



www.ese-summit.de

Embedded Software Engineering Management Summit



Congress and Networking

What chief executives and the top management level
should know about software

July 10, 2014, Wuerzburg, Vogel Convention Center

ELEKTRONIKPRAXIS and MicroConsult invite you to the first ESE Management Summit 2014 to be held at the Vogel Convention Center in Wuerzburg on July 10, 2014. The huge complexity of software projects and the significance of sophisticated embedded software solutions as a differentiating competitive factor for electronic components, devices and systems demand specific know-how and foresight from top executives at OEMs and suppliers as regards technologies, markets, business conditions and processes. The ESE Management Summit supports executives in the embedded software industry to master this challenging task. Experts look at important technical subjects from a strategic as well as management point of view. They highlight market and technology trends and their effects on the competitiveness and future of an enterprise. Last but not least, the Summit offers a platform for the exchange of experience among top professionals.

Program

Embedded software engineering executives and experts will get together the day before, on July 9, for networking and dinner as well as a warm-up presentation. The main day, July 10, will be filled with high-profile speakers, giving delegates the ideal platform to discuss the latest topics and trends.

The congress program will be completed with an exhibition for companies to present their solutions and for visitors to talk about important solutions and directions in embedded software engineering.



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Proposed topics for the ESE Management Summit 2014

Embedded Software Engineering as a Success Factor

- Ideas, problems and chances of software engineering
- Cost/benefit considerations
- What can embedded learn from IT?
- What is the benefit of systems engineering?

Efficiency in Processes and Projects

- Internal forms of organization of software vendors
- Process models: Agile: yes, no, maybe?
- How to implement a viable process
- What team organization suits my business?
- Why do projects fail?
- Assessment and improvement of software processes

Software quality as competition factor

- Requirements and efficient processes for high software quality
- Software quality assurance
- Measurement and assessment of software quality
- Risks due to poor quality

People in Software Engineering

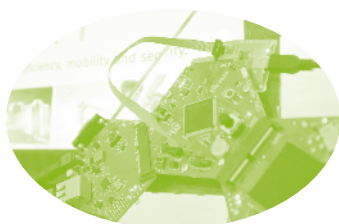
- Compatible management models
- Productivity factors, motivation, qualification
- Corporate and communication culture
- Crisis management and conflict resolution
- Moral and ethical issues

Embedded Software as an Executive Issue

- Profitability of software engineering
- Strategies for future sustainability
- Risk management
- Assessment and limitation of liability risks in a legal context
- Recruitment strategies in the age of the "War of Talents"
- Open innovation
- Management trends in business practice

Future Prospects for ESE

- Presentation and assessment of new technologies
- Relevant research findings for the industry
- Creation and evaluation of future scenarios
- Embedded markets: where next?
- Perspectives from science and research





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Target groups

- CEOs
- CTOs
- Chief executives
- Managing board member
- Product development managers
- Divisional heads
- Top management level
- Owner of engineering offices



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- As a topic sponsor, you present yourself to a high-grade professional audience.
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Topics are:

- Systems engineering
- UML
- Open source/real time
- Multicore
- GUI
- Apps
- Requirements engineering
- Code analysis
- RTOS
- Rapid prototyping
- Testing and test automation
- Libraries
- Software relevant to security and functional security
- Android
- et al.




```
cedure quicksort , r : inte  
t x,i,j,tmp : integer;  
gin  
f r>l then  
begin  
x:=a[l];  
repeat  
repeat i  
repeat  
tmp:=a[j]  
until j<=i;  
a[i]:=a[j]
```

Analysis

Team

Corporate success

Tools

Best-Practice

Embedded Software Engineering

Innovations

Risk management

Implementation

Sustainability

Certification

Efficiency

Research / Science

Project phase

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Yes, I would like to participate in the
ESE Management Summit as ...

☐ **Speaker**

I would like to submit a presentation topic.

☐ **Sponsor**

Please send me information on the sponsorship options.

☐ **Congress visitor**

Please keep me up-to-date on the final congress
programm in early 2014.

Name

First name

Company

Dept.

Position

Street

ZIP/Post code, city

Phone

E-mail

Place, date

All information at: www.ese-summit.de