



IBM Haifa Leadership Seminar – Program

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

April 22, 2009

9:00 Registration	
9:30 Opening Remarks <i>Amiram Yehudai, Yael Dubinsky, Yishai Feldman, Dolev Dotan Seminar organizers</i>	SimWiz – Demonstration of an Expert System-like User Interface for Simulation <i>Moshe Pollatschek, Technion</i>
9:35 Keynote: Software As a Strategic Weapon <i>Grady Booch, IBM Fellow, Chief Scientist for Software Engineering IBM Research (via Second Life)</i>	13:00 Lunch
10:35 Break	14:00 Keynote: 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>
10:50 Session I: 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>	15:00 Break
11:40 Break	15:10 Panel: Software Development in an Economic Crisis - Challenges and Opportunities <i>Moderator: Amiram Yehudai</i>
11:55 Session II: 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>	16:05 Break
	16:15 Session III: 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>
	17:30 Concluding Remarks <i>Oded Cohn, IBM HRL</i>