

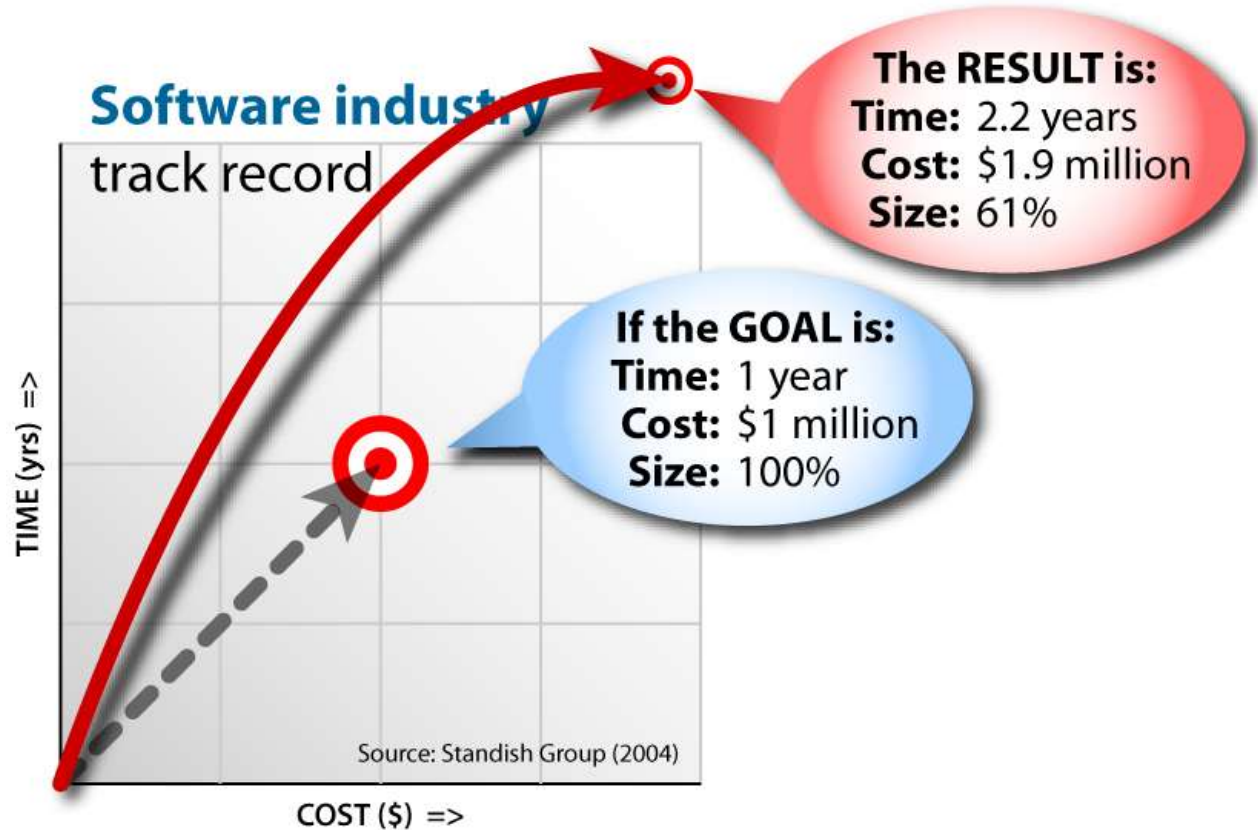
On time
On budget
On target

The Nimble Method

The industry average

Software projects are late, expensive and buggy

- ▶ For a typical project ...



StoneHenge Partners is different

Unbroken track record of turnkey projects delivered

- ▶ **On time**
- ▶ **On budget**
- ▶ **On target**

Here are a couple of examples

Case #1: Enrollment application

- ▶ **Client:** Dollar Rent A Car
- ▶ **Date:** Nov 2007 – Feb 2008
- ▶ **Goal:** Build loyalty program web application
- ▶ **Size:** 2,044-hour project
- ▶ **Team:** Six members (PM, tech lead, 3 developers, tester)



Results

- ▶ **Time:** Delivered on deadline
- ▶ **Budget:** Billed 99% of estimate
- ▶ **Target:** Built 100% of functionality

Case #2: E-commerce application

- ▶ **Client:** eCompressedAir.com
- ▶ **Date:** Feb – May 2009
- ▶ **Goal:** Integrate e-commerce website + inventory system
- ▶ **Size:** 3,016-hour project
- ▶ **Team:** 8 members (plus 2 other vendors)



Results

- ▶ **Time:** Delivered on time
- ▶ **Budget:** Billed 102% of bid
- ▶ **Target:** Built 104% of functionality

How did we **do** that?

The
Nimble
MethodSM

What is **The Nimble Method**SM

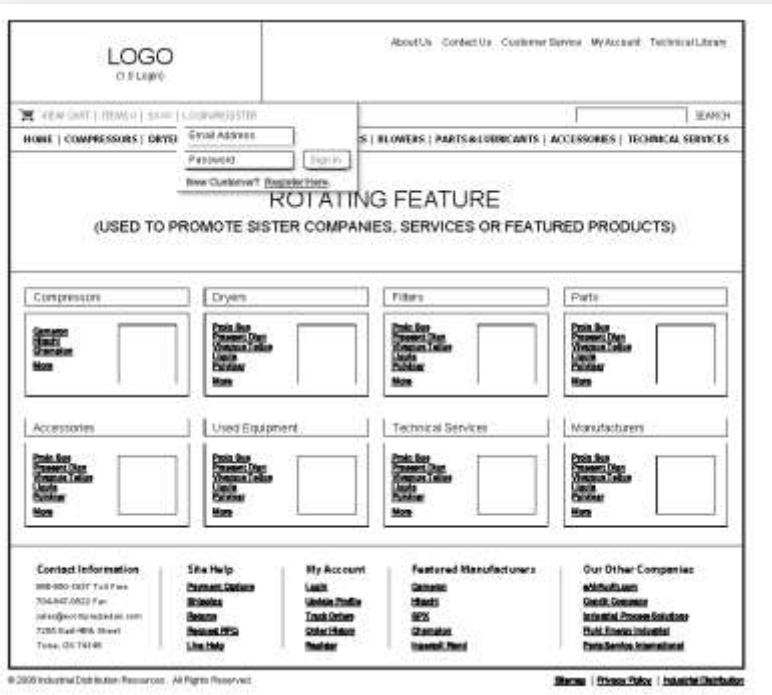
A unique combination of 4 best practices

- ▶ **User Experience**
- ▶ **Function Point Analysis**
- ▶ **Nimble Development**
- ▶ **Project Management**

The result: On time, on budget, on target





User Experience: User-centric design

- ▶ Form follows function; keep the focus on usability



User Experience: Personas

Personas ensure application is designed for **real** people

Persona	Goals	Web behaviors
 <p>THE THINKER Dr. Will Berkclacy 63, Drumright <i>"When is the next convention?"</i></p>	<p>Attitude: Cautious. Motivation: CE classes. Respects key opinion leaders. Loyal to a product line. Primary channel: face-to-face</p>	<p>Approach: A reader. A gatherer Web mode: passive Web frequency: low Web savvy: low</p>
 <p>THE DOER Dr. Raj Srinivasa 54, Mid-town Tulsa <i>"How do I fasten this abutment?"</i></p>	<p>Attitude: Impatient. Motivation: Always in a hurry; wants to find answer while between patients. Primary channel: phone</p>	<p>Approach: A scanner. A hunter Web mode: active Web frequency: low Web savvy: medium</p>
 <p>THE LEARNER Dr. Justin Knapp 32, Owasso <i>"What does Cliff Ruddle say?"</i></p>	<p>Attitude: Enthusiastic. Motivation: Wants to learn new techniques, tools. First adopter. Primary channel: web</p>	<p>Approach: A viewer. A jumper Web mode: interactive Web frequency: medium Web savvy: high</p>
 <p>THE ORGANIZER Sally Ingram 40, South Tulsa <i>"Where do I reorder BioPure?"</i></p>	<p>Attitude: Efficient Motivation: Product-driven; wants to buy with ease. Price-sensitive. Primary channel: phone</p>	<p>Approach: A scanner. A hunter. Web mode: interactive Web frequency: medium Web savvy: medium</p>

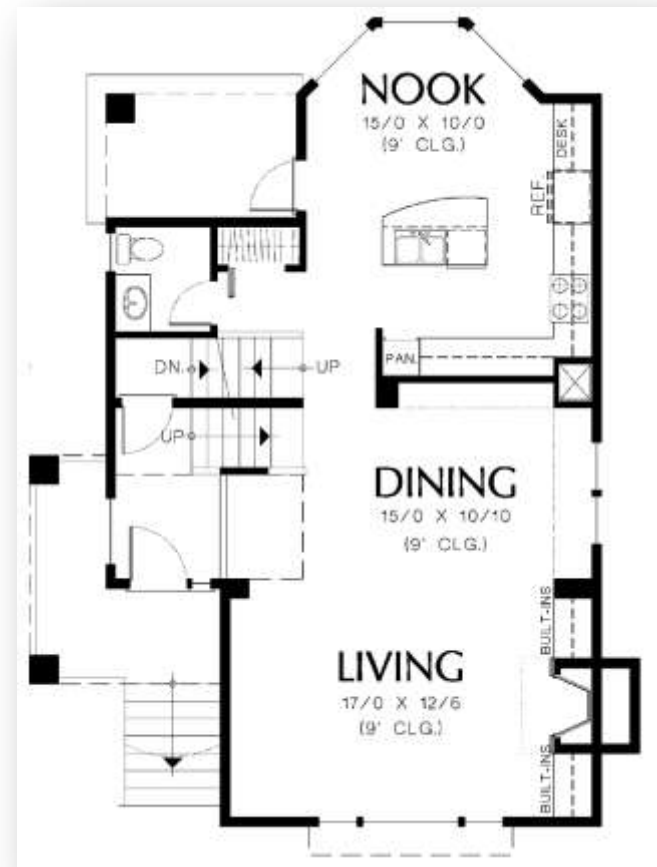
Function Point Analysis

- ▶ A method to break software systems into smaller components, so that they can be better understood.
- ▶ *If building software is like building a house ...*



Function Point Analysis

- ▶ A method to break software systems into smaller components, so that they can be better understood.
- ▶ *...Then Function Points are like floor plans*



Function Point Analysis

ISO standard tool to measure size of software projects

▶ Sets scope of effort

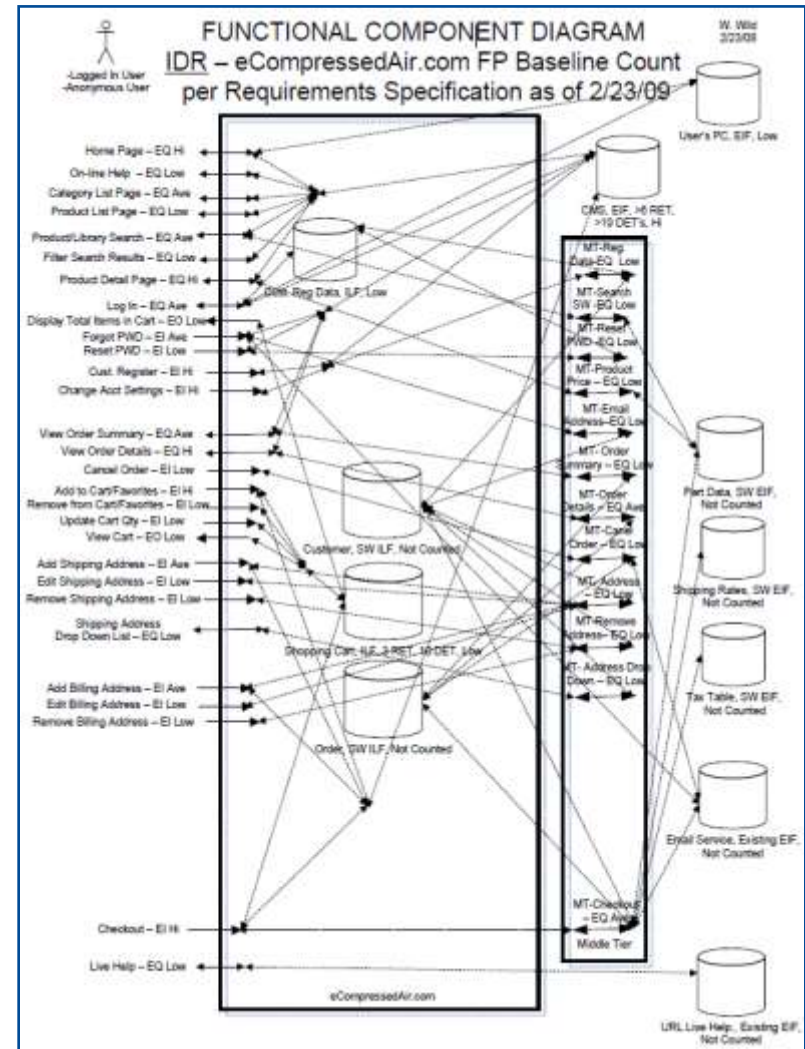
- Like a house plan's square footage

▶ Estimate is precise

- Accuracy $\pm 5\%$

▶ 1,200+ certified analysts in 30 nations

- We have a certified analyst on staff



Function Points: Estimate size

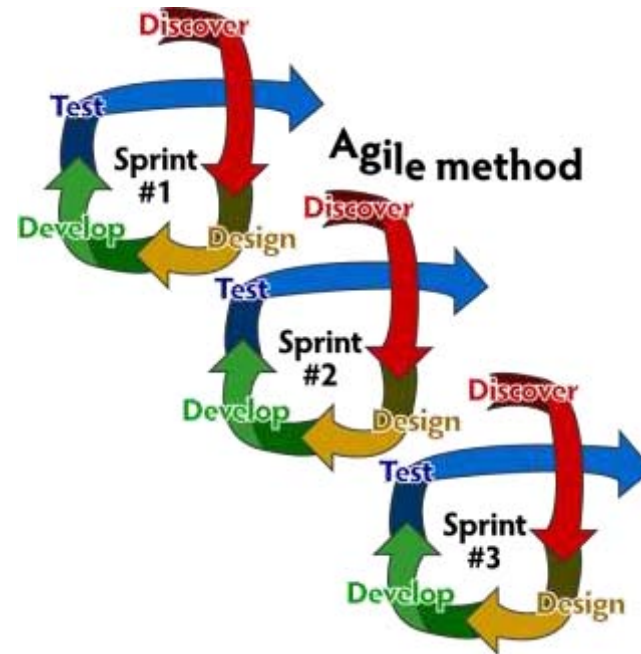
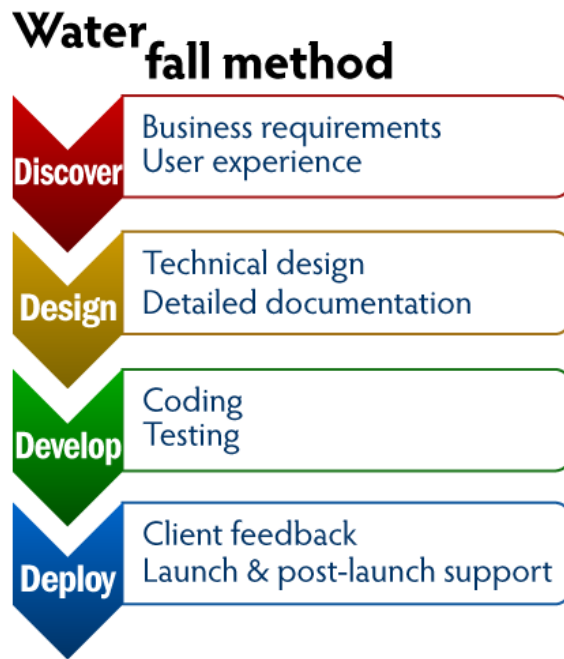
The cost-of-effort to develop each feature is easier to compare

Component	Function Type	Functionality	Prelim FPs
Files	ILF	Cust Reg Data	7
Files	ILF	Shopping Cart	7
Files	ILF	RFQ Data	7
Files	EIF	CMS	10
Files	EIF	User's PC	5
Files	EIF	Shipping Rates	7
Middle Tier	EQ	Registration Data	3
Middle Tier	EQ	Product Price	3
Middle Tier	EQ	Email Address	3
Middle Tier	EQ	Checkout	4
Middle Tier	EQ	RFQ	3
Middle Tier	EQ	Credit Application	4
Middle Tier	EQ	Order Summary	3
Middle Tier	EQ	Order Details	4
Middle Tier	EQ	Search SouthWare Data	-
Middle Tier	EQ	Reset password	-
Middle Tier	EQ	Address	-
Middle Tier	EQ	Remove Address	-
Middle Tier	EQ	Address Drop Down	-
Middle Tier	EQ	Cancel Order	-
Help	EQ	Online Help	3
Login	EQ	Login	4
Login	EI	Registration	6
Login	EI	Change Account Settings	6
Login	EI	Forgot password	4
Login	EI	Reset password	-

Component	Function Type	Functionality	Prelim FPs
Product Inquiry	EQ	Home Page	4
Product Inquiry	EQ	Product/Library Search	3
Product Inquiry	EQ	Category List Page	4
Product Inquiry	EQ	Product Detail Page	6
Product Inquiry	EQ	Product List Page	-
Product Inquiry	EQ	Filter Search Results	-
Product Inquiry	EO	Display Total Items in Cart	-
Shopping Cart	EI	Add to Cart / Favs	3
Shopping Cart	EI	Remove from Cart / Favs	3
Shopping Cart	EI	Update Cart Quantity	3
Shopping Cart	EO	View Cart	4
Shopping Cart	EI	Checkout	6
Shopping Cart	EI	Add Shipping Address	-
Shopping Cart	EI	Edit Shipping Address	-
Shopping Cart	EI	Remove Shipping Address	-
Shopping Cart	EQ	Shipping Address dropdown	-
Shopping Cart	EI	Add Billing Address	-
Shopping Cart	EI	Edit Billing Address	-
Shopping Cart	EI	Remove Billing Address	-
Other Services	EI	Credit Application	6
Other Services	EQ	View Order Summary	4
Other Services	EQ	View Order Details	6
Other Services	EI	Request for Quote	6
Other Services	EI	Cancel Order	-
TOTAL			154



Nimble Dev: Hybrid of best practices



Waterfall risks

- Sequential work = long timelines
- Rigid schedule = difficult to adapt
- Client only involved at start & end

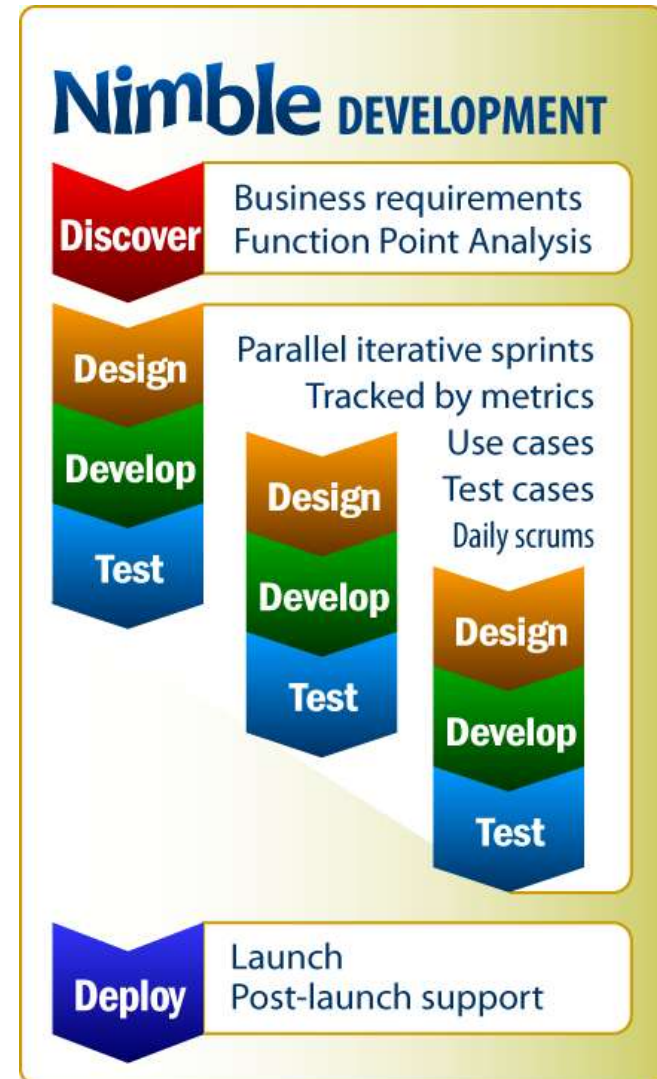
Agile risks

- Unstructured path = uncertain timelines
- Undefined requirements = scope creep
- Hard to quote a price up front

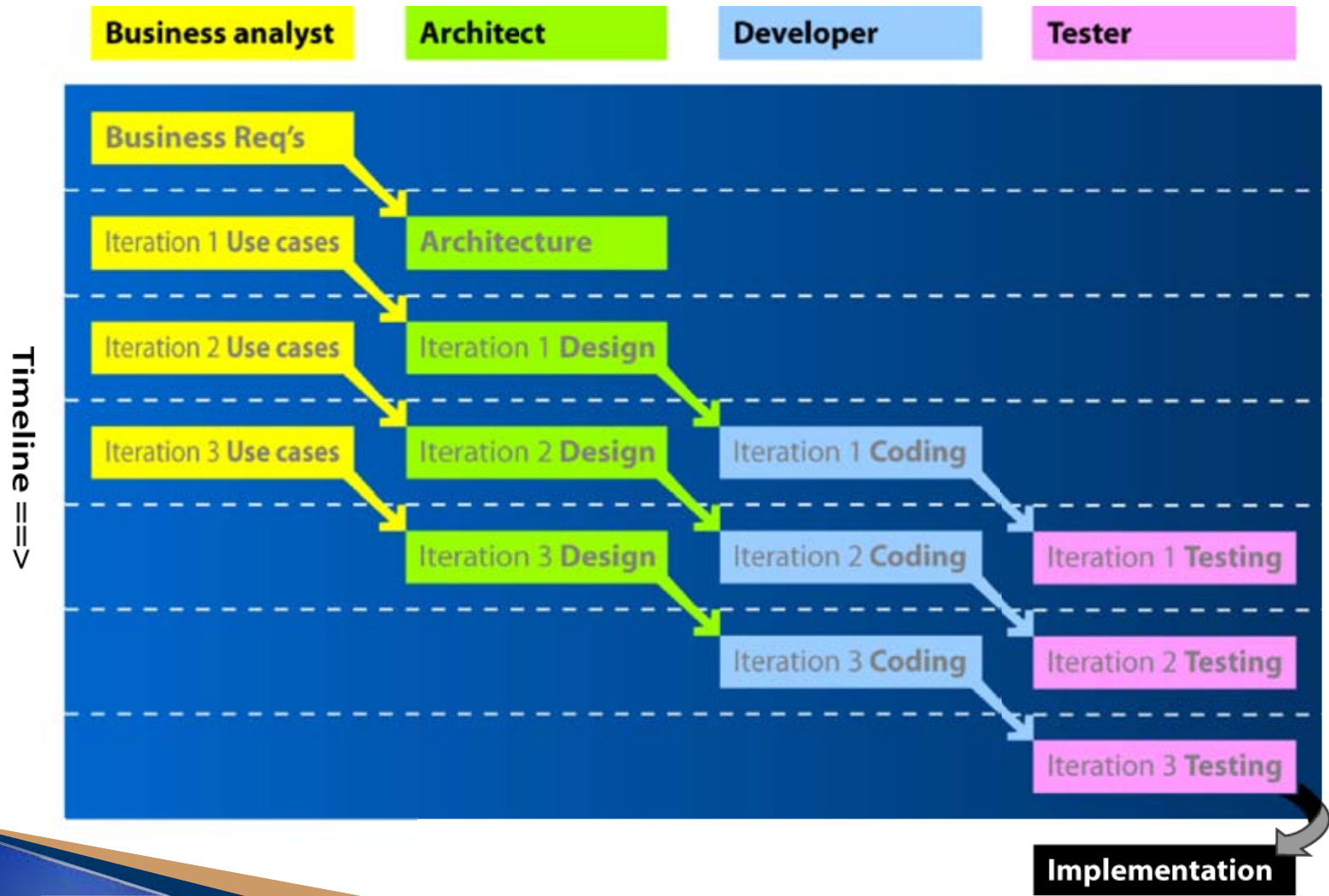
Nimble Dev: Unique practices

Best of Agile+Waterfall

- ▶ Parallel iterations
- ▶ Role-based teams
- ▶ Daily scrums
- ▶ Client involved
- ▶ Continuous code integration
- ▶ Tracked by metrics
- ▶ Change control



Nimble Dev: Typical timeline



Project Management

▶ 360-degree view of the project

- Cost management
- Risk management
- Scope management
- Resource management
- Quality management
- Time management
- Purchase management
- Launch planning

Project Management

Project's progress is monitored by its *output* as well as *input*

Project Development Rate Statistics

Project: IDR100000 - Industrail Distribution Resources

Scope Manager: Wayne Wild



Effort (estimate by FPA)			Effort (actual as of 3/23/09)		
Phase/Activity Code	Effort %	Estimated Phase Hrs	Actual* Total Hrs	Actual % of Est.	Estimated Hrs Remaining
Planning (PM)	15%	437.8	283.5	64.8%	154.3
Requirements (RQ, UC)	19%	554.5	588	106.0%	-33.5
Design (DS)	11%	321.0	243.5	75.8%	77.5
Development (DV, FF)	35%	1021.5	658.75	64.5%	362.8
Test (TS)	20%	583.7	175.75	30.1%	408.0
	100%	2918.6	1949.5	66.8%	969.1

Phase 2		Dvlpmnt	Status	(Codes: NS-Not Started, IP-In Process, Cmpl-Completed)
Iteration	Functionality Description	Code	Status	Comment
1	Home Page	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Live Help	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	CMS	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Category List Page	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Product/Library Search	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Online Help	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	MT-Search SW Data	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Product List Page	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
1	Filter Search Results	Cmpl	Iter 1	(Dev Sch: 2/23-3/11)
2	View Cart	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Display Total Items in Cart	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	MT-Reg Data	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Registration	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Customer Reg Data	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Remove from Cart/Favorites	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Update Cart Qty	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Product Detail Page	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	MT-Product Price	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	MT-Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	MT-Remove Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Add to Cart/Favorites	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	User's PC	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Shopping Cart	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Add Shipping Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Edit Shipping Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Remove Shipping Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Add Billing Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Edit Billing Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
2	Remove Billing Address	IP	Iter 2	(Dev Sch: 3/12-3/31)
3	Log-in	NS	Iter 3	(Dev Sch: 3/31-4/17)

The benefits

The
Nimble
MethodSM

Nimble Method **benefits**

- ▶ **Measure twice, cut once:** We size a project up-front with accuracy $\pm 5\%$
- ▶ **Never in the dark:** Client stays involved through daily scrums & weekly reports
- ▶ **Technology-agnostic:** Method works regardless of environment/platform
- ▶ **Resource-agnostic:** Method is role-driven, not dependent on specific individuals

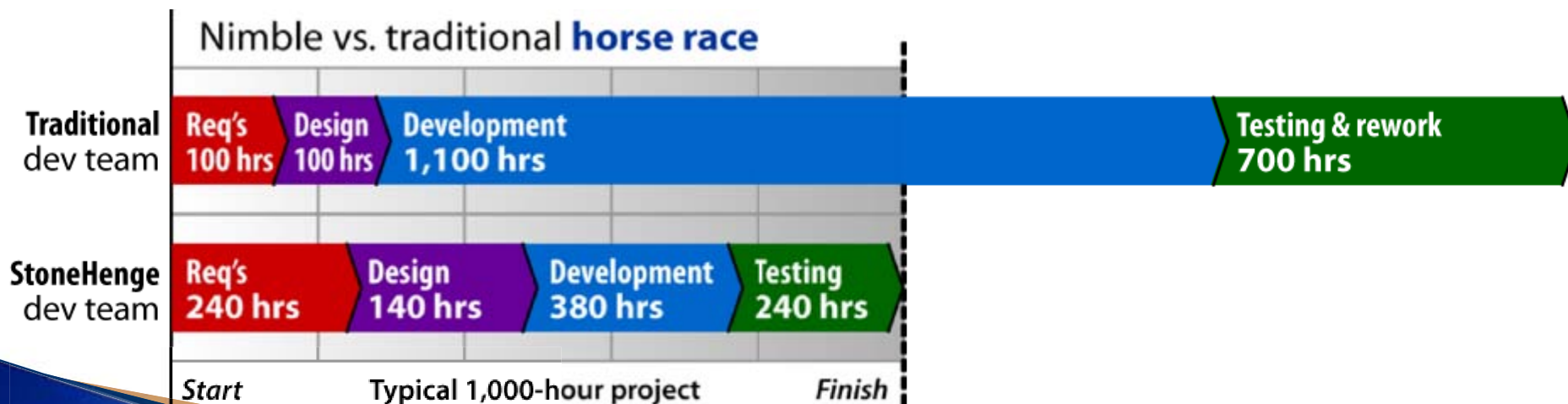
Nimble Method differences

Traditional methods

- ▶ ‘Guesstimate’ = project appears to be small
- ▶ Less time spent planning = coding starts sooner

Nimble Method

- ▶ Accurate estimate = project appears to be much bigger
- ▶ More time spent planning = ‘What’s the delay?’



Nimble Method guarantee

Can this *really* work? We guarantee it.

▶ **On Time**

- Accurate scoping and project management

▶ **On Target**

- Deliver the functionality you expect

▶ **On Budget**

- The price you're quoted is the price you pay

▶ **Guaranteed**

- Warrantee against latent defects for 12 months