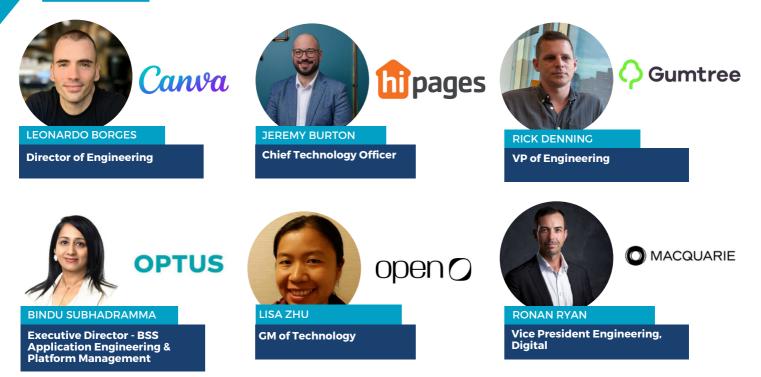# APPLICATION STRATEGY SUMMIT NSW

CREATING WORLD CLASS APPLICATIONS THROUGH INNOVATION & USER CENTRICITY

TUESDAY 27 FEBRUARY 2024
DOLTONE HOUSE- DARLING ISLAND, NSW

FOREFRONT EVENTS

SPEAKERS

LEONARDO BORGES
Director of Engineering

JEREMY BURTON
Chief Technology Officer

RICK DENNING
VP of Engineering

BINDU SUBHADRAMMA
Executive Director - BSS Application Engineering & Platform Management

LISA ZHU
GM of Technology

RONAN RYAN
Vice President Engineering, Digital

KEY TOPICS

- Delivering excellent user experiences by advancing your application strategy
- Gaining visibility to overcome complex application ecosystems
- Continuous maintenance to improve speed & quality
- Driving change through leadership: A path to application strategy excellence

WHO WILL ATTEND?

- Chief Technology Officers
- Head of Applications
- Head of Engineering
- Head of Technology
- Head of Architecture
- Head of Development
- Head of Product

#FOREFRONTEVENTS

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM CHAIRPERSON

9:10 ATTENDEE INTERACTIVE
Boosting productivity & cultivating a collaborative culture in application development

9:40 PANEL DISCUSSION DELIVERING EXCELLENT USER EXPERIENCES BY ADVANCING YOUR APPLICATION STRATEGY

- End-to-end visibility of experience in the eyes of the user
- Deployment at speed to meet your user demands
- Improving responsiveness and efficiency in applications for better user experiences
- The implications of your tech strategy on your product strategy

Jeremy Burton, Chief Technology Officer, hipages
Bindu Subhadramma, Executive Director BSS App Engineering & Platform Management, Optus
Craig Paddon, Software Engineering Manager, Allianz
Rick Denning, VP of Engineering, Gumtree
Moderator: **Anthony Holmes,** Group Technical Manager, HCL Software

10:20 SIMPLIFY YOUR AI/ML STRATEGY FOR ENHANCED USER EXPERIENCE

Simon Guerin, Field CTO, Mendix APJ

10:50 SPEED NETWORKING

11:00 MORNING TEA & NETWORKING

11:30 PANEL DISCUSSION GAINING VISIBILITY TO OVERCOME COMPLEX APPLICATION ECOSYSTEMS

- Breaking down operational silos that applications exist in
- Utilising observability and monitoring for a better understanding of current and future states
- Employing platforms to manage sprawl and reduce complexity for development
- Containerising microservices for improved scalability & portability

Lisa Zhu, GM of Technology, Open
Alexandre Periphanos, Head of Engineering, Telstra Health
Nathan Baker, Head of Core Applications Delivery, nib
Ronan Ryan, Vice President Engineering, Digital, Macquarie Group
Moderator: **Claire Tran,** VP of Engineering, Sendle

12:10 LEVERAGING LARGE LANGUAGE MODELS IN AIOPS

Julius Wahidin, Senior Solution Engineer - IT Automation, WW Solution Engineering, IBM Technology Expert Labs

12:40 LUNCH & NETWORKING

1:30 INTERACTIVE WORKSHOPS

- Everything you need to know about Low Code Application Development Platform
- Mastering Customer Experience: Elevate your apps & APIs with next-gen Identity & authentication strategy
- Accelerate application deployment with release management, automated delivery and governance
- How AI can be used to improve low-code development by automating the creation of code snippets & workflows
- Application Networking: Delivering value to your Business
- Leadership strategies & techniques to drive high performing engineering teams
- Elevate your application observability with enhanced infrastructure visibility and log intelligence

2:10 PANEL DISCUSSION IMPROVED SPEED TO MARKET & APPLICATION QUALITY THROUGH AI & AUTOMATION

- Embedding AI into development to increase speed to market
- Balancing the need for fast deployment & reduced tech debt
- Continuous automated testing for reduced human error
- Metrics for application performance

Sourav Lala, Head of Cloud & Platform Services, Carsales
Kemal Enver, Director of Engineering, Domain
Reza Ghafari, Head Of Platform Architecture, Foxtel
Jackson Gross, Director of Engineering, Streem
Moderator: Aaron Bernays, Director of Professional Services, Opentext

2:50 THE TRANSFORMATIVE POWER OF AI AND LOW-CODE IN SOFTWARE DEVELOPMENT

Lee Naidoo, Manager Solution Architect, OutSystems

3:20 AFTERNOON TEA & NETWORKING

3.40 KEYNOTE: Innovation, AI & Ethics
Explore the interplay of team dynamics and ethical decision-making in AI development.
Leonardo Borges, Director of Engineering, Canva

4.10 CLOSING REMARKS & NETWORKING DRINKS

5.20 EVENT END

FOREFRONT
EVENTS