

## CON●ECT INFORMUNITY

### CON●ECT Informunity

As your reliable event partner,  
we turn themes into trends.

## CON●ECT BUSINESS ACADEMY

### CON●ECT Business Academy

In our certified courses with top  
trainers, we help you get further  
qualifications.

## CON●ECT CONSULTING

### CON●ECT Consulting & Coaching

Our network prepares you for the  
next step up the career ladder.



### papers4you

Calculations, data and experience  
reports: we make knowledge more  
accessible to you.

# CON●ECT

## Our experience and our network speak for themselves

20 years of experience and more than 800 events in the field of IT and business with approximately 30,000 satisfied participants speak for themselves. As a full service agency, the IT event agency CON●ECT bridges the gap between IT users and IT providers in the fields of economy, research and the public sector.

Cooperating with major key players, we research IT and business trend issues and communicate them to the market at just the right moment in awareness-raising events.

The conferences and seminars organised by the IT trend event agency CON●ECT Event Management are a useful networking platform for business contacts. Our network comprises more than 500 national and international experts and speakers.

## Contact

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## CON●ECT INFORMUNITY

At the CON●ECT Informunity events, highly distinguished international speakers on economy and science present information about new technologies and economic trends.

Our Trend Talks, Business Breakfasts, Brunches or conferences offer perfect opportunities for an in-depth exchange of experience in our network of IT users, providers and experts.

## CON●ECT BUSINESS ACADEMY

The CON●ECT Business Academy offers top-level events, a comprehensive programme and highly distinguished speakers from Austria, Germany and Switzerland. The link between business and IT themes is the special feature of these events.

We offer certified training programmes focusing on requirements engineering, ITIL, DevOps, SIAM, usability and IT strategy, software architecture and security information management according to IREB, ISC2, EXIN, IBUQ.

## CON●ECT CONSULTING

Why you should consider impulse coaching and consulting:

On-the-job training and individual impulse coaching is substantially cheaper and more effective than standard seminars and months of consulting.

Give it a try! It's just 1-3 days that will quickly pay off.



Benefit from our accumulated knowledge on IT trend topics! At Papers4you.at, our online platform for presentations, papers and research material prepared by IT experts for IT experts, more than 1,000 contributions are available for you. This library of knowledge is being continually expanded thanks to cutting-edge contributions from the current event programme of CON●ECT Event Management.



### Mag. Bettina Hainschink

Bettina Hainschink is Associate in charge of Sponsoring and Relationship Management.



### Tanja Wimmer-Ryan, BSc

Tanja Wimmer-Ryan is Director of the CON●ECT Business Academy and finance consultant.

## IT Strategy

Perpetual digital change and the challenges that traditional companies are facing due to **disruptive business models** require an efficient IT strategy. To make an IT strategy successful, not only IT managers, but also the company's top management should contribute to its design and implementation.

The IT strategy comprises digitalisation throughout the company and for its products and services. Thus, business processes in purchasing, production, sales and controlling can be made **more efficient through the use of IT**. In many cases, managers and staff have to undergo training courses to prepare for the digital future.

### A defined corporate strategy

The **existence of a defined corporate strategy** is an important prerequisite as a frame of reference for the IT strategy. In addition, the current state of development, for instance of the existing IT infrastructure, should be analysed in advance in order to **design a target IT** architecture. Consequently, an analysis will be carried out to determine what hardware, software (plus licences) and services are needed to reach the target.

IT staff play a key role in the IT strategy. However, it is also necessary to assess whether the aims defined in the strategy can be implemented at the enterprise's own computer centre, or whether resources offered by a service provider will be needed. Another option is to rent IT infrastructure via cloud computing.

Accordingly, a corresponding **IT budget must be fixed**. The IT strategy should be implemented according to a defined roadmap. The implementation is monitored and adapted in the case of changing external circumstances. A widespread method for this process is PDCA (Plan, Do, Check, Act). It was designed to support enterprises in supervising the effectiveness of their IT strategy.

## Digital Business

**Digital transformation** has hit every sphere of business; new players are active in established markets and are driving the change of existing business models. The result: **decreasing revenues and margins** as well as changes in the relations to customers, suppliers and other companies.

This development requires a strategic answer: the internal transformation of the company. And the most important **driver and enabler of business transformation** is IT. New IT technologies facilitate completely new business opportunities, from market introduction, product development and production to service. .

## Software development and agility

The need to rapidly develop and deliver software is one of the most important demands faced by IT departments. To react at ever-increasing speed while augmenting the IT budget as little as possible is a complex challenge. The use of agile methods can help to meet this challenge. Compared to traditional programming processes, agile software development helps businesses **save an enormous amount of costs and time**.

### Competitive advantage through agile software development

According to the **principles of agile software development**, the rapid changes in agile processes give the customer a competitive advantage. Agile methods such as test-driven development help to minimise the amount of administrative work. **Agile processes such as Extreme Programming or Scrum** are employed to accelerate software development.

In order to **successfully incorporate agility into an enterprise**, it is important to transform the environment of software development as well. Here, the interfaces within IT departments, for instance between developers and operators (see DevOps) play a similarly vital role as the interfaces to business.

This is also the conviction of the great majority of IT and business managers. According to a survey commissioned by CA (2017), 81 per cent of the respondents believe that agile and DevOps practices are **critical to successful digital transformation**. More than 80 per cent of the businesses surveyed have implemented one of the processes in their enterprise, but only one third in more than one department.

## Target groups

- CIOs (Chief Information Officers)
- IT decision makers
- Project managers
- IT architects
- Developers
- Testers
- Business analysts & requirements engineers
- IT Service & Operations staff
- Company managers
- Security and risk experts (CISO and CISA)
- Security managers
- Data analysts
- Knowledge and human resources managers
- Marketing and sales staff
- Consultants and change managers

## Partners and co-branding

We see our clients as partners in designing and implementing concepts and solutions. Our paramount aim is to ensure satisfaction and perceived benefits for our clients.

Our partners include:



## Software architecture

Over the past few years, software architecture, influenced by the agile movement and Scrum, has evolved into an iterative discipline. With the growing complexity and deployment of software systems, the role of software architects for the success of critical IT has become all the more decisive.

### Trend towards microservices

We are seeing a rising pressure to deliver faster and make systems accessible to more people and more reliable. Experts are noticing a **trend towards microservices**. Therefore, modern software architecture has to collaborate in a network with Requirements Engineering, Development, Delivery and Operations.

Software architects have the task of implementing **complex content-related and technical requirements** for IT systems and designing these systems using traceable structures in a flexible way that allows for additions. Certification programmes help organisations and individuals **develop expertise on software architecture** and keep it up to date.

## Requirements Engineering

The aim of requirement engineering is to reach a common understanding between contractor and customer about how a system should be developed. The professional approach to requirements is the basis of the success or failure of the projects.

Only one in three software projects is completed as planned (regarding time, budget, quality). The majority fail – not because of technical problems, but because of human difficulties.

### Managing requirements

Requirements engineering provides contractors and customers with tested methods and procedures for successfully implementing projects. The effort estimation helps to contain the costs of IT and software projects. Both the management and the estimation of requirements call for team processes that have to be mastered.

## DevOps

DevOps, a portmanteau word derived from Development and (IT) Operations, refers to an **approach to the improvement of processes** in software development and systems administration.

Its objective is to achieve **a more effective cooperation between Development, Operations and Quality Management** through joint incentives, processes and tools. The idea is to improve software quality, speed up development and shorten release cycles.

### Change in business culture

Unlike agile software development, DevOps bring about a change in the entire business culture. Another difference is that DevOps include the deployment phase. DevOps are sometimes called the successors of agility. The **essence of the DevOps movement** is the desire to create value for the customers. Ongoing communication represents a continual added value for end-users.

The use of DevOps is also meant to bring fun and team spirit back into IT. Agile software development is also connected to **frequent deployment and continual customer feedback**. Both developers and IT operators face the challenge of aligning their diverging interests and clearing up any conflicting issues.

In recent years, the number of businesses using DevOps processes has markedly risen. According to the RightScale “State of the Cloud Report 2017”, their proportion has increased from 54 per cent in 2013 to currently 78 per cent. It has been found that **the rate of DevOps use is higher in major enterprises** than in small or medium-scale businesses. According to a survey commissioned by CA Technologies (2017), businesses that have used DevOps extensively were able to increase speed to market in 42 per cent of cases. For infrequent users of DevOps, increased speed to market was registered in only 24 per cent of cases.

## ITSM/ITIL

IT Service Management (ITSM) is a strategic approach to the design, provision, administration and improvement of the way that information technology is used in an organisation. Its objective is to ensure that exactly the right processes, staff and technologies are available for enterprises to reach their business aims. This method is especially aimed at improving the **effectiveness, quality and economic efficiency of IT organisations**.

A number of standards, frameworks and rules are available to support this approach. For example, the minimum requirements for IT service management processes are specified in the ISO/IEC 20000 standard. Based on its provisions, organisations can have their service management system certified. Some of the best-known ITSM frameworks are COBIT, the Microsoft Operations Framework and the IT Infrastructure Library (ITIL).

## Security

Overall, the objects of protection for IT security in companies are confidentiality, integrity and availability of data. Malware authors have ceased to be just freaks. Today, **the greatest danger for IT infrastructures**, data integrity and availability emanates from organised crime. The time lag between recognising and reacting to logical attacks on company networks is still too long. This threatens performance and consequently damages the company's reputation.

A comprehensive security policy is the **basic structure of effective IT security**. Without identity management, the overall IT strategy remains incomplete, because it neglects **the element of greatest uncertainty**—humans. Modern identity management contributes decisively to the **development of all-IP networks**, which cover various functionalities in parallel operation.

## Technology Trends

We are currently seeing the dawn of a new age of technology. According to the survey Accenture Technology Vision 2017, consumers are benefitting from the **rapidly advancing technological change**. In the future, new technologies will be more aligned to people's personal needs. Therefore, companies will benefit from picking up on these trends.

The technological trends of the years to come include **Artificial Intelligence** and the interaction between humans and systems. Other trends are **Big Data, Cloud Services, Augmented Reality** and **inter-networking** via the Internet of Things.

## Customers who trust in us



## Statements on CON•ECT Business Academy and CON•ECT Informunity



**Matias Eugster (Karer Consulting):** “I consider digitalisation to be the most important trend, as it enters a new phase. In the past few years, the topic was focused especially on outlining visions and strategies and their effects on organisations in the future, now the specific design and implementation utilising Big Data and AI is at the centre of attention. Over the last few years, the events organised by CON•ECT frequently gave us insights into current developments. The talks focusing on the specific implementation in various enterprises were especially valuable. In cooperation with CON•ECT and the association BITSeN (Business IT Service Network) we founded the Swiss Business & IT Service Management Forum in Zurich. This year, the event was held for the 13th time already and attracted 100 participants. The positive reactions among the participants is undiminished, and we are looking forward to the events in the years to come.”



**Andreas Goldnagl (ASFİNAG):** “For many years I have been present at CON•ECT’s events as a visitor and sometimes as a presenter. These events have always encouraged the exchange of experience with peers working in the same field. CON•ECT created the ideal atmosphere for discussing questions of IT service management, as for example, which standards were used by whom and how, our current position in relation to the market, and many other topics.

I have profited greatly from the events and the opportunity to share my knowledge and expertise with others in order to promote this exchange.”



**Isabell Kunst (Xephor Solutions GmbH):** “A major trend that has developed for some time and engages more and more businesses in Austria in 2017 is artificial intelligence. This field provides a great variety of solutions, from simple rule-based software to thinking computers. Artificial intelligence implies that a computer is not only able to learn, but also to bring forth new ideas on its own, improve processes and react to unforeseeable situations. The prerequisite to introduce artificial intelligence successfully in businesses is to raise awareness about where such systems may be useful. At the same time, businesses have to be made aware of the way in which working with neural networks differs from installing traditional software. Rather than programming, this is learning with systems in natural language. The system is a dynamic process that is constantly improved and further developed. Once the potential of artificial intelligence has been realised, there are no obstacles to the successful installation of such a system.”



**Peter Lieber (Association of the Austrian Software Industry VÖSI):** “What we have in common is our interest in the topic of software, which, in times of the emerging Industry 4.0 and the progress of digitalisation in many spheres of life, has become the centre of growing attention. VÖSI welcomes all activities that highlight the significance of software and IT in Austria and provide qualifications for the work in this demanding area through further training and certification. While great changes in the field of IT already emerged in the past two or three decades, it is only now that we are witnessing a broad breakthrough of digitalisation in all spheres of life. Both of our organisations have to meet great challenges in order to support the Austrian economy on the road to digitalisation in the best way possible and to speed up the process by means of new services.”



**Markus Müller (ABB Information Systems Ltd):** “In view of the growing industrialisation of infrastructure in information management, rationalisation, automation, and in particular, standardisation plays a fundamental role in contributing to the digital added value in businesses.

Intensified standardisation of processes and responsibilities facilitate integration even across the boundaries of businesses, e.g. with producers and outsource services. The ongoing analysis of standards and trends in IT information management is an essential core competence in the sense of combining digitalised value chains across business boundaries.

In Austria and Switzerland, CON•ECT Event Management has earned an excellent reputation for providing access to expert knowledge and standards to employees over the years. Thus, in our view CON•ECT has made a valuable contribution to Austria as a location for IT.”



**Helmut Pichler (ANECON):** “In my view, the CON•ECT Business Academy and CON•ECT Informunity represent a very active network of highly qualified professionals from a great variety of fields, which CON•ECT manages to animate. Time after time, CON•ECT has succeeded in organising events around ‘red-hot’ topics. In addition to offering inside knowledge presented by the expert speakers, these events are a continual source of new network contacts. Also as a speaker I have been impressed by the professional assistance of the organisational team on every occasion. The fact that they complement their services by a comprehensive training programme is a good example of the target-group oriented focus of CON•ECT.”



**Dr. Klaus Pirklbauer (Software Competence Center Hagenberg GmbH):** “Beyond a situation in which no industry can do without IT systems, we have now reached a point where IT plays the key role in most industries. The rising importance of data as an active component determining the algorithmic process by conclusions drawn and models derived from them, as well as the challenges of more complex software with interconnectedness and new modes of interaction are characteristic of our times. Key words like Industry 4.0, IoT and digitalisation have brought additional momentum to the development as well as the discussion of the related topics. The Future Network picks up on those topics. In addition to expert talks from a variety of perspectives, surveys of trends and developments are presented. As a further bonus, there is also ample opportunity for networking among the participants.”



**Marcus Scheiblecker (WIFO):** “Like in other fields, also in IT investment activities greatly depend on the expectations with regard to the future economic development. As a consequence, the current economic situation as well as that of the future is a decisive driver of the investment behaviour of businesses. Therefore, my presentations on the development of economic trends in the coming years have always attracted a lot of attention and have been a regular feature of the ICT Trends event.”



**Peter Stanjeck (USU AG):** “Digitalisation of businesses is the main topic for the next few years, as it will enter a broad range of business spheres. As providers of service management software solutions, at USU we experience this trend first hand: businesses have started to use our products to manage their service processes also outside IT departments, for instance in human resources, facility management or controlling. CON•ECT has been our longstanding business partner for events in Austria and Switzerland. With great personal commitment and an infallible instinct for trending IT topics, for many years CON•ECT has managed to convene a great number of interested visitors at events and provide appealing presentations and has thus made a major contribution to maintaining and expanding the network for all those interested in IT topics in the area of Germany, Austria and Switzerland. We are looking forward to many more joint events and opportunities for further exchange of experience.”



**Dr. Edgar Weippl (SBA Research):** “Secure planning, developing and operating complex cyber-physical systems are essential and difficult challenges of the future. In the past few decades the integration of software and organisation processes in companies increased; today, a similar development regarding the interconnectedness of machines and sensors is taking place. Software is part of our everyday lives. In the future, empirical and applied research in the field of software development will rise in importance. The increasingly complex software systems are hard to observe and figure out for users. Therefore, systematic monitoring is necessary in order to gain insights into the internal functions and discover potential security risks. Due to the growing complexity and integration with hardware, successful attacks are possible even if software has been developed flawlessly and diverse protective mechanisms at the level of operating systems and compilers have been installed.”

## Trainers for CON•ECT Business Academy



**Christian Baier**  
(Karer Consulting AG)



**Ulrich Bayer** (SBA Research)



**Gerold Bläse** (Karer Consulting)



**Bernhard Burger**  
(Quality Advantage)



**Peter Hruschka**  
(AtlanticSystems Guild)



**Peter Kieseberg**  
(SBA Research)



**Markus Lindinger**  
(Masters Consulting)



**Helmut Pichler**  
(Anecon)



**Bernhard Rauter**  
(Anecon)



**Markus Reinhold**  
(CoCOO)



**Stefan Saueremann**  
(FH Technikum Wien)



**Rudolf Siebenhofer**  
(SielTMCI)



**Herbert Stauffer**  
(BARC Schweiz)



**Helmut Steigele**  
(CascadelIT)



**Stefan Toth**  
(embarc)



**Mathias Traugott**  
(Punctdávista)



**Christof Tsohl**  
(SBA Research)



**Edgar Weippl**  
(SBA Research)

## Speakers for CON•ECT Informunity



**Martin Barnreiter**  
(PAC)



**Jan Camenisch**  
(IBM Research Zürich)



**Clemens Cap**  
(Universität Rostock)



**Lukas Feiler** (Baker & McKenzie)



**Bernhard Freudenthaler**  
(SCCH)



**Pierre Giandesin**  
(UBS Schweiz)



**Kurt Glatz** (Alcatel-Enterprise)



**Vesna Glatz**  
(Microsoft)



**Martin Hackl**  
(Bundesministerium für Justiz)



**Gerald Hauser**  
(Markant Handelsgesellschaft)



**Philipp Haubner**  
(Bundesministerium für Justiz)



**Dirk Helbing**  
(Computational Social Science, ETH Zürich)



**Markus Huber**  
(Novomatic)



**Stefan Jakoubi**  
(Secure Business Austria)



**Peter Kieseberg**  
(Secure Business Austria)



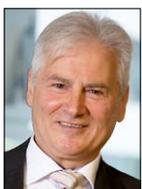
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(AMS Wien)



**Benedikt Klotz**  
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**Christian Kurz**  
(PwC Österreich)



**Krzysztof Müller**  
(NTT Data)



**Markus Müller**  
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**Wolfgang Nimführ**  
(IBM Österreich)



**Gerwald Oberleitner**  
(Microsoft)



**Dr. Friedrich Peschke**  
(Atos)



**Klaus Pirklbauer**  
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**Moshe Rappoport**  
(IBM Labor Zürich)



**Christian Rupp**  
(Bundeskanzleramt)



**Marcus Scheiblecker**  
(WIFO)



**Davide Scaramuzza**  
(Universität Zürich)



**Ray Schallberger**  
(brainwaregroup)



**Roman Schlegel**  
(ABB Switzerland Ltd.)



**Herbert Stauffer**  
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**Peter Skrobanek**  
(Tailor Patent Consulting)



**Jörg Steinbauer**  
(Infonova)



**Franz Theisen**  
(Red Hat)



**Peter Voith**  
(Atos)



**Herwig Zeiner**  
(Joanneum Research)