



**Software & Information
Industry Association**
BUILDING THE DIGITAL ECONOMY

AGILE, TRANSPARENT, & COLLABORATIVE
The Paradigm for Product Innovation

April 25, 2012

Announcements:

- This webcast session is being recorded. The full presentation will be available on the SIIA Education Division website.
- Submit questions at any time via the “Chat” feature.

Upcoming Events:

- Software Publishers Guide to the E-Rate Webinar: April 26
- Ed Tech Industry Summit: May 6 – 8

Publications: (available at www.siiia.net/eStore)

- SIIA Primer on K-20 Education Interoperability Standards
- Conducting and Reporting Product Evaluation Research
- Experts’ Guide to the Postsecondary Market
 - Free sampler: <http://bit.ly/siiaguidesampler>

MODERATOR:



Glenn Gruber

*AVP, Market Development
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PANELISTS:



Joseph Fish

CTO

SmartPros



Tom Grant, Ph.D.

Senior Analyst

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Neil Fox

VP, Consulting

Ness Technologies



Poll Question:

Is your team using Agile?

- ☐ Yes
- ☐ No

Poll Question:

To What Extent Has Your Company Adopted Agile?

- ☐ < 25% of development teams
- ☐ 25% -50%
- ☐ 50%+

Poll Question:

How would you rate the performance of your development organization?

- ☐ Excellent: **Top 10%** against industry averages
- ☐ Very Good: **Top 25%** percentile
- ☐ Average: **Top 50%** percentile
- ☐ Below Average: **< 50%** percentile

Agile, Transparent, & Collaborative: The Paradigm for Product Innovation

Tom Grant, Senior Analyst

October 11, 2011

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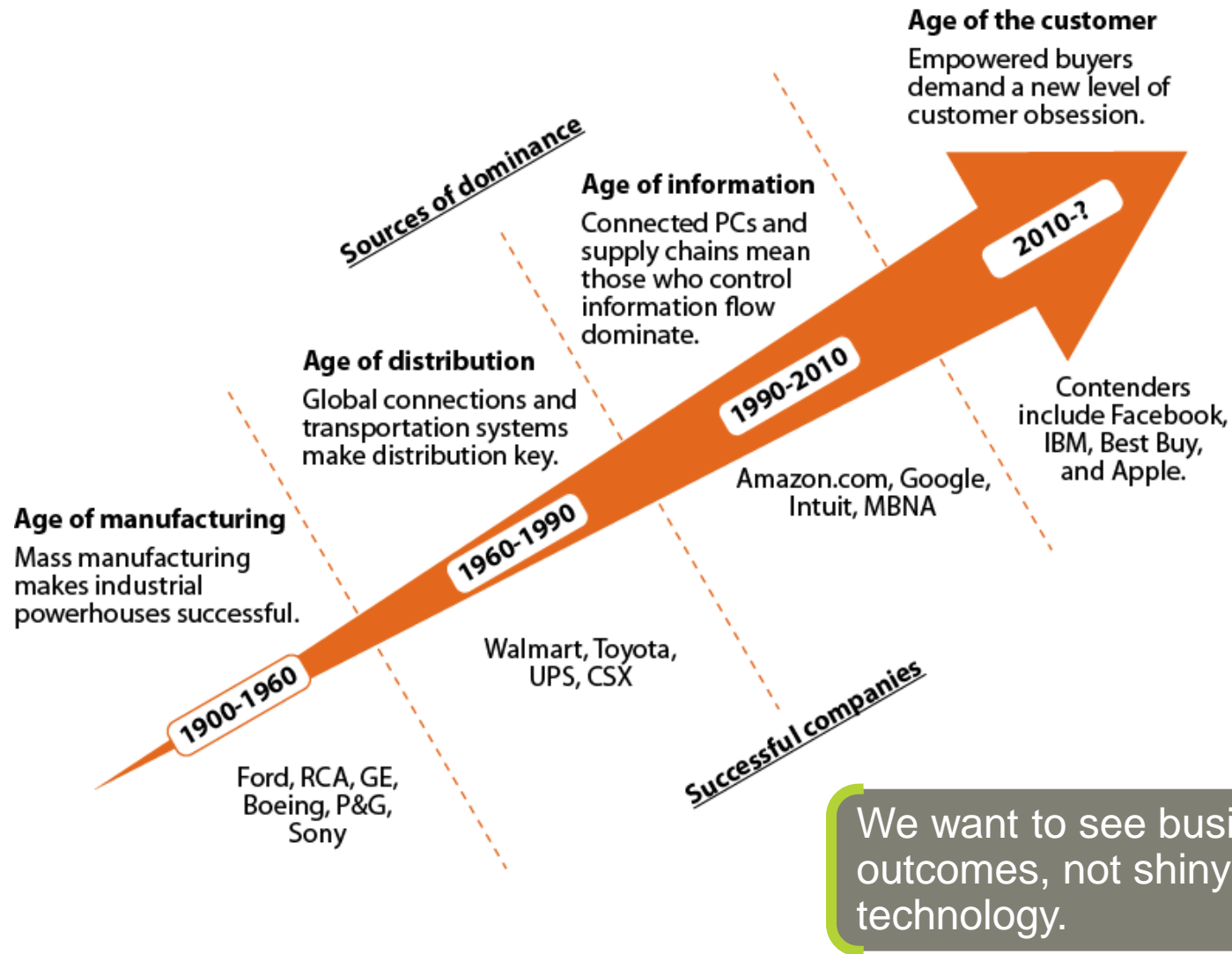
FORRESTER®

We're participants in historical convergence

Organizations are under pressure to be more successful at business innovation

Software development and delivery, an instrument of innovation, is changing

Customers drive business through software



Source: June 2011, "Competitive Strategy In The Age Of The Customer" Forrester report

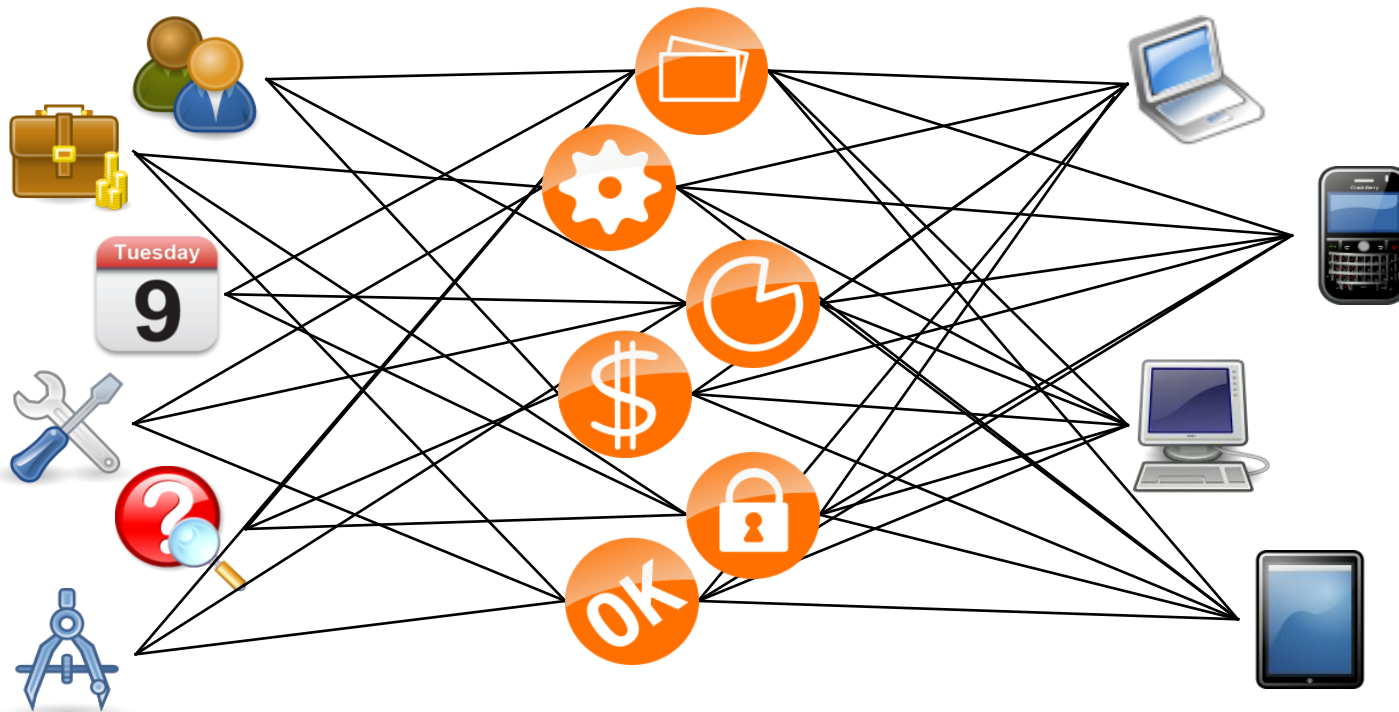
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It's an age of BT (business technology), not IT

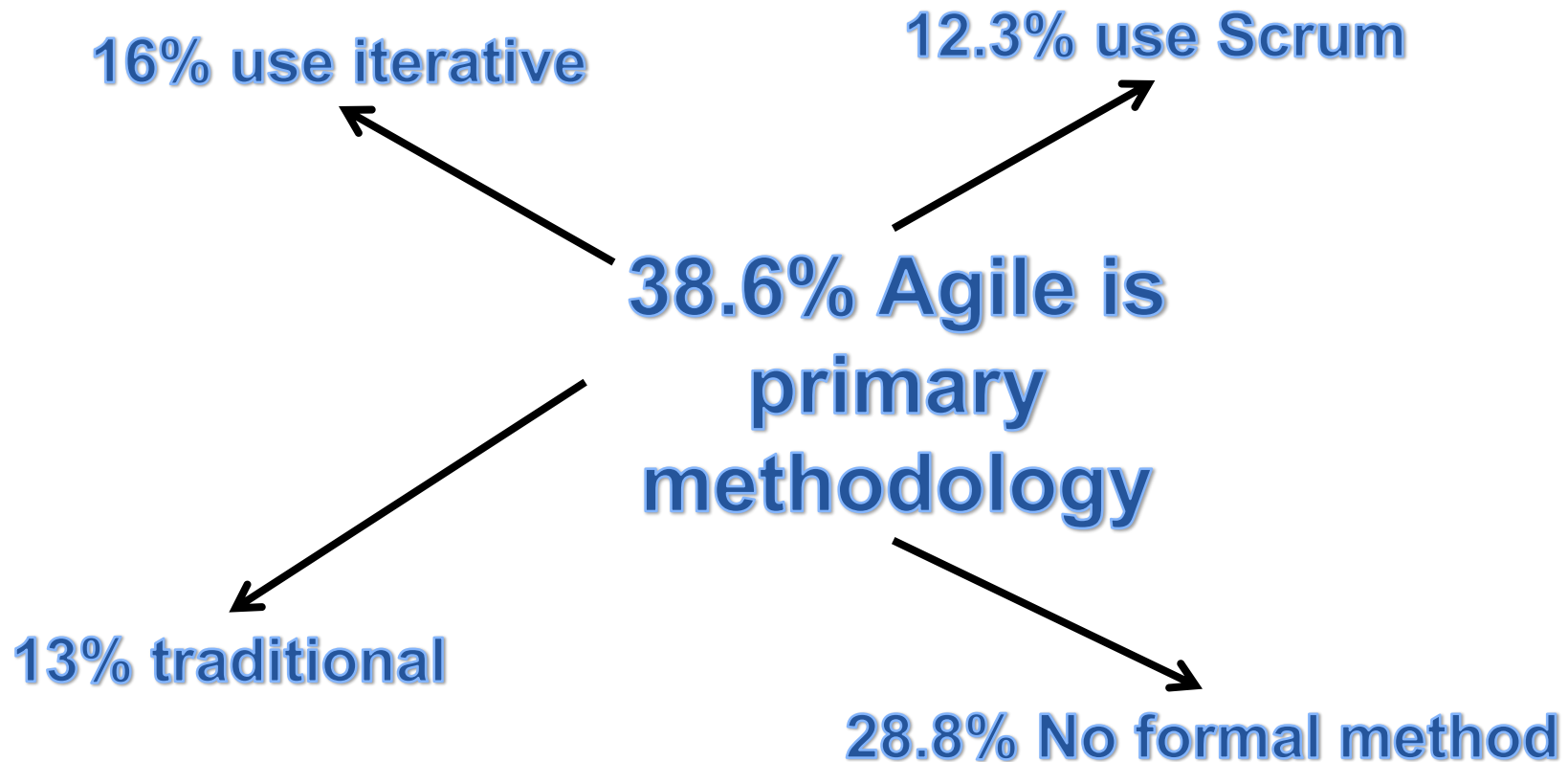
Business process

Application

Device



Agile was a key step in this transformation



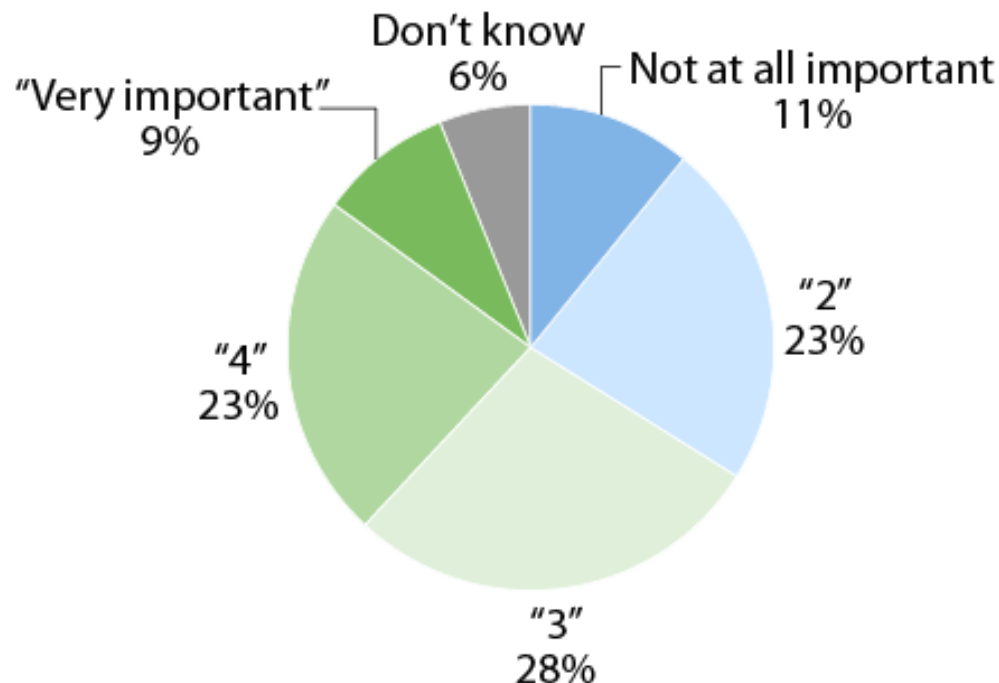
Source: †Forrester/Dr. Dobb's Global Developer Technographics® Surveys, Q3 2010

*Forrester/Dr. Dobb's Global Developer Technographics® Surveys, Q3 2009

Organizations incorporating Agile into their plans

"How important is expanding use of Agile software development in supporting your firm's current business goals?"

(Rate on a scale from 1 to 5, where 1 = not at all important and 5 = very important)



Base: 1,007 decision-makers at North American and European enterprises (1,000 or more employees)

Source: Enterprise And SMB Software Survey, North America And Europe, Q4 2009

Speed is not the only objective

“What are the perceived benefits in your organization of using Agile?”

(Select up to three)

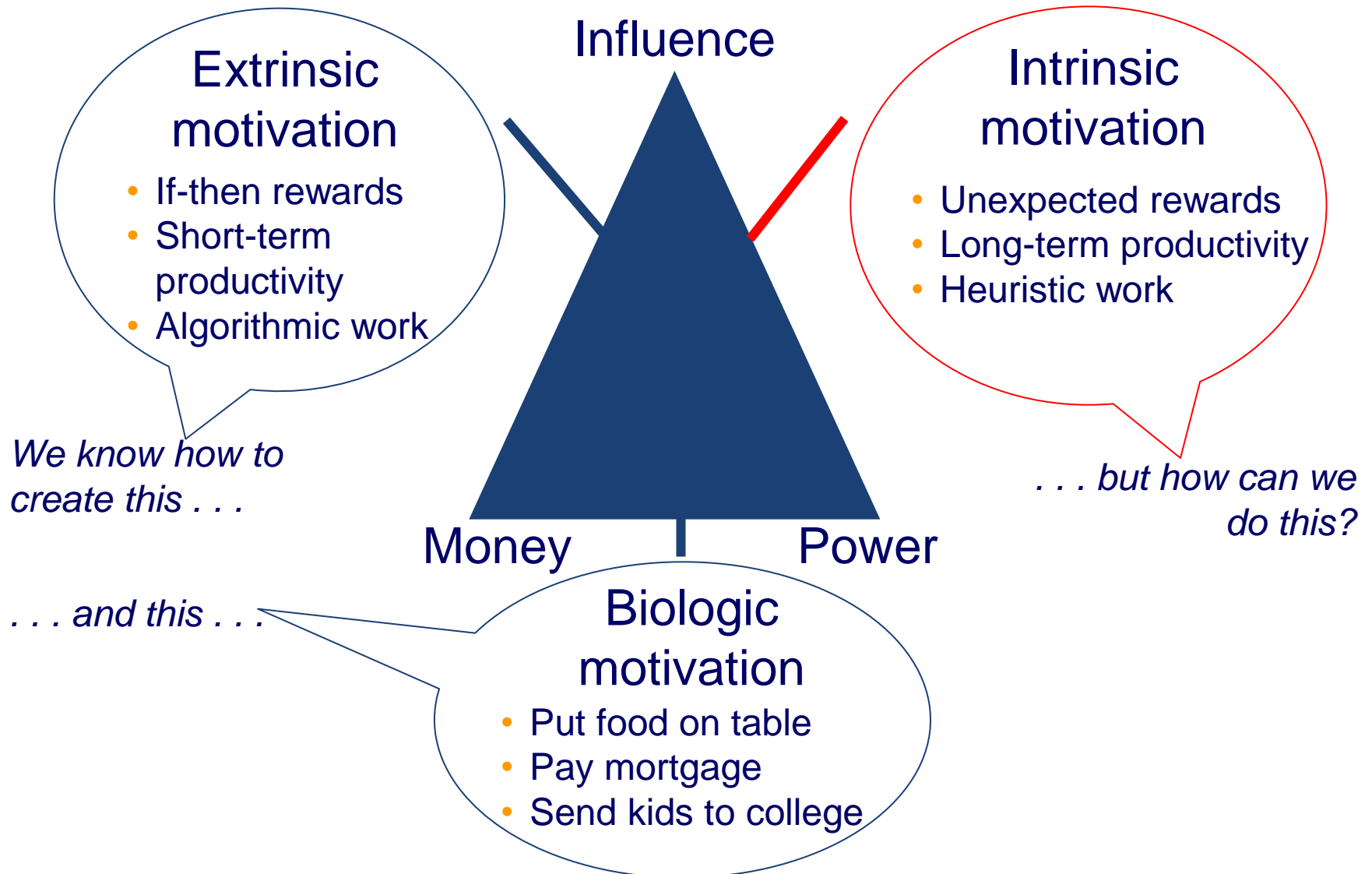


Base: 205 IT professionals who are implementing or have implemented Agile

Source: November 2011 Global Agile Software Application Development Online Survey

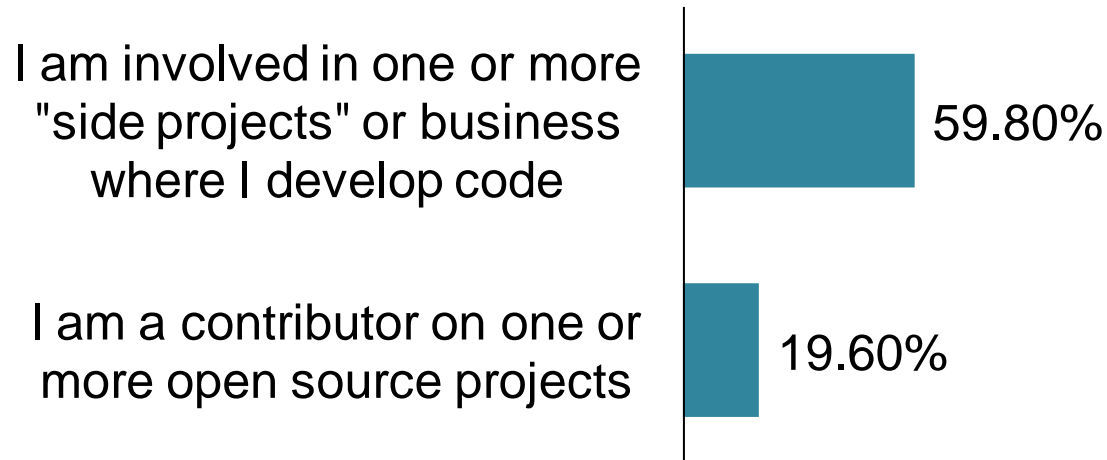
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Transformation depends on high-performance people



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Fortunately, there are a lot of them



Base: 914 application development professionals

We need them because of the nature of the work

Heuristic not algorithmic



- ☐ Many unknowns
- ☐ Puzzles with multiple solutions
- ☐ Room for creativity
- ☐ Room for serendipity
- ☐ Band members, not assembly line workers

Investing in people pays off

The 1X Development Pro

1. Average Cost = \$40K (\$20/HR)
2. Function points = 1X
3. **Function point per dollar = .025/K\$**

The 10X Development Pro

1. Average Cost = \$200K (\$82/HR)
2. Function points = 10X
3. **Function points per dollar = .05/K\$**



Thank you

Tom Grant

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AGILE ADOPTION: NOT AS EASY AS IT SOUNDS

What are the top 3 critical success factors for a company embracing Agile development techniques?

How do things change when you move to globally distributed agile teams?

What about when working with outsourcing firms?

**How does Agile help SmartPros? Not just as a CTO,
but as a top-line company executive?**

THE INSTANT AGILIST

Agile adoption is sometimes an ideological decision, but not for SmartPros. Why was this the right move for you? For starting the relationship with Ness?

HIGH PERFORMANCE TEAMS

How do you define “High Performing Teams”?

How do you know if you have a high performance team?

Why does building high performance teams fail sometimes? What are common pitfalls?

Are there different approach for HPT in an in-house team v. outsourced/offshore? What needs to be different if anything?

Q&A



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VP, Consulting

Ness Technologies



Follow-up questions?
Send to:

Neil.fox@ness.com

Closing Announcements

- Respond to the post webcast survey
 - Join an SIIA Committee or Working Group

Thank you for
joining us today!