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
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 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
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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)