

# DELIGHTING THE CUSTOMER - HOW TO REMAIN COMPETITIVE IN A CHALLENGING MARKET

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## Model of Organizational Evolution

Bob will consider the achievements of CMMI improvements in the business context. Bob will compare organizational behavior patterns in market leaders with those found in the average business to consider what needs to change for the full value of information technology to be realized. Innovative, flexible services which respond rapidly to customer demand require an innovative, flexible and iterative approach to product and software development.

**Bob Marshall**  
Transformational Leadership -  
Falling Blossoms

## Measuring ROI for Process Improvement - Industry Results

Now more than ever, organizations must consistently improve their ability to deliver solutions that meet the increasingly challenging demands of the market. Standing still is not an option because competitors don't. Organizations must decide which improvement solutions deserve funding and human resources. Years' worth of data and results collected by the Software Engineering Institute (SEI) show that organizations should invest in process improvements. Jay's presentation summarizes the results and the methods used to achieve them. It also describes case studies of organizations realizing significant benefits from their investments in SEI process improvement methods.

**Jay Douglass**  
International Business  
Manager - SEI

## CMMI for Services Implementation

A new Journey and a new addition to the CMMI constellation, Accenture Netherland's Quality Manager will share how their team have improved customer satisfaction by implementing CMMI for Services in a multi-client environment.

**Jeroen Steltenpool**  
Quality Assurance and  
Process Improvement  
Manager - Accenture  
Netherlands

## Event Details

Date/Time: 21<sup>st</sup> October 2010 | 5.30PM - 8PM  
Venue: Barclays  
Address: 1 Churchill Place, Canary Wharf, London E14 5HP  
Program: Panel | Networking | Light Refreshments  
Registration: Strictly first-come-first-served (limited seats)  
Please mail registration requests to [info@spinlondon.co.uk](mailto:info@spinlondon.co.uk)  
You will receive confirmation details.

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