



BIGLEVER NEWSLETTER: **Special Announcement**

BigLever Software Names Product Line Engineering Pioneer Paul Clements Vice President of Customer Success

AUSTIN, TEXAS – November 16, 2011 – BigLever Software announced today the addition of Dr. Paul Clements, one of the founding fathers of the product line engineering field, to the company's executive management team. As a PLE pioneer, noted author, and prior senior member of the technical staff at The Carnegie Mellon Software Engineering Institute (SEI), Dr. Clements brings to BigLever a unique blend of systems and software architecture and analysis expertise, in-depth applied research and experience, and visionary insight for helping commercial organizations define pragmatic solutions to complex engineering problems.

"The addition of Paul to our management team is a major milestone not only for BigLever, but for the systems and software engineering community," said Dr. Charles Krueger, BigLever CEO. "Having been at the forefront of the PLE field for almost two decades, Paul's mastery of leading-edge PLE concepts and his exceptional ability to articulate practical ways of advancing engineering practices will be invaluable to BigLever, to our customers, and to the continued adoption and expansion of PLE in the industry."

As Vice President of Customer Success, Dr. Clements will collaborate with business and technical teams, leveraging his insight and experience in commercial practice to enable customers to apply the latest PLE approaches, overcome engineering complexities, and further expand their PLE strategies. His work with customers will include translating strategic objectives into optimized deployment plans, mentoring and training product line architects and engineers, and assisting customer organizations in establishing successful ongoing PLE practices.

Dr. Clements will help BigLever expand its thought leadership in the PLE field through greater mainstream awareness and understanding of the new generation PLE technologies and methods that have enabled the industry's most notable recent success stories. As an established PLE author, speaker and evangelist, he will help spotlight the latest PLE advances through conference and webcast presentations, journal and trade publications, informational newsletters, and PLE solution

■ About this Newsletter

The BigLever Newsletter is designed to help companies understand and successfully leverage the order-of-magnitude benefits provided by pragmatic new generation systems and software product line engineering (PLE) approaches. We appreciate your interest and welcome your feedback regarding your organization's PLE challenges and opportunities.

■ BigLever in the News

Forrester Blog: ALM and PLM – Make It Work, People

By Tom Grant, Senior Analyst

The boundaries of what we mean by "application lifecycle management" continue to stretch and tear, like Arnold Schwarzenegger stuffed into a toddler's jumper. While we still have to be careful about defining ALM so broadly that it's no longer a meaningful category, it's clear that the traditional list of functionality -- task management, build management, requirements management, etc -- is at least a couple of sizes too small.

>> [See article.](#)

BigLever Builds Momentum for PLE Through New Generation Approaches, Large-Scale Customer Deployments and Industry Thought Leadership

BigLever Software announced today that the company has achieved significant momentum in establishing PLE as a mainstream engineering discipline for the rapid development, delivery and evolution of complex product lines. With

cookbooks.

"I've been watching product line engineering grow and mature for a long time. The success stories continue to amaze, with consistently enormous improvements in productivity, time-to-market, quality, and product line scalability," said Dr. Clements. "Companies can now leverage these tremendous engineering improvements to achieve strategic business goals that were previously unattainable. With new generation technologies becoming widely available to jump-start organizations, PLE has reached its tipping point. I'm thrilled to be a part of bringing PLE further into the mainstream, where product line thinking is the default rather than the exception – for me, BigLever is where it's happening."

About Dr. Paul Clements

During his 17-year tenure at the SEI, Dr. Clements led a variety of product line engineering, software architecture documentation and analysis projects for organizations across key industries, including the aerospace & defense and automotive sectors. He gained significant recognition in the PLE field as co-author of the book *Software Product Lines: Practices and Patterns*, co-creator of the SEI Framework for Product Line Practice, co-author of the SEI's first product line case study, and co-creator of the SIMPLE modeling language for product line economics.

In addition to his PLE-related work, Dr. Clements is co-author of three practitioner-oriented books about software architecture – *Software Architecture in Practice*, *Evaluating Software Architectures: Methods and Case Studies*, and *Documenting Software Architectures: View and Beyond* – as well as co-author and editor of the book *Constructing Superior Software*. He has also authored dozens of papers in software engineering reflecting his long-standing interest in the design and specification of complex software systems.

Dr. Clements was previously a visiting faculty member at the Indian Institute of Technology in Mumbai and a founding member of the International Federation for Information Processing (IFIP) WG2.10 Working Group on Software Architecture. He played an instrumental role in establishing the PLE community's premiere event, the International Software Product Line Conference (SPLC), as program co-chair for the first SPLC and a founding member of its steering committee.

Prior to the SEI, Dr. Clements was a computer scientist with the U.S. Naval Research Laboratory. He holds a B.S. in mathematical sciences and a M.S. in computer science from the University of North Carolina at Chapel Hill and a Ph.D. in computer sciences from the University of Texas at Austin.

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triple-digit revenue growth, BigLever has leveraged its industry-standard Gears solution and new generation PLE approaches to establish successful PLE implementations across a spectrum of industries, including large-scale deployments in the aerospace & defense and automotive sectors.

>> [See article.](#)

Reuse is an Event. Sharing is a Journey.

By Dr. Charles W. Krueger,
BigLever Software CEO

This article was based on a GuestView opinion piece recently published by SD Times:

The idea of reusing systems and software engineering assets – such as requirements, designs, source code and test cases – has long been the leading candidate for discontinuous improvements in engineering efficiency and quality. The PLE field has focused on lucrative opportunities for reuse within a family of similar products or systems. Reuse in concept is simple, clear and powerful. Reuse in practice, however, has been messy, muddled and anemic. The problem is, the things about reuse that seem obvious don't work, and the things about reuse that work aren't obvious.

>> [See article.](#)

■ About BigLever

BigLever Software, Inc.TM is the leading provider of systems and software product line engineering framework, tools and services. BigLever's patented GearsTM solution enables organizations to reduce development costs and bring new product line features and products to market faster, enabling businesses to more reliably target and hit strategic market windows.

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