

How to manage an IT Company

MINF4555 Course

Part I - 2nd day

Check-in



CHECK IN

Participant List



Please fill out the form (<https://bit.ly/49wCNgj>)

Enter your



- 01** Name
- 02** Matr. Number
- 03** Participated



Here you can find the
documents for downloading

<https://bit.ly/49s3Ycr>



Recap from yesterday



Elements of a Common Operating Model

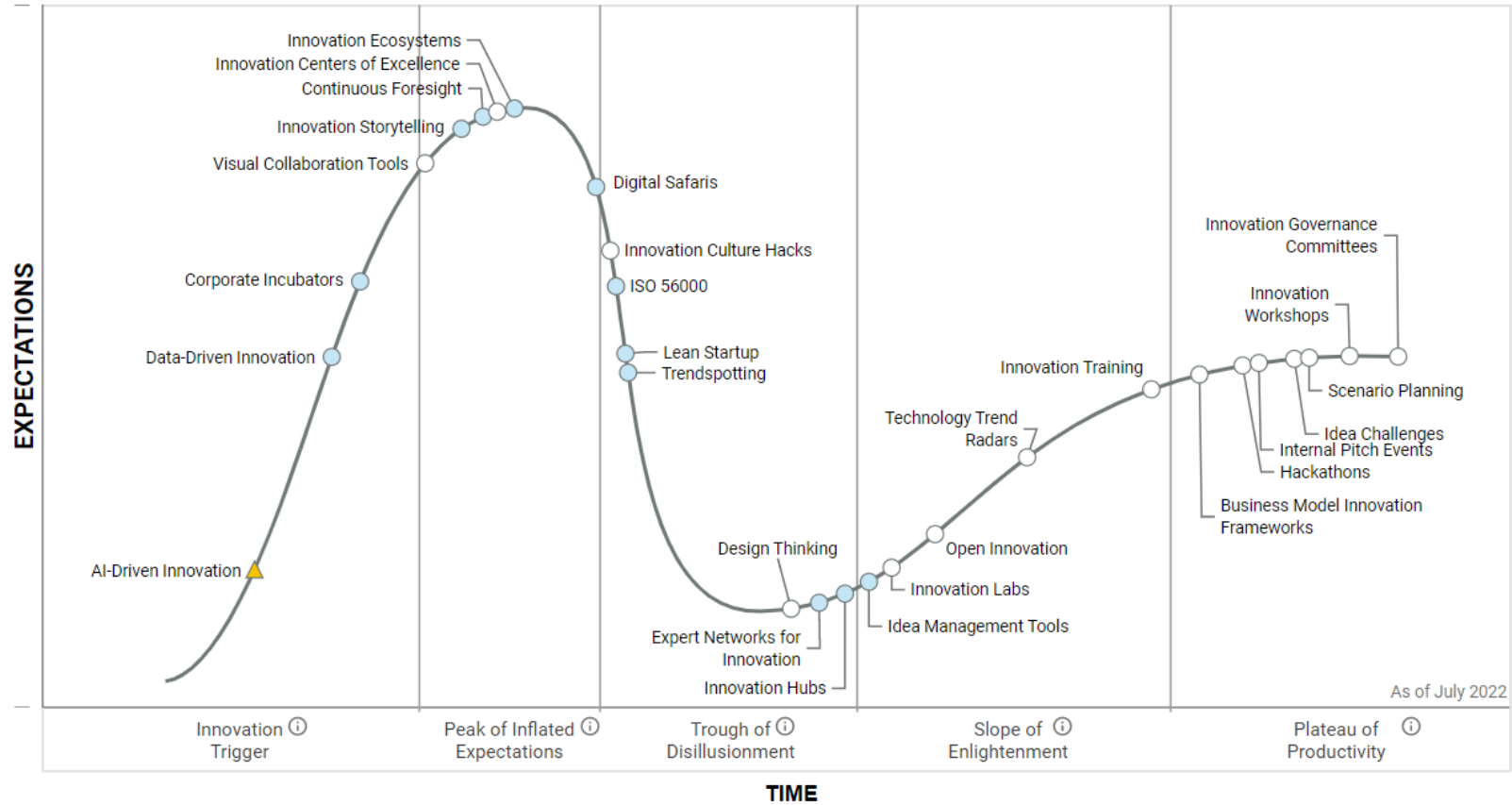


Time To Plateau Will Be Reached:

○ < 2 yrs.

● 2-5 yrs.

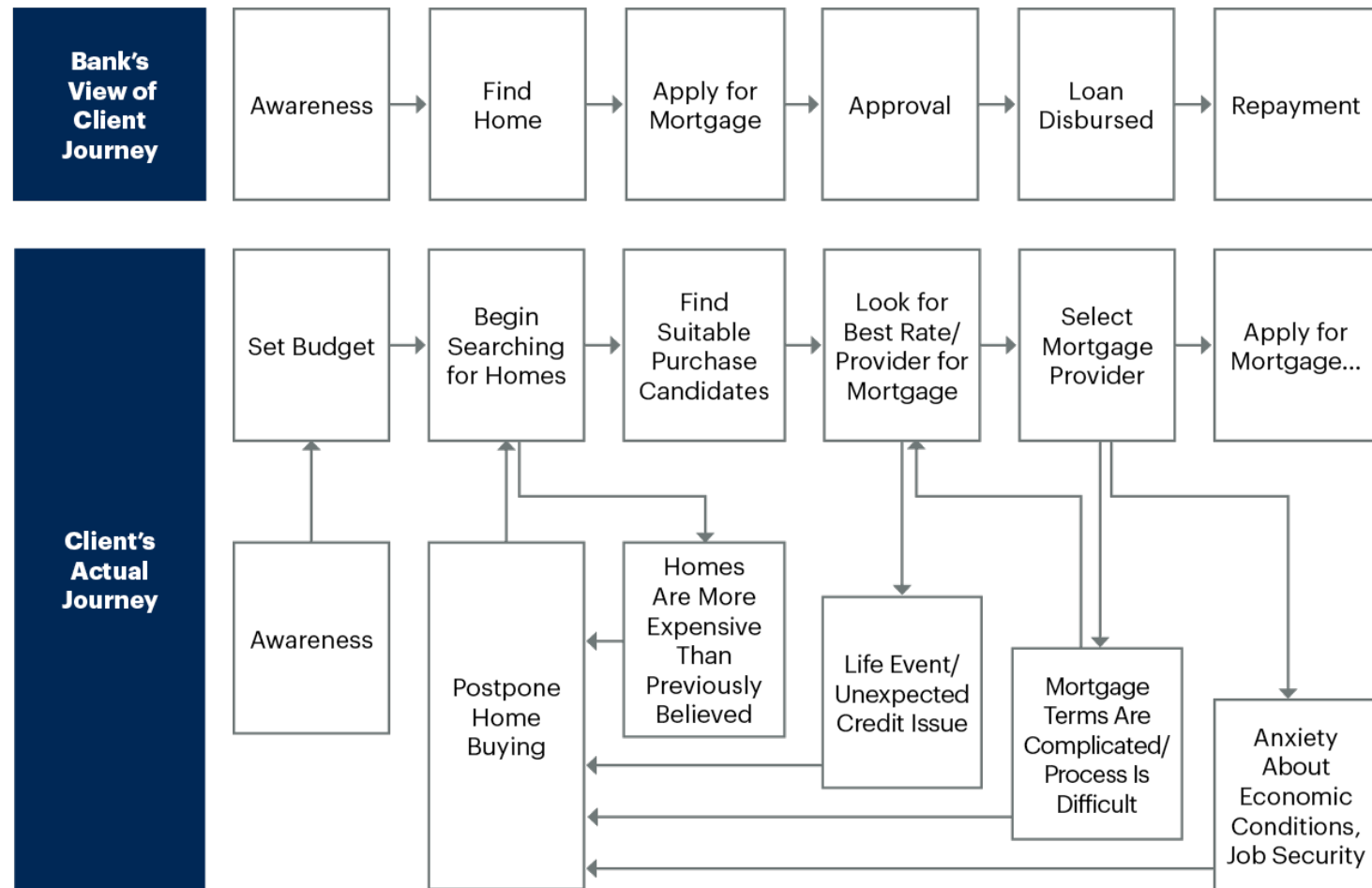
▲ > 10 yrs.





What is
this
lecture
about?

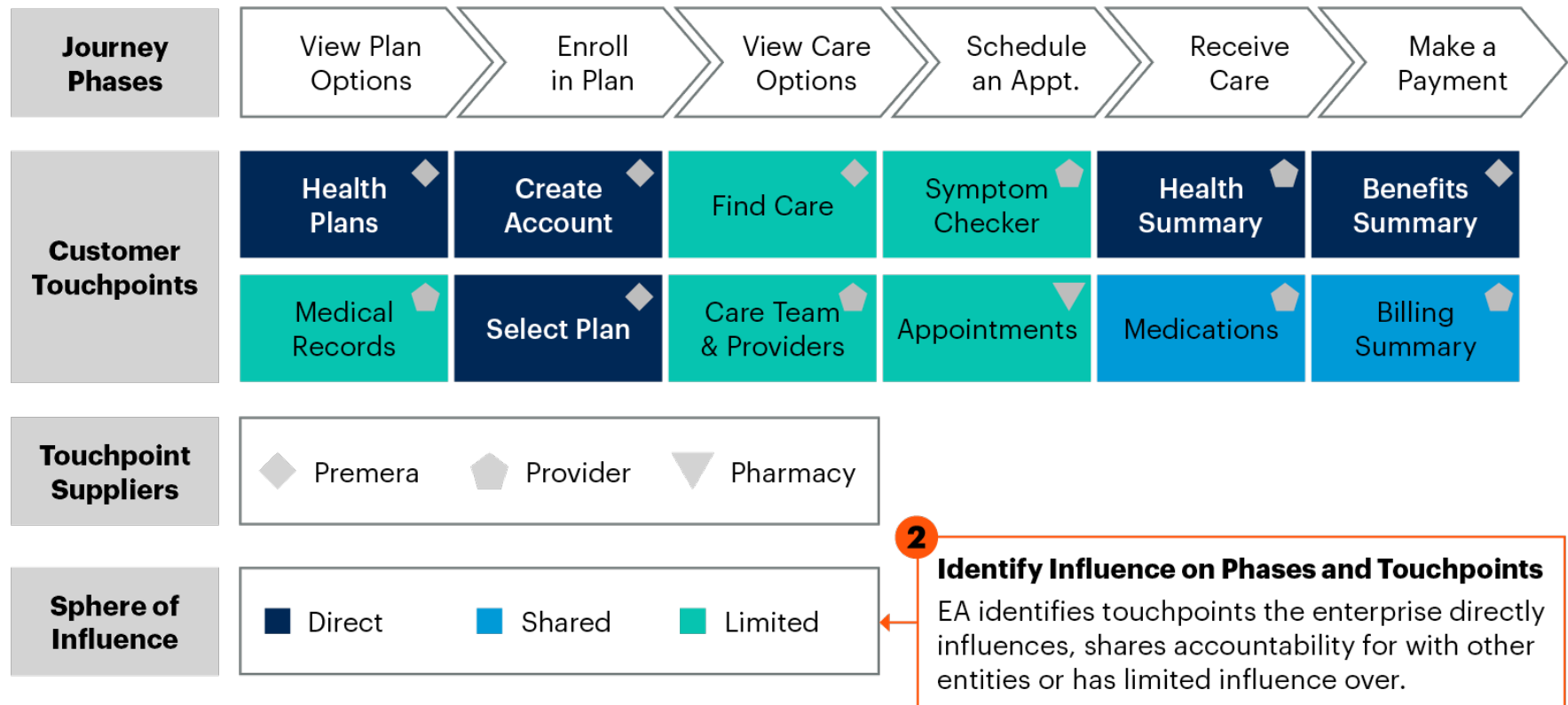
Customer Journey



Source: Gartner

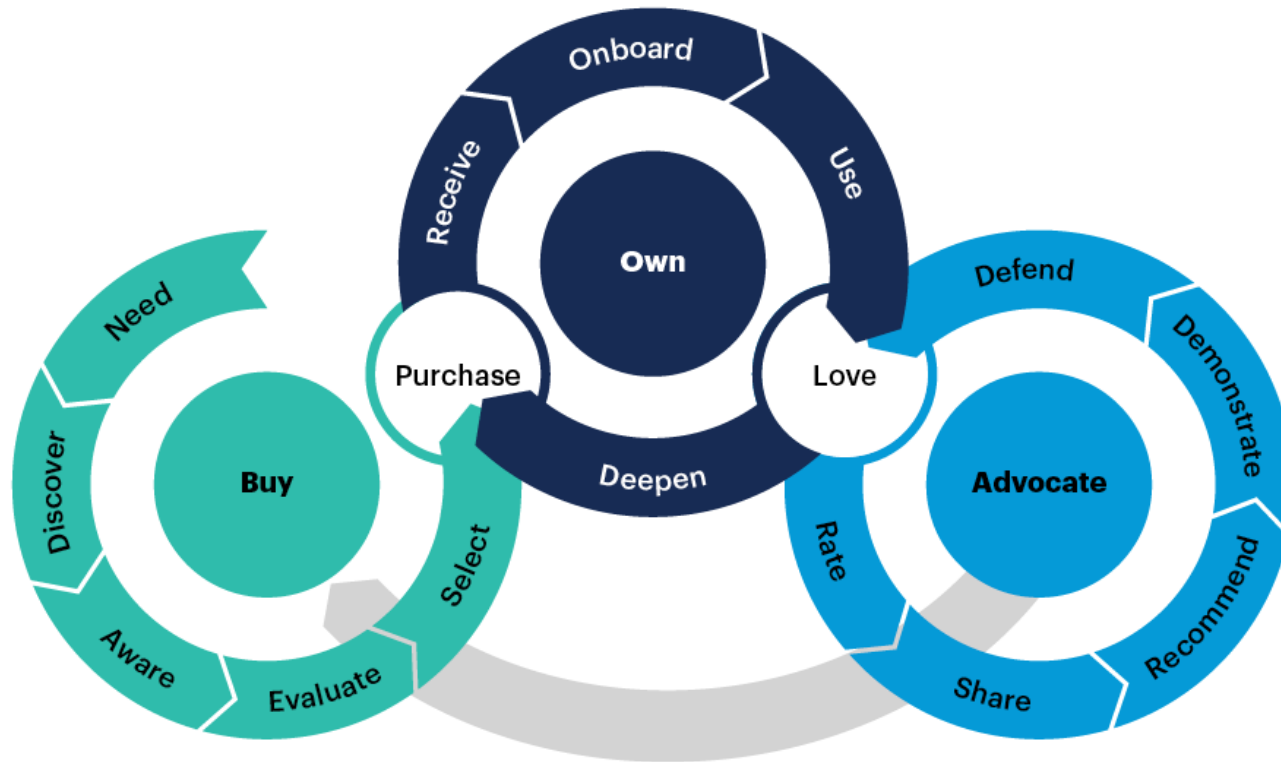
708607

Customer Journey



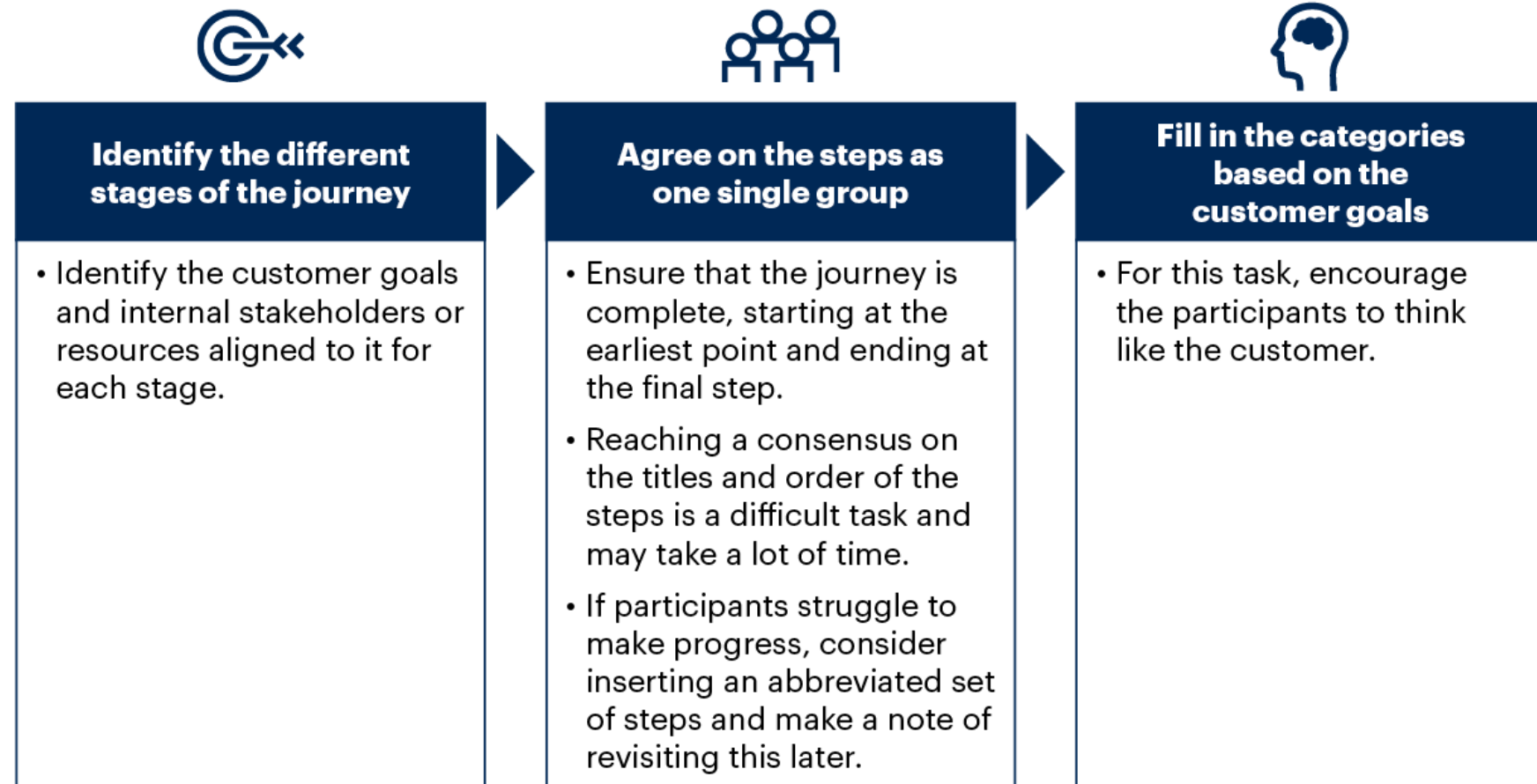
Source: Adapted From Premera
767839_C

Customer Journey Mapping



Source: Gartner
752661_C

Steps to Creating a CJM



Source: Gartner

775850_C

Group exercise

- 1. Download the presentation template from the folder
- 2. Create the Customer Journey of a Web Agency
- Fill out the table on your PPT
- two groups will present Questions?

Example of a Customer Journey Map Template

Name of the Journey:

What Is the Customer Doing?	Step 1	Step 2	Step 3	Step 4	Step 5	(etc.)
What is the customer expecting ?						
What is the customer thinking? Questions?						
What is the customer feeling ?						
With which touchpoints is the customer interacting?						

Source: Gartner
740620_C

Role vs Responsibilities

Role vs Responsibilities

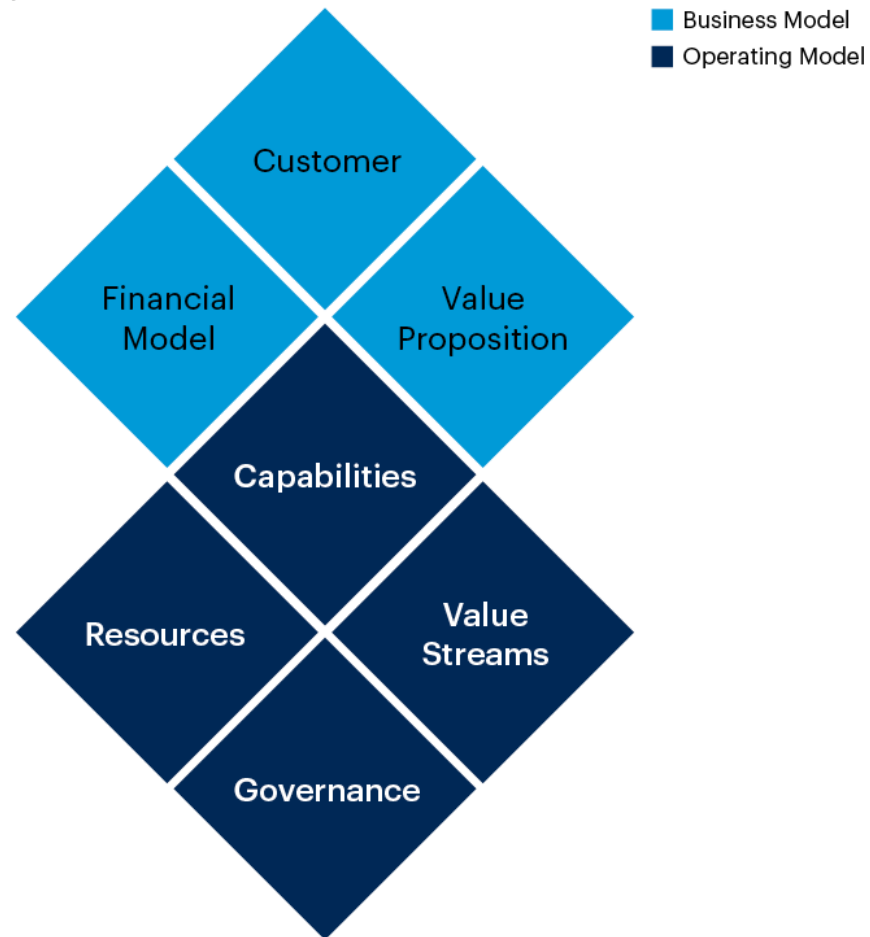
Role

- Who you are in an organization
- The part someone has in a particular situation or organization
- Your designation in the company

Responsibilities

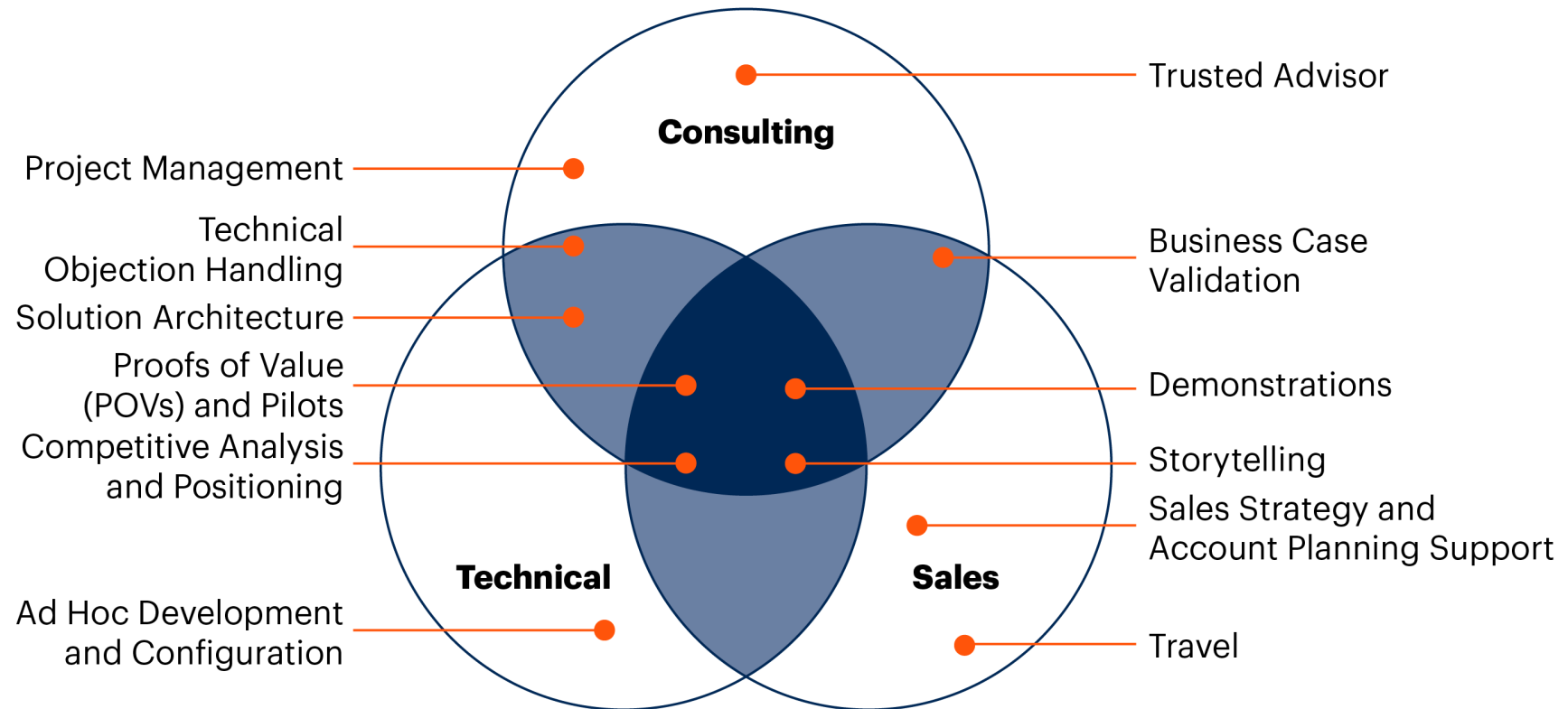
- The functions
- Duties
- Obligations

Force Field Analysis



Source: Gartner
792270_C

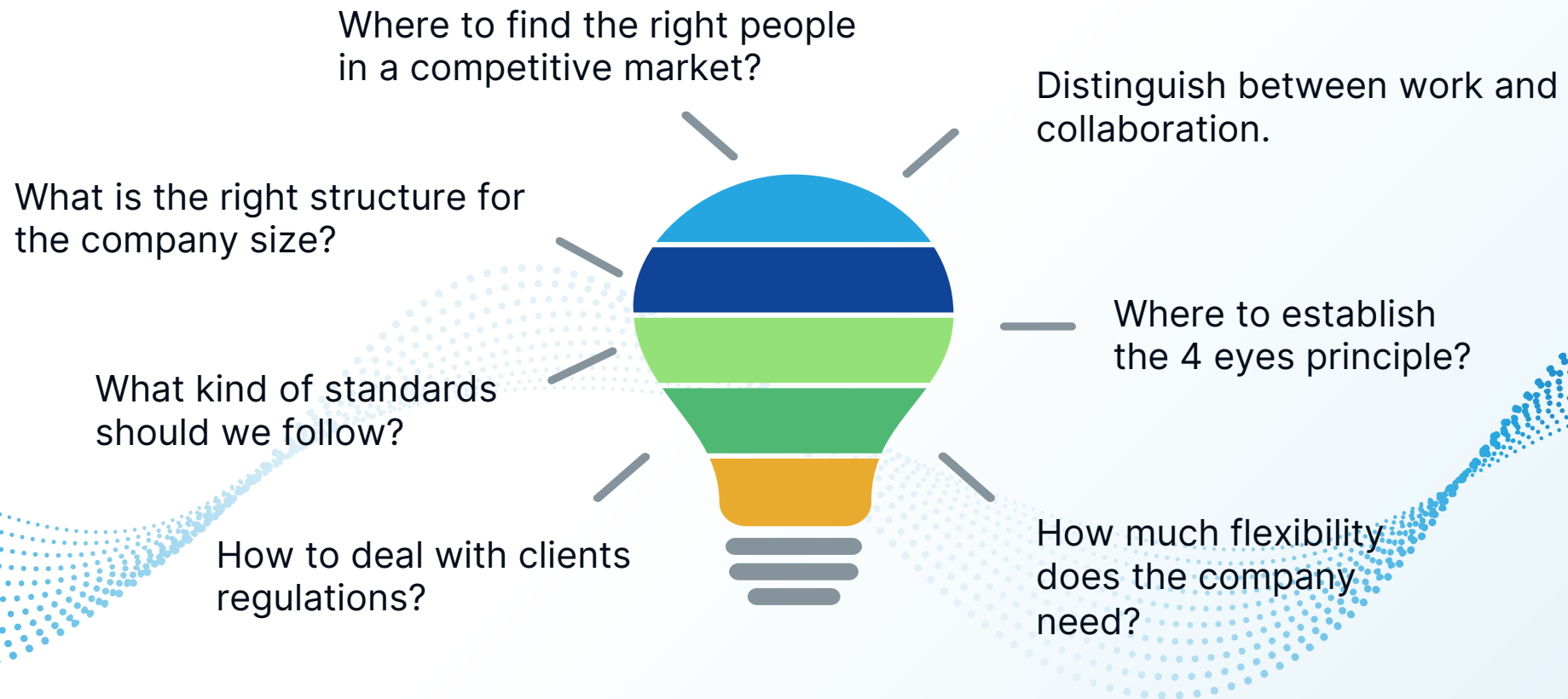
Sales Engineer Technical, Consultative and Sales Skill Set Alignment



Source: Gartner

786224_C

Challenges EWERK has to deal with



Challenges

How EWERK deals with roles and responsibilities

Constantly defining and refining roles and responsibilities is important

1

Defining the right set of meetings and communication structures is challenging

2

Establish a governance meeting that brings tensions on the table.

3

Mistakes will happen, it is important to deal with them in an efficient way

4

Roles and Responsibilities leads to Governance



Who has the decision
rights authority?

What decisions
must be made?

How are the
decisions made?

When are the
decisions made?

Are the decisions
aligned with or contrary
to the policies
supporting business
objectives?

How are decisions
and their outcomes
measured?

Key Takeaways



Roles and Responsibilities

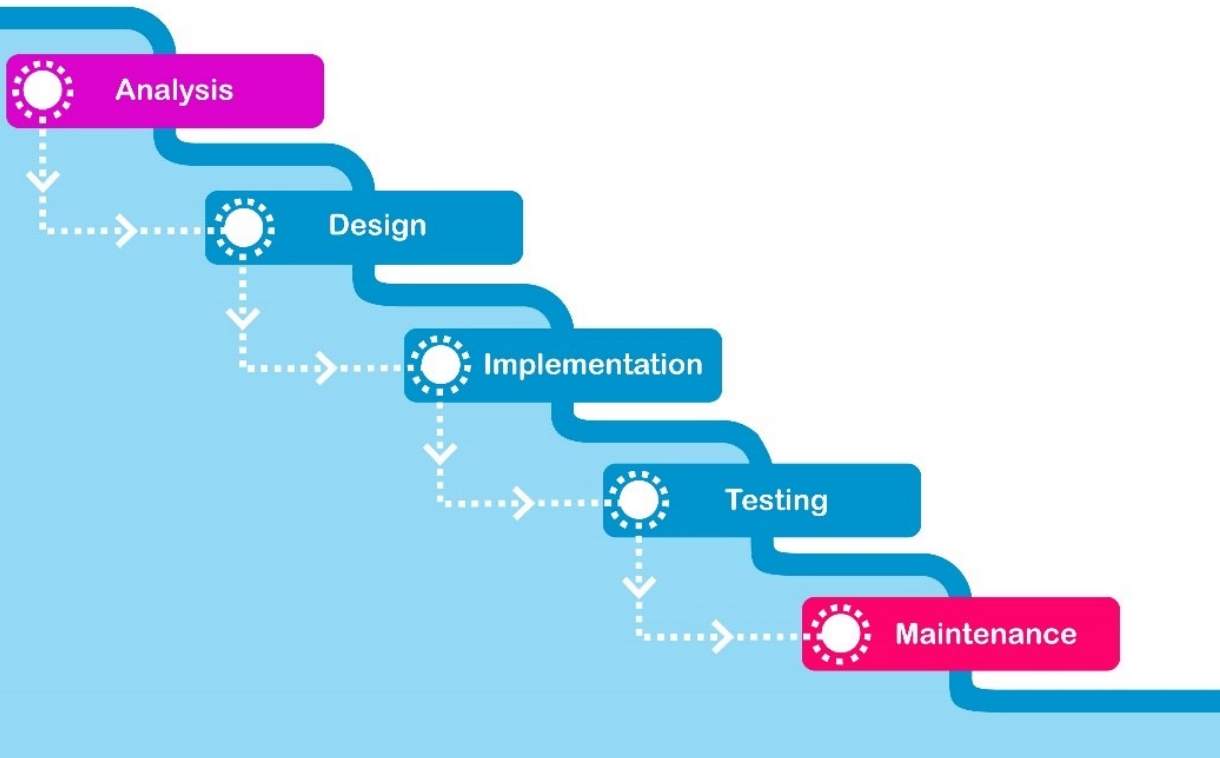
- One task needs different and important roles
- No role is more important than another role
- Balance between flexibility and specialization
- A bigger company needs a higher grade of specialization
- No one-man-shows

(refresh) Software development procedures

The background is a solid dark blue. It features several decorative elements: a large, faint, light blue triangle in the upper right corner, and two sets of white dotted lines that form wavy, horizontal patterns. One set of dots is on the left side, and another is on the right side, both curving upwards from the bottom towards the top right.

Classical software development procedures

WATERFALL



- Take a set of clear and stable requirements
- Project how much the project will cost
- Use a sequential work breakdown structure
- And decide how long the project will take and how many resources it will require

Estimations

The background of the slide is a solid dark blue. It features several decorative elements: a series of light blue dots forming a wavy, undulating pattern that flows from the bottom left towards the right side of the slide; and a series of diagonal lines in a slightly lighter shade of blue that cross the entire slide from the top left to the bottom right.

Estimation for waterfall development

1. Initial Estimate

- Very little data
- Range +/- 50%
- Documented assumptions
- Not budgetary
- High-level value objectives

2. Interim Business Case

- Greater detail on data
- Ranges +/- 10%
- Documented and debated assumptions
- Long-range budgetary use
- More granular value objectives and timelines

3. Final Business Case

- Full data clarity
- Ranges +/- 5%
- Documented and agreed assumptions
- Budgetary use
- Detailed value objectives key performance indicators and timelines

Confidence Scale

1. No clue -- don't make decisions on this. We need to talk more.
2. Hardly a clue -- don't make decisions on this. We need to talk more.
3. Someone else has done this and I read about it; job not well defined -- don't make decisions on this. We need to talk more.
4. Someone else has done this and I think I understand this; job might not be well-defined -- don't make decisions on this. We need to talk more.
5. Done something similar to this before and this relates to that work -- this estimate has a variance of +/- 50 percent of estimate.



1. I think I understand this fairly well and I understand the goal.
2. The average case for programming when the requirements are understood.
3. A confident case for programming; average case for a lot of art work.
4. I've done this before and it's very similar.
5. I'm probably not working on software... or... no matter what; I'm only going to work on this for a period of time (i.e. 1 week of QA).



Homework

PART 1

Case description

Implementation solutions for a website

- A company „ACME“ working in the power industry is looking for an IT supplier that can provide implementation solutions for its current website. The website requires multiple functions of information displaying, data tracking and interaction.
- As an IT supplier, please prepare a proposal which is to be offered to the client.

Case description



Implementation
solutions for a website

Homework Part I (1/4)



Read the documents and concentrate on the following questions:

- Which tasks do you have to consider in a tender process? Please choose 1-2 use-cases and 3-5 features.
- Describe the tasks of the needed departments and how they work together
- Is there any lack of information from the client side?

Homework Part I (2/4)



In your presentation you should include:

- the operational structure of your company
- departments expectations of your company
- a high level approach
- the chosen software development method
- describe potential challenges
- the understanding of the clients' needs
- a design and implementation approach incl. risks
- a time plan

Homework Part I (3/4)



Expected deliverables:

- Please send everything as one video (with you as presenters (max. 10 - 15 min))
- Use this template for the file name „group_name_homework1_2024“
- first slide with your names, group name, Matri. Number
- presentation about the way you prepared the tender and answer the questions
- tender-proposal presentation

Please divide into groups of 2 or 3 people

Homework Part I (4/4)

Please fill out the form
<https://bit.ly/3UXf98k>



Fill out your

- 01** Name
- 02** Group Name
- 03** Insert a link where I can
download your video

Until **2024-04-14**

Wrap Up Questions

Or Feedback!



CHECK OUT

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