

## FOR IMMEDIATE RELEASE

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## LOGICLIBRARY CO-FOUNDER TO DELIVER ROI PRESENTATION AT JAVA PRO LIVE! 2004 BOSTON

*Renowned Industry Experts Will Present Best Practices for Measuring ROI and Tracking and Managing Reusable Assets throughout the Software Development Lifecycle*

**PITTSBURGH—October 14, 2004**—LogicLibrary®, the leading provider of software asset management tools, today announced that Brent Carlson, vice president of technology and co-founder, will team with Dr. Jeffrey Poulin, renowned metrics expert and systems architect at Lockheed Martin Systems, for a joint presentation at the Java Pro Live! 2004 conference in Boston.

Carlson and Poulin's presentation, "Software Development Asset Lifecycle Management and ROI," will take place on **Tuesday, October 19 at 3:15 p.m. ET** and focus on the role of software development assets (SDAs) in the software engineering lifecycle. In their session, Carlson and Poulin will describe the benefits of managing and reusing software assets and outline how to build a rock-solid case in support of reuse programs, through the creation of easy-to-understand metrics.

*What:* Presentation: "Software Development Asset Lifecycle Management and ROI"  
*Event:* Java Pro Live! 2004 Boston  
*Who:* Brent Carlson, vice president of technology and co-founder, LogicLibrary, Inc.  
Dr. Jeffrey Poulin, systems architect at Lockheed Martin Systems  
*When:* Tuesday, October 19, 2004; 3:15 p.m. ET  
*Where:* Sheraton Boston Hotel, Boston, MA

For more information on this presentation and Java Pro Live! 2004 Boston, please visit <http://www.ftponline.com/conferences/javaprolive>.

**BRENT CARLSON** is vice president of technology and co-founder of LogicLibrary, Inc., where he drives the development and delivery of LogicLibrary's products. He is a 17-year veteran of IBM, where he served as lead architect for the WebSphere Business Components project and held numerous leadership roles on the "IBM SanFrancisco Project." He is the co-author of two books: *SanFrancisco Design Patterns: Blueprints for Business Software* (with James Carey and Tim Graser) and *Framework Process Patterns: Lessons Learned Developing Application Frameworks* (with James Carey). Carlson is also a frequent presenter at industry conferences, including

Enterprise Architect Summit 2004, IBM Rational Software Development User Conference 2004, Java Pro Live! 2004 Boston, Microsoft Tech-Ed 2004, Microsoft PDC 2003, regional user groups and Microsoft Architect Council meetings. He is a member of the Eclipse Board of Stewards, a BEA Regional Director and was named to *Infoworld's* 2004 list of CTOs to watch. Carlson holds 16 software patents, with eight more currently under evaluation.

**DR. JEFFREY POULIN** has over 14 years of experience as the technical lead on large systems development and integration projects. He currently serves as Systems Architect at Lockheed Martin Systems Integration. Dr. Poulin's landmark work on the business case for software reuse forms the basis for the reuse measurements and return on investment (ROI) models used by industry and government organizations worldwide. In addition, he has authored over 70 technical publications, including *Measuring Software Reuse: Principles, Practices, and Economic Models*, a book published by Addison-Wesley.

### **About LogicLibrary**

LogicLibrary is the leading provider of software and services that make it possible for enterprises to manage and reuse software development assets (SDAs). The company's patent-pending technology provides a comprehensive and collaborative approach for creating, migrating and integrating enterprise applications for use in service-oriented architecture, Web services and other software development initiatives. LogicLibrary has been positioned in the "Leader" quadrant in Gartner Inc.'s Magic Quadrant for Metadata Repositories, 2004 and maintains strategic partnerships with Microsoft, as a Premier member of the Visual Studio Industry Partner (VSIP) program, IBM, as an Advanced PartnerWorld Partner, and Serena. LogicLibrary has been recognized the past two years on the *SD Times* 100 list of leaders and innovators in the software development industry and has integration partnerships that include Microsoft, IBM/Rational, Eclipse and Borland. For more information, visit [www.logiclibrary.com](http://www.logiclibrary.com).

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