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'Crossover and Fusion'

The international Conference on the **Modern Art of Software** opens its scope and deepens its topics.

Keynotes & Special Events

David Chappelle
Linda Rising
Jazoon Rookie Award
Oracles Keynote
Pouline Middelton
Gianugo Rabellino

Topics

- **Java and Beyond**
 - **SET@Jazoon:** Software Engineering Today
 - **Micorsoft@Jazoon:** Microsoft as Special Guest
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JAZOON

INTERNATIONAL CONFERENCE ON THE
MODERN ART OF SOFTWARE, 21-23 JUNE 2011, ZURICH



Jazoon'11

In its fifth year, Jazoon, which will be held from **21 – 23 June 2011 in Zurich**, promises to be the largest event of the series. With its 98 sessions, 5 keynote speakers, 3 tracks and one award for young professionals, **Jazoon** is one of the largest international conferences in Europe for decision makers and specialists, such as developers, architects, business analysts etc., involved in the software development process.

With the **'Crossover and Fusion'** concept, Jazoon takes into account the fact that software development is a multidisciplinary process that cannot be reduced to one single technology. Even Java applications run in a heterogeneous landscape. Furthermore, architectural and management disciplines are a growing issue.

With **SET@Jazoon (Software Engineering Today)**, we welcome the SET conference, which for the past seven years has been held independently as a track at Jazoon. SET focus on lean and agile development, enterprise architecture, management and leadership.

With **Java and beyond**, Jazoon is presenting in depth established Java topics such as enterprise Java, pervasive computing, development tools & techniques, infrastructure technologies and language issues.

As a special guest at **Jazoon**, we welcome **Microsoft** – to build the bridge between Java and other technologies. If you look at the server or at the client environment in the real world, there is hardly any application that can run without a Microsoft environment. The track closes the gap between Java, open source and other tools and technologies.

The **Jazoon Rookie Award** will be a special highlight of **Jazoon '11**. We look forward to welcoming you to **Jazoon** in Zurich/Switzerland.

Your Jazoon Team

Daniela Gecuccio, Marco Thaler and Felix A. Honegger

Schedule

TUE, 21-06-2011			WED, 22-06-2011			THU, 23-06-2011		
Opening Session 9:30 - 10:30			Keynote 9:00 - 10:00			Keynote 9:00 - 10:00		
Sessions & Breaks 11:00 – 17:20			Sessions & Breaks 10:30 – 16:50			Sessions & Breaks 10:30 – 15:20		
SET [10]	Java [15]	MS [10]	SET [10]	Java [15]	MS [10]	SET [8]	Java [12]	MS [8]
Exhibition 12:50 - 17:30			Exhibition 12:20 - 17:10			Exhibition 12:20 - 16:00		
Keynote 17:30 - 18:30			Jazoon Rookie Award 17:10 - 18:40			Closing Keynote 16:00 - 17:00		
Jazoon Networking Party			Jazoon Attraction			Fare Well !!		

Keynotes

David Chappelle is one of the most popular speakers in the sector who has given over 100 keynotes at different conferences and events spanning five continents in the past years. His books are regularly used in lectures at MIT in Boston, ETH Zurich and other universities. As one of the best-known speakers in the Java community, his talks have been followed by developers, executives in the information technology sector and IT architects in 40 countries on five continents. He has worked as a consultant for organizations including Hewlett-Packard, IBM, Microsoft, Stanford University and Target Corporation and holds a Bachelor's degree in Economics and a Master's in Computer Science, both from the University of Wisconsin-Madison

Linda Rising from Arizona is a consultant, author and internationally renowned presenter on issues such as patterns, retrospectives, influence strategies, agile development, and Change process. In her keynote "The Power of Retrospection" she will show techniques how agile development processes can lead to more efficiency.

Gianugo Rabellino is the bridge between open source and Microsoft. Gianugo about himself: "I'm Gianugo Rabellino, Open Source enthusiast, passionate golfer, foodie and geek at heart. I'm the senior director of open source communities, at Microsoft, a member of the Apache Software Foundation and a guy who's been paying his bills with Open Source for more than 18 years now."

Pouline Middelton is a writer and a gifted speaker from Denmark. She is at home in digital media and provides many tips about "story telling". Her keynote "How to become a famous author and publish a book" shows the participants many topics of interest - or stories - and in which wayhow they can publish and distribute them.

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Speaker	Organization	Abstract Title
Java and Beyond, Preliminary List		
Almar, Sergi	1: Swiftmind GmbH, CH; 2: TidySlice, E	Spring Puzzlers
Bayer, Andrew	1: Cloudera, Inc.,; 2: Jenkins Project	Writing Jenkins Plugins
Behrens, Heiko	itemis, D	How Node.js will rock your World
Benoist, Emmanuel	Berner FH, CH	Migrating a legacy distributed database
Brannen, Sam	Swiftmind GmbH, CH	Spring 3.1 in a Nutshell
Brazile, Jason	Netcetera AG, CH	Only 30 Seconds? A survey of approaches for designing around Google App Engine's request limit
Briot, Benoit	ELCA, CH	HTML "5" with Java for the Mobile: a Surprisingly Attractive Approach
Brunner, Ronnie	Netcetera, CH	Economics of Cloud Computing
Burns, Edward John	Oracle, USA	Hyperproductive JavaServer Faces
Carr, Harold	Oracle, USA	When To Use SOAP And When REST
Carrara, Reto	Actifsource GmbH, CH	Evolving Software Architecture
Chin, Stephen	GXS, USA	Visage Android - Cleaner APIs, Cleaner UIs
Chinnici, Roberto	Oracle, USA	The Java EE 7 Platform: Developing for the Cloud
Coward, Danny	Oracle, USA	Java SE: The Road Ahead
Dochez, Jerome	Oracle Corp., USA	GlassFish community update
Dornbierer, Christof	AdNovum Informatik AG, CH	Cross-platform mobile application development
Drobiazko, Igor	net mobile AG, D	Creating better frameworks by applying meta-programmingXtext 2.0 - DSLs unleashed
Efftinge, Sven	itemis AG, D	Only 30 Seconds? A survey of approaches for designing around
Eichhorn, Daniel	Netcetera AG, CH	Google App Engine's request limit
Ferentschik, Hardy	RedHat, S	Hibernate OGM (Object Grid Mapper)
Friese, Peter	itemis, D	How Node.js will rock your World
Garbinato, Benoît	Uni Lausanne, CH	Phomo - A modular extensible tool for testing location-based services
Gau, Thorsten	IBM, D	OSLC in action :: agile meets enterprise reality
Girba, Tudor	netstyle.ch GmbH, CH	Flexible software analysis with Moose
Gould, James	VeriSign, USA	Java Security Trends: How to Leverage Growing Security Trends in Building Trust into Your Java Applications
Grazi, Victor	Credit Suisse, USA	Java Concurrent Animated
Groth, Jan	Helvetia Versicherungen, CH	Practical application development with JEE 6 and Seam 3
Gruntz, Dominik	FHNW, CH	Near Field Communication with Android
Huber, Martin	1: MaibornWolff et al GmbH, D; 2: innoQ GmbH, D	Smart Enterprise Application Integration with Apache Camel (Live-Demo)
Jayasena, Sanath	1: Virtusa Corporation; 2: Uni of Moratuwa, Sri Lanka	Effect of Non-Work Related Internet Usage on Stimulating Employee Creativity in the Software Industry
Jiang, Emily	IBM, UK	OSGi Best Practices
Jocham, Ralph	1: Scrum.org; 2: Zühlke Engineering, CH	Agile and Quality – It is not an Oxymoron but a Necessity
Kim, Frank	ThinkSec	Tricks of the Trade - How to Securely Store Data in Apple's iOS
Ledbrook, Peter	VMware, UK	Grails in the Enterprise
Long, Josh	SpringSource, a division of VMware, USA	Giving Your Application a Social Life with Spring Social and Spring Integration
Maier, Stephan	Abraxas Informatik AG, CH	The Great Divide - How to overcome the data-gap in migration projects
Markus, Mircea	red hat, UK	Database or Datagrid?
Mas, Rene	1: Alsea GmbH, CH; 2: Credit Suisse AG, CH	Compositional CRUD: A novel approach for doing CRUD in Enterprise/SOA environments
Meisser, Luzius	Wuala / LaCie, CH	Secure Cloud Storage
Merrilees, Philippe Charles	University of Lausanne, CH	Phomo - A modular extensible tool for testing location-based services
Mijares, Alberto	Canoo Engineering AG, CH	Using GWT to build cross-domain embeddable web applications
Mordani, Rajiv	Oracle Corporation, USA	What's next in the Java Webtier
Moussine-Pouchkine, Alexis	Oracle Corp., D	From zero to full Java EE 6 clustering with GlassFish 3.1
Neudeck, Arthur	Giniality AG, CH	Are You a Service Provider?
Ong, Jelani	AdNovum Informatik AG, CH	Cross-platform mobile application development
Oser, Philipp H.	ELCA, CH	HTML "5" with Java for the Mobile: a Surprisingly Attractive Approach
Panditha Gunawardena, Sachitha Indeewari	1: Virtusa Corporation; 2: Uni of Moratuwa, Sri Lanka	Effect of Non-Work Related Internet Usage on Stimulating Employee Creativity in the Software Industry
Phillips, Andrew	jclouds	Know your cirrus from your cumulus: how clouds differ beyond cost and speed and how that affects you
Preusker, Nils	camunda services GmbH, D	The Activiti BPM Platform - Process-driven Software with BPMN 2.0 and Java
Raible, Matt	Raible Designs, USA	Web Security: Develop. Penetrate. Smile.
Riser, Micha	Actifsource GmbH, CH	Evolving Software Architecture

Speaker	Organization	Abstract Title
Salatino, Mauricio	Plug tree, Argentina	jBPM5 and Drools in Real Life
Schank, Thomas	SBB, CH	NoSQL - Schemaless Data-stores Not Only for the Cloud
Sliwa, Jan	Berner FH, CH	Migrating a legacy distributed database
Smart, John	Wakaleo Consulting Limited, NZ	JUnit Kung Fu: Getting More Out of Your Unit Tests
Starosta, K. & Tanner T.	Astina AG, CH	Mobile Cross Device Development with Appcelerator Titanium
Van der Auwera, Joachim	Geosparc, B	Mapping, GIS and geolocating data in Java
Veeramachaneni, Srikanth	VeriSign, USA	Java Security Trends: How to Leverage Growing Security Trends in Building Trust into Your Java Applications
Wähner, Kai	1: MaibornWolff et al GmbH, D; 2: innoQ GmbH, D	Smart Enterprise Application Integration with Apache Camel (Live-Demo)
Zarnikow, Sebastian	itemis AG, D	Xtext 2.0 - DSLs unleashed
SET@Jazoon: Software Engineering Today, Preliminary List		
Badran, Jacqueline	Zeix AG, CH	Making Complex Matters Easy to Grasp: Project Management with User-Centered Design
Bartkevičius, Rokas	No Magic Europe, LI	Efficient UML: from Anti-Patterns to Best Practices
Dockter, Hans	1: edorasware ag; 2: Gradle Inc.	Gradle - A Better Way To Build
Eckstein, Jutta	Independent	Agile Software Development for Distributed Teams
Fehlmann, Thomas	Euro Project Office AG, CH	Six Sigma for Software for Agile Teams
Ficner, Marcus	itemis AG, D	Efficient Use of Mobile Bandwidth
Fitzell, Julian	Cincom Systems, UK	Real-time Collaborative Development
Friedrichsen, Uwe	codecentric AG, D	How to become an agile architect
Fuhrer, A. & Gutweniger A.	SBB, CH	The Alpine Style
Haug, Thomas	MATHEMA Software GmbH, D	Using metrics to detect refactorings in .Net
Hoogendoorn, Sander	Capgemini, Netherlands, The	How frameworks can kill your projects and patterns to prevent you from getting killed
Iorizzo, Corrado	Cambridge Technology Partners, CH	Being agile managing .Net and Java projects with Team Foundation Server 2010
Kolawa, Adam	Parasoft, USA	Predictable Software Project Outcomes in Heterogeneous Environments
Mikšović, Christoph	IBM Research - Zurich, CH	Decision Guidance in Service-Oriented Architecture Design and Beyond
Podvinec, Michael	Biozentrum, University of Basel, CH	Science Scrums: Manage Life Science Research the Agile Way
Riehle, Dirk	Uni Erlangen-Nürnberg, D	Firm-Internal Open Source
Šilingas, Darius	No Magic Europe, LI	Efficient UML: from Anti-Patterns to Best Practices
Smith, David Donaldson	Verisign, USA	From User Story to Automated Integration Test via DSL
Studer, Etienne	1: edorasware ag; 2: Gradle Inc.	Gradle - A Better Way To Build
Tramm, Stefan	Netcetera, CH	How to lead techies in highly technical projects
Urech, Gregor	Zeix AG, CH	Making Complex Matters Easy to Grasp: Project Management with User-Centered Design
Voelter, Markus	independent/itemis, D	DSLs - State of the Art
Zimmermann, Olaf	IBM Research - Zurich, CH	Decision Guidance in Service-Oriented Architecture Design and Beyond
Microsoft@Jazoon: Guest Track, Preliminary List		
Breu, Roger	Microsoft CH, CH	SQL Server – scaling from the small device up to the mission critical datacenter
Bugnion, Laurent	IdentityMine, CH	Developing for WP7
Casada, Ken	Microsoft CH, CH	From 0 to 100 in .NET (1 & 2)
Corti, Sascha	Microsoft CH, CH	Microsoft Client Technologies Overview - Today and Tomorrow
Epprecht, Michael	Microsoft CH, CH	Inside the Microsoft Datacenters - A Day in the Microsoft Cloud
Erlacher, Markus	Microsoft CH, CH	"Private Cloud"
Feldkamp, Olaf	Microsoft CH, CH	Office 365: Developing for SharePoint Online
Hariri, Hadi	JetBrains, E	Being Productive with ASP.NET MVC 3
Laudati, Peter	Microsoft Corporation, USA	Tower Of Babel: Programming Soap Interoperable Web Services, REST and oData Services
Loje, Neno	Independent Consultant, D	Agile Software Engineering with Visual Studio 2010
Marquardt, Bernd	Independant Consultant, D	Parallel Programming with .NET 4.0
Miller, Rowan	Microsoft Corporation, USA	Entity Framework in the Real World
Saurenmann, Ronnie	Microsoft CH, CH	Introducing Microsoft Silverlight 5
Steyer, Manfred	FH CAMPUS 02, A	By relational database and ACID-transactions: An introduction into BASE and NoSQL by the example Windows Azure Storage Services
Syme, Don	Microsoft Research, UK	F# Today, F# Tomorrow – Data-Rich Programming Meets Functional Programming Super-Drug
Toub, Stephen	Microsoft Corporation, USA	The Future of C# and Visual Basic: Async Made Simple
van Buuren, Jan Willem	Microsoft Corporation, UK	Testing - Bridging the gap between developers and testers
Weiss, Meinrad	Trivadis, CH	State of the art Business Intelligence, Reporting and CPM Solution à la Microsoft
Woodward, Martin	Microsoft Corporation, UK	The Life and Times of a Java Developer at Microsoft Corporation