

**Friday, October 11, 2013**

Europa Royale KAUNAS HOTEL  
Miško str. 11, Kaunas, Lithuania



## Creating Business Value with Information and Software Technologies

This year we are focusing on this topic

Industrial Tutorials is a special day at annual ICIST conference, which aims to bring practitioners from well-known Baltic IT companies for sharing their experience in applying modern information technologies and software development methods and tools. It is organized for the 4<sup>th</sup> time in a close collaboration between *Kaunas University of Technology* and *No Magic Europe*, known as a vendor of worldwide popular modeling platform MagicDraw which is used for enterprise architecture, systems, and software modeling.

### Why participate?

Spend a great day with passionate IT professionals  
Learn from valuable experience shared by reputable international and Lithuanian speakers  
Get insides into modern trends of business and IT architecture, project management, mobile apps  
Share and discuss your ideas and experiences  
Expand your network with IT researchers and practitioners at Evening Event  
Contribute to discussion "How to get more business value from information technologies"

### Registration

Register online at <http://isd.ktu.lt/icist2013>

Early bird registration fee is 100 € (**before October 6**).

Late registration fee is 150 € (after October 6).

### Contact for Information

#### Gintarė Kriščiūnienė

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### Partners



### Who will benefit?

IT managers, System Analysts, Solution Architects, Business and IT architects, project managers, development leaders, apps developers and IT professionals

### What to expect?

We are excited to announce two keynotes from our guests: **Jürgen Pitschke** (BCS - Dr. Juergen Pitschke, Germany) will share his experience and insights about integrated model based approach for Business and IT;

**Jim Ditmore** (previously CIO of Barclays Retail and Commercial Bank, current SVP at Allstate Insurance, US) will best practices on how to address IT production issues and how to achieve high availability in the new world of always-on IT requirements of mobile and internet channels.

We are also looking forward to hear lessons learned in applying IT architectural principles from Hans Jayatissa (CSC Nordic) where he will share success and failure examples from the Danish Public sector IT-systems. Artūras Bučinskas (Teliasonera) will present his insights from international project management experiences and news from the 27th IPMA World Congress 2013. We will have also very good news for mobile apps development companies from Algirdas Stonys (TeleSoftas) – he is presenting first Mobile Device Test center in Europe which will be deployed in KTU Santaka valley. Aurelijus Morkevičius (No Magic Europe) will share practical ideas and proven recipes for establishing modeling culture in the world-known companies like NASA, BMW, General Electric and others. And the last, but not the least – we will have managers discussion panel with our experienced professionals.

# PROGRAM<sup>1</sup>

Opening	
09:00-09:30	Registration
09:30-09:40	<b>Welcome Note</b> Rokas Bartkevičius, <i>No Magic Europe</i> , Chair of ICIST 2013 Industrial Tutorials
Keynote	
09:40-10:50 	<b>Your team is not a workflow engine – how to adopt an integrated model based approach for Business and IT</b> Dr. Jürgen Pitschke, BCS - Dr. Juergen Pitschke
10:50-11:10	Coffee Break
11:10-12:00	<b>How to build a sustainable modeling culture</b> Aurelijus Morkevičius, Solution Architect, No Magic Europe
12:00-12:30	<b>Assure end-to-end mobile application quality with Mobile Device Test center in the Santaka Valley</b> Algirdas Stonys, CEO, Telesoftas
12:30-13:20	Lunch Break
13:20-14:30	<b>Business architecture and IT architecture are two sides of the same coin</b> Hans Jayatissa, CTO, CSC Nordic
14:30-15:10	<b>International project management tendencies</b> Artūras Bučinskis, PMO Manager Finland & Lithuania, Teliasonera
15:10-15:30	Coffee Break
Keynote	
15:30-16:45 	<b>Delivering High Availability in Today's Demanding World</b> Jim Ditmore, SVP Allstate Technology and Operations, Infrastructure Services, Allstate
Discussion Panel	
16:45-17:45 	<b>How to get more business value from information technologies?</b> Moderator: Rokas Bartkevičius, Senior Solution Architect, No Magic Europe
Closing	
17:45-17:50	<b>Closing Note and No Magic lottery “Keep evolving from practice”</b> Prize: conference ticket - “ <a href="#">BPM in Practice</a> ” on the 14th October in Litexpo, Vilnius
17:50-19:00	<b>Informal Discussions with wine, coffee, and snacks</b>

<sup>1</sup> We reserve the right to finalize a few details but we expect the final program to be very close to that shown above.

## SESSION DESCRIPTIONS



### *Your team is not a workflow engine – how to adopt an integrated model based approach for Business and IT*

Before we build an object, we need to describe it – if it is an IT-System or a complete enterprise. Model based approaches are common practice in system engineering and business analysis. Both disciplines need each other. Enterprise Architecture is the connector between both. The maturity of disciplines in both fields varies a lot.

The presentation compares system modeling and business modeling to give insights how to introduce model based approaches into daily practice. To understand how you can translate methods from system engineering to business and vice versa requires to understand the differences between the views and goals of both sides. It also requires to understand how both are connected. Standards as UML, SysML, BPMN or TOGAF are a good base. More important are methods, working techniques and especially soft skills to bring your project to a success.



**Speaker** **Dr. Jürgen Pitschke**

*BCS - Dr. Juergen Pitschke*

Juergen Pitschke is founder of the owner managed consulting company BCS - Dr. Juergen Pitschke. The focus of his work is "Visual modeling and design of enterprise solutions". He is recognized for his wide knowledge about applying a wide range of standards in a systematic way in daily practice. Notations and standards as BPMN, UML, SysML, TOGAF or Zachman become practicable this way. Clients value his abilities to explain concepts, helps team to adopt and successfully apply such standards. His customers include companies as Kuehne+Nagel (AG & Co.) KG, Stuttgarter Versicherungen or organizations like the Federal Office of Police in Switzerland.



### *Delivering High Availability in Today's Demanding World*

With customers accessing the heart of most companies systems now through internet and mobile applications, typically on a 7x24 basis, it is very difficult to avoid direct and widespread impact to customers in the event of a system failure. And while being available is not the only attribute that customers value, companies that consistently meet or exceed consumer availability expectations gain a key edge in the market.

The presentation provides the best practices to meet current and future rising expectations around availability and achieve top quartile performance and competitive service advantage. It outlines how to do this even in the typical corporate environment where ongoing efficiency efforts have often eroded the production base and a tight IT labor market makes it hard to have adequate staffing.



**Speaker** **Jim Ditmore**

*SVP Allstate Technology and Operations, Infrastructure Services, Allstate*

Jim Ditmore is a seasoned technology executive with a deep knowledge of technology and technology best practice. Jim has broad financial services and telecommunications experience in both smaller organizations as well as global corporations with large, globally distributed teams (Jim established the Barclays IT center in Vilnius). Jim has successfully turned around several large IT shops into high performers delivering competitive advantage for their firms. Jim also regularly writes a blog on IT best practices at [www.recipeforIT.com](http://www.recipeforIT.com) and frequently writes posts for InformationWeek as well.

Jim is currently leading key IT initiatives at Allstate to improve availability, achieve a private/public cloud, and deliver a modern, highly productive client environment.

## *Business architecture and IT architecture are two sides of the same coin*

IT Architecture is often seen as a discipline that takes place after the business has decided how its benefits are created and its problems solved. Thus, only focused on technical implementation details. Using two large Danish Public sector IT-systems as examples - one a success and one not - we will show how applying IT architectural principles and understanding when determining how a business problem is solved - creates the foundation for success or failure for the implementation of the IT-systems involved.



### **Speaker Hans Jayatissa**

*CTO, CSC Nordic*

Hans Jayatissa is Chief Technology Officer of CSC Nordics and Baltics. He is responsible for ensuring that CSC takes benefit of the newest trends and technologies to create value for its customers. He has more than 20 years of experience with developing and delivering large complex IT-systems mainly to the Public sector and Healthcare market.

Hans holds a MSc in Computer Science from Aarhus University and a MBA from Henley Business School.

## *International project management tendencies*

“Knowledge is the food of the soul.” Plato

Increasing global competition, technology, IT and telecommunication development push forward more changes in companies than ever before. Fast changing environment and new available communication forms create new phenomena's seen in project management like coordination of project work using distributed remote cross border virtual teams or remote software development using Agile project management. These changes set higher expectations on project managers and project management competences. Professional project execution for business success becomes more and more important in globally competing market.

The author in his presentation reviews global tendencies in project management covering success factors for international projects, new phenomena of remote team work using project virtual team setup. Review perspective of Agile project management versus traditional waterfall approach which gets more and more attention globally.

Being part of TeliaSonera Mobility PMO management team the author shares latest his insights from International project management experiences as well as latest news from 27th IPMA World Congress and other recent project management conferences.



### **Speaker Artūras Bučinskas**

*PMO Manager Finland & Lithuania, Teliasonera*

Artūras is project management professional. He is leading PMO Finland and Lithuania teams in TeliaSonera's Mobility Technology Portfolio and Project management department. Artūras is a board member of International Project management association (IPMA) Lithuania which spreads project management competences in Lithuania.

## Assure end-to-end mobile application quality with Mobile Device Test center in the Santaka Valley

TeleSoftas is presenting first Mobile Device Test center in Europe to be deployed in KTU Santaka valley. By Using the Test Center services, enterprises can assure end-to-end mobile application quality and deploy their apps with confidence. Algirdas Stonys will present benefits of using Mobile Device Test center and best mobile application quality assurance practices.

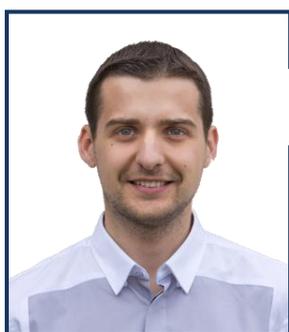


**Speaker Algirdas Stonys**  
*CEO, Telesoftas and ELIT Cluster*

Algirdas Stonys has served mobile enterprises globally for more than 10 years. Including industry giants and startups: Orange, Vimpelcom, Telstra, JDSU, GetJar.

## How to build a sustainable modeling culture

Model Based Software Engineering (MBSE) promises increase in productivity by shifting from documents to the models as the main means to develop software. However, in order to reach this promise an organization needs to implement proper practices to enable productive modeling resulting in high quality models. Although modeling languages such as UML are already considered to be de facto standards, their usage is often immature and fails to reach the promise of MBSE. In this session we will present essential real-life findings in assessing modeling practices in various organizations. In order to succeed with MBSE approach, an organization needs to build a sustainable modeling culture, which enables incremental improvements in developing and using models. We will share practical ideas and proven recipes how to turn this wish into reality. We will share the experience of NASA, BMW, SIEMENS, Lockheed Martin, General Electric, Kongsberg, Amadeus, Bombardier and others.



**Speaker Aurelijus Morkevičius**  
*Solution Architect, No Magic Europe*

Aurelijus is OMG Certified UML, Systems Modeling and BPM Professional. Currently he is a solution architect for model-based system engineering (mostly based on SysML) and defense architectures (DoDAF, MODAF, NAF). Working with companies such as BMW, General Electric, Lockheed Martin, Kongsberg Defense and Airspace, INDRA, ESS, Amadeus, etc. He also participate actively in various modeling standards creation activities. He is one of the leading architects for the current OMG UPDM standard development group. On the other side he is actively involved in educational activities. He has gained master degree in computer science in Vilnius University and currently continues with doctoral studies of Information Engineering in Kaunas University of Technology.



## Discussion Panel

### *How to get more business value from information technologies?*

In this panel, we will discuss about challenges and strategies of creating business value with information technologies. We will try to define how to understand and measure business value added by IT, how to select technologies and development methods, what professional skills are needed for IT and business professionals for successful collaboration, how globalization impacts local and global IT markets.



#### **Moderator Rokas Bartkevičius**

*Senior Solution Architect, No Magic Europe*

Rokas is responsible for consulting MagicDraw customers on how to get most value from modeling and adopting modeling practices to fit diverse customer contexts. He has run trainings and consultancy sessions in Europe, Asia, US and spoke at various industrial conferences. Rokas holds Master in Computer Science and is OMG Certified UML Professional and OMG Certified Expert in BPM.

#### **Invited Panelists**

- **Jim Ditmore**, *SVP at Allstate Insurance*
- **Hans Jayatissa**, *CTO at CSC Nordic*
- **Jürgen Pitschke**, *BCS - Dr. Juergen Pitschke*
- **Algirdas Stonys**, *CEO at Telesoftas and ELIT Cluster*