



**SEPGSM 2009
ASIA-PACIFIC**

Perform at a Higher Level



**Software Engineering Institute
Carnegie Mellon**



Osaka, Japan | Hotel New Otani Osaka | September 16-18, 2009

Preliminary Program

- **Learn, connect, and build your skills at the inaugural SEPG Asia-Pacific 2009, the first SEPG conference for the Asia-Pacific community of software, systems, and services professionals.**
- **Space is limited so register early to secure your place at the conference. Register now through August 14 for early-bird savings! www.sei.cmu.edu/sepgap**

BE A PART OF THE FIRST ASIA-PACIFIC CONFERENCE



In 1988, the very first of the SEI's SEPG conferences, then just a small workshop, was held. Its purpose was to bring together a cadre of smart people to start to build what has become a global event—the SEPG Conference Series—and global standards for quality products and services—the CMMI, TSP/PSP, and People-CMM. Today, software, systems, and services professionals from around the world come together with process and workforce professionals at the annual SEPG conferences to ignite a spark that sustains them throughout the year. They come to SEPG to transition the latest knowledge, research, and developments, to accelerate the transformation of the industry, cultivate knowledgeable, skilled, and creative professionals, and to inspire action and innovation.

This year, responding to a growing need for process management learning and networking opportunities in the Asia-Pacific region, the SEI is expanding the former SEPG Australia to encompass all areas of Asia-Pacific, beginning with this first conference in Japan.

In these difficult economic times, superior performance of organizations, projects, and individual workers is more critical than ever. At SEPG Asia-Pacific 2009, we've brought together leaders from around the Asia-Pacific region and elsewhere to help you gain the insight, the skills, and the professional connections you need to help you achieve superior performance through process improvement and workforce capability. Connect with industry-leading experts and fellow practitioners about challenges and opportunities specific to the Asia-Pacific region. Bring back proven solutions to achieve real business improvement to strengthen your competitive advantage and emerge from this tough economy stronger than before.

With three days, multiple tracks, and experts from organizations throughout the Asia-Pacific region and other parts of the world, SEPG Asia-Pacific 2009 offers a tremendous return on your organization's investment in performance improvement. We look forward to seeing you in Osaka September 16-18 for the first SEPG Asia-Pacific conference.

Regards,
Angela Tuffley, Program Chair
William Peterson, Program Vice-Chair

AT SEPG ASIA-PACIFIC 2009 YOU WILL EXPERIENCE

- **A New Conference Built on Years of Experience.**

SEPG conferences have a 21-year history of providing an annual gathering spot for professionals to share and refine best practices. Nowhere else will you find the most current and relevant topics, solutions, and research, particularly by and for the Asia-Pacific industry, that will enable you, your team, and your organization to reach superior performance.

- **Innovative Topics, New Solutions, and Industry Leading Presenters Specifically for the Asia-Pacific Community.** Expert presenters and innovative practitioners will give experience reports and case studies of work in Asia-Pacific as well as core ideas, new solutions, and best practices that you can apply to your own projects.

- **Networking and Information Sharing.** There's no better venue to connect with your peers and share lessons learned. SEPG conferences have been helping to transform the industry for more than 20 years. Come and be a part of it.

- **Working in Multi-Model Environments.**

Today more than ever, professionals are combining models, frameworks, and standards to tailor a process improvement program to their own specific needs. You will learn from experts and practitioners who are combining CMMI, P-CMM, TSP, PSP, Agile, ITIL, ISO, and others.

- **Product Development, Enhancement, and Maintenance.** Across the lifecycle, from development through delivery, enhancement, and maintenance, superior processes are critical to superior performance. The SEPG conferences are THE process improvement events each year for professionals like you.



WHY ATTEND?

Is your organization engaged in the Asia-Pacific region? Are you looking for smart ways to outmaneuver today's global economic storm? Are you looking for professional development opportunities to make you more valuable to current and future employers? Then SEPG Asia-Pacific 2009 is the one conference where you need to be. This learning and networking event offers software, systems, and service professionals a one-stop, comprehensive, and cost-effective opportunity to learn how others are improving software, systems, and services, from development to delivery. Organizations who have invested in CMMI-based performance improvement have shown remarkable returns on their investment (results are median data of 25 organizations who reported data to the SEI):

- Reduced costs by 20%
- Improved schedule predictability and reduced time to perform the work by 37%
- Improved productivity by 67%
- Increased quality by 50%
- Improved customer satisfaction by 14%

These data translate into stronger organizations in tough economic times.

You Should Attend If You're A:

- Executive or senior manager
- Small business owner
- Middle manager (e.g., program or product line)
- Project manager
- Project engineer or other technical staff
- Process or quality engineer
- Consultant
- Auditor or lead appraiser
- Process researcher or instructor
- Software or systems engineer
- Service provider

LOOKING FOR **GOOD COMPANY?**

Come to Osaka and join companies, agencies, and organizations such as the ones represented by our speakers at SEPG Asia-Pacific 2009.

ACE Guides

Advanced Information Services

BAE Systems

Canon Software Inc.

ESI Center Bulgaria

Hewlett Packard

Hitachi Software Engineering

Jet Propulsion Laboratory

KUGLER MAAG CIE

Northrop Grumman

Panasonic Corporation

Process Improvement Asia

Sangmyung University

Software Engineering Institute

Sony Computer Science Laboratories, Inc.

Tata Consultancy Services

TIS Inc.



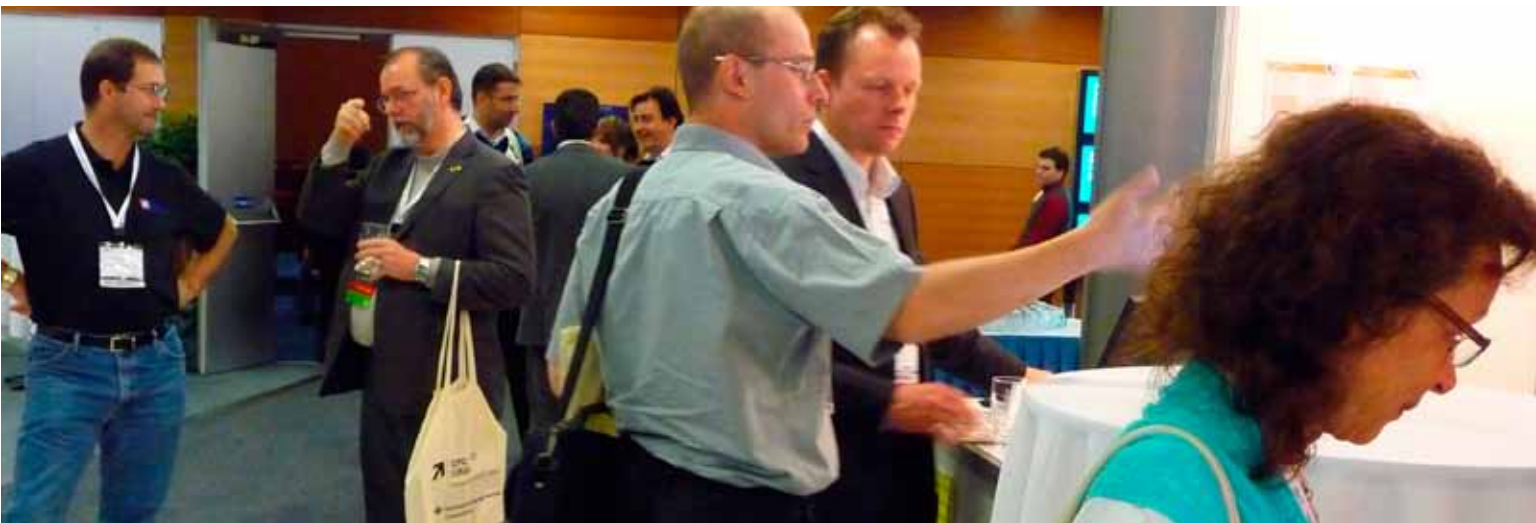
TECHNICAL PROGRAM

The program for SEPG Asia-Pacific 2009 is now available in an online format. The program features innovative ideas, cutting-edge topics, and new solutions. Expert presenters and innovative practitioners will give experience reports and case studies of work in Asia-Pacific as well as general core ideas and best practices that you can apply to your own projects.

One of the focus areas is multi-model environments. You will learn from experts and practitioners who are combining CMMI, P-CMM, TSP, PSP, Agile, ITIL, ISO, and other frameworks and emerging standards for optimal results. You will also learn about high maturity, best practices for creating and maintaining process improvement programs, process improvement in small organizations, and measurement and analysis.

To see the most up to-date program, including all the sessions, speakers, and abstracts for each day of the conference, visit:
http://www.sei.cmu.edu/sepgap/2009/online_program.html

Please note that all conference sessions will be conducted in English.



KEYNOTE SPEAKERS

Keynote Speakers



**Mario Tokoro,
President and CEO,
Sony Computer Science Laboratories, Inc.**

Mario Tokoro is president and chief executive officer of Sony Computer Science Laboratories, Inc. Tokoro founded Sony Computer Science Laboratories, Inc. in 1988 and led it to be one of the world's renowned research laboratories in the computer science arena. He invented Acknowledging Ethernet and led the development of ConcurrentSmalltalk, Muse OS (later called Aperios), mobile internet protocol VIP, and real-time protocol RtP. He is currently leading a JST/CREST project on Dependable Embedded OS and developing the concept of dependability. His keynote presentation will focus on a new scientific methodology called Open Systems Science to solve real, complex, and huge systems problems.

KEYNOTE SPEAKERS



Yoshiaki Kushiki
Corporate Advisor, Panasonic Corporation

Yoshiaki Kushiki is corporate advisor of Panasonic Corporation. As corporate advisor, he is in charge of standardization and business academia collaboration in the R&D field. He is also serving on several government committees, including the Ministry of Economy, Trade, and Industry and Ministry of Internal Affairs and Communications. He also has roles in industrial organizations, such as Chairman of Committee of Investigation on the Direction of the Road Ahead of Japanese Manufacture, Japan Society for Technology. His keynote presentation will focus on the future of embedded software that adapts and grows with the overwhelming changes in the surrounding world—from embedded to environmental.

KEYNOTE SPEAKERS



Paul Nielsen
**Director and Chief Executive Officer, Software
Engineering Institute**

Dr. Paul D. Nielsen is the director and chief executive officer of Carnegie Mellon University's Software Engineering Institute. Prior to joining the SEI in 2004, he served in the U.S. Air Force, retiring as a Major General after 32 years of distinguished service. For over four years, he managed the Air Force's science and technology budget of more than \$3 billion annually. He also was the Air Force's technology executive officer and determined the investment strategy for the full spectrum of Air Force science and technology activities. The SEI is a Federally Funded Research and Development Center sponsored by the Department of Defense. SEI develops and transitions technologies in software architecture, integration, and interoperability of software intensive systems, network systems security, process improvement, software engineering measurement, performance critical systems, software for high performance computing, and systems engineering related to software.

KEYNOTE SPEAKERS



Natarajan Chandrasekaran
Chief Operating Officer and Executive Director, Tata
Consultancy Services Limited

Natarajan Chandrasekaran (Chandra) is the chief operating officer and executive director of Tata Consultancy Services Limited (TCS). Responsible for formulating and executing the company's global strategy, Chandra has been at the helm of several key strategic transitions at Tata Consultancy Services. Under his leadership, TCS pioneered the creation of its unique Global Network Delivery Model (GNDM™) and ventured into new markets, new offerings, and new verticals. He has been a champion of software and business quality for the industry and helped create TCS' Integrated Quality Management System, a unique quality model that helped the company to be assessed as the first CMMI and PCMM level-5 organization in the world. Chandra is on several global and local forums. His keynote will focus on how designing certainty in business, products, and IT improves both the quality of experience and service that customers have.

DAILY

ACTIVITIES

Wednesday, September 16

08:00 – 09:00	Continental Breakfast
09:00 – 12:30	Morning Sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Afternoon Sessions

Thursday, September 17

08:00 – 09:00	Continental Breakfast
09:00 – 10:30	Keynote Sessions
11:00 – 12:30	Morning Sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Afternoon Sessions
17:30 – 19:30	Gala Reception

Friday, September 18

08:00 – 09:00	Continental Breakfast
09:00 – 10:30	Keynote Sessions
11:00 – 12:30	Morning Sessions
12:30 – 14:00	Lunch
14:00 – 17:30	Afternoon Sessions

ABOUT OSAKA

Osaka is the second largest city in Japan and the central metropolis of the Kansai region. Osaka offers both historical and cultural attractions with all the delights of a modern Japanese city; at night its flashing neon signs pointing out tasty food and entertainment showcases the Japanese urban phenomenon.

Known as the food capital of Japan, Osaka is famous for its cuisine. Okonomiyaki and Takoyaki are the most well-known Osakan dishes.

Osaka's highlights include Osaka Castle, the most famous in Japan and a symbol of Osaka, and its surrounding park; Shitennoji Temple; Osaka Aquarium with its five-meter-long whale shark; the 103-meter Tsutenkaku Tower; and the wonderful Open Air Museum of Old Japanese Farmhouses. The culture of Osaka itself can best be experienced through casual strolls and sampling the Japanese cuisine.

Visit the SEPG Asia-Pacific website for links to additional information:
<http://www.sei.cmu.edu/sepgap/2009/travel.html>



ACCOMMODATIONS

The official conference hotel for SEPG Asia-Pacific 2009 is the Hotel New Otani Osaka. All conference sessions and activities will take place at the same hotel, making it convenient for you to go from the conference to your room. Hotel New Otani Osaka is conveniently located in the heart of Osaka, adjacent to the historic Osaka Castle Park, minutes from shopping and business districts with easy access via public transportation to sightseeing areas in Kyoto, Kobe, and Nara.

The hotel address is:

Hotel New Otani Osaka
1-4 – 1 Shiromi
Chuo-Ku
Osaka, Japan 540-8578

To confirm a guest room at the special conference group rate of 14,000 JPY per night (plus 10% sales/VAT tax and 5.5% service charge), please visit our website to download a reservation form that you can then fax or email to the hotel:

<http://www.sei.cmu.edu/sepgap/2009/venue.html>

Instructions for making a reservation are included on the form.

Guest rooms at the group rate will be offered on a first-come, first-served basis and are subject to availability. The cutoff date to make your reservations is Wednesday, September 9, 2009. Cancellations can be made through that date; from September 10 onward, a charge of one night's room, tax, and service charge will apply to all cancelled bookings.

TRAVEL

TO THE HOTEL NEW OTANI OSAKA

Travel time from the Kansai International Airport to the Hotel New Otani Osaka is approximately 60 minutes. Visit the hotel website for travel details: http://www.osaka.newotani.co.jp/english/location/index.html#from_Kansai_Airport

From Kansai International Airport by Public Transportation

By Train:

JR Limited Express Haruka (Approx 50 minutes, 2,500 JPY)
or JR Rapid Service (1,200 JPY)

From JR Kansai Airport Station, take Limited Express 'HARUKA' or JR Rapid Service >JR Loop Line Tennoji Station > JR Osaka-Jo Koen Station 3 minutes walk > Hotel

By Train and Taxi:

JR Limited Express Haruka (Approx 60 minutes, 4,800 JPY)
or JR Rapid Service (3,600 JPY)

From JR Kansai Airport Station take Limited Express 'HARUKA' or JR Rapid Service >JR Loop Line Tennoji Station > by Taxi > Hotel

From Kansai International Airport or Train Station by Taxi:

Guests of the New Otani Osaka are entitled to special taxi rates. A one-way fee from the airport to the hotel is 12,760 JPY. Reservations are required.

From the Airport by Limousine Bus:

A one-way fee from the airport to the hotel is 1,500 JPY.

TRAVEL FROM THE HOTEL TO OSAKA SITES

From the hotel, you can reach a variety of exciting destinations within the city via several public transportation options, including the subway and JR train lines, which have stations within walking distance of the New Otani Hotel. Learn more about the railroad network at: http://www.osaka-info.jp/en/access/info_train.html

REGISTRATION

For the inaugural offering of SEPG Asia-Pacific, space is limited. Book early to secure your place at the conference! Register by August 14 and get the early-bird discount.

Full conference registration is good for all three days of SEPG Asia-Pacific 2009. It provides access to the mini-tutorials, tutorials, presentations, panel sessions, keynote addresses, and meals for each day—continental breakfasts, lunches, and breaks. It also provides access to the Exhibit Showcase and the Gala Reception.

REGISTRATION RATES*

Register today at: <http://www.sei.cmu.edu/sepgap/2009/register.html>

Registration Package	Early-Bird Registration On or before August 14, 2009	Standard Registration After August 14, 2009
General Attendee	\$1,900	\$2,100
Groups of 5 or more	10% Discount	

*All registration rates are in U.S. Dollars, the official conference currency.

By registering, you grant Carnegie Mellon University and/or anyone acting on their behalf ("Carnegie Mellon") permission to photograph, film, or otherwise record and use your name, likeness, image, voice and comments and to publish, reproduce, exhibit, distribute, broadcast, edit and/or digitize the resulting images and materials in publications, advertising materials, or in any other form, and for any purpose without compensation.

This forum has been arranged for the purpose of scientific and technical information exchange. The SEI does not endorse the products or services of any participating organization.

STAND OUT AS A LEADER **AT SEPG ASIA-PACIFIC 2009**

Conference sponsorships are the most prestigious way to stand out as a leader at SEPG Asia-Pacific 2009 and showcase your organization's leadership in the Asia-Pacific process community. Sponsors benefit from a conference experience that promotes their organization to performance improvement and process management leaders from around the globe.

SEPG Asia-Pacific 2009 is the ideal venue to reach more of your best target clients, raise your visibility, and ultimately grow your business. To learn more about sponsorship, visit our website (www.sei.cmu.edu/sepgap) or contact Jay Douglass at jcd@sei.cmu.edu or +1 412-268-6834.