



Canterbury Software Summit
Tues 1 September 2009
Hotel Grand Chancellor, Christchurch

PUT THE FIZZ BACK IN YOUR BIZ AT THE CANTERBURY SOFTWARE SUMMIT

Press release, 10-Aug-2009, Canterbury Software Cluster, Christchurch, New Zealand: **The Canterbury Software cluster with sponsors New Zealand Trade & Enterprise, Equinox IT and IBM are bringing together the country's brightest high-tech stars to share their experiences and help revitalise businesses at the Canterbury Software Summit in Christchurch on 1 September. Attendees will hear from Jade Software, Tomizone, Orion Health, Energy Mad and ERMLive. And, for the first time, the Summit will also include a Tech Stream by Equinox IT, tackling critical development challenges.**

Opening the Summit with the keynote address will be the Hon. Dr. Wayne Mapp, Minister of Research, Science and Technology, Minister of Defence, and Associate Minister for Tertiary Education and Economic Development.

Canterbury Software chairman Terry Paddy says: "The Summit is a key event in people's calendar, and once again we have brought together senior government ministers, business leaders and experts to deliver some invaluable insights to the software community."

CEO of ERMLive, Donald Hastie, is one of the inspirational speakers making up the impressive line up. Having founded PayGlobal, Hastie will share his diverse experiences; from bringing a business to the global stage using venture capitalist funding, to starting all over again with ERMLive.

The Software Summit, which has been running annually since 2002, aims to encourage business growth by sharing examples of world-class innovation, commercialisation and export. This year's theme is 'Starting Up, Growing Up, Selling Up and Starting Over' and features speakers from some of NZ's most successful and entrepreneurial high-tech companies, including Jade Software CEO Craig Richardson.

Mr Paddy says the committee is anticipating up to 200 attendees this year, a significant increase on last year. He explains: "In 2008 we had nearly 150 attendees, and the demand this year is even greater. The Summit is a unique opportunity for entrepreneurs and professionals in the technology industry to network and hear from those at various stages of the business lifecycle."

New to this year's Summit, the Tech Stream will get to the heart of crucial software development challenges; looking at requirements management for developers and how to improve coding to result in more robust, easy to maintain applications. The audience will hear from Principal Consultant David Morris and Technical Consulting Manager Bill Ross, both at Equinox IT Ltd.

The event opens at 12.15pm at the Hotel Grand Chancellor in Christchurch, and drinks, networking and a prize-draw will follow from 5.30pm onwards. Cost is free for NZ Software Alliance members and \$80 for non-members.

To register visit www.canterburysoftware.org.nz

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Sponsors

Canterbury Software wishes to thank our sponsors and prize givers New Zealand Trade & Enterprise, IBM, Equinox IT, the Institute of Directors, Microsoft, Liquidity Bar and Unlimited Magazine for their valuable contribution in enabling us to host the Summit. We'd also like to thank members of the Canterbury Software Committee for volunteering their time to manage and promote the event.

Summit Programme

Business Stream

- 12:15 Registration & Opening address
- 12:30 Keynote speaker: **Hon. Dr Wayne Mapp**, MP
- 13:00 **Craig Richardson**, Jade Software
- 13:30 **Donald Hastie**, ERMLive
- 14:00 **NZ Trade & Enterprise**
- 14:20 Break
- 14:30 **Ian McCrae**, Orion Health
- 15:00 **Steve Simms**, TOMIZONE
- 15:30 **Equinox IT**
- 15:40 **Chris Mardon**, Energy Mad
- 16:10 Break
- 16:25 **IBM**
- 16:35 Close Panel Discussion
An opportunity to question speakers on how they achieved business growth
- 17:20 The Canterbury Software Cluster – looking forward
- 17.30 Drinks & Prize Draw

Tech Stream

- 15.00 **David Morris**, Equinox IT Ltd
- 16.15 **Bill Ross**, Equinox IT Ltd

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Speakers

Business Stream

Hon Dr Wayne Mapp MP

Hon Dr Wayne Mapp is the New Zealand Minister of Defence. He is also Minister of Research, Science and Technology, and Associate Minister for Tertiary Education and Economic Development.

Dr Mapp grew up on a farm in Reporoa in the central North Island of New Zealand. He was educated at Reporoa College, then at the University of Auckland, where he graduated LLB (Hons). He went on to obtain a Master's in law at the University of Toronto, followed by a PhD in international law at the University of Cambridge, England. His thesis was published by the University of Manchester Press, entitled *The Iran-United States Claims Tribunal: The First Ten Years* (1993).

On his return to New Zealand Dr Mapp practised law in Auckland, specialising in commercial law and litigation, and was later Associate Professor of Commercial Law at Auckland University. He was a Reservist army officer for many years, specialising in military intelligence, and has also lectured for the Army and Navy on issues of the law of armed conflict.

He was elected the National Party Member of Parliament for North Shore in 1996 and continues to hold that seat by a large majority. The National Party became the Government in November 2008 after nine years in Opposition. In Opposition Dr Mapp was his party's spokesman for Defence and Auckland issues.

Dr Mapp is a keen private plane pilot, sails, scuba dives and has done most of New Zealand's great walks.

He is married to Denese Henare, also a lawyer. Ms Henare is a former Law Commissioner and Auckland city councillor.

Craig Richardson, CEO, Jade Software

Jade Software is a leading global product innovator with over 30 year's experience. Today they move Europe's trains, control the world's ports, manage financial institutions and solve complex crimes for some of world's most respected police forces.

Craig Richardson is the CEO of Jade Software. Prior to his current appointment he was Chief Financial Officer of Coca-Cola in New Zealand and Vice President Finance of billion dollar manufacturer New Zealand Steel. He has also held senior executive roles with Vodafone in Australia and Sweden. Craig is on the Board of the Motor Neurone Disease Association of New Zealand and is currently President of CPA Australia in New Zealand. Craig graduated from the University of Tasmania and now calls Christchurch home.

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Donald Hastie, CEO, ERMLive

ERMLive represents a fresh look at payroll and human resources solutions, focussed on increasing organisational performance by enhancing the relationships you have with your employees.

Donald Hastie is the CEO and founder of ERMLive (www.ermlive.com). Donald has spent the last 20 years in the HR sector developing payroll and HR management software solutions. He was also CEO and founder of online payroll provider PayGlobal.

Ian McCrae, CEO & Founder, Orion Health

Orion Health is a leading provider of clinical workflow and integration technology for the healthcare sector. Ian McCrae founded Orion Health in 1993 with a five-person staff in Auckland, New Zealand. Under his stewardship, the company has seen unprecedented growth and success. With over 200 staff members now operating on four continents, Orion Health has introduced its health integration software to every major market.

Before founding Orion Health, Ian was a senior telecommunications consultant for Clearfield Consulting Ltd., specializing in message standards and connectivity of data network systems and infrastructures. Prior to his work at Clearfield, Ian worked for Ernst & Young designing corporate networks. Ian has also worked as a product manager at Imagineering Micro Distributors in New Zealand and a senior business analyst for the London Stock Exchange.

Steve Simms, CEO, Tomizone

Tomizone offers a low cost Wi-Fi Internet access with growing large International network of Hotspots.

Steve Simms is the CEO of Tomizone. Steve has around 18 years experience in telecommunications, broadcasting, business development and new ventures, including senior roles in Telecom NZ, Vodafone and Telstra. His strategic vision has re-shaped some of the thinking and business models, particularly in the wireless broadband field. His focus on simplicity and usability means that his design of solutions, also focuses on the customer first. Steve leads the Tomizone business strategy with an emphasis on sales and marketing.

Dr Chris Mardon, CEO, Energy Mad

Energy Mad was initially founded in 2004 with an aim to get five energy saving Ecobulbs™ in 50% of the homes in New Zealand and "save all the electricity used by Christchurch homes!"

Dr Chris Mardon is CEO and a founder of Energy Mad. Dr Chris Mardon was one of New Zealand's up and coming leading young manufacturing leaders prior to co-founding Energy Mad in early 2004. Following his graduate and doctorate degrees in Mechanical Engineering, Chris was rapidly promoted to progressively more senior manufacturing management roles in tissue, automotive and plastic film manufacturing facilities. Chris has been responsible for the success of the innovative Ecobulb™ project.

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Tech Stream

David Morris, CBAP – Principal Consultant, Equinox Ltd

“You lot start coding, and I’ll go and see what they want” – Requirements Management for Developers

When you’re part of a small and perfectly formed development team, you often end up having to do it all. From gathering and analysing the requirements through to developing and testing the actual system itself. And many current development techniques now focus on the developer being actively involved with the customer – in a purely professional sense of course! Gone are the days of the developer being locked away in some dark, dank corner of the basement. So, if everything you do is based on your requirements, how do you avoid getting these wrong, or, worse still, the “yes, that’s what I asked for, but it’s not what I want” response when your system is delivered?

What’s in it for you?

This presentation will help you to:

- Identify some of the common challenges around requirements
- Introduce some key practices and techniques to help manage these challenges
- Understand the benefits of actively managing your requirements throughout the development process.

Bill Ross, Technical Consulting Manager, Equinox Ltd

“My code is ok, I hope...”

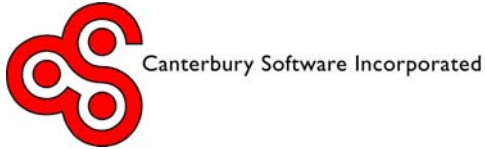
How good is your code? How easy will it be to maintain? Has all the time and effort you expended creating it resulted in an application that will be straightforward to support and maintain into the future? Or have you created a maintenance nightmare from the get go? If your code was externally evaluated how would it rate? How can you quickly and objectively answer these questions?

Equinox is a vendor neutral supplier of consulting services that is often called on to provide independent code quality review services for clients. This session will explore how some of the current code analysis technologies in both .NET and Java can help you answer these questions, and help you sleep soundly at night!

What’s in it for you?

- Pointers to tools that automatically quantify the quality and maintainability of your code
- Techniques that put your code in a robust position, should it be externally reviewed
- How to establish a development environment that allows you to quantifiably measure how well your development team meets quality objectives
- Sleep soundly

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About Canterbury Software Inc.

The Canterbury Software Cluster (Canterbury Software Inc.) is a non-profit incorporated society aimed at helping the Canterbury software sector succeed at home and worldwide. This cluster of small-to-medium Canterbury and other South Island companies works to facilitate strong foundations for commercial success in world-class software products and services, and establish national and international business relationships.

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