

Better Software Conference & EXPO Program Announced

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Better Software Conference & EXPO
September 27-30, 2004
San Jose, California

Covering the Software Development Lifecycle
MANAGE | MEASURE | PROCESS | TEST | DEFINE | DESIGN | DEVELOP | SECURE

Conference Web site: <http://www.sqe.com/bettersoftwareconf>
Conference brochure: <http://www.sqe.com/downloads/bettersoftware.pdf>
Master schedule: <http://www.sqe.com/bettersoftwareconf/glance.asp>
To register: <http://www.sqe.com/bscereg>

For more information, call 888-268-8770 or 904-278-0524.

The imperative for more reliable and trustworthy software is upon us. At the same time, organizations demand we build more complex systems and deliver them faster than ever. Add to that the challenge of distributed development teams, outsourced development projects, changing requirements, and the need to demonstrate almost immediate ROI on software development.

How can we survive, much less cope?

We have to look at the entire software development lifecycle holistically:

- Defining sound business cases and unambiguous requirements
- Architecting and designing scalable and maintainable systems
- Developing and deploying high quality applications

And all along the way, we need to:

- Manage our projects wisely
- Measure what we are doing for real-time feedback
- Test continuously throughout the lifecycle
- Provide secure software for the future

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At the Better Software Conference & EXPO you'll:

- Become a better, more informed software manager or specialist with an outward, customer-focused view of development.
- Learn about the latest tools, trends, and issues regarding agile development approaches, plan-driven development methods, and process improvement programs such as CMM, CMMI, and Six Sigma for software.
- Find out what others are doing to build security and reliability into their software and ways to integrate testing throughout the process to reduce risks and lower overall costs.

BETTER SOFTWARE CONFERENCE & EXPO 2004 PROGRAM

View the Program below or access our conference brochure by
Clicking here --> <http://www.sqe.com/downloads/bettersoftware.pdf>

KEYNOTE SESSIONS

Breakthroughs in Measurement and Benchmarking
Howard Rubin, META Group

A Strategic Approach – "Beta the Business"
Peter Conway, EMC Open Software

Cosmic Truths about Software Requirements
Karl Wiegers, Process Impact

Agile Project Management – Reliable Innovation
Jim Highsmith, Cutter Consortium

Software is Entering a New Dimension – Are You Ready?
Linda Hayes, WorkSoft, Inc.

PRECONFERENCE TUTORIALS

Becoming a More Agile Software Manager
Esther Derby

12 Steps to a Successful Metrics Program
Linda Westfall

Outsourcing: The Good, the Bad, and the Ugly
Ed Weller

Business Realities of Software Architecture
Luke Hohmann

Becoming a Requirements "Master"
Lee Copeland

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Software Security Testing Best Practices
Herbert Thompson

Accurate Project Estimation Techniques
David Garmus & David Herron

Waltzing with Bears – Managing Risk on Software Projects
Tim Lister

Thirty Project Management Best Practices
Karl Wiegers

Introduction to Test–Driven Development (TDD)
Elisabeth Hendrickson

Software Engineering Optimization: Measuring and Managing Change
Ram Chillarege

Software Management – Practices and Practice for Success
Johanna Rothman

Writing Detailed Requirements
David Gelperin

Software Process Improvement Practices
Ed Weller

Plus customize your conference by selecting from 49 concurrent sessions covering all aspects of the software development lifecycle. Look for sessions such as:

Avoiding Scheduling Games– A Management View
Johanna Rothman

Identifying Your Organization's "Best" Practices – A Measured Approach
David Herron

Process Improvement: Based on Models, Implemented in Reality
Barbara Ainsworth

Risk–Based Testing for Measured "Go/No Go" Decisions
David Kapelanski

RequireMINTS – A Fresh Approach to Analyzing Requirements
Dion Johnson

End–to–End Security: Building Products Right
Richard Ford

Agile Developer Testing – Unleashed
Alberto Savoia

Plus 42 more!

Find Solutions to your Software Development
Challenges at the EXPO!

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The EXPO Hours

Wednesday, September 29

11:00 a.m.– 6:30 p.m.

Reception: 5:30 p.m.– 6:30 p.m.*

Thursday, September 30

9:45 a.m.– 3:00 p.m.

*All attendees are invited to the EXPO reception for complimentary food and beverages.
