- Importance of japanese digital product
- Japanese firm still places operational improvements in DX
- Need for digital product
- Bottle neck for japanese competitiveness
  - IMplementation of agile, the dismissal of agile is costing japanese competitiveness
  - USing digital product to boost client's growth
- Digital product
- Hidden relationship between japanese competitiveness and agile development
  - IMD - in 2024 Japan's competitiveness ranking was 38th
  - Business efficiency is 51st
  - Lacking corporation in making speedy decision, understanding of market, and acknowledgement of new threats are all down
- The lack of ability for corporation to make decisions in face of adversity and change
- Agile is a critical strategy in raising this edge
  - Most japanese companies is not compatible with agile approach
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Agile and to gain economy competitiveness

- 2025 Cliff
  - Legacy system and black box - can't be able to use data
- Origin of agile
  - Late 1990s
  - Antithesis to the traditional project management
  - Agile Manifesto
    - 2001
    - Beyond process or tools - prioritize personal communication
    - Software over documentation
    - Client engagement and collaboration over contracting
    - Accept change over planning
- Idea of Agile
- Impact of Agile
  - Increase in client and customer satisfaction
    - As they are in the feedback process - achieve higher level of satisfaction
    - Providing working software to clients early
    - Clients are engaged in testing
  - Reduce development time
  - Improving development efficiency
    - Stand ups and communication

- - ■ Understand software deeply
  - ■ Engage in

Agile Practice The competitive advantage for digital age

- Software development is increasingly drive by customers and business needs, which requires rapid response to issues and concerns
- Feedback must immediately incorporate into products and teams must be able to deliver the exact product their suctomer is looking for
- No longer acceptable for CIO to plan on annual basis - they need to build software in faster iterations
- IT groups now use agile practices to accelerate development and respond to change
- IT groups in different industries use agile to accelerate development and respond to change
  - Agile oofer competitive advantage delivering benefit from improved software quality and team productivity to lower costs
- Requirement for large companies
  - Can't do fast, it's too bad because somebody else can
- Different from traditional waterfall style technique that gathered popularity in 1970s
  - Breaks down to discrete steps of planning, design, development, testing and implementation
  - Occuring sequentially with no overlap
  - Linear approach take longer time to complete projects - often years - and frequently makes difficult to changing requirements and market demands
  - Nowadays companies are increasingly pressured to innovate faster
  - Software industry
    - ■ Comapnies create versions of apps with shelf life of weeks
    - ■ Typical life of mobile app between update is 37 days
    - ■ REquires speed
- CIO have turned to agile for development for help
  - Geated towards rapid delivery of tested software and continuous adaptive delivery
  - Gives good sense of what we can do and cannot and what to do for sprints
  - Embrace automated testing and integration