

DCG IT Value Webinar Presentation

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# **DCG Industry Data**

## Public Availability

October 30, 2008

# Presentation Topics

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- Measurement
- Baselineing
- DCG Industry Data
- Getting Started

# Measurement

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- Measurement
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- DCG industry Data
- Getting Started

**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

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**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...

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- 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...

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- Poll Question...

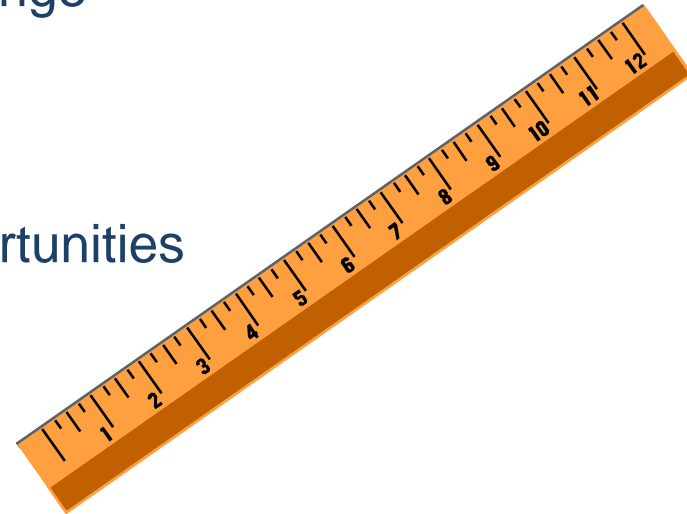
# Purpose Of Baselineing

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## Comparing Performance Levels Among Projects, Divisions or Organizations

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



# Baseline Activities

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- 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

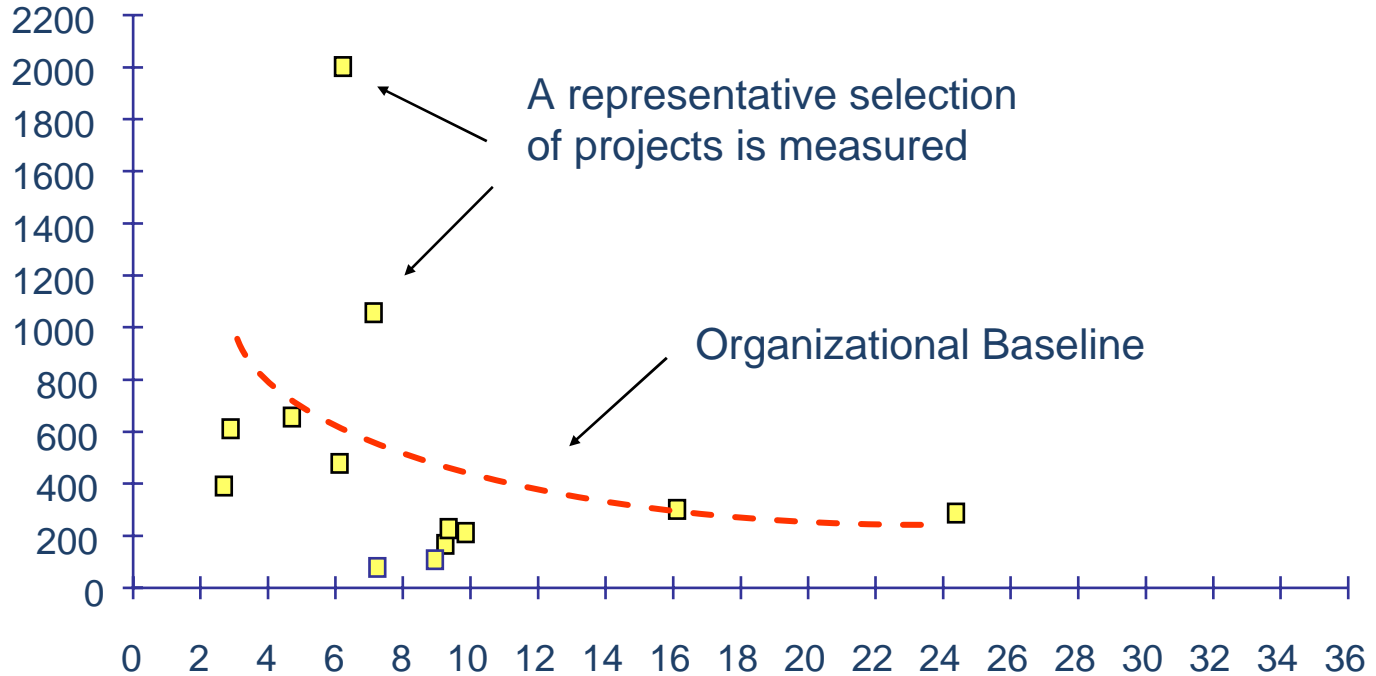
# Establish the Baseline

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## Performance Productivity

Size is expressed in terms of functionality delivered to the user

**Software Size**



Rate of delivery is a measure of productivity

**Rate of Delivery**  
Function Points per Person Month

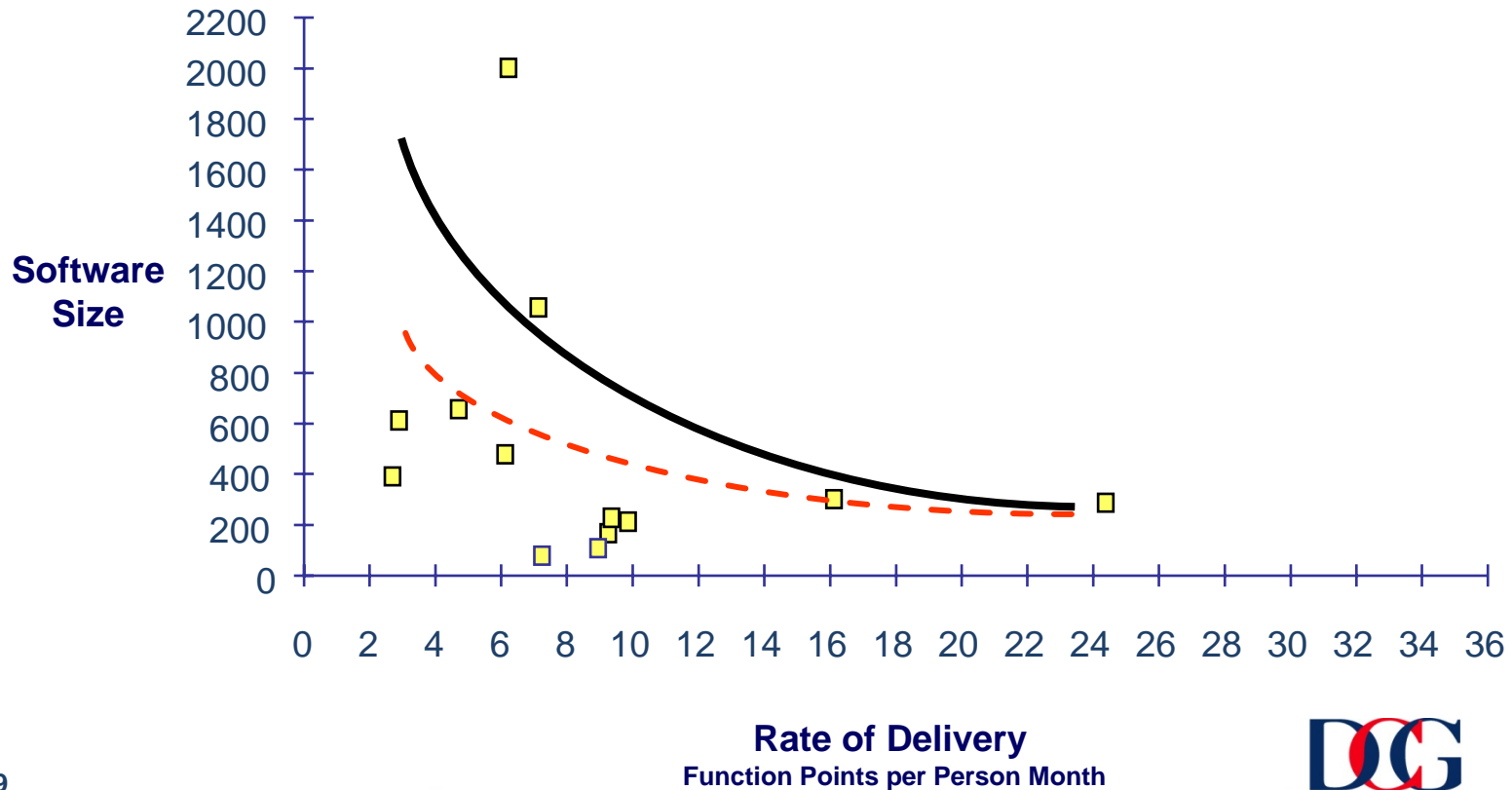


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# Comparisons to Industry

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## Industry baseline performance



# Data

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- Poll Question...

# DCG Industry Data

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- 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

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- 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

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- 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

The screenshot shows a web browser window displaying the DCG Industry Benchmark Data search interface. The browser address bar shows the URL: <http://davidconsultinggroup.com/resource/industry/demo.aspx>. The page features a navigation menu with links like 'Why DCG?', 'Clients & Case Studies', 'Publications', 'Partners', 'News & Events', 'Government Services', and 'Contact Us'. The main content area includes the DCG logo and a search bar. Below the logo, there are links for 'SOFTWARE MEASUREMENT', 'SOFTWARE PROCESS IMPROVEMENT', 'SOFTWARE SIZING', and 'IT PERFORMANCE IMPROVEMENT'. The 'Resource Center' section highlights 'Industry Benchmark Data'. A 'SEARCH PARAMETERS' section contains dropdown menus for 'Industry Type' (Telecom), 'Project Type' (Enhancement), 'Platform' (Web), 'Database Type' (Interactive), 'Methodology' (Traditional), and 'Language' (5th generation). A 'SEARCH' button is located below these parameters. The 'Search Results' section displays a table with the following data:

Metric	Value
Number of Projects Referenced	55
Project Size (in Function Points) – Average	184.1169
Project Size (in Function Points) – Minimum	6
Project Size (in Function Points) – Maximum	1695
Productivity (hours per Function Point) - Average	20.7985
Productivity (hours per Function Point) - Minimum	.1626
Productivity (hours per Function Point) - Maximum	83.2743

# DCG Industry Data

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- 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

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

# David Consulting Group

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- Involved in Key Strategic Alliances  
IFPUG, PSM, SEI, SQE, International Software Benchmarking Standards Group (ISBSG)
- Participate in Industry Forums-IFPUG, SEPG, QAI, IEEE, PMI, PSM, ASQ
- Proven and Experienced Consulting Staff
- Fortune 500 Clients
- Enrollment Contact: Fiona Thompson, [f.thompson@davidconsultinggroup.com](mailto:f.thompson@davidconsultinggroup.com), 1-610-644-2856 x21