

Welcome to Day 2 of ALM Forum Seattle!

Today, the conference kicks off at 8:30 a.m. with a keynote by Ken Schwaber, titled, “The State of Agile,” and continues with more informative Breakout Sessions. Following lunch, Mike Brittain presents, “Principles and Practices of Continuous Deployment,” followed by Breakout Sessions, and then the educational portion of the day concludes with Steve Denning’s session, “Transforming Management through Agile.”

We hope you enjoyed the Expo Reception last night. Tonight’s social reception will be a splash at the Seattle Aquarium! Transportation to the reception begins at 6 p.m., and the event is from 6:15 p.m. – 8:30 p.m. (Sponsored by Scrum Alliance)

Be sure to visit the exhibit hall today! This is your last opportunity to learn about new products and services from leading companies in the software development industry. The exhibit hall is open from 8 a.m. - 6 p.m. today and is not open tomorrow.

We also wanted to include this news item that missed Tuesday’s edition:

Be sure to attend the Modern Product Delivery session at 2pm, led by [Jama](#) CEO Eric Winquist

What’s preventing your company from delivering on time? Why do so many companies deliver late? Especially in today’s climate—when getting to market fast is an absolute business imperative—speed matters. Join Jama CEO Eric Winquist for fresh market insight on development speed and learn strategies for shortening development cycle times to deliver product innovation and build value for your business. This must-attend breakout session on Modern Product Delivery is today at 2pm.

[ALM Forum Conference News – Wednesday, April 2, 2014](#)

ActiveState Stackato 3.2 Bolsters Application Security and Availability

ActiveState has announced updates to Stackato that help enterprises ensure availability of their applications across multiple datacenters and hybrid clouds (on-premise or public). Stackato serves the needs of enterprise IT for accelerated application deployment and equips developers to innovate with the cloud. Version 3.2 of Stackato incorporates important enhancements and a number of new features such as automatic application scaling and single sign-on (SSO) capabilities with enhanced security controls. For more information and to demo Stackato 3.2, visit [ActiveState](#) (Booth 18). See the press release, here: <http://www.activestate.com/press-releases/stackato-3-2-bolsters-app-security-availability>.

Tasktop Sync 3.5 Adds VersionOne and Zendesk Support, Enables Agile at Scale

Sync 3.5, the latest release of Tasktop’s Software Lifecycle Integration (SLI) platform, connects the most popular Agile planning tools with the most widely used enterprise ALM tools. It extends the integration options delivered in previous releases with support for VersionOne and Zendesk. Also with this release, Sync now manages and synchronizes complex relationships among artifacts, across systems, with its industry-leading Artifact Relationship Management capabilities, and there is a new dashboard of Integration Metrics to help teams better assess and understand the interchange of information through their ALM systems. Stop by the Tasktop booth in the exhibit hall to learn more.

ALM Chicago – A Conference of Thought Leaders

Other executives and leaders gather to gain insights on application lifecycle management from national thought leaders including Gene Kim, Venkat Rao, and Ben Day. You will leave with valuable knowledge you can apply immediately to add value to your organization. ALM, Agile, Leadership, Team Building and Tools will be covered by experts in delivering value. 2014 is sold out; however, we have spots on our waiting list still available. In its third year, ALM Chicago 2014 is poised to be the best it's been. 2015, even better. <http://bit.ly/almchicago>

QuickLearn Launches New Course on Release Management and Application Insights

Did you enjoy Ed Blankenship's session on Application Insights yesterday? Want to learn more? Come to the QuickLearn Training booth and talk to us about our new 3-day class for Developers, Leads, Administrators, and Build Engineers – *Build, release and monitor software using Visual Studio 2013*. You can also read about it on the QuickLearn Training blog at <http://EALM.INFO/FT>. You can [register](#) for the next public course starting June 9th.

Alright STOP! Collaborate and Listen!

Software development moves fast; if you want to be successful in today's competitive market, your teams must be able to communicate and react to changing requirements in an instant. Whether teams are separated by a stairwell, a city or an ocean, it can be extremely challenging to deliver a valuable product when communication systems are separate and 'old school.' See how VersionOne's newest [Collaboration](#) features, including Conversations and Conversations+, provide an end-to-end communication framework so that all stakeholders – from internal teams to external customers – can work effectively toward a common vision. Read more: <http://www.versionone.com/product/agile-collaboration-tools/>

Rethink ALM: Think Modern Product Delivery

What's preventing your company from delivering on time? Why do so many companies deliver late? Especially in today's climate—when getting to market fast is an absolute business imperative—speed matters. Join [Jama](#) CEO Eric Winquist for fresh market insight on development speed and learn strategies for shortening development cycle times to deliver product innovation and build value for your business. This must-attend session on modern product delivery is Wednesday, April 2, at 2pm.

Continuous Integration and Delivery Comes to the Database

Come to the Red Gate booth in the Exhibit Hall today between 8 a.m. and 6 p.m. to find out about Red Gate's latest deployment pipelines that bring continuous integration and delivery to the database. The research team would love to hear your feedback.

OSLC Enables Integration for Mobility and Lean Software Lifecycles

On Monday ALM Forum attendees got their conference off to an early start at the *Integration Happy Hour* hosted by OSLC. Tuesday featured a pair of talks on the Lifecycle Architecture and Integration track from OSLC stalwarts from IBM: Arthur Ryman and Steve Speicher. Today, look for more OSLC when Dave Stecher of PointSource talks about "Overcoming Mobility Challenges" and when OSLC Steering Committee member Mik Kersten of Tasktop hosts a panel that will look "Towards a Lean Software Lifecycle". Check out the full overview of OSLC at the ALM Forum at <http://bit.ly/OSLC-ALMF>

Metrics that Matter: Why Measuring the Right Things is Critical.

Did you miss [Steven Borg's](#) breakout session on [Metrics that Matter: Improving Lean and Agile, Kanban and Scrum](#)? Or did you love it and want to bring it back to your leadership team? Come talk with Steven,

Co-founder and Strategist of [Northwest Cadence](#), and learn about scheduling a private delivery of this session to your organization. Visit our booth to learn more!

Take Control of Your Incident Response

High performing companies must discover, triage, and diagnose production incidents as fast as possible. They must also track their resolution easily inside their normal development workflow. PreEmptive Analytics for TFS monitors incidents from applications deployed in production (web, desktop, mobile, cloud) and automatically creates work items within TFS, via rules and thresholds that you create. You learn about an issue as soon as it happens. This month, Ultimate Subscribers receive 30% off. For more information on this offer, go to <http://www.preemptive.com/vs-ultimate-offer>. For more information on PreEmptive Analytics for TFS, go to: <http://www.preemptive.com/products/patfs/overview>.

Have you Read the *State of Scrum* Report, Sponsored by Scrum Alliance?

The last two decades have seen explosive change in the ways software is developed and deployed. Scrum, the leader in Agile methods, has led this charge and continues to gain momentum. Our exclusive report, *The State of Scrum: Benchmarks & Guidelines*, is now available. This report reveals who is practicing Scrum, why they are practicing Scrum, and the outlook for Scrum. Visit <https://www.scrumalliance.org/why-scrum/state-of-scrum-report> to learn how your Scrum practice compares! While you're there, join Scrum Alliance for free today: <http://www.scrumalliance.org/freemembership>

Wednesday, April 2

7:30 - 8:30am Breakfast

8:00am - 6:00pm Exhibit Hall Open

8:30 - 9:30am The State of Agile - Ken Schwaber

9:45 - 10:45am Breakout Sessions-

- Business of Software Delivery
 - Overcoming Mobility Challenges - Dave Stecher
- Lifecycle Architecture & Integration
 - Stop Debating, Start Measuring: How User Analytics Change Lifecycle Speed and Output - Jeff Hainey
- Practices of DevOps
 - Continuous Delivery at Scale - John Esser
- Changing Role of Test
 - Continuous Mobile Testing for Financial-Grade Quality - Steven Winter

11:00 am - 12:00 pm Breakout Sessions-

- Business of Software Delivery
 - Stepping Forward into Modern Business - Chad Albrecht
- Lifecycle Architecture & Integration
 - ALM for the Internet of Things - Ravit Danino
- Practices of DevOps

- DevOps: It's More Than Just Getting Code into Production -Sanjeev Sharma
- Changing Role of Test
 - Cloud Testing in the Mainstream: User stories from Industry Leaders - David Murphy

12:00 - 12:45 pm Lunch

12:45 - 1:45pm Principles and Practices of Continuous Deployment - Mike Brittain

2:00 - 3:00pm Breakout Sessions-

- Business of Software Delivery
 - Modern Product Delivery - Eric Winqvist
- Lifecycle Architecture & Integration
 - Towards a Lean Software Lifecycle - Industry Panel - Mik Kersten, Moderator
- Practices of DevOps
 - Release Management Practices for the Enterprise - Claude Remillard
- Changing Role of Test
 - How Did I Miss That Bug? Managing Cognitive Bias in Testing -Peter Varhol

3:15 - 4:15 pm Birds of a Feather

4:30 - 5:30 pm Transforming Management Through Agile - Steve Denning (courtesy of Scrum Alliance)

6:00 - 6:30 pm Transportation to Reception

6:15 - 8:30 pm Social Reception at Seattle Aquarium - Sponsored by Scrum Alliance

Thank you for attending ALM Forum 2014 in Seattle!

Keith Pleas

Executive Director



NOTE: If you prefer not to receive the "Conference Daily" emails, just let me know and I'll drop you for future days