



Mastering IT Performance

► Welcome to the 3rd edition of

adhoc day

Mastering IT performance

adhoc
International

2008: **adhoc** goes International

Thierry Bettini
Director of Business Development

09.10.2008, Basel

Mastering IT performance

Who we are

- + A leading IT consulting firm in EMEA headquartered in Switzerland
- + Offices in France, Germany, Tunisia and Switzerland,
 - Partnerships in Italy and Morocco,
- + Main Figures
 - Founded in 2002
 - Head count : over 50
 - Turnover : Over 5 M€
 - Lab in Tunisia : 20 engineers
- + Our core expertise:
 - IT Performance
 - IT Service Quality
- + Our Partners: Leading technology providers and academic institutes
- + Our Customers: Leading organizations in finance, industry, service and public sector



Mastering IT performance

What we do

- To support our customers to efficiently achieve their business goals which depend on IT Performance :
 - Service Quality
 - Time-To-Market
 - Budget
- We provide **adhoc Performance Solutions** designed to optimize the 3 dimensions of IT Performance :
 - Professionals
 - Platform
 - Process
- Through our state of the art **adhoc Performance factory** approach which is based on:
 - A proven methodology
 - Technical expertise and excellence
 - Dedicated lab

Our value proposition

- We leverage our large projects experience and technology expertise to **optimize the setup and operation of our customers IT environments**, from the development to the production
- Using our proven **Performance Solutions**, we help our customers improve efficiently their business critical applications performance and service quality
- Our customers can benefit from our **professional skills, technical excellence** and state of the art know-how through ad hoc consulting, coaching and training services
- Our **EMEA base** allows us to support our customers throughout Europe, Middle East and Africa

▣ Today's agenda

« Sharing IT Performance Experience and Expertise »

Morning Agenda (1/2)

Timeframe	Durée	Topic	Speaker
09:00 - 09:30	30 mn	Registration and Welcome Coffee	
09:30 - 09:40	10 mn	Welcome/Opening Speech	Thierry Bettini <i>Director of Business Development</i> adhoc International
09:40 - 10:00	20 mn	IT Performance: more than an engineering concern adhoc International: More than a Performance Engineering company <i>Stories, experiences, vision</i>	Makram Hanin <i>General Manager</i> adhoc International
10:00 - 10:30	30 mn	IT Performance: who is concerned? <i>Engineers or Managers?</i> Situation, Summary, Challenges: <i>The Credit Suisse example (Integration and Industrialization)</i>	Alan Gherardi <i>Head Software Engineering</i> <i>Global Front Products</i> Credit Suisse
10:30 - 11:00	30 mn	"Performance: more than an engineering concern": <i>An architecture perspective: key elements, challenges, solutions</i>	Karim Mazouni <i>Managing Director</i> Octo Technology Switzerland
11:00 - 11:20	20 mn	Break	

Morning Agenda (2/2)

Timeframe	Durée	Topic	Speaker
11:20 - 11:50	30 mn	"Performance: more than an engineering concern" <i>An Enterprise IT management perspective: key elements, challenges, solutions</i>	Claudia Lucarelli <i>Director Solution Strategies</i> Computer Associates
11:50 - 12:10	20 mn	adhoc IT Performance Solutions: <i>The industrial approach to master IT Performance</i>	Makram Hanin
12:10 - 12:30	20 mn	adhoc IT Performance Technology: The adhoc Performance Platform <i>An integrated technological and methodological approach</i>	Marc Lerman <i>Product Manager</i> adhoc International
12:30 - 12:40	10 mn	Presentation of the afternoon sessions	Thierry Bettini
12:40 - 14:30	1h 50mn	Lunch	

Afternoon agenda

Timeframe	Durée	Topic	Speaker
14:30 - 16:20	1h 50mn	Track 1: Engineering Workshop Application Performance: how to efficiently establish Performance Engineering? <ul style="list-style-type: none"> • Key challenges and requirements for an efficient implementation • Interfaces with other disciplines: architecture/development, testing, production support... • Limitations, needs, further challenges • Customer Case Studies • Discussion 	Open Roundtable Moderated by Nabil Ouerhani Director of Consulting Services adhoc International Marc Lerman Product Manager adhoc International
		Track 2: Management/Governance Workshop Enterprise IT Performance: a governance issue <ul style="list-style-type: none"> • Positioning Performance and Service Quality into the Enterprise Challenges landscape • The need for a global Enterprise IT Performance approach: "Performance Governance" • IT Governance today: the challenge to industrialize Enterprise IT Performance 	Open Roundtable Moderated by Thierry Bettini Director of Business Development adhoc International Maixent Somé Senior Consultant adhoc International
16:20 - 16:30	10 mn	Closing	

Thank you for your attention



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