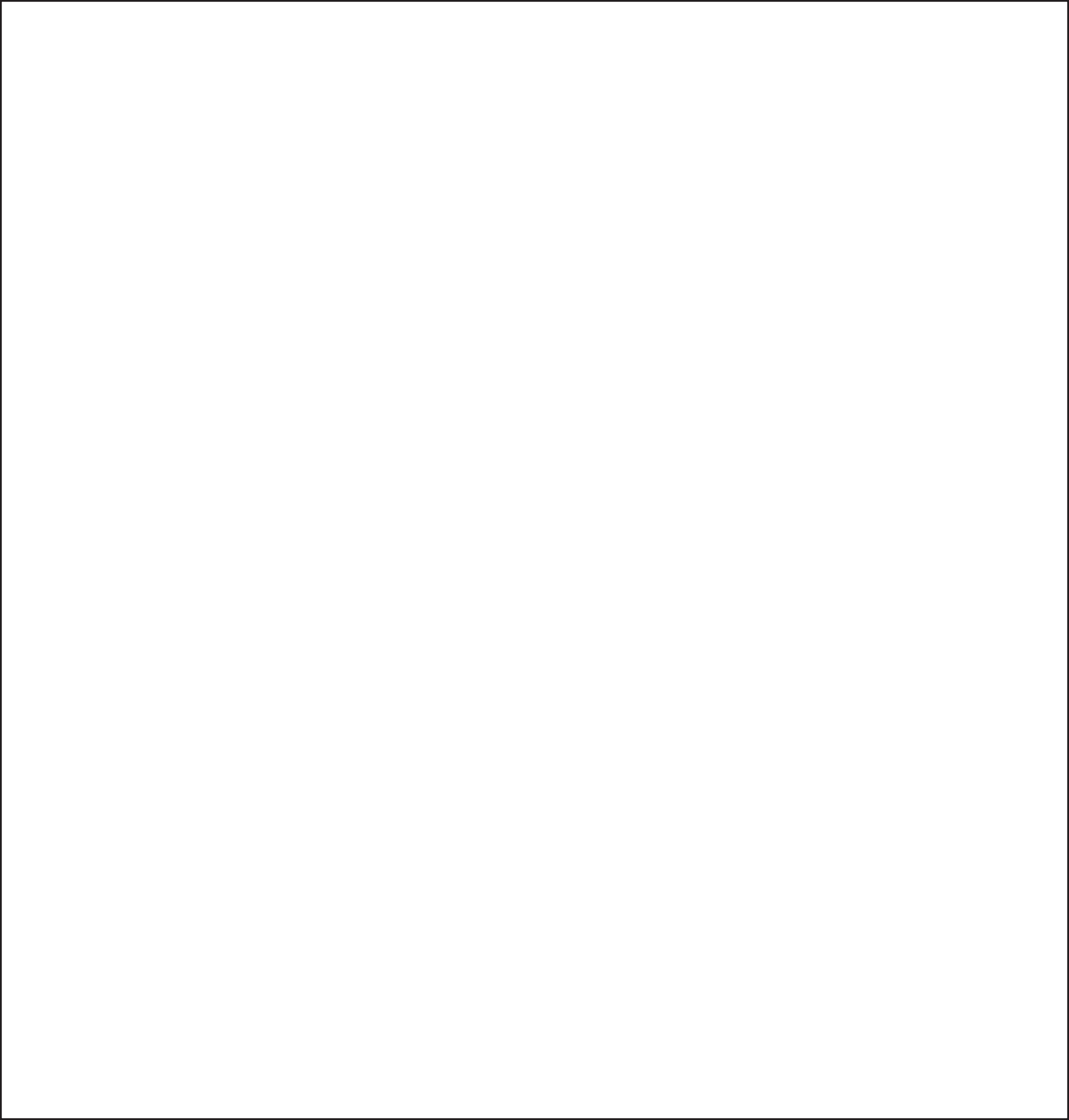


*S e m i n a r P r o g r a m*

A P R I L - J U N E  
T W O T H O U S A N D T W E L V E



TECHNOLOGY  
SERVICES  
CORPORATION



Technology Transfer is a company specialized in training and in particular in the Information Technology area.

We always believed that training, if aimed at the optimum use of technology to obtain a competitive advantage in Business, is a key strategic element and due to this reason we have been engaged since 1986 in the spreading of the IT culture both in Italy and Europe at the highest level.

Since the beginning we have been convinced that to become an international reference point in the know-how spreading in this sector some fundamental requirements are to be met:

the adequate detections of strategic subjects  
the collaboration with the leading world renowned experts  
the total independence from vendors

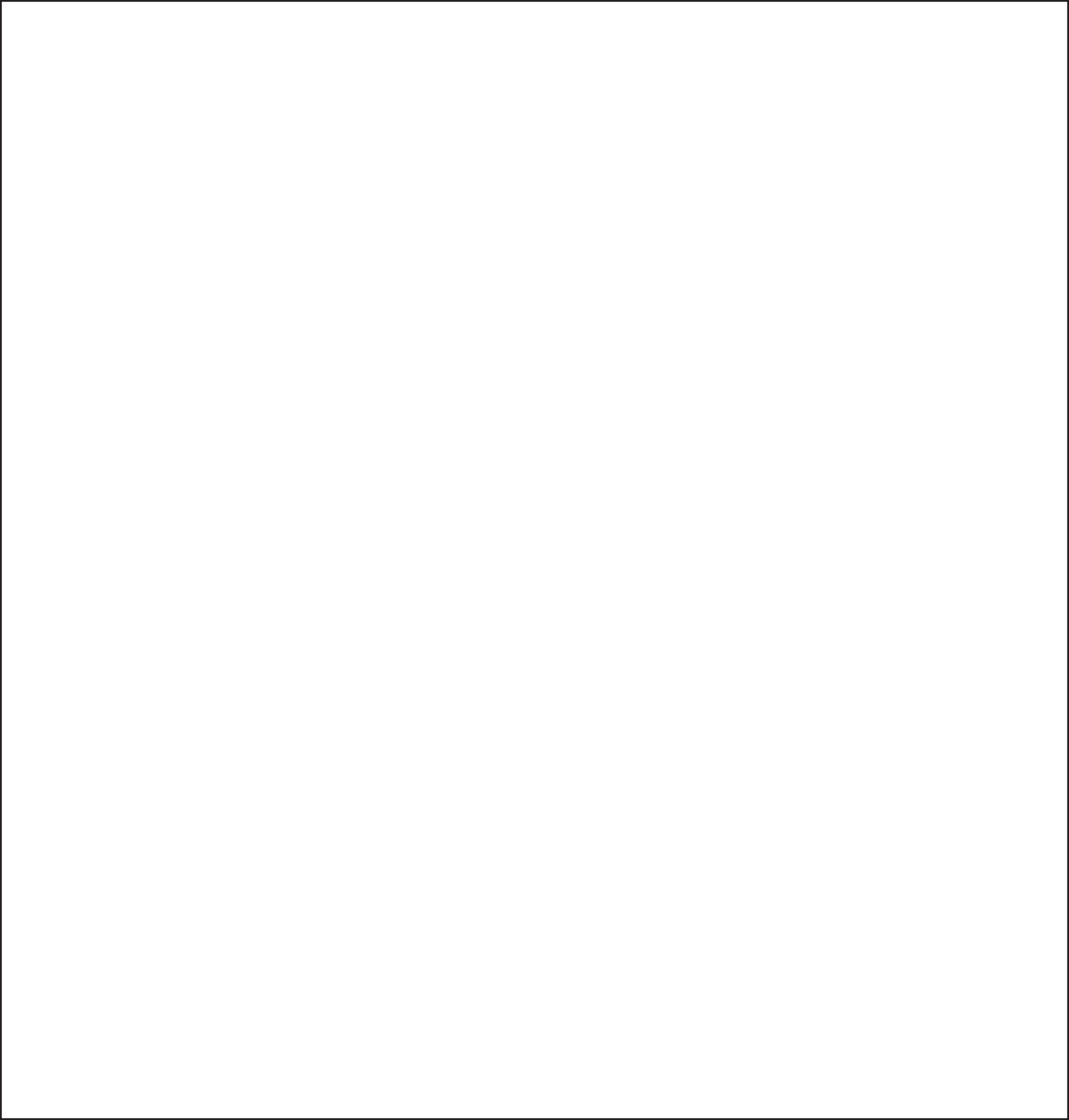
During all these years we have been working with all the world experts who have influenced the IT industry:

- Edgar Codd, the person who invented the relation model
  - Peter Chen, the person who invented empty-relationship model
  - James Martin, the so-called IT 'guru'
  - Ed Yourdon, considered one of the most influential software experts
  - Ralph Kimball, one of the most renowned world experts in the software area
  - Capers Jones, one of the world leading experts of software metrics
  - Larry Constantine, the 'father' of the structured design
  - Thomas McCabe, the software complexity 'father'
  - Chris Date, Database leading expert...
- ...and many others

We are able to precisely measure our efforts: during all these years, thousands of IT professionals of Italian and European companies have chosen us acknowledging we have always provided qualitative, reliable, serious and authoritative services.

**TECHNOLOGY TRANSFER:  
TO INVEST IN KNOW-HOW**





Abn Amro Bank	Guccio Gucci
Accenture	Hellenic Bank
Alenia Aeronautica	Hewlett Packard
Alitalia	Ibm
Amdahl	Illy Caffè
Banca d'Italia	Intesa Sanpaolo
Banca del Gottardo	Kraft
Banca Nazionale del Lavoro	Kuwait Petroleum
Banco de Portugal	Mercedes Benz Italia
Barilla	New York University
Bayer Healthcare	Norwegian Telecom
Benetton	Pepsiamericas
British Aerospace	Philip Morris Europe
Bull	Pirelli
B-Source Sa	Polska Telefonía
Caixa General de Depositos	Poste Italiane
Cap Gemini Ernst Young	Saudi Telecom
Deutsche Bank	Siemens IT Solutions ans Services
Engineering	Società des Bourses Francais
Eni	Sybase France
Ericsson	Swisscom Mobile
Esso	Telecom Italia
Euler Hermes Siac	Telefonica de Espana
European Commission	Unicredit
European Investment Bank	Union Bank of Estonia
Fao	Union Bank of Finland
Ferrari	United Nations
Generale de Banque	Vodafone Omnitel
Glaxosmithkline	Wind
Global Value Services	

## ***SOME OF OUR CLIENTS***



**SCHEDULE**  
**April-June 2012**

TITLE	SPEAKER	LOCATION	DATE	EURO
It's all about Cloud: Key Concepts, Players, Platforms and Technologies	Gerhard Bayer	Rome	April 2-4	1600
Mastering Business Analysis	James Robertson	Rome	April 12-13	1200
Mastering the Requirements Process	Suzanne Robertson	Rome	April 16-18	1600
Dashboard: is it the new face of Business Intelligence?	Shaku Atre	Rome	April 19-20	1200
Extreme Project Management	Ed Yourdon	Rome	May 7-9	1600
Risk Management	Tim Lister	Rome	May 10-11	1200
SOA: Architecture, Standards, Technologies, and the Cloud	Max Dolgicer	Rome	May 14-16	1600
International Data Warehousing and Business Intelligence Summit 2012	Multispeaker	Rome	May 17-18	1400
Business Process Management	Roger Burlton	Rome	May 21-22	1200
Business Process: Modeling, Analysis and Design	Roger Burlton	Rome	May 23-24	1200
Aligning Business and IT: a Business Architecture Approach	Mike Rosen	Rome	May 21-23	1600
Designing Modern Application Architectures	Mike Rosen	Rome	May 24-25	1200
Applied TOGAF: Beyond Certification to Practical Application	Mike Rosen	Rome	May 28-29	1200
Architecture Skills for IT Professionals	Mike Rosen	Rome	May 30-31	1200



TITLE	SPEAKER	LOCATION	DATE	EURO
Enterprise Data Governance and Master Data Management	Mike Ferguson	Rome	May 28-30	1600
Data Management and Business Intelligence in the Cloud	Mike Ferguson	Rome	May 31	700
User Interface Design for the Mobile Platform	Jim Hobart	Rome	June 4-5	1200
Visualizing Requirements	Jim Hobart	Rome	June 6-7	1200
BI <sup>2</sup> : from Business Intelligence to Enterprise IT Integration	Barry Devlin	Rome	June 11-12	1200
Secure Coding: major Web attacks and how to defeat them	Ken van Wyk	Rome	June 11-13	1600
The Corporate Strategy for Information Technology	Chris Potts	Rome	June 13-14	1200
Maximizing Return On Investment with Your Web Systems	Zach Wahl	Rome	June 14-15	1200
Ten Steps to Data Quality	Danette McGilvray	Rome	June 18-20	1600
Testing complex and undocumented Legacy systems	Randy Rice	Rome	June 18-20	1600
Practical Software Test Automation	Randy Rice	Rome	June 21-22	1200
Enterprise Architecture	John Zachman	Rome	June 21-22	1200
International Conference 2012 on Cloud Computing, Social Software Platform and Mobile Workforce	Multispeakers	Rome	June 25-27	1700

**SCHEDULE**  
**April-June 2012**

**IT'S ALL ABOUT CLOUD**  
**Key Concepts, Players,**  
**Platforms and Technologies**

Cloud computing has gained a lot of attention in recent years. It has mostly been used for non Business critical applications like email, or for those applications that Could be outsourced to a vendor that offers large Business applications in a Software as a Service (SaaS) model. However, it is apparent that the reach of the Cloud is expanding, and many companies are wondering how to plan for more substantial use of Cloud capabilities, such that they won't fall behind their competition. This seminar will provide an overview of the key Cloud characteristics and capabilities, differentiating between Infrastructure as a Service (IaaS), Software as a Service (SaaS), and Platform as a Service (PaaS). These three types of Cloud services will be illustrated by offerings of several popular vendors, including Microsoft, salesforce.com, IBM, Amazon, Google, and others. We will then discuss how the development of Business applications for the Cloud is different from traditional application development and contrast the efficiency of developing and deploying applications in the Cloud vs. traditional application development for on-premise systems. In this context the seminar focuses on the synergy between Service Oriented Architecture (SOA) and Cloud Computing. We will explain the difficulties of moving applications that are not Service Oriented to the Cloud, and how the design principles of SOA are much better suited for Cloud Computing. This is key when we want to exploit the economy of scale by building and deploying multi-tenant applications. The seminar will also address the major challenges for exploiting the Cloud, including the new security threats and how to address them, as well as the need to extend existing IT and SOA governance. Another challenge is the integration of applications within the Cloud with on-premise systems. The seminar will outline typical integration issues and solutions, and discuss whether we need a new kind of Enterprise Service Bus (ESB), sometimes referred to as the "Internet Service Bus".

**GERHARD BAYER**

He is a Senior Consultant with International Systems Group (ISG), Inc. He has more than 25 years of industry experience, working for software vendors in a number of different positions as well as for consulting firms. He is currently focusing on large-scale application development and integration projects as Enterprise architect, mentor and teacher of IT seminars, planning consultant and program manager. Mr. Bayer's industry experience includes Fortune 500 companies in finance, insurance, government, and other industry segments. In one of his most recent projects he has assisted the asset management department of a client with the definition and implementation of a layered services model that followed Best Practices for a Service Oriented Architecture (SOA) that provides a consistent technical framework to achieve a reduction in application portfolio complexity, a higher degree of reuse of Enterprise services, separation of Business Process Management from traditional programming, and increased agility to support new Business relationships. Mr. Bayer holds a MS degree in Physics and a BS degree in Computer Science.

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Rome April 2-4, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



Business analysis provides the foundation for almost every kind of Business change. The craft of Business Analysis is to investigate the Business, to find its problem hot spots and recommend ways to improve them. Business Analysis is a combination of modelling, systemic thinking, innovating, communicating, root cause analysis, persuasion and several other analytical skills. In short, Business Analysis is about understanding the real Business and providing ways to make it better. The Business analyst is a modeller and a communicator. Models are used to understand the processes, information and behaviours that make up the Business. This understanding is not superficial, but a knowledge of the real, underlying Business policy, and the root cause of any problems within this Business. Further, the analyst must communicate this understanding so that all stakeholders arrive at the same view of their Business. The analyst understands what people do, not what they say they do if he or she is to help bring the Enterprise to its optimal state. Our Businesses thrive or struggle on the effectiveness of their Business processes, both automated and manual. Businesses with good processes provide better service and are more responsive to their customers. The converse is true. Business analysis is the craft of enlightened improvement to Business systems and processes. Moreover, Business Analysis gives you ways of identifying the areas where improvement projects will yield the highest value. This two-day course in Business Analysis gives you the skills and tools to discover your client's real Business, and to determine and demonstrate the best ways of improving it.

He is a consultant, teacher, author, project leader whose area of concern is the requirements for products, and the contribution that good requirements make to successful projects. His work in the area of Business Analysis and requirements gathering is valued by clients in many parts of the world. He is co-author of "**Mastering the Requirements Process**", Second Editions (Addison-Wesley 2006), "**Requirements-Led Project Management**" (Addison-Wesley 2005) and the Volere approach to requirements engineering. He is also a founder of The Atlantic Systems Guild, a think tank known for its innovative systems engineering techniques.

## **MASTERING BUSINESS ANALYSIS**

**JAMES ROBERTSON**

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Rome April 12-13, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

## **MASTERING THE REQUIREMENTS PROCESS**

People use software, but other people build that software. There's the problem. Solving it means understanding the actual work of the Business users and what they need in order to do it. And then the resulting requirements need to be communicated to system builders, customers and suppliers. Requirements analysts need a process that provides a structure for organizing the requirements. However the requirements process needs to be flexible enough to suit each particular situation. This seminar teaches you that process. Since the first version of the Volere process and template was released, it has been adopted and adapted to improve the requirements of thousands of organizations all over the world. The Volere requirements specification template, links the functional, non-functional and constraint Business requirements to the requirements models and connects them to the design specification. This seminar has indispensable information for Business analysts, requirements engineers, systems managers, project leaders, consultants, systems analysts and planners. This material applies to all stakeholders: users and customers will benefit from learning how to participate in this multi-disciplinary approach. It is for anybody who has a responsibility to deliver the right products-the ones that get used.

The seminar focuses on:

- A process for gathering the correct requirements
- Methods of eliciting requirements from all the stakeholders
- Ways of knowing when your solution precisely matches what the user needs
- The ability to write a complete and unambiguous requirements specification
- Improved relationships between developers, customers and suppliers

The delegates will also receive a copy of the book "**Mastering the Requirements Process**" by Suzanne and James Robertson.

### **SUZANNE ROBERTSON**

She is a principal and founder of the Atlantic Systems Guild. Mrs. Robertson is co-author with James Robertson of: "**Complete Systems Analysis: the Workbook, the Textbook, the Answers**", "**Requirements-Led Project Management: discovering David's Slingshot**" and "**Mastering the Requirements Process**". Current work includes research and consulting on stakeholders and all aspects of requirements. The product of this research is *Volere*, a complete requirements process and template for assessing requirements quality and for specifying requirements. In her consulting work Mrs. Robertson audits requirements specifications to identify costly errors and omissions early in the process, she also helps organisations to improve their requirements processes. She is editor of the Requirements column in IEEE Software magazine.

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Rome April 16-18, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



In order to stay competitive, organizations need to consider Business Intelligence today more than ever. Whether in Banking, Financial Services, Healthcare, Insurance, Retail, Manufacturing, Telecommunications or Government knowing your customers, employees, partners, vendors, and competitors is crucial to your success. That is Intelligence about your Business! The main goal of Business Intelligence is: Better decision making at each level of an organization and improving performance at each level resulting into better value for the share holders of the organization. Casualties of organizations for not managing the performance are a plenty. A Dashboard can be a powerful tool for, analysis, reporting and even forecasting – but the main use of a Dashboard should be **Performance Management** based on the strategic goals set for the organization; selecting, watching and acting based on the Key Performance Indicators (**KPIs**). We all are inundated with data. We are not only inundated with data but also with tens if not hundreds of reports every day! An effective use of Dashboards will reduce these zillion financial and operational reports! No one is asking for more data or for more reports. For anyone who has to make decisions & either take action or delegate action for better performance for the Business it is imperative that the volumes of data and the number of reports that are thrown at them have to be synthesized into actionable information. It has to be presented in an easy to comprehend, attractive and user-friendly format. “A picture is worth 1000 words becomes an understatement”. Enter “Dashboards: The new face of Business Intelligence!” This seminar is a complete “how-to” instructional guide for planning, designing, implementing, using, and maintaining performance Dashboards. It shows with ample examples various Dashboard types, shows how a spreadsheet is sometimes used as a Dashboard. It discusses the various nuances of Scorecards, Balanced Scorecards, measures, and metrics and goes in details about Key Performance Indicators (KPIs). It demonstrates performance Dashboard implementation process and displays the characteristics of well-designed Dashboards. It clarifies the various Dos and Don'ts of implementing Dashboards with numerous examples. It warns the attendees where a Dashboard implementation can go wrong. It finally explains how to identify Dashboard opportunities in your organization and where to place the Dashboards.

She is an Exceptional Speaker, has the reputation of capturing the attention of audiences and maintaining their interest while guiding her listeners painlessly through sophisticated material. Ms. Atre is President of Atre Group Inc. and of a leading consulting, training and publishing company, specializing in Business Intelligence. Before heading her present company, Ms. Atre was a Partner with Price Waterhouse Coopers. She also has fourteen years of experience in various fields with IBM. Ms. Atre is frequently quoted in Computerworld, Information Week, Information Management, Tech Web, and other influential computer trade publications. She has written many books and in particular an award-winning outstanding book on database Management systems that has become a classic on the subject: “**Database: Structured Techniques for Design, Performance and Management**”, published by John Wiley and Sons, New York. The book has sold over 250,000 copies (not including its Spanish and Russian translations) and has been selected by several book clubs and leading universities including Harvard, Columbia, Cornell, MIT, New York University, Stanford and U.C. Berkeley.

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Rome April 19-20, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks

## **DASHBOARDS** *Is it the new face of Business Intelligence?*

**SHAKU ATRE**



APRIL-JUNE 2012

## **EXTREME PROJECT MANAGEMENT**

Historically, all software projects have involved risk and pressure — but many of the projects in today’s chaotic Business environment involve such intense pressure that they require non-standard, radical management techniques. This seminar is a survival guide for managers and project team members who are about to embark upon a “mission impossible” effort. The seminar is not about the things we would all like to do, to “do it right” and it is not a conventional sermon about the benefits of rapid prototyping and iterative development life-cycles. While we all believe in rigorous software methodologies and the “Boy Scout” virtues that lead to high levels of software quality and easily maintainable systems, they can be counter-productive and even fatal in high-pressure “do-or-die” projects. Death-March Project Management is concerned with five key aspects of a project: politics, people, process, project-management, and tools. Death-March doesn’t pull any punches, and does not beat around the bush when it comes to hard-hitting advice. Don’t come to this seminar if you want to know what “nice” people do in “nice” projects; come instead if you’ve been thrown into a nasty, ugly project where everyone has come to the conclusion that the “standard way of doing business” will lead to a guaranteed failure.

### **ED YOURDON**

A veteran of the IT industry for nearly 45 years, Ed Yourdon has been deeply involved in the Internet revolution since it began in the mid-1990s; he has served on Boards of Directors and technical advisory boards for numerous high-tech startup companies in the U.S. and India. He has been involved in Enterprise 2.0 since its beginnings in the 2002-2003 period, and he currently consults, lectures, and writes about various aspects of the new technologies. Mr. Yourdon will summarize the technologies, identify the strategic issues facing IT managers and senior executives today. He is an internationally-recognized computer consultant, as well as the author of more than two dozen books, including: “*Byte Wars*”, “*Managing High-Intensity Internet Projects*”, “*Death March*”, “*Rise and Resurrection of the American Programmer*”, and “*Decline and Fall of the American Programmer*”. His latest book, “*Outsource: competing in the global productivity race*”, discusses both current and future trends in offshore outsourcing, and provides practical strategies for individuals, small Businesses, and the nation to cope with this unstoppable tidal wave. According to the December 1999 issue of “*Crosstalk: The Journal of Defense Software Engineering*”, Ed Yourdon is one of the ten most influential men and women in the software field. In June 1997, he was inducted into the Computer Hall of Fame, along with such notables as Charles Babbage, Seymour Cray, James Martin, Grace Hopper, Gerald Weinberg, and Bill Gates.

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Rome May 7-9, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



Building and maintaining software is a risky Business. Since software permeates and controls so much of the present-day Enterprise (and its products), lateness, cost excess and failure to perform can have far-reaching consequences. A common response to such risk is to ignore it entirely. We justify this as “positive attitude,” the heart and soul of a Can-Do management philosophy. But when real risks turn into real problems and send our projects down in flames, we can see that our past “positive attitude” was little more than Denial. There must be a better way. The purpose of this seminar is to prepare participants to apply the budding discipline of Risk Management to software efforts. They will learn to identify and quantify the specific uncertainties that threaten success. For each uncertainty so identified, participants will learn to contain, mitigate or eliminate its impact.

He is a Principal of the Atlantic Systems Guild, Inc., based in the New York office. He divides his time between consulting, teaching, and writing. He is currently working on tailoring software development processes using software Risk Management techniques. Mr. Lister is co-author with Tom DeMarco of the new book **“Waltzing With Bears: Managing Software Project Risk”**. Mr. Lister and Mr. DeMarco are also co-authors of **“Peopleware: Productive Projects and Teams”**. He holds an A.B. from Brown University, and is a member of the I.E.E.E. and the A.C.M.

**RISK MANAGEMENT  
FOR SOFTWARE**  
*Learning to contain, mitigate  
and manage the uncertainties  
of Software Development*

**TIM LISTER**

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Rome May 10-11, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**SOA**  
**Architecture, Standards,**  
**Technologies and the Cloud**

There has been a lot of talk about unsuccessful SOA projects during the last couple of years. Some analysts have gone as far as pronouncing SOA dead. The truth is there is nothing wrong with SOA, but it has often been the victim of "identity theft": Web Services technologies and Middleware products pretend to be the architectural blueprint for your SOA. However, SOA's true identity lies in the Best Practices for Service Orientation, a well defined architecture blueprint, and Service Oriented development processes that we can rely on to achieve predictable results. Many companies have embraced a SOA approach for development and integration projects. Now they are embarking on the next phase – a more systematic adoption of Service-Oriented practices. However, simply buying into Middleware technologies like Enterprise Service Bus and the latest generation of development tools is not sufficient for successful implementation of an Enterprise SOA. It is time to expand our view on SOA: how can we assess the maturity level of our organization and define a roadmap for future projects? How do we navigate the increasing number of standards and overlapping product offerings? Governance and security have to be our top priorities, and we need to prepare our service based applications to run in a Cloud without requiring costly modifications. Topics covered will include:

- Business strategies that drive SOA
- Defining the architecture blueprint following SOA Best Practices
- SOA vs. Event Driven Architecture (EDA)
- Traditional Web Services vs. REST
- How SOA enables new types of clients
- Which standards are important for SOA?
- SOA Governance and the role of a Center of Excellence
- Service Virtualization and the Enterprise Service Bus (ESB)
- Virtual services on virtual servers – the move into the Cloud
- Integration – one of the main reasons to go SOA
- Building a SOA with Open Source Software
- Developing the game plan: SOA Maturity Model and Roadmap
- Case Study

**MAX DOLGICER**

He is an internationally recognized expert, Technical Director and Principal at International System Group, (ISG) Inc., a leading consulting firm that specializes in design, development and integration of large-scale distributed applications using leading edge Middleware technologies. Mr. Dolgicer is a contributing editor for Application Development Trends magazine and recognized speaker, instructor and lecturer. Mr. Dolgicer has more than 30 years of management and technical experience in development and support of Business applications, software products and systems internals. Mr. Dolgicer's academic background includes a Master in Computer Science from Technion, Israel Institute of Technology.

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Rome May 14-16, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



Business Intelligence (BI) and Data Warehousing (DW) have become essential for supporting smart Business decisions, increasing revenues, and remaining competitive. A BI/DW system, however, is not the only component of a decision-making environment, and today's Business users are frustrated with the poor ease of use and lack of integration between the applications and tools they use to gather the information they need in their jobs. If a company is to truly become a Smart Enterprise and gain value from its decision support investments it must solve this issue and provide Business users with an integrated interface to the information they need for informed decision making. Fortunately, vendors are beginning to recognize this issue and are starting to deliver solutions that integrate many of today's decision-making technologies. This Summit examines the convergence of BI and Data Warehousing with related technologies such as Collaborative and Social Computing, search, office systems, Web and content management systems, mobile computing, and so forth. It will help you understand the many different use cases and technology combinations that exist and determine the most appropriate one for your organization, so that it can become a Smart Enterprise.

Topics that will be covered include:

- Next Generation Business Intelligence and Data Warehousing
- Putting Business Back in BI
- Using Customer Analytics To Outperform Your Competition
- Finding Business Value in Social Computing
- Self-Service BI: The Benefits of Collaborative Computing
- The Convergence of Search and BI
- Developing Taxonomies and Glossaries for BI and Data Warehousing
- The Impact of New Technologies on Data Integration and Data Governance
- Supporting the Data Scientist: A New Role for BI

The Chairman of the Summit will be **Colin White**.

**INTERNATIONAL SUMMIT  
ON BUSINESS INTELLIGENCE  
AND DATA WAREHOUSING 2012  
*Building a Smart Enterprise***

**MULISPEAKER**

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Rome May 17-18, 2012

Euro 1400

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

## **BUSINESS PROCESS MANAGEMENT**

Almost every organization around the globe is now moving beyond processes as solely a way of synchronizing change and is attempting to transform the way their Enterprise plans, manages, monitors and aligns capabilities and motivation using a Process-Managed baseline. The bad news is that most organizations have little ability to make it happen in a consistent or reliable way and most managers do not really understand what it will take to succeed. This seminar provides a comprehensive examination of the state of the art in Enterprise-level Business Process Management (BPM). It addresses innovations in ways of managing processes as assets of the Enterprise. It focuses on maintaining the critical role that processes play in the alignment of the strategic objectives of the organization with what people do every day. It is geared to those with or without process experience seeking to learn a set of pragmatic practices packaged into a reusable BPM way of working strategically and tactically. The facilitated workshop sessions are highly interactive and ensure experience-sharing with other delegates. Built on lessons learnt, both good and bad, from real companies, this seminar provides you practices to deal with the real and tough challenges you will face. Delegates will benefit from the experience and wisdom of the world leader on the topic. Roger Burlton's book, "**Business Process Management: Profiting from Success**" will also be provided to all who attend.

### **ROGER BURLTON**

He is a founder of the Process Renewal Group. He is considered an industry leader, recognized internationally for his pioneering contributions in Business Process Management since 1991. Roger has conceived and chaired several high profile BPM conferences in North and South America, Europe, Middle East and Australia including Knowledge and Process Management Europe and the BPM Conferences for Shared Insights in the US. Mr. Burlton's highly acclaimed book "**Business Process Management: Profiting from Process**" is regarded as the reference book for process Professionals who want to conduct process architecture initiatives, process renewal projects as well as those who wish to entrench process governance across the Enterprise.

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Rome May 21- 22, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



**BUSINESS PROCESS  
Modeling, Analysis and Design**

This seminar delivers the foundational skills and techniques required to analyze and improve existing processes. It focuses on identifying opportunities for process change and presents the Analysis, Modeling and Design techniques and tools required to improve performance. Participants will learn to scope specific processes using graphical models to document results. And, they will learn how to define measurement techniques for evaluating outcomes. They will also learn how to model As-Is and To-Be process workflows using industry standard notations. The class is organized around a Case Study that will be developed by attendees working in teams along with the instructor. The approach is practical and Business oriented and attendees will be able to immediately apply what they learn within their own organization. It naturally follows on from the lessons in the preceding class "*Business Process Management*" to provide a complete methodology.

Learning Objectives:

- Discover how to appropriately analyze and scope a Business Process problem
- Create Scoping Charts and core-BPMN Process flow diagrams
- Be able to select and apply the proper tools and techniques to model, analyze, manage, measure and improve processes
- Apply creative thinking approaches and design techniques to process improvement
- Develop critical measures for evaluating Business Process Performance
- Learn how to develop and apply testing, and validating methods to new process designs

He is a founder of the Process Renewal Group. He is considered an industry leader, recognized internationally for his pioneering contributions in Business Process Management since 1991. Roger has conceived and chaired several high profile BPM conferences in North and South America, Europe, Middle East and Australia including Knowledge and Process Management Europe and the BPM Conferences for Shared Insights in the US. Mr. Burlton's highly acclaimed book "**Business Process Management: Profiting from Process**" is regarded as the reference book for process Professionals who want to conduct process architecture initiatives, process renewal projects as well as those who wish to entrench process governance across the Enterprise.

**ROGER BURLTON**

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Rome May 23-24, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**ALIGNING BUSINESS AND IT**  
**A Business Architecture Approach**

One of the main challenges IT executives face is how to align IT systems and strategies with the Business. We have struggled for decades with ad-hoc approaches to solving this problem, which more often than not, are barely effective. Finally, Business Architecture provides a formal, proven, and effective way to achieve alignment. The first step is to effectively describe the Business strategy and goals. Next, we map those strategies to Business activities and processes. Techniques including Business Motivation Models, value chains, value streams, context diagrams, and capability maps are used to formally define the link between high level strategies and the specific IT capabilities that support them. Next, we assign these capabilities to process models and to SOA services. Finally, we create a comprehensive roadmap that manages the dependencies between the different pieces and aligns the Business strategy with transformational initiatives. This tutorial will illustrate the Business architecture approach to alignment, boil it down to the underlying principles, and show how to apply them to align Business and IT in your organization. The tutorial is structured as a mix of presentation, interactive discussion and group based exercises, so participants get the chance to apply the principles learned to example scenarios during the facilitated exercises.

In particular the delegates will:

- Understand the concepts, models and techniques of Business/IT alignment
- Get an overview of the principles, practices and structure of Business architecture
- Gain familiarity with the most successful alignment planning methods
- Understand the relationship between alignment, metrics, and analysis
- Illustrate how to capture Business and IT dependencies in a transitional roadmap

**MIKE ROSEN**

He is Chief Scientist at Wilton Consulting Group, which provides expert consulting in Enterprise Architecture, Service-Oriented Architecture, and Model Driven Solutions. Mr. Rosen is also Director of Enterprise Architecture for the Cutter Consortium and Editorial Director for SOA Institute. His current emphasis is on the implementation of agile, flexible SOA solutions. He has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience for distributed technologies including DCE, CORBA, DCOM, J2EE, Web Services, Transaction Processing, and Messaging. Mr. Rosen is an internationally recognized speaker and author of several books including "Applied SOA: Architecture and Design Strategies".

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Rome May 21-23, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



Wikis, chat, webinars, conferencing, content sharing, and social networking have transformed our lives. Interacting with other people has never been easier or more potentially productive. Customers and employees are demanding the integration of 'consumer' technologies into new and existing applications. But, at the same time we have to deal with SOA, cloud, integration, geography, performance, security, reliability, and all the other aspects of real Enterprise applications. This session addresses the challenges, opportunities, architecture, design, and implementation of modern Enterprise applications. Modern enterprise solutions require new layers and capabilities in application architectures, new services, and new implementation technologies and techniques. This workshop will start with the typical n-tiered application architecture and then show where and how to add new technologies while still addressing traditional Enterprise concerns of availability, reliability, security, and scalability. It's no surprise that SOA is a key component of these solutions, but we must go well beyond the typical view of SOA services to include Enterprise 2.0 and Cloud capabilities. The tutorial lays out an overall Enterprise application architecture and illustrates the major options for implementation including Java, .Net, and Open Source. The workshop is structured as a mix of presentation, interactive discussion and group based exercises, so participants get the chance to apply the concepts learned to example scenarios during the facilitated exercises.

In particular the delegates will:

- Understand end-to-end Enterprise application architecture
- Explain the role of services in Enterprise applications
- Understand the challenges and opportunities presented by the Cloud
- Explore new types of application logic
- Learn how to apply these technologies to extend and enhance Business processes

He is Chief Scientist at Wilton Consulting Group, which provides expert consulting in Enterprise Architecture, Service-Oriented Architecture, and Model Driven Solutions. Mr. Rosen is also Director of Enterprise Architecture for the Cutter Consortium and Editorial Director for SOA Institute. His current emphasis is on the implementation of agile, flexible SOA solutions. He has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience for distributed technologies including DCE, CORBA, DCOM, J2EE, Web Services, Transaction Processing, and Messaging. Mr. Rosen is an internationally recognized speaker and author of several books including "Applied SOA: Architecture and Design Strategies".

**MIKE ROSEN**

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Rome May 24-25, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

***Applied TOGAF  
Beyond Certification  
to Practical Application***

Organizations today have discovered the value and benefits of Enterprise Architecture and are now looking for ways to implement it in their organization. TOGAF is the only real option for an industry standard approach, and has seen a significant interest in adoption and certification. But all too often, after achieving a certification, the architect and organization is left wondering: 'What next?' One of the most challenging and important parts of TOGAF is tailoring it to your organization. Unfortunately, most TOGAF training is focused on preparing participants for the certification examination. In order to provide a certified TOGAF course, the material is highly regulated by The Open Group, ensuring a consistent level of knowledge and a command of the TOGAF vocabulary, but leaving little time for topics such as implementation examples to be covered in the class. This course is focused on the practical aspects of how to apply TOGAF within your organization. It stresses two areas: Tailoring TOGAF, and creating an Architectural Vision. Anyone who is involved in implementing TOGAF will find the course invaluable. TOGAF certification is not required for the course, although participants who are certified will find that the course reinforces and builds on their knowledge. Note that this is not a certified TOGAF course and it is not intended for certification exam preparation. Rather, it illustrates the practical implementation of TOGAF through an extensive example. The tutorial is structured as a mix of presentation, interactive discussion and group based exercises, so participants get the chance to apply the concepts learned to example scenarios during the facilitated exercises.

**Seminar Objectives:**

- Understand principles and Best Practices for applying TOGAF
- Get practical experience tailoring TOGAF and the ADM
- Work through an example development of an Architecture Vision and Target Architecture
- Understand an Agile approach to TOGAF and Governance
- Learn to avoid common mistakes and distractions

***MIKE ROSEN***

He is Chief Scientist at Wilton Consulting Group, which provides expert consulting in Enterprise Architecture, Service-Oriented Architecture, and Model Driven Solutions. Mr. Rosen is also Director of Enterprise Architecture for the Cutter Consortium and Editorial Director for SOA Institute. His current emphasis is on the implementation of agile, flexible SOA solutions. He has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience for distributed technologies including DCE, CORBA, DCOM, J2EE, Web Services, Transaction Processing, and Messaging. Mr. Rosen is an internationally recognized speaker and author of several books including "Applied SOA: Architecture and Design Strategies".

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Rome May 28-29, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



## ***Architecture Skills for IT Professionals***

Many organizations have adopted Enterprise or IT architecture, created architecture organizations, and given people the job title of 'architect'. Unfortunately, just having the title architect doesn't mean that you have the proper skills or know the industry Best Practices associated with the job. Luckily, there is help. This tutorial focuses on the skills needed to be an effective architect. Whether you're an Enterprise architect, solution architect, IT architect, or software architect, this course will provide practical principles, skills, and techniques for improving your job. The course is structured to complement a project lifecycle and explores the skills involved in carrying a project from ideation and conception through design and implementation and the engagement models and interactions with different stakeholders (both architectural project and solution project). The tutorial is structured as a mix of presentation, interactive discussion and group based exercises, so participants get the chance to apply the concepts learned to example scenarios during the facilitated exercises.

Delegates will gain an overall understanding of architectural skills and how to apply them, including:

- Applying architectural principles to decision making
- Effective inquiry and analysis of problems
- Conceptualizing and visualizing a solution
- Formalizing architecture as specification
- Interaction with stakeholders

He is Chief Scientist at Wilton Consulting Group, which provides expert consulting in Enterprise Architecture, Service-Oriented Architecture, and Model Driven Solutions. Mr. Rosen is also Director of Enterprise Architecture for the Cutter Consortium and Editorial Director for SOA Institute. His current emphasis is on the implementation of agile, flexible SOA solutions. He has years of experience in the architecture and design of applications for global corporations and 20+ years of product development experience for distributed technologies including DCE, CORBA, DCOM, J2EE, Web Services, Transaction Processing, and Messaging. Mr. Rosen is an internationally recognized speaker and author of several books including "Applied SOA: Architecture and Design Strategies".

***MIKE ROSEN***

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Rome May 30-31, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**ENTERPRISE  
DATA GOVERNANCE  
AND MASTER DATA MANAGEMENT**

This seminar is designed to help companies formally define and manage their data. It explores the whole area of Enterprise Data Management including how to establish an Enterprise Data Architecture, Data Integration and Master Data Management technologies and opening up access to information by enabling Information As A Services (IAAS) that can be consumed by Portals, processes and applications.

This class covers the following main points:

- An introduction to Enterprise Data Management
- Establishing a data architecture and competency centre for the Enterprise
- Enterprise Metadata Management
- Business data standardisation using a shared Business vocabulary
- Metadata discovery, Metadata mapping and Metadata Integration
- Generating data integration services from common Metadata
- Integration of common Metadata with Data Modelling and Data Integration tools
- Moving to Enterprise Data Quality and Data Quality Services
- Enterprise Data Integration - EII, ETL, data synchronisation and data replication
- The data integration technology marketplace
- Unstructured Data Integration and Enterprise Content Management
- Service Oriented on-demand integration of structured and unstructured data
- Using Data Integration technologies for Event-Driven Data Integration, on-demand Data Federation, data migration, data consolidation, data synchronisation and Master Data Management
- Master Data Management approaches – Registry approach vs Master Data Integration vs Enterprise MDM
- MDM Technologies available in the marketplace
- The Integration of MDM and Business Intelligence
- Integration of MDM and operational processes
- Leveraging Data Integration and MDM in a Service Oriented Architecture (SOA)
- Sharing access to Master Data via Master Data Services
- Master Data Event Management

**MIKE FERGUSON**

He is Managing Director of Intelligent Business Strategies Limited, a leading Information Technology analyst and consulting company. As an analyst and consultant he specializes in database systems, Business Intelligence, Enterprise Application Integration, Corporate and e-Business Portals, Customer Relationship Management and Supply Chain Intelligent Business solutions. With over 30 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date UK and a chief architect at NCR on the Teradata DBMS.

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Rome May 28-30, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



**DATA MANAGEMENT  
AND BUSINESS INTELLIGENCE  
IN A CLOUD COMPUTING  
ENVIRONMENT**

Increasingly, organizations are taking advantage of the Cloud, to build infrastructure and deliver new applications, services and Business models, many of which are also tied to mobile applications. The consequences of this trend are that more and more data is starting to be created and stored in the Cloud making the Cloud a place where new data sources are emerging that offer additional business value over and above the data held in on-premise systems. This seminar looks at the shift towards the hybrid Enterprise and offers practical advice on how to manage data across an on-premise and Cloud Computing environment. It also looks at SaaS BI systems on the public Cloud, and looks at what is needed to keep these systems integrated with on-premise applications. It also looks at Data Management on the Cloud and options for integrating Cloud and on-premise data for Business use.

This class will provide answers to the following key questions:

- What are the implications of Cloud Computing?
- How do you manage data in a Cloud Computing environment?
- What can be done to integrate Cloud and on-premise data to supply internal and SaaS based systems?
- How are BI systems and Data Warehouse architectures impacted by the Cloud and SaaS based BI systems?
- What is needed to keep these systems integrated with on-premise BI applications?

He is Managing Director of Intelligent Business Strategies Limited, a leading Information Technology analyst and consulting company. As an analyst and consultant he specializes in database systems, Business Intelligence, Enterprise Application Integration, Corporate and e-Business Portals, Customer Relationship Management and Supply Chain Intelligent Business solutions. With over 30 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. Formerly he was a principal and co-founder of Codd and Date UK and a chief architect at NCR on the Teradata DBMS.

**MIKE FERGUSON**

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Rome May 31, 2012

Euro 700

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

## **USER INTERFACE DESIGN FOR THE MOBILE PLATFORM**

The world is going mobile! As the mobile user experience evolves into a highly visual rather than audible experience developers will learn new techniques to create a seamless user interface between traditional phone interactions and the new visual interactions made possible on the latest smartphone and tablets . This class will explore new task interaction models and evaluate the latest findings with design Best Practices for smartphone and tablet based devices. The session will also cover how to successfully deploy existing applications on multiple mobile platforms (Mobile Web, Android, iPhone and Blackberry) within the Enterprise.

- Learn design Best Practices for creating highly usable mobile applications
- Understand how to design for different mobile device platforms and how to implement design standards for mobile devices
- Learn techniques on how to decide on deploying a mobile Web solution or a device specific solution
- Learn techniques for designing Mobile interfaces on top of your Enterprise Applications

### **JIM HOBART**

He is an internationally recognized “User Interface Design” consultant based in California, USA. He specializes in the design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application design experience. Jim Hobart is President of Classic System Solutions Inc.

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Rome June 4-5, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



Learn how to build visualizations to quickly communicate Business requirements and set realistic user expectations. You will learn a proven process for planning, creating and communicating digital wireframes to validate Business requirements and gain consensus on the proposed solution design. These are the same techniques being used successfully on real projects for many of our Global 2000 clients and large government organizations. Implementing a successful prototyping process can mean the difference between success and failure in the coming years. Learn from the experts who have been delivering success in this field for over a decade! We will show you how to apply a proven process for identifying key Business user requirements, developing and validating user conceptual models, and creating visualizations that communicate the vision and help gain focus to large-scale projects. We will show you how to plan and implement a visualization process to quickly define user requirements and allow product visualization to transform the way your organization designs and builds software.

Attendees will learn how to:

- Develop a detailed visualization plan
- Scope visualizations based on Business drivers
- Choose the best visualization method
- Apply new design modeling techniques to assure usability
- Develop task flows and scenarios
- Define visualization content and fidelity
- Transform visualizations into detailed design specifications
- Create usable design patterns
- Validate design decisions with visualizations

He is an internationally recognized “User Interface Design” consultant based in California, USA. He specializes in the design and development of large-scale, high-volume Client/Server applications. He is an expert in GUI design for transaction processing systems and strategies for migration from character-based systems to GUI and Web-based technologies. Mr. Hobart has over 20 years of software development experience and over 10 years of GUI application design experience. Jim Hobart is President of Classic System Solutions Inc.

## ***VISUALIZING REQUIREMENTS Proven techniques for using software visualization to drive Requirements and Usability***

***JIM HOBART***

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Rome June 6-7, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**BI<sup>2</sup>**  
***From Business Intelligence  
to Enterprise IT Integration***

The original Data Warehouse architecture of the 1980s separated “decision support” from day-to-day Business operations. This supported Decision-Making needs at the time and was easily implemented on then emerging technologies, such as relational databases. However, today’s Business needs fully integrated processes, closely linking information and activities from all areas of the Enterprise. Decision-Making and Action-Taking are tightly bound. Business cycles are dramatically shorter and span company boundaries. So far, Enterprise IT, including Business Intelligence, has responded slowly and incoherently. Business Integrated Insight (BI<sup>2</sup>) is a new architecture that reintegrates all Decision-Making and Action-Taking into the overall processes of the Business. Starting from the Data Warehouse, it incorporates a variety of technological advances, such as SOA, distributed access, Web technologies, Content Management and specialised relational databases. BI<sup>2</sup> thus provides a comprehensive structure for the full Enterprise IT integration demanded by modern Businesses. In addition, it directly addresses the current Data Warehousing issues, such as operational BI, executive Decision-Support, comprehensive information discovery and innovation, and Enterprise-Wide Decision Management. And, although novel, BI<sup>2</sup> is designed as an evolution from current Data Warehouse, operational and collaborative technologies.

What you will learn:

- The technical rationale and Business need for a new architectural approach
- Structure and components of the BI<sup>2</sup> architecture
- The possibilities and challenges of new database technologies
- The role of SOA in ETL and Metadata delivery
- Pros and cons of federated access to information
- Integration of unstructured content and structured data
- Positioning and using Web and Enterprise 2.0 in support of Decision-Making
- The importance of user context and roles in decision processes
- Practical steps to move from your current Data Warehouse architecture to BI<sup>2</sup>

***BARRY DEVLIN***

He is among the foremost worldwide authorities on Business insight and Data Warehousing. He is a widely respected consultant, lecturer and author of the book, “**Data Warehouse – from Architecture to Implementation**“. Mr. Devlin’s current interest extends to a fully integrated business, covering informational, operational and collaborative environments to offer an holistic experience of the Business through IT. He is founder and principal of 9sight Consulting, specializing in the human, organizational and IT implications and design of deep Business Insight solutions, working with leading analysts and vendors in BI and beyond.

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Rome June 11-12, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



This course teaches the students how to develop secure Web applications in today's complex internetworked environment. Students will receive a deep and thorough understanding of the most prevalent and dangerous security defects in today's applications. Additionally, they will learn practical and actionable guidelines on how to remediate against these common defects in Java/J2EE and how to test for them in their own applications. This class starts with a description of the security problems faced by today's software developer, as well as a detailed description of the Open Web Application Security Project's (OWASP) "Top 10" security defects. These defects are studied in instructor-lead sessions as well as in hands-on lab exercises in which each student learns how to actually exploit the defects to "break into" a real Web application. (The labs are performed in safe test environments.) Remediation techniques and strategies are then studied for each defect. Practical guidelines on how to integrate secure development practices into the software development process are then presented and discussed.

He is an internationally recognized information security expert and author of the O'Reilly and Associates books, "**Incident Response and Secure Coding**". In addition to providing consulting and training services through his company, *KRvW Associates, LLC*, he currently holds numerous positions: as a monthly columnist for on-line security Portal, eSecurityPlanet and a Visiting Scientist at Carnegie Mellon University's Software Engineering Institute. Mr. van Wyk has 20+ years experience as an IT Security practitioner in the academic, military, and commercial sectors. Mr. van Wyk also served a two-year elected position as a member of the Steering Committee for the Forum of Incident Response and Security Teams (FIRST) organization. At the Software Engineering Institute of Carnegie Mellon University, Mr. van Wyk was one of the founders of the Computer Emergency Response Team (CERT®).

**SECURE CODING**  
**Major Web attacks**  
**and how to defeat them**

**KEN VAN WYK**

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Rome June 11-13, 2012

Euro 1600

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**Why a Corporate Strategy for IT – What’s in it for You?**

Developments in IT and the world economy have changed the paradigm for corporate IT people and the strategies they lead. Consumers and business managers are increasingly confident at exploiting technology in ways that they value. Meanwhile, executives remain determined to constrain IT spending, not always certain of what they get in return. The economic climate makes it even more important to understand the links between value creation and IT costs. The Corporate Strategy for IT harnesses the energy of Business-led strategies for exploiting IT, to create maximum total value. It also makes transparent the linkages between Business decisions and IT costs - often with some very surprising results.

**What This Seminar Will Give You**

This seminar provides a proven framework for deeply integrating IT with corporate and Business strategies, exploring the impact on investments, operating costs, Enterprise Architecture, organisation, and sourcing.

Taking a strategic business perspective of IT, the seminar reviews where the IT market currently stands. What does this mean for existing and new investments in IT, for IT organisations and the people they work with?

Many delegates who have already attended this seminar find that it permanently changes their understanding of what Corporate Strategies for IT are all about.

**CHRIS POTTS**

He is a Corporate Strategist who specialises in investing in change and exploiting IT, and a CIO futurist. He works with CIOs and their executive colleagues in industry-leading companies around the world, helping them formulate and execute their next-generation Corporate Strategy for IT. He has been called “a World-Leading Specialist in IT Strategies” and “the World’s Leading Thinker on IT Investments“. Mr. Potts has more than 20 years’ experience in corporate, Business and IT strategies, investing in change, Enterprise Architecture, hands-on Business Management and IT delivery. His hallmark techniques, including one-page strategies, investment culture diagnoses, inverted investment portfolios, ‘true’ Enterprise Architectures and expert IT customer operating models, have been used by companies around the world. He has published numerous articles on Corporate Strategies for IT, the CIO’s destiny, investment management, Enterprise Architecture, and Business value. He is also the author of the business novel “**frulTion: Creating the Ultimate Corporate Strategy for Information Technology**” (Technics Publications, USA, 2008).

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Rome June 13-14, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



Information is one of the most value commodities an organization may possess. However, organizations consistently waste money through the poor management, retention, and findability of that information. These issues are even more evident on externally facing Websites and eCommerce sites, where findability problems translate to lost opportunities for revenue. This presentation will take lessons learned from over 200 Web information management deployments and offer the Best Practices to design, manage, and operate your internal and external Web systems and the information within them. Topics covered will include usability design, end-user focused requirements gathering and design, taxonomy design, governance, content management and tagging, search, and governance. The presentation will use a number of Case Studies in order to illustrate what it takes for you to understand and improve the return on investment of you intranet and internet sites.

What you will learn:

- The end-to-end process to assess, design, and implement improvements to your Web systems
- Strategies to identify cost-savings and revenue generation as well as recommendations on measurement of return on investment
- Best Practices and methodologies for the critical design considerations of your systems, including user-centered design, taxonomy and metadata design and tagging, and project and content governance
- Complete Case Studies from other organizations that have realized return on investment through improving their Web systems

He is the Global Director of Information Management for PPC and the AEA Group. He is an expert and frequent speaker on the topics of Knowledge Management including Taxonomy Design, Knowledge Gathering, and System Governance. He focuses in the design and deployment of Information Management and Web 2.0 technologies and systems including collaboration tools, wikis, and social tagging devices. In addition, Mr. Wahl has designed his own series of workshops on the topics of Portal Best Practices, Taxonomy Design, and eGovernance. Mr. Wahl has managed the deployment of over 70 Portals in both the public and private sectors. He sits on the board of the Washington DC Knowledge Management Institute and is the Chairman of IIRUSA's Enterprise Web, Portals, and Collaborative Technologies conference.

### **TEN STEPS TO DATA QUALITY**

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Rome June 14-15, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks

## **MAXIMIZING RETURN ON INVESTMENT WITH YOUR WEB SYSTEMS**

**ZACH WAHL**



APRIL-JUNE 2012

## TEN STEPS TO DATA QUALITY

Simply put, information quality is providing the correct set of accurate information, at the correct time and place, to the correct people. However, ensuring quality information is far from simple. Those attending this course learn a practical approach to improving and creating the quality of data and information critical to their organization, satisfying customers, and achieving company goals. Both foundational Data Quality concepts and practical instruction are included. Attendees should come prepared to participate as discussion and individual and group exercises are an integral part of the course, along with lecture and presentation. Attendees will receive course materials, templates, and handouts for future reference. They have the opportunity to apply what they have learned in the course to a situation relevant to their organization. The course is based on the extensive experience of the trainer/author/consultant and the book **“Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™”** (Morgan Kaufmann Publishers, 2008) by Danette McGilvray.

Attendees will be able to:

- State their current data quality challenges and objectives
- Understand concepts fundamental to Data Quality Management, such as the Framework for Information Quality, Data Quality dimensions, Business impact techniques, root cause analysis techniques etc.
- Choose the appropriate steps/activities from the Ten Steps process to address their Business needs
- Obtain templates and examples to apply to their own situations.
- The delegates will also receive a copy of the book **“Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™”** by Danette McGilvray.

## DANETTE MCGILVRAY

She is president and principal of Granite Falls Consulting, Inc., a firm that helps organizations increase their success by addressing the Information Quality and Data Governance aspects of their Business efforts. Danette is the author of **“Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™”** (Morgan Kaufmann, 2008). Her book is used as a textbook in university graduate programs and has been translated into Chinese. Mrs. McGilvray is an invited speaker at conferences around the world. She contributes articles to various industry journals and newsletters and has been profiled in PC Week and HP Measure Magazine. She was invited to the People’s Republic of China to discuss roles and opportunities for women in the computer field. She is a faculty member for The Data Warehousing Institute (TDWI). In 2009, she received the Professional Achievement Award from the Jon M. Huntsman School of Business at Utah State University in Logan, Utah. She is a founding member of the International Association for Information and Data Quality Professionals (IAIDQ) and an active member of DAMA International.

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Rome June 18-20, 2012

Euro 1600

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The attendance fee includes documentation, working lunch and coffee breaks



## **TESTING COMPLEX AND UNDOCUMENTED LEGACY SYSTEMS**

Dirty Systems are those that are complex, undocumented and have unknown defect levels and architecture. These are challenging systems to maintain and test because over time they grow old and fragile. In this course, based on the book by Randall W. Rice and William E. Perry of the same title, you will learn a process for how to gain understanding of a Dirty System, plan and design effective tests, and ultimately improve or clean the system based on what is learned in testing. *Testing Dirty Systems* is based on a six-step process that takes from software discovery through test planning and design, test execution, test analysis and reporting, and finally, clean-up. You will leave with knowledge of how tools can help you understand and test Dirty Systems and how to deal with special testing challenges in Dirty Systems.

In particulare the delegates will:

- Learn how to improve Dirty Systems and reduce the total cost of maintenance and the risk of failures
- Learn how to find costly and embarrassing problems before your customers find them
- Understand the key issues in testing Dirty Systems
- Learn how to design tests that adequately cover undocumented requirements and Business events
- Advance your career by reinforcing your testing expertise

The delegates will also receive a copy of the book “**Testing Dirty Systems**” by randy Rice.

He is a leading author, speaker and consultant in the field of software Testing and software quality. Mr. Rice, a Certified Software Quality Analyst, Certified Software Tester, Certified Software Test Manager and an ASTQB Certified Tester – Foundation Level (CTFL), has worked with organizations worldwide to improve the quality of their information systems and optimize their Testing processes. Mr. Rice is a member of the American Software Testing Qualifications Board and has been published by the *Journal of the Quality Assurance Institute*, *Crosstalk*, *Client/Server Computing*, *Powersoft Applications Developer* and *Enterprise Systems Journal*. He is a regular speaker at international conferences on software Testing in North America and Europe, and is also publisher of *The Software Quality Advisor*. He is co-author with William E. Perry of the books: “**Surviving the Top Ten Challenges of Software Testing**” and “**Testing Dirty Systems**”. Mr. Rice served as Chair of the Quality Assurance Institute’s International Software Testing Conference and was a founding member of the Certified Software Test Engineer (CSTE) certification program. He also serves on the board of directors for the American Software Testing Qualifications Board (ASTQB).

**RANDY RICE**

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Rome June 18-20, 2012

Euro 1600

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

## **PRACTICAL SOFTWARE TEST AUTOMATION**

This course focuses on the basics of Software Test Automation and expands on those topics to learn some of the deeper issues of Test Automation. This course is not specific to any particular tool set but does include hands-on exercises using free and cheap test tools. The main objective of this course is to help you understand the landscape of Software Test Automation and how to make Test Automation a reality in your organization. You will learn the top challenges of Test Automation and which approaches are the best ones for your situation, how to establish your own Test Automation organization, and how to design software with Test Automation in mind. You will also learn many of the lessons of Test Automation by performing exercises using sample Test Automation tools on sample applications. You will leave the course with your own Test Automation strategy and plan for implementing it.

In particular you will learn:

- The purpose and value of automating software tests
- The common challenges and pitfalls of Test Automation and how to overcome them
- How to automate structural testing
- How to automate functional testing with modern approaches
- How Test Automation frameworks can be used to streamline Test Automation
- How to design tests that can be readily automated
- The deeper issues of creating Test Automation
- The Test Automation tools on the market
- Which tools are free or inexpensive
- How to make Test Automation a reality in your organization
- How to measure the benefits and value of Test Automation

### **RANDY RICE**

He is a leading author, speaker and consultant in the field of software Testing and software quality. Mr. Rice, a Certified Software Quality Analyst, Certified Software Tester, Certified Software Test Manager and an ASTQB Certified Tester – Foundation Level (CTFL), has worked with organizations worldwide to improve the quality of their information systems and optimize their Testing processes. Mr. Rice is a member of the American Software Testing Qualifications Board and has been published by the *Journal of the Quality Assurance Institute*, *Crosstalk*, *Client/Server Computing*, *Powersoft Applications Developer* and *Enterprise Systems Journal*. He is a regular speaker at international conferences on software Testing in North America and Europe, and is also publisher of *The Software Quality Advisor*. He is co-author with William E. Perry of the books: **“Surviving the Top Ten Challenges of Software Testing”** and **“Testing Dirty Systems”**. Mr. Rice served as Chair of the Quality Assurance Institute’s International Software Testing Conference and was a founding member of the Certified Software Test Engineer (CSTE) certification program. He also serves on the board of directors for the American Software Testing Qualifications Board (ASTQB).

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Rome June 21-22, 2012

Euro 1200

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The attendance fee includes documentation, working lunch and coffee breaks



Just as the futurists have been predicting for many years, the Information revolution has become a reality. Technology has penetrated every aspect of the Enterprise and its exploitation has impacted the very structure of many industries. The world has become a global, electronic marketplace. Enterprises are beginning to perceive the significance of process... process that knows no organisational boundaries, inside or outside of the Enterprise itself. Organisational hierarchies are becoming obsolete as power is clearly shifting from the top to the bottom and then beyond the Enterprise. Technology innovation proceeds at blinding rates. Enterprises are under heavy stress as global economies begin to react to the early phases of the Information age. Enterprise Architecture is fundamental for enabling an Enterprise to assimilate internal changes in response to the external dynamics and uncertainties of the Information age environment. It not only constitutes a baseline for managing change, but also provides the mechanism by which the reality of the Enterprise and its systems can be aligned with Management intentions.

What the participant will take away:

- A sense of urgency for aggressively pursuing Enterprise Architecture
- A comprehensive definition (description) of Enterprise Architecture
- A “language“ (that is, a framework) for improving Enterprise communications about Architecture issues
- An understanding of basic Enterprise “physics“ - laws of nature that govern Enterprise Implementations
- An understanding of Enterprise “Engineering Design“ principles
- A strategy for reducing “time-to-market“ for systems implementations to virtually zero
- Some pragmatic approaches for implementing Enterprise-wide strategies
- Issues for inclusion in an Enterprise Architecture strategy
- Architectural principles for meeting Enterprise requirements
- A list of resources to facilitate architectural work

He is the originator of the “**Framework for Enterprise Architecture**“ which has received broad acceptance around the world as an integrative framework, or “periodic table“ of descriptive representations for Enterprises. He is not only known for this work on Enterprise Architecture, but he is also known for his early contributions to IBM’s Information Strategy methodology as well as to their Executive team planning techniques. Mr. Zachman retired from IBM in 1990, having served them for 26 years. He is Chief Executive Officer of the Zachman Institute for Framework Advancement (ZIFA), an organization dedicated to advancing the conceptual and implementation states of the art in Enterprise Architecture. He also operates his own education and consulting Business, Zachman International.

**JOHN ZACHMAN**

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Rome June 21-22, 2012

Euro 1200

The attendance fee includes documentation, working lunch and coffee breaks



APRIL-JUNE 2012

**INTERNATIONAL  
CONFERENCE 2012  
ON CLOUD COMPUTING,  
SOCIAL SOFTWARE PLATFORM  
AND MOBILE WORKFORCE  
The New Frontiers of Enterprise IT**

Cloud Computing, Mobile Devices, and Social Software are all important new initiatives that Enterprise IT has to deal with (or will face in the near future), but they should not be managed in isolation, or we will create the new legacy silos. Our IT environment is becoming more complex by an order of magnitude. Not just in terms of the technologies we employ, but also in terms of the roles and responsibilities (user, developer, central IT, cloud provider), and the operational models (shared multi-tenant systems, elastic metered usage). It is therefore more important than ever to develop a blueprint for the extended Enterprise. Service Oriented Architecture (**SOA**) can provide the glue fabric that unifies these new initiatives and brings order to an IT environment that is at the brink of chaos. This will be one of the key value contributions of Enterprise IT.

This Conference will provide answers to the following key questions:

- Why do we need Enterprise IT if we can run our applications in the **Cloud** and let the Cloud service provider manage our virtual datacenter? Why Enterprise IT leadership is required more than ever, contrary to what some Cloud providers claim?
- End users are accustomed to the availability of any personal application they want on their **Mobile** devices – why can they not get access to their corporate applications as well?
- Most people use some form of **Social** Software in their personal lives and are used to take advantage of the collaboration functions that these systems provide

Topics that will be covered include:

- The evolving role of Enterprise IT
- Cloud Computing overview
- Managing your IaaS provider and managing your private Cloud
- Building scalable and reliable applications in the Cloud – and how to survive an AWS outage
- PaaS – the new development paradigm or a trap for vendor lock-in?
- The collaborative Enterprise: corporate platforms for Social Software
- Making Enterprise applications available for mobile devices
- Pushing the envelope: integration within the Cloud, across clouds and on-premise systems
- Enterprise Architecture is more important than ever: can SOA hold it all together?

**MULISPEAKER**

The Chairman of the Summit will be **Max Dolgicer**.

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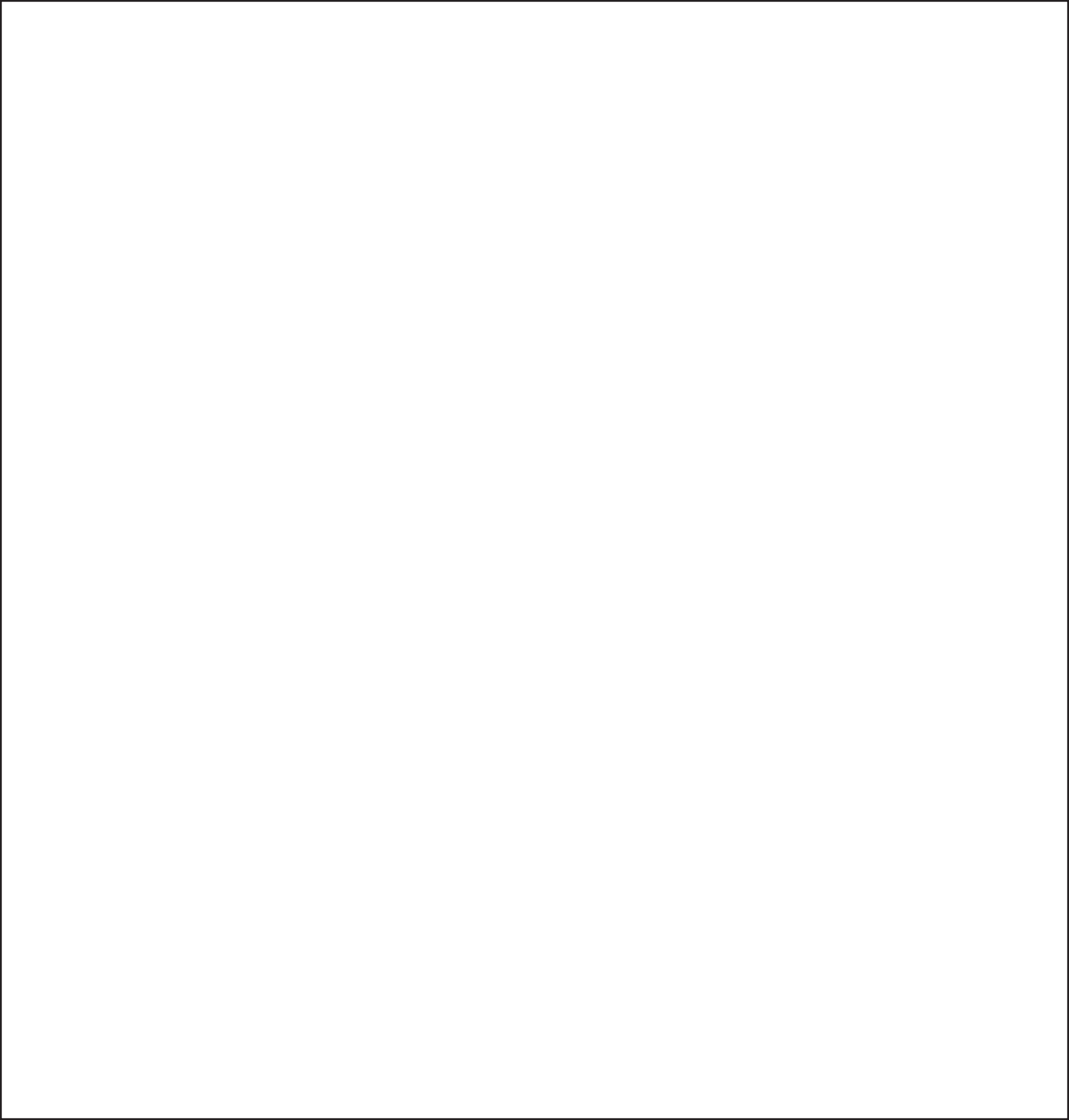
Rome June 25-27, 2012

Euro 1700

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The attendance fee includes documentation, working lunch and coffee breaks







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