



## IBM Haifa Leadership Seminar – Program

### IBM Programming Languages and Development Environments Seminar 2009 on Innovations and Business Value in Software Development

April 22, 2009

<b>9:00</b> Registration	SimWiz – Demonstration of an Expert System-like User Interface for Simulation <i>Moshe Pollatschek, Technion</i>
<b>9:30</b> <b>Opening Remarks</b> <i>Amiram Yehudai, Yael Dubinsky, Yishai Feldman, Dolev Dotan</i> <i>Seminar organizers</i>	<b>13:00</b> Lunch
<b>9:35</b> <b>Keynote:</b> Software As a Strategic Weapon <i>Grady Booch, IBM Fellow, Chief Scientist for Software Engineering IBM Research (via Second Life)</i>	<b>14:00</b> <b>Keynote:</b> 2010 Architecture Odyssey: The future of BPM, SOA, Business Architecture and Enterprise Architecture in our Industry <i>Sridhar Iyengar, IBM Distinguished Engineer, Strategist – Services Software Engineering, IBM Research</i>
<b>10:35</b> Break	<b>15:00</b> Break
<b>10:50</b> <b>Session I:</b> Model-Driven Product-Lines for Embedded Software and for Supply-Chain Companies <i>Tal Haham, Julia Rubin, IBM HRL</i>  Visual Dynamic Model Inspecting with OPM Model-Based Simulation Environment <i>Valeriya Perelman, Yevgeny Yaroker, Dov Dori, Technion and MIT</i>	<b>15:10</b> <b>Panel:</b> Software Development in an Economic Crisis - Challenges and Opportunities <i>Moderator: Amiram Yehudai</i>
<b>11:40</b> Break	<b>16:05</b> Break
<b>11:55</b> <b>Session II:</b> Verification of Embedded System Specifications Using Collaborative Simulation of SysML and Simulink Models <i>Ryo Kawahara, Hiroaki Nakamura, Dolev Dotan, Andrei Kirshin, Takashi Sakairi, Shinichi Hirose, Kohichi Ono, Hiroshi Ishikawa, IBM Research (Tokyo, Haifa)</i>  Refactoring of Statecharts <i>Moria Abadi, Yishai A. Feldman, Tel Aviv University, IBM HRL</i>	<b>16:15</b> <b>Session III:</b> System Grokking – A Novel Technology for Software Understanding, Validation and Evolution <i>Dany Moshkovich, Maayan Goldstein, Avital Gutman, Vadim Vasilov, IBM HRL</i>  IDE Support For Example Embedding <i>Ohad Barzilay, Orit Hazzan, Amiram Yehudai, Tel Aviv University, Technion</i>  Freedom – End User Programming for the Web <i>Asaf Adi, Maya Barnea, Nili Guy, Samuel Kallner, Yoav Rubin, Gal Shachor, IBM HRL</i>
	<b>17:30</b> <b>Concluding Remarks</b> Oded Cohn, IBM HRL