



ESE Conference

Excellence in Software Engineering Conference

24.-25. April 2012 · Zürich, Schweiz



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MICHAEL CRANDELL
CEO and Founder,
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Management (ALM)



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UWE FRIEDRICHSEN
CTO, codecentric

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Aberla GmbH, Felsenstrasse 97,
8832 Wollerau / Schweiz

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Konferenzprogramm vom 24.-25. April 2012

DIENSTAG, 24. APRIL 2012		
09:00 - 10:00 Opening Keynote mit Elizabeth Woodward : Introducing Agility in a large organization		
10:00 - 10:30 Kaffeepause		
Agile and Lean	Cloud Computing	Mobile Applications
10:30 - 11:15 Neno Loje Unabhängiger Berater Presentation: "The Importance of Feedback in Software Engineering"	10:30 - 11:15 Uwe Friedrichsen codecentric Presentation: "Cloud Compliance - Bestimmungen, Zertifizierungen und all das"	10:30 - 11:15 Presentation
11:30 - 12:15 Mattias Skarin Crisp SE Presentation: "Exploring requirement options using Kanban"	11:30 - 12:15 Patrice Neff memonic.ch Presentation: "Summer of Speed bei Memonic in der Cloud. Ein Krimi in drei Akten."	11:30 - 12:15 Romano Roth und Oliver Brack Zühlke Engineering AG Presentation: "iOS, Android, Windows Phone 7, ... ? Alles Native auf einen Streich!"
12:15 - 13:15 Lunch		
13:15 - 14:00 David Starr scrum.org Workshop: "Restating Scrum: Refining and Extending the Framework"	13:15 - 14:00 Matt Aslett 541 Presentation: "NoSQL, NewSQL, Big Data... Total Data - The Future of Enterprise Data Management"	13:15 - 14:00 Bruce Lawson Unabhängiger Berater Presentation: "HTML5 Features demonstrated"
14:15 - 15:00 David Starr scrum.org Fortsetzung des Workshops "Restating Scrum:..."	14:15 - 15:00 Francesco Cesarini Erlang Solutions Ltd. Presentation: "The cloud theorem"	14:15 - 15:00 Günther Koopmann NearShore.ch Presentation: "Advanced Mobile Security"
15:00 - 15:30 Kaffeepause		
15:30 - 16:15 Bernhard Hertel Siemens AG, Medical Solutions Presentation: "Agiles Arbeiten mit Software-Anforderungen in der Partikeltherapie"	15:30 - 16:15 Michael Crandell RightScale Presentation	15:30 - 16:15 Katja Neumann Zühlke Engineering AG Presentation: "Mobile Banking Apps - DAS meint der Benutzer"
16:30 - 17:30 Keynote von Jürgen Höller , SpringSource		
17:30 - 21:00 Networking Party und Standup - Diskussion mit Jürgen Höller (SpringSource) und Michael Crandell (RightScale) über Cloud		

MITTWOCH, 25. APRIL 2012		
09:00 - 10:00 Keynote von Thomas Bergmann , Credit Suisse Online Banking: "Wieviel Mobile braucht Banking?"		
10:00 - 10:30 Kaffeepause		
Agile and Lean	Cloud Computing	Mobile Applications
10:30 - 11:15 Elizabeth Woodward IBM Workshop: "Introducing Agile in a large organization"	10:30 - 11:15 Presentation	10:30 - 11:15 Flurin Capaul Credit Suisse Presentation: "D'Entwicklig vo mobilä Applikationä für grösseri Unternehmige isch e Tschällänsch"
11:15 - 11:45 Networking mit Kaffee		
11:45 - 12:30 Elizabeth Woodward IBM Fortsetzung des Workshops "Introducing Agile..."	11:45 - 12:30 Peter Schnorf Credit Suisse Presentation: "Cloud-like Services for Standardized Platforms"	11:45 - 12:30 Zacharias Laibi Swisscom Presentation: "Multi-Channel Management. Das Vertriebskonzept von Morgen. Die Sicht von Swisscom"
12:30 - 13:30 Lunch		
13:30 - 14:15 Ralf Westphal Unabhängiger Berater Workshop: "Warum Scrum und Kanban für Warmduscher sind"	13:30 - 14:15 Martin Woodward Microsoft Presentation: "Lessons Learned Taking Team Foundation Server To The Cloud"	13:30 - 14:15 Robert Käppeli und Sven Krause Schweizer Post und Zühlke Engineering AG Presentation: "Mobideal - Manager mit dem Tablet in der Business Welt unterwegs"
14:30 - 15:15 Jürgen Höller SpringSource Presentation: "Enterprise Java Architectures for Cloud Environments"	14:30 - 15:15 Jesper Caroe Trifork Presentation: "Medical Database"	14:30 - 15:15 Andreas Hüppi bitforge Presentation: "Mobile Gaming"
15:15 - 15:45 Kaffeepause		
15:45 - 17:45 Keynote von Michael Crandell (RightScale)		

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