

## **ALM FORUM SET TO OPEN APRIL 1, WITH INDUSTRY EXPERTS AND ENTERPRISE SOFTWARE EXECUTIVES SHARING EXPERIENCES ON IMPROVING SOFTWARE DEVELOPMENT AND DELIVERY**

*ALM Forum helps achieve enterprise agility by integrating all aspects of the software development lifecycle – including business needs, testing and DevOps*

SEATTLE, Wash., March 20, 2014 – ALM Forum, (<http://alm-forum.com>), the industry's premier conference dedicated exclusively to sharing knowledge for success with Application Lifecycle Management (ALM) practices, is set to open on April 1 in Seattle with a conference program focused on solving the biggest issues in software development. Main themes are ALM integration, DevOps and the business of software delivery as a means of meeting the increased demand for software deployed with higher quality and faster delivery. To register for the conference, visit <http://alm-forum.com/s14/reginfo>.

“Industry support for ALM Forum has been tremendous, from industry experts and enterprise software professionals to leading solutions vendors,” said Keith Pleas, executive director of ALM Forum. “There is definitely a need in the software development space for IT executives, architects and managers to gather, share ideas and work on overcoming the challenges of delivering quality software faster.”

Four software development industry luminaries are keynote speakers at the conference, and the sessions focus on the current state of Agile and how to be successful with scaling Agile in the enterprise. Keynote sessions include:

- **The State of Agile** – Scott Ambler, *ALM Thought Leader, DAD Framework, Scott Ambler + Associates*
- **Disciplined Agile Delivery: The Foundation for Scaling Agile** – Ken Schwaber, *Industry Legend, Co-Creator Scrum*
- **Transforming Management Through Agile** – Steve Denning, *Award-Winning Author*
- **Transforming Software Development in a World of Services** – Sam Guckenheimer, *Product Owner, Microsoft Visual Studio*

There are more than 70 sessions offered at ALM Forum, providing attendees the specific information they need to improve their own software delivery processes. Sessions are divided into four major tracks: Business of Software Delivery, Lifecycle Architecture & Integration, the Practices of DevOps, and the Changing Role of Test.

“The industry is going through a period of great change, and ALM Forum was created to derive understanding of all of the different parts that make software delivery happen,” continued Pleas. “Agile development, ALM, cloud computing, DevOps – these are all challenges that industry experts will address at the conference. And, most importantly, they will provide attendees insight and strategies of how to modify their own processes to positively affect the bottom line.”



Registration for the conference, scheduled for April 1-3, 2014 in Seattle, is open by visiting: <http://alm-forum.com>.

Tweet this: In Seattle Apr 1-3? Join [@ALMForum](#) to learn and share ideas on #ALM, #Agile, DevOps and more <http://alm-forum.com/s14/reginfo>

#### 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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