



**AEMES 2005**  
4 y 5 de Octubre 2005

II Conferencia Internacional Encuentro ISBSG-AEMES  
2nd. International Conference on Software Process and  
Software Metrics (SPSM'05)  
VI Conferencia Anual de la Asociación Española de  
Métricas de Sistemas Informáticos.

Con el Patrocinio de ICM (Comunidad de Madrid)



## **Métricas TI: La experiencia en la Mejora de Procesos TI**

### **Agenda**

9.30 – 10.00 Recogida de Documentación.

10.00- 10.30 Apertura de la Jornada.

Director de Innovación Tecnológica de la Comunidad de Madrid

Peter Hill – Director Ejecutivo de ISBSG

José Carrillo - Presidente de AEMES.

### **Conferencia Inaugural**

10.30 – 11.30.

“Estudio sobre la evolución y tendencias de indicadores TI en el año 2005”

Jed Rubin - Associate Director, Consulting Worldwide IT Benchmark Service :  
Gartner Group.

11.30- 12.00 Café

### **I Sesión.**

Moderador: José Carrillo. Presidente de AEMES.

### **12.00 – 12.45 1ª Conferencia:**

"Why development team size and platform influence project productivity and delivery?" Peter Hill – Director Ejecutivo de ISBSG.

12.45 – 13.10 Panel:

“Indicadores empíricos formales y muy tempranos de complejidad esencial de sistemas de gestión intensiva de datos: un modelo conceptual”

Pedro Salvetto., Julio Fernández. Juan Carlos Nogueira: Universidad ORT Uruguay. José Carrillo, Oscar Marban, Javier Segovia. Universidad Politécnica de Madrid.

13.10 - 13.20 Coloquio.

13.30 - 15.00 Comida

## **II Sesión.**

**Moderador:** José Luis Lucero. Vicepresidente de AEMES.

### **15.00 – 15.45 2ª Conferencia:**

“Selecting a pool of suppliers using a rapid CMMI based approach”. Tony Rollo, director de SMS y representante de UKSMA. Board Member ISBSG

15.45 – 16.10 Panel:

“Estudio comparativo de los modelos para la gestión de la subcontratación Software”. Calvo-Manzano, J.; Cuevas, G.; García, I.; Gómez, G.; San Feliu, T.; Serrano, A. Facultad de Informática de la UPM.

16.10 – 16.20. Coloquio.

16.20 – 16.45 Café

### **16.45 – 17.30 3ª Conferencia:**

“Quality of Benchmarking data“

Pekka Forselius. CEO y Consultor de Software Technology Transfer Finland Oy. Board Member ISBSG

17.30 – 17.55 Panel:

“Métricas de proceso en BPM”.

Elvira Rolón, Universidad Autónoma de Tamaulipas. Tampico (Méjico)

Francisco Ruiz, Félix García, Mario Piattini. Universidad Castilla La Mancha

17.55 – 18.05 Coloquio.

### **18.05 - 18.50 4ª Conferencia**

“Functional Size Measurement Methods – the impact of their standardisation”

Pam Morris. CEO de Total Metrics. Board of ISBSG

18.50 – 19.15 Panel

“Medición automática de puntos función”. Ramiro Carballo. Director comercial de GESEIN.

19.15 – 19.30 Coloquio y Cierre de la I Jornada

## **II Jornada.**

### **III Sesión.**

Moderador: Ramiro Carballo. Secretario General de AEMES

#### **9.30 - 10.15. 5ª Conferencia**

“Basic Measurement Implementation, away with the crystal ball.”

Ton Dekkers. Consultor de Sogeti Netherlands. Vice President ISBSG.

Paneles:

10.15 - 10.40 “Un procedimiento de medición de tamaño funcional: Diseño y Aplicación”. Nelly Condori-Fernandez, Silvia Abrahão, Oscar Pastor, Sofía Martí. Universidad Politécnica de Valencia.

10.40 – 10.50 Coloquio.

11.00 - 11.30 Café

#### **11.30 – 12.15 6ª Conferencia.**

“Software sizing and estimating in new technologies and projects”

Carol Dekkers. Presidente de Quality Plus Technologies, Inc. Member – ISBSG Advisory Group

Paneles:

12.15 - 12.35 1º Panel.

“Maturity levels for Commercial Off-The-Shelf (COTS) selection Processes”

Xavier Franch, Pere Botella, F. Navarrete. Facultad de Informática de la Universidad. Politécnica de Cataluña.

12.35 - 12.45. Coloquio

12.45 – 13.45 “Situación actual y evolución de ISBSG”. Board of ISBSG.

14.00 -15.30 Comida

### **IV Sesión**

Moderador: D. Fernando Arboledas. Director de Relaciones Externas ICM.

#### **15.30 – 16.15 7ª Conferencia:**

“Metrics and Software Process Improvement”

Dra. Gargi Keeni. National Association of Software & Service Companies (NASSCOM) de la India. Board Member of ISBSG.

Paneles

16.15 - 16.40 ICM – Consejería de Sanidad de la Comunidad de Madrid. Experiencia en CMMi . Fernando Bezares Pertica. Director T.I.

16.40 - 17.05: ""Implantación de métrica en puntos función en el área de Sistemas de Generación y Gestión de Energía de Endesa".

Miguel Angel López Colodrón. Endesa

17.05 – 17.15 Coloquio

17.15 - 17.30 Café

### **Conferencia de Clausura**

17.30 – 18.15 “Futuras tendencias en la mejora del proceso software”  
Gonzalo Cuevas. Catedrático de la Facultad de Informática de la UPM.

18.15 – 18.30 Coloquio

18.30 Cierre de la Conferencia.

Existirá traducción simultánea durante toda la conferencia.

**Lugar:** Biblioteca Regional de la Comunidad de Madrid “Joaquín Leguina”.  
C/ Ramírez de Prado n 3 (esquina C/ General Lacy).

**Días :** 4 y 5 de Octubre de 2005.

**Precio:**

Asociados de AEMES y miembros de ISBSG: 400 euros + 16% IVA

No asociados: 600 euros + 16% IVA

Incluye: Material de las presentaciones, comida y cafés.

**Inscripciones y Forma de Pago:** Mediante transferencia a AEMES a la cuenta nº 2038 2427 14 6000214638 o cheque nominativo a nombre de Asociación Española de Métricas de Sistemas Informáticos enviado a : Srta. Almudena Fernández. VIAJES MAPFRE CONGRESOS. Calle Sor Ángela de la Cruz, número 6 , planta 4. 28020 Madrid, Tlf. 915812778, Fax 915815175, e-mail: [congresos.viajes@mapfre.com](mailto:congresos.viajes@mapfre.com).

AEMES

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# PONENTES DE ISBSG



**Peter Hill - ISBSG - Australia**

**Topic: Project Management improvement**

**Bio sketch:** Master of Business Administration (Technology Management) (LaTrobe University) and CEO of the International Software Benchmarking Standards Group. Peter has been in the Information Services industry for more than thirty five years with broad experience covering a number of industries. Peter has been a speaker at conferences in Australia, New Zealand, Finland, UK, Spain China and Malaysia and has had a number of articles published, covering key aspects of the Information Services industry. Peter has compiled and edited five books for the ISBSG. He runs courses on Project Management, with an emphasis on software acquisition projects and on the practical use of software metrics. He is a Director of Software Engineering Australia, Resonate Solutions Pty Ltd and a Fellow of the Australian Computer Society. He is a past Chairman and Secretary of the Victorian branch of the Australian Computer Society.



**Pam Morris - ASMA & Total Metrics - Australia**

**Topic: Software Project Estimation.**

**Bio sketch:** Pam Morris founded Total Metrics in 1994 in response to the software industry's need to better manage and control of their software development processes. She wanted to increase the awareness of how measurement is the basis of all IT process improvement initiatives. As the software development industry grows Pam works with her team to constantly adapt their tools, services and training courses to meet these changing needs. Pam has over 20 years experience in software development and since 1989 has specialised in the area of software measurement and process improvement. She has a B.Sc., Graduate Diploma of Computing and Diploma of Education from Latrobe and Monash Universities. Pam is the Managing Director of Total Metrics and the Vice-President of the Australian Software Metrics Association (ASMA) where she holds a position on their Executive and the Benchmarking Database Special Interest groups.



**Dr. Gargi Keeni. NASSCOM. India. Board Member of ISBSG.**

**Topic: Capability Maturity Models**

**Bio sketch:** Dr. Gargi Keeni has over 20 years' experience in software project management, software tools development and software process improvement. Under her leadership as the Corporate Quality Head, 15 development centers of Tata Consultancy Services (TCS) were assessed at Software CMM® level 5 and TCS was the first organization to be assessed at Level 4 of the People CMM v2.0. She is a Vice President at TCS and currently heads the Quality Consulting practice - assisting organizations achieve their process improvement goals. An SEI-authorized Software CMM® Lead Assessor, People CMM® Lead Assessor, Lead Appraiser for SCAMPI SM, examiner for the Tata Business Excellence Model (based on the MBNQA quality criteria of USA) and a Certified Quality Analyst, Dr. Keeni has published several papers in International conferences and journals on software process improvement. Her current research interests include innovation management, change management and quality management systems. She is a Senior member of IEEE and a member of SEI, USA and serves on a number of national and international committees and boards.



**Ton Dekkers - NESMA and Sogeti - Netherlands**

**Topic: Functional Size Measurement**

**Bio sketch:** Ton is working as a practitioner, consultant, manager and trainer within the area of project support, software measurement and quality assurance for a great number of years. Within these areas he specialises in estimating, performance measurement (Sizing, GQM), risk analysis, priority management and QA in projects (Quality Tailor-Made approach in practise). In 1992 he developed the Sogeti version of "FPA in enhancement" methodology which has evolved as an alternative method to estimate enhancement projects. In 1996 he was involved in the development of Test Point Analysis, an extension to FPA in order to estimate strategy based testing. Based on his experiences, he developed MOUSE, a model to implement a measurement program. Currently he is Vice President of ISBSG and Board member NESMA.



**Carol Dekkers - Quality Plus Technologies - USA**

**Topic: Functional size measurement & new technologies**

**Bio sketch:** Carol is President of Quality Plus Technologies ([www.qualityplustech.com](http://www.qualityplustech.com)), a management consulting firm specializing in working with companies who want to improve their software and systems success by creating realistic and successful process improvement initiatives through objective and goal directed project measurement. She is a Certified Management Consultant (CMC), a Certified Function Point Specialist (CFPS), a professional engineer (Canada), an Information Systems Professional (ISP) and an ISTQB Certified Tester – Foundation Level. Carol is the Past-Chair and Founder of the American Testing Board, which is one of the most active members of the International software testing qualifications board (ISTQB). She is a former President of the International Function Point Users Group (IFPUG) and is active in leadership positions with the Project Management Institute (past chair of the Metrics SIG), the American Society for Quality (ASQ software division council), and the International Organization for Standardization's (ISO) software engineering standards subcommittee. ASQ's Quality Progress named Carol as one of the 21 New Voices of Quality for the 21st Century. The PMI Project Management Network (PM Network) Journal published a interview article "Maximize the Business Cycle", featuring Ms. Dekkers, in January 2005.



**Tony Rollo, director de SMS y representante de UKSMA. Board Member ISBSG**

**Topic: Software suppliers**

**Bio sketch:** A Board Member of the United Kingdom Software Metrics Association. A Board member of the International Software Benchmarking Standards Group. A Member of the International Function Point User Group Education Committee. A Member of the COSMIC-FFP International Advisory committee. A Member of the COSMIC-FFP Measurement Practices Committee. A Member of the MKII Function Point Measurement Practices Committee. Category C liaison for the COSMIC method on ISO SC7 Working group 12. Tony's first involvement with digital computers was as a member of the software support team for the Royal Air Force's Nimrod Aircraft. During this time he became involved in metrics for estimation when the RAF introduced the use of COCOMO to estimate support team size. On leaving the RAF Tony became a senior lecturer in software engineering at the now University of Luton. During which time he continued to carry out research in software cost estimation, completing his PhD in computer science at the University of Aston. Tony left education in 1997 and became a consultant with Software Measurement Services, since when he has worked with clients across Europe in a wide range of industries. Tony was appointed as a director of SMS in 2001. Tony enjoys cooking for and dining with friends as well as playing golf badly.



**Pekka Forselius. CEO y Consultor de Software Technology Transfer Finland**

**Topic: Benchmarking**

**Bio sketch:** Pekka Forselius is business partner, CEO and project management consultant at Software Technology Transfer Finland Oy. He developed the Experiencea Pro data-collection concept and is the product manager of Experiencea Pro software package. It is a tool for software project scope management, supporting effort estimation, change management, productivity measurement and benchmarking data collection. Forselius is researcher and developer of project management methods and concepts, including FiSMA Scope Management Concept. His research interest is in learning software development organizations, especially organizational memory and organizational understanding concepts. He received an MSc in informatics and an executive MBA from the University of Jyväskylä. He is research associate at INSEAD since 1996 and at University of Bournemouth since 2003. Forselius is the Executive Officer and one of the Scope Managers of the Project Management Division of Finnish Software Measurement Association FiSMA. Forselius is representative of the national body of Finland in ISO/IEC JTC1/SC7 Software Engineering standardisation working group WG12, Functional Size Measurement. He is also member of the executive committee of the COSMIC consortium and the boards of ISBSG and FIPA, Finland Information Processing Association. More details and background information: [www.sttf.fi](http://www.sttf.fi) and [pekka.forselius@sttf.fi](mailto:pekka.forselius@sttf.fi).

