

# JAOO

## conference

### 2009

Aarhus, Denmark

Tutorials: Oct. 4, 8, 9 / Conference: Oct. 5-7

## MEET HANDPICKED SPEAKERS FROM TRIFORK'S INTERNATIONAL CONFERENCES

### Business drivers and challenges in software development

Tuesday October 6, 2009, Musikhuset in Århus

#### INVITATION

At this year's conference, we have the pleasure to invite you to this unique day program specifically targeted at technical and business oriented leaders, managers and directors.

Faced with immense challenges, IT managers today are required to deliver software projects that are highly scalable, secure, infinitely fast, and completed in no time: but how? A look into the business drivers and values that impact operational IT is increasingly important with regards to meeting the business requirements.

This track is composed of handpicked speakers and IT specialists, and the theme for the day is the synergy between business and IT, with a focus on the gaps that often exist across business and IT and their different approaches to software development.

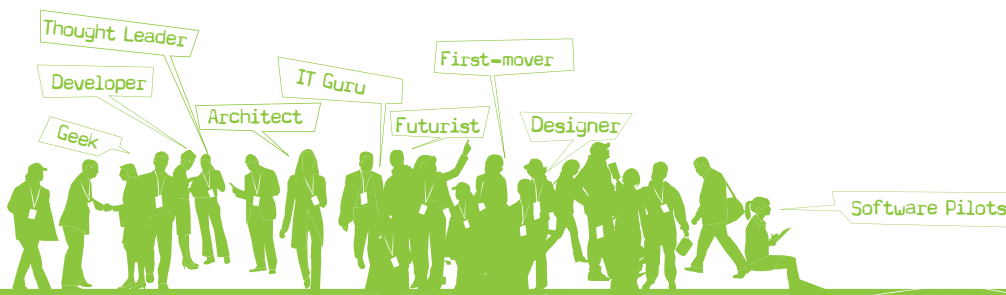
#### Topics

- Achieve greater value of an aligned business and IT strategy
- Establishment of a technical IT architecture that supports changing business requirements
- Achieve competitive advantage with far less risk of failure
- Estimation and prioritization of key business IT projects
- Optimizing productivity through true leadership

Sign up now and reserve time to network with hundreds Danish and international participants and experts.

Best regards  
Trifork A/S

Program and Registration at [www.JAOO.dk](http://www.JAOO.dk)



#### ONE-TO-ONE MEETINGS WITH THE SPEAKERS

JAOO brings over 80 internationally recognized speakers and specialists with expertise from virtually all domains of software development. Use the chance to book a private meeting with one or more speakers.

One-on-One meetings, booked via:  
[asb@trifork.com](mailto:asb@trifork.com)

#### VIDEO INTERVIEWS

As a participant at JAOO, you simultaneously get access to more than 100 presentations, video recordings and interviews from all over conference program.

#### PARTICIPANT TARGET GROUP

This track is designed for anyone who makes decisions about IT investments, managers that work with IT implementation and technology experts who wish to improve collaboration between business and IT.

INTERNATIONAL  
SOFTWARE DEVELOPMENT  
CONFERENCE

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#### SCHEDULE TUESDAY OCT. 6, 2009

08.30 – 09.00	Registration and breakfast
09.00 – 10.00	JAOO Conference Keynote
10.00 – 12.00	<p><b>Business drivers &amp; challenges in software development, Part 1.</b></p> <p>Alignment of Business and IT strategy with Enterprise architecture  <i>Jes Rude Dragsted, ATP,DK</i></p> <p>Qualitative and quantitative metrics to prioritize business technology projects  <i>Toby Young, City Index, UK</i></p>
12.00 – 13.00	Lunch
13.00 – 17.00	<p><b>Business drivers &amp; challenges in software development, Part 2.</b></p> <p>Enterprise Architecture, Top 10 Mistakes  <i>Eoin Woods, Barclays Global Investors, UK</i></p> <p>“Buy it, Build it, Download It, or Browse It? Achieving Effectiveness with Enterprise Applications”  <i>Michael Nygard, US</i></p> <p>Real decisions, real responsibility, real management  <i>Keith Braithwaite, Zuhlke, UK</i></p>
18.00	

#### ABOUT JAOO

Trifork has organized JAOO since 1996. Since its inception, JAOO has provided high quality technical content that is not jaded by IT vendors. The program is focused on technologies, trends, case stories, best practices and experiences. Speakers who have worked with technologies, processes and issues in reality present the program. JAOO is aimed at upgrading and training participants, thus providing value to individuals and businesses alike. The conference is internationally recognized and attracts the world's leading experts and most innovative software developers, architects from large and small businesses worldwide.

#### CONFERENCE TOPICS

- Architecture & Business drivers
- Agile teams, skills and tools
- Web & mobile orientation
- Languages and Platforms
- Trends and Hot Stuff
- Solution Tracks

See the entire program at [www.jaoo.dk](http://www.jaoo.dk)

#### CONTACT INFORMATION

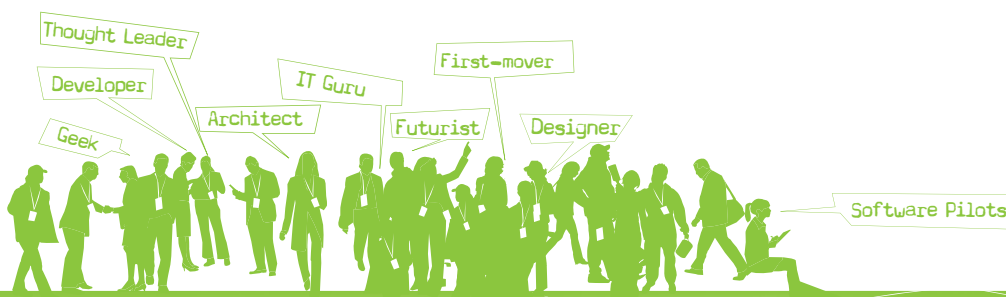
Organizer and Program Committee  
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**On-line Registration : [www.jaoo.dk](http://www.jaoo.dk)**

Please use promotion code: **BDSWD09EUR**

Price: 640 EUR, per person ex. VAT

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