oop DIGITAL

software meets business

Meet IT decision makers and senior software architects with budget responsibilities

SOFTWARE ARCHITECTURE CONFERENCE

DIGITAL
31.01. – 04.02.2022

Jutta Eckstein
Program Chair OOP Conference

As Program Chair, Jutta Eckstein has overall responsibility for the quality of the OOP Conference content. As an independent coach, consultant and trainer, she focuses on enabling agility at the enterprise level.

THE TIME IS NOW!

The pandemic has generated some momentum specifically about digitization, but it has also created paralysis in many other areas. Now is the time to stop being paralyzed and start acting.

The need for action does not mean "rushing into" architectural decisions, but neither does it mean "sitting out" them. The same applies to the dismantling of technical debt or the improvement of legacy systems. Not to be forgotten are also the deeper problems, such as finally achieving greater progress in diversification and inclusion or in addressing climate change. In all of these cases, the basis for rapid action is to ensure innovation through continuous learning and experimentation.

The 14 track chairs at OOP 2022 are designing tracks that lead to new insights. Here I highlight some new tracks, such as: Software Architecture Communication & Assessment, Product Development in Times of Digitalization and Artificial Intelligence Now! Furthermore, we offer the following more technical-focused topics: C++ & Programming Embedded Systems and both Modern Software Architecture and Use Domain Driven Design Now! In addition, we don't want to ignore the less technical aspects such as Social Integration, Diversity & Inclusion, or Fusion: IT Future Society, in which we explore the "new normal" that may open up a society that allows people to trust each other and work better together.

I'm really excited about the new track, which focuses on From Projects to Products. Here we will focus on how architectures and organizations can be aligned together to (re)act sustainably and quickly. For example, we will discuss how architectures need to change to meet the need for efficient and continuous updates of IT systems and services.

This year's OOP will once again provide a platform for technical experts, project managers and IT executives in particular to gain an excellent overview of the current state of modern software engineering. The focus is on innovative techniques that have also proven themselves in practice.

The time for waiting has come to an end. The Time is Now! Be there at OOP 2022 digital!

Jutta Eckstein
Program Chair OOP Conference

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OOP DIGITAL

The conference will take place over a five-day period with a digital exhibition, where users and providers can connect and collaborate to develop solutions that allow companies to meet present and future software-related challenges.

The OOP is the leading conference for IT and business professionals from the top 500 companies in Germany, Austria, and Switzerland for over 30 years. It offers technical experts – including software architects, experienced programmers and developers, requirements engineers, testers, and managers – an excellent overview of the current state of interaction between software and business.

KEY FACTS

- Leading software architecture event in the German-speaking area
- 1,500 highly experienced professionals from the IT-department of all industries
- 31 January – 04 February 2022 | Digital
- 200+ talks in 11 tracks
- More than 30 sponsors and partners

oop
software meets business

ARTIFICIAL INTELLIGENCE NOW

MODERN SOFTWARE ARCHITECTURE

SOFTWARE ARCHITECTURE COMMUNICATION & ASSESSMENT

DEVOPS & AUTOMATION NOW

DIVERSITY & INCLUSION

DOMAIN-DRIVEN DESIGN MOVING FORWARD

FUSION: IT-FUTURE SOCIETY

C++ AND PROGRAMMING OF EMBEDDED SYSTEMS

FROM PROJECTS TO PRODUCTS/SERVICES: ALIGNING ARCHITECTURE AND ORGANIZATION FOR SUSTAINABLE SPEED

PRODUCT DEVELOPMENT IN TIMES OF DIGITALIZATION

SOCIAL INTEGRATION

TESTING & QUALITY

TRENDS & TECHNIQUES

SIGNATURE TRACK: JETZT ODER NIE!

MARKETING

Take advantage of our marketing services: One decision – more than two million prospects!

By participating in the OOP 2022, you will have an opportunity to connect with more than two million prospects before the event even begins. We will market and promote your presence at OOP 2022 via our multi-stage marketing campaigns.

Sectors

- ICT 12%
- Public sector and other 5%
- Automotive 27%
- Finance, insurance and banking 21%
- Medtech and pharma 17%
- Trade and logistics 18%

Print-Marketing

- Advertisements and coverage in the magazines IT Spektrum, JavaSPEKTRUM, BI-SPEKTRUM and German Testing Magazin

Online Marketing

- Quantity distributed by e-mail: 450,000 personalized e-mail addresses (multiple mailings)
- SEO/SEA campaigns
- Google Adwords

Attendees

- Software devlopers 18%
- Consultants 5%
- Others 4%
- Influencers 17%
- Decision makers or budget holders 56%

Social Media Marketing

- LinkedIn
- Xing
- Twitter
- Facebook
- During the promotion, the OOP sponsors are also featured on all channels

SPONSORING

	GOLD	**SILVER**	**BRONZE**
Specials	• Keynote • 45 minute talk (part of the specialist forum)	• 2x 45 minute talks (part of the specialist forums	• 45 minute talk (part of) the specialist forum
Leads	• 300 attendee data records (GDPR compliant) one week after the event	• 150 attendee data records (GDPR compliant) one week after the event	• 75 attendee data records (GDPR compliant) one week after the event
Logo Marketing	Your logo is part of the following social media activities: • Conference program • Website • Conference Platform • Mailings	Your logo is part of the following social media activities: • Conference program • Website • Conference Platform • Mailings	Your logo is part of the following social media activities: • Conference program • Website • Conference Platform • Mailings
Advertisements	• 1/1 page 4c in the IT Spektrum or JavaSPEKTRUM magazine • Ad in the IT Spektrum or JavaSPEKTRUM newsletter	• 1/2 page 4c in the IT Spektrum or JavaSPEKTRUM magazine • Ad in the IT Spektrum or JavaSPEKTRUM newsletter	• 1/3 page 4c in the IT Spektrum or JavaSPEKTRUM magazine • Ad in the IT Spektrum or JavaSPEKTRUM newsletter
Company profile	• Listing on the website as a gold sponsor	• Listing on the website as a silver sponsor	• Listing on the website as a bronze sponsor
Conference tickets	• 6 All Access Tickets for your customers. Regular price: 795.00 €	• 4 All Access Tickets for your customers. Regular price: 795.00 €	• 2 All Access Tickets for your customers. Regular price: 795.00 €
Digital Attendee Bag	• 3 data files (video, ebook, whitepaper) up to 50 MB	• 2 data files (video, ebook, whitepaper) up to 25 MB	• 1 data file (video, ebook, whitepaper) up to 15 MB
Prices	**25,000.- €***	**15,000.- €***	**9,900.- €***

ADD-ONS

- 50.00 € for each additional Lead	- 50.00 € for each additional Lead	- 50.00 € for each additional Lead
- 1,500.00 € for an e-mail shot to 3,000 contacts	- 1,500.00 € for an e-mail shot to 3,000 contacts	- 1,500.00 € for an e-mail shot to 3,000 contacts
- Extention of your advetisement to 2/1 4c	- Extention of your advetisement to 1/1 4c	- Extention of your advetisement to 1/2 4c
- Logo Brandings: Entry, Activities, Banner, Video	- Logo Brandings: Entry, Activities, Banner, Video	- Logo Brandings: Entry, Activities, Banner, Video
- 30 minute Networking Lounge	- 30 minute Networking Lounge	- 30 minute Networking Lounge

* All prices plus applicable VAT

OOP SPECIALIST FORUMS

TALKS & LEADS

Concept

Our specialist forums provide you with the ideal platform through which you can share your expertise on a topic related to the conference. The exhibition booths of the companies are positioned in an area marked as a forum. In addition, a presentation program (a «conference within the conference») takes place in a separate room.

Convince your target group by sharing interesting success stories or showcase the experience you have gained with your customers from using new technologies.

Generate Leads (GDPR compliant)

All delegates that attend the presentations of the OOP specialist forum are virtually scanned when entering the room. This will allow us to provide you with an attendee list for your sales follow-up after the event. The list includes name, address, company, job title, telephone number, and e-mail address.

Your benefits

- Present your know-how to an exclusive target group: Software Architects and IT managers with budget responsibility & technical experts
- Use the OOP conference as a networking platform and establish contacts with potential customers and employees
- Benefit from our marketing campaign in the run-up to OOP: 450,000 contacts
- Make your product or service the topic of the conference. With our specialist forums, Special Days and Master Classes, we offer
  you numerous interesting presentation opportunities
- Generate high-quality leads (GDPR compliant)

	SPEAKER PACKAGE
Talk	• 45 minute talk within the specialist forum
Logo Marketing	• Your logo will be placed here: - e-mail shots - website - on the website
Advertisements	• Advertisement in the newsletter of IT Spektrum or JavaSPEKTRUM
Conference tickets	• 1 Ticket "All Access" Regular price: 795.- €
Generate Leads	• Delivery of 25 attendee data records (GDPR compliant) of your talk one week after the event
Price	**4,500.- €***

* All prices plus applicable VAT

YOUR TOPICS IN OUR OOP FORUMS

IT professionals deal with many different software topics in their daily work. As a sponsor, take your chance to use the platform of the OOP Fachforen and present your perspective on what is currently happening in the software IT market. For example, present your talk on the topics:

Machine Learning & Big Data Analytics
Demonstrate your potential from your current Machine Learning and Big Data applications to present more efficient data processing and analytics processes. Discuss with our attendees new trends and the status quo of your use cases of AI and Big Data applications.

Enterprise Agility
The need to agilize not only agile development teams, but also management and all supporting departments is challenging organizations. In this context, SAFe models for business agility are the central basis for a successful implementation.

Best practices in software development
Software is the key factor for the future of your successfull digitalization. Here you will learn how good software is developed and how your current software development can be optimized. Good software breathes life into your products.

Apache Kafka is a powerful, scalable, and fault-tolerant streaming distributed platform that made the "Data in Motion" paradigm a worldwide phenomenon. While sustainable digital customer experiences are created on the front end, the back end must be able to implement sophisticated, software-driven workflows in real time.

Low-code-programming and platforms The low-code development concept allows applications to be developed up to ten times faster. Accordingly, your development times are significantly ac-celerated and your costs are drastically reduced. Show how you can strategically face the current lack of specialist resources with new best practices and user cases.

Programming languages and their application areas Python, Java Script, PHP, Java … Anyone who wants to help drive the future of digitalization must understand the currently important programming languages. What are the major programming languages currently used by programmers, developers and software architects?

Are you missing your topics?

The IT market and key topics are in a constant state of transformation. Therefore, contact us directly and coordinate your individual topic you would like to present to the OOP delegates. **We will create the right and suitable platform for you as a part of the OOP forums!**

PRESENTATION OPTIONS

Special Day/Master Class
(only possible if you are a bronze sponsor)

- Workshop on a topic of your choice
- Announcement on the conference website
- 50 attendee data records (GDPR compliant) from your Special Day
- 25 attendee data records (GDPR compliant) from your Master Class
- Room will be provided by the organizer

Special Day (half-day)	**7,000.- €***
Master Class (one hour during lunch break)	**3,000.- €***

Webcast Production

- Recording of your presentation
- Production of a webcast including live images and slides
- Original video file for free use
- Upload on our SIGS DATACOM YouTube channel
- Optional: Lead generation 25 attendee data records (GDPR compliant)

Webcast Production	**2,500.- €***
incl. 25 Leads	**3,500.- €***

Video Interview

- 3 minutes interview
- Upload on our OOP YouTube channel
- Original video file for free use

Video Interview	**2,000.- €***

SPECIAL SPONSORINGS

Pop-Up Video after first login

- When a participant logs in for the first time, a short pop-up video can be shown
- You have the choice: image trailer or greetings from your speaker with reference to his/her presentation

Pop-Up Video after first login   **1,000.- €***

Banner

- The banners above the program overview change every 30 seconds
- A total of max. 4 banners can be placed
- 1,530 x 230 px total size (visible size is 1,080 x 230 px, 450 px are used (on the right) for the dashboard video; 150 ppi)

Price for one Banner   **1,000.- €***

Dashboard Video

- A video of your choice can be permanently placed on the top right of the dashboard
- The video restarts as soon as the dashboard is re-entered

Dashboard Video   **1,500.- €***

Your company logo in the activity window

- In the activity window on the right side short messages with an image and a link can be placed
- Text max. 250 characters (incl. spaces)
- Picture size: 150 x 150 px
- Resolution: 150 ppi

Logo in the activity window   **750.- €***

REFERENCES

Exhibitor Statements – OOP 2019 & 2020

Robert Markhardt
Head of Professional Marketing,
Volkswagen AG:

"As one of the largest professional conferences in Germany, OOP offers an excellent opportunity to present our knowhow, our competencies and our working methods in the tech industry."

Gold Sponsor

Ralph de Wargny
Intel, Manager EMEA Software Channel
Sales and Marketing:

"We want to present our solutions to technical experts from the enterprise environment. As one of Germany's largest software architecture & development conferences, the OOP is the ideal platform for this."

Gold Sponsor

Alexander Birke
Lead #AccentureAgile, Accenture:

"The specialist forums offer a very good opportunity to highlight the main points for specific topics."

Bronze Sponsor

Evi Schneider
Senior Marketing Manager CEMEA,
Confluent:

"The OOP serves us not only as a fantastic presentation and contact platform, but also gives us the opportunity to get direct feedback from the Apache Kafka community."

Silver Sponsor

Stefan Tilkov
InnoQ Deutschland GmbH,
Geschäftsführer:

"The ability to attract so many attendees with interesting topics each year is a truly remarkable achievement."

Gold Sponsor

Johannes Weigend
Chief Architect, Managing Director and
co-founder, QAware GmbH

"The OOP is the leading German conference of software architecture, agile methods and object orientation. We appreciate the long tradition and the high quality of the OOP speakers. Especially the combination of OOP and Code Days is interesting for us, because we share our practical knowledge with the community."

Bronze Sponsor

Some of our sponsors and exhibitors

accenture technology   AI|Spektrum   andrena OBJECTS   APPDYNAMICS   ATTUNITY   ATLASSIAN

axway   bitkom   bbv MAKING VISIONS WORK.   CAMUNDA   Capgemini   cegeka

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sopra steria   SVA   tableau SOFTWARE   TESLA   Volkswagen   XL XebiaLabs Enterprise DevOps

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