

APPLICATION DEVELOPMENT STRATEGIES

METHODS AND SOLUTIONS FOR MANAGING THE APPLICATION LIFECYCLE



A Butler Group Symposium

London Heathrow Marriott
27–28 April 2005

Borland[®]

"Its about collaboration between the people involved in building applications – the designer, the architect, the developer, the operations people, the management. The communication lag across disciplines is a major stumbling block to getting better software."

Dale Fuller
Chief Executive Officer
Borland (Computing)

Butler Group[®]

"The quality, timeliness, and consistency of the software development process, and the need to effectively test, deploy, and maintain applications whilst controlling costs, has become of strategic importance to the organisation."

Tim Jennings
Research Director
Butler Group

Microsoft[®]

"Creating enterprise software remains a complex high risk activity with few organisations investing in methodologies and lifecycle tools. Visual Basic brought windows programming to millions of enterprise developers; what we need now is the Visual Basic of the Application Lifecycle."

Mark Quirk
Head of Technology
Developer & Platform Group
Microsoft UK

ONLY £495 TO ATTEND THIS EVENT

Introduction

by **Tim Jennings**, Research Director, Butler Group and **Martin Butler**, Founder and President, Butler Group



Tim Jennings
Research Director
Butler Group

Application development continues to evolve to meet demands for greater complexity, lower cost, and shorter time to market, whilst at the same time, new pressures such as compliance and internal governance have put an increased emphasis on the

management of the whole application development lifecycle. The code that is developed and deployed within enterprise applications is not only subject to increased control and scrutiny, but must also be aligned to the objectives and constraints of the business as a whole. In short, the application development process has become of strategic importance within the organisation.

The tools we use – specifically integrated development environments – bear little resemblance to the technologies of just 10 years ago. The need to embrace the Web and deal with new input and output media has brought about a new generation of tools predominantly based on Java and Microsoft's .NET. The open source movement has already had a significant impact, with frameworks such as Eclipse helping to integrate disparate tools, and further work is set to extend these benefits to other areas of the application lifecycle.

Despite these developments many familiar issues persist. The management of complexity in large projects has been aided by new methodologies and frameworks such as SW-CMM and Model Driven Architecture, but complex projects still have a tendency to stumble. With the new tools has come a need for greater levels of skill and a wide variety of specialisms – these can be expensive and hard to find. The maintenance problem still rears its ugly head – the quality of systems deteriorates with successive modifications until they become unmanageable. The irony is that most of these problems are avoidable with the new technologies and methods that are available.

The rise of offshore development poses new problems around quality and project management while offering the potential for considerable cost savings. Management of service delivery, team co-ordination, and the need for improved developer productivity become key issues requiring new approaches and tighter controls. Application development is undergoing a metamorphosis: the technical problems are largely solved, but the management and skills problems are greater than they have ever been.

Less than 20% of systems are fully tested before they go live, with a consequential exposure of the business to unnecessary risk: in part this is a management problem since testing tools are readily available, but Web applications in particular are difficult to test fully without placing in the target environment, so there is also a requirement for post-deployment performance optimisation tools.

Project management techniques have not kept pace with the complexity and technological sophistication of the systems that are now developed, and there is a clear requirement for comprehensive application lifecycle management tools.

The technologies, resources, and methodologies now exist to reduce the risks and costs associated with application development while simultaneously improving quality and meeting the needs of compliance. Many organisations do not take advantage of the array of options before them and continue to suffer from the traditional problems already mentioned. Butler Group's Application Development Strategies Symposium is designed to inform management of the options before them and how they address many of the problems that have traditionally blighted the development process.



Martin Butler
Founder and
President
Butler Group

About the Conference and Exhibition

Application development is evolving at a significant pace, both in terms of the concepts and methodologies put forward to improve the quality of building software applications, and also in the use of management tools to assist the application lifecycle process. There is also a greater emphasis today on making application development more relevant to business needs by bridging the cultural divide that exists between technical IT and business activity. The Butler Group symposium on Application Development Strategies is a timely event that will help IT and business decision makers keep on top of these trends, and help make sense of the large amount of (sometimes conflicting) information that is available.

With a greater than ever reliance on IT, businesses need to assess the merits and advantages offered by methodologies such as Model Driven Development and Model Driven Architecture, Application Lifecycle Management, Agile Computing, Application Performance Management, and Application Portfolio Management. The event will help delegates make informed choices as to which technology and methodology is suitable for their needs. The symposium is intended for IT Directors, Chief Information and Technology Officers, Application Development Managers, and Enterprise Application Architects, who during the Conference and Exhibition will be given an opportunity to better understand:

- The impact of compliance on application development.
- How to improve software reliability and quality.
- Matching the appropriate application development process to business needs.
- The business impact of applications in the post-deployment phase.
- How pressure can be reduced on the IT department by better use of monitoring technology and automation.
- The use of built-in instrumentation in applications to ensure optimised allocation of IT environment resources.
- How to reduce the cost of application development and also production-use support and maintenance.
- Which tools can ensure business requirements are synchronised with final application functionality.
- The long-term trends and visions emerging in design and development methodologies, ranging from the latest UML standard to the Software Factory.
- Vendor positioning in the market through Butler Group's analysis.

And have an opportunity to talk to the leading vendors in the Application Development market and see demonstrated the latest tools and technologies on offer.

Platinum Sponsors

Borland® **Microsoft**®

Gold Sponsor

IBM®



About Symposia

Butler Group Symposia are a series of two-day conferences and exhibitions, targeted at senior IT and business executives, with over 200 European attendees at each event. Focusing on key technologies that our clients are about to adopt, each Symposium offers practical advice on how to incorporate and implement major technologies into IT strategies. This is delivered to delegates through our unique Symposium format that has led to these events becoming widely regarded as the de facto Northern European platform for both end-users and vendors to participate in a themed technology debate.

1 Keynote Presentations: given by Butler Group Senior Analysts and Senior representatives from both Platinum Sponsors help delegates understand how they might create value through Application Development Strategies.

2 Case Studies: Platinum, Gold, and Silver Sponsors will introduce end-user clients, who will help to demonstrate how solutions can be used to aid Application Development Strategies.

3 Application Labs: Platinum and Gold Sponsors provide Application Labs to showcase their technologies through presentations and hands-on demonstrations.

4 Exhibition: Platinum, Gold, and Silver Sponsors will be joined by a number of additional vendors for the two-day exhibition, providing delegates with a complete understanding of the major vendors in the Application Development Strategies arena.

5 Cocktails & Buffet Dinner: at the end of Day One, vendors and delegates will be invited to join us to relax and network as cocktails and a buffet dinner are served.

6 One-to-One Meetings: our One-to-One Meeting Request scheme allows delegates to meet with participating vendors and Butler Group Analysts face-to-face on a one-to-one basis and get direct advice on specific needs.

Agenda

DAY ONE

27.04.05

08.50-09.20 Registration
 09.20-09.30 Welcome Address – Frances Edmonds
 09.30-10.00 Tim Jennings – Research Director, Butler Group
 10.00-10.30 Steve Cook – Software Architect, Enterprise Tools, Visual Studio Group, Microsoft
 10.30-10.50 **Morning Coffee & Exhibition**
 10.50-11.30 Borland + Case Study
 11.30-12.10 IBM + Case Study
 12.10-12.25 An Introduction to the Application Labs
 12.25-13.15 **Lunch & Exhibition**
 13.15-13.45 **Application Labs – Session 1**
 13.50-14.20 **Application Labs – Session 2**
 14.25-15.05 Gold Sponsor + Case Study
 15.05-15.45 Gold Sponsor + Case Study
 15.45-16.05 **Afternoon Coffee & Exhibition**
 16.05-16.45 Gold Sponsor + Case Study
 16.45-17.15 Butler Group Forum Debate, with guest Andrew Watson, Technical Director of the OMG: "How can software developers learn from their past mistakes?"
 17.20-17.50 **Application Labs – Session 3**
 17.55-18.25 **Application Labs – Session 4**
 18.30-21.00 Cocktails & Buffet Dinner

DAY TWO

28.04.05

08.45-09.15 Registration
 09.15-09.30 Welcome Address – Frances Edmonds
 09.30-10.00 Michael Azoff – Senior Research Analyst, Butler Group
 10.00-10.30 Borland Platinum Keynote Presentation
 10.30-10.50 **Morning Coffee & Exhibition**
 10.50-11.30 Microsoft + Case Study
 11.30-12.10 Gold Sponsor + Case Study
 12.10-13.00 **Lunch & Exhibition**
 13.00-13.30 **Application Labs – Session 5**
 13.35-14.05 **Application Labs – Session 6**
 14.10-14.50 Gold Sponsor + Case Study
 14.50-15.30 Gold Sponsor + Case Study
 15.30-16.00 Open Forum Debate including Platinum Sponsors: "Can modelling help align application development with business strategy?"
 16.00 **Close**

* This agenda may be subject to change

Silver Sponsor

Telelogic

Media Partner

computer
BUSINESS
review

APPLICATION DEVELOPMENT STRATEGIES MASTER CLASS

ALIGNING SOFTWARE DEVELOPMENT WITH BUSINESS GOALS



For those delegates interested in a more detailed technical analysis of ADS solutions and deployment strategy, Butler Group is holding one of our highly respected Master Classes on this topic the day prior to the Symposium. Details of the special pricing available to those wanting to attend both events are given on the Booking Form.

26 April 2005

London
Heathrow
Marriott

A one-day Master Class
hosted by:



Tim Jennings
Research Director
Butler Group

and



Michael Azoff
Senior Research Analyst
Butler Group

Introduction

In the general scheme of industrial processes, software application development is a relative newcomer. Add to that the fast pace of technological developments and it is no wonder that management is finding it increasingly hard to guide projects to success. In addition to the perennial problems of time and cost overruns, some of the indications of poor management of the application development process include insufficient business requirements capture, lack of testing, complex and costly application maintenance, inadequate documentation, and shifting project scope. These factors result in the delivery of poor quality software which does not meet the needs of the business, and a situation where the development function has gained little retained experience that can be applied to future projects.

The sheer variety of computing solutions available require expert/inside knowledge when choices need to be made, and these lead to competitive advantage for those selecting the right options. This is certainly the case with application development, and the continuing headlines of project failures highlight the problem. There are a number of initiatives taking place that aim to make application development more amenable to established business management practice, a process of bridging the cultural divide between the technical developers and the project owners. New tools are being released by vendors, including Borland, Compuware, IBM, Microsoft, and Telelogic, that help open up the seemingly arcane world of coding, making it more transparent to business management. Thus Application Lifecycle Management is being abstracted one layer higher, with the emphasis now on business value, and tools that closely link and trace business requirements with end-product functionality.

Further abstraction is also taking place in the architecting and assembling of application objects, with an increased focus on techniques such as Model Driven Architecture (MDA) and Model Driven Development (MDD) – where first-stage design is undertaken using a platform-independent view – and the concept of Software Factories, where the development process is customised for specific vertical markets, utilising pre-assembled templates and domain expertise.

The post-deployment of applications is another area gaining attention, with the realisation that development can gain significantly by receiving feedback information from production use of the application. Tools are now available to close the loop, through an area known as Application Performance Management. The management of applications is also being addressed through Application Portfolio Management, where the cost to business of applications is closely monitored, and where development project resources can be optimised and targeted at delivering business value.

Against this backdrop, it is clear that application development can no longer function in isolation, and that every organisation must define an application development strategy that offers close alignment with business strategy, supports the prioritisation of IT investments, simplifies the burdens of deployment and maintenance, and implements a system of measurement and feedback that gives early warning of project failure.

This one-day MasterClass provides an opportunity to learn about the latest developments in application development and application lifecycle management, and get advice on defining an application development strategy to meet the needs of your organisation, including a look at open source software and offshoring. Sessions will cover the challenges of managing the application development process, and how to achieve better alignment with business requirements. We will then look at the latest developments in both application development tools and application lifecycle management, and provide guidance on selection and deployment in each of these areas. The day finishes with a look at the current state of the application development market, and Butler Group's view on the likely winners and losers.

Agenda

26.04.05

09.00-10.00

Registration

10.00-10.40

Application Development Strategy

Tim Jennings opens the day by considering the changing demands on the application development function, how it can be made more accountable to the business, and how to provide greater visibility into the process for senior management.

10.40-11.20

Application Development Architectures

Michael Azoff examines trends including Model Driven Architecture, Service Oriented Development, and Software Factories, and how these models contribute to a more flexible and responsive development strategy.

11.20-11.40

Coffee

11.40-12.20

Application Lifecycle Management Solutions

Michael Azoff looks at the areas of lifecycle management, and application performance management, and explains how to ensure value in the deployment and post-deployment phases.

12.20-12.40

Questions and Answers

Your opportunity to pose questions and share your views on your own application development requirements and experiences.

12.40-13.40

Lunch

13.40-14.20

Business Driven Development

Tim Jennings considers performance measurement, project selection, and reducing development costs, provides an analysis of how the application development market is developing, and discusses the relative strengths and weaknesses of the leading players.

14.20-15.00

Application Development Methodologies

In this session, Michael Azoff explains ways to reduce software development costs through controlling the proliferation of platform and language options, and the role of the latest development methodologies.

15.00-15.30

Summary

A summary of the day's material, followed by a further opportunity for interactive debate and your questions.

Butler Group Subscribers are invited to send one delegate to this Symposium free of charge. Subsequent delegates will receive a 50% discount.

Five easy ways to register for this event, please quote ref: ADS when booking



To book on-line, please visit:
www.butlergroup.com



Call us on:
+44 (0)1482 608390*
*Written confirmation is required for telephone registrations



Fax this booking form to:
+44 (0)1482 608394



Post this form to: Butler Group,
Europa House, 184 Ferensway,
Hull, HU1 3UT, United Kingdom



By e-mail to:
registrations@butlergroup.com

Contact Details

Salutation: Name:

Position:

Company:

Address:

Postcode:

E-mail:

Phone:

Fax:

We will contact you to request the details of subsequent delegates (if applicable).

Payment Details

Butler Group Subscriber – No Payment Required for first delegate

Please debit my MasterCard/Visa/Delta (please specify):

Card Type:

Name on Card:

Card No:

Expiry Date: Signature:

Cheque Enclosed – made payable to Butler Direct Ltd.

Please invoice my company: PO No:

Hotel Accommodation

You can join us at the London Heathrow Marriott. When making a booking (Tel: +44 (0)20 8990 1100), please ask for In-House Reservations and quote the following booking reference code – B26A. The preferential rate is £140 inc. VAT and B&B, per room per night.

Booking Details

Please select from the options on the right, whether you would like to attend the Master Class and the Symposium, or just the Symposium itself.

At Butler Group we believe it is important that you are represented by both IT and business management. Therefore we have introduced a Corporate Package so up to three people from your organisation can attend. Pricing options are detailed in the table on the right.

Butler Group Subscribers are invited to send one delegate to the Symposium free of charge and any additional delegates receive a 50% discount.

Discounts are also available for universities and registered charities.

Please tick:	Options	Master Class & Symposium	Symposium Only	Total
<input type="checkbox"/>	Single Delegate (Non-subscriber)	*£995/€1445	*£495/€720	
<input type="checkbox"/>	Corporate Package (Non-subscriber)	*£2500/€3625	*£1250/€1800	
<input type="checkbox"/>	Single Delegate (Subscriber)	*£445/€650	FOC	
<input type="checkbox"/>	Corporate Package (Subscriber)	*£1595/€2320	*£495/€720	
			Sub Total:	
			VAT@17.5%:	
			Total:	

*All above prices are exclusive of VAT at 17.5%

Cancellation and Substitutions

- Should you be unable to attend the event, a substitute is welcome at no extra charge. Notification of any substitutions must be communicated to Butler Direct Ltd. prior to the event.
- Cancellation within 21 days of the event will require payment of 100% of the attendance fee. Notification of cancellation must be made in writing to Butler Direct Ltd.

Butler Group
Analysis without compromise

Terms and Conditions

Where applicable, completed registration forms will be invoiced immediately and payment must be received on or before the due date. The due date is deemed to be 30 days from the date of invoice, or in the case of the event being earlier, no later than the date of the event. All fees are payable in full prior to the event unless otherwise agreed in writing with Butler Direct Ltd., an unpaid invoice may result in your registration being cancelled and refusal of admission to the event.

By registering for this event, you are agreeing for your contact details to be provided to the participating sponsors.