



“Even the best theories aren’t always right – questioning and replacing long-held ideas is what science does best”. spinlondon aims to provide a platform to test new ideas and challenge conventional thinking.

www.spinlondon.co.uk

Welcome to the first Issue of the spinlondon newsletter. The year 2010 was really interesting and exciting for spinlondon, which was evident from the quality of the events and workshops and also attendance and engagement of participants in these sessions. Enjoy reading.

FREE TRAINING ADVANCED EXPERT LEVEL, BY TOM GILB, London 10-14 January, 2011

This training is designed to enhance qualifications, for IT Specialists who are underemployed and -

1. who want to invest in better qualifications to attract more freelance/consulting work, or a new job
2. who therefore have the time and motivation to study advanced and deep methods for a week (or at least one course fully).

There will be 2 courses, and participants are encouraged to attend both, but can attend one.

Course One: **Value Scrum**: Advanced Front End for Scrum, to focus on delivering quantified value streams to the organization’s stakeholders. 3 days 10-12 January.

Course Two: **Lean QA**: Much more cost-effective Quality Assurance methods, than testing. 2 days 13-14 January.

FREE ATTENDANCE TO “APPLICATION LIFECYCLE MANAGEMENT (ALM) FORUM 2011” EVENT

We have complimentary places available for above event to ‘end-user’ organisations (places are usually priced at £99) – free places are on a first come-first-served basis to end-user* organisations.

BACKGROUND:

Application Lifecycle Management seeks to define, design, develop and deliver the right product, the right way. This forum brings together presenters with deep experience in the Application Lifecycle Management and related fields such as Agile, Lean and Kanban to explore and explain the latest thinking and provide clear guidance – it also includes real life case studies from organizations such as Aviva Insurance and views the of the major ALM suppliers. The event comprises a high quality single-track speaker programme, interactive discussion, an exhibition and networking reception.

For further details, please contact Kavita Gulati - Email: kavita.gulati@spinlondon.co.uk.

Waving Goodbye to Ineffective Systems – Three Thought Leaders blaze a trail at spinlondon

On the evening of 22 November’2010 three of the world’s most respected Software Engineering experts Bill Curtis, Tom Gilb and Peter Leeson came together in central London for an evening of topical discussions.

The aim of the event was to provide those attending with fresh ideas and alternative viewpoints on ensuring quality on software and systems. Dr. Bill Curtis talked about ***The Role of Application Analytics in Software Engineering’s Fourth Wave***, using the data from reviewing the results of analyzing violations of good coding and architectural practice for 288 business applications from 75 companies comprised of 108 million lines of code. **Peter Leeson drew everyone’s attention on ‘Forget Process, Focus on People’**, where he drew an analogy with the generic practices in the CMMI Model focusing on People. In this presentation, **Tom Gilb** in his presentation, ***Design-in Quality; Design out Waste***, looked at 7 powerful and faster lean ways to get multiple quality systems. Managing quality through extensive testing can be costly and consume considerable effort. Lean approaches focus on designing quality in from the outset and thus reducing the need for testing. The event was very well attended and very thought provoking discussions and sometimes even potentially controversial. The feedback received was excellent score of 4.4 on a scale of 5 and few example comments were ‘This is best seminar’, ‘Please run it again’.



Spinlondon started as a Group on LinkedIn in early 2009. The LinkedIn Group continues to be a valuable discussion board and currently boasts 240+ members.

Spinlondon events were launched in London in September 2009, in association with the LWP (Limited Work in Progress) Kanban group meeting.

Our first full meeting was held in October 2009 with guest speaker P. Grant Rule of SMS Ltd., speaking on the subject of "Understanding Value".

The attendance for spinlondon events has been growing steadily ever since. Sponsoring or attending our recent events have been individuals from:- **Accenture, BAE Systems, Barclays, BT, Fujitsu, Microsoft, Glaxo Smith Kline, Tech Mahindra, Vodafone, UNICOM, Stephen Harwood, SEI/CMU, SMS Exemplar, Trinity Management**, just to name a few and the list continues to grow.

"It is through SPIN that I got a good idea of CMMI, software metrics and also got an opportunity to meet with the leaders in the domain. I have made some good contacts in the business during SPIN networking sessions and have successfully implemented some great concepts in my projects. Many thanks to SPIN and all the best for the New Year!"

Turu Manjunath
OM Consultancy Services



I have been associated with SPIN London for last 6 months. Even though it is in its early phase but its quality speaks for itself. Apart from networking with the other industry niche players, it is a perfect place to test the new ideas before launching into the real world. The main strengths of SPIN are its pool of world renowned speakers, variety of the event themes and smooth conduct of the events."

Jitender Kumar

Our membership is growing steadily and we hope to continue to grow this year. We have had quality programme of monthly events (Talks, Seminars, Workshops etc.) for the past one year. We are continually seeking out new ideas and opportunities, build on the momentum and enthusiasm generated over a period of time, and look forward to further growing the spinlondon network. With your help we are looking forward to an excellent set of events in future. Keep an eye on the website www.spinlondon.co.uk/events.



Request for Support

Please let us know if you have any stories you would like to share or present to the spinlondon audience – we are looking for speakers/presenters. Please let us know if you have office facilities where you can host one of our events. We are looking for sponsors.



Once again thanks to all of you for your participation and contributions to spinlondon in 2010. We look forward to seeing you involved in continuing to build further on this momentum in the new year.

On behalf of management team at spinlondon, I wish you all a very happy, peaceful and prosperous new year - 2011!

Kavita Gulati

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