

The British Computer Society (BCS) is the UK industry body for IT professionals, and a Chartered Engineering Institution for Information Technology (IT). With members in over 100 countries around the world, the BCS is the leading professional and learned Society in the field of computers and information systems.

The Configuration Management Specialist Group provides a forum for exchanging ideas, developing and promoting Change, Configuration Management and Release Management best practices and standards including formal accreditation and professional qualifications.

#### CMSG Aims and Objectives

- Establish a professional development scheme, plotting a career path for professionals in Configuration, Change and Release Management;
- Influence training and education within the field to achieve professional standards;
- Establish a code of practice and standards for Configuration, Change and Release Management professionals including formal accreditation;
- Facilitate the free and open exchange of Configuration, Change and Release Management experiences and ideas;
- Influence the production and content of National, European and International Standards related to Configuration, Change and Release Management;
- Promote the benefit of Configuration, Change and Release Management within the industry at large;
- Assure that industry receives benefits to business from Configuration, Change and Release Management;
- Guide the makers of software tools to support the work of Configuration, Change and Release Management.



## BCS CMSG Conference & Exhibition 2005

The World of Change, Configuration and Release Management

21st and 22nd June 2005, Homerton College, Cambridge, UK

[www.bcs-cmsg.org.uk](http://www.bcs-cmsg.org.uk)



Special Guest  
After Dinner Speaker  
Frances Edmonds

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**Shirley Lacy**  
CMSG Chair



**Robert Cowham**  
Conference Chair



**Bob Thomas**  
CMSG and  
Conference  
Secretary

The BCS Configuration Management Specialist Group are pleased to welcome you to the 2nd BCS CMSG Conference for change, release and configuration management managers, practitioners and specialists everywhere. This year's programme builds upon the success of our previous conference and our title this year is "The World of Change, Configuration and Release Management".

The conference objectives are to encourage the cross fertilisation of Change, Configuration Management and Release Management best practices across different worlds and explore collaborative ways of working that enable better management of configurations.

As business and technology changes rapidly we need to focus on the future while coping with the present: how can we manage e-commerce applications; web configurations and content; large complex configurations? Are there new standards and tools that will help us leap forward? How do we sell the processes and prove that best practice helps organisations achieve their goals? How do we develop as professionals? We welcome both newcomers and old hands to the BCS CMSG sharing experiences and lessons learnt.

The event has been planned to encourage a high degree of peer-to-peer interaction and discussions in both formal and informal situations. This will be a chance to renew old acquaintances and interact with those who have a lot of real experience in change, configuration and release management. To this end we look forward to welcoming delegates on Monday night for drinks and dinner before the first conference session on Tuesday morning.

We would also like to give a warm welcome to all our exhibitors and hope that you will take advantage of speaking to them during the conference.

[Shirley Lacy](#)

[Robert Cowham](#)

[Bob Thomas](#)

### CMSG Conference Committee

Robert Cowham, Shirley Lacy, Bob Thomas, Neil White, Phil Illingworth, Michael Kennedy (Programme Chair), Peter Kostiuik, Tim Joyce

### Exhibitors / Sponsors

#### Borland Software Corporation

Founded in 1983, Borland Software Corporation (NASDAQ: BORL) is the global leader in platform independent solutions for Software Delivery Optimization. The company provides the software and services that align the people, process, and technology required to maximize the business value of software. To learn more about delivering quality software, on time and within budget, visit: <http://www.borland.co.uk>

#### Computer Associates International

Computer Associates International, Inc. (NYSE:CA), one of the world's largest management software companies, delivers software and services across operations, security, storage, life cycle and service management to optimize the performance, reliability and efficiency of enterprise IT environments. Founded in 1976, CA is headquartered in Ithaca, N.Y., and serves customers in more than 140 countries. For more information, please visit <http://ca.com>

#### Intasoft

Intasoft have been at the forefront of pioneering change and configuration management for nearly 20 years. Our change and configuration management software, AllChange, is the most comprehensive system for managing hardware, software, documentation and web content, in a single product. IntaChange, our web-based change management software is a flexible system, integrated with Microsoft Project. See [www.intasoft.net](http://www.intasoft.net) or call 011392 447780

#### Marval Software

Marval Software Limited - recognised as a world leader & innovator in integrated IT Service Management Software, Training & Consultancy Services. Co-authors of ITIL, BS15000, and the forthcoming ISO 20000, the first to achieve ASL (Application Service Library) accreditation. Whilst others attempt to emulate Marval's current products, we are actively developing the 'next generation' of ITIL software. Only limited by imagination...

#### MKS

MKS Inc. provides award-winning enterprise SCM solutions enabling Global 1000 companies to better manage and control the complete process of software development. Our advanced SCM products offer robust workflow, version control, and impact analysis. See [www.mks.com](http://www.mks.com)

#### Perforce Software

Perforce is the fast SCM system that combines everyday ease of use with the capacity to handle large, distributed teams. Perforce stands alone in offering the flexibility, performance and platform support needed by many of the world's most innovative companies to develop new products and services ahead of the competition. Find out more at [www.perforce.com](http://www.perforce.com)

#### Serena Software

Serena Software, Inc. (Nasdaq: SRNA) is the world's largest company solely focused on managing change in the IT environment. With its acquisition of Merant, Serena now serves the complex change management needs of 49 of the Fortune 50, and its products are in use at over 15,000 customer sites worldwide. For more information about Serena, please visit [www.serena.com](http://www.serena.com)

#### Square Mile Systems

CM specialists in documenting ICT infrastructures and business processes to support operational and risk management needs. Square Mile supply consultancy services and toolsets that apply CM to cabling, desktops, servers, networks and processes. Our services cover strategy, benchmarking, project management, inventory capture, CMDB design and ongoing operational support. [www.squaremilesystems.com](http://www.squaremilesystems.com)

#### Telelogic

Founded in 1983, Telelogic® is a leading global provider of solutions for advanced systems and software development. Telelogic's best-in-class tools automate and support best practices throughout the development lifecycle. By optimizing each phase of development, Telelogic tools improve visibility, collaboration and validation, enabling customers to deliver better software and systems faster.

#### UNICOM

UNICOM provides training in IT Service Management, Project Management, Software Process Improvement. Topics include "Change, Configuration and Release Management Essentials"; ISEB Foundation in ITSM (with ISEB-accredited trainers); Account & Relationship Management, CMMI\_ (with SEI accredited trainers); PRINCE2; Project and Programme Management. Please see [www.unicom.co.uk](http://www.unicom.co.uk) or phone +44 1895 256 484

### Who Should Attend

- CIO's, executives and IT planners responsible for service delivery within organisations
- Managers and professionals involved in change, configuration and release management

Whether you are managing or doing, this conference will provide pragmatic tools and information for controlling and delivering your projects and programmes and the subsequent services more effectively.

### What You Will Learn

The conference themes include large-scale systems programmes and projects, CM in software development in commercial environments and CM across the lifecycle to including service management. Each track features both 'how to' case studies as well as the latest theories. You will find experienced change, configuration and release practitioners on the podium and in the audience. Ample time has been built-in for networking with other delegates who are undertaking the same journey as you. You will also be able to take advantage of leaders in the industry who will be available to you to answer your questions and to impart their hard won wisdom.

Sessions will be organised across the following tracks:

#### Track 1 - Leader, Neil White

##### Large Scale Systems

Change, configuration and release management as practised in large-scale systems integration programmes and projects.

#### Track 2 - Leader, Shirley Lacy

##### Across The Lifecycle

Configuration management across the lifecycle from development to the live environment, including service management and ITIL.

#### Track 3 - Leader, Robert Cowham

##### Software Development

Change, configuration and release management best practices for software development in commercial environments e.g. better, faster, cheaper. This includes the impact of agile systems development methods.



**Neil White**  
Track leader

### Conference Proceedings

We are grateful to Michael Kennedy (Programme Chair) and London South Bank University, for taking on the task of editing and producing the conference proceedings.

### After Dinner Speaker

#### Frances Edmonds

We are delighted to have as our after dinner speaker on Tuesday night Frances Edmonds, one of Britain's most entertaining female speakers. A best-selling author and broadcaster, her non-fiction covers sport, politics, motivation, self-help and personal success. Enthusiastic, often controversial and always thought-provoking, she consistently receives top ratings for her humorous and motivational presentations. Frances is a gifted communicator who uses her extensive international experience and creative skills to understand, entertain and inspire her audience.



Best selling books include; Another Bloody Tour, Cricket XXXX Cricket, Members Only, Samson and Delilah, Star of Heaven and Games, and Winning The Game of Life.

### Raffle

Anne Storey, a CMSG member and regular attendee at CMSG events died of Leukemia in December 2004. Anne was a very professional and enthusiastic change, configuration and release manager. A raffle will be held in memory of Anne for Leukaemia CARE.



Dinner will be in Homerton College Great Hall

# Timetable Monday 20th & Tuesday 21st June 2005



## Monday 20th June 2005

Time	
17.00 - 18.45	Registration
18.45 - 19.30	Drinks
19.30	Dinner

## Tuesday 21st June 2005

Time	Large Scale Systems	Across the Lifecycle	Software Development
08.45 - 09.45	Registration		
09.45 - 10.00	Opening Shirley Lacy, Chair CMSG and Robert Cowham, Conference Chair		
10.00 - 10.45	Keynote Richard Morreale		
10.45 - 11.15	Coffee/Tea break		
11.15 - 12.00	Configuration Management and Large Scale Systems Integration Projects Neil White   BCS CMSG	Control in the Project World - does Prince 2 Work? René Schaap   SQS Netherlands	SCM in a Large-Scale Agile Development Project Paul Dyson & James Spalding   e2x
12.00 - 12.45	Configuration Management and its Friends from Womb to Tomb - The Lifecycle Phases of Configuration Management Glenn Ellis   ADI	Building an Enterprise Configuration Management Solution - With a Case Study Keith Allen   Computer Associates	Changing Horses in Mid-stream - Converting Between SCM Systems Stephen Vance   Stellar Advances Rajul Vora   (now) Google
12.45 - 14.15	Lunch & Demos		
14.15 - 15.00	Product Lifecycle Management's Role in Systems Integration Ian Maskell   Thales	Why embracing Service Management to Manage Change to your IT Infrastructure is Critical to Success Don Page   Marval Group	Release Management from Chaos Phil Hicks   Wall Street Systems
15.00 - 15.30	Coffee/Tea break		
15.30 - 16.15	From a Monolithic Product Development to Component Development Frank Schophuizen   Topic Software Services	Configuration Management in a Global Organisation Martin McEvoy   GlaxoSmithKline	Mastering the Complexity of Software Development Alec Bray   Telelogic
16.15 - 17.00	Panel Session: Providing Support for Collaborative Working Environments - What Do We Need To Do? led by Michael Kennedy		
17.00 - 17.30	CMSG AGM		
18.45 - 19.30	Drinks Reception		
19.30 -	Dinner After Dinner Speaker, Frances Edmonds		

### Keynote Speaker

#### Richard Morreale

Richard has been called the 'Red Adare' of the Project Management world. In case you don't know, Red Adare was the 'larger-than-life' oilfield fire fighter that people called when they had a major oilfield fire'. Richard is the larger-than-life Project Manager they call when they have a major problem with their projects. His experience ranges from the dizzy heights of putting a man on the moon as part of the Apollo Programme, to working as part of the management team that computerised the British Income Tax System, to leading the delivery of two major systems for the 43 Police Forces in England and Wales. He has directed major Programmes of work for some of the largest companies in the world!

Richard is a member of the National Speakers Association in the United States and a member of the Professional Speakers Association in the United Kingdom. He is a highly motivated, enthusiastic and energetic individual who knows how to motivate his people to exhibit the same traits. He is a dynamic speaker using stories of personal experiences, other people's experiences and humorous anecdotes to reinforce the message.

### Hey, I'm Excited!

The standards, processes and procedures relating to Change, Configuration and Release Management have been around for decades. We all know that when they are part of the controls on a project that the project has a much better chance of success. We all know that if they are implemented properly they work! We're sold on it. In fact, we can show examples, however limited, of how and when they were instrumental in helping deliver successful projects. So, let me ask you this question. With all this on our side, why do we still have such a tough time selling Change, Configuration and Release Management? Why, when we do implement these controls on projects we have such a tough time getting people to follow the standards, processes and procedures. Richard presents, in this keynote address, what he believes is the answer. And it might not be what you think.



Richard Morreale



David Cuthbertson



Callum Kidd

### Keynote Speaker

#### Callum Kidd

Callum is the Programme Director for one of the largest and most innovative education programmes for professional development in project management. With over 400 managers enrolled for the MSc in both Europe and North America, the programme enlists some of the worlds leading thinkers from project management, requirements management, systems engineering and configuration management, to design and deliver the most up to date thinking and practices in the managing of projects. Callum is recognised as a leader in the development of Enquiry Based Learning for engineers and technical process managers, as well as being one of the best known names in the field of managing configurations through his research and conference presentations.

### Developing Enquiring Minds - Professional Development and Managing Configurations

An aerial view of configuration management across a range of industries shows two distinct typologies: the Roundhead and the Cavalier. For Roundheads CM is defined and driven by standards. There is little room for innovation, and indeed any thoughts of changing the process is discouraged, or at best made extremely difficult. The Roundhead type is the easiest CM process to study, since it is organizationally visible and has clear lines of communication, control and operation. It deals extremely well with routine tasks and procedures, but copes badly with unexpected occurrences.

The Cavalier on the other hand is highly innovative. At the highest levels, it shares a common view of CM with the Roundhead Type, but in terms of deployment, it is often invisible in the organization. Although there is a CM process, it is adaptable and fluid, designed to cope with rapid change and quick decision making. In many cases, the practice of CM is devolved away from a centralised function and made the responsibility of project teams or those involved in the design and support phases.

My current research is looking to develop practitioners who can work effectively in both environments, bringing innovation to the Roundhead Type and order to the Cavalier Type.

Time	Large Scale Systems	Across the Lifecycle	Software Development
09.30 - 10.15	Selling The Value of CM David Cuthbertson   Square Mile Systems		
10.15 - 11.00	Applying Software Asset Management Best Practices to Meet Corporate Governance Requirements David Bicket   Deloitte Enterprise Risk Services	Agile SCM: Realising Continuous Integration Kevin Lee   IBM	
11.00 - 11.30	Coffee/Tea break		
11.30 - 12.15	The Secrets of Success on a Large Scale John Parker   Actio	The Holy Grail of Effective Change Management Steve Ransom   Serena Software + key customer	Can we Afford the Luxury of CC&RM Group - The Challenge of Informal CC&RM in a Retail Banking Environment John Metcalfe   Mentor IT
12.15 - 13.45	Lunch & Demos		
13.45 - 14.30	Configuration Management Challenges Of The UK's Largest Ever Ship Build & Integration Contract. Steve Elmes   Quintec	Bad Disaster Recovery Day at Symbian Sally Page   Symbian	A Large-scale Fault-tolerant Distributed Software Build Process Dr James Buffenbarger   Boise State University
14.30 - 15.00	Coffee/Tea break		
15.00 - 15.45	Forum: How Important are People and Career Paths Really? led by Phil Illingworth   Electus Recruitment	A New Approach to Distributed Multi-site Development with CVS Rahul Bhargava   Wandisco	
15.45 - 16.30	Developing Enquiring Minds – Professional Development and Managing Configurations Callum Kidd   University of Manchester		
16.30	Conference closed		

How to get to the Conference

By Car - Parking is available

**From London**  
Follow directions to Cambridge along the M11. At Junction 11 take the A1309 into Cambridge. At the second set of traffic lights turn right into Long Road (A1134). Continue to the next major crossroads. Turn left into Hills Road (A1307) and then go straight on for approximately half a mile. Homerton College is on your left-hand side.

From North of Cambridge

Departing north of Cambridge, follow directions to the A1 south, and follow the A1 and A1(M) until it joins the A14. Take the A14 as far as the M11, and then take the M11 following directions to Cambridge. At Junction 11 take the A1309 into Cambridge, and then proceed as for directions from London.

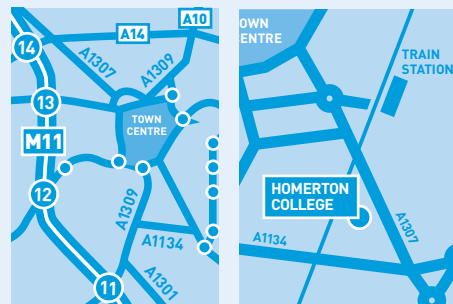
By Train

There are regular trains to Cambridge from London King's Cross (minimum journey time 54 mins) or less frequently from London Liverpool Street and Bishops Stortford. There are also good connections from Peterborough, Birmingham, Manchester and Edinburgh.

By Air

From Stansted Airport by car/taxi approximately 30 minutes via M11 motorway, or take taxi/train to Bishops Stortford and train to Cambridge.

Homerton College,  
Hills Road,  
Cambridge  
CB2 2PH



Registration form

We prefer to receive registrations via the secure order form on our website: www.bcs-cmsg.org.uk Alternatively you may complete and send in this form.

Please register me for the BCS Configuration Management Specialist Group Conference, which is being held at Homerton College, Cambridge on 21st – 22nd June 2005.

Please tick the appropriate box:

<input checked="" type="checkbox"/>		Fees due
	Full Conference Fee: £695	
	BCS or BCS CMSG Members Fee: £650	
	Full Conference Early Bird Fee paid by 22 April 2005: £595	
	BCS or BCS CMSG Member Early Bird Fee paid by 22 April 2005: £550	
	Preferential Fee for speakers: £100	
	Preferential Fee for students in full-time education: £120	
	<b>Total due</b>	
	VAT @17.5%	
	<b>Grand Total</b>	

Please note that individual BCS or CMSG membership is not transferable.

The conference starts on the Monday night with drinks reception followed by dinner in the Great Hall. The fees include attendance at the conference, lunch on both days, drinks reception both days, conference dinner with after dinner speaker, and overnight accommodation on Monday 21st June and Tuesday 22nd June 2005.

Exhibition attendance only (free of charge - tick as appropriate)

<input type="checkbox"/>	21st June am	<input type="checkbox"/>	21st June pm	<input type="checkbox"/>	22nd June am	<input type="checkbox"/>	22nd June pm
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Substitutions and Cancellations

Substitutions may be made at any time (with prior notification please). Cancellations of bookings (by recorded delivery) received by the Conference Administrator 2 weeks prior to the conference will qualify for a full refund of the conference fee less 10% administration. No refunds will be awarded after this date.

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BCS Membership Number (where applicable)		
Please note any special dietary requirements:		

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(We regret that registration cannot be accepted without a purchase order number)

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Tel: +44 (0)845 057 3477 Fax: +44 (0)20 8392 0936 robert@bcs-cmsg.org.uk

**Terms & Conditions**  
Your registration will be confirmed within a week. Late registrations (within one week of the conference date) may be phoned or faxed in or done via the web. We must receive a registration form as well as payment prior to the event.