ICSE 1999 Presentation Overview and Outline
“Successfully Deliver Internet Applications Using Rapid Software Techniques”

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Overview
Mr. Leinbach will be presenting on the key aspects of C-bridge’s business practices which allows it to successfully deliver Internet applications using rapid software development techniques. C-bridge develops custom, transaction-oriented Internet application for global 2000 companies with focuses on retail, insurance and distribution. C-bridge customers seek competitive advantages by being first to market with customer and business to business systems and require fast development and implementation cycles. C-bridge provides this capability through investments in three primary areas:

- A methodology that is tailored to the technologies and solutions that are developed;
- A technical framework that provides architectural solutions to challenges such as scalability, reliability and availability; and
- Ongoing research into existing components, thereby leveraging the technical strength of an entire market of technology developers.

During his presentation Mr. Leinbach will discuss key practices within these three areas of C-bridge’s practice demonstrating how they allow C-bridge to deliver tangible business benefits within short windows of opportunity. Mr. Leinbach will share specific architectural and process details, information tools that C-bridge currently employs, and discuss specific business benefits that are the result of these techniques. Specific examples will also be given from C-bridge engagements.

Outline
Title: “Successfully Deliver Internet Applications Using Rapid Software Techniques”

- About C-bridge Internet Solutions
- The Challenges of Internet Development – The C-bridge Definition of Rapid Application Development
- Key Methodology Concepts
  - Lines of readiness – Determining firm criteria to manage aspects of scope, design and implementation.
  - Key Define phase activities – Managing the scope of the project up front.
  - Prototyping
  - Frequent iteration
  - Risk management
- Internet Framework and Architecture
  - The C-bridge Internet Framework and its Benefits
  - Key Technologies - Servlets, Java, CORBA, COM
  - Leveraging other Frameworks and technologies
- Components and Tools
  - Java components
  - Leveraging legacy systems through integration
  - Tools
- Engagement Examples
Bio

Charles Leinbach is a Director and Principal Consultant for C-bridge Internet Solutions, a consulting firm focused on helping its clients develop and deploy business processes and systems that leverage the Internet. As a consultant, Charles has worked with many companies in the areas of new product development, new business development, business simulation and decision support. His expertise is grounded in hands-on management of numerous custom application development projects in industries such as telecommunications, heavy manufacturing, pharmaceuticals, finance and retail. Prior to C-bridge Charles held consulting positions at Monitor Company and DMR. He has consulted to companies in the US, Great Britain, Germany, Spain, Turkey, Argentina, Brazil and Venezuela. Recent clients include Arcelik, Bell South, Britannia Building Society, Cardinal Health, Navistar, Racimac Information Brasiliera, Toyota Motor Manufacturing and U. S. West.

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ICSE '99 Los Angeles CA
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