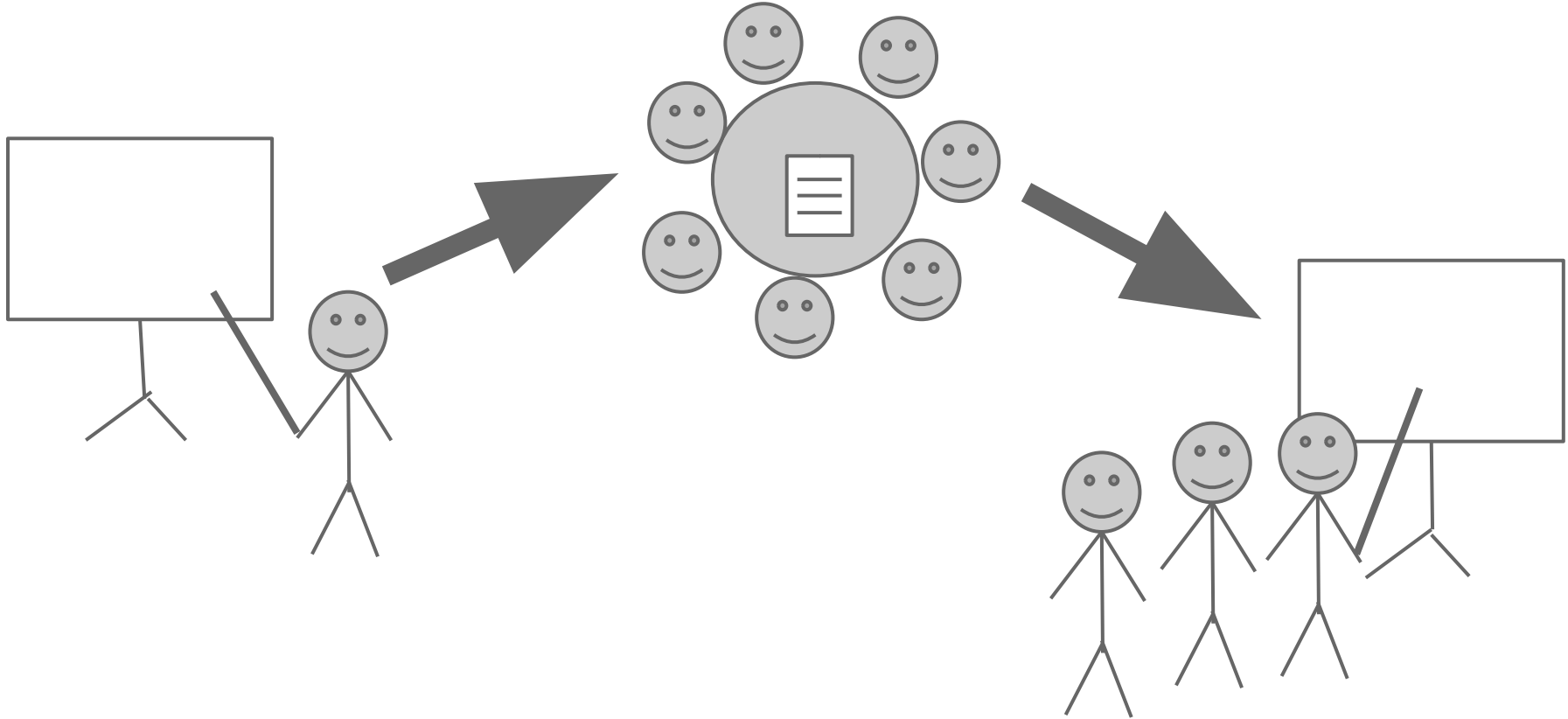




Talking to the suits

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How this will work





Truthy business cliches



Business Case



If you can't measure it

it is still probably really valuable



Quality is not job #1



Time is money



**Money comes in many
flavours**



People matter



Business loves legacy



Tools



Data Gathering



Getting the data

- Activity Accounting
 - Gather data on how people spend time
- Surveys
 - Find out what people think
- Systems Mining
 - Use the development tools to find data



The 3 amigos



The 3 amigos

- **Development efficiency**
 - Make it faster to develop new features
- **External quality**
 - reduce the likelihood of breaking existing functionality
- **Customer experience**
 - improve the experience the customer has using the software (performance, usability, reliability, scalability, etc).



An example..

Imagine we have a Billing component in our system that contains an extremely large class with global knowledge, too many responsibilities and complex inner logic.

What would be the business drivers to improve this bad design?



Development Efficiency

Adding new functionality to this central part of the system is very difficult. Due to the global nature of this component it is hard to understand the existing logic so even simple changes take a lot of time. If we improve the design of this part of the system we will be able to **save weeks of effort when we add new billing workflows.**



External Quality

Complex interactions in the Billing component cause us to miss non-obvious tests. These rare but possible errors escape our testing and cause billing **errors for our customers, hurting our reputation and creating work for our support team.**



Customer Experience

It takes a long time to release new billing features to the customer because of the complex nature of working in this part of the code. And when the customer finally gets the feature, other unrelated features might break. The customer is angry with us because **the features he has might be broken and the new feature he wants is late**



Problem, Solution, Results



Results

Solution

Problem

Adding new functionality to this central part of the system is very difficult. Due to the global nature of this component it is hard to understand the existing logic so **even simple changes take a lot of time**. If we **improve the design** of this part of the system we will be able to **save weeks of effort when we add new billing workflows**.



Speak to your audience



Biztalk

- Defects
- Outages
- Development Env
- Time pressure
- Code Quality
- Technical debt
- Manual testing
- Reputation
- Income
- Expenditure
- Recruitment
- Morale
- Time to market
- Cust. satisfaction



Your turn!



Your turn (30 minutes)

- Form groups
- Each person share a challenge you want to get management support for (10)
- Decide together which to create a business case for
- Use the 3 amigos, PSR, and Biztalk to create a “pitch” (20)

A row of wooden rowing boats is docked at a wooden pier on a green river. The boats are arranged in a line, with the closest one in the foreground showing two wooden oars resting on the deck. The water is a vibrant green, and the background is filled with lush green trees. The scene is peaceful and scenic.

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