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Report: agile is the competitive advantage for a digital age

Harvard Business Review Analytic Services throws its weight behind agile development



BY MARTIN SUNTINGER

In a new report, Harvard Business Review Analytic Services dubbed agile software development “the competitive advantage for a digital age.” Not the most colorful proclamation of all-time, maybe, but this is the Harvard Business Review Analytic Services. Wait a minute. This is the Harvard Business Review Analytic Services. And they're saying agile software development has “become a trusted and preferred method of development for software teams everywhere”?

Yep. True story. (Full disclosure: Atlassian partnered with Harvard Business Review Analytic Services to produce the report, and we're all about agile. But the truth remains!) What the report outlines is that a shift in development trends has happened. With so much competition out there, software development teams must meet customer needs faster. Before, that is, a competitor beats them to it. Moving to more agile forms of software planning and delivering

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HBR Analytic Services: Agile software development is the competitive advantage for a digital age.

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According to the internal benchmarks, agile software development offers big benefits across multiple areas.

DEVELOPMENTAL GOAL	IMPROVEMENT WITH AGILE
Quality	Defect escape rates decrease
Time to market	Improves 18–20% WIDE RANGE REFLECTS INDUSTRY VARIATIONS
Productivity	Improves 14-95% WIDE RANGE REFLECTS DIFFERING TYPES OF SOFTWARE BEING BUILT
Cost	Reduces costs by 7%-29%
Employee satisfaction	Improves 20%-40%

The thing to keep in mind, however, is that “doing agile right is not a cosmetic fix, but something that companies need to dedicate time and resources to in several key areas.” So, it takes some time. What's good in life that doesn't take a little time and dedication?

The Harvard Business Review Analytic Services has weighed in and pound-for-pound agile tops the list of development methods.

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- How to implement an agile culture, even in well established business environments
- How to expand agile awareness and practices outside of software development teams
- What the numbers say about the advantages of moving to a more agile way of thinking, planning, and working

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Bonus video:

Join three seasoned agile experts, who have successfully lead agile transformations and witnessed positive results firsthand, as they discuss this report.

In this presentation you will learn:

- Why Trulia benefited from taking engineering agile principles and spreading them throughout their entire Enterprise
- What agreements engineering made with Gilt leadership to improve their unique agile development process
- How Pandora's agile approach to implementing agile allowed them to keep what worked and throw out what didn't, quickly

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MARTIN SUNTINGER

As a previous startup founder, I'm passionate about the process of turning ideas into outstanding customer experiences. Most recently, I've turned my focus on innovating at scale. Agility, data-driven development and a relentless focus on execution are universal tools that work for

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ARTICLE

Stop "going agile"!

Heather Fleming and Justin Riservato from Gilt share their advice and experiences in helping teams and companies transition to an Agile methodology.

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