

ALM FORUM ANNOUNCES FULL CONFERENCE PROGRAM FOR ALM FORUM SEATTLE APRIL 1-4, 2014

ALM Forum addresses the latest trends and best practices for achieving agility across the software development lifecycle

SEATTLE, Wash., Feb. 13, 2014 – ALM Forum, (<http://alm-forum.com>), today announced its full conference program for ALM Forum Seattle, a conference dedicated exclusively to sharing knowledge for success within the fast-growing Application Lifecycle Management (ALM) industry, which will be held April 1-3 in Seattle, Washington. The finalized schedule is available at (<http://alm-forum.com/s14/program>). IT executives, architects and managers will come together to learn and share experience around four major tracks: Business of Software Delivery, Lifecycle Architecture & Integration, the Practices of DevOps, and the Changing Role of Test.

“The ALM Forum conference program was specifically developed so attendees will gain a clear understanding of how to manage the growing complexity of large-scale software delivery,” said Keith Pleas, executive director of ALM Forum. “From the keynote sessions to the workshops, speakers will provide expert advice on best practices using real-life examples with an emphasis on creating successful application design and implementation outcomes.”

The conference provides IT executives, architects and managers the opportunity to learn from industry experts and keynotes Ken Schwaber, Scott Ambler, Steve Denning and Sam Guckenheimer – and also to network and share experiences with their peers. The goal of the conference is to share learning experiences and successful approaches to integrated, effective software delivery.

ALM Forum Seattle Tracks include:

- Business of Software Delivery – explores how good application development life-cycle management practices and tools can aid in overcoming challenges such as: global Agile development, driving successful product delivery in regulated environments, and balancing the expectations of management with the reality of application delivery.
- Lifecycle Architecture & Integration – helps attendees recognize the diversity of tools and practitioners in the software development and deployment lifecycle, and seek to improve the connection and collaboration among them.
- Practices of DevOps – practitioners will share how they are adopting practices such as continuous deployment, production instrumentation and telemetry to deliver higher-quality, more valuable software into users’ hands more quickly – whether those users are in the cloud or serviced with a hybrid cloud/enterprise infrastructure.
- Changing Role of Test – looks at the changing role of testing in today's SDLC and how continuous testing concepts are changing the way software is developed and deployed.

In addition to the multitude of sessions available in the four conference tracks, ALM Forum features:

- "Lightning" sessions – Shorter duration, tightly focused presentations that will provide a wider variety of technical, social, and managerial topics.
- Birds of a Feather sessions – Similar to “meet-ups”, these sessions will provide a way to stay continuously connected to your peers and discuss challenging issues with industry experts.

Pre- and post-conference Workshop tracks include: Agile Practices that Matter, Enterprise Agility, Managing Applications with TFS, Disciplined Agile Deliver, Build and Continuous Delivery Patterns, and IBM Continuous Delivery.

Registration for the conference, scheduled for April 1-3, 2014 in Seattle, is open by visiting: <http://alm-forum.com>. Early Bird discounts are available until Feb. 18, 2014.

Tweet this: April 1-4 @ALMForum Seattle program announced. Learn enterprise #agility & #lifecycle management #software delivery <http://alm-forum.com>

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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