



# QCon London

The first annual enterprise software development conference for the UK and the world. QCon is a conference designed for technical team leads, architects, and project managers. Learn, network, and track the innovation that matters.

[qcon.infoq.com](http://qcon.infoq.com)

A JA00 and InfoQ.com joint conference

London, March 12th - 16th, 2007

## **.Net Enterprise Development**

WPF, ASP.NET, LINQ, WCF, Interop

## **Agile Foundation**

Teams, Tools, Organizational issues, Proj. Mgmt, Testing

## **Ajax & Browser-Based Applications**

Dojo, Prototype, Ajax Patterns, Google GWT, Flex

## **Architecture Qualities**

Performance & Scalability, Modifiability, Availability, Security

## **Investment Banking Architectures**

Real time, STP, Messaging, AMQP, SEPA, MiFID, Front office

## **Java Today**

Spring, TestNG, EJB 3, AOP, Eclipse/Swing RCP

## **Java Tomorrow**

Seam, OSGi, JRuby, Grails

## **SOA: Bridging Business and Technology**

Adoption, Governance, Rest vs. SOAP, Service Composition

## **Software Usability for Software Developers**

Analysis, Architecture, Patterns, Best practices

## **What Makes Ruby Roll?**

Ruby, Rails, DSLs, Rails Engines, Deployment



# Speaker Profiles



**Martin Fowler.** Chief Scientist at ThoughtWorks, and author of Analysis Patterns, UML, Refactoring, Planning Extreme Programming and Patterns of Enterprise Application Architecture.



**Gavin King.** Founder of the Hibernate project, the most popular ORM implementation for Java. He is co-author of a forthcoming Manning book, Object Relational Persistence in Java.



**Verner Vogels.** VP & CTO at Amazon.com where he is responsible for driving the technology vision for Amazon.com's platform.



**Rod Johnson.** Creator of the Spring Framework and CEO of Interface21. Author of the trend setting "Expert One-on-One J2EE Design and Development." Java Champion, JCP expert group member.



**Dave Thomas.** Pragmatic Programmers author and co-founder. Signatory on the Agile Manifesto. Author, Programming Ruby: A Pragmatic Programmer's Guide.



**James Coplien.** Dr. Cope is a pioneer in using patterns in software development and his work with organizational patterns is acknowledged as one of the major foundations of the Agile movement.

# Speakers at QCon...more to come

Alexandru Popescu, Architect, InfoQ, TestNG co-founder  
Anne Thomas-Manes, Burton Group Analyst  
Bruce Johnson, Google Web Toolkit Lead  
Cameron Purdy, CEO, Tangosol  
Cedric Beust, Co-founder, TestNG  
Christophe Conraets, Flex Lead, Adobe  
Dave Crane, Author, Ajax Patterns  
Dave Thomas, The Pragmatic Programmers  
Erik Meijer, Creator, LINQ  
Ezra Zygmontovich, Author, Rails Deployment  
Gavin King, Creator, Hibernate  
Graeme Rocher, Creator, Grails  
Ian Griffiths, Programming WPF, Mastering VS.NET  
James Coplien, Pattern Languages of Program Design  
James Adam, Lead, Rails Engines  
Jeff Sutherland, Scrum co-founder  
Joshua Kerievsky, Creator, Industrial XP  
Kevlin Henney, Independent Consultant  
Linda DiMichiel, EJB Spec Lead  
Martin Fowler, Refactoring, Analysis Patterns  
Obie Fernandez, Author, Rails Developer's Guide  
Per Kriens, OSGi Technical Director  
Rich Kilmer, RubyConf Founder  
Rob Harrop, Lead, Spring Web Flow  
Rod Johnson, Creator, Spring  
Scott Delap, Author, Java Desktop Programming  
Steve Jones, CapGemini SOA lead  
Steve Vinoski, IONA SOA CTO  
Ted Neward, Author, Java/.NET Expert  
Werner Vogels, Amazon.com CTO  
Zed Shaw, Creator, Mongrel Ruby HTTP Server

# Welcome to QCon

## QCon a JAOO and InfoQ.com joint conference

The UK is one of the worlds major software development centers and is consistently among the top 3 sources of traffic & membership on InfoQ.com. However, the UK has not had a major software development conference, until now. QCon brings together both the local and international software development leaders and innovators to London in this first annual event which aims to become THE conference for the software development community. There is no other event in the UK with similar opportunities for learning, networking, and tracking innovation occuring in the Java, .NET, Ruby, SOA, Agile, Ajax, and architecture communities.

QCon is designed with the technical depth and enterprise focus of interest to technical team leads, architects, and project managers. Some of the speakers include Martin Fowler, Amazon.com CTO Werner Vogels, Spring creator Rod Johnson, Hibernate creator Gavin King, Scrum co-founder Jeff Sutherland, LINQ inventor Erik Meijer and many more. The tracks (see the next page) at QCon reflect both the hard hitting software development issues facing the enterprise today, as well as the cutting edge practices that will become mainstream tomorrow.

Organized jointly by the JAOO conference and the InfoQ.com Enterprise Software Development Community, QCon is the result of 13 years of combined expertise in producing quality conferences for the enterprise software development community. Join us at the first annual QCon!

## Organizers



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## Gold Sponsor



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# Conference tracks

## Architecture Qualities

*Hosted by Kevlin Henney*

Quality software systems require quality software architectures.

Otherwise it is hard, if not impossible, to meet their functional, operational and developmental requirements or to master their inherent complexity. For instance, software architectures for systems with end-to-end quality-of-service demands, systems with stringent security requirements, or systems that are supposed to be in operation for 20+ years cannot be created on the fly using contemporary middleware and tools. Instead these architectures must be crafted with care, following a careful development process and based on considered design decisions.

In this track we will look at concrete operational qualities such as: performance, responsiveness, scalability, modifiability, availability and security. We will discuss the importance of considering the level of these attributes during a software project. Each attribute must be discussed with the appropriate stakeholder of the project, resources must be allocated in order to meet the quality objectives, and it must be tested and measured with respect to the qualities of interest.



## Agile Foundations

*Hosted by Deborah Hartmann*

What makes Agility work? Agile software development is state-of-the-art - numerous teams world-wide are using XP, Scrum, Crystal, and other known or custom-made Agile methodologies - but not every project is an unqualified winner. What would enhance the chance of success? How do we even measure success? In this conference track we'll concentrate on fundamental factors that make agility work for developers and their client organizations, including feedback mechanisms to evaluate agile implementation progress, and practices that can help stabilize teams and projects. Take advantage of this opportunity: industry veterans will share lessons learned from a decade of practice, and answer your own project-specific questions.

## SOA: Bridging Business and Technology

*Hosted by Stefan Tilkov*

Most companies have moved from thinking about SOA to actually implementing it in the real world. But SOA means very different things SOA to different people - some view it as a high level business concept, some as a technical architecture, and some equate it with Web services (or point to REST as an alternative). The track focuses on the core issues at the boundary between business and provides information that is neither too high-level to be useful nor too low-level to be out of date within months.

## Enterprise .NET


*Hosted by Ted Neward*

.NET is growing heavily in deployment for enterprise systems, and continues to be augmented with new technologies from Microsoft such as the Windows Communication Foundation and Windows Workflow Foundation. As this happens, open source frameworks and technologies are starting to emerge including for example NHibernate and Spring.NET. Many of the ideas in these frameworks leverage notions and best-practices such as dependency injection, POJO persistence and unit-testing that have previously been used in for example Java; these are equally applicable in enterprise development anywhere. In this track, we will cover both of these worlds: new technologies emerging from Microsoft as well as some significant additions to the palette of software development tools and practices in .NET world.

## Java Today

*Hosted by Floyd Marinescu*

Java is the mainstream technology for enterprise software development and is showing little signs of slowing down. After years of fighting technology to get real projects done, the community, the standards, and the tools we use have finally been catching up to our needs for building web, backend, and rich client applications. This track walks you through some of the cutting edge technologies & techniques used for building Enterprise Java applications today.



Spring 2 and EJB 3 have emerged as new standards for enterprise Java back-ends. Eclipse RCP and Swing are being successfully used for building Java rich apps. TestNG is providing the features large scale projects need to effectively test their systems, and the industry has now had a few years to use Aspect oriented programming paradigms to build more simpler and more maintainable systems than would be possible with pure OO.

### **Java Tomorrow**

*Hosted by Floyd Marinescu*

Despite being 10 years old, the Java community continues to be a source for a lot of innovation in web and enterprise development. This track presents leading edge technologies and fresh-techniques that are being successfully applied by early adopters and represent a vision for what mainstream enterprise Java development could be like tomorrow. Existing Java web development paradigms are being changed by new integrated stacks like Seam and Grails, JRuby is providing serious productivity gains and is ready for a number of compelling production uses, and OSGi represents what may become the new standard component model for Java applications of any size.

### **Ajax & Browser-Based Applications**

*Hosted by Scott Delap*

The programming community has made a fundamental shift in the last year to embracing technologies which push the limits of what can be done with a modern web browser. Gone

are the days of static web pages and simple state transitions. In its place are full blown applications running in a browser window with features such as real time updates and offline usage. Ajax, Flash, and Java applications are including features that were thought impossible just a year ago. This track will cover the key technologies/individuals in the Ajax space which are leading the way to push the limits of what can be done in the browser.

### **What Makes Ruby Roll?**

*Hosted by Obie Fernandez*

Ruby is talking the world by storm. Ruby has actually been around for a while, but now suddenly things are starting to happen. Ruby on Rails is the driver, but what are the fundamental ideas that make Ruby roll? Why are developers moving to the Ruby Platform? Interestingly enough it is primarily Java developers that are moving to Ruby. One reason - at least - is the combination of meta programming features and a the flexible syntax of the Ruby language, making it easy to create easy-to-use frameworks based on internal DSLs. This track provides in-depth on the Ruby language, frameworks, and best practices for programming Ruby.

### **Investment Banking Architectures**

*Hosted by John Davies and Alexis Richardson*

The City of London hosts nearly 500 banks, trades a third of the worlds foreign exchange, is the world's largest derivatives centre trading around 98% of Europe's short term interest rate

derivatives (IRDs). Europe's oldest and largest bourse The London Stock Exchange (LSE) is the world's primary listing venue raising about \$50 billion through IPOs in 2006. The City is the world's largest institutional fund management centre, the largest internationally traded insurance market and the world's premium maritime centre. Forget Vegas, San Francisco, Antwerp, Aarhus, Barcelona and Oslo, this is the City where it's happening and this is the track that covers what makes London tick.

### **Software Usability for Software Developers**

*Hosted by James Coplien*

Usability is an important element of modern software development. This track will explore this field and stress that its important for non usability experts to have a basic understanding of this field to increase the succes of software being built. The format of the track includes a sequence of presentations during the day with a panel wrapup at the end of the day. The goal for this track is to make people aware of the crucial importance of the user interface in software products, the importance of good analysis of the user environment, and the use of suitable software structures to support the interface. The audience will be able to take home concrete, usable ideas. Also we want to stimulate critical thinking. Having complementary and sometimes conflicting perspectives will enrich the dialogue.

## Conference at a glance

QCon combines 2 tutorial days (topics still in progress) with a full 3 day conference covering Java, .NET, Ruby, SOA, Agile, Architecture, Usability, Ajax, and special track on investment banking architectures in the City. The tracks span the three days as illustrated below and more tracks may be added before the conference begins.

There will be networking opportunities between each session, as well as evening social events.

Keynotes are still being organized but currently include:

**Werner Vogels**, CTO of Amazon.com on Amazon's architecture

**Erik Meijer**, Microsoft's creator of LINQ, revealing Microsoft's new research efforts at changing how web applications are built.

## Tutorials

The tutorials take place Monday and Tuesday.

*"Certified Scrum Master Class"*

**Jeff Sutherland**, PatientKeeper, Inc.

*"Hands-on Agile Development Workshop"*

**Kevlin Henney**, Independent Consultant

*"Test-Driven Development"*

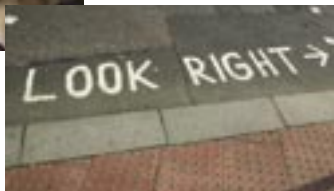
**Erik Dörnenburg**, ThoughtWorks

Monday 12th	Tuesday 13th	Wednesday March 14th	Thursday March 16th	Friday March 16th
<b>"Scrum Master"</b> 	<b>"Scrum Master"</b> Tutorial Tutorial	<b>Java Today</b> .NET Usability Architecture Social Event	 <b>Java Tomorrow</b> Agile Foundations Inv. Bank Architectures SOA Social Event	<b>Ruby</b> Agile Advanced Ajax TBA

# About QCon

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**As software developers** and architects ourselves, our aim is to create a conference that we ourselves would find outstanding, as attendees. We've lined up industry-leading practitioners to address the most current and valuable topics for in community, and complemented this with the best meals and amenities to let you focus on getting as much learning and networking as possible out of this one high-quality conference.



**QCon 2007** is being held at The Queen Elizabeth II Conference Centre, located opposite Westminster Abbey and the Houses of Parliament and with views of Big Ben and the London Eye.



**Organized jointly** by the JAOC conference and the InfoQ.com Enterprise Software Development Community (original creators of TheServerSide.com and Symposium conferences), QCon is the result of 13 years of combined expertise in producing quality conferences for the enterprise software development community. JAOC has been running in Denmark for 10 years and annually attracts over 1000 attendees. InfoQ.com (InfoQueue) is an online community focused on change and innovation in enterprise software development, serving over 80,000 unique visitors a month with high quality news, articles, books, streaming video conference presentations and interviews covering Java, .NET, Ruby, SOA, and Agile.

# Registration



Please register online at <http://qcon.infoq.com>

	<b>Before December 20</b>	<b>Before January 15</b>	<b>Before February 15</b>	<b>After February 15</b>
Conference and (3 days)	EUR: 1402 GBP: 950	EUR: 1505 GBP: 1020	EUR: 1623 GBP: 1100	EUR: 1742 GBP: 1180
Conference and 1 day tutorial (4 days)	EUR: 1919 GBP: 1300	EUR: 2022 GBP: 1370	EUR: 2140 GBP: 1450	EUR: 2258 GBP: 1530
Conference and 2 days tutorials (5 days)	EUR: 2305 GBP: 1562	EUR: 2409 GBP: 1632	EUR: 2527 GBP: 1712	EUR: 2645 GBP: 1792
Tutorials, 1 day	EUR: 517 GBP: 350	EUR: 517 GBP: 350	EUR: 517 GBP: 350	EUR: 517 GBP: 350
Tutorials, 2 days	EUR: 903 GBP: 612	EUR: 903 GBP: 612	EUR: 903 GBP: 612	EUR: 903 GBP: 612

GBP prices are final. We reserve the right to adjust fees paid in foreign currencies as a result of exchange rate fluctuations. All customers please add 17,5% VAT. Please note that the registration fee is non-refundable. For further information please contact QCon at [qcon@infoq.com](mailto:qcon@infoq.com) or Tel.: +45 8732 8787 or Fax: +45 8732 8788

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