



From the organisers of  
**DEVWEEK**

# SOFTWARE ARCHITECT

13 - 16 OCTOBER 2015 | HOTEL RUSSELL, LONDON

9<sup>TH</sup> ANNUAL

THE TECHNICAL CONFERENCE FOR SOFTWARE ARCHITECTS AND SOFTWARE DEVELOPERS  
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## SOFTWARE ARCHITECT CONFERENCE 2015

**42**  
BREAKOUT SESSIONS  
12 FULL-DAY WORKSHOPS

**WORLD-RENOWNED SPEAKERS, INCLUDING**

JUVAL LÖWY  
RUTH MALAN  
ALLEN HOLUB  
NEAL FORD  
SIMON BROWN  
RALF WESTPHAL  
& MANY MORE!

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# 2015 SPEAKERS

MEET THE EXPERTS

The 2015 Speaker Faculty is our best yet. Published authors, consultants, professional trainers, industry veterans and thought-leaders, all are acknowledged experts in their field. Alongside keynote speakers **Sander Hoogendoorn** and **Simon Brown**, we're pleased to announce **Allen Holub**, **Neal Ford**, **Dino Esposito** and **Ralf Westphal** among many others. We're also delighted to have **Juval Löwy** and **Ruth Malan** bringing their expertise to lead full-day workshops. For a full run-down of 2015's speakers, please refer to pages 14-15.

# Welcome

This year's conference tackles the hot topics of the past year head-on. We'll be taking a step back from the hype to explode myths, separate fashion from function, and focus on what really works in software architecture.

One such subject is microservices. Our two keynotes explore the most important considerations for implementation, and deliver answers to the question: is microservices the right architectural system for your organisation?

**Sander Hoogendoorn** will be drawing from his own experiences of implementing microservice architectures, taking a closer look at the good, the bad and the ugly. **Simon Brown** provides an alternative perspective. The design thinking behind a good microservices architecture is the same as that required to create a well-structured monolith: so if you can't build a well-structured monolith, what makes you think microservices is the answer?

And that's just the start of the conference! Over four packed days, we'll be offering full-day workshops and breakout sessions delivered by a host of expert speakers. Take a closer look at this year's agenda and reserve your place to join us in October!

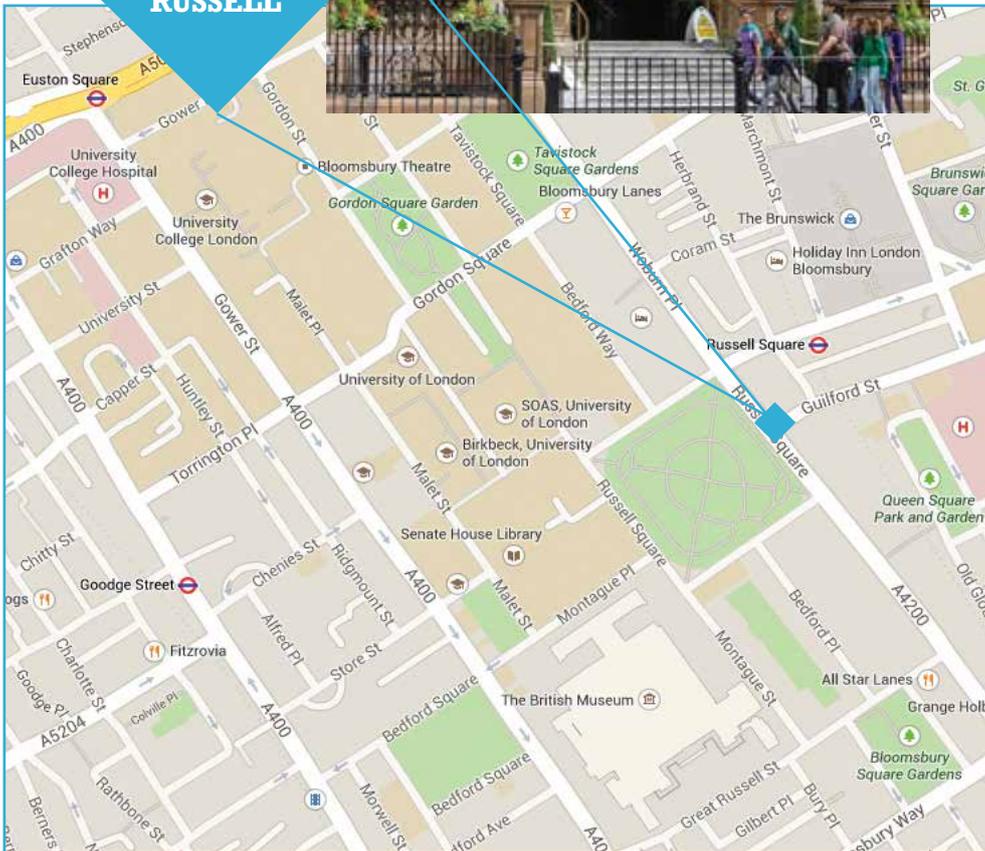
## HIGHLIGHTS OF THIS YEAR'S CONFERENCE

- ◆ **PROJECT MANAGEMENT:** Understanding Agile, from the practical application of Kanban to sessions on #NoEstimates, DevOps and a day workshop on user story mapping.
- ◆ **ARCHITECTURE AND DESIGN:** Microservices, design by coding, IODA architecture, UX-driven design, modelling, event sourcing, technical debt, the actor model and more.
- ◆ **BIG DATA:** Its place in microservices, democratising big data in the enterprise, and solutions on Azure.
- ◆ **SECURITY:** Reverse engineering, security vulnerabilities and what to do about them.
- ◆ **WEB, MOBILE AND CLOUD:** Sessions on Web Components, AngularJS, real-time data backends, cross-platform ASP.NET 5 and more.
- ◆ **LEADERSHIP AND SOFT SKILLS:** Take charge of projects and your career with sessions on the human aspects of software development.

**SOUND INTERESTING?** Explore our full agenda on pages 6-13.

**DID YOU KNOW?... You can highlight your favourite sessions and create your**

## Venue THE HOTEL RUSSELL



**Venue** When visiting the United Kingdom's capital, there is no destination quite like the Hotel Russell. Situated in the very centre of London, in the heart of Bloomsbury, this historic building dominates the east side of Russell Square. Enjoy the peaceful, tranquil greenery of Russell Square Garden, while being close to all the attractions, financial and commercial districts of London. The Hotel Russell is ideally located, being only a 10-minute walk from Euston, St Pancras and Kings Cross stations. Right next door to the hotel you will find the Russell Square tube station, where a short journey on the Piccadilly Line will take you to Covent Garden, Piccadilly Circus and Leicester Square.

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1-8 RUSSELL SQUARE  
LONDON  
WC1B 5BE  
**PHONE:**  
+44 (0) 2078 376 470

# Your conference, your way

With shareable tickets and online catch-up, Software Architect gives you all the information you need, when you want it – ensuring you and your team make the most of every session.

## SHARE YOUR TICKET

Only have time to attend one day? Get great value out of Software Architect by sharing your ticket with others in your team. That way, you can make the most of four packed days of sessions and workshops. Our online registration page lets you add colleagues' details, so we know who will be joining us for each day of Software Architect.

## NEVER MISS A SESSION

With so much content packed into four days, there are bound to be times when you'd like be in two places at once. But you needn't miss out; all our breakout sessions are filmed (subject to speaker approval) – and as a registered delegate, you'll have exclusive access to the whole event online to watch when you want.



Great range of speakers & topics, giving plenty of food for thought and tools to take back to work.

**Technical Architect**

own personalised agenda by using the interactive agenda at [software-architect.co.uk/agenda](http://software-architect.co.uk/agenda)

This **at-a-glance agenda** provides an overview of all the workshops and breakout sessions that are taking place over all four days of the event, allowing you to quickly highlight the key sessions you want to attend.

EACH DAY



8.30 COFFEE & REGISTRATION



11.00 COFFEE BREAK



13.00 LUNCH BREAK



15.30 COFFEE BREAK

## Day 1

TUESDAY 13 OCTOBER

Pre-conference all-day workshops [9:30 - 17:30]

Ref: SA01

**PARKOUR FOR ARCHITECTS: A REQUISITE VARIETY WORKOUT**

RUTH MALAN

Ref: SA03

**EXTRACTING SOFTWARE ARCHITECTURE FROM CODE**

SIMON BROWN

Ref: SA05

**CODE AS A CRIME SCENE**

ADAM TORNHILL

Ref: SA02

**ZEN OF ARCHITECTURE**

JUVAL LÖWY

Ref: SA04

**THIS IS GOING TO BE MEAN (MONGODB, EXPRESS, ANGULARJS AND NODE.JS)**

MICHAEL HABERMAN

Ref: SA06

**FUNDAMENTALS OF REVERSE ENGINEERING AND SECURITY VULNERABILITIES**

SASHA GOLDSHTEIN

ALL-DAY WORKSHOPS

## Day 2

WEDNESDAY 14 OCTOBER

Main conference

9.30

**WELCOME ADDRESS AND KEYNOTE PRESENTATIONS**

11.30

**#NOESTIMATES DOES NOT MEAN 'NO ESTIMATES'**

SEB ROSE

14.00

**DESIGN VISUALISATION: SMOKE AND MIRRORS**

RUTH MALAN

16.00

**REVIEWING ARCHITECTURES**

NATHANIEL SCHUTTA

MAIN CONFERENCE



**DESIGN BY CODING: EXTENDING THE PRINCIPLES OF TDD TO ARCHITECTURE**

ALLEN HOLUB

**BUILDING MICROSERVICE ARCHITECTURES**

NEAL FORD

**EVOLVING TO THE ACTOR MODEL**

AUSTIN BINGHAM

**AVOIDING FIVE COMMON ARCHITECTURAL PITFALLS**

ANTHONY SNEED

**THE FINE ART OF TIME TRAVELLING: IMPLEMENTING EVENT SOURCING**

ANDREA SALTARELLO

**MIND THE GENDER GAP**

MARYSE MEINEN

**MICROSERVICES: THE GOOD, THE BAD AND THE UGLY**

SANDER HOOGENDOORN

**IS THERE SUCH A THING AS ARCHITECTURE DESIGN FOR MOBILE APPLICATIONS?**

CHRISTOS MATSKAS

**WORKING WITH ASYNCHRONOUS MODULES IN JAVASCRIPT**

URI SHAKED

**WHAT'S COMING IN ANGULARJS 2.0?**

SHAY FRIEDMAN



**BUILDING A MODERN DEVOPS SOLUTION FOR YOUR APP**

BRIAN A RANDELL

**THE PUREST FUNCTIONAL PROGRAMMING LANGUAGE: BABY STEPS WITH HASKELL**

SASHA GOLDSHTEIN

**CONTINUOUS DELIVERY FOR ARCHITECTS**

NEAL FORD

**MODULAR MONOLITHS**

SIMON BROWN

**DEMOCRATISING BIG DATA IN THE ENTERPRISE**

JESUS RODRIGUEZ

**COMMON WEB APP VULNERABILITIES AND WHAT TO DO ABOUT THEM**

EON WOODS

**REAL-TIME DATA BACKEND FOR WEB AND MOBILE**

URI SHAKED

42

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FULL-DAY  
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## Day 3

THURSDAY 15 OCTOBER

Main conference

MAIN CONFERENCE

9.30

**DEFERRING THE  
LAST RESPONSIBLE  
MOMENT**

EOIN WOODS

11.30

**BEYOND BREAKING  
BAD: THE CURRENT  
STATE OF AGILE IN  
10 EASY LESSONS**

SANDER HOOGENDOORN

14.00

**KANBAN FOR  
ARCHITECTS:  
MAY THE FLOW  
BE WITH YOU**

MARYSE MEINEN

16.00

**LETTER TO  
A SOFTWARE  
MANAGER WHO  
MANAGES SOFTWARE**

DINO ESPOSITO

**IT'S ALL ABOUT  
THE CUSTOMER:  
UX-DRIVEN DESIGN**

DINO ESPOSITO

**SWARM  
ARCHITECTURE**

ALLEN HOLUB

**THE DOCKER  
REVOLUTION:  
MICROSERVICE  
CONTAINER  
ARCHITECTURE**

URI SHAKED

**IODA ARCHITECTURE:  
A PATTERN TO ESCAPE  
DEPENDENCY HELL**

RALF WESTPHAL

**WHAT IF?  
SUPPORTING  
DECISIONS WITH  
SOFTWARE DYNAMICS  
SIMULATIONS**

ROBERT SMALLSHIRE

**METAPHORS  
WE CODE BY**

NAT PRYCE

**REAL WORLD  
CONTINUOUS  
DELIVERY**

SEB ROSE

**YOU'RE AN  
ARCHITECT!  
NOW WHAT?**

NATHANIEL SCHUTTA

**CROSS-PLATFORM  
ASP.NET 5 FOR  
THE CLOUD**

ANTHONY SNEED

**WEB COMPONENTS:  
THE FUTURE IS HERE**

GIL FINK

**WEB (AND CLOUD)  
APPLICATION  
ARCHITECTURE:  
THE WHOLE STACK**

ALLEN HOLUB

**BRAND NEW  
JAVASCRIPT:  
ECMAScript 2015**

GIL FINK

**INTRODUCING THE  
UNIVERSAL WINDOWS  
PLATFORM (UWP)**

SASHA GOLDSHTEIN

**WHY JOHNNY CAN'T  
UNIT TEST HIS LEGACY  
CODE - AND WHAT YOU  
CAN DO ABOUT IT**

HOWARD DEINER

**WHY JOHNNY *STILL*  
CAN'T UNIT TEST  
HIS LEGACY CODE -  
AND WHAT YOU CAN  
DO ABOUT IT**

HOWARD DEINER

**TECHNICAL DEBT:  
FIGHT IT WITH  
SCIENCE AND RIGOUR**

BRIAN A RANDELL

**BIG DATA'S PLACE  
IN MICROSERVICES  
ARCHITECTURE**

GARY SHORT

**BUILDING CROSS-  
PLATFORM MOBILE  
APPLICATIONS  
WITH VISUAL STUDIO  
C++ 2015**

SASHA GOLDSHTEIN

**POWERING THE  
INDUSTRIAL  
ENTERPRISE:  
IOT PLATFORM  
AS A SERVICE**

JESUS RODRIGUEZ

**SOLUTIONS FOR  
BIG DATA ON AZURE**

PIERRE NALLET

## Day 4

FRIDAY 16 OCTOBER

Post-conference all-day workshops [9:30 - 17:30]

ALL-DAY WORKSHOPS

REF: SA07

**USER STORY MAPPING**

SEB ROSE

REF: SA09

**SOFTWARE ARCHITECTURE  
FUNDAMENTALS**

NEAL FORD

REF: SA11

**BECOME A RADICAL -  
OBJECT-ORIENTATION NEWLY  
DERIVED FROM ITS ROOTS**

RALF WESTPHAL

REF: SA08

**UX-DRIVEN SOFTWARE DESIGN**

DINO ESPOSITO

REF: SA10

**COMPONENTISING YOUR  
APPLICATIONS WITH WEB  
COMPONENTS, POLYMER  
AND ANGULARJS**

GIL FINK &amp; URI SHAKED

REF: SA12

**FROM ZERO TO AZURE  
FOR .NET DEVELOPER**

PIERRE NALLET

The following workshops run for a **full day, from 9:30 to 17:30**, with a short break in the morning and afternoon, and a lunch break at 13:00. You either require a one-day workshop pass to attend **OR** you can book a 3-day Pass or Universal Pass and attend the main conference sessions as well.

# Day 1

TUESDAY 13 OCTOBER

Pre-conference all-day workshops



8.30 COFFEE & REGISTRATION



11.00 COFFEE BREAK



### PARKOUR FOR ARCHITECTS: A REQUISITE VARIETY WORKOUT

RUTH MALAN

Our trajectory towards becoming software architects involves writing code, creating and evolving systems. Important, certainly, but it does beg the questions: What else? What other areas do we need to develop (further), in order to be (more) effective as architects? And how do we ramp up those skills?

**IN THIS WORKSHOP**, we will explore a “parkour for architects” from two points of view:

- What does each “fitness” area work out, and why are we focusing there?
- Exercises in each area, doing the programme of workouts in small teams

The following is our terrain map:

- Personal: foundation attributes such as perception and bias, empathy, creativity, problem framing and solving; focusing on new or more challenging aspects of the architect role/responsibility set
- Organisational: interpersonal skills such as leadership, communication and influence; focusing on doing things in organisations
- Technical: architectural decision making and system design; focusing on the unique demands and challenges of architectural design and what it takes
- Strategic: business and technical strategy; focusing on impacting, setting and evolving (technical) direction

The exercises are fun and challenging, and they're chosen for their relevance to understanding and doing architectural work – the direct work of architectural design and/or the indirect but essential work of making the architectural design work effective and ultimately successful.



### ZEN OF ARCHITECTURE

JUVAL LÖWY

For the beginner architect, there are many options for doing pretty much anything. But for the master architect, there are only a few.

**IN THIS WORKSHOP**, Juval will explain his approach to large system analysis and design, using volatility to decompose a system into its comprising services. He will contrast it with the most common mistake made in architecture, using functionality to identify services.

These are universal design principles, and Juval will use examples from software and non-software systems alike. You will also see how to overcome the real hurdles architects face perusing volatility-based decomposing, simple and practical techniques for identifying areas of volatility, common tell-tale signs or “smells” when your design is still functional when using the Method, IDesign’s approach for system architecture.

You will learn how to literally mechanise software system design, and how to do it quickly and effectively. Juval will also discuss logical tiers, security, interoperability, scalability, transactions and other aspects of a modern application.

The workshop concludes with a discussion of how modern architecture fits into development processes such as Agile, common pitfalls of design in an Agile environment, and how to design the development process for maximum productivity.



### EXTRACTING SOFTWARE ARCHITECTURE FROM CODE

SIMON BROWN

It’s often said that the code is the true embodiment of the software architecture, yet Simon’s experience suggests that it’s difficult to actually extract this information from the code.

If you’ve ever tried to use a static analysis, modelling or diagramming tool to automatically generate meaningful diagrams of your codebase, you will have probably been left frustrated. After all, the resulting diagrams tend to include too much information by default, and they usually show you code-level elements rather than those you would expect to see on a software architecture diagram.

Does a model of the software architecture really exist in the code then? And, if it does, how do we extract it?

**IN THIS WORKSHOP**, Simon will look at a sample codebase to understand what information we can extract from the code and how to supplement it with information we can’t, in order to create living software architecture documentation.

This is a hands-on workshop, with code examples in Java and C#, so please bring a laptop.



SA has been delightful; challenging my understanding from 20° to 180°.  
All of the sessions were information packed. No sleepers! **Chief Software Architect**



13.00 LUNCH BREAK



15.30 COFFEE BREAK

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**THIS IS GOING TO BE MEAN (MONGODB, EXPRESS, ANGULARJS AND NODE.JS)**  
MICHAEL HABERMAN

Michael will take you through one of the most interesting full-stack JavaScript solutions. We will live-code an application that emphasises how MEAN.JS can help you develop robust applications, and while doing so we will implement the backend with Node.js and focus on how to create a maintainable server with great performance.

**IN THIS WORKSHOP,** Michael will enhance our server further using the Express library, providing more features and better-organised code. Express will also help create an API for future clients, as will using model-driven development to create more fluent development for the client side.

As NoSQL Database becomes more popular than ever, MongoDB will be our choice for high performance and a highly scalable solution. In the client arena, the leading framework AngularJS will provide user interaction with great flexibility and well-designed architecture.

The focus of this workshop is not only to understand each part of the full-stack solution, but also to explore how to glue these four frameworks together to create a great, integrated solution for full-stack.



**CODE AS A CRIME SCENE**  
ADAM TORNHILL

We'll never be able to understand large-scale systems from a single snapshot of the code. Instead, we need to understand how the code evolves and how the people are organised.

**IN THIS WORKSHOP,** Adam will demonstrate novel analysis techniques to support both those technical and organisational decisions around your codebase.

The techniques are based on software evolution. They use data from the most underused informational source that we have in our industry: our version-control systems. You'll learn to analyse version-control data to find the code that's most expensive to maintain, predict bugs, detect architectural decay, understand how multiple developers influence code quality, and much more.

We'll analyse systems written in different languages, such as C#, Java and Scala. Since the techniques you'll learn are language agnostic, you will be able to apply them to your own codebase immediately. Once you've finished this workshop, you'll have a completely new way to look at your codebase and a powerful toolbox.

This will be a practical workshop, where we'll mix theory with hands-on analyses. The exercises will be done by analysing real-world systems to find real problems.

Delegates should bring their laptops; all other tools and code will be provided during the workshop.



**FUNDAMENTALS OF REVERSE ENGINEERING AND SECURITY VULNERABILITIES**  
SASHA GOLDSHTEIN

Ever wanted to take a few steps on the offensive and really understand how security vulnerabilities and attacks work?

**IN THIS WORKSHOP,** Sasha will demonstrate the tools of the reverse engineering trade and how to discover vulnerabilities and exploit them.

We will focus on low-level security issues, such as stack buffer overflows, return-oriented programming and heap buffer attacks, including basic use-after-free exploits. We will also briefly discuss how to identify other kinds of security issues, such as network protocol vulnerabilities, SQL injection and web application weaknesses.

This workshop will be accompanied by practical hands-on labs, in which you will single-handedly reverse engineer applications, identify weaknesses and exploit them using carefully crafted attacks.

This is a brand-new workshop designed to introduce developers to the tools attackers use to identify and exploit vulnerabilities in applications and complex systems. Most security professionals subscribe to the view that you can't make systems secure without looking at them from the attacker's perspective. Although this workshop is not a replacement for a full-blown ethical hacking course, it should provide an introduction for developers interested in how security attacks work and how malware exploits computer systems on the web today.

Take a closer look at the abstracts for all the sessions during the main conference on Wednesday, 14 October. For more detailed abstracts, please visit: [software-architect.co.uk/agenda](http://software-architect.co.uk/agenda)

## Day 2

WEDNESDAY 14 OCTOBER

Main conference

9.30

### WELCOME ADDRESS AND KEYNOTE PRESENTATIONS



#### MICROSERVICES: THE GOOD, THE BAD AND THE UGLY SANDER HOOGENDOORN

The development and maintenance of monoliths presents organisations with increasing challenges, resulting in high costs and a decreasing time-to-market. More and more organisations are therefore attempting to componentise their applications.

The latest and greatest paradigm “microservices” finally seems to deliver on the promises of service-oriented architecture: shortening time-to-market, scalability, autonomy, and exchangeability of technology and databases. The challenges of delivering microservices however are equally big.

In this keynote presentation, Sander will elaborate on his personal experiences with implementing microservices architectures. He'll be certain to address the good parts, but he does not shy away from also tackling the bad and ugly parts.



#### MODULAR MONOLITHS SIMON BROWN

If you want evidence that the software development industry is susceptible to fashion, just go and take a look at all of the hype around microservices. It's everywhere! For some people microservices is “the next big thing”, whereas for others it's simply a lightweight evolution of the big service-oriented architectures that we saw 10 years ago “done right”.

Microservices is by no means a silver bullet though, and the design thinking required to create a good microservices architecture is the same as that needed to create a well-structured monolith. And this begs the question: if you can't build a well-structured monolith, what makes you think microservices is the answer?



8.30 COFFEE & REGISTRATION



11.00 COFFEE BREAK

11.30

#### #NOESTIMATES DOES NOT MEAN 'NO ESTIMATES' SEB ROSE

The #NoEstimates hashtag has been generating a lot of heat in software development circles for the past couple of years, but what does it really mean? It's time to find out. In this session, Seb will cut through the #NoEstimates rhetoric and sketch out the dysfunctions at the heart of software development that gave rise to the hashtag in the first place. We'll look at what information people really want when they ask for an estimate, and whether estimates really are the most appropriate way to provide them with it.

#### DESIGN BY CODING: EXTENDING THE PRINCIPLES OF TDD TO ARCHITECTURE ALLEN HOLUB

Design by Coding (DbC) is a way to develop a domain-based architecture incrementally as you code. It builds on test- and behaviour-driven-development techniques, but adds a focus on the 'story' that's central to all Agile processes. The process answers the question of how you can build a coherent Agile system incrementally. DbC provides a way to both design and develop systems that model the story very closely, resulting in a system that can handle volatility with ease.

#### AVOIDING FIVE COMMON ARCHITECTURAL PITFALLS ANTHONY SNEED

There are many things that can imperil a project, many of which can be traced to poor or ill-informed architectural decisions made at the outset of project planning. In this session, Anthony will explore five common architectural pitfalls you should be aware of. But rather than rigidly applying hard-and-fast rules, you'll learn the importance of balancing the unique characteristics of each project with guidelines for selecting the most appropriate method or technology for the task at hand.

#### IS THERE SUCH A THING AS ARCHITECTURE DESIGN FOR MOBILE APPLICATIONS? CHRISTOS MATSKAS

Developing a mobile application may sound trivial at first but, as many developers and teams have found out, things can get complicated quickly. There are a lot of decisions to be made that have a direct impact to your application's performance, efficiency, scalability and overall experience. In this session, Christos will explain how to design more effective architectures on the .NET platform to help you make effective engineering decisions to meet your business goals.

#### BUILDING A MODERN DEVOPS SOLUTION FOR YOUR APP BRIAN A RANDELL

Very few apps live in a disconnected world. They are often part of a larger system that includes web sites, web services, database and more. Do you have a grip on this system? Can you find the problems before your customers do? In this session, Brian will cover just what the heck DevOps is and how to apply it when building solutions, both private and public. He'll cover Continuous Delivery and how you plan, develop and release an application and close the loop through measuring.

#### DEMOCRATISING BIG DATA IN THE ENTERPRISE JESUS RODRIGUEZ

Please refer to the Software Architect 2015 web site for this abstract: [software-architect.co.uk](http://software-architect.co.uk)



Join both the speakers and your fellow delegates at the SA2015 networking drinks at the end of main conference day one.



13.00 LUNCH BREAK



15.30 COFFEE BREAK

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**14.00**

**DESIGN VISUALISATION: SMOKE AND MIRRORS RUTH MALAN**

Architecture includes the design of the structures and mechanisms that yield system capabilities and properties, and visual expression is a key medium for intentional design. We also say that “every system has an architecture” – though for many systems, the only expression of this architecture is in the code. In this session, we will consider design visualisation in terms of (to put it playfully) “smoke”, presenting design intention, and “mirrors”, reflecting the system design as built.

**BUILDING MICROSERVICE ARCHITECTURES NEAL FORD**

Inspired by success stories from companies such as Amazon and Netflix, many organisations are moving towards microservice architectures at a brisk pace. This style of architecture is important because it’s the first architecture to fully embrace the Continuous Delivery and DevOps revolutions. In this session, Neal covers the motivations for building a microservice architecture, how to determine service partition boundaries, and ten tips to dowse you towards success – an overview of the pros and cons for microservice architectures.

**THE FINE ART OF TIME TRAVELLING: IMPLEMENTING EVENT SOURCING ANDREA SALTARELLO**

A common practice in architecting software systems is to store the last known state of business entities, but this trades the easiness of implementation with the cost of losing the history of such entities. Event Sourcing provides a solution, giving systems the capability to restore the state they had at any given point. In this session, Andrea will demonstrate how to design time travelling systems by examining real-world, production-tested solutions.

**WORKING WITH ASYNCHRONOUS MODULES IN JAVASCRIPT URI SHAKED**

Dividing your JavaScript application into multiple modules is very common. But the JavaScript language was designed without any module support in mind; AMD and CommonJS are the two module loading mechanisms that grew out of the community desire for a standard module format. In this session, Uri will give a brief overview of AMD and CommonJS, look at the ECMAScript 6 module system, and bring it to practice with SystemJS and the JSPM package manager.

**THE PUREST FUNCTIONAL PROGRAMMING LANGUAGE: BABY STEPS WITH HASKELL SASHA GOLDSHTEIN**

If you never experimented with a functional programming language, Haskell is a great place to start. And if you already got your feet wet with F#, Scala or Clojure, it’s still interesting to see what a completely pure functional programming language looks like. In this session, Sasha will introduce the fundamentals of Haskell and explore them through a set of simple exercises. Bring a laptop with the Glasgow Haskell Compiler (GHC) installed, or visit the TryHaskell website.

**COMMON WEB APP VULNERABILITIES AND WHAT TO DO ABOUT THEM EOIN WOODS**

With more services becoming internet-facing, web application security is now a problem for most of us. In response to this, the OWASP security community have been working to catalogue, understand and prioritise common web application vulnerabilities, published as the “OWASP Top 10 List”. In this session, Eoin will review this list to understand the vulnerabilities and dig into the details of some of them to identify practical mitigations for them in our own applications.

**16.00**

**REVIEWING ARCHITECTURES NATHANIEL SCHUTTA**

Good architects are, almost by definition, good story tellers. And while good communication skills are vital to success as an architect, so too is an ability to constructively critique an architecture. In this session, Nate will explore why reviews are important and what it takes to perform them well. Additionally, we’ll talk about the importance of planning and preparation in conducting a successful review.

**EVOLVING TO THE ACTOR MODEL AUSTIN BINGHAM**

The actor model is a way of designing systems comprising independent processing elements that communicate via messages. Actor-based systems are naturally concurrent and modular, making them an appealing option for addressing many of the challenges facing software developers today. In this session, Austin will introduce the concept and theoretical benefits of actors. He’ll then present a number of case studies where systems have evolved from classical threads-and-locks to actor-based designs.

**MIND THE GENDER GAP MARYSE MEINEN**

Where are the women? Women are underrepresented in IT! We either don’t enter a career in software, or we leave early. This gender gap is a material burden to the software industry and a lost opportunity for our workforce. In this session, Maryse will explain why the software industry needs to make an effort to educate, recruit and retain female developers. They are a welcome additional resource but also valuable for the diversity of experience they bring to teams. So what can we do? Using our Lean/Agile values will really make a difference!

**WHAT’S COMING IN ANGULARJS 2.0? SHAY FRIEDMAN**

Angular 2.0 is right around the corner and everybody can’t stop talking about it! In this session, Shay will go through the shiny new features and concepts that are coming, as well as how we can prepare for them in our Angular 1.X applications.

**CONTINUOUS DELIVERY FOR ARCHITECTS NEAL FORD**

Yesterday’s best practice is tomorrow’s anti-pattern. Architecture doesn’t exist in a vacuum – a lesson developers who built logically sound but operationally cumbersome architectures learned. Continuous Delivery automates the production-readiness of your application every time a change occurs to code, infrastructure or configuration. Some architectures and practices yield code that works better in this environment. In this session, Neal takes a deep dive into the architect role and the engineering practices in Continuous Delivery.

**REAL-TIME DATA BACKEND FOR WEB AND MOBILE URI SHAKED**

Gone are the days when you could render and send your data over the wire, close the connection and forget about it. In today’s world, users want to have to latest information, without having to manually refresh the page all the time. Fortunately, there are solutions for real-time data synchronisation between your backend and your web/mobile apps. In this session, Uri will explore several solutions for real-time backend, including Firebase, MeteorJS and RethinkDB.

Take a closer look at the abstracts for all the sessions during the main conference on Thursday, 15 October. For more detailed abstracts, please visit: [software-architect.co.uk/agenda](http://software-architect.co.uk/agenda)

### Day 3

THURSDAY 15 OCTOBER

Main conference



8.30 COFFEE & REGISTRATION



11.00 COFFEE BREAK

9.30

#### DEFERRING THE LAST RESPONSIBLE MOMENT **EONIN WOODS**

A recent concept borrowed from Lean thinking is that of the “last responsible moment” for a decision to be made. The idea is a simple one, in that having more information should result in a better decision. However, these moments often seem to loom up earlier than we would like them to. In this session, Eoin will review the idea of the last responsible moment and how that point is identified. We will then identify some design tactics we can use to defer the last responsible moment, illustrating each with some practical examples.

#### IT'S ALL ABOUT THE CUSTOMER: UX-DRIVEN DESIGN **DINO ESPOSITO**

One of the most dramatic changes brought by the internet is the ease with which demand and supply could match. This is now a consolidated aspect in business and life, but what about software architecture? Software is expected to reflect real life, so demand and supply must match. This assigns a growing importance to the user experience (UX). In this session, Dino will give you a summary of the principles for managing and building software effectively today.

#### WHAT IF? SUPPORTING DECISIONS WITH SOFTWARE DYNAMICS SIMULATIONS **ROBERT SMALLSHIRE**

What if we build hundreds of microservices instead of a monolith? What if we used gated commits to the mainline branch? The emerging field of software process dynamics applies systems thinking and simulated experiments of software development teams and the systems they build, to inform decisions on projects, process and architecture. In this session, Robert will discuss predictive models, modelling the growth of systems, the flow of change and architecture.

#### CROSS-PLATFORM ASP.NET 5 FOR THE CLOUD **ANTHONY SNEED**

ASP.NET 5 is Microsoft's next-gen platform for building modern web applications that are optimised for deployment to the cloud. Because ASP.NET 5 was designed as a cross-platform framework, it is possible to deploy a web app to a Docker container running on a Linux virtual machine in a cloud service hosted by Amazon, Google or Microsoft. In this session, Anthony will provide practical guidance for “dockerising” an ASP.NET 5 application.

#### INTRODUCING THE UNIVERSAL WINDOWS PLATFORM (UWP) **SASHA GOLDSHTEIN**

Windows 10 is the harbinger of API convergence across all Microsoft platforms. By targeting the Universal Windows Platform's API surface, you can build a universal app that runs on Windows 10, Windows Phone, Xbox One and Windows 10 IoT Core. In this session, Sasha will explore the fundamentals of the UWP and build a universal app that runs on a variety of Windows systems. We will also explore UWP's language support for C#, C++ and JavaScript.

#### BIG DATA'S PLACE IN MICROSERVICES ARCHITECTURE **GARY SHORT**

Microservices is a common pattern for breaking down monolithic systems into a collection of multiple, very granular services that concentrate on achieving one task. In this session, Gary will look at an architecture that brings big data into the microservices world. We'll cover both batch and streaming big data solutions.

11.30

#### BEYOND BREAKING BAD: THE CURRENT STATE OF AGILE IN 10 EASY LESSONS **SANDER HOOGENDOORN**

Sander has been coaching Agile projects for more than 15 years, and feels that now is the time to look back and examine what Agile, Scrum and other Agile approaches have brought us in real life. In this session, Sander will explain why Agile is dead, why you need to stay away from Scrum task-boards, how to stay away from estimates and deadlines, how to avoid red sprints, how to put your trust in metrics, how to draw an owl, and most importantly that you are not Usain Bolt.

#### SWARM ARCHITECTURE **ALLEN HOLUB**

A Swarm architecture is a server-side architecture based on small, independent microservices that use a set of simple rules to automatically scale and replicate themselves based on actual load. There is no central controller and no need for external load balancing, the systems are extremely robust, adaptive, and maintainable. This session looks in depth at the architecture of a Swarming system, focusing on implementation. Allen will cover messaging, microservice structure, and look in depth at how the system scales and adapts to actual use as it runs.

#### METAPHORS WE CODE BY **NAT PRYCE**

Learn to be aware of, not tripped up by, the metaphors we unavoidably use when thinking about software and collaborating on design. Of the 12 XP practices that Kent Beck described in the “white book”, System Metaphor has seen little adoption while the others have been enthusiastically embraced and extended. In this session, Nat will discuss why this might be so, and relate XP's notion of metaphor to conceptual metaphors that has been investigated by George Lakoff et al. If we cannot avoid metaphor we must use it to our advantage and avoid its pitfalls.

#### WEB COMPONENTS: THE FUTURE IS HERE **GIL FINK**

Web development has changed dramatically over recent years. With the enormous amount of JavaScript libraries and the new HTML5 standard, today it is easier to create rich internet applications (RIA). One of the new and emerging standards in HTML5 is Web Components, which enables you to create reusable web components that include both HTML and JavaScript. In this session, Gil will make you familiar with the Web Components standard and you will learn how to use it even today. We will also explore libraries such as Polymer and X-Tag.

#### WHY JOHNNY CAN'T UNIT TEST HIS LEGACY CODE – AND WHAT YOU CAN DO ABOUT IT **HOWARD DEINER**

In this session, Howard will address a serious problem that just about everyone in the IT industry faces: we suffer because our legacy code is not unit tested. Lack of unit testing in legacy code is just a symptom of the real issue: lack of quality and lack of knowledge in the code that we depend on. Howard will look at the technical issues surrounding refactoring legacy code, and there will be full frontal code to look at and discuss. Don't miss the follow up to this session, at 14:00.

#### BUILDING CROSS-PLATFORM MOBILE APPLICATIONS WITH VISUAL STUDIO C++ 2015 **SASHA GOLDSHTEIN**

Visual C++ 2015 embraces cross-platform mobile development on three fronts: Xamarin applications using C#, Cordova applications using JavaScript, and native applications using C++. C++ is the only language to build truly native applications for all platforms. In this session, Sasha will build a shared library of portable C++ that compiles with both Clang and VC++, and use that library from an Android, iOS and Windows Phone application – all in the Visual Studio environment.



## Interesting mix of high-level architectural info and hands-on software development. **Consultant**

13.00 LUNCH BREAK

15.30 COFFEE BREAK

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**14.00**

### **KANBAN FOR ARCHITECTS: MAY THE FLOW BE WITH YOU** **MARYSE MEINEN**

In this session, Maryse will explain the basic principles of Kanban and explore how to apply these principles in your work as an architect. You will learn about 'one piece flow', 'limiting your work in progress', 'pull', and especially about the power of visualisation of your work (flow). As an architect, this way of working adds extra value since it allows you to create maximum flow in teams and make it clearly visible to your stakeholders what you're actually doing in the trenches.

### **THE DOCKER REVOLUTION: MICROSERVICE CONTAINER ARCHITECTURE** **URI SHAKED**

Shipping to production is always full of adventures. Any difference between the development/testing environment and the production environment can cause your application to behave differently. In this session, Uri will demonstrate how to leverage Docker for building a robust, microservice-based architecture, explore the differences between Docker containers and virtual machines, and experiment with accompanying tools such as Docker Compose.

### **REAL WORLD CONTINUOUS DELIVERY** **SEB ROSE**

In this session, Seb will look at the challenges that real companies face when trying to adopt the good practices that fall under the banner of Continuous Delivery. To do this, we'll start by extracting the core concepts described in the book Continuous Delivery by Jez Humble and Dave Farley, and look at how these map to today's practices. We'll dig deep into the relationship between Agile and Continuous Delivery, how DevOps and infrastructure-as-code fit into the delivery process, and its impact on software development practices.

### **WEB (AND CLOUD) APPLICATION ARCHITECTURE: THE WHOLE STACK** **ALLEN HOLUB**

In this session, Allen will provide an integrated look at the architecture of an entire "vertical slice" of the web-application stack, from the UI at the top to the database at the bottom, and all of the plumbing in the middle. We'll discuss various trade-offs and alternatives, as well as specific technologies that you can use to implement various components. And you'll see how all the pieces work together. Server side, we'll look at microservices and messaging subsystems.

### **WHY JOHNNY STILL CAN'T UNIT TEST HIS LEGACY CODE – AND WHAT YOU CAN DO ABOUT IT** **HOWARD DEINER**

This talk is the second part of the series started at 11:30, aimed more squarely at managers. In this session, Howard will look at the organisational and managerial issues surrounding refactoring legacy code, including goals, the role of advanced tools, and code that make a developer's job a nightmare. There is no full-frontal code in the session, and you needn't fear any lack in technical knowledge. You will leave with an understanding of what you can do about solving the problem.

### **POWERING THE INDUSTRIAL ENTERPRISE: INTRODUCING THE IOT PLATFORM AS A SERVICE** **JESUS RODRIGUEZ**

The Internet of Things ("IoT") is destined to spark the next big wave of innovation in the enterprise. Like any other big enterprise software trend, the transition from standalone solutions to platforms is starting to happen, opening the door to one of the most exciting enterprise software categories: the IoT platform as a service (PaaS). In this session, Jesus will explore the characteristics of the IoT PaaS and its relationship with predecessor PaaS architectures.

**16.00**

### **LETTER TO A SOFTWARE MANAGER WHO MANAGES SOFTWARE** **DINO ESPOSITO**

Managing a software project is a delicate task – and for one obvious reason. Software managers don't deal with computers and formal languages, but humans and their lingos. The best a software manager can do is putting effort to unify the language being spoken, vision of the functionality, and use tools whenever helpful. In doing so, a different perspective of costs is probably necessary. In this session, Dino will attempt to provide just such a perspective.

### **IODA ARCHITECTURE: A PATTERN TO ESCAPE DEPENDENCY HELL** **RALF WESTPHAL**

Intricate functional dependencies are one of the characteristics of hard-to-maintain legacy code, because these patterns rely on this kind of coupling. In this session, Ralf will present a fundamental layout for every software. It minimises functional dependencies, is orthogonal to established notions of what kind of responsibilities should be separated in a software, and combines object-oriented principles with functional programming.

### **YOU'RE AN ARCHITECT! NOW WHAT?** **NATHANIEL SCHUTTA**

Many software developers point their career towards ascending to the gilded rank of architect. But what does it mean to actually be one? While many of us labour under the false pretence of abject technical decision-making, the reality is often very different. You'll code less, spending more time on activities that lack an objective green/red bar. But you'll also have the opportunity to impact more than one project. In this session, Nate will relate his own journey, touching on influencing co-workers, communication and the importance of a cup of coffee.

### **BRAND NEW JAVASCRIPT: ECMASCRIPT 2015** **GIL FINK**

In recent years, JavaScript has become one of the dominant development languages. Today, JavaScript is everywhere – operating systems, browsers, servers, devices and more. But still there are a lot of missing parts in the language that makes writing JavaScript uneasy for developers. ECMAScript 2015, the new JavaScript specification, is changing that. In this session, Gil will introduce the new features that ECMAScript 2015 adds to the JavaScript language, showcasing the new keywords that the language is going to support.

### **TECHNICAL DEBT: FIGHT IT WITH SCIENCE AND RIGOUR** **BRIAN A RANDELL**

In this session, Brian will cover what technical debt is and what issues it causes for your organisation. He'll then cover how you can identify and quantify it using metrics and analytics. He'll look at ways that you can apply rigour and develop a plan to address your existing debt. He'll show you how to analyse and adjust your development processes to repay the debt. And finally, he'll provide guidance on how to reduce the debt your team takes on during development.

### **SOLUTIONS FOR BIG DATA ON AZURE** **PIERRE NALLET**

What do you use when SQL is not big enough? In this session, Pierre will explore the different options available on Azure from Hadoop, HBase and Cassandra, to key-value stores, Azure tables and document databases. He will cover how to identify when SQL isn't appropriate, the intricacies of Hadoop, the different types of NoSQL database (document, key-value and column-oriented) and how to choose between them, and how to design schema for NoSQL databases.

The following workshops run for a **full day, from 9:30 to 17:30**, with a short break in the morning and afternoon, and a lunch break at 13:00. You either require a one-day workshop pass to attend **OR** you can book a 3-day Pass or Universal Pass and attend the main conference sessions as well.

### Day 4

FRIDAY 16 OCTOBER

Post-conference all-day conference



8.30 COFFEE & REGISTRATION



11.00 COFFEE BREAK



#### USER STORY MAPPING

SEB ROSE

Jeff Patton introduced user story mapping as an analysis and planning technique a decade ago, and documented through blog posts and conference talks. Last year, he published a book that goes into much greater detail, but organisations often encounter difficulties when trying to apply the techniques.

**IN THIS WORKSHOP**, Seb will give you a thorough understanding of what user story mapping is, what contexts it is useful in, and what problems it helps to solve. You will also learn what it is not – and when it is not helpful.

Through a combination of slides, discussions and in-depth, hands-on exercises, you will finish the day with the knowledge and experience to try user story mapping for real.



#### UX-DRIVEN SOFTWARE DESIGN

DINO ESPOSITO

Domain-driven design (DDD) has been the most relevant and significant approach to software design we've run through in the past few years. Most of the principles behind DDD survived the first years of on-the-field experience and consolidated. This is especially true for principles related to strategic design. What about tactical principles to turn strategy into practice? In this regard, a number of misconceptions arose too.

We observed that one of the most dramatic changes brought by the internet is the ease with which demand and supply could be matched. In business and life, this is no longer surprising or unusual. But what about software architecture? Software is more and more expected to reflect aspects and behaviour of real life. Therefore, in software as in real life demand and supply must closely match.

**IN THIS WORKSHOP**, starting on this premise, Dino will first explore the principles of DDD strategic design and separate the wheat of operational patterns from the chaff of some over-emphasised implementation patterns. Next, he will proceed, recognising through the analysis of strong evidences, the growing importance of the user experience (UX) in the plotting of the software system.



#### SOFTWARE ARCHITECTURE FUNDAMENTALS

NEAL FORD

“Software Architect” places in the top ten of most annual surveys of best jobs, yet no clear path exists from Developer to Architect. Why aren't there more books and training materials to fill this demand? First, software architecture is a massive multidisciplinary subject, covering many roles and responsibilities, making it difficult to teach because so much context is required for the interesting subjects. Second, it's a fast moving discipline, where entire suites of best practices become obsolete overnight.

**IN THIS WORKSHOP**, Neal begins by focusing on the many elements required to make the journey from developer to architect, covering process topics such as the impact of Continuous Delivery on architecture, technical subjects like application, integration and enterprise architecture, and soft skills.

The second part of this workshop takes a deeper dive in to application, integration and enterprise architecture topics, including evaluating architectures, comparing architectures, SOA, SOAP and REST, integration hubs, and enterprise architecture approaches and strategies.



Brilliant experience, interesting workshops with hands-on training with real-life situations. **Systems Developer**



13.00 LUNCH BREAK



15.30 COFFEE BREAK

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**COMPONENTISING YOUR APPLICATIONS WITH WEB COMPONENTS, POLYMER AND ANGULARJS**  
GIL FINK & URI SHAKED



**BECOME A RADICAL – OBJECT-ORIENTATION NEWLY DERIVED FROM ITS ROOTS**  
RALF WESTPHAL



**FROM ZERO TO AZURE FOR .NET DEVELOPER**  
PIERRE NALLET

Over recent years, web development has changed dramatically. Today, more than ever, when you are building your front-end, you will probably want to reuse components across your application. But HTML elements are very limited, so what can we do?

**IN THIS WORKSHOP,** Gil and Uri will deep dive into ways you can componentise your front-end. They will start by presenting the new HTML5 Web Components standard. Then move on to explore the Polymer library, which can help you to build Web Components faster and includes a lot of built-in web components.

They will also talk about AngularJS directives and how they relate to Web Components world.

This workshop will include a lot of exercises in order to help delegates familiarise themselves with the material.

OOP as usually taught means well – but often falls short. It falls short of delivering on changeability. The larger OO software gets, the more it becomes a monolith. At least that's what many teams experience despite SOLID investments in good design.

How come? Maybe it's because one of the fundamental principles of object orientation, according to its father Alan Kay, is not lived by. Today's objects just don't communicate by messaging. Fortunately, that can be changed quite simply even with most mainstream OO languages. Messaging is not so much a matter of syntax, than a matter of thinking.

**IN THIS WORKSHOP,** Ralf will present a simple definition of messaging plus two rules of how to organise your code for more changeability. It's simple, it's even more OO than before, and it plays well with functional programming and actors.

Become a radical object-oriented developer (at least for a day) by going through some exercises. Feel the power of "OOP as if you meant it".

By now, you probably know that the cloud is the place to be and Azure is getting better every week. Do you want to leave the conference ready to build applications on Azure?

**IN THIS WORKSHOP,** Pierre will use ASP.NET to build an application in Azure. And during this process, we'll focus on scalability, resiliency and security.

Here are just some of the topics we'll cover:

- How is writing software for the cloud different?
- What does Azure have to offer? What are the main parts I should know?
- How do I choose between infrastructure and platform as a service?
- What are the different options for storing data and how do I choose?
- How to scale beyond terabytes of data?
- What is DocumentDB and how it compares with MongoDB?
- How do I scale a web site?
- What is great about Azure Active Directory and how do I use it in my app?
- What is event sourcing? How do I use EventHubs and Stream analytics?



Excellent, informative, challenging, valuable

**Technical Director**

The Software Architect 2015 speakers are acknowledged experts in their field. Recognised internationally, the 2015 speaker faculty comprises professional consultants, trainers, industry veterans, thought-leaders and published authors.



AUSTIN BINGHAM

Austin is a founding director of Sixty North, a Norway-based software consulting, training and application development company.

The developer of industry-leading oil reservoir modelling software in C++ and Python, he is an experienced presenter and teacher, and an active member of the open-source community.



SIMON BROWN

Simon lives in Jersey and works as an independent consultant, helping teams to build better software. His client list spans more than

20 countries and includes organisations ranging from small technology startups through to global household names. Simon is an award-winning speaker and the author of *Software Architecture for Developers*. He still codes too.



HOWARD DEINER

Howard is a software consultant and educator who specialises in Agile process and practices. With a varied career

spanning over 30 years, he has been a developer, analyst, team lead, architect and project manager, and is a long-standing member of the ACM and IEEE.



DINO ESPOSITO

Dino is a trainer, speaker, consultant and author of many books for Microsoft Press. CTO of Crionet – a fast-growing company

providing software and mobile services to professional sports – Dino is also technical evangelist for software developer JetBrains, focusing on Android and Kotlin.



GIL FINK

Gil Fink is a web development expert, ASP.NET/IIS Microsoft MVP and the founder of sparXys. He consults for various enterprises and companies,

where he helps to develop web and RIA-based solutions. He also conducts lectures and workshops for individuals and enterprises that want to specialise in infrastructure and web development.



NEAL FORD

Neal is director, software architect and meme wrangler at ThoughtWorks, a global IT consultancy with an exclusive focus on

end-to-end software development and delivery. He's the author of applications, magazine articles, presentations and books spanning a variety of subjects and technologies.



SHAY FRIEDMAN

Shay is a Visual C#/IronRuby MVP and the author of *IronRuby Unleashed*. With more than 10 years' experience in the software

industry, he is the co-founder of CodeValue, a company that creates products for developers, consults and conducts courses around the world about web development and dynamic languages.



SASHA GOLDSHTEIN

Sasha is the CTO of Sela Group, a Microsoft C# MVP and Azure MRS, a Pluralsight author, and an international consultant and trainer. The author of

two books, Sasha is a prolific blogger and author of numerous training courses. His consulting work revolves around distributed architecture, production debugging and mobile application development.



MICHAEL HABERMAN

Michael Haberman MCT, MCPD is a senior consultant and lecturer specialising in rich client technologies such as WPF, Windows

Phone, XNA and HTML/JS. Michael has helped to developed complex infrastructures using Prism, MVVM and Angular, and has co-authored official courses for Microsoft.



ALLEN HOLUB

Allen is an internationally recognised consultant, trainer, speaker and author. He specialises in lean/Agile processes and culture,

Agile-focused architecture and cloud-based web-application development. He has written a dozen books, hundreds of magazine articles, and currently blogs on Agile for Dr Dobb's Journal.



SANDER HOOGENDOORN

Sander is an independent dad, mentor, trainer, software architect, programmer, speaker, writer and owner of the company *disisagile.nl*. He

is a highly appreciated catalyst in the innovation of software development at his many international clients. Well known as the author of the best-selling book *This Is Agile*, Sander is an inspiring (keynote) speaker at many international conferences.



JUVAL LÖWY

Juval is the founder of IDesign and a master software architect specialising in system and project design.

He has mentored architects worldwide, sharing his insights and techniques in architecture, project design, development process and technology. He is a frequent speaker at the major international software development conferences.



RUTH MALAN

Having worked in the software architecture field since the mid-90s, Ruth has arguably played a pioneering role, helping

to define architectures and the process by which they are created and evolved, as well as helping to shape the role of the software, systems and enterprise architect.



CHRISTOS MATSKAS

Christos is a software engineer with over 10 years' experience mainly focusing on the .NET stack. He has worked on some high-profile projects with big

names including MarkIT, Strathclyde University, Amor/Lockheed Martin, Ignis Asset Management and Barclays, as well as working on a number of open-source projects.



MARYSE MEINEN

Maryse is a Lean/Agile solution architect who has been working in IT since 2008. She graduated as a linguist (neurolinguistics)

and started off as a project manager. She got into IT because it seemed – at the time – that her focus on people and sensitivity for what is actually really needed in solution engineering would add value. It still does.

**Find out more about their experience and expertise here.**  
**For comprehensive speaker biographies, please visit:**  
[software-architect.co.uk/speakers](http://software-architect.co.uk/speakers)



**PIERRE NALLET**

Pierre is an author, instructor and conference speaker. He has taught more than 100 week-long training courses to professional

software development teams throughout the world. He is an expert in .NET, JavaScript and Azure, among other technologies. And he has been building applications with .NET since its initial public beta in 2001.



**NAT PRYCE**

Nat is a co-author of *Growing Object-Oriented Software Guided by Tests*. He is a principal engineer at a leading high-fashion retail

site, and has worked as a programmer, architect, trainer and consultant in a variety of industries, including consumer electronics, e-commerce, media, telecoms, finance, retail and marketing communications.



**BRIAN A RANDELL**

Brian is a senior consultant with MCW Technologies, LLC. For more than 20 years, he has been building software solutions and educating his

fellow developers. He spends his time teaching Microsoft technologies to developers, working with new and emerging technologies, such as Visual Studio Team System 2008, Visual Studio 2010, and consulting worldwide.



**JESUS RODRIGUEZ**

Jesus is a technology expert, executive investor and startup advisor. A software scientist by background, Jesus is an internationally recognised

speaker and author, with contributions that include hundreds of articles and presentations at industry conferences. He is also a prolific blogger on software technology and entrepreneurship.



**SEB ROSE**

Seb focuses on helping teams adopt and refine their Agile practices. The founding trainer with Kickstart

Academy, he has more than 30 years' industry experience (including IBM Rational and Amazon), and is a popular speaker at national and international conferences.



**ANDREA SALTARELLO**

Andrea is CEO and founder of Managed Designs, a company providing consultancy services related to software design and

development. A solution architect, Andrea is still eager to write code in real projects to get feedback about his architectural decisions. He is co-author of *Microsoft .NET: Architecting Applications for the Enterprise*.



**NATHANIEL SCHUTTA**

Nathaniel is a software architect focused on mobile and making usable applications. A proponent of polyglot programming,

he has written two books on Ajax and speaks regularly at various worldwide conferences, No Fluff Just Stuff symposia, universities and Java user groups. Nate is also an adjunct professor at the University of Minnesota.



**URI SHAKED**

Uri started developing software at the age of 12. He is now a Google Developer Expert for AngularJS and a Firebase

Expert. He created the popular angular-moment open-source module, regularly speaks about web-related technologies at conferences, and organises the annual Israeli AngularJS conference.



**GARY SHORT**

Gary is a freelance data science practitioner and trainer based in Dundee, UK. He has a deep understanding of the full Hadoop and

HDInsight environment, as well as an interest in Social Network Analysis, (UCInet and Pajek) and computational linguistics (NLTK).



**ROBERT SMALLSHIRE**

Robert is a founding director of Sixty North, a software product and consulting business in Norway. He has worked in senior architecture and

technical management roles for several software companies, providing tools for dealing with the masses of information flowing from today's energy sector.



**ANTHONY SNEED**

Anthony is a course author, instructor and consultant for Wintellect, specialising in designing robust, scalable and maintainable

applications using Entity Framework, WCF, Windows Identity Foundation, and ASP.NET Web API. He has written two popular open-source frameworks, Simple MVVM Toolkit and Trackable Entities.



**ADAM TORNHILL**

Adam combines degrees in engineering and psychology for a different perspective on software. An architect and programmer, he writes

open-source software in a variety of languages, and is the author of *Your Code as a Crime Scene*.



**RALF WESTPHAL**

Ralf is a speaker, author, consultant and trainer. His main topics are lightweight software design, clean code, and an overall smooth

software production process. He has written a couple of hundred articles in developer magazines and spoken in national (Germany) and international (UK, US) developer conferences for the past 17 years.



**EOIN WOODS**

Eoin is CTO at Endava, the European IT services company. He is an author, a conference speaker and an active member of the

London software engineering community. His main technical interests are software architecture, distributed systems and computer security.

### PRICES AND SPONSORSHIP

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For any registration enquiries, please contact the bookings team:

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All prices include refreshments, buffet lunch and session notes but exclude travel and accommodation.

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| <b>Main Conference</b><br>[Wednesday & Thursday]                 | £795 <sup>+VAT</sup>                                | £895 <sup>+VAT</sup>                                     | £995 <sup>+VAT</sup>                     |
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Please note that the online submission of a completed registration form constitutes a firm booking, subject to the following terms and conditions. Any cancellations received after Friday, 17 July 2015, will incur a 30% administration fee. Cancellations must be made in writing at least 60 days before the conference, or the full fee will be charged. We are happy to accept substitutions if they are submitted in writing before the conference begins. The organisers reserve the right to make changes to the programme and speakers without notice, if this is unavoidable. If delegates are unable to attend for any reason that is beyond the control of the organisers, such as transport problems, personal illness, bereavement, inclement weather, terrorism or act of God, it will not be possible to make any refunds of conference or workshop fees.

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