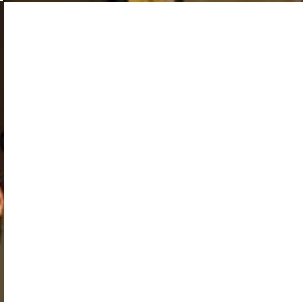




For Developers
by Developers



JAOD
conference
2007
September 23 - 28, Aarhus, Denmark



.Net // LINQ //
Modeling // Agility
on the Edge // Ar-
chitecture Quality
// Enterprise Appli-
cation Frameworks
// Five Things I
Wish I Learned in
College // Public
Sector Open Source
// Professional
Developer // Web
2.0 // SCRUM //
Ruby // Java

www.jaod.dk



Speaker Profiles



Robert C. Martin (Uncle Bob) has been a software professional since 1970 and an international software consultant since 1990. He is founder and president of Object Mentor Inc., a team of experienced consultants who mentor their clients worldwide in the fields of C++, Java, OO, Patterns, UML, Agile Methodologies, and Extreme Programming.



Anders Hejlsberg is a Distinguished Engineer in the Developer Division at Microsoft Corporation. He is the chief designer of the C# programming language and a key participant in the development of the .NET

Framework. As one of the first employees of Borland, he was the original author of Turbo Pascal and later worked as the Chief Architect of the Delphi product line.



Rebecca Wirfs-Brock President of Wirfs-Brock Associates, is an innovator in practical modeling and design techniques. She invented the set of development practices known as Responsibility-Driven

Design. Recently she has focused on ways to effectively communicate ideas and to create flexible software without over or underengineering. She is the design columnist for IEEE Software.



Jeff Sutherland, PatientKeeper, Inc is co-founder of the Scrum development process and a Certified Scrum Trainer. He has been VP of Engineering and CTO for 9 software product companies, developing Scrum in 4 of them and introducing today's standard Scrum methodology to 5 of them.



Erik Meijer is a technical lead in the SQL Server Division at Microsoft where he currently works together with the C# and the Visual Basic language design teams on data integration in programming languages.

Erik is one of the designers of the standard functional programming language Haskell98 and more recently the C# language.



Ken Swaber codeveloped the Scrum process with Jeff Sutherland in the early 1990s to help organizations struggling with complex development projects. One of the signatories to the Agile Manifesto in 2001,

he subsequently founded the AgileAlliance, a nonprofit organization dedicated to the creation of agile software and currently serves as its chairman of the board.

Blogs on JA00

Werner Vogels, Amazon.com: “This is a conference for enterprise architects organized... I had such a great time at JA00 last year that I let myself be tricked into give two presentations in London...”.

Kåre Kjelstrøm, Software Architect: “JA00 is as much a networking event for me as it is a chance to get up to speed on what’s going on in areas of the industry that don’t have my immediate attention, and it excels at both!”.

Greg Doench, Executive Editor: “JA00 is like a fabulous restaurant you want to rave about, but fear will be overrun if everybody else finds out about it”.

Alberto Brandolini, attendee, Italy: “JA00 Conference was great! And I had the pleasure to listen some very cool speeches and meet some nice folks as well”.

Magnus Christerson, Intentional Software: “Both JA00 and OOPSLA have a strong reputation on bringing together thought leaders in the software space. These conferences are often the first to highlight new and emerging technologies and where you will hear about new developments, before they show up in trade magazines”.

Steve Vinoski, IONA: “One reason JA00 rocks, for example, is that the social side of the conference is stellar”.

Gregor Hohpe, Google: “Many speakers consistently rave about JA00. The speaker roster, the logistics, the attendees – everything just seems to be very high quality and run very smoothly...”.

Ted Neward, Java&.NET Expert: “Whomever designed the JA00 conference should be knighted by the Queen. Or King. Or whatever it is they have in Denmark”.

Welcome to JA00!

JA00 — The Professional Developer's Conference

Software engineering is still in it's infancy: we only have roughly 40 years of history. Compare this to bridge building, medicine, law, architecture, agriculture or pretty much any other science or engineering discipline – and you realize that we're still just scrambling to find out where we want to go. It's a struggle for quality. In our daily jobs we have to balance technical issues, business issues, and people issues, and at the same time produce useful and lasting software.

To stay effective, it is important to be on top of the latest developments and technologies — as reflected in the program that you can read about in this brochure. But we also know that there is no silverbullet — and so it is equally important to take a step back and get to know our history. To act as professionals it is important to see a bigger picture: learn from the past, avoid repeating the same mistakes and see what has worked for others.

JA00 is a mix of these — trends, technology, best practices, experiences and reflection put together so that you can walk away with inspiration and courage to build better software.

For Developers by Developers

JA00 is created by Trifork, a software company. We call ourselves software pilots: architects, project managers, and professional software developers. Being software practitioners at heart, the conference is also our opportunity to discuss and learn what it means to be a professional software developer. We hope that you will join us.

On behalf of the JA00 Team

Joern Larsen, Kim Harding Christensen, Kresten Krab Thorup
Trifork, Founders of JA00

Partners



Media Partners



Conference Tracks

Architecture Quality

Host: Frank Buschmann, Siemens AG

The success or failure of software architecture often depends on its ability to meet specific quality requirements, such as performance, scalability, availability, reliability, extensibility and configurability. However, achieving these architecture qualities is often non-trivial, especially if the corresponding requirements are “extreme” or “stringent”, or when building software platforms and product-lines. In this track, therefore, world-class architecture experts explore the solution spaces for several important architecture qualities: their established patterns and best practices, as well as the factors that guide the selection of a specific solution in the presence of concrete requirements and constraints. The goal of the track is to provide you with concrete and practical advice about how to achieve and ensure sustainable software architecture quality in your projects. (This track run over two days).

Ruby

Host: Glenn Vanderburg, Independent

Ruby is taking 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 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.

Web 2.0

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.

Enterprise Application Frameworks

Software developers are flooded with application stacks for writing data base backed web applications. Some are standardized, some are defacto-standard, and/or open source. It is difficult to choose which one is best suited for a given task; each one represents different trade offs - particular with regards to speed of development vs. flexibility/extensibility. Recent years have seen a significant rise in the likes of Ruby on Rails, Grails, Spring, Seam, and MonoRails; and then we still have the standard Java EE and .NET platforms. In this track we take a breadth-first approach to examine - and compare - some of these frameworks, with two specific perspectives: Day one focuses on aspects

of presentation and flow and how they compare across these different technologies, whereas the subject of day two is state management and persistence. We're comparing apples and oranges here; but what else can we do? (This track run over two days).

Agility on the Edge

Host: Jutta Eckstein, Independent

You know agile methods, you use them in your daily life and you can explain them to others. But if you want to be an expert you should also know how to apply them to projects that are on the edge. In this track, experienced agility gurus let you into secrets learned in the fields of life-critical systems, global development and other unusual settings. Because your project is unique and nothing can be applied off-the-shelf, we will also focus on how retrospectives can be used to continuously adapt your process even to difficult environments.

Modeling

Host: Rebecca Wirfs-Brock, Wirfs-Brock Associates

One of the most difficult aspects of design is expressing system behavior in ways that can be clearly understood, maintained, and extended. This track will sample the latest trends in modeling tools, techniques, and practices. We'll cover a broad territory from tools for creating and transforming platform-independent models, to tools and techniques that enable expert users to express behaviors, and practices that allow developers to model and evolve complex domains.

Five Things I Wish I Learned In College

Host: Erik Meijer, Microsoft

Last years “Back to the Future” track showed how techniques from the past influenced the present. This year, we will gaze into the crystal ball to speculate how languages and techniques that are currently being developed by researchers and academics might influence the future of our field 20 years from now. We have assembled a cast of the most creative contemporary inventors in our field to entertain you by presenting their latest wacky ideas. If you attend this track, you will be able to tell your grandchildren in 2027 that you witnessed the conception of that “new” computer industry hype at JAOO 2007.

LINQ

Host: Mads Torgersen, Microsoft

Language Integrated Query (LINQ) is a new technology in the Microsoft .NET framework for strongly typed querying of disparate data sources directly from within the programming language. Out of the box, LINQ comes integrated into C# and Visual Basic and with providers for SQL data, XML and in memory data structures. But LINQ is an open architecture that data sources can plug into, and programming languages can build upon. This track explores the principles of LINQ and some of its concrete manifestations.

The Professional Developer

Host: Robert C. Martin, Object Mentor Inc.

In the last fifty years the software industry has gone from the infancy of a few scientists

and engineers tinkering with patch boards and binary registers to the relative maturity of millions of programmers using Agile practices to write Object-Oriented programs running on virtual machines.

During this long road to adolescence, we have learned a thing or two about our craft. But have we learned enough to sufficiently describe our craft? Can we define what it means to be a professional programmer? Can we list the dos and don'ts that we all agree to? Or is our profession still best described as “Each person does what is right in his own eyes”?

The .NET Road

Host: Ted Neward, Independent

.NET is still growing heavily in development for enterprise systems and continues to be augmented with new technologies, languages and frameworks from both Microsoft, 3-parties and the Open Source Community. This track will present some of the most promising of these technologies, including a peek into version 3.0 of the framework.

Public Sector Open Source

Host: Joern Larsen, Trifork

Open Source software has been around for decades and has been used for many purposes. World wide open source software tools and operating systems have been a huge success. In certain countries Open source software has also been used in special made software for governments and public institutions. This trend is becoming more and more popular and this track will look at such solutions and all

the advantages of Open Source Software in the public sector.

SCRUM at JAOO2007

Host: Jeff Sutherland, PatientKeeper, Inc.

Repeated project failures using the waterfall approach to software development led Scrum Co-Creators Sutherland and Schwaber to studies of how the Japanese industry delivered record breaking, innovative products in record time and under budget. Scrum has been successfully implemented on tens of thousands of projects worldwide, including complex projects and large-scale endeavors for independent software vendors (ISVs), open source developers, IT implementation and support staff, distributed and outsourced teams, as well as at non-profit institutions of all types.

It is the only development process that has repeatedly demonstrated linear scalability on large distributed, outsourced, and CMMI Level 5 projects. Over 12000 Certified ScrumMasters have been trained worldwide and tens of thousands of Scrum projects are live at any moment in time. This broad community of practice continues to enhance the quality and global implementation of Scrum. In this track the two Co-Creators of Scrum and a team of expert Scrum trainers, architects, and developers will share their knowledge on Agile best practices with case studies of Scrum implementations in the world's leading companies and tutorials to help developers master Agile development. (This track run over three days).

Tutorials



The tutorials take place Sunday, Thursday and Friday.

“Certified Scrum Master Class”

Jeff Sutherland, PatientKeeper, Inc.

“Test Driven Development”

Robert C. Martin, Object Mentor Inc.

“Pattern Language for Distributed Computing”

Frank Buschmann, Siemens AG & **Kevlin Henney**, Independent

“The Art of Telling Your Design Story”

Rebecca Wirfs-Brock, Wirfs-Brock Associates

“Domain Driven Development”

Eric Evans, Domain Language

“Introduction to Ruby on Rails”

Glenn Vanderburg, Independent

Check jaoo.dk for more tutorials



About JA00

JA00 in Aarhus

The conference is held in Aarhus, the second largest city in Denmark. The conference is located in the Music Hall next to City Hall. Once in Aarhus, you will find yourself in a cosy city with an international atmosphere.

Participants' Profile

At JA00 2007 we expect 1400 participants. Around 2/3 of the participants are software developers. The rest are project managers and decision makers in such fields as Java™, .NET, XP, Agile, project management and more, where they have industry-wide influence on the IT-strategic decision making process. Participants are mainly from Europe.

Travelling and Hotels

Getting to Aarhus is easy. There are two airports (Aarhus and Billund) both a short distance from downtown with connections to all international airports. SAS is the official airline of the conference.

The city offers a number of hotels and KongresKompagniet has booked rooms with special rate for JA00 participants. Find information on the website.

Social Events

During the conference, you have the opportunity to join the social events. On Monday night all participants and speakers are invited to a Social Conference Dinner with food, bar and entertainment. On Tuesday evening the JA00 IT-Run takes place for the sixth year. We hope to see a lot of JA00 teams running a Danish mile (7.532 kilometers).



Conference at a glance

Sep. 23 Sunday	Sep. 24 Monday	Sep. 25 Tuesday	Sep. 26 Wednesday	Sep. 27 Thursday	Sep. 28 Friday
Tutorials	Conference tracks			Tutorials	
					
					
Social Events					
					

Conference Pass includes

- 15 technical tracks
- 2 solution tracks
- 4 keynote sessions
- more than 90 technical sessions
- access to more than 80 international speakers
- online access to conference material
- breakfast buffet
- lunch w/soft drinks
- hot & cold drinks, fruit & cake during breaks
- conference dinner party
- JAOO IT-Run
- the legendary JAOO conference bag



Registration

JAOO VIP

If you have participated in more than four JAOO conferences you are a JAOO VIP. This gives you a 30% discount on registration for JAOO 2006 before June 8.

JAOO Alumni

If you have participated in one or more JAOO Conferences you are a JAOO Alumni. This gives you a 20% discount on registration for JAOO 2006 before June 8.

Please register online at www.jaoo.dk or call +45 87 32 87 87 for further information.

	Before June 8 (15% discount)	Before August 24 (10% discount)	After August 24
Tutorials, ½ day	EUR: 370 DKK: 2745	EUR: 392 DKK: 2907	EUR: 435 DKK: 3230
Tutorials, 1 day	EUR: 651 DKK: 4837	EUR: 691 DKK: 5123	EUR: 767 DKK: 5691
Conference (3 days)	EUR: 1745 DKK: 12975	EUR: 1848 DKK: 13739	EUR: 2053 DKK: 15265
Conference and 2 days tutorials (5 days)	EUR: 2396 DKK: 17808	EUR: 2536 DKK: 18856	EUR: 2819 DKK: 20951
Conference and 3 days tutorials (6 days)	EUR: 2722 DKK: 20234	EUR: 2881 DKK: 21423	EUR: 3202 DKK: 23804

DKK prices are final. We reserve the right to adjust fees paid in foreign currencies as a result of exchange rate fluctuations. Danish customers please add 25% VAT. Please note that the registration fee is non-refundable.

Please note that the price for the SCRUM course is: 11.500 DKK and the above discounts can not be applied.

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Group registrations

If you register 5 or more participants from the same company you will get a group discount. Please contact JAOO at either +45 87 32 87 87 or info@jaoo.dk.

The discounts cannot be combined.



JAOO IT-Run

Welcome to the sixth JAOO IT-Run, taking place on Tuesday, September 25 at the end of the conference schedule.

The run is organized in co-operation with Aarhus 1900 (the local runners' club) and NewLine. In 2006 the IT-Run had 973 runners. You can sign up either individually or as a team - all participants run a Danish mile (7.532 kilometers). You run the same round twice - ending by running uphill and through the Art Museum ARoS.

Participation is free for conference registrants.

Visit www.jaoo.dk to join the run. For further information please see the conference web site.

Get in shape for JAOO!

