



**scruminc.**



Improving the Profession of Software Development

## **SCRUM ORGANIZATIONS ANNOUNCE OFFICIAL COLLABORATIVE ADOPTION OF SCRUM GUIDE**

### **PRESS RELEASE**

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**Denver, CO** — Scrum Alliance, Scrum.org, and Scrum Inc. announce the release and joint endorsement of a new community website, ScrumGuides.org. The new website is the official source of “The Scrum Guide, The Definitive Guide to Scrum: The Rules of the Game.”

Dr. Jeff Sutherland and Ken Schwaber created Scrum and authored “The Scrum Guide” to ensure Scrum remains true to its core principles and values.

“The Scrum Guide is the canonical definition of Scrum. Ken and I have worked closely together for decades to keep it simple, clear, and, in the true spirit of Scrum, to include only what is absolutely necessary,” says Sutherland CEO of Scrum Inc. “Scrum is a powerful tool to radically increase productivity. Every implementation of Scrum is different, as teams and organizations apply it within their context, but the fundamental framework always remains the same. For Scrum Alliance, Scrum.org, and Scrum Inc. to come together to recognize the central place the Scrum Guide holds will provide clarity to the hundreds of thousands of Scrum practitioners across the planet.”

The explosive growth of people and organizations using Scrum in recent years has led to some market confusion as to the precise definition of Scrum. The preeminent certifying bodies, Scrum Alliance and Scrum.org, coming together in support of a common definition of Scrum is a win for Scrum practitioners around the world.

"The pieces of Scrum are carefully fit to each other to yield the best possible results. This has taken years for Jeff and myself to achieve. Watch for new versions as we continue to refine," said Ken Schwaber, founder of Scrum.org.

"It's time for convergence in the Scrum community," said Scrum.org's operations chief David Starr. "Giving this clear explanation of Scrum clarifies the framework for the entire industry. We are pleased to support a shared and unambiguous source of truth defined by Scrum's creators."

Carol McEwan, Scrum Alliance Managing Director said, "This makes the most sense for the Scrum community. The Scrum Guide is based on the principles of which Scrum was founded. It offers Scrum practitioners worldwide a common standard and understanding of the foundations of Scrum. This collaboration adds real value and can only benefit everyone practicing, or considering practicing Scrum."

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#### **About Scrum Alliance**

Founded in 2001, SCRUM ALLIANCE® is the largest, most established and influential professional membership organization and certifying body in the Agile community. Scrum Alliance provides Advocacy, Community, and Education to its members. More than 350,000 Scrum practitioners around the world have been certified by Scrum Alliance. It currently offers six certifications including practitioner, trainer and coach levels. By encouraging and supporting the widespread adoption and effective practice of Scrum, Scrum Alliance is 'Transforming the World of Work.' Scrum Alliance is a nonprofit organization. For more information, please visit [www.scrumalliance.org](http://www.scrumalliance.org)

#### **About Scrum.org**

Scrum.org and was created in 2009 by Ken Schwaber, co-creator of Scrum, to improve the profession of software development. Scrum.org's network of Scrum Experts provides education, thought leadership, and a community of practitioners specializing in Scrum for technical and engineering environments.

Scrum.org provides industry-leading standardized Scrum curriculum and programs for practitioners at all levels, and assessments for those seeking to demonstrate knowledge and earn a credential. Scrum.org offers training, coaching, certification, and consulting for creators, teams, managers, and decision makers at all levels of an organization.

#### **About Scrum Inc.**

Scrum Inc. is the agile acceleration company founded by Dr. Jeff Sutherland, co-creator of Scrum. Based in Cambridge, Massachusetts, Scrum Inc.'s team of distinguished trainers, coaches, and thought-leaders help organizations to achieve the full benefits of Scrum through a comprehensive suite of services and content. Scrum Inc. also maintains the Scrum framework by capturing and codifying evolving practices that adapt Scrum in an ever-increasing number of team contexts. Most important, Scrum Inc. is a company run entirely using Scrum as the primary management framework, making it a living laboratory on the cutting edge of "Enterprise Scrum." For more information visit [www.scruminc.com](http://www.scruminc.com).