

Increasing customer satisfaction with iterationless delivery

by

Masa K Maeda, PhD

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Lean Value Innovative Management



Some Pointers for today's Webinar

- Due to large number of attendees, questions will be taken 'off-air' using the Q&A box (NOT the Chat box!). Please type in your question(s) in the Questions box on your screen – and mark it to ALL PANELISTS
- To the extent possible, questions will be grouped and responded to jointly.
- To ensure maximum coverage, please limit questions to 1 at a time.
- At the end, any remaining time will be used to take up additional questions.
- The webinar will be recorded; recording will be made available after the meeting.



Today's Speaker
Masa K. Maeda, Ph. D.
Valueinnova

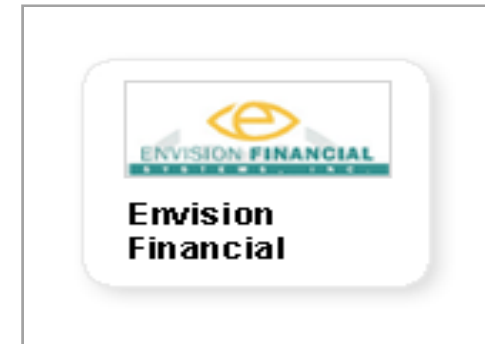


Host
Mahesh Singh, Co-founder, Sr. VP
– Product, Digité, Inc.

Digité – A Quick Overview

- A Pioneer in Web-based Collaborative Products/ Solutions for Geographically Distributed Teams
- Headquartered in Mountain View, CA
- Over 250,000 users in the Americas, Europe, Asia/ Pacific
- Products that cover Lean/ Kanban, Agile ALM, Project/ Portfolio Management
- Swift-Kanban is our flagship Lean/ Kanban product.
- Named by Gartner in ALM Market Scope report for 2010

Key Customers



Masa K Maeda, PhD

Currently

- Valueinnova LLC: *CEO and founder [Silicon Valley, USA]*
- Cutter Consortium: *Senior consultant [Boston, USA]*
- SEGOinnova: *Principal consultant and co-founder [Panama]*
- Lean-Kanban University: *Charter Member*
- *Certified Kanban Trainer and Coach, CSPO, CSM*
- UC Berkeley Extension: *teaching Lean value innovation, 2012 [Berkeley, USA]*
- Bay Area Limited WIP Society: *founder [San Francisco, USA]*
- PMI-SFBAC: *editor for the lean-agile section of the chapter's newsletter [San Francisco, USA]*



Previously

In the USA, Masa was an associate of David J. Anderson & Associates. He did R&D for Apple Inc, was founding member at startups pioneering genomics/proteomics (Ingenuity Systems), online entertainment (Vuze inc), online secure commerce (Electric Communities), and online socialization (When.com). He also did R&D for Justsystem (the best Japanese software company).

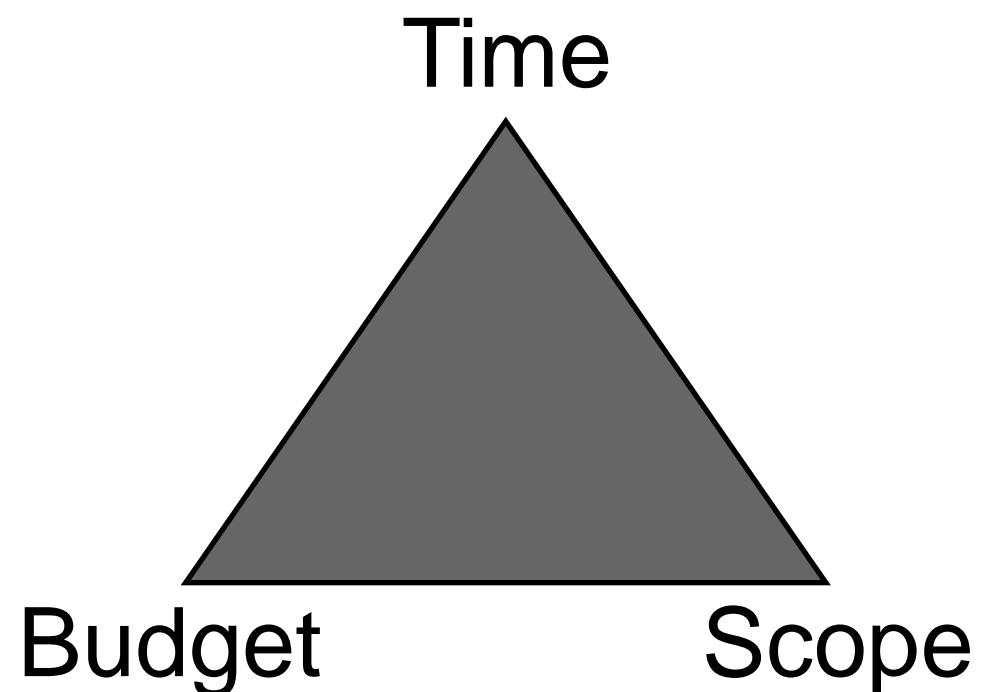
Masa holds a PhD and a M.S. from the University of Tokushima in Japan, and a B.E. from the National Autonomous University of Mexico.

A project is successful if: ✧ on time

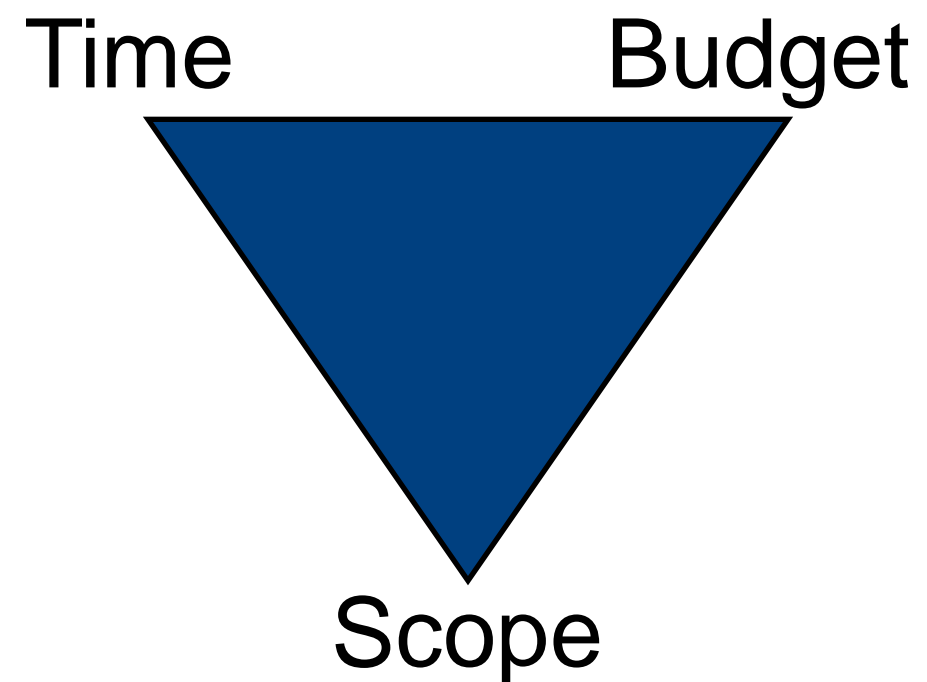
✧ on budget

✧ full scope

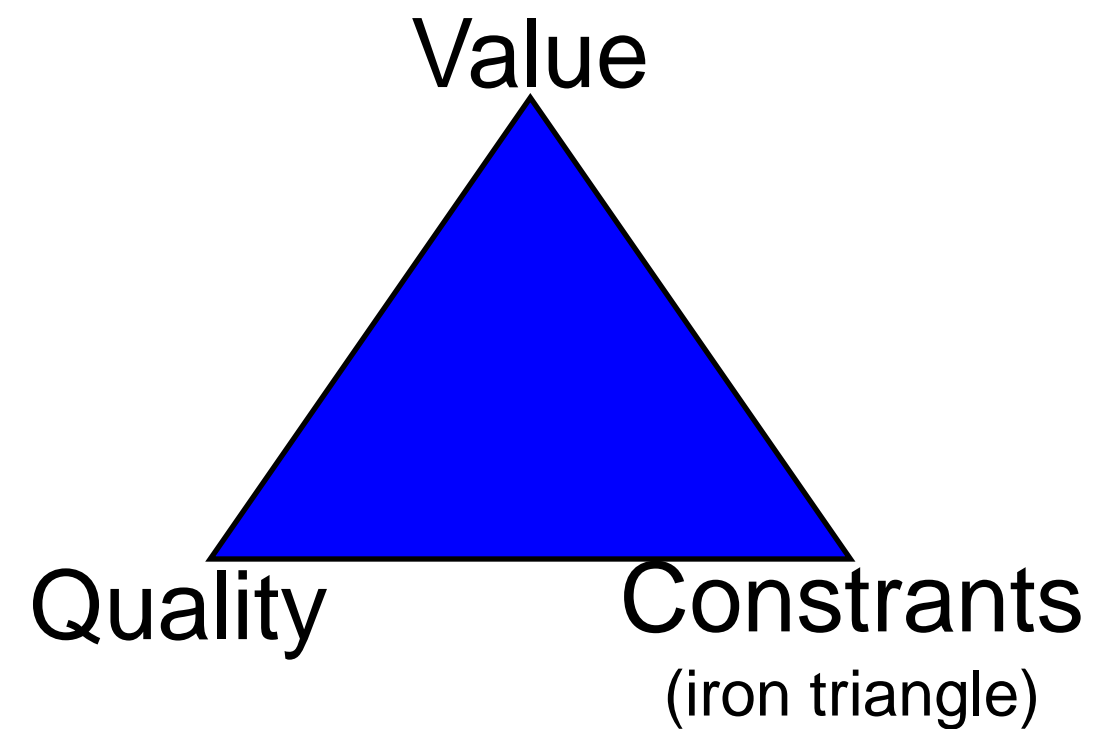
Iron triangle



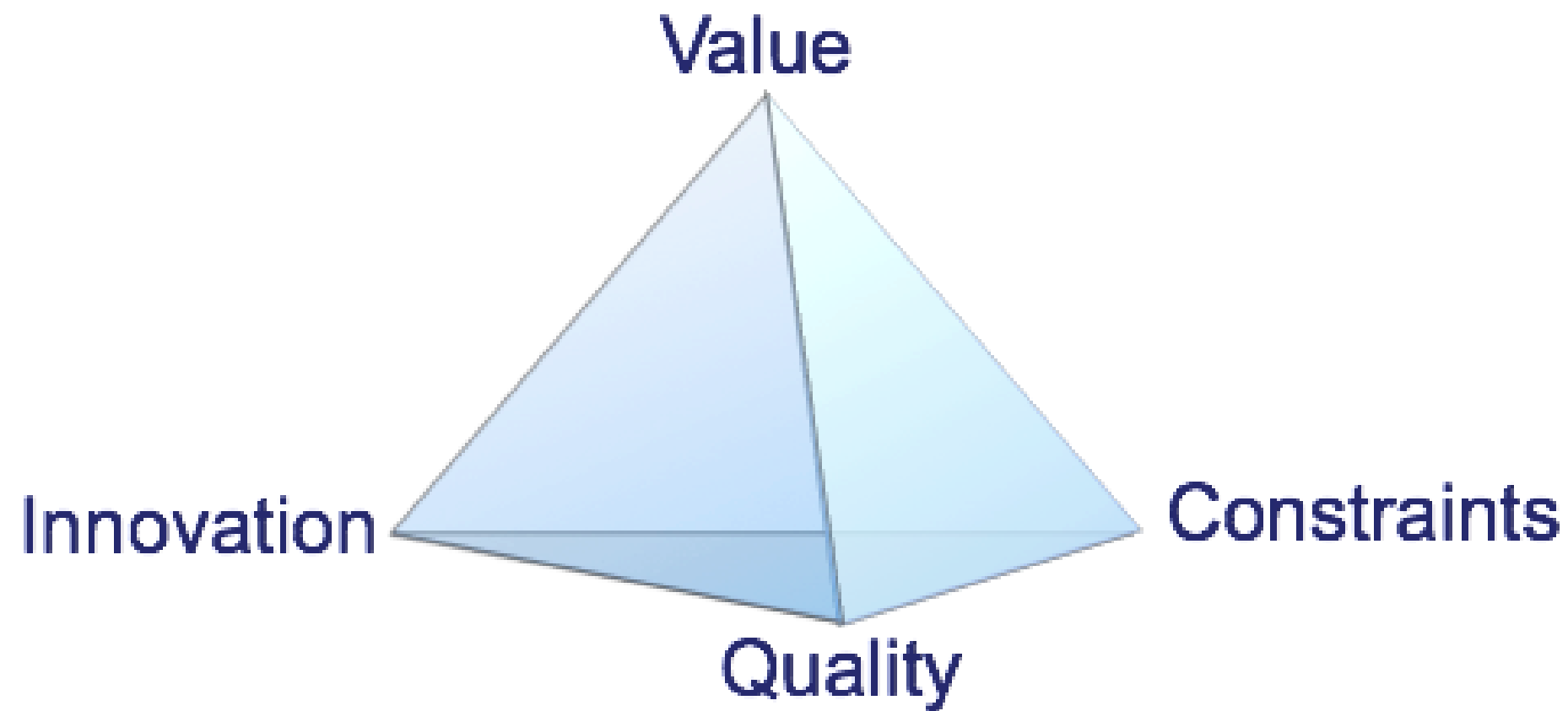
Agile triangle



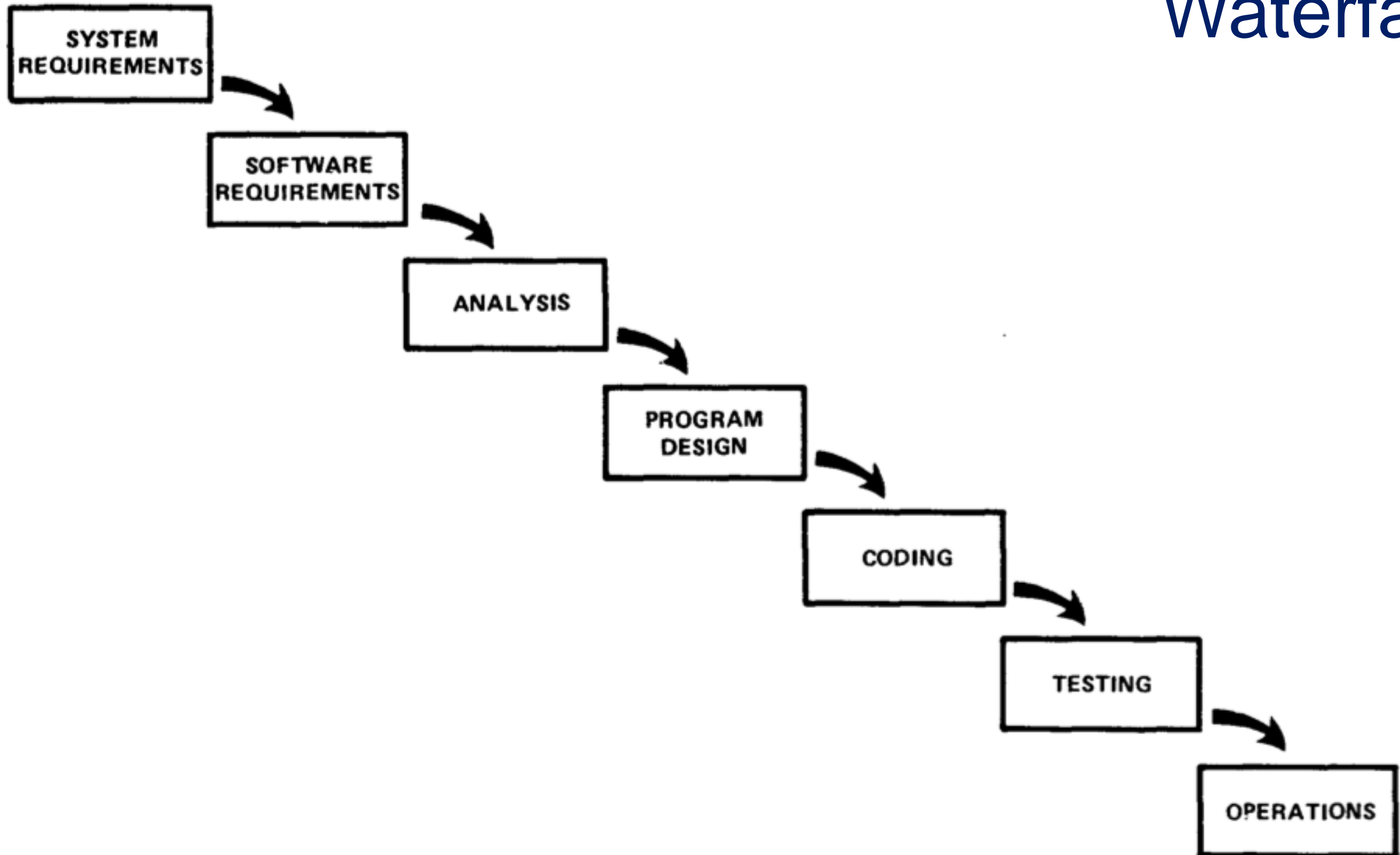
New agile triangle

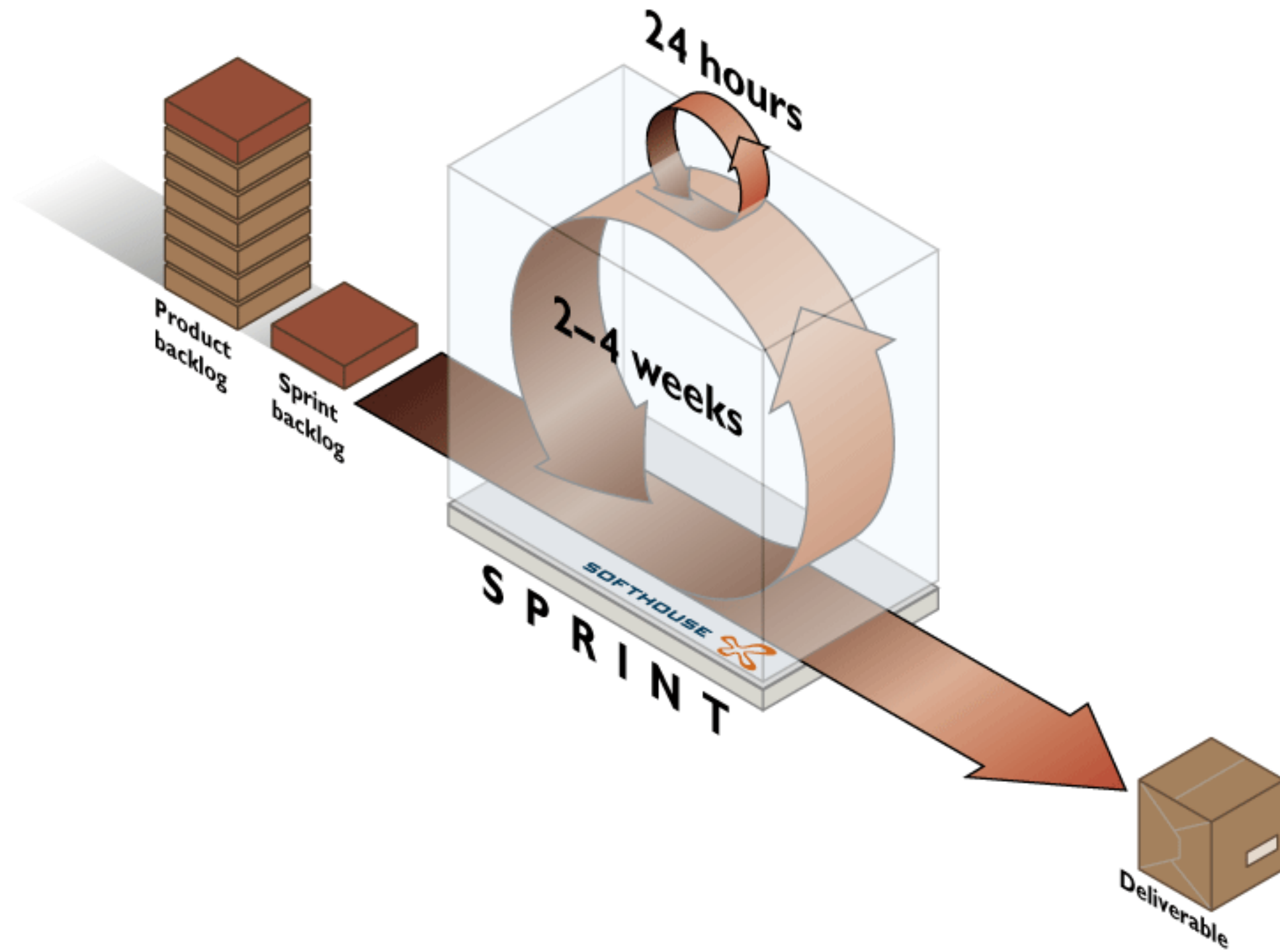


The lean-agile prism

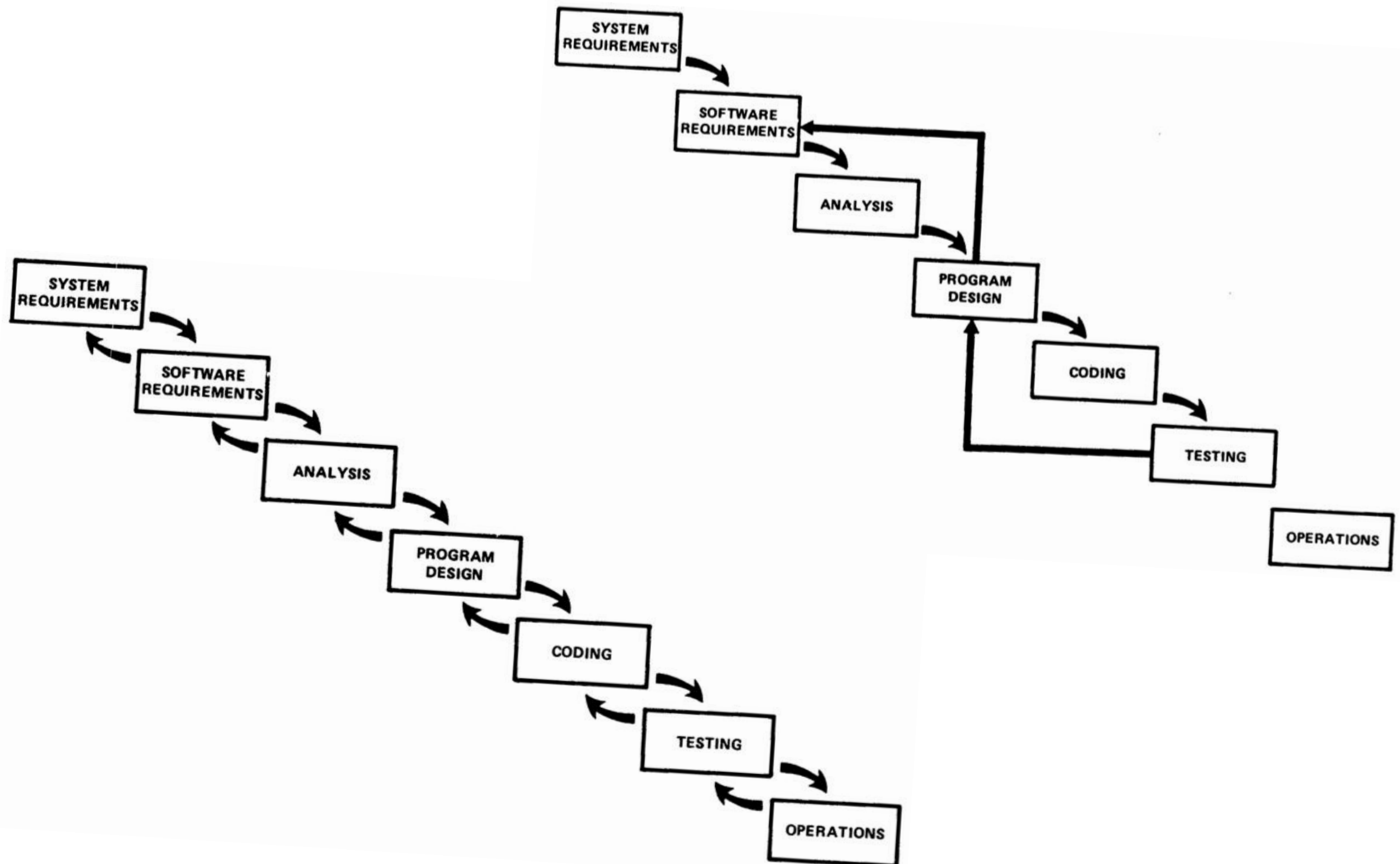


Waterfall





Waterfall



Timeboxing

Limits WIP

Small batch

Periodic delivery

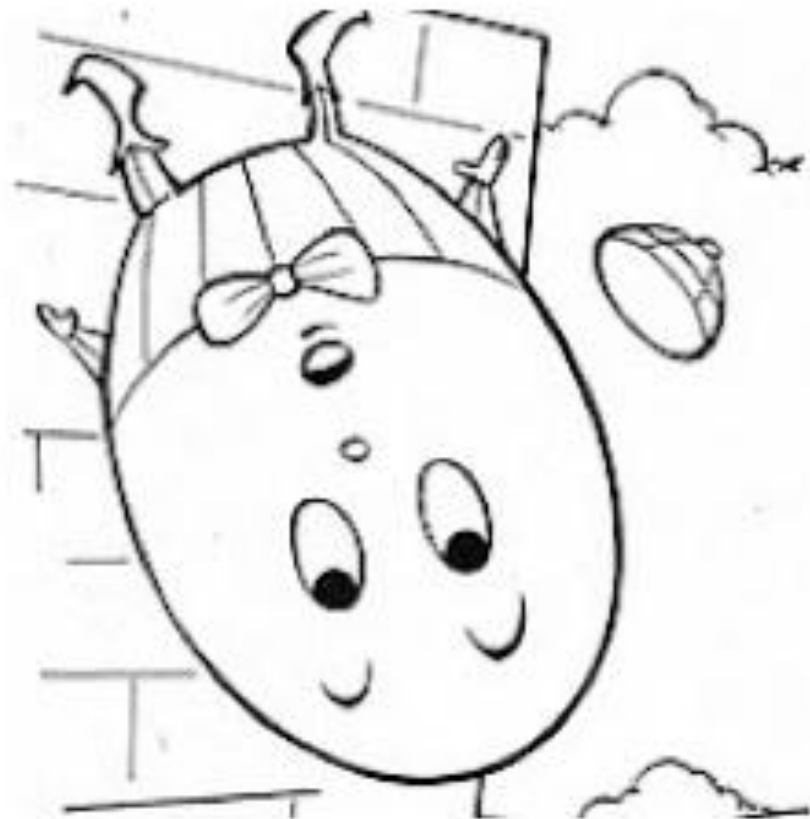


However...

One size doesn't fit all



However...



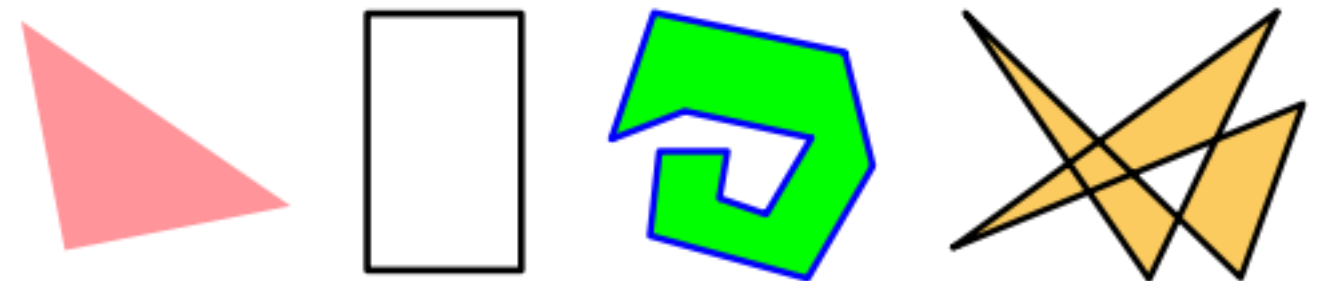
Story breakdown
may make it harder
to implement

Courses of action

Variable
speeds...



Assorted types of
requirements...



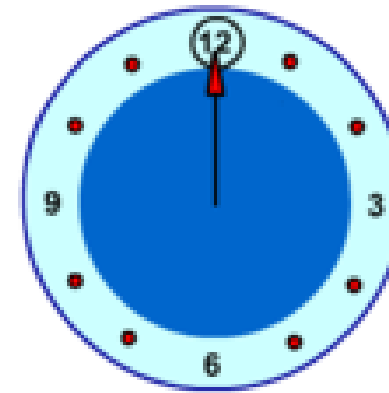
Allow the story to go
through several iterations



The real world has them in all sizes

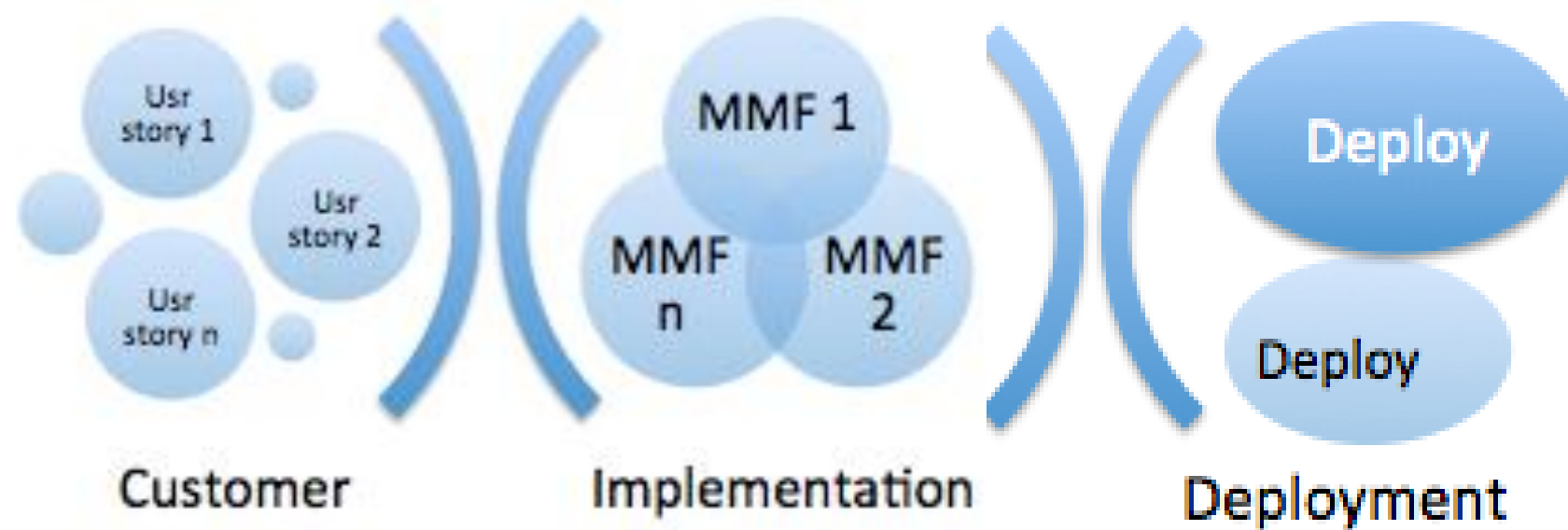


Kanban's approach



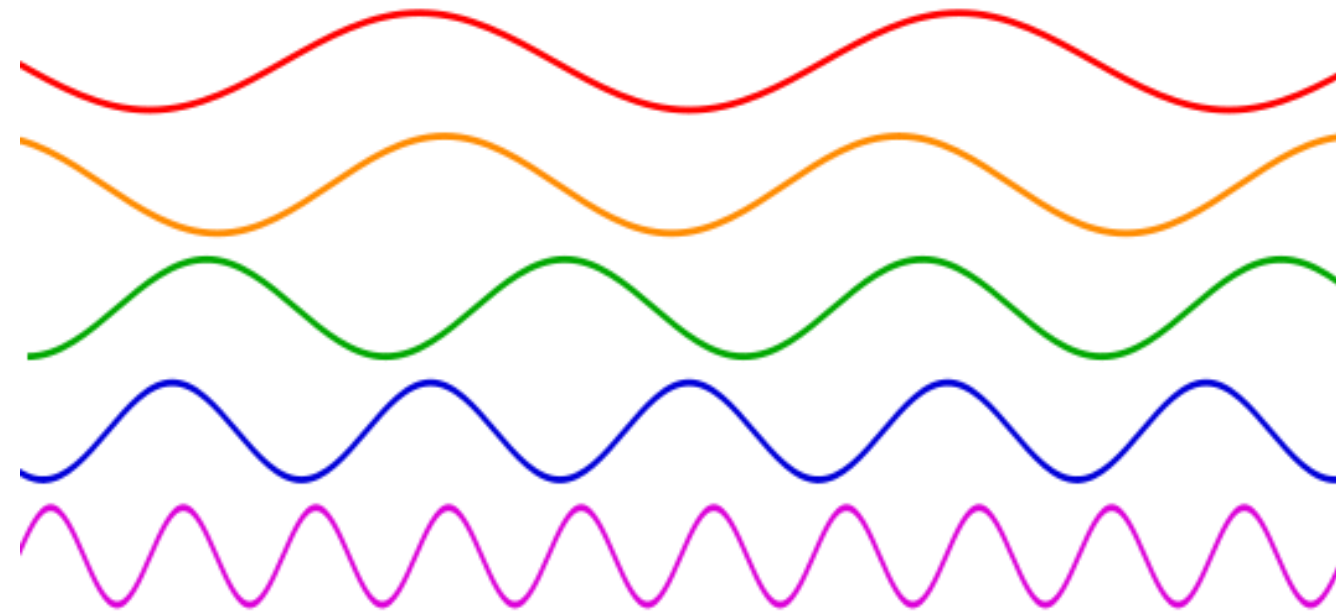
Decoupling



[illegible]

Expedite⁺¹

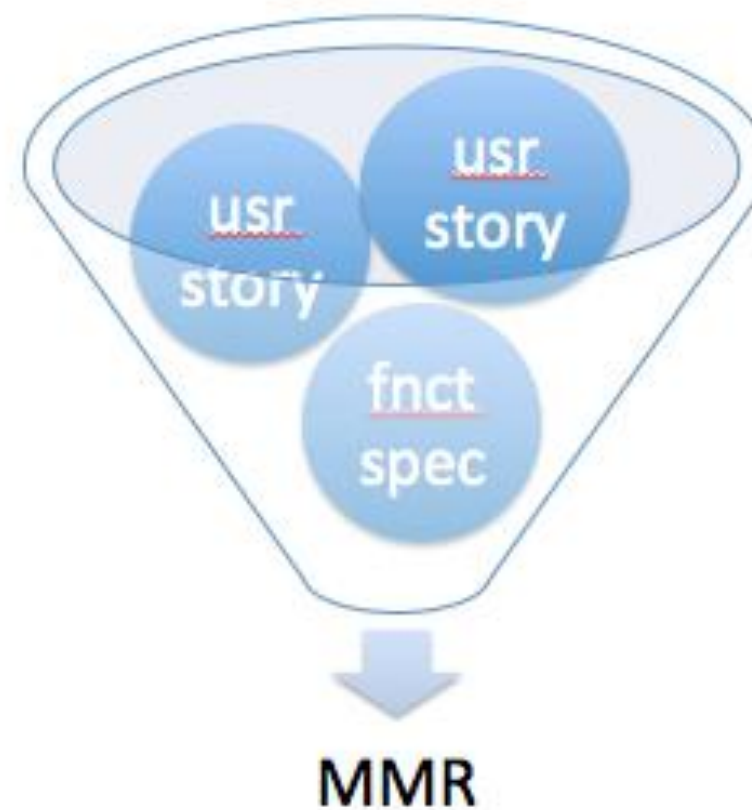
- Prioritization
- Planing
- Estimation
- Deployment
- Implementation

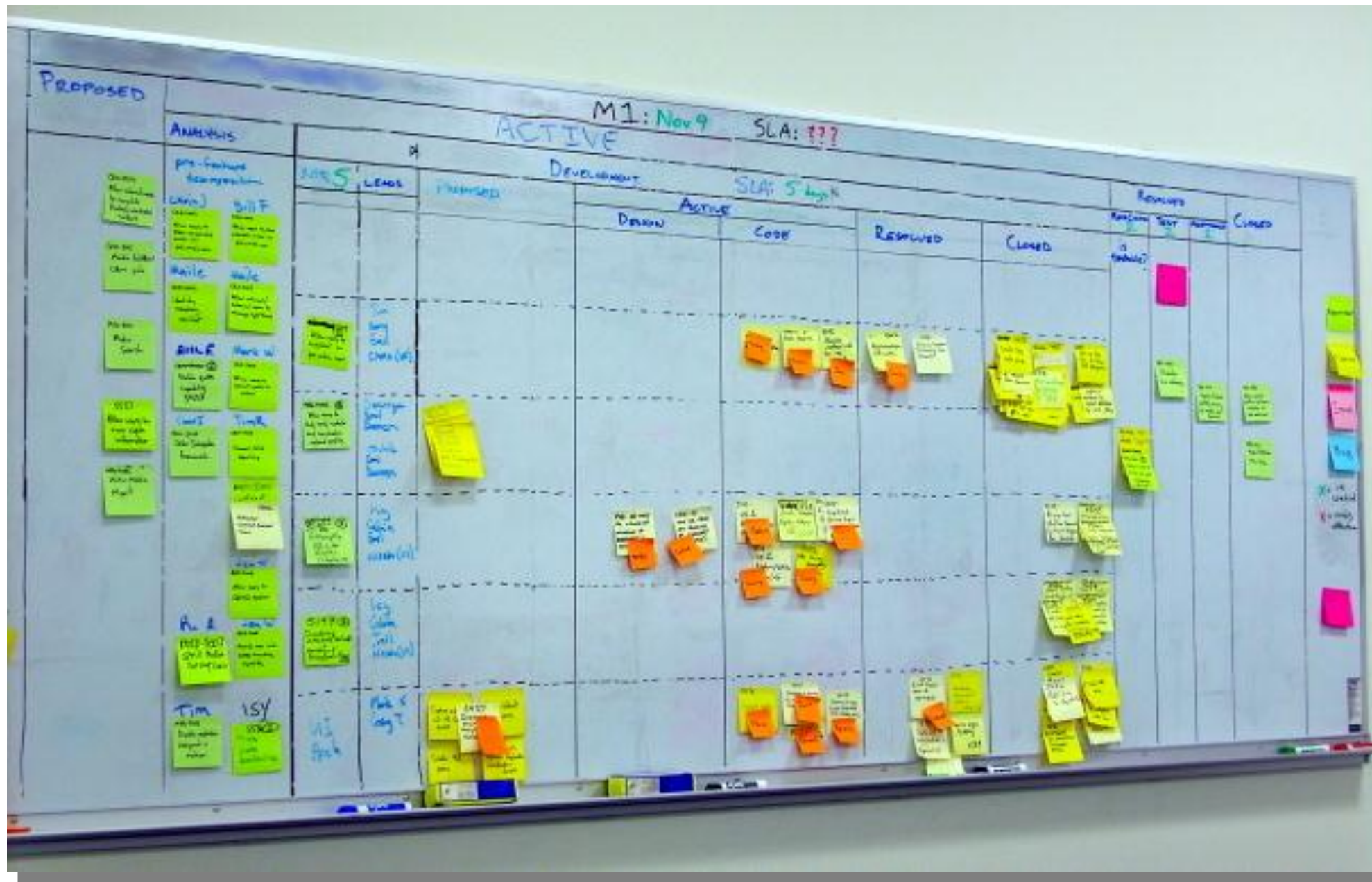
[illegible]

Expedite⁺¹

MMR: minimum marketable release

Consider transaction cost of release







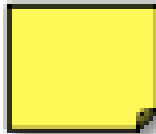

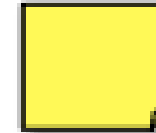
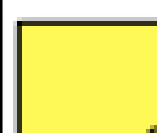
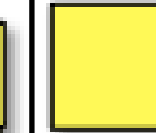
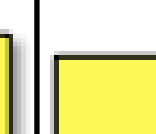
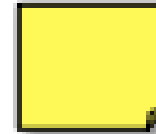
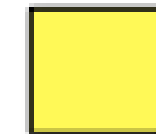
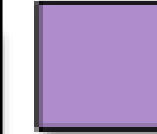
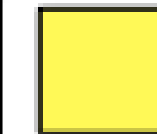
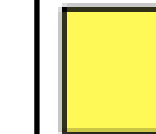
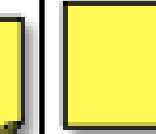


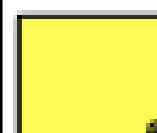

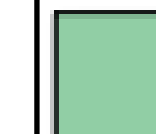
SLAs

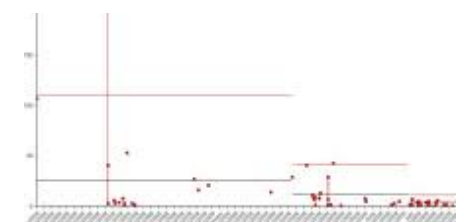
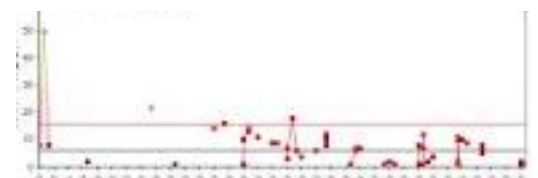
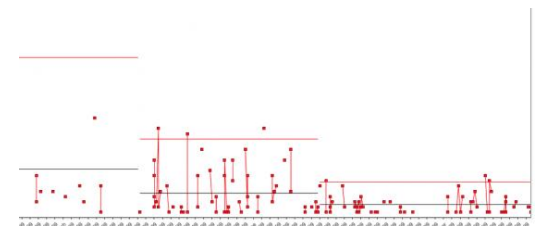
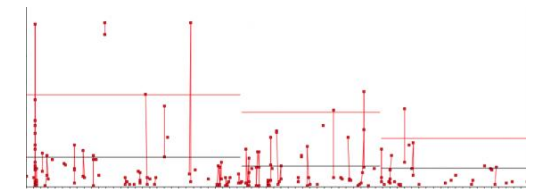
**Changed
priorities
ahead**

Plan away

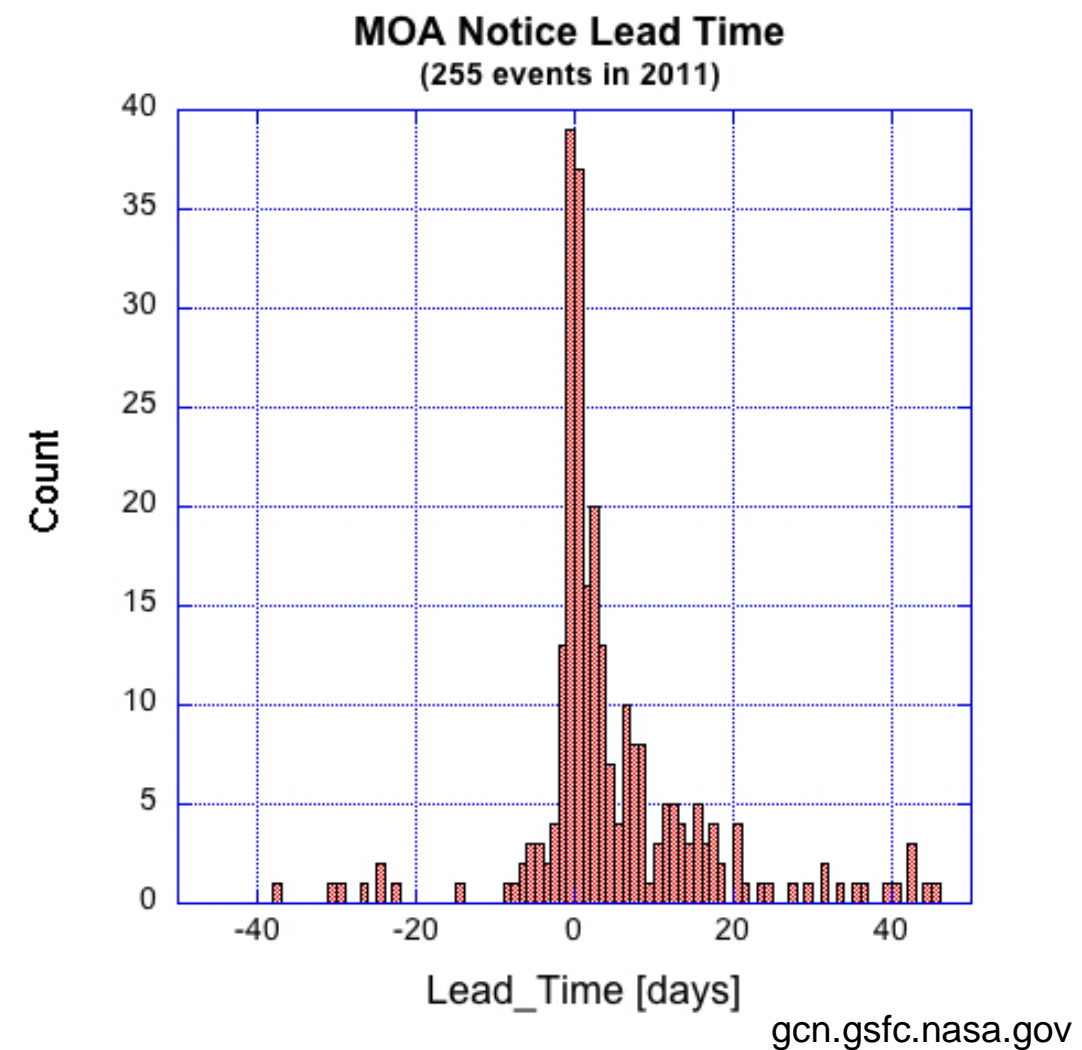
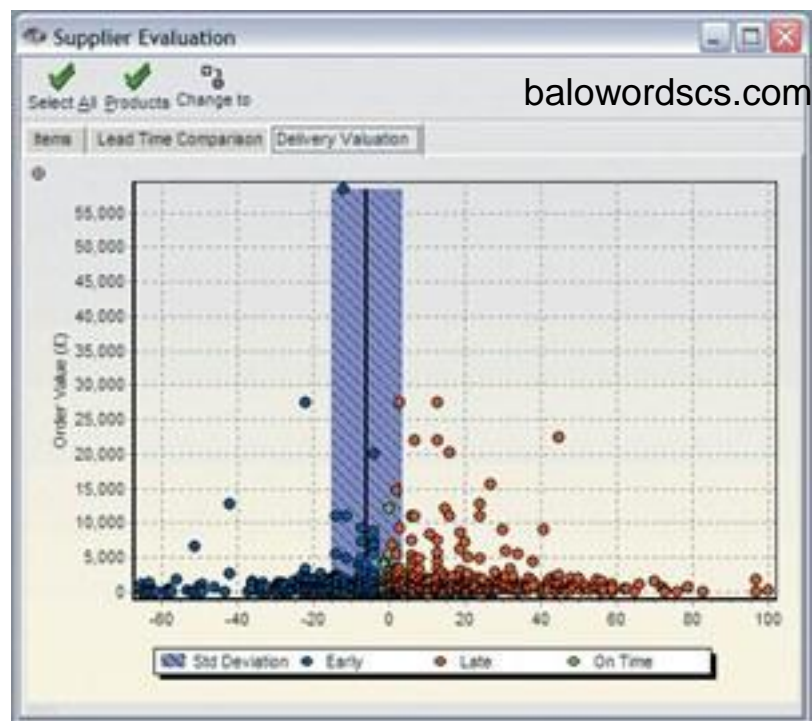
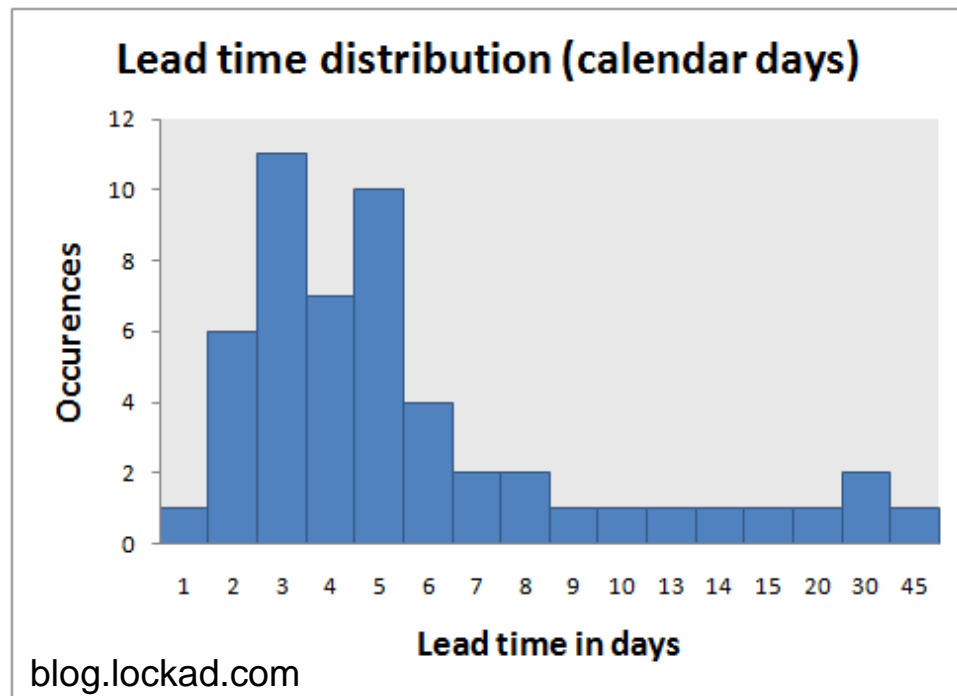
**Estimate
for what
you need**

Delivery

Design 4		Development 5		Testing 6		UAT 5	
doing	done	doing	done	doing	done	doing	done
team 1 45%			 				
				 			
maintenance 15%							
defects 10%							



Take into account the outliers



Conclusion

- Decoupling**
- Prioritization
 - Planing
 - Estimation
 - Deployment
 - Implementation

- Results in**
- Higher customer satisfaction
 - Less work for customer
 - Lower dependency on customer
 - Higher team productivity

Thank You!

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