

## **ALM FORUM CONFERENCE DEDICATED TO ENTERPRISE AGILE SUCCESS AND SOFTWARE DELIVERY LIFECYCLE OPEN FOR REGISTRATION**

*ALM Forum focuses exclusively on addressing the increasing complexity of large-scale software delivery and the end-to-end disciplines needed to succeed and thrive*

SEATTLE, Wash., Jan. 20, 2014 – ALM Forum, (<http://alm-forum.com>), today announces the industry's premiere conference dedicated exclusively to sharing knowledge for success with ALM practices. The conference features keynotes and sessions led by industry luminaries, including Scott Ambler, Ken Schwaber, Steve Denning and Sam Guckenheimer, to provide software professionals with expert advice on best practices and approaches for improving application design and implementation outcomes. The conference provides IT executives, architects and managers the opportunity to learn, share experiences and form professional relationships that support integrated, enterprise-wide approaches to effective software delivery. Registration for the conference, scheduled for April 1-3, 2014 in Seattle, is open by visiting: <http://alm-forum.com>

“With so much added complexity, and a drive to connect the enterprise software delivery lifecycle, the need for practical approaches and strategies for effective ALM is greater than ever,” said Keith Pleas, conference director of ALM Forum. “This conference squarely addresses the future direction of enterprise software – from process and strategy to the types of tools and platforms needed for success – in an open, collaborative and sharing environment that managers and executives find lacking at more developer-focused, tactical types of events.”

ALM Forum offers attendees a range of presentation sessions and hands-on workshops led by industry leaders and like-minded, highly experienced colleagues. Sharing expertise is a cornerstone of the conference, with a focus on the “big picture” of software development, and how to adopt end-to-end disciplines that result in more productive and efficient software delivery.

Building on the success of previous conferences, this year's program features two new tracks – Business of Software Delivery, with a focus on business value of software, and Lifecycle Architecture and Integration that addresses emerging roles in ALM. Other tracks include Practices of DevOps and the Changing Role of Test. Workshop tracks include: Agile Practices that Matter, Enterprise Agility, Managing Applications with TFS, Disciplined Agile Deliver, and Build and Continuous Delivery Patterns. “Lightning Sessions” round out the program with shorter, tightly focused presentations on a variety of technical, social and managerial topics.

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About ALM Forum

ALM Forum is the only dedicated conference that addresses the end-to-end disciplines of effective enterprise software delivery – Application Lifecycle Management. It features thought leaders from IT organizations, industry luminaries and active solutions providers that come together to share their experiences and expertise, and to forge lasting relationships that help improve personal and organizational software effectiveness. For more information please visit: <http://alm-forum.com>.

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