

Program Overview 2015

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate how technology change will affect your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Improve your effectiveness.** Exclusive content equips you to improve your programs and results.

The Application Development & Delivery (AD&D) Council comprises approximately 62 senior-level AD&D professionals at B2B and B2C organizations.

Top Member Challenges

Members' challenges drive the Application Development & Delivery Council agenda throughout the year. Popular challenges include:

- › How can I make software development and delivery more adaptive and responsive?
- › What does a high-performance AD&D organization look like?
- › How can I improve the end-to-end delivery life cycle?
- › How are others implementing superior digital experiences?
- › What are my peers doing to maximize business value in portfolios, programs, and projects?
- › What are the keys to implementing a mobile application development strategy?
- › How can I collaborate with the business to implement digital innovation?
- › How can I increase Agile adoption in my organization?
- › What are others doing to improve their testing capabilities?

HOW THE APPLICATION DEVELOPMENT & DELIVERY COUNCIL CAN HELP

The Application Development & Delivery Council program is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

- › **Facilitated problem-solving with your peers.** As an Application Development & Delivery Council member, you are part of a trusted global community of AD&D leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one peer exchanges designed to tackle your most pressing challenges.

- › **Exclusive content.** Members benefit from several unique deliverables, including a customized maturity model, case studies, and benchmarking reports. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the council partners with a dedicated advisor to create a plan to address key objectives and challenges, and to ensure that you most effectively utilize your resources.
- › **Team extension.** We extend membership deliverables, such as exclusive content and group peer exchanges to two of your team members to best support your shared initiatives.

SAMPLE EVENTS CALENDAR 2015

All topics listed below will be virtual events unless indicated as an “In-Person” event.

Q1

January	February	March
8 The ROE Of SAFe Models	5 Agile Implementation Across Diverse Development Platforms	3 In-Person: FLB Meeting At Mobile World Congress, Barcelona
	19 Tools And Reporting For Agile Development	25 Innovating Development Work Areas
	25 Modernizing While Managing Legacy Software	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
16 Finding The Right Cadence With Resources And Shared Services	7 Determining The Best-Fit Development Methodolgy	2 In-Person: AD&D Council Spring Member Meeting EMEA, Lisbon
27 Forrester's Forum For Technology Management Leaders, Orlando, Fla.		3 Forrester's Forum For Technology Management Leaders EMEA, Lisbon
28 In-Person: AD&D Council Member Breakfast, Orlando, Fla.		15 In-Person: AD&D Council Spring Member Meeting North America, New York
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
7 Portfolio Management	27 Forrester's Agile Working Group - Limited Work In Progress	9 Digital Experience Delivery: What It Takes – Part 2
		29 API Strategy
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
26 In-Person: AD&D Council Fall Member Meeting North America, Chicago	5 In-Person: AD&D Council Fall Member Meeting EMEA, London	3 Agile Working Group
	17 Forrester's Forum For Customer Experience Professionals EMEA, London	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

*Subject to change prior to distribution of final event invite.