

Editorial

adhoc International: where the Rhine meets the Mediterranean Sea...

Basel, home of the adhoc International headquarters is thanks to its geographical position - Switzerland bordering Germany and France - multi-lingual and multi-national. One hour from Zurich, less than 3½ hours from Geneva, Frankfurt and Paris, Basel is the birthplace of many value-driven initiatives and visions such as adhoc, which can easily be spread to other European countries. adhoc is committed to supporting its customers in their attempt to reach the appropriate IT performance and service quality throughout EMEA.



A "real-time" bridge between the adhoc professional services and the R&D engineering team located in Tunisia allows efficient communication of performance solutions requirements related to new and emerging technologies. adhoc R&D delivers the methodology (APEP: adhoc Performance Engineering Process), the technology (adhoc Performance Studio, formerly APEF) and the unified solution elements platform (adhoc Performance Platform) which evolve to cope with the changes in scope and challenges that customers face regarding IT performance.

Driven by its success in establishing measurement-based Performance Engineering to assure application performance on the European market, adhoc has launched two axes of development. First on the product and solutions level with important R&D efforts to efficiently deploy Performance Engineering at the Enterprise level in an industrial way. Process Performance and Performance Governance are the latest research areas investigated.

The second development is geographic. The challenge is big: international development in EMEA, and ambitious product development with Enterprise IT Performance in focus. But our commitment is just as strong, and when the Rhine meets the Mediterranean sea, major challenges can certainly be embraced!

*Makram Hanin
General Manager*

Main events

adhoc goes international !

adhoc's vocation has always been to expand and propose its IT Performance and Quality Assurance expertise to customers throughout EMEA.



Our vision enriched by the 7 nationalities and languages of our employees led us, fifteen months after the company was founded, to open a R&D Lab in Tunisia. Although unusual for an IT consulting firm, it has since been the heart of adhoc's technical excellence and innovation, providing our consultants with state-of-the-art tools, support and training to maintain their expertise at its uppermost level. The Lab helps us **Master IT Performance**, and keep up with the complexity and constant evolution of new technologies.

Growing up...

After 7 years of successful implementation of Performance Engineering Solutions for our European customers, we have now extended our approach to "Industrial IT Performance Management" and "IT Performance Governance". This means providing comprehensive services to our customers and supporting their efforts towards IT Performance outside of their national frontiers, with the same level of quality.

For adhoc, 2008 will remain the year of its expansion in Europe, the Middle East and Africa, with the opening of our branches in France and Germany as well as our first MEA sales office in Tunis. Success is coming quickly with the closing of important deals, as well as the establishment of strong partnerships with leading system integrators and international software vendors.

With a strong EMEA presence and global Enterprise IT Performance focus, we are now in a position to become a leader in EMEA. I am convinced that, with hard work and commitment, we will be up to the challenge!

*Thierry Bettini
Director of Business Development*

Content

Page

2

Voice of adhoc's Customers
Research and Development

Page

3

Academic Partners
Strategic Technological Partners

Page

4

adhocultura
adhOK! Club activities
Clin d'œil

The voice of adhoc's customers :

Interview with Klara Kioulafas
Head of IT-Business Services Support.
Zürcher Kantonalbank



Can you briefly introduce your working areas and objectives?

I am Head of the "IT-Business Services Support" department at ZKB. This department copes with all central applications and systems such as Master Data Management, Access Management Output and Document Management, Enterprise Application Integration (EAI) including ADB (Data Warehouse; Data Store), individual Reporting, Groupware and Notes application.

How is adhoc PES supporting you achieving your objectives introduced above?

adhoc provides valuable support to me and to the whole department on two central aspects. On one hand the adhoc experts support us in the analysis of the performance of running systems and applications including the implementation of performance-relevant optimizations and Tuning. On the other hand the consultants from adhoc actively participate in the formalization and implementation of the project development processes.

They strongly contribute to the professionalization and industrialization of Performance Assurance along the whole project lifecycle.

Since you are working with different service and consulting companies, what is in your opinion the main key differentiator of adhoc?

A very personal, partnership-based and open relationship. One has access to adhoc's key players who are all very professional. The high expertise and the good, uncomplicated collaboration are the key differentiators of adhoc.

What do you expect from adhoc in the future?

Continue with a good, uncomplicated and professional collaboration. Support my department in the professionalization and industrialization of Performance Assurance along the projects and applications lifecycle.

R&D Update:

Introducing the adhoc Performance Platform and adhoc Performance Studio

With the release of version 3.0 of the APEF (adhoc Performance Engineering Framework), our integrated environment for Performance Engineering is reaching a level of maturity that provides us with a solid foundation to focus on:

- making the APEF the central part of our product offering, the Performance-critical Java Platform (PJP), by improving the integration between all components of the platform (software, processes, guidelines, best practices);
- increasing the selection of tools and frameworks and integrate our know-how in the form of guidelines and best-practices.

R&D has produced an aggressive release schedule for 2009. We aim to build a product enabling customers to manage their performance engineering activities thanks to a performance-oriented platform (for development or production phases), and an integrated environment based on the Eclipse framework.

To improve our visibility and send a strong message to the market, we are introducing:

- the **adhoc Performance Platform**: the new name for the PJP;
- the **adhoc Performance Studio**: the new name for the APEF.

Our product roadmap will focus on:

- making the adhoc Performance Studio easier to use and more flexible, internationalizing it;
- adding tools and guidelines on continuous integration, automated deployment and client-side instrumentation to the adhoc Performance Platform;
- integrating all the existing and new components of the adhoc Performance Platform into the adhoc Performance Studio.

R&D is also aiming at evaluating and embracing existing and new technologies, and at building up the associated set of guidelines and methodologies which may benefit our customers as part of the adhoc Performance Platform.

Finally, we are designing a new certification process to distinguish engineers expert on performance, built on our training services and on the adhoc Performance Platform.

At R&D, we see a tremendous opportunity to expand the reach of the adhoc Performance Platform, with a performance-oriented product satisfying real needs. Our projects reflect our motivation to make it the obvious choice for end-to-end Performance Engineering.

Marc Lerman
Product Manager

Feedback from the Tunisian Academic Partner: ENIS

Interview with Dr. Chokri Ben Amar
*Lecturer in Industrial Informatics Studies
Director and Vice-Director of ENIS
(Ecole Nationale d'Ingénieurs de Sfax, Tunisia).*

How did adhoc engineers participate in educating the students of your school?

Being experts in consulting for IT Performance and software engineering, adhoc was involved in the third year of the Informatics Engineering education and more precisely in the "Software Maintenance" course. Moreover, adhoc performance engineers were also involved in the TICE (IT and e-business) Master of Science with teaching of 'performance evaluations and tests for web applications' and 'network security and audit'.

Why did your school choose adhoc as an industrial partner?

adhoc was chosen for multiple reasons but I would like to stress four :

- Expertise of adhoc performance engineers in tests and diagnostics for web applications and IT;
- Opening of adhoc in Europe through partnerships with famous academic and technological partners;
- Reputation in Europe and Tunisia for high technological standards, quality, expertise and excellence;
- adhoc's contribution to our student's education through short projects and for their final training periods.

What was the added-value of these trainings for the education of your students?

adhoc engineers gave high quality state-of-the-art courses on a hot and critical topic like IT performance, not taught previously in our school. By integrating international industrial experts, such as adhoc, we contribute in leveraging our student's CV, favouring their integration in industry and keeping the well-known reputation of our school in educating very good engineers.

What is the outcome of adhoc trainings for your school?

Relationships with adhoc engineers through their extensive openness, collaboration, comprehension and expertise favoured among teachers of the Informatics Department extended discussions, and enriched the scientific content of the teaching. We will actually integrate IT Performance engineering in the training of our future students within the renewal of the education content. Moreover, students were highly satisfied and motivated by the courses displayed. Renewal of this experience in a larger time frame was requested.

adhoc performance engineering lectures at ESIAL –Nancy, France

adhoc was asked to hold two lectures about performance engineering at the new ESIAL building (see picture) in Nancy – France. The lectures were scheduled for February 29th and March 7th 2008. Those two lectures were held by Mohamed Ali Sfaxi.



The audience was very interested in the performance engineering topic. Many questions were asked, and Professor François Charoy was very satisfied. The following sentence is taken and translated from an email sent by Professor Charoy : « The Software Engineering training is soon over and the students gave very positive feedbacks. They highly appreciated the conferences and if you agree we would be pleased to continue our collaboration next year.» For the academic year 2008/2009, adhoc will assure the topic performance engineering. This topic becomes one of the most relevant focus of the Software Engineering course at the ESIAL.

adhoc International / Forum International Computer Maroc: A strategic technological partnership

"As the leader in the infrastructure integration in Morocco, FORUM International Computer understands the IT complexities and business requirements facing enterprises today. Since 2001 major Moroccan companies has migrated to J2EE Architecture. A recent study shows that 85% of our customers are **experiencing performance and service quality** problems.

adhoc International is making a significant step in the direction of **improving these J2EE applications acceptance and performance.**

We recognize the value of partnering with adhoc International to jointly deliver solutions that create sustainable business value for our customers."

*Youssef Largou
Service Manager
Forum International Computer Maroc*

adhocultura:

*Sustainable Development :
One of the adhoc values*



Business means making profits, creating jobs, paying taxes. However, since its foundation in 2002, adhoc wanted to have more than solely an economic mission.

Therefore, adhoc adopted a chart of values where tolerance, diversity and innovation are essential ideals shared by the whole adhoc family.

Along with these values, the management pays special attention in sustainable development, conscious that development meets the needs of the present without compromising the ability of future generations to meet their own needs.

adhoc wants to support a precautionary approach to environmental challenges and to have initiatives to promote greater environmental responsibility. Some initiatives were then adopted by adhoc in Basel: using recycling paper for printing, offering mineral water from large refillable container, encouraging adhocers to use public transport (by paying their train and tram passes to travel in and between Swiss cities). It's time now to extend the Swiss experience to other adhoc offices.

Hopefully, adhoc International is willing to be a model company not only for performance engineering but also for the support of sustainable development.

Opening of the adhoc CTS office in Tunis

A Tunisian consulting antenna has been launched in Tunis on April 2008. The internal kick-off of the new office took place on July 5th at the Hotel Abou Nawas in Tunis. Nice and warm atmosphere for a round table between all Tunisian adhoc employees, newcomers and European managers.



adhOK!

Club Activities



adhOK!



Switzerland

2008 Highlights of the Swiss adhOK Club activities took place in the Berner Alps with a sunny weekend at the beginning of February where adhoc

members and their families could share a nice breakaway of ski, snowboard or sledge.

This summer, open air activities were chosen with grill parties and open air Opera!



adhOK!



Club Tunisia

Tunisian adhoc members like to do regular exercise but also excursions. On 3rd August Tunisian adhocers and their relatives went by boat to the Kuriat Island

close to Monastir: clear turquoise-blue sea, deserted white sand beaches and volley - a favourable atmosphere for relaxing, getting to know each other and sharing experiences.

Clin d'œil

adhoc participated for the 2nd time in Jazoon, the European Conference for JAVA Technology in Zurich! For adhoc, it was 3 days of exhibition, and the first time that our Performance Studio was tested by 33 external JAVA Experts during our Lab: "An Eclipse-Based Integrated Solution for Performance Measurement and validation of J2EE Applications".



Congratulations to the adhocers who got married or engaged: Mohamed Guerhazi and his wife; Slim Marouani and Assia!

Did you know that...

...the longest marriage lasted 79 years?

... the world's oldest bride married at the age of 102 a groom who was 83 years old?