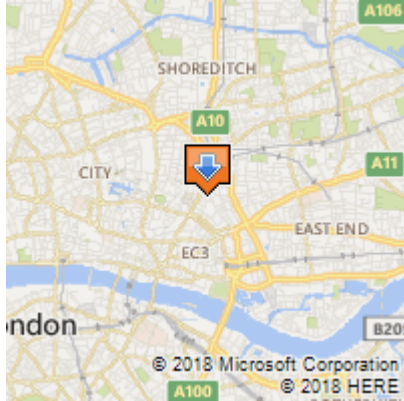


**When**

15 July 2014  
5.30 - 8.30 p.m.

**Where****Coventry University London Campus**

East India House  
109-117 Middlesex Street  
London E1 7JF  
United Kingdom



[Driving Directions](#)

**Measuring Excellence**

Dear Kavita,

**Excellence is what you want it to be**

Measuring excellence in software development requires a multi-dimensional approach. Too often clients of benchmarks are offered a single answer - cost per output. This is a gross over simplification and ignores what drives a client organization. It frequently leads to confrontation rather than dialogue. The end result is that measurement is devalued, and often abandoned.

Examples from clients of how the question, "What matters most, time, cost or quality?" can be addressed using a holistic view of the outcome of projects. This will include discussion of the best way to measure project output coupled with evaluating time, cost and quality results in quantitative terms, to enable clients and developers to have meaningful discussions about contractual relationships.

**Speakers:****Alan Cameron, Managing Director, DCG-SMS**

He was formerly Managing Director of DCG Ltd, appointed in 2011.

Alan Cameron has more than 25 years experience working in IT. He started on the client side within the UK Inland Revenue and has had many roles ending as the Metrics Estimating and Process Lead for HP Applications Services in EMEA.

**Peter Leeson, International Certified Lead Appraiser, CMMI Instructor and SEI Visiting Scientist**

He does not believe that there is a "one-size" that fits all, but works to try to understand the culture of the organization and the country in which he is operating, so that the model can be interpreted correctly to support the people. He has been a regular speaker at the SEPG conferences for many years, and is usually very highly rated in the feedback.

Cost: GBP 10.00 for Spinlondon members  
GBP 20.00 for General Admission

**Register Now!**

Thank you for your attention and response, and we look forward to seeing you at your event.

**Sincerely,**

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