to increase speed.