Central and Eastern European Software Engineering Conference in Russia (CEE-SECR 2010)

Room A (550 persons)	Room B (200 persons)	Room C (130 persons)	Room D (20 persons)
CEE-SECR 2010: Business (October, 11)			
October, 11 (Monday)			
08:00 — CEE-SECR 2010: Business & Workshops Registration			
9.00-18.00: CEE-SECR 2010: Business (10.30-18.40)	CEE-SECR 2010: Business (10.30-18.40)	Leonid Felikson (SOASchool.com) — Workshop: **Certified SOA Architect**	Alexander Kondakov (INSPIREX Consulting) — **Official SEI Course "Introduction to CMMI®-DEV V1.2"**
CEE-SECR 2010: Banks (October, 12)			
October, 12 (Tuesday)			
8:00 — CEE-SECR 2010: Banks Registration			
9.00-16.40: CEE-SECR 2010: Banks (9.00- 16.40)	CEE-SECR 2010: Banks (9.00- 16.40)	Leonid Felikson (SOASchool.com) — Workshop: **Certified SOA Architect**	Alexander Kondakov (INSPIREX Consulting) — **Official SEI Course "Introduction to CMMI®-DEV V1.2"**
CEE-SECR 2010: Main days (October 13-15)			
October, 13 (Wednesday)			
7:30 — CEE-SECR 2010: Main days & Workshops Registration			
Bjarne Stroustrup (ATM) — Workshop: **Advanced Programming Techniques** **Venue for this workshop is different from venue for other conference events: This workshop will take place in Big Hall of the House of Culture MGTU n/a N.E. Bauman: Rubtsovskaya Naberezhnaya (embankment) 2/18** *Additional fee applies. Registration required. (8.30-13.00)*	Arseny Tarasov, Nicolai Mitushin, Ilya Antipov (RIS Ventures) — Workshop: **Sales of software products and services: from the art to the process** *Additional fee applies. Registration required. (9.00-13.00)*	Leonid Felikson (SOASchool.com) — Workshop: **Certified SOA Architect** *Additional fee applies. Registration required. (9.00-13.00)*	Alexander Kondakov (INSPIREX Consulting) — **Official SEI Course "Introduction to CMMI®-DEV V1.2"** *Additional fee applies. Registration required. (9.00-13.00)*
14.30 — CEE-SECR 2010: Main days Registration			

	Room A (550 persons)		Room B (200 persons)		Room C (130 persons)
15.30	Opening Ceremony (Moderator: Vladimir Pavlov)				
16.00	Moderator: Alexander Gavrilov	Rick Weaver (IBM Rational) **Optimizing the Software Development Process: Best Practices, Tips, and Techniques that you can use today**	Moderator: Vyacheslav Nesterov	Maxim Talanov, Andrei Krekhov, Aidar Makhmutov (Fujitsu Technology Solution) ID2 **Automating programming via concept mining, probabilistic reasoning over semantic knowledge base of SE domain**	Anton Salov (Softline) **Russian SaaS Monetization: Present Trends and Future Outlook** (Moderator: Igor Mendzebrovsky)
16.45		Alexander Orlov (Happy-PM.com) **Transition to manager in different IT companies**		Jennifer Trelewicz (Mail.ru) Round table: **Cloud Computing**	Andrey Urazov (Parasoft) **Quality-Oriented Programming**
17.30		George Sharkov (ESI) **Bridging R&D to Software Business**			Vladimir Rubanov, Andrey Ponomarenko (ISPRAS) ID 10 **Header-Driven Generation of Sanity API Tests for Shared Libraries**
18.15		Ben Livshits (Microsoft Research) **Modern Web Browsers and the Role of Practical Systems Research**		Syed Nadeem Ahsan, Franz Wotawa (IST, TU-Graz) ID 86 **Software Bug Prediction Using Program Files Logical-Coupling Metrics**	Radovan Brečka (DandiWay s.r.o.) ID 9 **Configuration-oriented programming**
19.00		Richard Mark Soley (Object Management Group) **CISQ: Software Quality Metrics Lower Costs**		Aleksei Alekseev, Grebnev Nikolay (CustIS) ID 82 **Reduction of human factor in Enterprise Software Development**	Ivan Padabed (EPAM Systems) ID 54 **Architecture lifecycle management in the SharePoint world**

Seminar of Bjarne Stroustrup «Advanced Programming Techniques» will take place in The Grand Hall of House of Culture MGTU n/a N.E. Bauman (Moscow, Rubtsovskaya Naberezhnaya (embankment) 2/18)
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	October 14 (Thursday)		
	Room A (550 persons)	**Room B (200 persons)**	**Room C (130 persons)**
8.15			Registration & Light Breakfast
9.00	Thomas Erl (SOA Systems) **The Service, The Cloud & The Method**	Luis Olsina, (Engineering School at the National University of La Pampa) Li Zhang, Philip Lew (CS & Engineering School Beihang University) ID 32 **Integrating Quality, Quality in Use, Actual Usability and User Experience**	Oleg Garipov, Sergey Zykov (HSE) ID 13 **Conceptual models of heterogeneous data representation**
9.45	Sergey Avdoshin (HSE) **Software Engineering Body of Knowledge Trends**	Vladimir Itsykson, Marat Akhin, (SPbSPU) ID 27 **Clone Detection: Why, What and How?**	Andrey Sadovykh Philippe Desfray (SOFTEAM) , Brian Elvesæter, Arne-Jørgen Berre (SINTEF ICT), Einar Landre (Statoil) ID 53 **Enterprise Architecture Modeling with SoaML using BMM and BPMN – MDA Approach in Practice**
10.30	Leonid Felikson (SOA Systems) **The SOA Manifesto: Establishing a Common Understanding About SOA and Service-Orientation**	Nikolai Puntikov (Russoft) Round table: **Crowdsourcing: does the model work for industrial software engineering?**	Natalia Vegerina, Alexander Lipanov (Infostroy Ltd.) ID 28 **Expert system for software source code quality analysis**
11.15	Andrey Lubenets (ABBY) **Contemporary SDKs As a Means for Integrating R&D-Intensive Technologies into Third-Party Applications**		Vladimir Itsykson, Denis Timofeev (SPbSPU) ID 46 **Source code modification technology based on parameterized code patterns**
12.00	Andrey N. Terekhov (LANIT-TERCOM), Andrey A. Terekhov (Microsoft) **From Outsourcing to Products**	Rok Žontar, Jernej Novak, Andrej Krajnc, Marjan Heričko (University of Maribor, FERI) ID 34 **Internationalization aspects in developing web applications for Central and East Europe**	Lars Bendix, Jacob Gradén, Anna Ståhl (Lund University), Andreas Göransson (Sony Ericsson Mobile Communications AB) ID 39 **Issues and Challenges with Industrial-Strength Product Composition**
12.45	Andrew Sviridenko (SPIRIT) **Real-time communications software engineering, 5 years of SPIRIT cooperation experience with Apple, Skype, Microsoft, Oracle, Adobe, Blizzard**	Lunch	Lunch
13.30	Lunch	Dmitry Ovechkin (Grid Dynamics) ID 88 **Three-Level Planning in Agile, Tracking and Reaction**	Irina Kuzmina (Physico-Technical Research Ins) ID 16 **Practical Realization of Software Integration Process during the Development of Complex Hardware-Software Systems**
14.15	Thomas Erl (SOA Systems) Workshop: **Next Generation SOA Drill-Down: Understanding Modern Service Technologies & Practices**	Vadim Veyber, Anton Kudinov, Nikolay Markov (Tomsk Polytechnic University) ID 15 **Model driven approach for Oil & Gas information systems and applications integration**	Alexander Kalouguine (Mercury Development Russia) ID 85 **Effective communications for small outsourcing software-engineering projects**
15.00	*(from 14.15 till 18.15)* *Additional fee applies. Registration required.*	Grigory Gusev (Luxoft) ID 22 **Practical Review of Software Requirements**	Mikhail Moiseev (SPbSPU) ID 31 **Defect detection for multithreaded programs with semaphore-based synchronization**
15.45		Bogumila Hnatkowska, Piotr Kubisz (Wroclaw University of Technology) ID 45 **Logical Data Model Transformations Driven by Non-functional Requirements**	Andrey A. Terekhov (Microsoft) Round table: **How to write a good software engineering paper**
16.30		Anna Obukhova (Exigen Services) ID 4 **Fixed Price Agile Projects, how it works**	
17.15		Alexander Lipanov, Roman Grebinnyk (Infostroy Ltd.) ID 11 **Interactive 3D scene modeling and visualization system**	Alexey Polunin, Evgeny Smirnov (IBM) **IBM helps to develop your business**
18.00		Sergey Zykov (HSE) ID 6 **The integrated methodology of pattern-based enterprise application development and maintenanceo**	Vladimir Kovalevsky (Action Digital) ID 8 **Adaptation of SCRUM methodology to company business processes**

Moderator: Alexander Babkin

Moderator: Dmitry Malenko

Moderator: Dmitry Malenko, Sergey Zykov

Moderator: Natalya Mishina

Moderator: Seergey Avdoshin

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	October 15 (Friday)		
	Room A (550 persons)	Room B (200 persons)	Room C (130 persons)
8.15	Registration & Light Breakfast		
9.00	Alexander Kondakov (INSPIREX Consulting) **Process engineers: all the species diversity**	Ekaterina Stepalina (HSE) ID 17 **SaaS Support in Software Documentation Systems**	Andrey Maglyas, Uolevi Nikula, Kari Smolander (Lappeenranta University of Technology) ID 57 **Comparison of Two Models of Success Prediction in Software Development Projects**
9.45	Luis Olsina (Engineering School at the National University of La Pampa) Workshop: **Evaluating the Quality of Web X.0 Applications**	Sergei Andrzeevski (First Line Software) ID 55 **Main challenges of fixed-price agile project for corporate customer**	Dmitry Vavilov, Denis Dovzhenko, Alexander Anisimov (Motorola) ID 35 **Perspectives of Stereo 3D TV Applications Development**
10.30		Vyacheslav Nesterov (EMC) Round table: **Software development centers of multinational companies in Russia. Achievements and problems**	Oleg Ridchenko (Intetics Co.) ID 47 **"Mind the Gap" – how to manage clients expectations**
11.15			Eugene Zouev (Interstron) ID 64 **Semantic APIs for Programming Languages**
12.00	Vsevolod Leonov (Embarcadero) **Problems and directions of development in RAD tooling**	Aleksandar Dimov, Senthil Kumar Chandran, Sasikumar Punnekkat, Adnan Nasir, Nabeel Azam (Sofia University) ID 37 **Mutation testing framework for software reliability model analysis and reliability estimation**	Mina Boström Nakićenović (SunGard Front Arena) ID 50 **A Pragmatic Approach for Message Modeling - A Case study in an agile organization**
12.45	Lunch	Mikhail Kumskov (Luxoft) ID 33 **Processes and people**	Stas Fomin (CUSTIS) **Agile Learning**
13.30	Steve Todd (EMC) **Reverse Innovation via a Network of Global Entrepreneurs**	Lunch	Lunch
14.15	Sergey Arkhipenkov (SPM (guild)) **Are There Problems in a Software Development or in Project Management?**	Workshop: M.Bich (VNIIPVTI) **IBM Rational toolset for project management and software development**	Mikhail Belov (HSE) ID 23 **Optimizing the Process of Implementing a New Corporative System to the End User**
15.00	Jay Douglass (SEI) **Measuring ROI for Process Improvement – Industry results**		Aleksandar Orlic (Craftware Ltda) ID 72 **Implementation by Capture with Executable UML**
15.45	Ilya Segalovich (Yandex) **Yandex experience: practices and key technologies of the largest Russian web company**		Julia Kryuchkova, Dmitry Pavlov (Exigen Services) ID 38 **Implementing usability methods into CMMI-compliant software development process**
16.30	Bjarne Stroustrup (ATM) **Introducing C++0x**	Naeem Muhammad, Nelis Boucke, Yolande Berbers (DistriNet) ID 40 **A Parallelism Viewpoint to Analyze Performance Bottlenecks of Parallelism-Intensive Software Systems**	Serge Zhukov (Auriga Inc.) ID 59 **A Language-based Approach to Implementing Multi-Vendor Support in an Advanced TCA Shelf Manager**
17.15	Conference Closing Ceremony (Moderator: Nikolai Puntikov)		

Moderator Room A (morning): George Sharkov
Moderator Room A (afternoon): Grigori Labzovsky
Moderator Room B (morning): Andrey N. Terekhov
Moderator Room B (afternoon): Natalya Mishina, Yasna Milkova
Moderator Room C (morning): Jennifer Trelewicz
Moderator Room C (afternoon): Ludmila Nesterenko

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