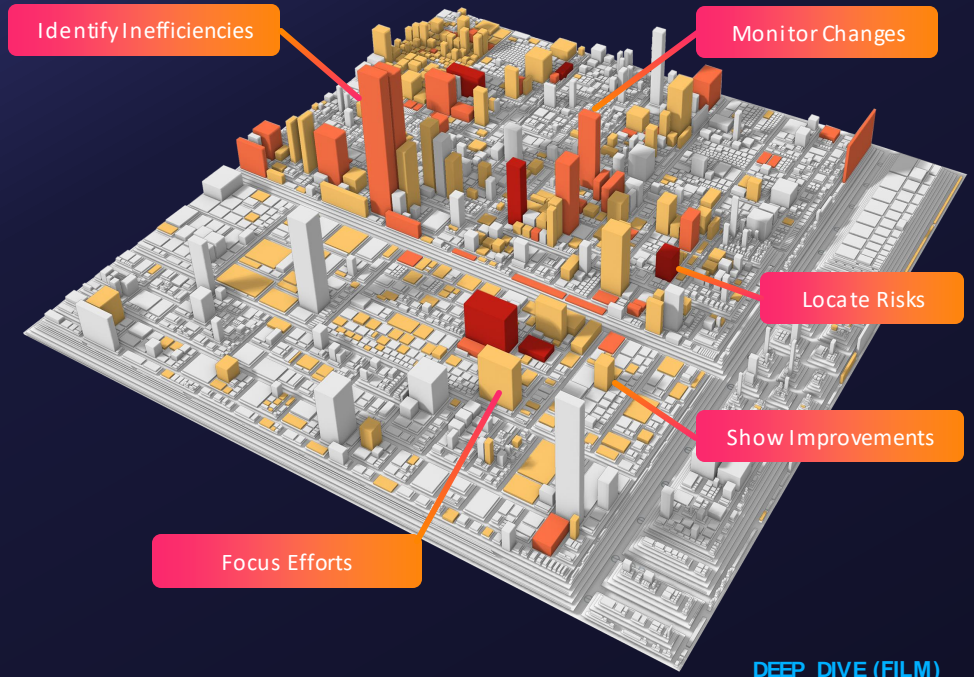
seerene
The Digital Boardroom

See. Understand. Improve.
The way software development organizations run.

Unlocking Efficiency Potentials of Software Development Organizations



Dr. Johannes Bohnet
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DEEP DIVE (FILM)
Why software executives need actionable insights
https://www.youtube.com/watch?v=6dtqTChsfN0

"Every Company is now a Software Company" (Satya Nadella, CEO Microsoft)

Every Company Relies on Efficient Software Production to Survive

"Every company is a software company. You have to start thinking and operating like a digital company."

Satya Nadella CEO Microsoft

"In 2017 software failures led to losses of $1.7 trillion in revenue. 3.6 billion people were affected."
Source: Tricentis, 2018

Wirtschaftswoche 5.2.2021

The Age of Software 'Factories'

10 Page Story featuring Seerene in CIO as well as in Computerwoche. 11/2020
https://www.cio.de/a/die-aera-der-software-factory,3260885

"Software is eating the world"

Marc Andreessen

"Deutsche Post loses €345 million, Lidl €500 million on failed SAP upgrades."

Source: Wirtschaftswoche, 2018

All Industries Rely on Software

Why many Software Projects are not delivered in Time and Budget

Software production happens in contexts of uncertainty

Upfront assumptions on user requirements are oftentimes wrong

Competitor businesses can suddenly appear and force adaptations of requirements

Technology changes fast

Agile Development is an answer to Uncertainty

But agile has a blind spot and makes controlling financial aspects even harder

Waterfall Projects

plan → define costs → sail

Agile Projects

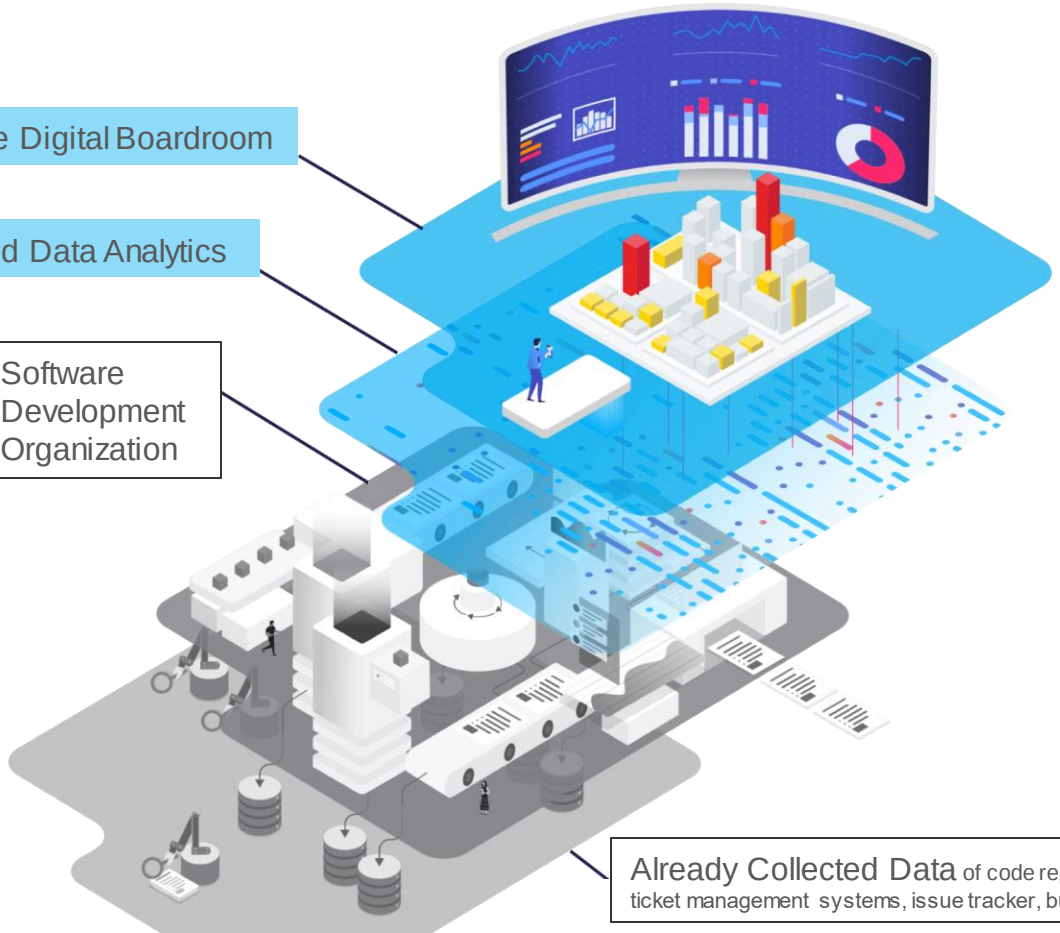
pay-as-you-sail towards a vision
(time and material approach)

The disadvantage
of agile methodology:

- <u>No upfront planning.</u>
  Just steering towards a vision.
- <u>No time tracking.</u>
  Just rough on-demand effort estimations with an artificial, team-specific, non-comparable time currency called “story points”

→ No information of how much developer time is spent for what.
→ Are the coding investments aligned with business priority?

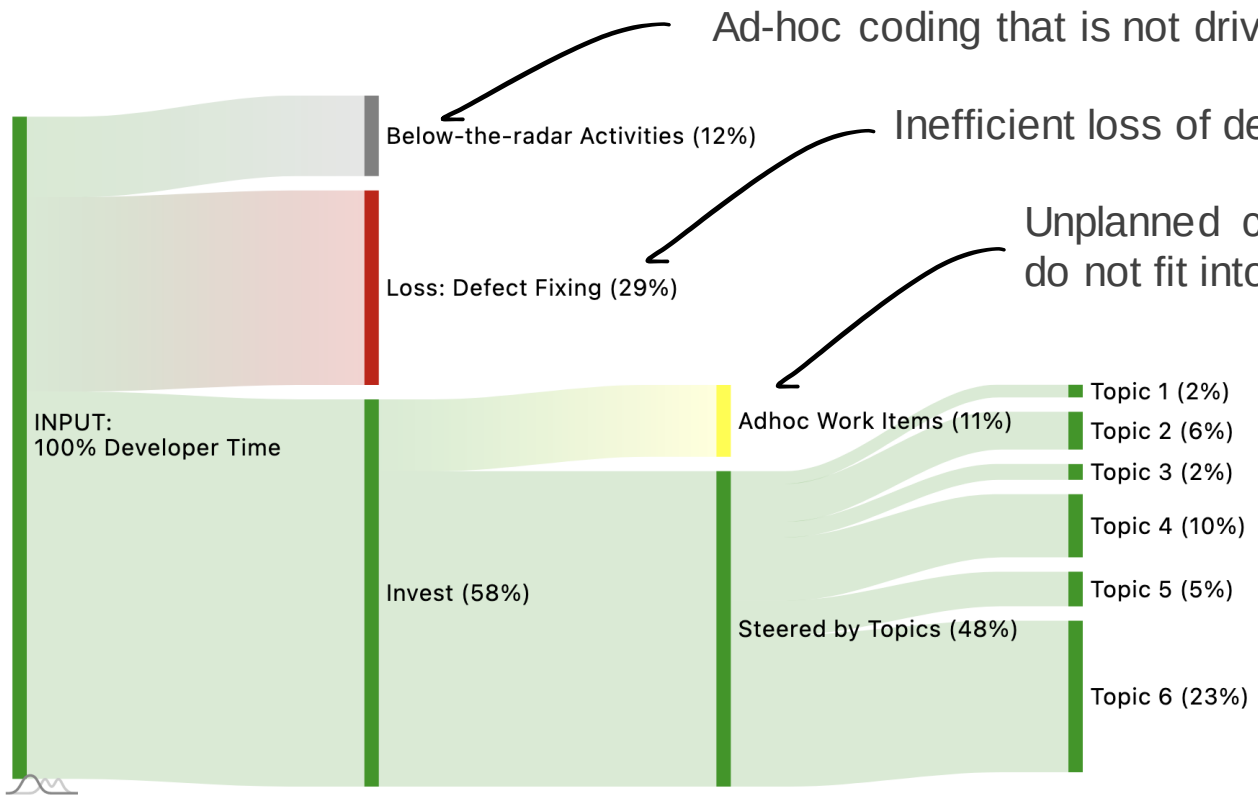
Financial Transparency in Software Development Organizations



- Data-driven analysis of actual software development activities
- No interference to methodologies, developer tools & processes
- Disruptive use of existing software development data such as commits and tickets
- Boardroom for both technical and bon-technical stakeholders
- Reports on trends, risks, state, business criticality, and spent budgets
- Activating self-reflection across all stakeholders, creating awareness

Data-Driven Analysis How Developer Time is Used

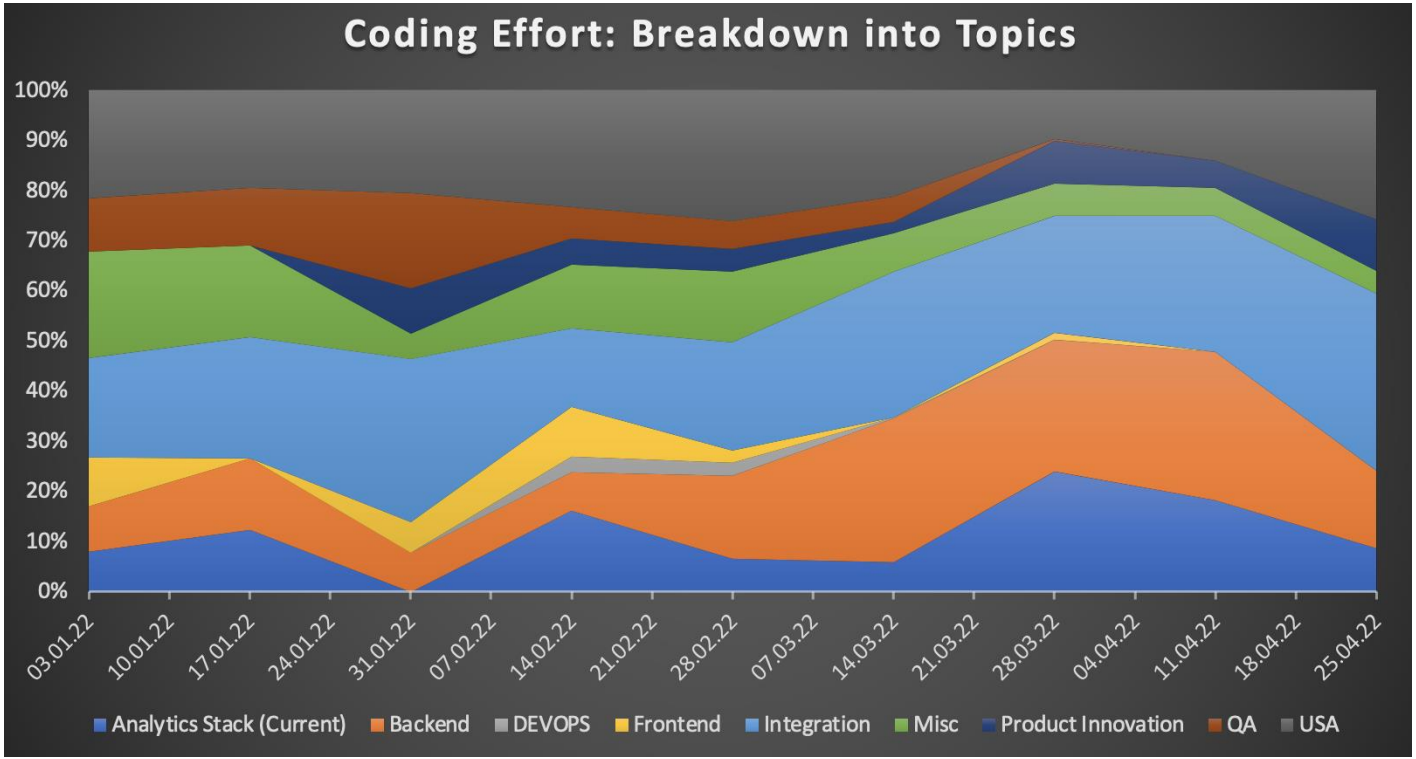
Are developer resources in terms of time and money spent according to business criticality?



- Is the allocation of developer time aligned with business criticality?
- Are there “black hole” topics that eat up developer time unnoticed?

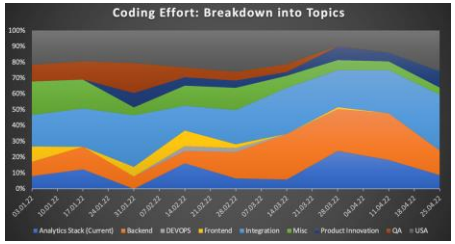
Data-Driven Analysis How Much is Invested into Business Topics?

Quantifying and analyzing the overall development efforts over time.



Inefficiency Eats Up Budgets

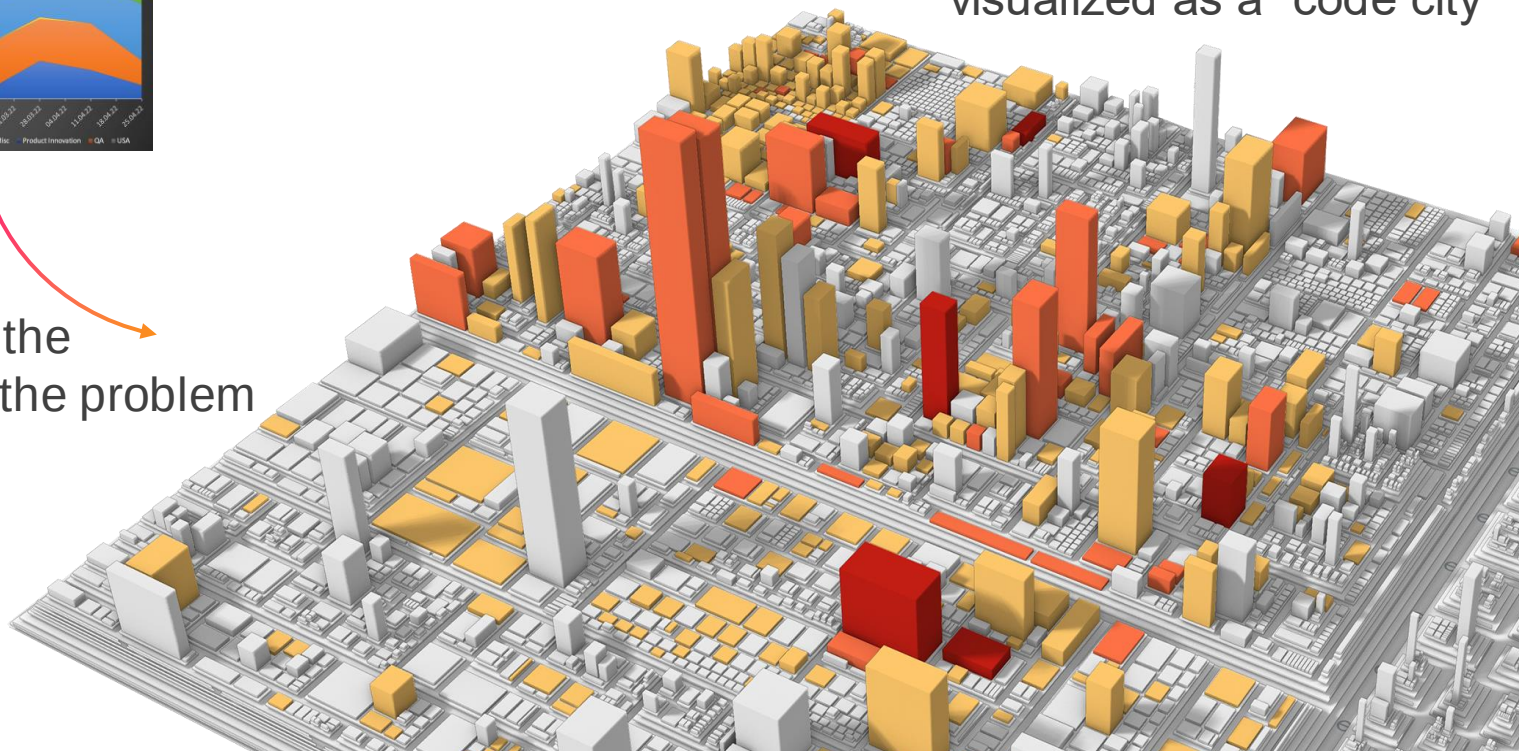
Finding and fixing code that unnecessarily consumes developer time

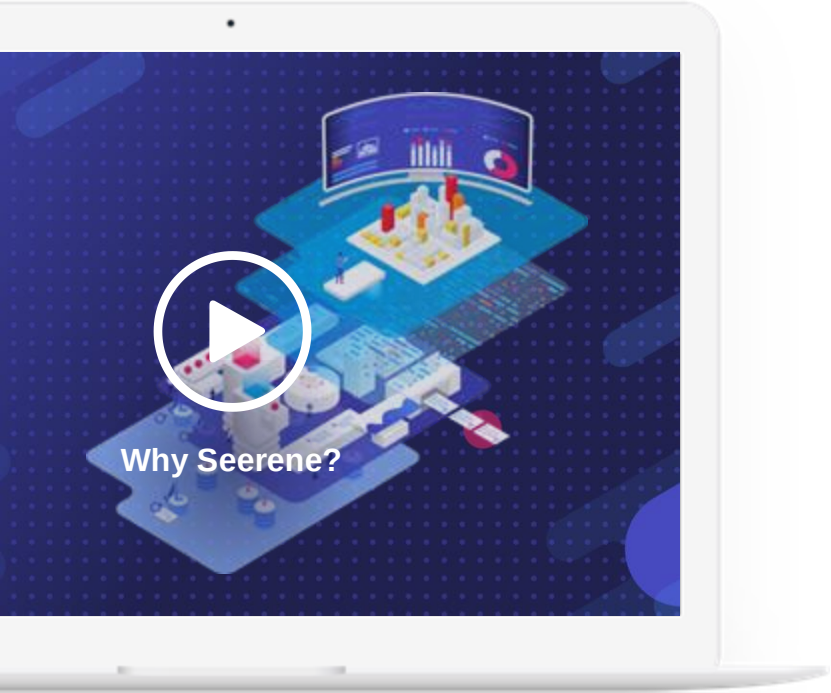


Navigating to the
root cause of the problem

Code Landscape

visualized as a “code city”





Thank You!

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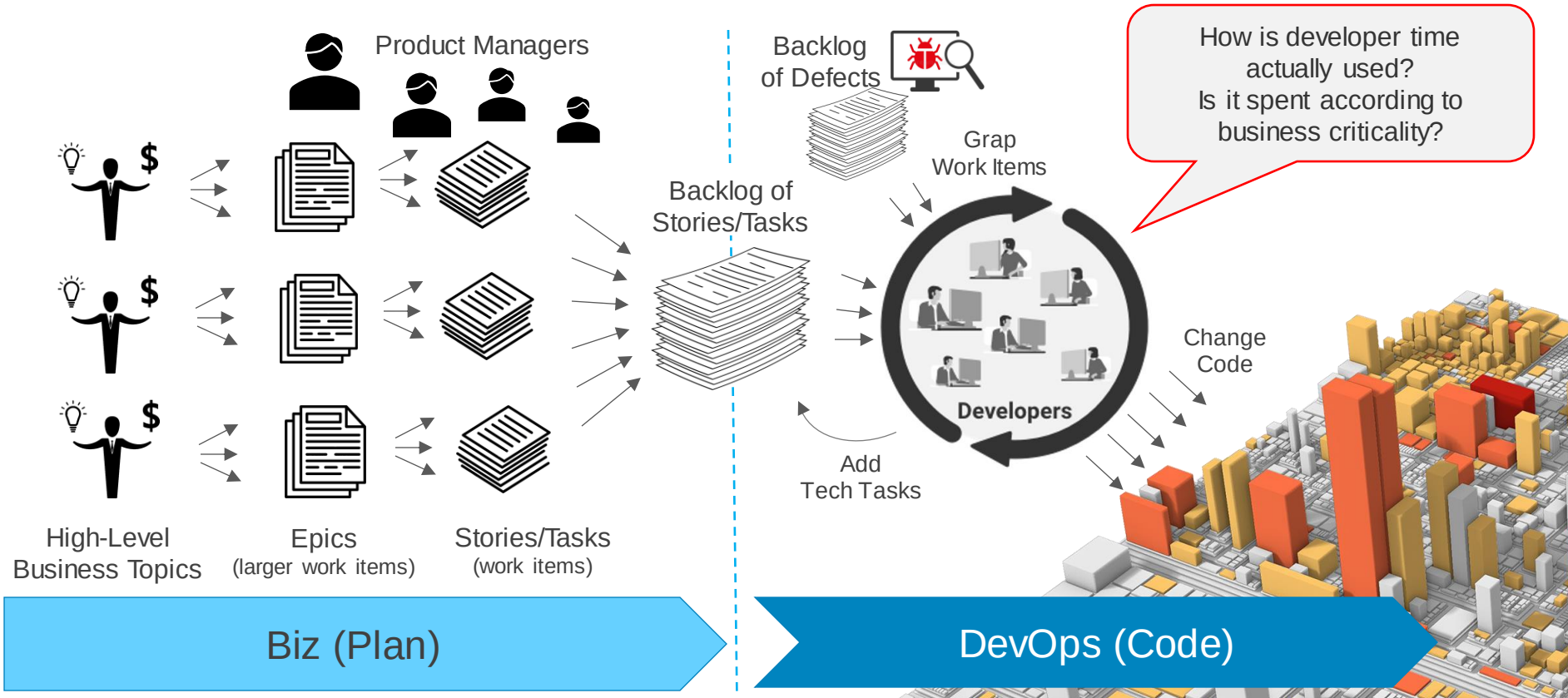
Backup Slides

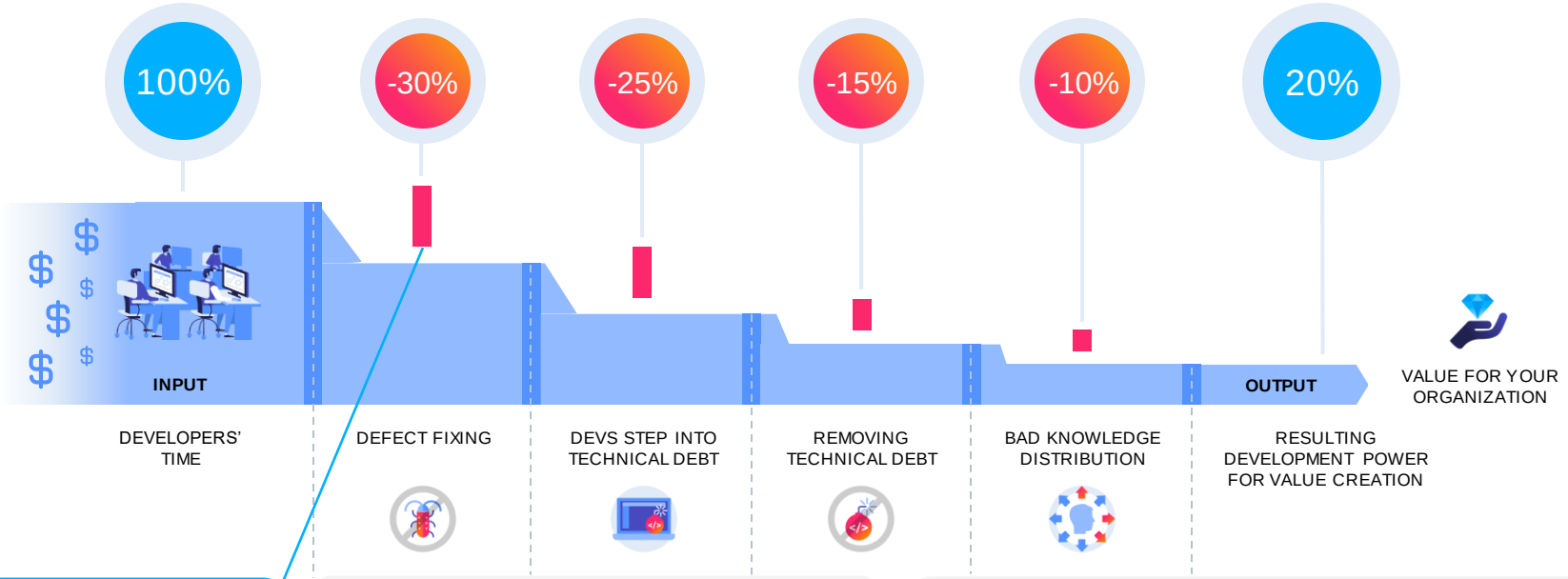
Agile Methodology has a critical Blind Spot

The process from requirements to code is a one-way street without back-flow information



Inefficiency Eats Up Budgets

How to Get Extra Power Out of This.



Seerene KPIs

"Effort for Defect Fixing"

Management Level: **Monitoring & Steering**

- **Seerene KPIs** enable you to quantify and manage that

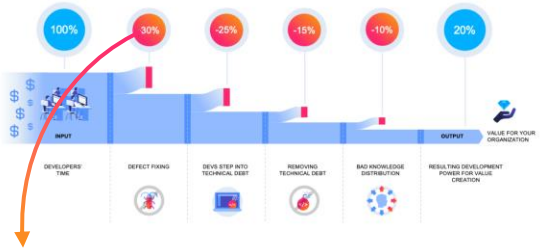
Expert Level: **Actionable Insights**

- **Seerene drill-downs (e.g., Code Map Visualization)** enable you to precisely locate the root causes for the problem and fix it with minimal investment

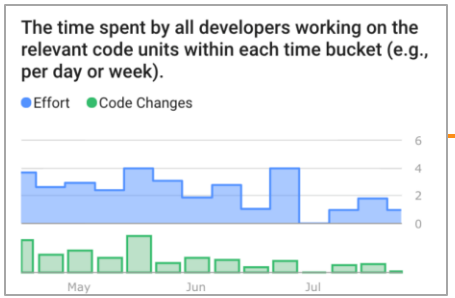
DEEP DIVE (PODCAST)
Why up to 80% of IT budget gets lost
https://www.youtube.com/watch?v=5W5FgrxIvJM

Inefficiency Eats Up Budgets

Finding and Fixing Commonly Broken Code



Coding effort spent for defect-fixing



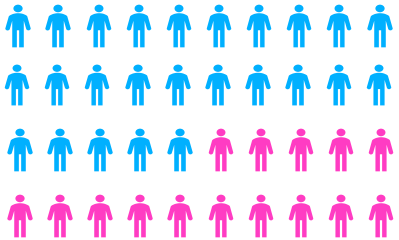
- Reveal how much effort is spent for defect-fixing
- Locate code units that constantly need to be fixed

→ Be able to effectively eliminate the problem

Inefficiency Eats Up Budgets

Efficiency Loss: Small Scope Case, Proof-of-Value (40 FTEs – 2 Software Systems)

Efficiency Loss in FTEs



Efficiency Loss Approx.

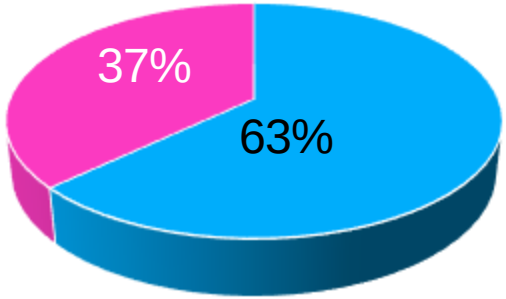
15 FTEs*
2.250 Coding Days / Year**

*40 Total FTEs (2 Applications)
**150 Coding Days/Year x 40 FTEs = 6.000 Coding Days in Total

Efficiency Loss in Budget

Efficiency Loss Approx.

>1,8 Mio. €



Cost per FTE (All-in): 850,- € / Day (Central Europe)
Budget p.a. approx.: > 5 Mio €

Convert Efficiency Losses into Extra Power

Next step after Proof-of-Value
(Example Customer Scenario)

Three options for harvesting benefits with Seerene Analytics:

1. Small Scope:
   The 2 systems from PoV
2. Mid-Scale Rollout:
   Three departments with 8 systems
3. Full Rollout:
   Twenty major systems in the enterprise