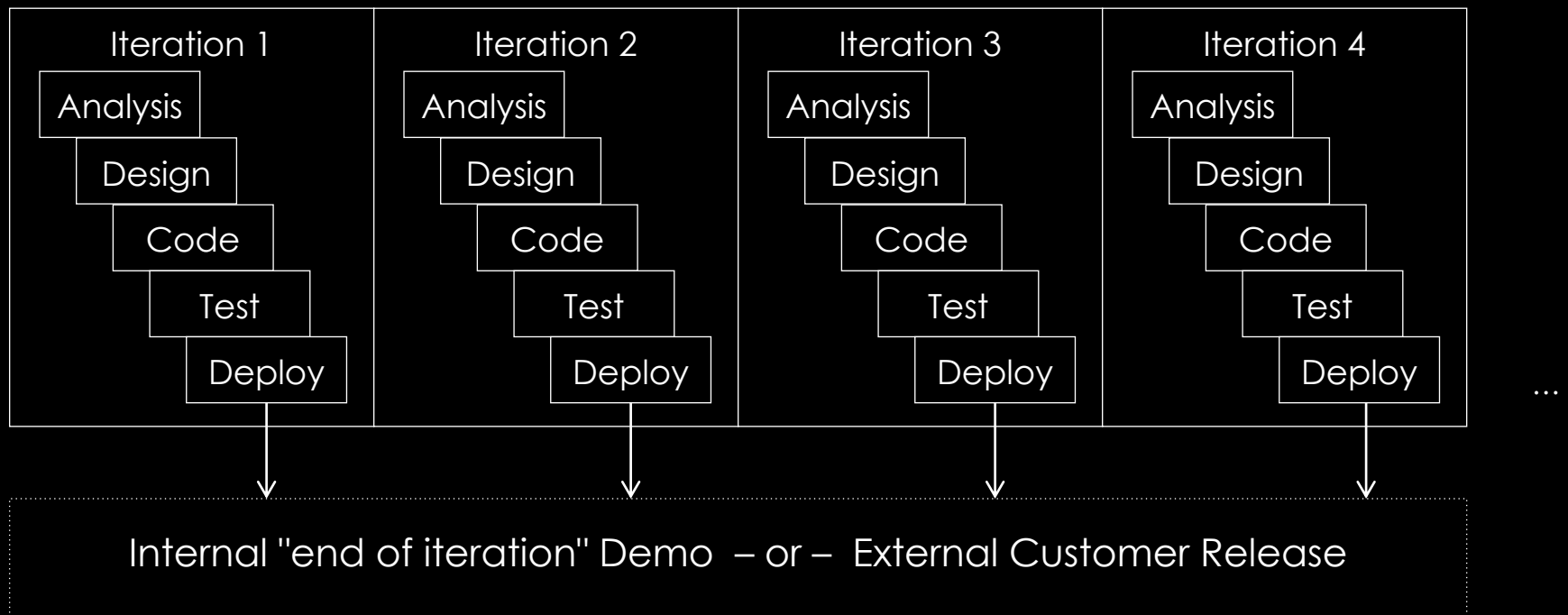# Agile in Perspective

- Many elements of Agile are not new
- They have existed and evolved for many years
- Agile draws them together under a single umbrella

- If you were being really cynical you might view Agile as just a branding exercise
- An opportunity to sell more books
- Earn more consultancy fees ;o)

The "Totally new" Agile Approach

Iteration 1	Iteration 2	Iteration 3	Iteration 4
Analysis	Analysis	Analysis	Analysis
Design	Design	Design	Design
Code	Code	Code	Code
Test	Test	Test	Test
Deploy	Deploy	Deploy	Deploy

...

Internal "end of iteration" Demo – or – External Customer Release

"Old Fashioned" Generic Waterfall

Analysis

Design

Code

Test

Deploy