Rational Systems and Software Engineering
Symposium
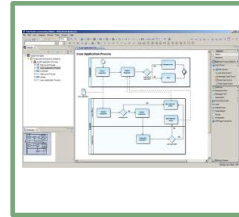
IBM

IBM South Bank Client Centre

Fire Exit

| Analytics Solution Centre | Franklin | Fry | Johnson | Newton | Wilber-force | Wilkes |

Business Partners

Meeting Room

Fleming

Young

Boyle | Darwin

Main Theatre
<<< Refreshments Area >>>

Reception

Centre Entrance

Smoking Opposite Entrance

Babbage

Tech Room

Fire Exit
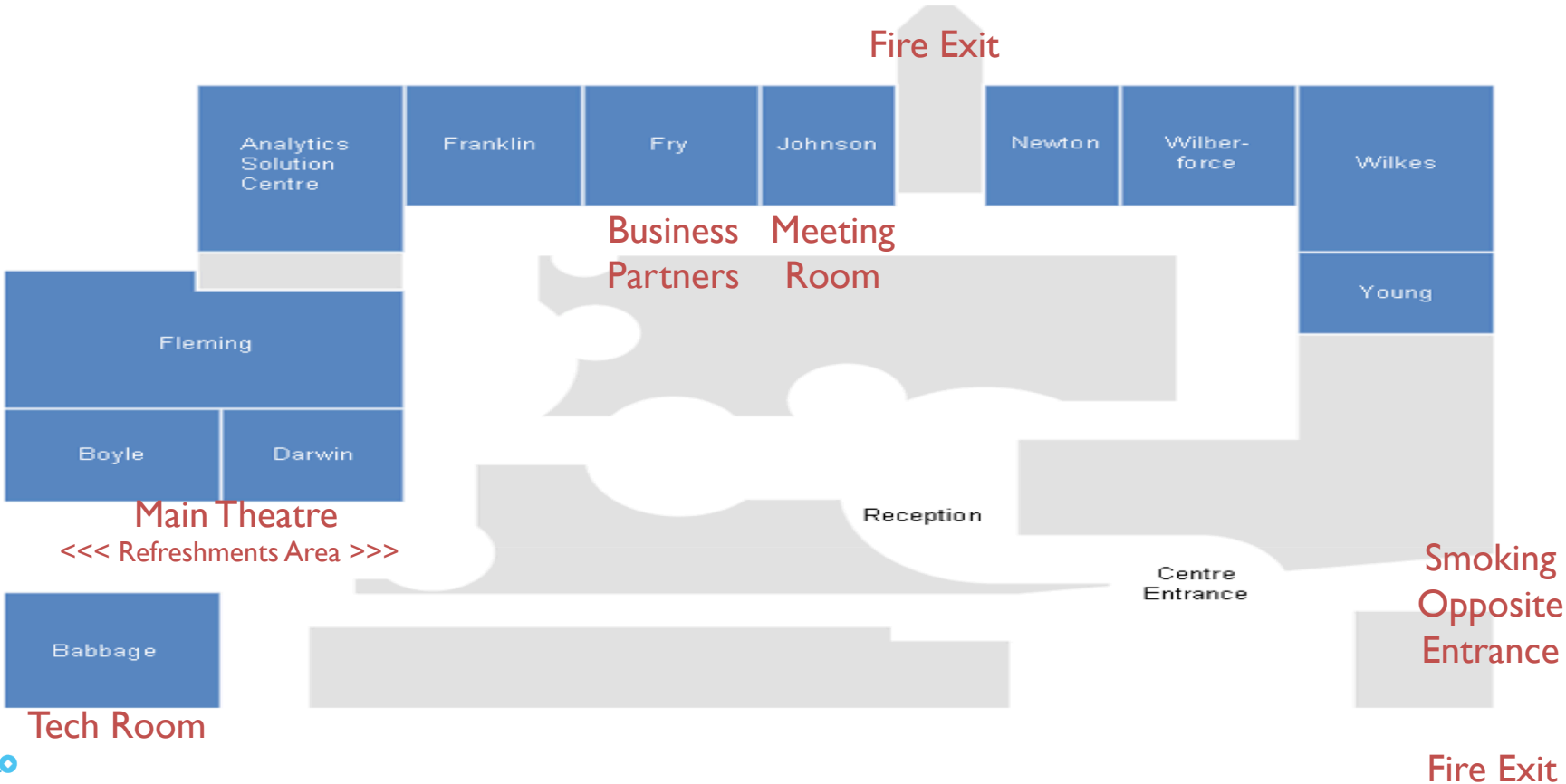
Modern Day Masons

The Pillars of the Earth

The Structures of the Future

Continuous Engineering

Becoming more Agile   Asset Re-Use   Need for Traceability   Multi-site, Multi-Discipline Working

Speed and Innovation across the Enterprise

What does this mean?

Systems and software engineering manages innovation of software intensive products, product lines, and systems and is the key to driving innovation in the product development process.

It helps organizations to improve collaboration and integration across the product lifecycle, manage complexity, streamline compliance and improve predictability to deliver smarter products in less time and with higher quality.

But the disciplines of systems engineering and software development can't sit in isolation from one another or from the other disciplines and teams in the product lifecycle.

For the product development process to be effective, organizations need greater visibility and collaboration across all activities, teams and tools.

Key to this is having all necessary information available to provide the engineering context for product development. This is best delivered through an open approach to integrating tools and workflows.

Morning Agenda

IBM Systems & Software Engineering Symposium:

12th March 2014 - The IBM Client Centre, South Bank

TIME	TITLE	SPEAKER
08:45am – 09:15am	Registration & Refreshments	
09:15am – 09:30am	Event Open / Welcome	Anders Landstroem, Rational Systems Sales Leader, Europe
09:30am – 10:10am	INCOSE Key Note – The Age of Systems Challenges	Alan Harding, President Elect of INCOSE & President of INCOSE UK
10:10am – 10:50am	Designing for Innovation: Systems Engineering in the Ecosystem	Brian Dalgetty, Director, Smarter Products & Industry Solutions, IBM
10:50am – 11:20am	REFRESHMENTS / DEMO's	
11:20am – 12:00noon	Designing for Innovation: The Path	Greg Gorman, Program Director, Product Management & Design, IBM
12:00noon – 12:40pm	Evidence-based Development using DOORS Next Generation & Rational Quality Manager	Jeremy Dick, Principal Analyst & Co-Author, Integrate Systems Engineering Ltd
12:40pm – 1:30pm	NETWORKING LUNCH / DEMO's	

Afternoon Agenda

1:30pm – 2:10pm	The Rational Solution for Systems & Software Engineering	Andrew Foster, Product Manager, Systems Engineering, IBM
2:10pm – 2:50pm	Rational Engineering Lifecycle Management	Andy Lapping, Rational Technical Specialist, IBM & Parham Vasaiely, EADS
2:50pm – 3:20pm	REFRESHMENTS / DEMO's	
3:20pm –4:00pm	Managing Complexity within the Rail Sector	Tony Sutton, Senior Rail Sector Consultant
4:00pm – 4:30pm	Systems Engineering – The Edge of Complexity?	Duncan Bishop, Programme Director, Medical Technology Division, Cambridge Consultants
4:30pm – 4:40pm	Event Summary & Close	Anders Landstroem, Rational Systems Sales Leader, Europe
4:40pm – 5:30pm	Networking & Refreshments	ALL

Lets be social…

#UKRationalSSES

Rational Systems and Software Engineering **Symposium**

- Opening notes:
  - Demo's in Babbage room available during morning and lunch break
  - Fire exits, toilets
  - Join us for a drink at the end of the day

- Closing notes:
  - Thank you for coming/great day
  - Presentation material will be made available to you on our website and via email
  - Join us for a drink and pick up your free book: Systems Engineering for Dummies