

Welcome to Day 3 of ALM Forum Seattle!

What's the old saying? Time flies when you're networking and learning about ALM! We hope you have enjoyed your experience so far at ALM Forum Seattle, and the conference continues with an action-packed schedule today.

ALM Forum – Day 3 begins at 8:30 a.m. with a keynote by Sam Guckenheimer titled, “Transforming Software Development in a World of Services,” and then more informative Breakout Sessions throughout the day. Be sure to attend the fast-paced Lightning Sessions from 2 p.m. – 3 p.m., which features speakers including industry analysts and experts. In addition, the most popular Birds-of-a-Feather topics will be presented.

ALM Forum Seattle closes with Tasktop's Dave West presenting, “Lean ALM: Making Software Flow from Idea to Implementation” at 4:30 p.m. and closing remarks at 5:30 p.m. Thank you for your support of ALM Forum Seattle and we look forward to seeing you again next year!

[ALM Forum Conference News – Thursday, April 3, 2014](#)

Program and Product Managers, This One's for You

There are starter tools built for the team. Then there's the overly complicated ALM suites that can't be customized to the team's processes; they only bring a bunch of bells and whistles you don't really need. Isn't it about time someone develops an environment tailored to the real needs of both team members and strategic teams? Check out VersionOne's latest release, which brings the popular concept of [TeamRoom](#) to higher-level planners. VersionOne's [Winter 2014 Release](#) enables program and product managers to easily support business initiatives with high-level release planning and additional configuration options for [PlanningRoom™](#). Have you seen it? <http://www.versionone.com/release/2014/winter/>

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>

New Scrum Alliance Expert Blog – Spotlight!

Explore provocative ideas and join the conversation with leading thinkers in the world of Scrum, Agile, and beyond. Since January, our invited writers Mike Cohn, Steve Denning and Michele Sliger have posted nine new pieces. Look them up, leave your comments, and subscribe to the [Spotlight RSS feed](#) so you don't miss any expert postings. This is your chance to share ideas with thought leaders in the field – and get their blogs delivered right to your inbox. Get access to this and many other benefits by joining the largest Scrum organization, with more than 300,000 members, today! Get your free membership: <http://www.scrumalliance.org/freemembership>

Neither Proprietary Data Formats nor International Travel are barriers to OSLC

Today is your chance to learn more about the recently launched OSLC PROMCODE (Project Management of Contracted Delivery) standard. Professor Mikio Aoyama of Nanzan University traveled all the way from Japan to share this exciting work originally developed by a partnership of Japan's largest software integrators: Fujitsu, Hitachi, IBM, NEC, NTT DATA and Normura Research Institute. Also look for Lightning Sessions from other international travelers: Ericsson's Ludmila Ohlsson, from Stockholm, will deliver "Integration Principles and Reality"; and IBM's Sean Kennedy, from Toronto will talk about continuous improvement and the Stockdale Paradox. Learn more about OSLC at www.open-services.net.

A Comedic Journey to Agile – Based on True Stories

At [Northwest Cadence](http://NorthwestCadence.com), our [animated customer stories](#) depict how we're a little different. One size doesn't fit all. We don't chase fads or use a cookie cutter model. We explain how to follow good development practices so you understand why they work. It's the best way to help make them work for you. We are proud of our customers and their great process improvement stories. After all, the thing we love most is to see our customers improve their processes and business results.

What's your story? www.nwcadence.com/process

Don't get stuck trying to manage change. Embrace it.

If one thing is clear from the ALM Forum this week, it's that complexity is growing. We've heard a lot about the challenges of multiple teams in different locations, using different methodologies; about the growing complexity of smarter products; the impact of the Internet of Things on application development and delivery. The modern era requires changes to how we work. How can you best keep everyone involved in product delivery in sync, from concept to launch? How can you out-innovate, differentiate? How can you shorten customer feedback loops? Jama can help. Missed us at the expo hall? Visit us online at www.jamasoftware.com.

QuickLearn Launches New Course on Applying the Scrum Framework using Visual Studio 2013

QuickLearn Training would like to offer congratulations to Shawn McLean and Aaron Gross, winners of a free TFS 2013 course of their choosing! One of the course options now available is QuickLearn Training's new 3-day class for Developers, Testers, Administrators, Business Analysts and Project Managers titled, "Applied Scrum using Visual Studio 2013." For more information and for course dates see the QuickLearn Training blog at <http://EALM.INFO/FT>. You can [register](#) for the next public course starting August 4th.

Thursday, April 3

7:30 - 8:30am Breakfast

8:30 - 9:30am [Transforming Software Development in a World of Services - Sam Guckenheimer](#)

9:45 - 10:45am Breakout Sessions-
Business of Software Delivery

[Cultural Change Gains Business Results - Mark Wanish](#)

Lifecycle Architecture & Integration

[Using Delivery Intelligence from the ALM Portfolio to Enable Strategic Change – Carson Holmes](#)

Practices of DevOps

[Advanced Topics in Continuous Deployment - Mike Brittain](#)

Changing Role of Test

[The New Testers: Critical Skills and Capabilities to Deliver Quality at Speed - Michael Larsen](#)

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

Business of Software Delivery

[How Large Global Enterprises can use ALM Tools for Application Delivery - Jim Szubryt](#)

Lifecycle Architecture & Integration

[PROMCODE: An Open Platform for Large-Scale Contracted Software Delivery in Software Supply Chains - Mikio Aoyama](#)

Practices of DevOps

[The New Cloud Application Design Paradigm - Bernard Golden](#)

Changing Role of Test

[ACCElerate Your Agile Test Planning - Curtis Stuehrenberg](#)

12:00 - 12:45pm Lunch

12:45 - 1:45pm Breakout Sessions-

Business of Software Delivery

[Notes to a Team Leader - Roy Osherove](#)

Lifecycle Architecture & Integration

[SAFe is Only as Strong as Your Integration Strategy - Nicole Bryan](#)

Practices of DevOps

[A Practical Path: From Agile Teams to DevOps in the Cloud -Kevin Hancock](#)

Changing Role of Test

[Your Path To Data-Driven Quality - Seth Eliot](#)

2:00 - 3:00pm Lightning Sessions-

Business of Software Delivery

[The 3 L's of Leadership - Eric Clayberg](#)

[Go Live Every Day - How to Speed Up Your Delivery Pipeline -Arnoud Lems](#)

[Agile Transformation of a 20,000 Person Company – a Long Term Journey – Scott Anderson](#)

(Additional Lightning Session from BOFs)

Lifecycle Architecture & Integration

[Challenges and Opportunities in ALM-PLM integration - Michael Azoff](#)

[Integration Principles and Reality - Ludmila Ohlsson](#)

[Unleashing Agile with Git Branches - Sarah Goff-Dupont](#)

(Additional Lightning Session from BOFs)

Practices of DevOps

[Continuous delivery? Easy! Just Change Everything. \(Well, maybe it isn't that easy\) - Steve Neely](#)

[Patterns and Anti-Patterns for \(Continuous\) Delivery - Jose Luis Soria](#)

[Facilitating Stockdale: Confronting and Overcoming the Brutal Facts of Continuous Improvement - Sean Kennedy](#)

(Additional Lightning Session from BOFs)

Changing Role of Test

[Complete Continuous Integration and Testing for Mobile and Web Applications - Mark Prichard](#)

[Performance Testing In Production, and what You'll Find There -Mike Ostenberg](#)

[Reducing the Build-Test-Deploy Cycle from Hours to Minutes at Cellebrite - Dori Exterman](#)

(Additional Lightning Session from BOFs)

3:15 - 4:15pm Breakout Sessions-

Business of Software Delivery

[Empirical Evidence for Productivity Improvements from Co-located, Onshore Agile Teams: A Case Study from A Case Study from a Fortune 500 Sports Apparel Company in Oregon - Michael Rosenbaum](#)

Lifecycle Architecture & Integration

[Workflows à la carte – a model-based approach to the configuration of ALM systems – Jens Doing and Martin Kuenzle](#)

Practices of DevOps

[How Any Organization Can Transition to DevOps – 10 Practical Strategies Gleaned from a Cloud Startup - Richard Seroter](#)

Changing Role of Test

[Roles and Revelations: Embracing and Evolving our Conceptions of Testing - Mark Tomlinson](#)

4:30 - 5:30pm [Lean ALM: Making Software Flow from Idea to Implementation - Dave West](#)

5:30 Closing Remarks

Thank you for attending ALM Forum 2014 in Seattle!

Keith Pleas

Executive Director



NOTE: If you prefer not to receive the “Conference Daily” emails, never mind – today’s was the last!