DCG IT Value Webinar Presentation

DCG Industry Data

Public Availability

October 30, 2008

Presentation Topics

- Measurement
- Baselining
- DCG Industry Data
- Getting Started

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Measurement

FACT: To compete and succeed in today's global marketplace software dependent organizations work to improve their ability to define, design, develop and deploy cost effective, high quality software solutions.

FACT: Thriving organizations focus on continuous improvement that leads to innovative change

Measurement

ACTION: Effectively managing positive change requires an ability to measure the impact of change.

SOLUTION: Measuring change requires internal and external comparisons to provide context and meaning to the effectiveness of the change

DCG want to promote statistically-sound measurement and benchmarking of software development performance in the IT industry. By making this data available, we believe CIOs, CTOs and Application Management leadership will have additional insights into the performance of their organizations which will prompt some interesting and beneficial questions.

This has helped DCG clients in the past and we think it is time now for greater awareness and availability." – Mike Harris, DCG President.

Baselining…

- It is necessary for the organization to put a “stake in the ground” relative to current performance level in order to measure change, positive or negative

- This stake in the ground or “Baseline” can be internal, external or a combination. The basis for measuring improvements may include:
  - Industry data (external)
  - Organizational baseline data (internal)

- Organizations resist baselining for a variety of reasons :
  - Political—IT culture, management fears
  - Technical ---Statistical validity doubts
  - Organizational---Corporate culture

Baselining…

- Poll Question…

Purpose Of Baselining

Comparing Performance Levels Among Projects, Divisions or Organizations

- Monitoring Improvements and Change
- Identify internal best practices
- Identify internal improvement opportunities

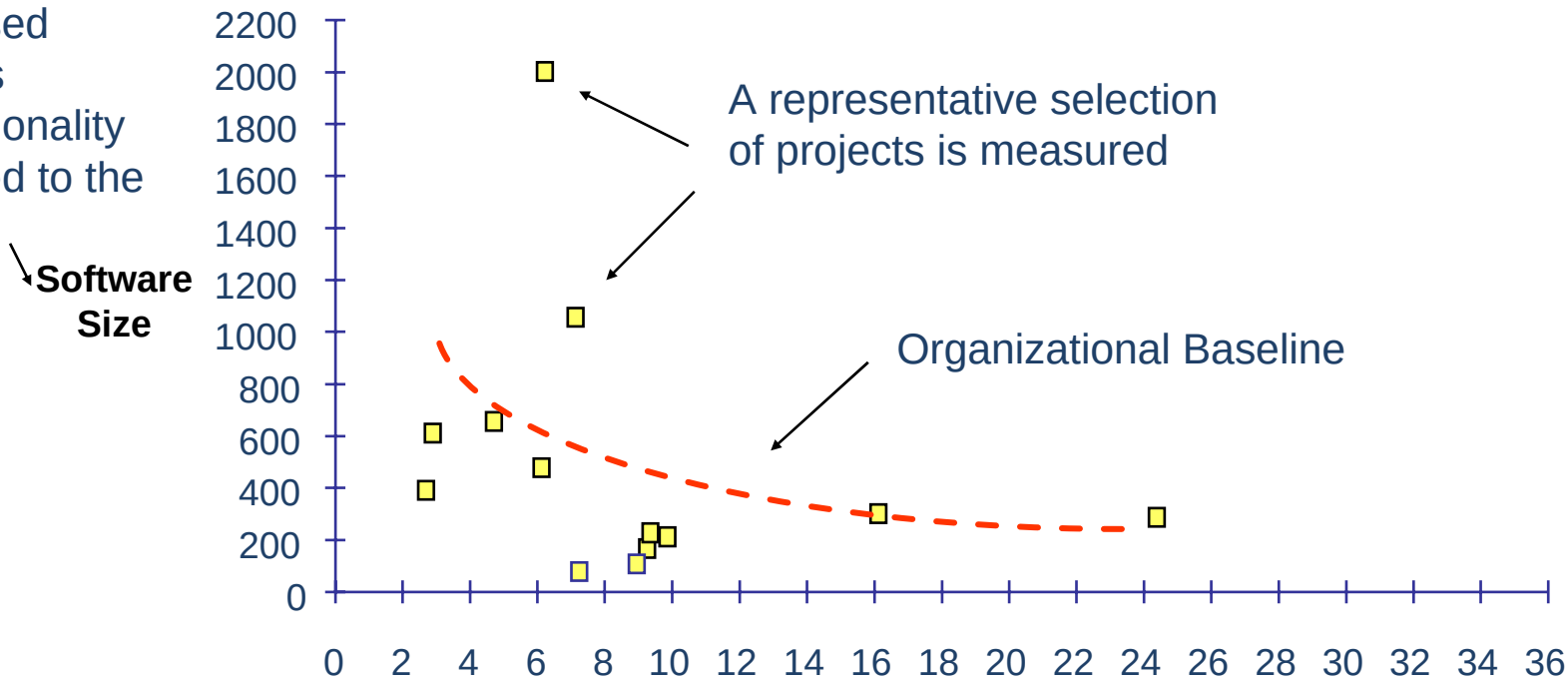
Baseline Activities

- Identify sample set (typically project oriented)
- Collect baseline data
  - Business measures (e.g., time to market, quality)
  - Process measures (e.g., skills, tools, methods, process)
  - Project attributes (e.g., functional size, effort, cost)
- Analyze data
  - Performance comparisons (identification of process strengths and weaknesses)
  - Industry best practices
  - Performance modeling (identify high impact areas)
- Report results

Establish the Baseline

Performance Productivity

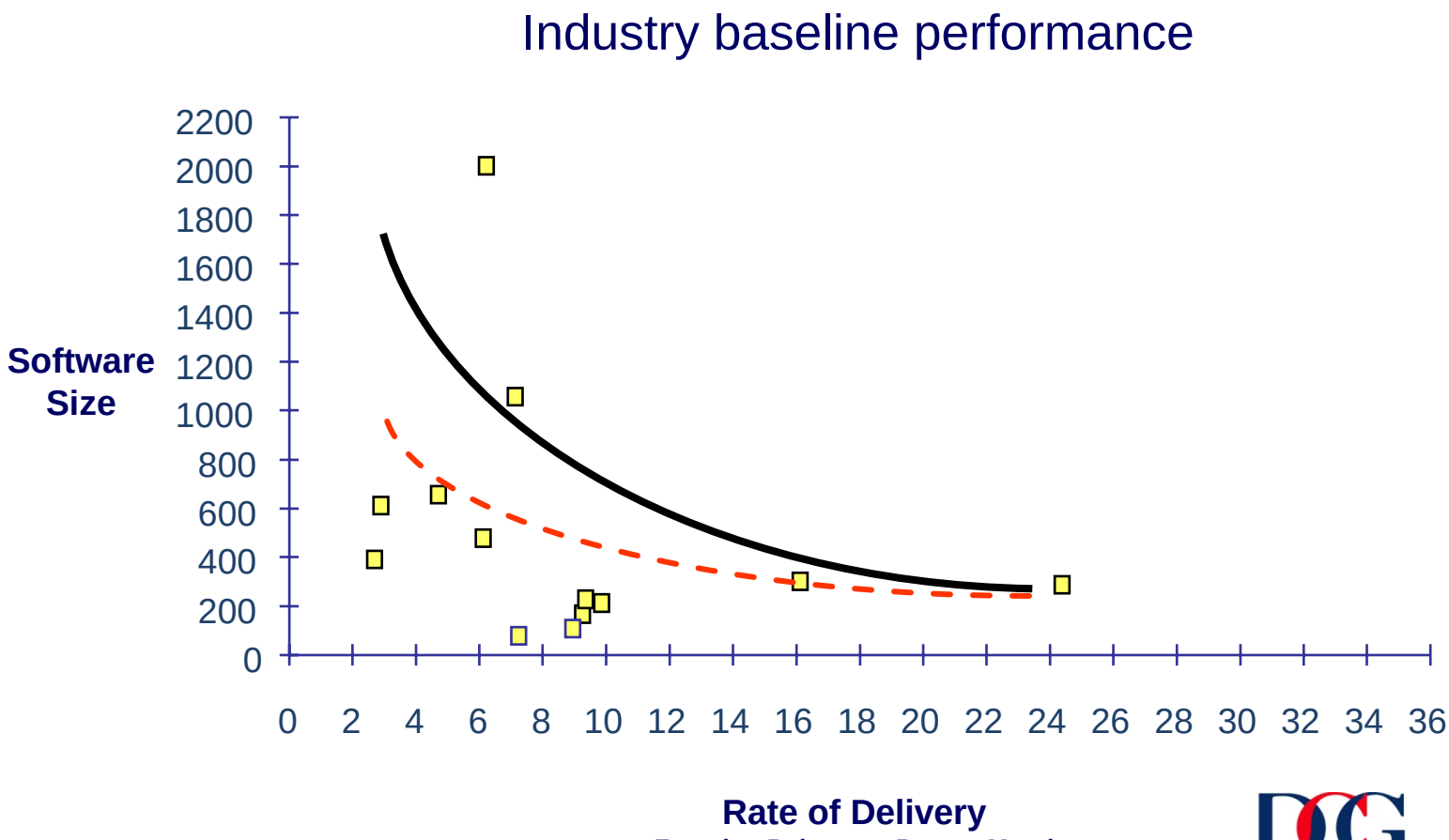
Size is expressed in terms of functionality delivered to the user



Rate of delivery is a measure of productivity

Rate of Delivery
Function Points per Person Month

Comparisons to Industry



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Data

- Poll Question…

DCG Industry Data

- Proprietary database
- DCG collected and vetted project data
  - Business measures (e.g., time to market, quality)
  - Process measures (e.g., skills, tools, methods, process)
  - Project attributes (e.g., functional size, effort, cost)
- Provides for data analysis
  - Performance comparisons (identification of process strengths and weaknesses)
  - Industry best practices
  - Performance modeling (identify high impact areas)
- Detailed data mining only through consulting engagement
- Aggregate data views available via website log-in

DCG Industry Data

- 3 years running (2004-2007)
- Updated annually
- No external, unverified data imported (our data is an input to ISBSG)
- Statistically significant sample size
- Diverse demographic profile
  - Global company distribution, all continents
  - Non-India and India off-shore well represented
  - Telecom, Banking, Finance, Government
  - Project attributes (e.g., functional size, effort, cost)

DCG Industry Data

- Public Web Access available 11/1
- Enrollment via simple sign-on form (download, complete and e-mail to DCG)
- Single user login/password assigned
- Unlimited retrievals

DCG Industry Data

- Demonstration
- User: benchmarkuser

- 3 sample retrievals
  - Finance, enhancements, client server, oracle, traditional, 4gl
  - Telecom, new development, all,all,all, all
  - Other, enhancements, oracle, all, all, all

Question/Answer Session

- Questions….
- Download, complete and submit enrollment form. Form at http://www.davidconsultinggroup.com/resource/industry/

David Consulting Group

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