

WCBF presents the unmissable event of the year for leading experts and senior executives involved with achieving process excellence within software development and IT/IS frameworks and applications

**Early Bird Discount:**  
Register before  
December 30, 2008 and  
save off the registration fee!

# The 3<sup>rd</sup> Annual Conference Lean and Six Sigma in IT and Software Development

**DELIVERING EFFICIENCIES AND MEETING CUSTOMER EXPECTATIONS THROUGH  
BUSINESS PERFORMANCE EXCELLENCE**



**SPECIAL ADDRESS FROM:**

**David Hsiao**  
Director, Corporate Quality Metrics & Benchmarking  
CISCO

**EXPERT SPEAKER PANEL INCLUDES:**

- **Robert G Bryant**  
Corp VP, Business Improvement/MBB, Lean/6/Human  
Sigma Programs Lead  
CSC
- **Corinne A. Cort, Ph.D., CSQE**  
Director, Global Training & Talent Management  
RESEARCH IN MOTION® LIMITED
- **Gary Cort, Ph.D., CSQE**  
Vice-President, Software Quality  
RESEARCH IN MOTION® LIMITED
- **Bret Dodd**  
Process Strategist/Quality Architect, IPG  
HEWLETT-PACKARD COMPANY
- **Peggy Fry**  
Master Black Belt and Global Six Sigma Program  
Manager, Life Sciences and Chemical Analysis  
(LSCA) Group  
AGILENT TECHNOLOGIES, INC.
- **Steven H. Jones, MBA, PMP**  
Lean Six Sigma Master Black Belt, Quality &  
Continuous Improvement  
SIEMENS IT SOLUTIONS AND SERVICES, INC.
- **Jeanenne LaMarsh**  
Founder & CEO  
LAMARSH & ASSOCIATES
- **Keith Lutz**  
Quality Program Manager, IT Flex Services  
INTEL CORPORATION
- **Kathleen M. Malone**  
Director, Enterprise Business Process Engineering  
INTEL CORPORATION
- **Tricia McNair**  
Master Software Black Belt, SDFSS  
MOTOROLA
- **Sterling Mortensen**  
President  
BUSINESS PRODUCTIVITY CONSULTING
- **Karl Oestreich**  
Manager of Consulting Services  
LAMARSH & ASSOCIATES, INC.
- **Barbara Peterson**  
GIO Six Sigma Champion / Black Belt Lead  
AGILENT TECHNOLOGIES, INC.
- **Alexandra Phillips**  
Director of IT  
TYCO SAFETY PRODUCTS
- **Robert Yacobellis**  
Senior Director, Software Quality  
MOTOROLA

**February 3-5, 2009**  
**Marine Memorial Club and Hotel,**  
**San Francisco**

**THE LEADING LEAN SIX SIGMA CONFERENCE FOR SOFTWARE  
DEVELOPMENT, SOFTWARE TESTING AND IT/IS PROFESSIONALS**

**Benchmark with deployment experiences from senior leaders on  
the key challenges to take quality to the next level including:**

- Using Lean Six Sigma to **LOWER IT OPERATING COSTS**
- Aligning **LEAN SIX SIGMA** to **EXISTING IT** solution methodologies and frameworks
- Implementing effective customer experience measures to **MAXIMIZE PROCESS EXCELLENCE**
- Improving **KEY QUALITY PROCESSES** for defect analysis and software inspections
- Understanding the **KEY METRICS** used to **DRIVE IMPROVED RESULTS** in lean development
- Learning from successful organizational **CHANGE MANAGEMENT** strategies
- Integrating Lean Six Sigma with other **PROCESS IMPROVEMENT METHODOLOGIES**
- Enabling **SUCCESSFUL PROJECT REPLICATION** across multiple deployments

**PLUS! CHOOSE FROM 5 PRACTICAL PRE-CONFERENCE  
WORKSHOPS ON FEBRUARY 3 2009**

**TESTIMONIALS - MORE INSIDE**

*"Great experience. I liked to see and hear about different approaches, successes and failures, different models to deploy DFSS, useful tips on how to approach different environments"*  
**Irena Lusnyakyan, Quality Program Manager, MICROSOFT**

*"Leadership, Energetic, Engaging, Wonderful Presentations"*  
**Donald Walker, Senior Vice President, MCKESSON CORPORATION**

*"Excellent conference, many learning points. Calibre of speakers superb. Topics well selected and prepared"*  
**John Selkirk, Director of Supply Chain Quality, MOTOROLA**

**BRING YOUR TEAM AND SAVE 40%** - see back page

Online Recommended Resource

**SixSigmaZone.com**<sup>TM</sup>

Supporting Media Partners



**HOW TO REGISTER**

Call Toll Free: (1) 800-959-6549 or (1) 312-466-5774 Fax Toll Free: (1) 800-959-6561 or (1) 312-873-4331

E-mail: [reg@wcbf.com](mailto:reg@wcbf.com) Register on-line: [www.wcbf.com/quality/5089](http://www.wcbf.com/quality/5089)

## WHO SHOULD ATTEND:

WCBF invites all professionals responsible for driving process excellence and quality within the software development and testing & IT/IS functions. Whether you are involved in a software and IT role or you are a Six Sigma professional, this conference presents a superb opportunity to benchmark with your competitors, network with your peers, listen to business leaders and hear practical, project case studies.

### You will benefit from this conference if you are a:

- |  |  |
|--|--|
| ■ CEO                                  | ■ VP of Business Excellence                            |
| ■ CTO                                  | ■ Deployment Leader/Champion                           |
| ■ CIO                                  | ■ Head of Process Management                           |
| ■ VP of Performance Improvement        | ■ Software Architect                                   |
| ■ VP of Process Excellence/Improvement | ■ Director of Operations                               |
| ■ VP of Six Sigma                      | ■ Six Sigma Champion, Master Black Belt and Black Belt |
| ■ Head of Quality                      | ■ Project Manager                                      |
| ■ Team Leader, Process Improvement     | ■ Process Engineers                                    |
| ■ Head of Operational Excellence       | ■ Software Development Engineer                        |
| ■ Software Development Manager         | ■ VP/Directors/Managers of IT, Call Centres, Help Desk |



## A THREE-DIAMOND TREASURE IN THE HEART OF SAN FRANCISCO

Located just one block from Union Square featuring world class dining, shopping and theater. Enjoy a "home away from home" experience at the club, take in a show, stay fit in our fitness center with lap swimming pool, relax and dine in our Leatherneck Steakhouse Restaurant. The Marines' Memorial Club and Hotel offers exceptional lodging, gourmet restaurant, health club and pool, theater and elegant meeting and banquet facilities.

[www.marineclub.com](http://www.marineclub.com)

## FORTHCOMING CONFERENCES AND SUMMITS:

- **4th Annual Design for Six Sigma Conference - Applying DFSS in a Product Development and Systems Engineering Environment**, February 9 - 11, 2009, Las Vegas
- **8th Annual Lean & Six Sigma and Business Improvement in Healthcare Summit**, March, 17 - 20, 2009, New Orleans
- **Green Six Sigma**, May 12 - 14, 2009, Chicago
- **5th Annual Lean & Six Sigma in Sales & Marketing Conference**, June 3 - 5, 2009, Chicago
- **6th Annual Lean & Six Sigma in Financial Services Conference**, June 16 - 18, 2009, New York
- **5th Annual Lean, Six Sigma & Business Improvement Summit**, June 23 - 26, 2009, Chicago
- **4th Annual Lean & Six Sigma in Service & Transactional Environments Conference**, August 18 - 20, 2009, Chicago
- **New to Six Sigma**, August 31 & September 1-2, 2009, Chicago
- **Lean, Six Sigma in Government & Defense Conference**, September 2 - 4, 2009, Washington
- **Lean, Six Sigma and Business Improvement for Supply Chain Conference**, September 16 - 18, 2009, Chicago
- **4th Annual Global Lean, Six Sigma and Business Process Improvement Summit & Industry Awards**, October 13 - 16, 2009, Orlando
- **Six Sigma in Innovation Conference**, November 17 - 19, 2009, Miami
- **Lean & Six Sigma in Product Development Conference**, December 8 - 10, 2009, Miami

To register your interest early or to get involved in program development, please email [research@wcbf.com](mailto:research@wcbf.com)

Visit [www.wcbf.com/quality](http://www.wcbf.com/quality) for full listing



## NETWORKING OPPORTUNITIES

The **3rd Annual Lean and Six Sigma for Process Excellence in IT and Software Development Conference** will bring together senior-level quality & process improvement professionals from a broad range of organizations. One of the key benefits of attending this conference is the networking opportunities you will find.

WCBF structure their events to make them as interactive as possible to maximize knowledge sharing. WCBF understands networking is a key value driver, and we make sure our events are at cutting-edge of the latest networking thinking, including recently introduced initiatives such as the "Wall of Opportunity" and "Speed Networking". Take advantage of networking opportunities over breakfast, breaks, sit down plated lunches and a drinks reception.

A range of sponsorship and advertising options are available. If you are a consultant or vendor and wish to take further advantage of these opportunities, you should contact Flora Hamilton of WCBF about taking an exhibition booth or sponsoring one of the lunches, breaks or evening receptions. Email: [flora.hamilton@wcbf.com](mailto:flora.hamilton@wcbf.com)

# PRE-CONFERENCE WORKSHOPS

Interactive workshops enabling participants to benefit from hands-on exercises and project walk-throughs.

Includes Breakfast

## WORKSHOP A: 08:30 - 11:15

### LEAN / SIX SIGMA IT PROJECTS AND MULTI-GENERATION PROJECT PLANS

It is not Lean OR Six Sigma that creates breakthrough results; the blend of tools is ideal. In short, what sets Lean Six Sigma apart from its individual components is the recognition that you cannot do "just quality" or "just speed," you need a balanced process that can help an organization focus on improving service quality, as defined by the customer within a set time limit. Lean Six Sigma for services is a business improvement methodology that maximizes shareholder value by achieving the fastest rate of improvement in customer satisfaction, cost, quality, process speed, and invested capital. Most Lean Six Sigma projects that will require tool automation will need multi-generation project plans. Learn how Agile Technologies has completed several IT Lean Six Sigma projects using multi-generation project plans for breakthrough results.

The workshop leaders will share best practices learned at Agile Technologies. In addition, the workshop leaders will facilitate a participant discussion focused on the workshop objectives. Participants will take away best practices that they can apply to their own process improvement activities in their businesses.

**WORKSHOP LEADERS:** **Barbara Peterson**, *GIO Six Sigma Champion/ Black Belt Lead, AGILENT TECHNOLOGIES, INC.* Barbara is a multifaceted, innovative Business Process Management professional with 25 years extensive senior level experience in program and project management and process optimization; 3 years Black Belt Six Sigma quality management and strategic planning. Consistently successful in delivering cost reductions, improved efficiencies; demonstrated expertise in the implementation of cutting-edge Lean Six Sigma methodologies. Barbara's project results include hard cost savings over \$18M.

**Peggy Fry** is a *Master Black Belt and Global Six Sigma Program Manager* for the Life Sciences and Chemical Analysis (LSCA) group with **AGILENT TECHNOLOGIES, INC.** Within her current role, she manages a Black Belt project portfolio management team supporting the Sales, Marketing and Services transaction business within LSCA. She is a proven leader in Finance, Information Management, Marketing Analytics and Process Improvement and Quality initiatives. As a leader, she develops teams, designs new processes and applications, and supports customer experience improvement efforts. She has a significant background in Financial Management from Wells Fargo Bank and earned her MBA from University of San Diego.

## WORKSHOP B: 11:30 - 2:15

### STRUCTURING A PRACTICAL, LAYERED, SOFTWARE DEVELOPMENT LIFE CYCLE USING THE CAPABILITY MATURITY MODEL INTEGRATION (CMMI®)

Beginning in the early 1990's, the Software Engineering Institute's (SEI) Software Capability Maturity Model (CMM) set the standard for process-driven software development. Its five Maturity Levels provided a framework for benchmarking software development processes, an objective measurement system for measuring process capability, and a proven set of criteria for implementing software-engineering best practices. Now officially retired (and no longer supported) by the SEI, the CMM has been replaced by a re-architected, supercharged model: the Capability Maturity Model Integration (CMMI®). In this presentation the speakers will first introduce the significant and innovative changes that have been introduced with the CMMI and contrast this dynamic new model with its CMM progenitor. The speakers will then demonstrate how the CMMI can be applied to build a fully functional, layered, SDLC that addresses not only the obvious engineering issues most commonly associated with software development life cycles, but also key orthogonal disciplines without which a useful life cycle cannot exist in the real world. Throughout, the speakers will demonstrate the applicability of these principles and the overall CMMI framework for a variety of life cycles ranging from conventional Waterfalls through risk-based Spirals to the most nimble Agile approaches. Further, the speakers will focus on the flexibility and adaptability of the CMMI criteria and on the model's built-in framework for ensuring effective deployment of the resulting SDLC, whatever its structure happens to be. ©CMMI is a registered service mark of the Software Engineering Institute, Carnegie-Mellon University.

**Learning Objectives - At the conclusion of the workshop, participants will be able to**

1. List the key differences between the CMM and CMMI
2. Identify the principal features of the CMMI architecture and explain their significance
3. Relate the importance of implementing a layered life-cycle and the contribution each makes to the success of the overall SDLC:

- a. Layer 1 – the Foundation Life-Cycle
  - b. Layer 2 – the Process-Improvement Life-Cycle
  - c. Layer 3 – the Infrastructure Life-Cycle
4. Describe the relationships between each life-cycle layer and the corresponding CMMI process areas.

**WORKSHOP LEADERS:** **Gary Cort, Ph.D.**, *CSQE Vice-President, Software Quality, RESEARCH IN MOTION® LIMITED.* Dr. Gary Cort has over thirty years of software industry experience on projects spanning aerospace, communications, biomedical, financial, simulation, and real time environments. Specializing in software engineering, project management, configuration management, and software metrics, Dr. Cort has led large-scale software projects for NASA, the US Department of Energy, and the Los Alamos National Laboratory, where he also served as Quality Officer. Prior to joining Research In Motion, where he holds the position of Vice-President, Software Quality, Dr. Cort co-lead the world-wide CMMI deployment effort for Intel Corporation. Dr. Cort currently serves on various standards and advisory boards and chairs the ISO Technical Committee 176, which is responsible for the continued evolution of the ISO 9000 family of international quality management standards.

**Corinne A. Cort, Ph.D.**, *CSQE Director, Global Training & Talent Management, RESEARCH IN MOTION® LIMITED.* Dr. Corinne Cort has over twenty years of software industry experience on projects in telecommunications and other high-tech industries. Dr. Cort has led large-scale software projects for Alcatel, and software quality initiatives for the Los Alamos National Laboratory. She previously co-lead the world-wide CMMI deployment effort for Intel Corporation. She is a certified Six Sigma Green Belt and an ASQ Certified Software Quality Engineer. Dr. Cort has enjoyed a long and productive relationship with the Software Engineering Institute (SEI) and is a certified SCAMPI High-Maturity Lead Appraiser and CMMI Instructor as well as one of the authors of the SCAMPI B&C appraisal methods.

Choose B or C

Includes Lunch

## WORKSHOP C: 11:30 - 2:15

### USING LEAN SIX SIGMA TO LOWER IT OPERATING COSTS

This workshop will lead attendees through a systematic method to reduce IT operating costs using Lean Six Sigma as a catalyst for optimization. **Attendees will build and apply:**

- IT Operational Value Stream maps for IMAC (Install Move Add Change), Software Service Request Resolution and Hardware Break/Fix activities
- Transactional Cost, Price & Margin Identification matrices
- Lean Six Sigma IT Project Portfolio Targeting Key Cost Drivers

**WORKSHOP LEADER:** **Steven H. Jones, MBA, PMP**, *Lean Six Sigma Master Black Belt, Quality & Continuous Improvement, SIEMENS IT SOLUTIONS AND SERVICES, INC.* Steven H. Jones

received his certification as a Lean Six Sigma Black Belt by the George Group while employed at the Xerox Corporation. He started his career at 3M, an early adopter of the Lean Six Sigma methodology. Steven has executed Lean Six Sigma projects domestically and internationally for BP Canada, Convergys, Intercontinental Hotels, Microsoft, and Xerox generating over \$100M in financial benefit. He is currently a Lean Six Sigma Master Black Belt with Siemens IT Solutions and Services. He is member of the International Society of Six Sigma Professionals, the American Society for Quality and the Project Management Institute, who certified him as a Project Management Professional. Steven earned his B.A. in Communications from The University of Cincinnati and his Executive MBA from Xavier University of Ohio.

## WORKSHOP D: 2:30 - 5:15

### TOOLS AND TECHNIQUES TO INCORPORATE INTO LEAN SIX SIGMA TO ADDRESS THE CHANGE MANAGEMENT ISSUES IN SOFTWARE DESIGN AND IMPLEMENTATION

Make the Process Easier and the Results Sustainable - Lean Six Sigma is a powerful process for identifying and implementing change. But often it is the people affected by the new technology or process who will determine whether the change can deliver results that are sustainable. Whether we like it or not, these "Targets" of change within the organization will inevitably make their own decisions about whether to accept or reject the change. Anticipating who will likely resist the change, identifying their resistance issues and addressing them early is often the key to minimizing the risk associated with resistance and accelerating the acceptance and adoption of the change. This is the LaMarsh & Associates definition of effective change management – we call our approach and methodology Managed Change™. Managed Change™ increases the probability of achieving and sustaining the desired objectives of the Lean Six Sigma project. Managed Change™ is a powerful, data-based approach that accelerates change and positions the change so that it can be effectively sustained once the project team is disbanded. Help your Lean Six Sigma community support IT's changes to deal with the natural resistance that will be generated.

**Objectives of this workshop - to enable participants to:**

- Develop a working knowledge of the Managed Change™ process and how it supports Lean Six Sigma's efforts to improve Software Design and Implementation
- Identify the potential resistance that will impact the success of these efforts.
- Understand the role that Communication, Learning and Reward/Recognition action plans play in reducing that resistance and how to build them

**WORKSHOP LEADER:** **Karl Oestreich**, *Manager of Consulting Services, LAMARSH & ASSOCIATES, INC.* Karl Oestreich has been working with clients in both IT and Lean Six Sigma at LaMarsh & Associates, Inc. for almost ten years. His engagements have focused on reengineering and systems implementations. He has a deep experience base in the installation of ERP systems from small job shop operations to global repetitive and batch operations as well as providing change management support to the internal improvements in process within the IT operations of major global companies. He has worked with the Lean Six Sigma efforts in companies such as Motorola, Abbott Laboratories and Caterpillar Inc.

Includes Refreshments

Choose D or E

## WORKSHOP E: 2:30 - 5:15

### IMPLEMENTING THE CAPABILITY MATURITY MODEL (CMMI)

Many organizations have found CMMI to be a great complement to their Lean Six Sigma tool box. The CMMI framework provides a source of industry best practices as well as lessons learned from use of the SW-CMMI. The CMMI focuses on the institutionalization of organizational change, with guidance in terms of 22 specific process areas, as well as generic practices that support any process improvement effort. **This workshop will cover:**

- Overview and fundamentals of CMMI
- Considerations when adopting CMMI
- Industry benchmarks from CMMI-based process improvement
- Comparison of the Staged and the Continuous representation and how each can benefit your improvement efforts
- CMMI as an appraisal and benchmarking tool
- Transitioning from CMM to CMMI
- Synergies between Lean Six Sigma and CMMI in IT

**WORKSHOP LEADER:** **Keith Lutz**, *Accelerated Quality Improvement Program Manager, INTEL CORPORATION.* Keith Lutz is currently the Accelerated Quality Improvement program manager for Intel IT's internal consulting group IT Flex Services. Keith helped lead Flex to its successful SW-CMMI Level 2 assessment in 2005 and he is now driving CMMI institutionalization in various groups within Intel. He has consulted with the United Nations and international research groups, and launched Flex Service's global outsourcing program. Prior to joining Intel Keith held a variety of IT management positions and has owned his own business. He has a BS in Business & Economics from Lehigh University, is a Six Sigma Green Belt and is a candidate CMMI Lead Appraiser.

PRE-CONFERENCE WORKSHOPS: Tuesday February 3, 2009

**7:30 REGISTRATION AND HOT BREAKFAST**

**8:40 OPENING KEYNOTE ADDRESS**

**9:20 INTEGRATING LEAN SIX SIGMA WITH OTHER PROCESS IMPROVEMENT METHODOLOGIES**

- Examining the relationship between BPM, Innovation, CMMI, Lean and Six Sigma, TRIZ, TOC, etc
- Examining the gains to be achieved from effectively integrating multiple quality improvement processes and methodologies
- Ensuring that process improvement initiatives are viewed as a way of life rather than just a set of tools

**Kathleen M. Malone**

*Director, Enterprise Business Process Engineering*

**INTEL CORPORATION**

**10:00 ACHIEVING ENTERPRISE WIDE COST REDUCTION VIA PROJECT PORTFOLIO REPLICATION**

Attendees will learn a method to achieve rapid gains by deploying project portfolios to enable successful project replication across multiple deployments. This session will examine how successfully deploying DMA phases across common delivery units have proven to reduce cycletime and costs associated to project implementation. Areas of focus may include, but not be limited to:

- Service Desk First Contact Resolution
- Server Monitoring Optimization
- Server Back Up and Recovery Defect Reduction
- Hardware Break/Fix Optimization

**Steven H. Jones, MBA, PMP**

*Lean Six Sigma Master Black Belt, Quality & Continuous Improvement*

**SIEMENS IT SOLUTIONS AND SERVICES, INC.**

**10:40 MORNING REFRESHMENTS AND NETWORKING**

**11:10 SIX SIGMA IN IT PROGRAM**

- Aligning Six Sigma to existing IT frameworks
- Integrating Six Sigma tools with the IT department's other processes and methodologies
- Maintaining internal support and project momentum
- Developing and teaching an appropriate Six Sigma training program – what you should and should not do!
- Knowing which Six Sigma tools to use in which projects

**Alexandra Phillips**

*Director of IT*

**TYCO SAFETY PRODUCTS**

**11:50 MIGRATING FROM THE WATERFALL TO LEAN DEVELOPMENT MODELS**

- Discover how HP migrated its LaserJet FW development team from a waterfall development model to stage-gate development to a lean development model

- Learn what prompted each transition and discuss the changes that were necessary for each transition
- Learn the key metrics used to drive improved results in lean development
- Learn how development planning estimates can be much more predictable and how status during development can show real progress more accurately
- Understand the productivity improvements achieved along with other benefits

**Bret Dodd**

*Process Strategist/Quality Architect, IPG*

**HEWLETT-PACKARD COMPANY**

**Sterling Mortensen**

*President*

**BUSINESS PRODUCTIVITY CONSULTING**

**12:30 FULL SERVICE PLATED LUNCH AND NETWORKING**

**2:00 USE OF DFSS IN SOFTWARE PRODUCT DEVELOPMENT**

- Motorola's approach to Software DFSS
  - SDFSS curriculum as part of Motorola's overall DFSS program
  - SSPD, Six Sigma for Product Development, vs. SSPI, Six Sigma for Process Improvement
  - Motorola's SDFSS Belt Program
  - DFSS project selection, tools and deployment requirements for analyzing customer expectations and determining market gaps
- Systems and tools for software development
- Key DFSS tools to use in appropriate software development lifecycle phases
- Assessing what software methodologies best fit DFSS - including Agile / Spiral
- Evaluating ways to optimize and verify software using DFSS
  - How to define measurable software key parameters?
  - How to track Critical Parameters through the software life cycle?
- Aligning DFSS to business strategies and available resources

**Tricia McNair**

*Master Software Black Belt, SDFSS*

**MOTOROLA**

**Robert Yacobellis**

*Senior Director, Software Quality*

**MOTOROLA**

**2:40 INTERACTIVE SESSION: SHARED BEST PRACTICES FOR DEVELOPING HIGH QUALITY SOFTWARE PRODUCTS IN THE FASTEST TIMES**

*Share your best practices on overcoming challenges in achieving process excellence in the software development lifecycle phase. Discuss your main concerns, and bring them to the floor in this interactive Q & A session. What have been your major achievements? How did you identify and implement the best quality tools and processes?*

### 3:00 AFTERNOON REFRESHMENTS AND NETWORKING

### 3:30 INTEGRATING HUMAN SIGMA INTO LEAN/SIX SIGMA

Human Sigma (HS), written by John H Fleming and Jim Asplund from the Gallup Organization, is an initiative to take the human aspect of the Service Industry into account. It is used to improve the Client-Employee encounter that results in increased margins! This study confirmed previous findings that showed HS can lead companies to be 18% more productive, 12% more profitable, 51% less likely to leave the organization (low turn-over companies), 31% less likely to leave the organization (high turn-over companies). After applying HS, ten companies outperformed their five largest peers during 2003 by 26% in gross margins and by 85% in sales growth. For all kinds of companies, fully engaged customers deliver a 23% premium over the average customer.

Actively disengaged customers represent a 13% discount (decrease) on the same measures. Within a given company, business units whose levels of customer engagement are in the top 25% tend to outperform all other units by a factor of 2:1 on measures of Profit contribution, Sales and Growth. This presentation will explain how to integrate HS into your Lean/Six Sigma Programs.

#### Robert G Bryant

Corp VP, Business Improvement/MBB, Lean/6/Human Sigma Programs Lead  
CSC

### 4:10 ORGANIZATIONAL CHANGE MANAGEMENT IN SOFTWARE AND IT

- The Role of the Master Black Belt and Black Belt in addressing resistance in IT Project and internal IT changes
- Implementing an organizational change management strategy – people, resources, programs
- Critical factors to applying change successfully within an organization
- Combining project and change management objectives

*This presentation will define the additional responsibilities of those charged with reducing resistance and improving the acceptance and sustainability of change and, using examples from multiple companies around the world, address ways to gain support for imbedding effective change management into the Lean Sigma approach to supporting Software and IT*

#### Jeanenne LaMarsh

Founder & CEO

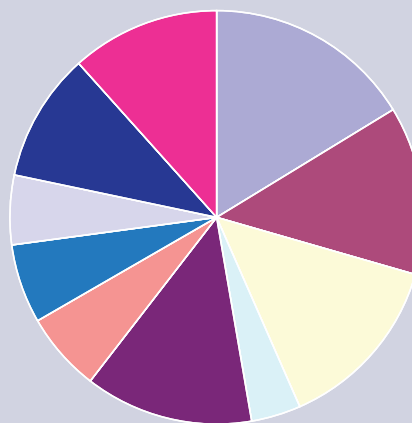
LAMARSH & ASSOCIATES

### 4:50 CHAIRMAN'S CONCLUDING REMARKS

### 5:00 DRINKS RECEPTION AND NETWORKING

### 6:30 END OF DAY ONE

### PAST ATTENDEE PROFILE



- Directors of IT Process Mgt, Operations
- IT/Software Project Managers
- Lead Software Analysts
- Lean Six Sigma Leaders
- Managers of Product Integrity, Process Excellence
- Black Belts & Master Black Belts
- Presidents & CEOs
- Principal Software Engineers
- Systems Architects/Engineers
- Vice Presidents

### TESTIMONIALS

*"Best part was listening to the different aspects of Six Sigma and IT and getting new ideas for processes"*

**Winston Vaz**, Senior Program Quality Engineer, L-3 COMMUNICATION

*"Vijay Bajaj and his staff at WCBF consistently produce premier, high-value conferences related to Six Sigma, Lean, Design for Six Sigma and Innovation. WCBF's attention-to-detail, adherence to sound ethical standards, high degree of collaboration and responsiveness, commitment to post-conference follow-up and focus on maintaining long-term, excellent business relationships sets it apart from other conference organizers. Their ongoing commitment to objectively gauging the needs of their diverse, world-wide customer base and quickly responding to changing market trends enhances WCBF's ability to attract the most talent speakers in their respective fields. For these reasons, Air Academy strongly supports and thanks WCBF for their contributions."*

**Lee Pollock**, Senior VP, Director of Lean Sigma Programs, AIR ACADEMY ASSOCIATES

*"Highly experienced and outstanding people sharing relevant information – a lot of substance"*

**Rich Boucher**, IT Deployment Leader, EMC

*"This was a great opportunity to see first hand how other companies approach building quality into the design process. I have taken away numerous new ideas that I will incorporate into our model"*

**Leslie Behnke**, VP Six Sigma Business Excellence, CIGNA CORPORATION

*"Very high quality, lots of new information, excellent speakers"*

**Dr J Paul Donnellan**, Technology Manager, DUPONT

**8:00 REGISTRATION AND HOT BREAKFAST**

**9:00 WELCOME BY THE CHAIR**

**9:10 IMPLEMENTING EFFECTIVE CUSTOMER EXPERIENCE MEASURES TO MAXIMIZE PROCESS EXCELLENCE, CUSTOMER SATISFACTION AND LOYALTY**

- Leveraging multiple VoC qualitative and quantitative data sources
- Mapping with the Quality Function Deployment (QFD) discipline
- Identifying Six Sigma process improvement and process management gaps and opportunities
- Driving process excellence projects
- Establishing customer experience success measures (objective improvement, satisfaction, loyalty, revenue, profitability, and market share)

**David Hsiao**

*Director, Corporate Quality Metrics & Benchmarking*  
**CISCO**

**9:50 EFFECTIVELY DEVELOPING A METRIC AND MEASUREMENT PROGRAM**

- Choosing the right metrics
- Effectively measuring the success rate projects before, during and after deployment
- How to develop effective KPIs
- Lessons learned from effective (and ineffective) measurement programs

**Keith Lutz**

*Accelerated Quality Improvement Program Manager*  
**INTEL CORPORATION**

**10:30 MORNING REFRESHMENTS AND NETWORKING**

**11:00 LEAN SIX SIGMA FOR DEFECT REDUCTION AND TEST OPTIMIZATION**

- Software architecture evaluation – value of doing it vs. just knowing how to do it
- Knowing when to use different environments and how you use the right methods
- Software reliability modelling and defect containment – should these be implemented from the start?
- Examining the most efficient ways of testing software
- Defect prediction modeling
- Test optimization techniques

**11:40 MAXIMIZING INNOVATION AND INVENTION AT AGILENT TECHNOLOGIES**

- Integrating business units to create and implement a new enterprise wide IP strategy and process
- Reduced the average # days from invention disclosure submission to IP tool decision from 102 days to 26 days
- Designing, building and implementing an enterprise-wide efficient IP process that allows Agilent the freedom to compete at a drastically reduced cost

**Barbara Peterson**

*GIO Six Sigma Champion / Black Belt Lead*  
**AGILENT TECHNOLOGIES, INC.**

**12:20 FULL SERVICE PLATED LUNCH AND NETWORKING**

**2:00 AN ANALYTICAL APPROACH TO IMPLEMENTING A SIX SIGMA TRAINING PROGRAM: A CASE STUDY**

- Background and drivers
- Identifying the options
- Designing the experiment
- Executing the pilot
- Results and decisions
- Follow-on measurements
- Lessons learned
- Summary and conclusions

**Corinne A. Cort, Ph.D., CSQE**

*Director, Global Training & Talent Management*  
**RESEARCH IN MOTION® LIMITED**

**Gary Cort, Ph.D., CSQE**

*Vice-President, Software Quality*  
**RESEARCH IN MOTION® LIMITED**

**2:45 ROUNDTABLE DISCUSSION: IMPLEMENTING DESIGN FOR EXCELLENCE SUCCESSFULLY**

- Defining the quality initiatives needed for your organization
- Identifying key frameworks and tools
- Implementation – getting started
- Defining team roles and responsibilities to ensure project success

**3:45 SUMMING UP AND CHAIRMAN'S CLOSING REMARKS**

Opportunity to discuss the key issues and challenges raised during the conference

**4:00 END OF CONFERENCE**

**SPECIAL ADDRESS FROM**



**David Hsiao**

*Director, Corporate Quality Metrics & Benchmarking*  
**CISCO**

David's team establishes Customer Experience measures, targets, and linkages to downstream Customer loyalty and upstream internal, in-process quality gate measures. Before joining Cisco, David served as Assistant VP of Quality at SAIC / Telcordia, Director of Process Leadership at AT&T Federal Solutions, and as a consultant improved quality management and information systems at a number of telecom, financial, and government organizations. With over 25 years of industry experience, David is the author of several papers, a frequent presenter at the SEPG and Six Sigma conferences, and contributor to industry standards including the CMMI, ISO 15504, and ISO 21287.

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Mr  Mrs  Miss  Ms  Dr  Other

Name \_\_\_\_\_

Position \_\_\_\_\_

Approx length of time personally involved in Six Sigma.      years      months

Organization \_\_\_\_\_

Nature of Business \_\_\_\_\_

E-mail Address \_\_\_\_\_

Address \_\_\_\_\_

Zipcode \_\_\_\_\_ Country \_\_\_\_\_

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Fax \_\_\_\_\_

Dept. Head \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ YES, I agree to WCBF's terms

**Venue:**  
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**Reservations:**  
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