Dr. Bill Curtis Presents Keynote on Governing Code Quality at Construx Software Executive Summit

CAST Chief Scientist & CISQ Director to Discuss How Governing Code Quality Reduces Business Cost and Risk

New York, NY – October 24, 2011 – Dr. Bill Curtis, CAST chief scientist and director of the Consortium for IT Software Quality (CISQ), will present a keynote addresses during the Construx Software Executive Summit 2011, which opens today in Seattle, WA. Curtis' keynote, "How Governing Code Quality Reduces Business Cost and Risk," focuses on how addressing structural quality of application software during pre-production mitigates, and in many cases eliminates the risk of malfunctions and outages after deployment, which also significantly reduces a company's technical debt.

The Construx Software Executive Summit provides a forum for top executives to compare, evaluate, and improve their Software Development experiences and strategies at the enterprise level. Through motivating keynote addresses and insightful small group discussions, participants will develop new insights into their own software organizations and will explore their challenges and opportunities with executive peers. In addition to Curtis, other IT industry notables presenting at Construx include: Steve McConnell, Tom Gilb, James Whittaker, Philippe Kruchten and Ward Cunningham.

One of the most challenging issues in real-world software development is how to grow a code base in an early-stage company without incurring a mountain of technical debt, defined the cost of fixing problems that remain in an application once it is operational. Few companies succeed in satisfying the two necessary elements to mitigate technical debt: elevating the business success of the software above all else; and creating a high quality legacy code base. The result is that companies universally struggle with legacy code that got them where they are today, but which will not get them where they want to go tomorrow. In his keynote, Curtis will discuss how companies can work with legacy systems to achieve optimal structural quality of application software and thereby reduce their technical debt.

Curtis is an industry luminary who is responsible for influencing CAST's scientific and strategic direction, as well as helping CAST educate the IT market about the importance of managing and measuring the quality of its software. He is best known for leading development of the Capability Maturity Model (CMM), which has become the global standard for evaluating the capability of software development organizations. He was

recently elected a Fellow of the Institute of Electrical and Electronics Engineers for his contributions to software process improvement and measurement. In addition to his work with CAST, Curtis is the director and co-founder of CISQ, an IT industry leadership group comprised of IT executives from the Global 2000, system integrators, outsourced service providers and software technology vendors all of whom are committed to introducing a computable metrics standard for measuring software quality.

About CAST

CAST is a pioneer and world leader in Software Analysis and Measurement, with unique technology resulting from more than $90 million in R&D investment. CAST provides IT and business executives with precise analytics and automated software measurement to transform application development into a management discipline. More than 650 companies across all industry sectors and geographies rely on CAST to prevent business disruption while reducing hard IT costs. CAST is an integral part of software delivery and maintenance at the world's leading IT service providers such as IBM and Capgemini.

Founded in 1990, CAST is listed on NYSE-Euronext (Euronext: CAS) and serves IT intensive enterprises worldwide with a network of offices in North America, Europe and India. For more information, visit www.castsoftware.com.

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