



## Actionable Strategies

## Product Development Metrics

### Problem Definition

Measuring product development can be very imprecise without the proper approach and techniques. In addition to the traditional difficulty of measuring software development productivity, the myriad of factors related to differing cultures, environments and processes must be normalized to provide meaningful measures. Actionable Strategies applies practical experience in measurement systems and modeling to create a sustainable metrics framework that can be applied across a diverse enterprise.

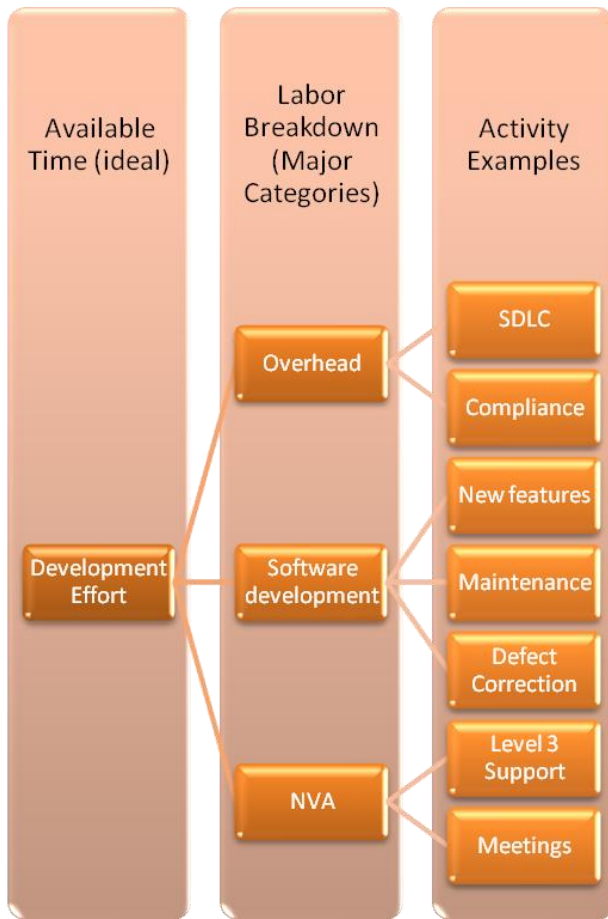


Organizations apply metrics to achieve leaner development organizations.

- Better metrics provide a foundation for decision making such as global locations, centers of excellence and process improvement
- Application of lean approaches yields business results such as increased throughput and alignment, resulting in an optimized cost structure
- Governance and operating models with low bureaucracy
- Metrics and quantifiable targets without rigidity

### Measurement

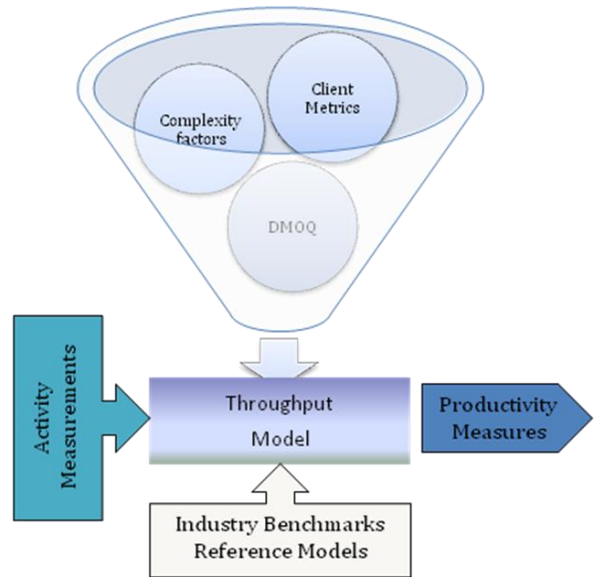
In addition to raw throughput measures, the many factors affecting productivity are gathered. In the sample chart shown here, effort is broken down by actual product / software development and other activities that are performed. This is one of the methods for rationalizing differences in development organizations such as SDLCs, security models and compliance.



The identification of non-value add activities (work that does not directly produce software) as well as overhead may produce opportunities for process optimization and are a critical part of this exercise.

## Model Construction

By applying proven models and techniques, combined with client specific measures, an accurate model unique to the client is constructed. Verification against the pilot and later re-calibration against a larger footprint of the organization ensures that the model remains accurate and adaptable as the firm evolves.



Actionable Strategies' modeling experience provides practical guidance in such key areas as rationalizing feature and software delivery, incorporation of models such as COCOMO and building political consensus.

## Engagement Structure

An iterative approach to modeling and measurement is applied by starting with a pilot phase. This structure enables clients to assume ownership of ongoing activities and reduce total project cost.

