



Tenth Annual  
European Systems & Software  
Engineering Process Group Conference

***CMMI® - Based Process Improvement:  
The Next Decade***



13th - 16th June 2005  
Novotel London West, London



PROCESS - PEOPLE - TECHNOLOGY - MEASUREMENT - PROJECT MANAGEMENT

# Your window to the world of process improvement

You are warmly invited to join the tenth annual European SEPG™ conference, where practitioners and industry leaders gather to exchange experience, knowledge and latest thinking in process improvement.

The comprehensive programme of presentations, tutorials and workshops paint a global picture of process improvement in action: techniques and approaches, return on investment, people issues and business focus. The event provides you with four days of learning and networking - equipping you with practical advice and inspiration that will directly benefit your process improvement initiative.

Rapid growth in European expertise will be demonstrated, and the Software Engineering Institute will discuss developments with the CMMI® v1.2 and related technologies. You will also have the opportunity to meet some of Europe's leading process improvement support organisations, in an exhibition showcase.



We would like to thank our industry sponsors:



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There is a wealth of successful process improvement experience in Europe. This is your opportunity to share, listen and learn.

*Highlights of the conference include:*

- **Executive Keynotes** from Paul Nielsen and Watts Humphrey, Software Engineering Institute; Jim Sartain, Intuit; and Dale Fuller, Borland Software.
- **2-day Measurement Symposium**, a dedicated programme designed to increase understanding and use of process and project quality measurements.
- **1-day Project Management Symposium** focused on the role and tasks of project managers
- **Experience-based conference presentations** covering the essential topics of business issues, CMMI implementation, process areas, appraisals, multiple model PI, motivation, advanced implementation and TSP
- Informal **Birds-of-a-Feather Sessions**
- **SEI Technical Review** - an update on the latest developments with SEI technologies including the CMMI
- **Social events** including Exhibitor Reception and Gala Dinner

The European SEPG™ is a joint initiative between:



## Programme Committees and Reviewers

### Main Programme Committee

William Peterson, Software Engineering Institute  
 Mike Phillips, Software Engineering Institute  
 Lorna Elkington, ESPI Foundation  
 Don Harvey, ESPI Foundation

### Measurement Symposium

Ben Linders, Ericsson  
 David Zubrow, Software Engineering Institute  
 P. Grant Rule, Software Measurement Services

### Project Management Symposium

Jan Hoglund, ABB  
 Paul Hookham, BSKyB  
 Carol Marsh, Thales  
 Mike Phillips, Software Engineering Institute

### Proposal Reviewers

Our sincere thanks go to this year's proposal reviewers. Their expertise and considered opinion was essential to the development of the conference programme.

Zubair Ahmed, Mindscape  
 Mark Bennison, MBDA UK  
 Alka Chawla, Tata Consultancy Services  
 Kuldeep Chawla, Patni Computer Systems  
 Paul Crawford, Caggemini  
 Vandana Dandekar, Quexst Solutions  
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 Girish Dharmapurikar, Siemens AG (SISL)  
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 Olga Jaufman, DaimlerChrysler  
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 Arno Korpershoek, Chi Consulting  
 Kamlesh Kothari, KPMG  
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 Dieter Lederer, Vector Consulting GmbH  
 Peter Leeson, Q:PIT Ltd  
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 Nandkumar Mishra, Patni Computer Systems  
 Ravindranath Kaukuntla Mudiraj, Satyam Computer Services  
 Oktawian Nowak, Motorola Polska Electronics  
 Eugene Xavier Papu Antony, Infosys Technologies  
 Christer Persson, ABB AB, Corporate Research  
 Steve Pratt, Atos Origin  
 John Ross, Camelot Group plc  
 Gopesh Sharma, Tata Consultancy Services  
 Dan Shouky, Comverse  
 Subramaniam Sivaguru, DSL Software  
 Chris Spellman, Caggemini  
 Fairouz Tamimi, METHOD  
 Karyn Tegtmeier, TTE Germany GmbH  
 Suresh Thiagarajan, Delphi Corporation  
 Alison Thurlbeck, Consultant  
 Edward van de Weerthof, KZA BV  
 Robert van Lieshout, Imtech ICT



# Monday, 13th June

## Tutorials, Workshops & Measurement Symposium

### TRACK A Measurement Symposium

09.30 - 12.50 PARALLEL TRACKS (Morning)

#### Measurement within the CMMI

Kent Johnson, Borland Software and Margaret Kulpa, AgileDigm, Inc.

#### Metronos - a call to order

Rob Ratcliff, Steria UK

#### Measuring ROI in low maturity

Peter Leeson, Q:PIT Ltd

#### Removing the barriers to measurement programmes

Mark Bennison, MBDA

### TRACK B Tutorials/Workshops

#### Understanding and using the CMMI in an organisation

Martha Johnson and Steve Fletcher, Process Advisory Services; and Peter Flower, Trinity Management Consultants

Before starting a process improvement programme, it is essential to identify what you expect to achieve. It is not enough to set a goal of "reaching level X"; the programme must be aligned to the organisation's business objectives if it is to succeed and provide real identifiable benefits.

This tutorial will help you scope your process improvement programme, look at how you decide what to include, what to exclude; the key indicators that will show progress in business terms, and in terms of process implementation against the CMMI model. It will also look at the roles and responsibilities of a PI programme - from executive through the EPG, to the project manager.

It continues by looking at the process areas of the CMMI, briefly discussing the purpose, intent and impact each would have on an organisation.

### TRACK C Tutorials/Workshops

#### Making common understanding common: clearly specifying system requirements with just enough precision

David Gelperin, ClearSpecs Enterprises

Clear system requirements support effective project communication. Clarity entails the precise specification of system usage and behavior along with domain facts and terminology. For many projects, early development of precise, task-adequate specifications reduces implementation time by reducing rework. Early precision amplifies the benefits of incremental development by uncovering misunderstandings and critical issues before design and enabling the effective use of concurrent implementation strategies. This tutorial surveys 16 specification patterns used to capture requirements information and focuses on precise use cases and five patterns for defining application terminology.

14.10 - 17.30 PARALLEL TRACKS (Afternoon)

#### Applying COSMIC-FFP to estimating real-time systems

Anthony Rollo, Software Measurement Services Ltd

#### Using software metrics for business decisions

Nagendra Sastry and Maulesh Buch, Patni Computer Systems

#### Project estimating, theory and practice (beyond talking!)

Paul Goodman, META Group

#### Applications software measurement as a management tool

Grant Bayne, Gartner

#### Implementing CMMI for small organisations

Suz Garcia, Software Engineering Institute; Jack Conway, Analytical Services, Inc. and Sandra Cepeda, Cepeda Systems & Software Analysis


This tutorial presents guidance and artifacts (e.g., tools, spreadsheets, tutorials, training materials) to support adoption of CMMI by small organisations. These artifacts were developed as a result of the CMMI for Small Business Pilot executed in Huntsville, Alabama and are now available for use by other small organisations. This Pilot is sponsored by AMRDEC's Software Engineering Directorate through its partnership with the Software Engineering Institute. You will also learn about the benefits realised by the small businesses from CMMI adoption and the approaches they took in their process improvement journey.

#### Women in Black: experiences from the trenches

Roselyn Whitney, Process Focus Management and Cora Carmody, SAIC

This tutorial is vital for anyone in the process business, for advice on how to start, how to accelerate, or how to revitalize an improvement effort. These are the secrets of the Women in Black. You'll learn the secrets to effectively communicate the message of quality and productivity, with lessons on how to be heard, how to get past "the wall", obtain executive sponsorship, engage and involve managers and developers, and keep process groups motivated to achieve SPI success.

17.45 - 19.15 BIRDS-OF-A-FEATHER SESSIONS



abstracts and presenter profiles can be found on the conference website at:

[www.espi.org/sep6/](http://www.espi.org/sep6/)

**TRACK D**  
Tutorials/Workshops

**Implementing Level 4 Quantitative Management**

Bill Curtis, Borland Software

- Solutions to Level 3 Problems that inhibit progress to Level 4 (data not defined at the process event level, dirty data, poor process fidelity)
- Using process capability data in planning projects and setting Level 4 project and organizational performance goals
- Control chart assumptions frequently violated in software data. Stratifying data to avoid statistical masking of out-of-control processes. Avoiding inappropriate aggregation of data from processes with different capabilities. Other statistical methods such as exploratory data analysis, regression analysis, and curve-fitting.
- Pitfalls in creating organizational capability baselines. Creating multiple baselines with greater predictive capabilities by aggregating statistically similar projects.
- Changing the roles of stakeholders to reduce cultural barriers.

**Unified life cycle modeling**

Peter Hantos, The Aerospace Corporation

Unified Life Cycle Modeling (ULCM) is a new, highly intuitive, pattern-based approach that provides guidelines to process architects and project managers for navigating the confusing and contradictory life cycle model descriptions and standards. ULCM is used to demonstrate, document, and analyze the relationship between concurrent engineering streams of key disciplines in Integrated Product and Process Development. Examples will come from widely used software development life cycle patterns, including life cycle models for platform-based, product-line development of software-intensive systems. Finally, the applicability of relevant ISO/IEEE standards and the Software Process Engineering Metamodel Specification will be explored.

**TRACK E**  
Tutorials/Workshops

**Lessons learned the hard way, or maturity is a function of scar tissue**

Will Hayes and SuZ Garcia, Software Engineering Institute

This workshop is available on invitation-only basis.

**The look and feel of a successful CMMI implementation**

Tim Kasse, Kasse Initiatives LLC

This tutorial will provide practical insight into the CMMI from the point of view of a company that uses it as a tool to support its process improvement initiatives that in turn supports the company's business objectives with measurable results. The "look and feel" concepts are taken from the author's recently published book "Practical Insight Into the CMMI". Expectations are set for all levels of management and practitioners and practical examples are added to illustrate the engineering principles behind the CMMI goals and practices.

**Attending tutorials, workshops and/or symposia on Monday and Tuesday**

If you register to attend on Monday and Tuesday, please indicate on your registration which tracks you wish to attend. You may choose any combination of tracks across the two days, in half-day sessions. For instance, you may wish to attend part of a symposium and a tutorial on the same day.

**Birds-of-a-Feather evening sessions**

Birds-of-a-Feather sessions are informal meetings which take place immediately after the main programme sessions on Monday and Tuesday evenings. Any delegate attending the conference on these days can attend, simply by turning up.

Any registered delegate can run these sessions - as a presentation, panel or informal discussion - the format is up to you. A limited number of rooms/sessions are available and priority for reserving them is given to Exhibitors, until 29th April. After this date, they will be open to any registered delegate. Please contact [esepg@espi.org](mailto:esepg@espi.org) for details.



# Tuesday, 14th June

## Tutorials, Workshops, Measurement Symposium & Project Management Symposium

### TRACK A Measurement Symposium

08.30 - 12.00 PARALLEL TRACKS (Morning)

**Measuring process improvement programs**  
Robert Andrew Best, BAE Systems Underwater Systems Division

**Improved software defect prediction**  
Martin Neil and Norman Fenton, Agena Ltd

**Implementing a product quality measurement program**  
Suchita Pokle, CMC Limited

**iflex metrics at a glance (iMAGe)**  
Anjali Jhaveri, Prabhakar Ravoori and Kiran Sane, i-flex solutions limited

### TRACK B Project Management Symposium

MINI-TUTORIAL:  
**Integrating products and processes in your environment**  
Nita Sarang, CMC Limited

MINI-TUTORIAL:  
**Project planning workshop**  
Raymond Kile, Center for Systems Management

### TRACK C Tutorials/Workshops

**Using Value Stream Management to implement lean, agile, compliant processes**  
P. Grant Rule, Software Measurement Services

This tutorial introduces Value Stream Management using examples from recent programmes. CMMI, ITIL and CoBIT were created as assessment models rather than for implementation. However, many organisations have implemented remarkable improvements using 'lean management'. Lean focuses on delivering value to customers by removing waste. Used in manufacturing, administration and product-development, lean techniques complement other models.

Use Value Stream Management to document and measure current processes, exposing duration, effort and cost. Then map the future state and potential ROI and achieve stepwise change or more radical reorganisation of your processes.

13.30 - 17.00 PARALLEL TRACKS (Afternoon)

MINI TUTORIAL:  
**Improving IT performance through measurement**  
Christine Green, EDS

**Building level 4 into a project management method**  
Eduardo Miranda, Ericsson Canada and Gaetano Lombardi, Ericsson Italy

**A critical look at Critical Chain**  
Frans Maas, Atos Origin

MINI TUTORIAL:  
**Six Sigma measurement tools support CMMI**  
David Hallowell, Six Sigma Advantage and David Zubrow, Software Engineering Institute

MINI TUTORIAL:  
**Why can't companies estimate software projects?**  
Robert Ferguson, Software Engineering Institute

**Management by numbers**  
Paul McCormack and Dez Cass, BAE SYSTEMS Avionics Ltd

The tutorial includes a laymans guide to Maturity Levels in the form of the Drivers Capability Model that has been developed by the presenter which looks at maturity with an analogy to racing cars (freely available via the SEI website and presented by Mike Phillips at the US SEPG). It then follows through with this analogy to look at what are the key items to measure and how the underlying process needs to cater for increasing maturity of data, capability and process as the organisations capability evolves.

17.00 - 18.00: EXHIBITOR RECEPTION

17.45 - 19.15: BIRDS-OF-A-FEATHER SESSIONS

abstracts and presenter profiles can be found on the conference website at:

[www.espi.org/sep/](http://www.espi.org/sep/sep/)

**TRACK D**  
Tutorials/Workshops

**The ROI of process improvement: using process modeling and simulation to support better management decisions**

David Raffo, Portland State University

How can organizations justify their investment in process improvements? How can organisations predict the potential impact of process improvements on their own development projects?

Process simulation modeling (PSM) has shown success in supporting organisational decisions, on predicting the impact of process improvements and on estimating a return on investment (ROI) that can be used to prioritise and select among process improvement alternatives.

In this tutorial, participants will be introduced simulation modeling and how simulation of the software and systems development processes can be used to make better project management decisions.

**The CMM for Business Development - setting the stage for successful delivery**

Howard Nutt, Business Development Institute International

The CMM for Business Development offers businesses a way to extend their CMM/CMMI initiatives to the front end of their business cycle. To date, early adopters of this new CMM have achieved dramatic results in capturing new business, while potentially reducing risk during program delivery. This tutorial will orient delegates to the model and its synergies with CMM/CMMI, share case studies to illustrate business benefits, and suggest ways to use BD-CMM in conjunction with current process improvement programs.

**European SEPG exhibition showcase**

*Opens Tuesday 14th June*

Tools, methods and services to assist process improvement activities will be on show in the Exhibition area, from Tuesday. The exhibition brings together the largest and most highly targeted process improvement audience in Europe, with some of the best service providers available.

**Benefits of exhibiting include:**

- Ready-to-go exhibition stand: complete 'Meeting Point' stand with 17" TFT monitor (flat screen), keyboard and mouse, electrics and a 4' x 4' graphics board printed with your artwork.
- Free access to conference presentations for up to 2 exhibition personnel for all four days, including lunch and refreshments, and a copy of the conference proceedings on CD-ROM
- Full page advertisement printed in the delegate handout, included on the conference proceedings CD-ROM, and a web link from this site
- List of conference attendees
- FREE tickets for your customers to visit the exhibition open session on Tuesday, 14.00 - 17.00 followed by the exhibitor reception.

**For information on exhibiting at the European SEPG, contact us on email: [enquiries@espi.org](mailto:enquiries@espi.org) or telephone: +44 (0) 1908 694500.**

**Or download the exhibitor information pack from the exhibitor section at [www.espi.org/sep/](http://www.espi.org/sep/). A list of current exhibitors is also published on the site, together with web links.**

*The European SEPG exhibition is situated right at the heart of the event. Our unique exhibition stand design makes exhibitors more approachable and accessible.*



## Keynotes, Conference Presentations, SEI Technical Review & Gala Dinner

08.30 - 10.00: **PLENARY OPENING & WELCOME** - William Peterson, Software Engineering Institute and Martin Ashton, Reuters Ltd  
KEYNOTES:



### Dr Paul D. Nielsen Software Engineering Institute

Paul Nielsen is the director of the Software Engineering Institute. Prior to joining the SEI, Nielsen served in the US Air Force as a major general. He was the commander of the Air Force Research Laboratory and the Air Force's technology executive officer.

Nielsen's Air Force career also included service at three product centers and three laboratories. His leadership positions included Commander of Rome Laboratory, Operations Chief for the Cheyenne Mountain Operations Center, Director of Plans for the North American Aerospace Defense Command, and Vice Commander of the Aeronautical Systems Center, the Air Force's largest product center responsible for developing fighters, bombers, transports, reconnaissance aircraft, and unmanned aerospace vehicles. Nielsen earned a B.S. in Physics and Mathematics from the U.S. Air Force Academy; an M.S. in Applied Science and a Ph.D. in Plasma Physics, both from the University of California, Davis; and an MBA from the University of New Mexico.



### Dale L. Fuller Borland Software

Dale Fuller joined Borland Software Corporation in April 1999 with more than 20 years of experience in general management, marketing and business development in the technology industry. As president and chief executive officer, Fuller is committed to helping organizations worldwide to align their business needs with software development.

He assumes complete management responsibility for Borland and its Software Delivery Optimization (SDO) vision and strategy, transforming software delivery into a managed business process.

Prior to joining Borland, Fuller served as president and chief executive officer of WhoWhere? Inc., a leading Internet community site, acquired by Lycos in 1998. Prior to joining WhoWhere?, Fuller held the position of vice president and general manager at Apple Computer in the Powerbook Division. From 1994 to 1996, he was with NEC Technologies, Inc. and served as vice president and general manager of Portable Computer Systems.

10.30 - 12.00: **PARALLEL TRACKS**

TRACK A Business Issues	TRACK B CMMI <sup>®</sup> Implementation	TRACK C Process Areas	TRACK D CMMI <sup>®</sup> Appraisals
<p><b>Quality Governance - transforming quality into business value</b> Bob Bartlett, SIM/SQS</p>	<p><b>Monday Workshop Report: lessons learned the hard way, or maturity is a function of scar tissue</b> SuZ Garcia and Will Hayes, Software Engineering Institute</p>	<p><b>A practical measurement concept experienced from 3 different viewpoints: the consultant, the organization, the appraiser</b> Wolfgang Grimm, BOSCH Engineering; Klaus Brüggemann, Q-Labs GmbH and André Heijstek, Improvement Focus</p>	<p><b>4 steps to a successful SCAMPI A - Practice Implementation Indicators made practical</b> Malte Foegen, and Marieke Solbach, wibas GmbH</p>
<p><b>One model, one goal, multiple paths: experiences from the trenches</b> Elif Demirors, Bilgi Grubu Ltd. and Onur Demirors, METU</p>	<p><b>Booby traps in implementing CMMI</b> Gururaj Managuli, QAI India</p>	<p><b>Adopting Software Product Lines: getting leverage from your process improvement infrastructure</b> Linda Northrop and Lawrence Jones, Software Engineering Institute</p>	<p><b>SCAMPI A applied to small settings - a success story</b> Sandra Cepeda, Cepeda Systems &amp; Software Analysis, Inc. and Jack Conway, Analytical Services, Inc. (ASI)</p>

abstracts and presenter profiles can be found on the conference website at:

[www.espi.org/sep/](http://www.espi.org/sep/sep/)

13.30 - 17.00: AFTERNOON TRACKS

TRACK A Business Issues	TRACK B CMMI® Implementation	TRACK C Process Areas	TRACK D CMMI® Appraisals
<b>Using Balanced Scorecard to help achieve CMMI Level 4</b> Peter Voldby Petersen, Systematic Software Engineering A/S and Kent Johnson, Borland Software	<b>The long road to Level 5</b> Paul Iredale and Vincent Yip, Reuters Ltd	<b>Experiences with a risk-based approach to CMMI implementation</b> Mark Frazer, Welch Allyn Inc. and Fran O'Hara, RPI Alliance Ltd	<b>Making Enterprise SCAMPI appraisals cost effective</b> Ron Radice, Software Technology Transition and Rosemary Hegde, Tata Consultancy Services
<b>Planting signposts: using Strategy Maps with Balanced Scorecards to direct measurement and process improvement.</b> Paul Crawford, Capgemini	<b>A supporting method for software release decisions</b> Hans Sassenburg, Software Engineering Institute - Europe GmbH	<b>DAR to be more effective: applying Decision Analysis and Resolution with good sense</b> Carolyn Henniker and Bill Phizer, EDS	<b>Driving improvement using CMMI Class B and C appraisals - some experiences and lessons learnt</b> Fredrik Ekdahl and Stig Larsson, ABB AB
<b>307a - Evidence about the benefits of CMMI®: one year later</b> Dennis Goldenson and Diane Gibson, Software Engineering Institute	<b>Going global: a practical guide to implementing SPI across six continents</b> Paul Morgan and Jurek Malecki, GTECH	<b>What will take place "outside" my project's boundaries - a look at the need for Supplier Agreement Management</b> Tim Kasse, Kasse initiatives LLC	<b>SCAMPI appraisals: Q-Labs measures and analysis</b> Annie Combelles and Anne-Sophie Luce, Q-Labs
<b>308a - The journey to high maturity - business benefits of CMMI Level 4</b> Richard Woodgate, Aerosystems International Ltd	<b>Lessons learned implementing CMMI across multiple disciplines</b> Michael D'Ambrosia, BAE Systems CNIR	<b>Using formal methods in industrial software development</b> Robert van Lieshout, Imtech ICT	<b>Class B and Class C appraisals from the user perspective: comparing the professional consultant with the internal change agent and the external auditor.</b> Margaret Glover and William Hayes, Software Engineering Institute

17.30: Drinks Reception

18.00 - 19.30:

#### SEI TECHNICAL REVIEW

CHAIR: Geir Fagerhus, Software Engineering Institute - Europe

**CMMI-version 1.2 and beyond!**  
Mike Phillips, Software Engineering Institute

**The International Process Research Consortium - looking ahead**  
SuZ Garcia, Software Engineering Institute

**CMMI Acquisition Module**  
Brian Gallagher, Software Engineering Institute

**SEI Appraisal Program quality report**  
William Hayes, Software Engineering Institute

19.40 - LATE GALA DINNER

Delegates who are registered to attend on Wednesday 15th June, are invited to join us at the Gala Dinner, a chance to relax with other delegates. The Gala Dinner is a highly popular tradition at the European SEPG™!

## Keynotes, Conference Presentations & Closing Panel

08.30 - 10.00: **PLENARY OPENING** - William Peterson, Software Engineering Institute and Martin Ashton, Reuters Ltd  
**KEYNOTES:**



### Watts S. Humphrey Software Engineering Institute

Watts S. Humphrey founded the Software Process Program of the Software Engineering Institute (SEI) at Carnegie Mellon University. He is a Fellow of the Institute and is a research scientist on its staff. From 1959 to 1986 he was associated with IBM Corporation where he was director of programming quality and process.

His publications include many technical papers and nine books. Mr. Humphrey holds five U.S. Patents. In 1991 he served on the Board of Examiners for the Malcolm Baldrige Board of Examiners National Quality Award. He holds a bachelor's degree in physics from the University of Chicago, a master's degree in physics from the Illinois Institute of Technology, and a master's degree in business administration from the University of Chicago. In 1993, the American Institute of Aeronautics and Astronauts presented Mr. Humphrey with the Aerospace Software Engineering Award. Mr. Humphrey was awarded an honorary Ph.D. degree in software engineering by Embry Riddle Aeronautical University in 1998. In 2000, the Watts Humphrey Software Quality Institute was named in his honor in Chennai, India, and the Boeing Company presented him with an award for leadership and innovation in software process improvement. In 2005, he was awarded the US National Medal of Technology, the highest honour for technical innovation awarded by the President of the United States.



### Jim Sartain Intuit

Jim Sartain is a Senior Director responsible for Software Quality and the Engineering Process at Intuit. His team ensures a highly effective work environment for 1400 software professionals by driving software process improvement, delivering technical education, and providing software process consulting and software tools.

Prior to Intuit, Mr. Sartain held a variety of product development positions at Hewlett-Packard. His last position at Hewlett-Packard was leading the development and support of an Airline Reservation System servicing leading low-cost airlines worldwide. He also led commercial software development at Hewlett-Packard for database management systems, compilers, computer networking and application development tools. Mr. Sartain earned his bachelor's degree in computer science and psychology from the University of Oregon, and his M.S. in Management of Technology from the National Technological University.

10.30 - 12.00: **PARALLEL TRACKS**

<b>TRACK A</b> Multiple Model PI	<b>TRACK B</b> Motivation	<b>TRACK C</b> Advanced Implementation	<b>TRACK D</b> Team Software Process <sup>SM</sup>
<b>Working with multiple models for process improvement that is linked to business goals</b> Satish Chander and Anand Ganesh, Robert Bosch India Ltd	<b>Achievement and motivation in software process improvement</b> Katalin Balla, Technical University Budapest; Jos Trienekens and Rob Kusters, TU Eindhoven	<b>Process line framework for the domain of automotive system development</b> Olga Jaufman, DaimlerChrysler	<b>Experiences with the Team Software Process at Intuit</b> Noopur Davis, Software Engineering Institute and Eileen Fagan, Intuit
<b>Process improvement with ISO 90003:2004 and CMMI</b> Boris Mutafelija, BearingPoint, Inc. and Harvey Stromberg, Software Productivity Consortium	<b>How does the introduction of CMMI affect senior management?</b> Ralf Kneuper, Ralf Kneuper Consulting	<b>Managing good practices with a CMMI-based classification scheme</b> Rainer Telesko and Eberhard Hübner, Robert Bosch GmbH	<b>Using TSP<sup>SM</sup> principles to plan process improvement</b> Daniel Roy, Software Technology, Process & People

abstracts and presenter profiles can be found on the conference website at:

[www.espi.org/sepg/](http://www.espi.org/sepg/)

13.30 - 16.00: AFTERNOON TRACKS & CLOSING PANEL

TRACK A Multiple Model PI	TRACK B Motivation	TRACK C Advanced Implementation	TRACK D TSP <sup>SM</sup>
<b>CMMI® conformance to ISO/IEC 15504</b> Terence Rout, Software Quality Institute	<b>A successful journey to CMMI Level 5 - cultural change as key success factor</b> Andreas Knapp, IBM Deutschland GmbH and Erwin Beekveldt, IBM Netherlands	<b>Building agility into a CMMI-oriented culture - the BT experience</b> Ian Evans, BT and Andy Carmichael, I:VIS International Software Ltd	<b>CMMI and TSP:</b> Integrating Process Improvement James McHale, Software Engineering Institute
<b>The challenge of Sarbanes-Oxley - how CMMI/ITIL can affect your compliance</b> Kieran Doyle, Lamri Ltd and Dera McLoughlin, Mazars	<b>How the drive to Level 5 re-created an organization</b> Michael Hlavaty, BAE SYSTEMS, CNIR Division	<b>Information and software systems - from architecture to urbanism</b> Marc Desreumaux, Electricite de France and Radouane Oudrhiri, Systonomy Limited	<b>The great myths about TSP</b> James McHale, Software Engineering Institute

#### CLOSING PANEL

#### Question Time

Moderator: William Peterson, Software Engineering Institute

At the end of the day there will be a Q&A session in which you can present your questions to an expert panel. You will be encouraged to complete 'Question Cards' during the course of the conference, to submit written questions to this panel.

16.00: CLOSE OF CONFERENCE

## Register now to take advantage of early discounts

Discounts are applied to the conference registration fee, for those who book early. (see the opposite). Full terms and conditions are on the conference web site at [www.espi.org/sepg/](http://www.espi.org/sepg/).

#### How to register:

- Online on the conference web site, or
- Complete the registration form in this brochure and fax or post it to us with your payment.

#### Accommodation

We have negotiated special conference rates for accommodation at the Novotel London West: £119.00 per night (single) and £139.00 (double) including taxes and breakfast. Please book your room direct with the hotel and quote 'SEPG'. **Please book early to ensure availability at these rates.**

#### Conference Venue

Novotel London West  
One Shortlands, London, W6 8DR  
Telephone: +44 (0) 20 8237 7437  
Fax: +44 (0) 20 8748 8061  
Email: H0737-RE3@accor-hotels.com  
(Directions provided on registration)

#### Further information

Please direct all enquiries to:

ESPI Foundation  
Telephone: + 44 (0) 1908 694500  
Fax: + 44 (0) 1908 694700  
Email: [esepg@espi.org](mailto:esepg@espi.org)

#### Registration Fees

##### Early Bird Fees (by 13th May)

4-day registration	£1095.00
Tutorials/Symposia Only	£795.00
Conference Only	£795.00

##### Late Registration

4-day registration	£1195.00
Tutorials/Symposia Only	£875.00
Conference Only	£875.00

Fees quoted are exclusive of VAT @ 17.5%. See the registration page on [www.espi.org/sepg/](http://www.espi.org/sepg/) for Terms and Conditions.



# Delegate Registration

EUROPEAN SEPG CONFERENCE 13th - 16th June 2005 Novotel London West, London

Complete and fax this form to the Conference Registrar, ESPI Foundation

Fax no: +44 (0) 1908 694700

### Your details (please print clearly)

Title (Mr/Mrs/Ms/Prof etc.) .....

First Name .....

Last Name .....

Job Title .....

Company .....

Address .....

.....

Country .....

Telephone .....

Mobile Tel. ....

Email .....

I do **not** wish my details to be published on the list of attendees

### Payment Please indicate your chosen method of payment (Sterling only)

Bank transfer  
Purchase order no: .....

VISA/Mastercard       Switch/Delta

Name on Card: .....

Card Expiry Date: .....

Card No.: .....

Issue No: (Switch only) .....

### Bank transfers (£ STERLING) should be made to:

Sort Code: 30-15-53  
 Account name: ESPI Foundation  
 Account no: 00477554  
 IBAN: GB87LOYD30155300477554  
 Address: Lloyds TSB, Lloyds Court, Central Milton Keynes, MK9 3EH, UK

### Please note:

All bank charges must be paid by you. ESPI Foundation will not accept them.

### What is included in the fee:

The registration fee includes attendance at conference/tutorial presentations and additional evening sessions taking place on the days for which registration applies (including the Gala Dinner for delegates attending on Wednesday). Lunch and refreshments are also included. Water is provided at the lunch tables, and tea/coffee is available in the exhibition area after lunch.

### Registration Fees

Tick the option that applies:

#### Early Bird Fees (by 13th May)

- 4-day registration £1095.00
- Tutorials/Symposia Only £795.00  
(Monday-Tuesday)
- Conference Only £795.00  
(Wednesday-Thursday)

#### Late Registration

- 4-day registration £1195.00
- Tutorials/Symposia £875.00
- Conference Only £875.00

Fees quoted are exclusive of VAT @ 17.5%. See the registration page on [www.espi.org/sepg](http://www.espi.org/sepg) for Terms and Conditions of booking.

### Tutorials, Workshops, Measurement Symposium, Project Management Symposium

Please nominate which tracks you plan to attend; these may be changed on the day, subject to space availability.

Circle the appropriate tracks:

#### Monday

Morning    A    B    C    D    E  
 Afternoon    A    B    C    D    E

#### Tuesday

Morning    A    B    C    D  
 Afternoon    A    B    C    D

### Enquiries should be addressed to:

ESPI Foundation  
 Osier House  
 6 Osier Lane  
 Shenley Lodge  
 Milton Keynes,  
 MK5 7EP  
 United Kingdom

Tel: + 44 (0) 1908 694500  
 Fax: + 44 (0) 1908 694700  
 Email: [registration@espi.org](mailto:registration@espi.org)