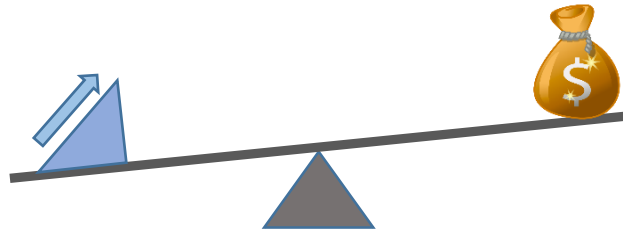


## Advantages – SCRUM

1986

Introduced by Hirotaka Takeuchi and Ikujiro Nonaka

Scrum – A new approach to increase efficiency and flexibility



Higher productivity,  
lower development costs



Improved customer  
satisfaction



Higher quality  
software



Improved job satisfaction  
and employee engagement



Faster time to market,  
Early ROI

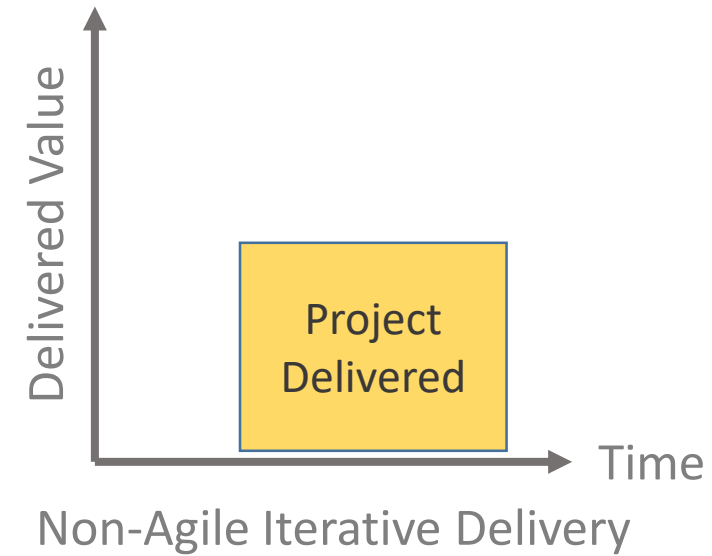
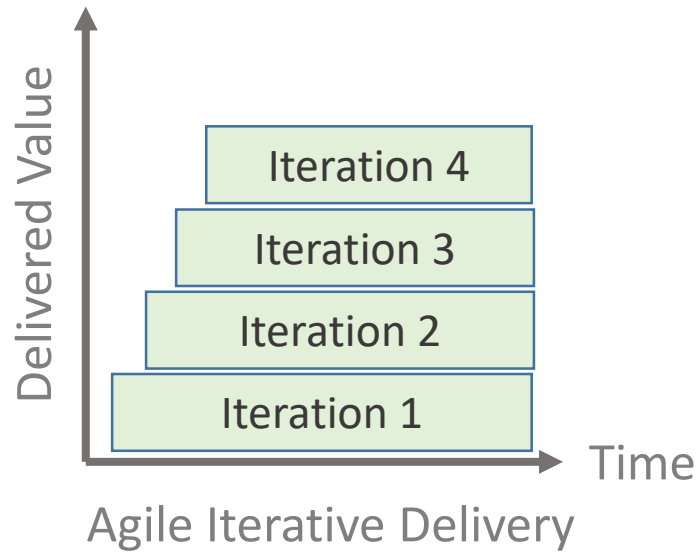
## The Popularity – SCRUM

 50 %

Scrum is now the leading Agile method with more than 50% of Agile project's using SCRUM.

- ✓ Simplicity & proven results
- ✓ Agile engineering techniques
- ✓ Small teams & team empowerment
- ✓ Welcomes changes to requirements
- ✓ Allows working from a source of prioritized work
- ✓ Daily status meetings
- ✓ Offers team commitment to shippable software

## Agile Methods Deliver – Value Faster



**Scrum:** Delivers value at the end of each Sprint

## Understanding the Impact – SCRUM

### Scrum Adoption - Checklist

- ✓ Has the investment in Scrum paid off?
- ✓ What is our next area of improvement?
- ✓ Should we continue with Scrum?
- ✓ Are we better off than before?
- ✓ Are we reproducing better products?
- ✓ Do our products have fewer defects?
- ✓ Are we able to ship faster than before?