



# CIO CONFERENCE INVITATION

Tuesday November 24<sup>th</sup>, 8.30AM - 1PM

Measuring Software Quality and Productivity:  
The Current State of the Art,  
CIO Perspectives, and Roundtable Discussion



ACHIEVE INSIGHT. DELIVER EXCELLENCE.

With the support of:





Carlos Goncalves,  
Deputy Global CIO,  
Société Générale Corporate  
& Investment Banking



Eric Hayat,  
President, GIP MDS  
and co-founder & VP  
Steria Group



Renaud Hilleret,  
CIO, Predica  
Insurance Unit  
of Crédit Agricole



Christophe Leray,  
CIO, PMU Off-Track Betting



Christian Lothoré,  
CIO, Malakoff Médéric  
Insurance Group



Marc Renaud,  
CIO, Veolia Eau



Jean-Philippe Bol,  
COO, Capgemini TS France



Pierre Bosche,  
Managing Director Consulting  
and System Integration,  
Accenture



Claude Czechowski,  
President and CEO  
South & West Europe, CSC



Patrick Rivière,  
Operations Director  
Global System Integration,  
Atos Origin



Bill Curtis,  
CISQ Director,  
Co-author of CMM,  
Chief Scientist, CAST



Antoine Gourévitch,  
Vice-President & Partner,  
Boston Consulting Group



Mike Harris,  
President,  
David Consulting Group



Lyonel Rouast,  
President, Compass  
Management Consulting Europe



Gérard Karsenti,  
Executive Vice President  
of Business Development, CAST



With the kind participation of  
François Lenglet,  
Chief Editor of *La Tribune*

## Program – Tuesday November 24<sup>th</sup>

8.00 – 8.30 am	<i>Breakfast</i>
8.30 – 8.40	<b>Welcome</b>
8.40 – 9.00	<b>Software Quality Cannot be Ignored: “You Can’t Manage What You Don’t Measure”</b> Antoine Gourévitch, Vice-President & Partner, Boston Consulting Group
9.00 – 9.40	<b>How to Set Up a Monitoring System for Software Quality and Team Performance</b> Carlos Goncalves, Deputy Global CIO, Société Générale Corporate & Investment Banking
9.40 – 10.50	<b>Roundtable discussion led by François Lenglet, Chief Editor of La Tribune, with:</b> <ul style="list-style-type: none"><li>• Eric Hayat, President, GIP MDS and co-founder &amp; VP Steria Group</li><li>• Renaud Hilleret, CIO, Predica - Insurance Unit of Crédit Agricole</li><li>• Christophe Leray, CIO, PMU Off-Track Betting</li><li>• Christian Lothoré, CIO, Malakoff Médéric Insurance Group</li><li>• Marc Renaud, CIO, Veolia Eau</li><li>• Jean-Philippe Bol, COO, Capgemini TS France</li><li>• Pierre Bosche, Managing Director Consulting and System Integration, Accenture</li><li>• Claude Czechowski, President and CEO South &amp; West Europe, CSC</li><li>• Patrick Rivière, Operations Director Global System Integration, Atos Origin</li></ul>
10.50 – 11.10	<i>Coffee break</i>
11.10 – 11.40	<b>An IT Software Quality Standard by 2010</b> Presentation of the Consortium for IT Software Quality founded by the SEI and OMG Bill Curtis, CISQ Director, Co-author of CMM
11.40 – 12.10	<b>Automating Function Point Counting</b> State of the Art, Limits and Perspectives of Automated Function Point Analysis/Counting Mike Harris, President, David Consulting Group
12.10 – 12.45	<b>CAST AppMarQ: The World’s First Application and Performance Benchmarking Database</b> Introduction by Lyonel Rouast, President, Compass Management Consulting Europe Gérard Karsenti, Executive Vice President of Business Development, CAST
12.45 – 14.00	<i>Lunch buffet</i>

This session will bring together the following three groups of participants:

**CAST Customer Executives:** IT Executives from GIP-MDS, Groupe Malakoff Médéric, PMU, Predica, Société Générale and Veolia will share the processes and solutions they have implemented to manage the development of their strategic applications.

**Key IT Services Practitioners:** This will be an opportunity to exchange ideas with the key thinkers and managers of IT services companies such as Accenture, Atos Origin, and Capgemini.

**Industry Experts:** Finally, experts in this field such as Dr. Bill Curtis, co-author of CMM and director of CISQ, Antoine Gourévitch from the Boston Consulting Group, Mike Harris from the David Consulting Group et Lyonel Rouast from Compass Management Consulting, will provide their thoughts on market best practices and will support their recommendations with real life examples.

**The primary objective of this conference is to clarify how objective measurements of software quality serve as a foundation for quantifying the risk of business disruption and the productivity of the IT organization. Attendees will learn firsthand how IT executives, leading service providers, and industry experts measure quality to balance IT risk with productivity.**

## About CAST

CAST's unique technology is the result of over \$65 million in R&D investment. Top engineering talent, dedicated to building the best solution for assessing complex applications and their internal quality, has made CAST the leader in Automated Application Intelligence. CAST's mission is to transform application development from a complex and obscure process, into one that's transparent, driven by data, performance and operational excellence. Founded in 1990, CAST has helped more than 650 organizations worldwide to speed delivery to the business, mitigate risks in production, improve customer experience, and reduce the total cost of application ownership. CAST is listed on NYSE-Euronext (Euronext: CAS) and serves Global 2000 organizations worldwide with a global network of locations in the US and Europe.

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