



# Software expert major speaker at international IT conference

A JERSEY-based expert on software architecture played a major role at one of the world's leading software and IT conferences in London.

Simon Brown, of C5 Alliance, gave a number of speeches and workshops at Software Architect 2010, a four-day event for industry professionals.

The conference attracts software developers and businesses

**Simon Brown of C5 Alliance:**  
**'The event focused on good software design rather than the latest and greatest technology'**

**By Harry McRandle**

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from across the UK and Europe. Representatives of large and small companies were present and the sectors represented were everything from banking and hedge funds to large online brands and government departments.

Mr Brown is an acknowledged expert and author in the field of software architecture, which defines the structure of a software programme rather than how it is implemented.

Feedback from the sessions he conducted was positive, with a number of delegates voting them

to be the best of the conference.

Mr Brown said: 'The event focused on the fundamentals of good software design rather than just the latest and greatest technology.'

## US interest

Mr Brown has spoken at several high-level software conferences across the UK and Europe. He is now likely to be flying the Jersey flag in the United States, having received interest from there in delivering his courses.

Software architects take responsibility for aspects of an IT development project that can often be overlooked. They provide techni-

cal leadership, guidance and coaching for the rest of the project team.

Mr Brown said: 'Some businesses engaged in building software don't do a very good job and there are fundamental things that are forgotten time and again. This means that the end user often gets a system that is too slow, does not do what they want it to do and is costly to extend or maintain.'

'In my sessions I focus on the bigger picture, a holistic view if you like, forcing developers to think about the overall software project rather than just how the technology is going to be implemented.'

