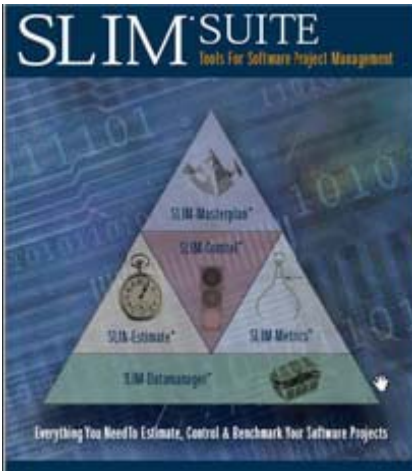


Productivity Benchmarking: *Software Application Development and Maintenance*



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ADM Productivity Assessment Methodology

Bring this service to your organization.

Software development organizations today are looking for better ways to measure and improve productivity in applications development and maintenance (ADM). They want reliable, easy to understand metrics on cost, schedule, and reliability to gain insights into the effectiveness of in-house or outsourced project processes.

This assessment service, derived from over 20 years of established research and automated methods, achieves rapid, accurate results. Our proven techniques are based on the performance data from 7,000+ projects, representing over 685 million lines of code, and 600+ development languages, from more than 500 organizations in 16 countries. The fundamental approach is based on QSM research contained in “5 Core Metrics,” by Larry Putnam and Ware Myers and also in “IT Organization, Benchmark Thyself,” by Michael Mah.

OBJECTIVES:

- ✓ Set realistic goals for your organization’s productivity improvement
- ✓ Baseline the performance of your organization for cost, cycle time, and quality (for example: “you are in the top 85% for schedule performance within the IT financial services industry.”)
- ✓ Leave you with a metrics database for monitoring future improvements over time.
- ✓ Bring stability and accuracy to project estimation, planning and control.

The Engagement

This engagement, led by QSM Associates Managing Partner, Michael Mah, will provide data collection and analysis of select software projects (completed and/or in progress), technical review, assessment, and an executive briefing of our findings.

QSM Associates and the client will assess the agreed plan and coordinate the information collection and reporting.

Deliverables will include a complete final briefing report. The assessment will provide you with a productivity baseline using industry standard metrics to give you insight into “where you are”.

ADM Productivity Assessment Methodology

The methodology for the ADM Productivity Assessment consists of the steps described as follows:

- | | |
|---------------|--|
| Step 1 | Planning, Set-Up, and Data Collection |
| Step 2 | Productivity Positioning and Analysis |
| Step 3 | Findings and Recommendations |
| Step 4 | Final Report and Presentation to Management |

Benefits

Companies have gained substantial benefits from using the QSMA Productivity Assessment Service with the use of QSM SLIM Tools to measure and improve their development Process productivity such as:

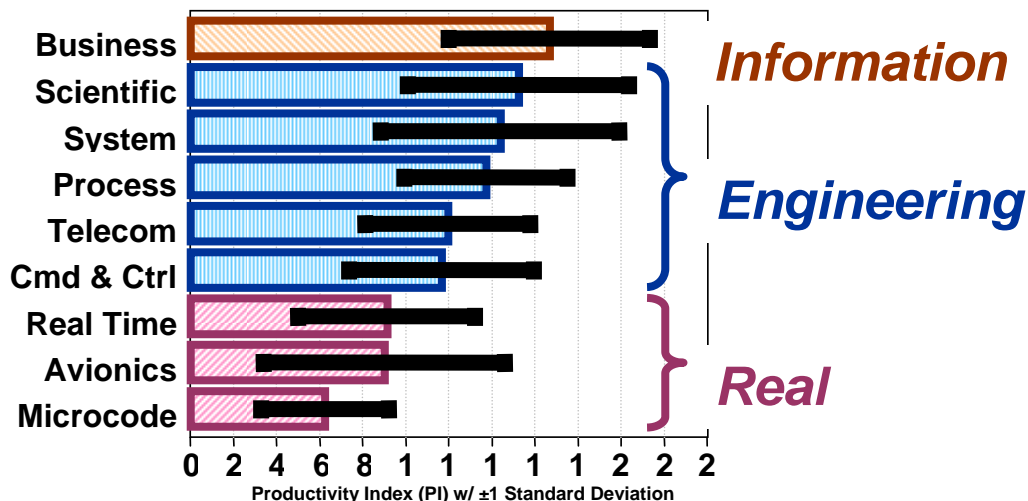
- ❖ Establishing a health check for ADM Productivity (Whether in-house or outsourced).
- ❖ Objectively measure the organization's performance with respect to time to market, process productivity, cost/effort, and quality against industry.
- ❖ Focusing on key management and technical factors contributing to process productivity and quality in software.
- ❖ Taking immediate steps to alleviate bottlenecks and inefficiencies.
- ❖ Identifying strategic directions and goals which can maximize the company's gain from process improvement strategies and/or outsourcing.
- ❖ Evaluating the impact of improving efficiency by quantifying the commercial benefits.
- ❖ Planning new systems based on accurate cost estimates and accurate plans.

Coaching and Facilitation

QSM's technical coaches are seasoned, hands-on experts: They work in your organization to ensure that newly adopted skills, from XP to agile project management become ingrained in your culture. They also serve as expert members of your team, contributing to the output of your organization.

Coaching can be critical to the success of any methodology change initiative. QSM's expert facilitators bring a positive perspective to project chartering sessions, project post-mortems, and other potentially contentious meetings or discussions, guiding groups toward consent as they help teams succeed.

Productivity Index



About QSMA

We help solve the toughest deadline and budget challenges on software projects, through use of state-of-the-art software measurement and estimating tools combined with techniques from modern negotiation science. We've been helping our clients achieve this for over 15 years.

We offer the SLIM Tool Suite, a powerful knowledge-based family of project measurement, estimation, and control models, derived from the pioneering research of Larry Putnam Sr., founder and chief scientist of Quantitative Software Management (QSM). Larry is considered one of the fathers in the field of software measurement and estimation.

QSM Associates combines this metrics science with effective negotiation techniques drawn from the Program on Negotiation. PON is an inter-university consortium made up of Harvard University, Tufts University and MIT. It is committed to improving the theory and practice of negotiation. We help our clients solve their toughest negotiation challenges by providing SLIM technology combined with these modern negotiation techniques. We provide training classes in measurement, estimation, and negotiation. In addition, we advise our clients through our negotiation consulting and executive coaching.

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About Michael Mah

Michael is the managing partner of QSM Associates, Inc., a senior consultant with the Cutter Sourcing Advisory Service, & served as editor of Cutter IT Metrics Strategies.

Michael is a recognized expert on software metrics, project estimation/control, and IT productivity benchmarking. Over the last 10 years he has published numerous articles on these and other management topics and has lectured extensively at major trade conferences and Fortune 500 corporations. His recent work merges concepts in software measurement and benchmarking with negotiation and dispute resolution techniques for IT Outsourcing and Relationship Management.

Michael's degree is in electrical engineering from Tufts University, Medford, MA, with his training on dispute resolution, mediation, and participatory processes through the Program on Negotiation at Harvard Law School and the Radcliffe Institute for Advanced Study.

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