



*IFPUG presents the 10th Annual
International Software Measurement & Analysis Conference
“Creating Value from Measurement”*

ISMA¹⁰ 2015

Dates: *Conference week events run April 27th through April 30th, 2015*
Location: *Sheraton Airport Hotel
3315 Scott Futrell Drive
Charlotte, North Carolina USA
(704-392-1200) – mention IFPUG for the \$145 day rate (space is limited)*

Over the last several years, Information Technology organizations have been moving their focus from software to services and non-functional issues. While Function Point Analysis remains the standard for estimating and sizing software solutions from functional user requirements, some scenarios may be augmented by metrics to quantify nonfunctional requirements. SNAP, the IFPUG method for sizing non-functional requirements does that. Well known best practices for service management, such as Information Technology Infrastructure Library (ITIL), Capability Maturity Model Integrated (CMMI), and ISO 20000 standards, consider ‘value’ as the key metric. Value-based management deals with balancing short-term and long-term goals of stakeholders with differing perspectives, using informed decision making to stay competitive in the marketplace.

This tenth edition of the IFPUG ISMA Conference will provide a forum for practitioners and researchers to discuss the most recent advances in planning and sustaining measurement programs from both practical and theoretical perspectives. We invite professionals responsible for, involved in, or interested in software measurement to share innovative ideas, experiences, and concerns within this scope. The conference is the 4th day of a 4-day agenda that includes workshops and a CSP Exam.



CONFERENCE WEEK SCHEDULE & AGENDA

April 27th, 2015 & April 28th, 2015

Workshops

Applying Function Points to Emerging Business Technologies

Taught by Sheila Dennis, David Consulting Group

SNAP (Software Non-functional Assessment Practices) Workshop

Taught by Mary Dale, Q/P Management Group

April 29th, 2015

Certified SNAP Practitioner (CSP) Exam

Additional networking program also to be offered - more details upcoming.

April 30th, 2015

ISMA¹⁰ Conference Day!

KEYNOTE SPEAKER

Clark Walton presents *Digital Forensics: The Evidence Left Behind*

PRESENTATIONS

- *Enabling Enterprise Productivity Measurement by Combining Manual and Automated Functional Sizing* - Philippe Guerin & Barbara Beech
- *Not Your Father's FP - Counting FP for Agile / Iterative Software Development* - Carol Dekkers
- *Measuring for Other Things than Just Cost* - Christine Green
- *Using Project History to Produce Effective Estimates* - Dan Horvath
- *Integrating SNAP into an Established FP Based Estimation and Measurements Program* - George Mitwasi
- *Implications and Opportunities Relevant to "Agile" Measurement* - Joe Schofield
- *Function Point Analysis in Integrating the Knowledge Areas of Software Projects* - Eduardo Silva
- *Early Function Point Analysis and Consistent Cost Estimating* - Adri Timp

Participation Fees:

IFPUG Members/Speakers: **FREE** conference attendance (information on membership is available at www.ifpug.org)

Non-IFPUG Members - **SPECIAL PRICING - \$92.50**

Students - Conference attendance \$38.00

CSP Exam - \$175.00

2 Day Workshops:

Members - **SPECIAL PRICING - \$495.00**

Non-members - **SPECIAL PRICING - \$495.00**

See additional details and registration at <http://www.IFPUG.org>

More Information:

For more information about ISMA¹⁰, please send your emails to isma@ifpug.org

Weather

Expect high temperature in the low 70s and low temperatures in the high 40s.

Charlotte Attractions



The Bechtler Museum of Modern Art (<http://www.bechtler.org>) 5-6 miles from Hotel

- Welcome to the Bechtler Museum of Modern Art which opened its doors to the public on January 2, 2010.

The Bechtler is a jewel of a museum, only the second in this country designed by the Swiss architect Mario Botta. It is intimate in scale, delightfully arresting in its spaces and vistas and simple and elegant in its materials.

The collection presented includes works by the most important and influential artists of the mid-20th century including Miró, Giacometti, Picasso, Calder, Hepworth, Nicholson, Warhol, Tinguely, Ernst, Le Corbusier, Chillida and many others. Only a handful of these wonderful artworks have been on public view in the United States. Until now, the collection was privately held by the Bechtler family of Switzerland.

- **The Charlotte Museum of History** (<http://www.charlottemuseum.org/>) 12-13 miles from Hotel
 - The Charlotte Museum of History and Hezekiah Alexander Homesite comprise multiple venues on an eight-acre wooded campus in east Charlotte. The oldest structure, and the reason for the museum's location, is the Hezekiah Alexander House, a 5,000- square foot rock house.

The Museum is the steward of the ca. 1774 Hezekiah Alexander Home Site, a National Register of Historic Places site, and places an emphasis on the settlement of the Carolina Backcountry and the ideas and events that led to the American Revolution. The Alexander House is the last extant home of a framer of North Carolina's 1776 Constitution and Bill of Rights and the oldest surviving house in Mecklenburg County. In addition to the house, the Alexander home site is composed of a reproduction log kitchen, reconstructed two-story springhouse and log barn.

- **NASCAR Hall of Fame** (<http://www.nascarhall.com/>) 6-7 miles from Hotel
 - With 150,000 square feet of fun, the NASCAR Hall of Fame is the ideal place for your next family adventure. Whether you are a NASCAR fan or not you can do it all at the Hall. We've watched 70-year-old sisters have the time of their life trying to win the Pit Crew Challenge, and we've watched preschoolers glow with pride when figuring out our engine puzzle.

More than 50 interactive attractions. Nearly 1,000 artifacts. 4 floors and 150,000 square feet of fun!

- **Carolina History & Haunts** (http://www.carolinahistoryandhaunts.com/Charlotte_home.html) 6-7 miles from Hotel
 - Whether or not you believe in ghosts, please join us for a stroll through Charlotte's streets guided by the eerie glow of candlelight. Within 75 minutes, listen to the stories of local history and haunts as we bring you to the sites where some of uptown's departed inhabitants are said to still linger. If seeing is believing, come and see for yourself.

- **Charlotte Center City Carriage Tours** (<http://charlottecentercitytours.com/>) 6-7 miles from Hotel
 - Founded in 1999, Charlotte Center City Carriage tours has been your one and only uptown carriage tour provider. The team at Charlotte Center City Carriage Tours has years of experience and a love for horses that comes through in everything we do. Charlotte Center City Carriage Tours is the most unique attraction in Uptown Charlotte. In cooperation with Charlotte Center City Partners (www.charlottecentercity.org), we provide horse drawn carriage tours throughout uptown Charlotte.

- **Daniel Stowe Botanical Garden** (<http://www.dsbg.org/>) 15-16 miles from Hotel
 - Daniel Stowe Botanical Garden is the Carolinas' Garden for all seasons, providing guests a chance to reconnect with nature and to create lifelong memories with friends and family. Located within 380 acres on the banks of Lake Wylie, spectacular gardens, sparkling fountains, a conservatory dedicated to the display of tropical plants and orchids, a visitor pavilion, a garden store and nature trails await the visitor.

- **Mint Museum Uptown** (<http://www.mintmuseum.org/>) 5-6 miles from Hotel (Uptown Location) or 8-9 miles from Hotel (Randolph Location)
 - An internationally-renowned institution, The Mint Museum is dedicated to collecting, conserving, exhibiting, inspiring, publishing and protecting important works of art and design from all over the global art community.

- **Wells Fargo History Museum** (<http://www.wellsfargohistory.com/>) 5-6 miles from Hotel
 - Our museum highlights gold mining in North Carolina, the beginnings of Wachovia, and Wells Fargo history

- **Historic Rosedale Plantation** (<http://www.historicrosedale.org/>) 6-7 miles from Hotel
 - The Historic Rosedale Plantation is truly the best kept secret in Charlotte. Take pleasure in exquisitely landscaped grounds or be inspired by the timeless grandeur of this home - with its majestic, century-old trees with year-round blooms. Situated on just over 8.5 acres, the plantation is an incomparable backdrop and can accommodate a wide variety of social events. As one of the finest examples of Federal period architecture in North Carolina, Rosedale is noted for its faux grained woodwork and original French wallpaper that survives in three rooms.