

# APPLICATION STRATEGY SUMMIT VIC

BUILDING TODAY FOR THE APPLICATIONS OF TOMORROW

AUGUST 22ND, 2023  
MARVEL STADIUM  
MELBOURNE, VIC



## SPEAKERS



MACQUARIE

Adi Sharma  
Chief Engineer



Shashank Kaul  
Chief Technology Officer



Huw Fowles  
Executive GM Technology



Culture Amp

Prakriti Materi  
Director of Engineering



Upinder Aggarwal  
Director  
Payment Technologies



Serena Yau  
Head of Solution Design

## KEY TOPICS

- Enabling business through advanced application strategies
- Establishing the right architecture for application roadmaps
- Enhancing application integration, performance & discoverability
- Leveraging data for empowered business

## WHO WILL ATTEND?

- Chief Technology Officers
- Chief Architects
- Chief Information Officers
- Heads of Application Development
- Heads of Engineering
- Heads of Solution Architecture

### 8:30 REGISTRATION, COFFEE & NETWORKING

### 9:00 WELCOME REMARKS FROM CHAIRPERSON



#### 9:10 ATTENDEE SPOTLIGHT

What does an excellent application look like?

### 9:40 PANEL DISCUSSION: ENABLING BUSINESS THROUGH ADVANCED APPLICATION STRATEGIES

- Aligning application strategy with stakeholder priorities and organisational opportunities
- Driving efficiency and productivity in application roadmaps
- Leveraging data across the organisation to promote performance and UX
- Collaborating with leadership to cultivate application investment

**Adi Sharma**, Chief Engineer, Macquarie Group  
**Huw Fowles**, Executive GM Technology, Carsales.com.au  
**Upinder Aggarwal**, Director, Payment Technologies, Square  
**Shashank Kaul**, Chief Technology Officer, Webjet

### 10:20 CASE STUDY: UPLIFTING SECURITY POSTURE IN COMPLEX APPLICATION ENVIRONMENTS

### 10:50 MORNING TEA & NETWORKING

### 11:20 PANEL DISCUSSION: ESTABLISHING THE RIGHT ARCHITECTURE FOR APPLICATION ROADMAPS

- Analysing the cost/benefit of infrastructure approaches
- Determining the implementation, size and segmentation of microservices
- Building fit for purpose infrastructure with the future in mind
- Creating effective frameworks to select the right tools

**Daniel Nicholson**, Head of Architecture, Coles  
**Rupesh Ratilal**, Head of Strategy and Architecture, Australia Post  
**Serena Yau**, Head of Solution Design, Judo Bank  
**Michael Scales**, Head of Technology Strategy & Architecture, Aesop

### 12:00 CASE STUDY: OPTIMISING BACKLOGS AND ACCELERATING TIME TO MARKET

### 12:30 LUNCH & NETWORKING



#### 1:20 INTERACTIVE WORKSHOPS

- Striking the balance of CX with cyber security and privacy
- Driving integration and workflow automation across the organisation
- Centralising data and leveraging insights for improved customer journeys
- Creating an effective analysis framework for software supply chains
- Optimising backlogs for more efficient development to deployment
- Exploring business disruption with digital resilience

### 2:00 PANEL DISCUSSION: ENHANCING APPLICATION INTEGRATION, PERFORMANCE AND DISCOVERABILITY

- Establishing efficient integration approaches with APIs
- Promoting discoverability through enhanced user interface approach
- Best practice in driving performance and ensuring quality
- Balancing and prioritising tools to enhance value adds

**Shan Moorthy**, GM Software Engineering- Centre of Enablement, Telstra

**Ramon Huisman**, GM of Engineering, Xero

**Gurnam Madan**, Head of Engineering, Wesfarmers One Digital

**Prakriti Materi**, Director of Engineering, Culture Amp

**Tom Broerse**, Senior Director of Engineering, 99designs

### 2:40 CASE STUDY: CREATING A SEAMLESS USER EXPERIENCE WITH SECURITY INTEGRITY



#### 3:10 INTERACTIVE SESSION

In tables share different approaches in application strategy

### 3:25 AFTERNOON TEA & NETWORKING

### 3:45 KEYNOTE: ASSESSING BEST IN CLASS APPLICATION DESIGN

### 4:15 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS