



**SEPGSM 2009
EUROPE**

Perform at a Higher Level



**Software Engineering Institute
Carnegie Mellon**



Prague, Czech Republic | Clarion Congress Hotel Prague | 9–12 June 2009

Preliminary Program

- **Learn, network, and share ideas at SEPG Europe 2009, the most cost-effective and comprehensive learning and networking event for the European community of software, systems, and services professionals.**
- **Register now through 15 May for early-bird savings!**
www.sei.cmu.edu/sepgeurope

WELCOME TO SEPG EUROPE 2009!

With today's troubled economy causing businesses to cut costs, why should your company send you to a conference? The answer is simple: there's no better time than now to invest in professional development that will enable you, your team, and your organization to perform at a higher level. Performance is key to an organization's bottom line, and improving performance through process and workforce capability is what SEPG Europe 2009 is all about.

I hope you'll join the European SEPG community of software and systems professionals 9–12 June in Prague, Czech Republic to learn about industry trends, hot topics, and innovative solutions that organizations are using to lower costs and deliver higher quality products and services across the lifecycle of software-intensive systems. SEPG Europe 2009 not only offers an exceptional program but also provides an excellent environment to meet your peers, build relationships, and exchange lessons learned.

The technical program for 2009 is based on what past SEPG conference attendees have told us they want: real-world solutions to today's challenges featuring new speakers and presentations. Whether you're just starting out or are a pro, you'll take back ideas and solutions you can immediately implement in your organization.

With four days, multiple tracks, and experts from organizations all over the world, SEPG Europe 2009 offers a tremendous return on your organization's investment in performance improvement. I look forward to seeing you in Prague 9–12 June for SEPG Europe 2009.

Regards,



Caroline Graettinger, PhD
Chair, SEPG Conference Series

AT SEPG EUROPE 2009

YOU'LL EXPERIENCE

Innovative Topics, New Solutions, and Industry Leading Presenters Specifically for the European Community. Now in its 14th year, the SEPG Europe conference is the premier gathering spot for the European community of software and systems professionals to share and refine best practices in performance improvement through process management. Nowhere else will you find the most current and relevant topics, solutions, and research that will enable you and your team to perform at a higher level.

Supply Chain and Sourcing Topics. You're focused on acquiring the best products and services available. Yet you often face aggressive cost structures, scheduling difficulties, and technical roadblocks. Learn strategies to improve your organization's supply chain and sourcing processes, including best practices from the CMMI for Acquisition model that will help you lower costs, improve quality, and deliver products and services within budget and on time.

Powerful Service Development and Delivery Presentations. A new track, Service Development and Delivery, will give service providers the opportunity to learn how to improve your processes based on community models of practice (like ITIL and CMMI) that the development community has enjoyed for years. In these lean economic times, service organizations, which make up 80% of the world economy, can benefit by using process improvement to make the most of their resources to get business results.

Networking and Information Sharing. There's no better venue to connect with your peers and share lessons learned. SEPG Europe is known in the community for the valuable opportunities to network with others in the software and systems process management community.

Top Five Presenters. You heard them at SEPG Europe 2008, and you raved about them. That's why we've invited 2008's top five presenters back to present once again. Count on new and insightful presentations by dynamic speakers who will illustrate how process improvement will give your organization a competitive edge.



WHY ATTEND?

Is your organization looking for smart ways to outmaneuver today's global economic storm? Are you looking for training opportunities to make you more valuable to current and future employers? Then SEPG Europe 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, services, and their development and 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 system engineer
- Service provider

LOOKING FOR GOOD COMPANY?

Come to Prague and join companies, agencies, and organizations such as the ones that were represented at our 2008 conference:

Addison Wesley
Anywhere.24 GmbH
Bosch Engineering GmbH
Capgemini
Compita Europe Ltd.
Credit Suisse Group
DNV
Ericsson
FEUP CIQS
Galorath
Garanti Technology
Gartner
IBM
ING
Kugler Maag CIE
Kongsberg Defence & Aerospace
Lamri
LG Electronics
Logica Nederland BV
Luxoft
method park Software AG

Mobiliar
Nokia Siemen Networks
Philips Healthcare
Process MeNtOR®
Project Performance International
Prosource
Raytheon Anschuetz GmbH
Robert Bosch GmbH
Saab Aerosystems
Samsung Electronics
SAP AG
Siemens AG
Software Engineering Institute / Carnegie Mellon
Spirula
Systonomy Limited
Tata Consultancy Services
Thales Aerospace
TUV Informationstechnik GmbH
wibas IT Maturity Services GmbH
Wipro Technologies



TECHNICAL PROGRAM

Our technical program is available in an online format on the SEPG Europe 2009 website to provide you with the absolute latest updates. Find session topics and abstracts, speakers, and conference events laid out in a convenient daily view.

Or, try out our online interactive program and easily search for your favorites. View the technical program at:

www.sei.cmu.edu/sepgeurope/2009/technical_program.html

Keynote Presentations



We are pleased to announce our first keynote speaker, **Gary Cort**, principal for Axxios Consulting Group. Cort has more than 30 years of software industry experience on projects spanning aerospace, communications, biomedical, financial, simulation, and real time environments. Specializing in software engineering, project management, configuration management, and software metrics, Cort has led large-scale software projects for NASA, the U.S. Department of Energy, and the Los Alamos National Laboratory, where he also served as Quality Officer. Prior to joining Axxios Consulting Group, Cort was vice president for software quality at Research in Motion, Ltd., the developer of the Blackberry. He also co-led the world-wide CMMI deployment effort for Intel Corporation.

Subscribe to the SEPG Europe 2009 RSS Feed for updates on other keynote speakers as they are announced:

<http://www.sei.cmu.edu/sepgeurope/2009/rss.xml>

DAILY ACTIVITIES

Tuesday, 9 June 2009

08.00 Welcome coffee and continental breakfast
09.00 – 12.30 Tutorials
12.30 Lunch
14.00 – 17.30 Tutorials
17.45 Exhibit Hall Grand Opening

Wednesday, 10 June 2009

08.00 Welcome coffee and continental breakfast
09.00 – 12.30 Conference Sessions
12.30 Lunch
14.00 – 17.30 Conference Sessions
18.00 SEI Partner Meeting

Thursday, 11 June 2009

08.00 Welcome coffee and continental breakfast
09.00 – 10.30 Conference Keynotes
11:00 – 12:30 Conference Sessions
12.30 Lunch
14.00 – 17.30 Conference Sessions
18.00 Special Session on CMMI-SVC

Friday, 12 June 2009

08.00 Welcome coffee and continental breakfast
09.00 – 10.30 Conference Keynotes
11:00 – 12:30 Conference Sessions
12.30 Lunch
14.00 Exhibit Hall Closes
14.30 – 17.30 Conference Sessions
17.30 Conference Close

ABOUT PRAGUE

In the center of Europe, Prague offers a blend of old history and modern culture. More than 10 million people frequent the traditional pubs and trendy cafes that populate the city. Overlooking the town is the world's oldest castle, Prague Castle, standing proud for more than 1,100 years.

Favorite places to visit include Old Town Square in the heart of the historical district, Kampa Island to enjoy the park, and the Vinohrady district, known for its array of museums, architecture, and the National Theatre. Don't forget to check out a cruise down the Vltava River, shopping throughout the city, and an array of nightlife.

Czech cuisine is known for featuring prominent meat dishes, paired with a variety of beers and wines. Explore the Prague.cz (<http://prague.cz/>) and Lonely Planet (<http://www.lonelyplanet.com/czech-republic/prague>) websites for numerous restaurant suggestions, sightseeing activities, and other helpful information for tourists.



ACCOMMODATIONS

The official conference hotel for SEPG Europe 2009 is the centrally located Clarion Congress Hotel Prague. 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. From the hotel, you can get to old town within 10 minutes by public transportation. The hotel address is:

Clarion Congress Hotel Prague
Freyova 33
Prague 9
Prague, Czech Republic
<http://www.cchp.cz/pages/en/default.aspx>

To confirm a guest room at the special conference group rate of 159 Euros, use one of the contact methods shown below and mention the code [SEPG Europe 2009](#).
Phone number: +420 211 131 116-119
Fax number: +420 211 131 402
Email request: reservation@cchp.cz

Reservations for the group rate will be accepted through 15 May 2009 or until the rate is sold out, whichever occurs first. Cancellations must be received 24 hours before 18:00 (local hotel time) of the date of arrival. Check-in time is 14:00 and check-out time is 12:00.

TRAVEL

Prague boasts one of Europe's finest public transportation systems, which is used by a majority of the city's population. Short-term passes are available in increments of one, three, or five days and grant unlimited rides on mass transit. The Clarion Congress Hotel can arrange public transportation tickets for guests.

Travel from the Prague airport to the Clarion Congress Hotel

Taxi

A taxi from the airport takes approximately 45 minutes and costs approximately 30 Euros.

Public Transportation

There are two options for traveling to the hotel from the airport via public transportation. The cost is 26 Czech korunas (CZK), approximately 1 Euro:

1. Take bus number 119 from the airport to metro station Dejvicka. Take Line A from the Dejvicka metro station to the Mustek metro station. Change to Line B to get to metro station Vysocanska. The trip duration is approximately 48 minutes.

2. Take bus number 100 from the airport to metro station Zlicin. Take Line B from the Zlicin metro station directly to the Vysocanska metro station. The trip duration is approximately 54 minutes.

Travel from the Clarion Congress Hotel to Prague's City Center

The Vysocanska metro station is next to the hotel. At that station, take Line B through seven stops to get to the city center at metro station Mustek. The cost is 26 Czech korunas (CZK), and the trip duration is 12 minutes.

If you are traveling directly from the airport to the city center, the trip takes approximately 30 minutes. The travel website www.prague.cz/arrival-departure-prague.asp offers instructions for getting to the city from the airport via subway, bus, taxi, or shuttle.

REGISTRATION

RATES

Registration

Full conference registration is good for all four days of SEPG Europe 2009. It provides access to the Mini-Tutorials, Tutorials, Presentations, Panel Sessions, Poster Sessions, Keynote Addresses, and meals for each day—continental breakfasts, lunches, and breaks. It also provides access to the Exhibit Showcase, the SEPG Europe 2009 First Timers' Orientation, and the Exhibit Showcase Grand Opening.

A two-day registration provides access to Mini-Tutorials, Tutorials, Presentations, Panel Sessions, Poster Sessions, Keynote Addresses, meals for each day (continental breakfasts, lunches, and breaks) and any conference-wide receptions taking place on your choice of the two days for which you register. It also provides access to the Exhibit Showcase for those two days.

Register today at: <http://www.sei.cmu.edu/sepgeurope/2009/registration.html>

Interested in Joining the Exclusive Network of SEI Membership?

You can become an SEI Member at the same time that you register for SEPG Europe 2009 and take advantage of a \$100 discount that SEI Members receive on their conference registration fee. For more information about SEI Membership, visit: http://www.sei.cmu.edu/sepgeurope/2009/sei_members.html

Registration Rates		
Registration Package	Early Bird Registration On or before 15 May 2009	Standard Registration After 15 May 2009
General Attendee – 4 days	\$2,895	\$2,995
General Attendee – 2 days	\$2,195	\$2,295
SEI Members – 4 days	\$2,794	\$2,895
SEI Members – 2 days	\$2,095	\$2,195
Groups of 5 or more	10% Discount	
First Timers' Orientation	Complimentary	

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.

NEW FOR 2009

First-Timers' Orientation

First time attending an SEPG Europe conference?

With four days of sessions, four keynote presentations, and a variety of networking activities and events, the conference is filled with opportunities to learn and connect with your peers. This complimentary orientation on Monday, 8 June will give you tips and tricks on making the most of your conference experience.

Student Poster Program

We invite the next generation of process improvement professionals to engage with SEPG Europe 2009 by submitting a poster presentation. Students whose posters are accepted will receive FREE full-conference registration! Learn more at: www.sei.cmu.edu/sepgeurope

Interested in building your brand through sponsor or exhibitor opportunities? Contact Una Kilberg at ukilberg@sei.cmu.edu or +1 412-268-5539.