



Atlanta SPIN

Software Process Improvement Network

The Atlanta SPINnaker

October 2007 Volume 2, Issue 10

The Internet's Second Wave: Web 2.0



Ed Yourdan

Mr. Ed Yourdan was the speaker for our signature event on September 19, 2007. The event itself was a huge success with an attendance of over 100 at the Southern Polytechnic State University Marietta campus.

Ed spoke on the subject of Web 2.0. He began by impressing on the audience that we are all using the tools and techniques of Web 2.0 without even knowing that they are a part of Web 2.0. The presentation was delivered using a mind mapping tool which lends itself to quickly documenting the free flow of ideas and concepts. While Ed could have spoken for several days on the subject, he did his best to hit some of the high points and tease us with very interesting stories on how these new and developing technologies are being invented and deployed throughout the internet on a daily basis.

Several major topics were explored. One of them was the concept of the “long tail”. This refers to the fact that electronic copies of documents and other artifacts don’t need to be printed and stored any longer. For the miniscule cost of storage, these items can be kept available for any one who wants them and they can be sold as a profit whenever they are in demand, even if the demand was as low as one copy or less per year. No book store, even Amazon.com, would carry a book in inventory that sold only one copy per year.

Another phenomenon discussed was the distribution of blogs and lists like Craig’s List. The immediacy of updates and distribution of this information has opened up a whole new meaning to currency of information. The frequency of updates for large sites such as Wikipedia is now

Continued on Page 2

Inside this issue:	
September Meeting Synopsis	1
Free ISO20000 Workshop!	2
New Sponsor: Alderon Co0nsulting	3
Free Seminar - Requirements-Based Testing	3
About Atlanta SPIN	4

Next Meeting: October 17, 2007

Applying Agile Techniques to Agile Development - Lessons Learned.

Presented by Nelson Perez

Bonus #1: FREE 3 hour ISO 20000 Workshop on October 24th

Bonus #2: FREE 3 hour “Requirements-Based Testing” seminar on October 30th

Web 2.0 - Continued

measured in minutes. For the hardcopy medium updates are frequently measured in years.

Ed explored the concept that things are never finished. He has published a Wiki site for one of his old books. People around the world continue to discuss and update the site, long after Ed has moved on in his work to other topics. Visit his wiki site called "jesa" and explore what this new concept in publishing.

Ed discussed a very interesting concept called "mashups". These involve the bringing together two or more seemingly unrelated things that yield an interesting outcome. An example is combining the text list of data on convicted sex offenders from law enforcement with the API and application known as Google Maps. The output is a map of convicted sex offenders living in your neighborhood! This could have ramifications on your decision on where to live.

So who is using these new tools and techniques? Ed told us that a variety of companies are now facing the challenge. While some are holding off to see how

things turn out, others are jumping in and getting interesting results. Would believe that the CIA is an early adopter? Companies that use wikis internally may want to consider letting contributors from outside the company access and contribute to the site. This concept brings companies some interesting collaboration opportunities with customers.

Overall, the ideas that Ed brought to the group stimulated a tremendous amount of interest which made for a lively Q & A period at the end of the meeting. Ed stayed for over an hour after the meeting interacting with audience members and answering questions in a one on one format.

If you are interested in more detail on Ed's presentation please visit AtlantaSPIN.org and go to the Meeting Information page. There you will find a link to a 25MB PDF file which contains the links used in the presentation. Please be sure to download the PDF to your PC to avoid repeated delays as you move back and forth through the presentation materials.

FREE 3 hour ISO 20000 Workshop on Wednesday, October 24th

Atlanta SPIN will be hosting a FREE ISO 20000 Workshop on Wednesday, October 24th

John A. DiMaria
Certified Six Sigma BB; HISP

- **6:00 - 6:30 PM Networking, Free food and soft drinks**
- **6:30 - 9:30 PM Workshop**

At Roundbox Global
981 Joseph E. Lowery Blvd., Suite 100,
Atlanta, GA 30318
(404) 567-5000 ext. 2059



Next Meeting: October 17, 2007

Applying Agile Techniques to Agile Development - Lessons Learned.

Presented by Nelson Perez

- **6:00 - 8:30 PM**

Location: La Quinta Inn & Suites Atlanta Perimeter Medical
6260 Peachtree Dunwoody
Atlanta, GA 30328(770)350-6177

Spotlight: Alderon Consulting Becomes Atlanta SPIN Sponsor!



The Atlanta SPIN board would like to welcome our newest sponsor, Alderon Consulting, to our organization.

“We deliver innovative business and change management solutions to increase our client’s product development and service delivery performance.

“Our customized benchmarking, consulting and training services enable our clients to apply proven principles and industry best-practices to enhance internal capability and better align that capability with market objectives and business goals.

“We employ state-of-the-art models and methods* in the areas of Product Development, Service Delivery, Project Management, Engineering Management, and Work Environment.”

Free 3 hour Seminar from Borland - October 30th

Free Seminar from Borland - "Requirements-Based Testing"

Tuesday, October 30th, 2007

9am-Noon

- **8:30 – 9:00 AM** **Registration**
- **9 AM – Noon** **Seminar**

Pre-register at the website: [http://now.eloqua.com/es.aspx?](http://now.eloqua.com/es.aspx?s=510&e=A546F817B63B455A89CFB613E5E91144&elq=1007C14AD075442DA76E94C6ADE0CF82)

[s=510&e=A546F817B63B455A89CFB613E5E91144&elq=1007C14AD075442DA76E94C6ADE0CF82](http://now.eloqua.com/es.aspx?s=510&e=A546F817B63B455A89CFB613E5E91144&elq=1007C14AD075442DA76E94C6ADE0CF82)

Borland Software
400 Interstate N Parkway SE , Suite 1600
Atlanta, GA 30339

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QSM ASSOCIATES



And our 18 Contributing Members!

Process Improvement Sites:**Software Engineering Information Repository**

<http://seir.sei.cmu.edu>, has over 30,000 registered users and is a forum used to contribute and exchange information about software engineering improvement activities, including CMMI.

The CMMI Process Improvement Yahoo! discussion group

http://groups.yahoo.com/group/cmmi_process_improvement/ is a forum used to contribute and exchange ideas about CMMI-based improvement.

BSCW Shared Workspace <https://bscw.sei.cmu.edu/pub/bscw.cgi/0/79783> is a forum used to contribute and exchange CMMI-related materials.

Information courtesy of SEI Customer Relations. Find out more about SEI Membership online at

www.sei.cmu.edu/membership
customer-relations@sei.cmu.edu

About Atlanta SPIN, Incorporated

The Atlanta SPIN organization was chartered in 1991. This group has been a force for software process improvement in the Atlanta area since then. The organization has a growing membership list that currently numbers 850+ members. The group typically meets every third Wednesday of the month. Our meetings typically attract audiences of 40 – 50 people. These meetings provide a forum for like-minded people, interested in learning from others and sharing their own experiences. There is time allowed before and after the meeting for networking among the participants, including a review from the audience of any job openings that are available. The Board, through its work with Sponsors, ensures that food and drinks are also available at no cost to the membership.

"Dissertation research on Software Metrics - A Ph.D. Student's Call for Your Assistance"

Dear Atlanta SPIN,

I am a Ph.D. Student at the University of Maryland, Baltimore County, working with Dr. Carolyn Seaman in the Information System Department. My dissertation is in the field of software measurement and software process improvement. It has been observed that the attitudes of software developers towards software measurement are an important factor in the success of a software measurement program.

As input to this work, we would like to hear what you think of the software measurement activities, if any, in your organization. If you are a manager, would you consider passing this along to the developers who work for you?

It is not required that your organization have a formal software measurement program in place. Any data that are collected within your organization - for example, effort data, milestone dates, etc., collected for project management purposes - would also be considered "software measurement" in our study.

We are seeking input through a web-based survey, which takes about 15 minutes to complete, based on our pilot study.

Here is a link to the survey:

http://www.surveymonkey.com/s.aspx?sm=7aoPwVoJpSvYPPoSQDWA1A_3d_3d

We will make the results of our survey available to you, and these results will help you to learn more about implementation of software metrics in organizations. The results will be completely anonymous; you or your company will not be identified or associated with the data in any way.

Thank you once again for your participation. Have a great day!

Medha Umarji

Ph.D. Candidate

Information Systems

Univ. of Maryland, Baltimore County