

Success Cases using Scrum methodology - Globo.com

Globo.com is a web portal belonging to the Globo company. The portal was created to unify the group's brands on the internet, bringing together the company's various websites, having as main pillars: news (G1), sports (ge.globo), entertainment (Gshow), technology (Tectudo) and videos (Globoplay) - the latter being one of the largest collections of videos on the Brazilian internet.

There was a very high cost for maintenance, and it did not bring all the flexibility and functionality that the station wanted with the waterfall model that it worked before.

The waterfall model does not have a lot of inspection and has great chances of rework, thus generating greater expense and a longer completion time.

Behold, a challenge arose, to discontinue the old tool and implement a new one. For this, the company decided to implement Scrum to find the ideal new tool.

The first step to solve the problem using Scrum was to assemble a small team with seven people to study the tools available in the market, meeting all the needs of the company and its employees and customers.

Before, it was a large team and each one doing their work, with that, there was a big problem in delivering a quality service because there was no communication and transparency between the entire team.

A smaller team tends to see more transparency and better inspection of results.

With the new methodology implemented, there was a 20% reduction in delivery time, from 7 to 50 professionals.

During the process, very important lessons were learned.

One of the lessons learned was something that companies usually don't pay much attention to, but which made a huge difference: the furniture and layout of the office. Instead of using closed stalls, the company adopted a single "big table" that helped with communication.

This will make everyone feel as part of a team and feel that they are all the same without an established hierarchy.

One of the most important points to assimilate and which we perceive a lot of resistance from companies is the cultural change necessary for the implementation of an agile methodology.

To implement a new methodology, a great effort of adaptation of those involved is necessary because it will change an organization's culture an established routine, but these are necessary actions to become an agile company.

When reading the whole case, I noticed that today we sometimes think that such a process is flowing, but there are methods by which we can improve, and not only implementing the methodology is implementing it throughout the process and following it, globo.com has positive results with the implementation of this new tool, I believe that for the company it was something innovative because before it was a company and with inefficient tools for it.