

Software Development Lifecycle Webinar



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Estimating and Sizing
Seminar – A Three (3) Day
Workshop to Advance Your
Estimation Results:
A Preview
(INFORMERCIAL!)

2010

Topics



- Customer Satisfaction ←
- What's the Issue
- Day 1: Budgeting v Estimation v Planning
- Day 2: Estimation Types and Methods
- Day 3: Sizing, Baselines and Profile
- Estimation Roadmap
- Your call...

Why Do We Care About External Customer Satisfaction?



- . . . because your customers pay the bills.
- . . . because selling a current customer something new costs a lot less than getting a new customer.
- . . . because in the long run ALL customers can change who are servicing their needs.
- . . . because happy customers promote your organization.

Why Do We Care About Internal Customer Satisfaction?



- . . . because your customers pay the bills whether directly or through intra-department relationships.
- . . . because in the long run internal customers can change who are servicing their needs.
- . . . because we all are supposed to be working for the same organization.
- . . . because happy customers lead to less infighting and quieter relationships therefore higher value.

Who Is Your Customer?



External Clients

Who can you talk to?

Sponsors

Who influences whom?

Stakeholders

What actions can you really take?

Users

Are you using system thinking?

Fellow Developers

Marketing . . .



Differing Expectations?



- Do internal and external customers have the same expectations for:
 - Dates?
 - Cost?
 - Profit Margins?
 - Resource Utilization?
 - Quality?

Do we need to predict how we will perform on these topics?

How Are Customer Satisfaction and Estimation Related



- Ask yourself if success is a result of planning or luck?

If success going to be more than luck DCG suggests the following steps:

1. Estimate performance
2. Plan to deliver
3. Monitor and measure performance
4. Perform a retrospective when done

Customer Satisfaction is a suitcase that when unpacked describes many of the components that must be estimated, planned, monitored and measured.

What Do We Want To Know



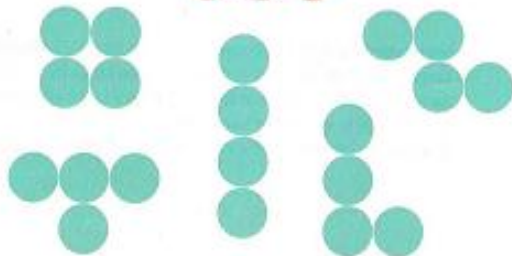
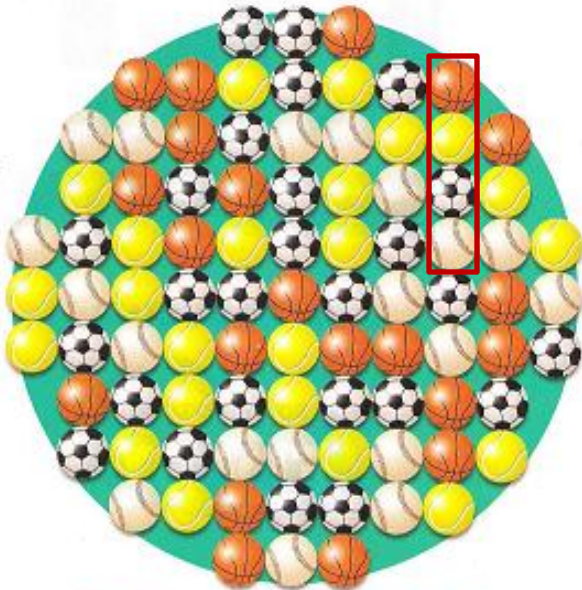
- Knowing something is only the beginning of an equation that culminates in action.
- Awareness helps provide a spotlight of attention that filters unwanted information.
- If you are not able or interested in taking action, you really do not want to know.



“Estimation is several parts science and several parts guess work, and if your good, some magic...unknown



Ballpark Figures



- How long do you “estimate” it will take to find all of the patterns?
- How do you build an “estimate” when faced with unknowns?
- What is your Estimation Planning Process?


Benefits of On Target Estimating



- Reduce Risk
- Reduce Costs
- Gain Credibility
- Manage Expectations
- Resource Capacity Planning
- Improve Decision Making Capability

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What's the issue: Challenges

You have an Estimation Process in work now...

- Schedules, budgets and expectations are set today...
- If you have consistent results that work for you, then you should leave this webinar
- If you struggle with quality, cost or time (or some combo), then
- You may gain some understanding on how this workshop can help you make the cultural and technique changes necessary to get more effective estimates...



What's the issue: Planning vs Technique

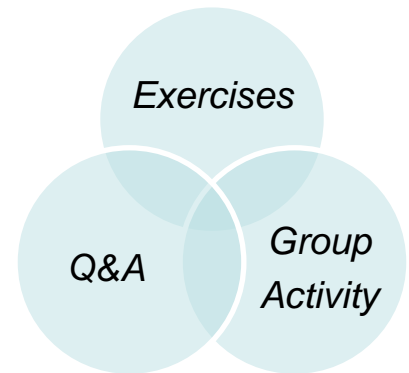
There are many estimation “methods” but the process around estimating, how you plan and cooperate is as crucial...

- What is your focus, customer satisfaction or something else?
- What is your process?
- How do you approach planning to do a mission critical estimate (back of napkin?)
- How do you decide what works for this estimate and what does not?
- Every estimate is unique because every software development project involves humans...

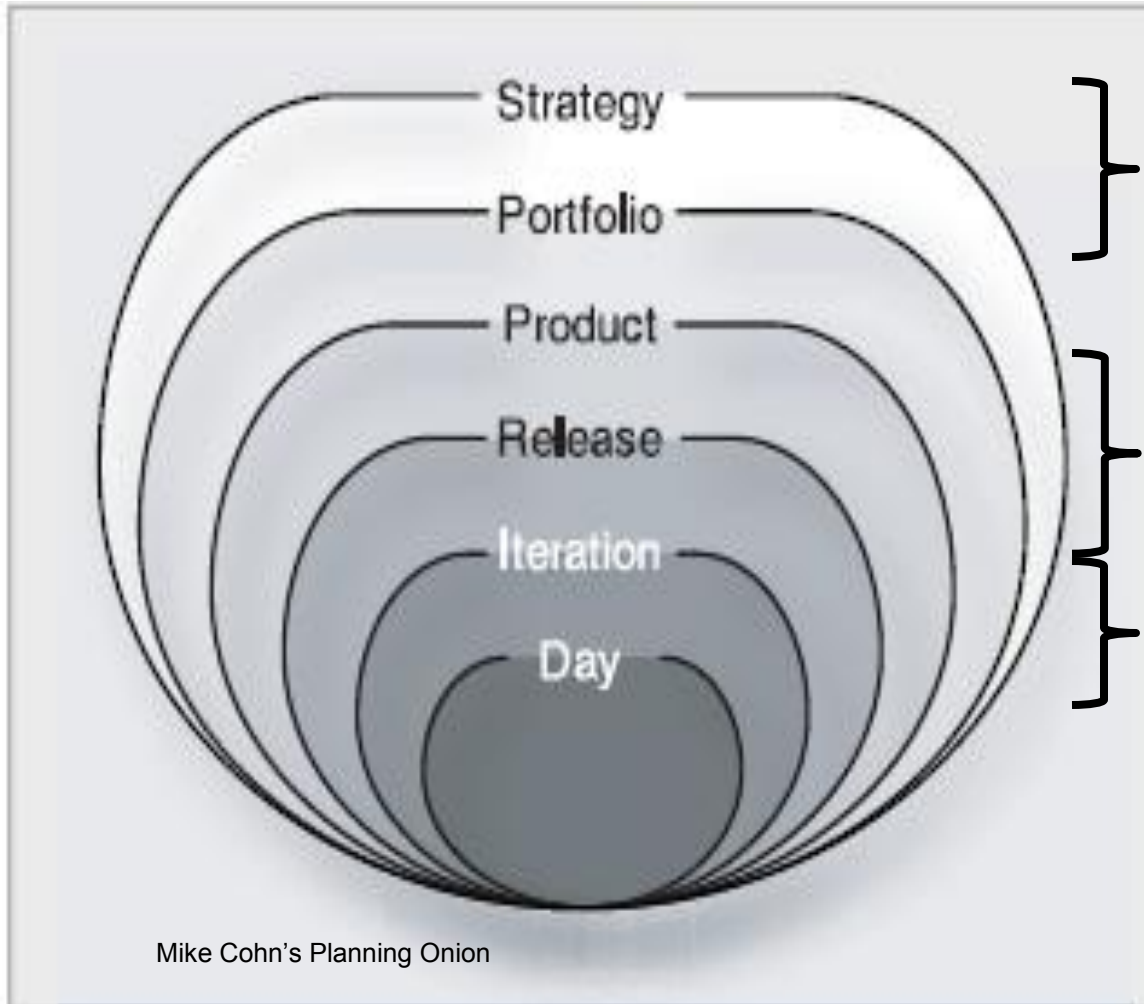
Day 1: Budgeting v Estimation v Planning



- Definitions and differences
- How the time flow is different with each
- Peeling the Planning Onion
- What is an Estimate and what is not
- Where “commitment” fits in estimation
- Probabilities vs Predictions
- Better is enemy of the good enough
- Pressure comes from all sides
- Accuracy vs Precision and the cone of uncertainty



Planning Onion and Timing



Budgeting
Analogy

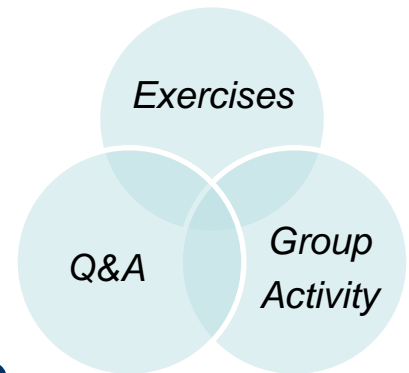
Estimating
Parametric - Light

Planning
Integration
Planning
Standup Meetings

Day 2: Estimation Type and Methods



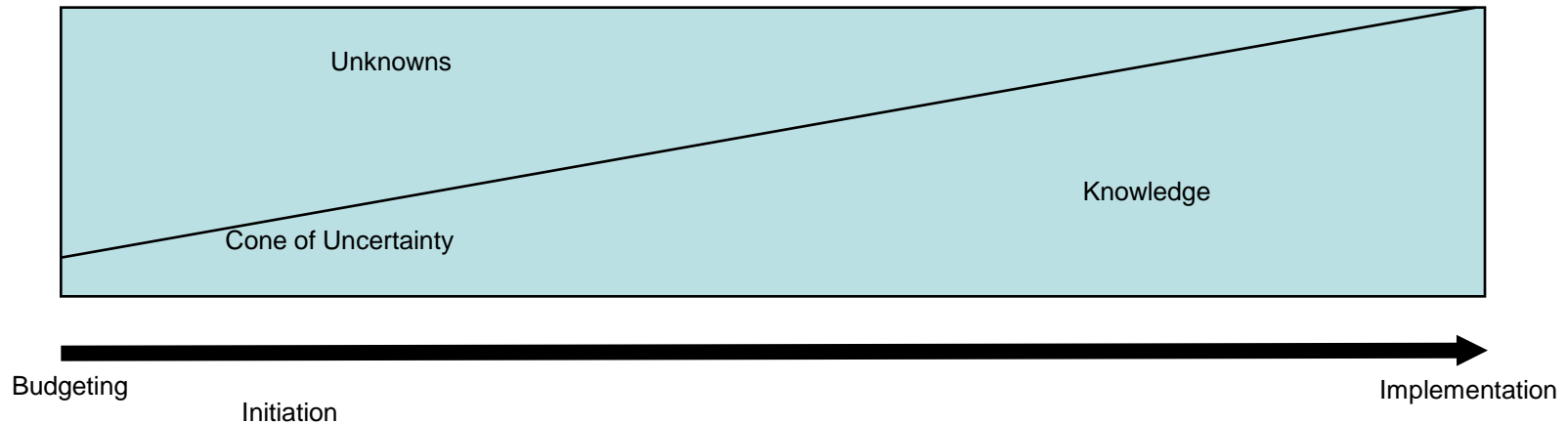
- Basic Estimation Model
- So Why doesn't this stuff always work?
- Does anyone really understand themselves?
- Methods and Influences
- Economies and Diseconomies of Scale
- Impact Factors
- Methods and Techniques
- Types



Uncertainty



- You start projects knowing very little (as compared to when a project is implemented)

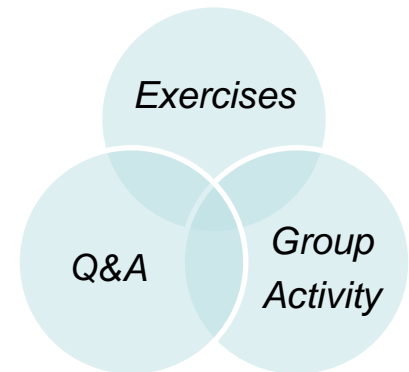


- Words are the only thing typically known before a project is initiated (usually not very many)

Day 3: Sizing, Baselines and Profiles

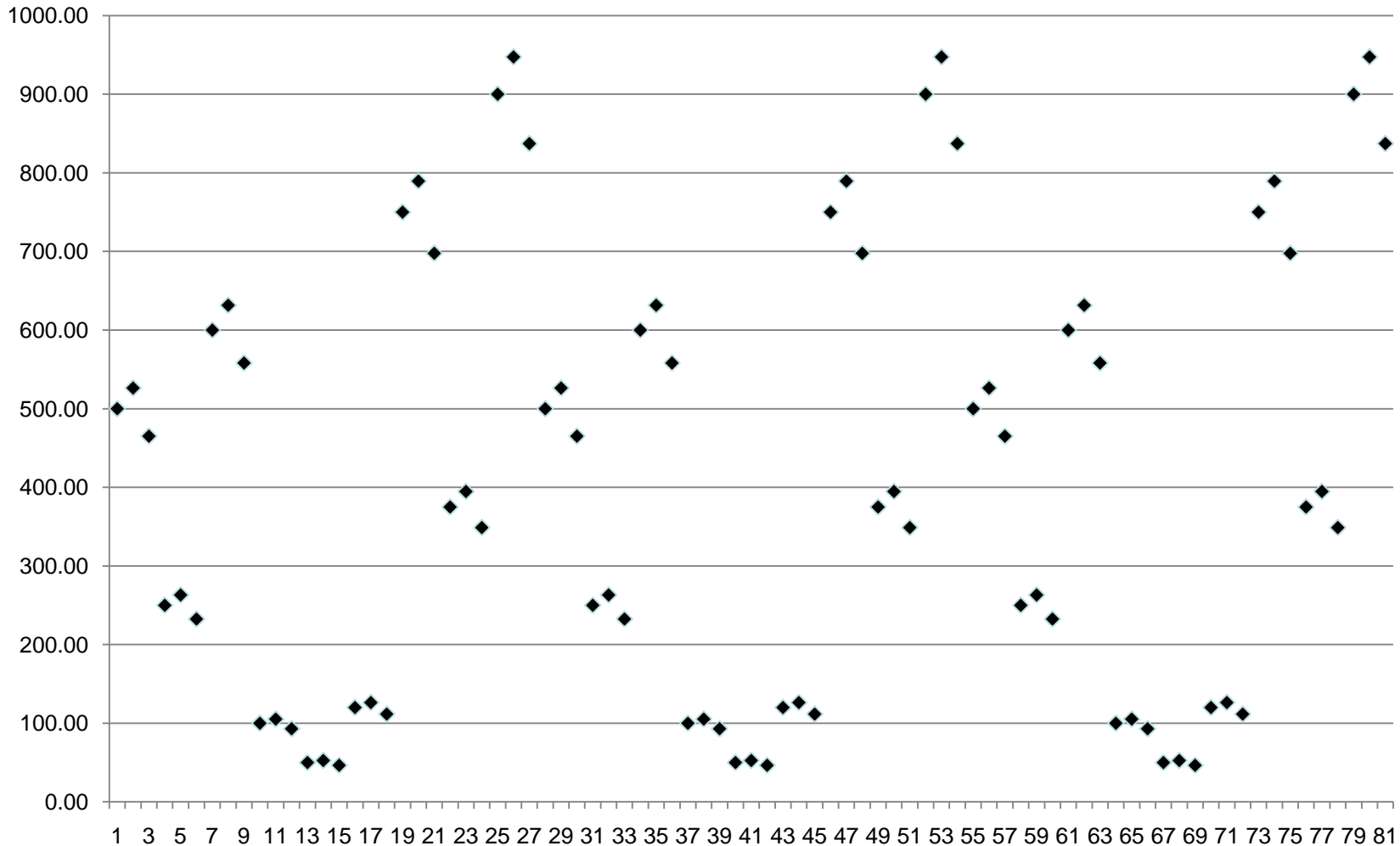


- Different Sizing approaches (all kinds of points!)
- Agile Estimation using Quick Methods
- Definition and impact of Baselines
- Profiling behavior for performance
- Expectation Management
- Predictor, MS-Excel, other tools
- Monte Carlo Analysis



Monte Carlo Method – Example

Basic Plot of all 81 points - doesn't help much



Estimation Roadmap vs 3 Day Workshop



- 3 day workshop is compressed version of elements of the Estimation Roadmap, not a replacement
- Workshop helps you get started on internal contextualized change. You can continue this change on your own or with DCG help.
- Roadmap is DCG helping you enterprise wide make the change.
- You can do either or both, whatever works for you



Estimation Roadmap



- Structured series of facilitated workshops where you define the change to your estimation process. **YOU OWN THE CHANGE, DCG assists.**
- Not overnight! Best Case within a Calendar Quarter, usually 6 months to make it stick
- Management Commitment secured in first workshop on first day. Go/No Go after that.
- You perform, DCG coaches and mentors



Estimation Roadmap

- Step A: Draft Goals and Estimation Objectives (1)
- Step B: Draft Current Estimation Process (1)
- Step C: Gap Analysis (2-3)
- Step D: Future Estimation Process (1)
- Step E: Collect Data, Build Estimation Model (5)
- Step F: Validation Pilot (7 – 30)
- Step G: Implementation Materials (10)
- Step H: Process Implementation Support (15-30)





Workshop Outcomes

- Learn the basics of estimation and the impact of lifecycles and timing
- Find out the interaction of complexity, process and behavior attributes within the estimation process
- Discover the necessity of sizing and how it normalizes your data for Enterprise Wide reporting consistency and accuracy
- Learn about specific sizing techniques that fit your organization
- Identify a set of specific estimation practices that satisfy your project and program goals
- Gained an understanding of DCG Estimation Roadmap Process and how it may help

Logistics

- ***On-site***
- ***½ day prep***
- ***3 days at your location***
- ***Standard training class set-up***
- ***12-20 class size***
- ***4-6 weeks notice needed***
- ***\$ call us***



Questions?

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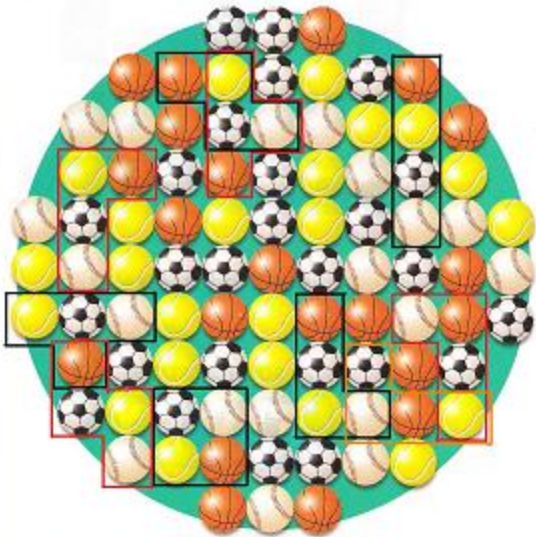
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“Estimation is several parts science and several parts guess work, and if your good, some magic...unknown



Ballpark Figures



- Answer Key...





- DCG is an international IT process improvement and measurement company managing value-driven engagements with companies and government agencies around the world.



- **Software Process Improvement** – utilizing CMMI, Six Sigma, Lean and Agile methods.
- **Software Sizing** - using IFPUG Function point Counting and alternative sizing techniques.
- **Software Measurement** - providing roadmap planning, estimation models, performance benchmarks and outsourcing SLA support.
- **IT Performance Improvement** – improving IT operations through ITIL and IT Governance.