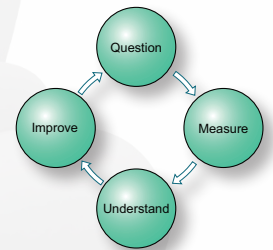


ACOSM 2008 CONFERENCE

Using Metrics for a Competitive Edge



FRI 14th NOVEMBER

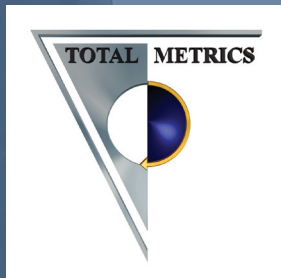
Conference Location:

Melbourne Business School
200 Leicester Street
Carlton Victoria 3053 Australia
Tel: +61 3 9349 8400
MELBOURNE
http://www.mbs.edu/
Onsite Accomodation Available

Pre-Conference Drinks

Thursday 13th November
5pm to 8pm
Lincoln Hotel
91 Cardigan Street Carlton
FREE - (bring a friend = \$20 extra)
RSVP: +61 3 9882 7611
Monday 10th November

Sponsored By:



Conference Booking:

Phone: +6139 882 7611
Fax : +613 9882 7633
email : admin@totalmetrics.com
Online : www.qesp.org.au/

Price :

\$220 per person or
\$195 per person for

QESP/ASMA-SQA , ACS Member or
Early Bird Registration by Oct 12th 2008

PROGRAM Quantitative Enterprise Software Performance (Australia)

8:30	Registration <i>Coffee and Networking</i>
9:10	Introduction <i>Julian Day and Pam Morris - QESP Executive</i>
9:30	<p>KEY NOTE : “Using Measured Data for Formal Estimation: Methods, Tools, and Approaches” Industry experiences in using historical data to establish realistic project estimates</p>  <p><i>Michael Bragen - Managing Director, SPR Asia Pacific.</i></p>
10:30	Morning Tea
11:00	<p>“Metrics and Merit - Inputs to an IT Business Case” Industry case studies of using a range of Metrics to set realistic expectations for budget, schedule and benefit for Business cases for projects valued at > \$5 million</p> <p><i>Michael Stringer - WoVG RandL Expansion Proj Manager - VicRoads</i></p>
11:45	<p>“Using Measurement for a Competitive Edge” How a large outsourcing company uses their own and industry productivity metrics to position themselves positively in a competitive market</p> <p><i>Balamurugan Kalimuthu Testing Manager - SATYAM</i></p>
12:30	Lunch
1:30	<p>“A Journey in Measurement” The story of one company’s pursuit of enlightenment to improve the quality of its processes and products with the ultimate goal of making its customers happy.</p> <p><i>Kim Mazaraki Product & Service Quality Manager - Callista Software Services</i></p>
2:15	<p>“Implementing Estimation Competency” Industry experiences in meeting the challenges of establishing effective and useful estimation competency for software delivery and support within large corporate organisations.</p> <p><i>Robyn Lawrie and David Cleary - CHARISMATEK</i></p>
3:00	Afternoon Tea
3:30	<p>“Global Software Engineering - some things change, some things remain the same” Comparison and review of the profiles of outsourced projects , off-shored projects and projects developed and delivered inhouse.</p> <p><i>Peter Hill - CEO - ISBSG</i></p>
4:15	Panel Session - Impact of Globalization on Software Development
4:50	Wrap up and Close
5:00	QESP (ASMA) Annual General Meeting - 20 minutes