

# The Search For The Next BreakOut App Begins

Submitted by: Positive Marketing

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CAST And Dr. Dobb's Offer \$10,000 Prize

London, May 23, 2012 – CAST (<http://www.castsoftware.com>), the world leader in software analysis and measurement, and Dr. Dobb's (<http://www.drdoobbs.com>), the most respected development-focused brand for software development professionals, today announced the launch of the BreakOut Award (<http://breakout.drdoobbs.com>) in search for the world's best undiscovered new app, offering a \$10,000 cash prize to the winner.

This competition aims to support innovation and uncover the next rising star of the app world. The BreakOut Award (<http://breakout.drdoobbs.com>) is open to a wide spectrum of developers, from individuals to corporate development teams. Dr. Dobb's and CAST have assembled a panel of judges from the global technology community combining code analysis and expert commercial assessments to identify the next break out application based on: Purpose, Appeal, Quality, and Exposure. Entrants will also have their apps analysed using CAST's Highlight application which provides feedback on the structural quality of their code.

The judging panel includes Dr. Dobb's Editor in Chief Andrew Binstock , and senior leaders and CEOs from Gartner (<http://www.gartner.com>), GoodData (<http://www.gooddata.com>), Hubspot (<http://www.hubspot.com>), IBM Global Business Services ([http://www-935.ibm.com/services/uk/bcs/html/bcs\\_index.html](http://www-935.ibm.com/services/uk/bcs/html/bcs_index.html)), Kimberly-Clark (<http://www.kimberly-clark.com>), and TechHub (<http://www.techhub.com>).

Read more about the panel of judges on the BreakOut site:

<http://breakout.drdoobbs.com/how-to-win> (<http://breakout.drdoobbs.com/how-to-win>)

The BreakOut competition aims to financially support developers while providing exposure needed to become the next Angry Birds

(<http://www.dailymail.co.uk/sciencetech/article-2141123/Angry-Birds-creators-float-stock-market-5-5-BILLION-puzzle-game-hi> or WhatsApp

(<http://www.independent.co.uk/life-style/gadgets-and-tech/news/whatsapp-messenger-tops-app-charts-7728545.html>).

The winner will receive a cash prize of \$10,000 and be interviewed by J.D. Hildebrand, editor at large of Dr. Dobb's.

The award, open to developers worldwide over 18 years old, launches today and closes on August 28, 2012.

The winner will be announced on September 13, 2012.

To enter, register at BreakOut.DrDobbs.com (<http://breakout.drdoobbs.com>), download the Highlight App from the website and use it to perform the analysis on the app and upload the results on BreakOut.DrDobbs.com (<http://breakout.drdoobbs.com>).

About the Judging Panel

Andrew Binstock, Editor in Chief, Dr. Dobb's (<http://www.drdoobs.com>)

Prior to joining Dr. Dobb's Journal as Executive Editor, Binstock worked as a technology analyst, as well as a columnist for SD Times, a reviewer for InfoWorld, and the head of technology forecasts for PricewaterhouseCoopers. He also founded the Platypus project (OSS typesetting).

Olivier Bonsignour, Vice President of Product Development, CAST (<http://www.castsoftware.com>)

Bonsignour is responsible for Research & Development and Product Management in a continual effort to build the world's most advanced Application Intelligence technology. Prior to joining CAST, Bonsignour was the CIO for DGA, the advanced research division of the French Ministry of Defence. In 2011, Bonsignour co-authored The Economics of Software Quality with Capers Jones.

Arjun Moorthy, VP Business Development, Hubspot (<http://www.hubspot.com>)

Moorthy is responsible for the Business Development in Partner Products team at HubSpot and helps drive the company's partnership strategy and product integration. Prior to HubSpot, Moorthy has worked at SunGard Availability Services, overseeing the expansion of the company's datacentre portfolio, as well as positions at The Boston Consulting Group, IMlogic and RealNetworks.

Patrick Howard, Partner and VP, IBM ([http://www-935.ibm.com/services/uk/bcs/html/bcs\\_index.html](http://www-935.ibm.com/services/uk/bcs/html/bcs_index.html))

Howard is vice president and cloud leader at IBM Global Business Services division. Earlier, Howard served in several key senior roles within IBM, including leading application development for IBM.

Sarah Jansen, Executive, IT Application Solutions – Global, Kimberly-Clark

(<http://www.kimberly-clark.com>)

In her current role as the leader of IT Application Solutions, Global Jansen is responsible for the delivery of strategic projects (i.e., SFDC, WorkDay), Consumer-facing websites and support/enhancement for many global systems that run our business. She received her MBA from University of Wisconsin-Oshkosh in 1996.

Ian Finley, Research VP at Gartner (<http://www.gartner.com>)

Finley researches how new categories of developers, including citizen developers and appreneurs, create new opportunities and challenges for traditional IT groups. Prior to joining Gartner, Finley has worked in almost every part of the software industry, inside companies, as a consultant and an analyst. With 25 years of software experience on three continents, he brings a global understanding to emerging technology trends.

Elizabeth Varley, CEO, TechHub (<http://www.techhub.com>)

Varley is TechHub's CEO and co-founder of TechHub, a community, workspace and inspiration for tech start-ups in London. In addition to TechHub, Varley has worked for the small business advice site Smarta.com, produced SHINE 2010, and worked at Zentropy Partners, Citigroup Private Bank and Proxicom.

Roman Stanek, Founder and CEO, GoodData (<http://www.gooddata.com>)

Stanek is the Founder and CEO of GoodData, prior to which he founded NetBeans, which was later acquired by Sun Microsystems (now part of Oracle), and Systinet Inc. which was acquired by HP. Now on his third start-up, with backing from venture capitalists Andreessen Horowitz, his focus is on the technical side of applications and excellent R&D.

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About CAST (<http://www.castsoftware.com>)

CAST is a pioneer and world leader in Software Analysis and Measurement, an automated approach to capture and quantify the quality, complexity and size of business applications. CAST introduces fact-based transparency into application development, maintenance and sourcing to transform it into a management discipline. More than 250 companies across all industry sectors and geographies rely on CAST to prevent business disruption and risk while reducing hard IT costs. With more than \$90 million in R&D investment since inception, CAST is also an integral part of software delivery and maintenance at the world's leading IT service providers such as IBM and Capgemini.

Founded in 1990, CAST is listed on NYSE-Euronext (CAS.PA) and serves IT-intensive Global 2000 enterprises and public sector institutions worldwide. CAST has a presence in the Americas, EMEA, India, and Asia/Pacific

About Dr. Dobb's (<http://www.drdoobs.com>)

Dr. Dobb's is the most respected development-focused brand helping application and software development professionals. Dr. Dobb's provides deep content that challenges developers to think of new and dynamic ways to create applications while balancing "what can be developed" with practical, real-world analysis on how architectures, platforms, and languages can be brought together to deliver optimal solutions. Dr. Dobb's gives today's developers the breadth and depth of content they need to make smart decisions and understand deep technical information by focusing on the tools, technologies, people, products and services that are transforming the software development marketplace.

About UBM TechWeb (<http://www.ubmtechweb.com>)

UBM TechWeb, the global leader in technology media and professional information, enables people and organizations to harness the transformative power of technology. Through its three core businesses – media solutions, marketing services and paid content – UBM TechWeb produces the most respected and consumed brands and media applications in the technology market. More than 14.5 million business and technology professionals (CIOs and IT managers, Web & Digital professionals, Software Developers, Government decision makers, and Telecom providers) actively engage in UBM TechWeb's communities and information resources monthly. UBM TechWeb brands include: global face-to-face events such as Interop, Web 2.0, Black Hat and Enterprise Connect; award-winning online resources such as InformationWeek, Light Reading, and Network Computing; and market-leading magazines InformationWeek, Wall Street & Technology, and Advanced Trading. UBM TechWeb is a UBM plc company, a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

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