

Selling agile Scrum based services

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General agenda

- Selling
- Contracting
- Delivering - tools
- Delivering - team, process, client involvement
- Conclusion

About us

- Team existed since late 2005/early 2006.
- Code Sprinters formed officially 2007.
- Selling agile software development services out of Cracow, Poland. Specializing in web applications.
- This summer added “Agile expertise” to offering.
- Part of a lively agile community in Cracow (recently formed www.ITSBA.pl).
- 1 CSP, 2 CSMs, 1 more on the way.

Selling

Selling

- Aim: we want clients to commit to a Scrum based, open & simple agile relationship.
- Clients are about to entrust something important to total strangers.
- We essentially sell trust.
- We have to sell the process first - then sell trust in us.

Challenges & realities

- Tender, “fixed-bid” culture dominates.
- Agile adoption doesn’t necessarily translate to clients willing to base business relationship on it.
- Clients want to know how much they will pay.
- Clients want to know what they’ll get.
- Clients don’t think of quality the way we do.
- Legal framework of fixed contracts gives (false) sense of security.

Methods - general

- Inventive process - “why don’t you buy it off the shelf”?
- Cost - client loses either way.
- Inevitability of change.
- Bring in the quality dimension.

Quality

- Usable
- Defect free
- Reliable
- Cost effective
- Maintainable

Methods - spec

- Spec mindset - sure way to feature bloat & what that causes.
- Fixed spec as a contract = potential conflict.
- Spec is also lost time at the outset.
- Best ideas come from using working software.

2000 Chaos Report

- 7% of features were used consistently by all users
- 13% used often
- 16% used sometimes
- 19% used rarely
- 45% never used
- = 64% of all features were a waste of effort

Methods - spec

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Methods - advantages

- Quicker and lasting value - get software earlier, use it even if not completed.
- Dedication to quality.
- Total openness to client involvement.
- Full control to the client - agreement, process.

Slippery slope

- Discuss and try to understand the project.
- Get client to participate in backlog building or other exercises.
- Do estimation and release planning.
- Tell them to try it out - they can cancel at any time.
- 2-3 sprints in they're sold.

But you have to be good. Really.

Contracting

(I Am Not A Lawyer)

Contracting

- A truly agile contract has to be:
 - **S**hort - 3 pages max!
 - **U**nderstandable - client should understand it without legal dept.
 - **R**enounceable **E**asily - no hostages.

Billing options

- Per hour – (+) easily understandable (-) overhead
- Per developer per sprint – (+) simple to use, dedicated team, (-) ?
- Other - semi-fixed, sprint packages etc.
- Intellectual “property” issues.

Our contract

- Says what services we provide and the rates we charge.
- Says what we develop is theirs, we use our own equipment and are not their employees from the social “security” point of view.
- Says client can cancel at any time.
- Simple payment rules & usual NDA etc. etc.
- Drop me a line if you want it.

Another way in...

- Sign a fixed contract - then try to change it.

Btw...

- Carina Meurlinger will speak at length about agile contracting after the lunch.

Delivering

Challenges

- Your clients are typically far away.
- Experience must be positive from day 1. Quality and professionalism must show immediately.
- All other challenges us service vendors face - agile or not.

Shortening the distance

- Meet if possible!
- Phone or Skype conferencing for sprint planning, sprint review, all other meetings with the PO.
- Skype or phone numbers to team members available to client - and vice versa.
- A project chat that stays on.
- A Scrum tool for everyone to see what's going on.
- Things we may try but didn't yet: Second Life?

Tools

- Project repository - it's client's code after all.
- Test system - they should see what changes.
- Scrum tool - backlogs, tasks, burndowns, etc.
- Bug tracking - they must go somewhere.
- Project Wiki or other documentation.

What we use

- Subversion - currently industry standard.
- Test system rebuilt after every commit.
- Banana Scrum - our AJAX Scrum tool.
- Trac for bugs, tied to repository.
- Trac's Wiki pages or docs in the repository.

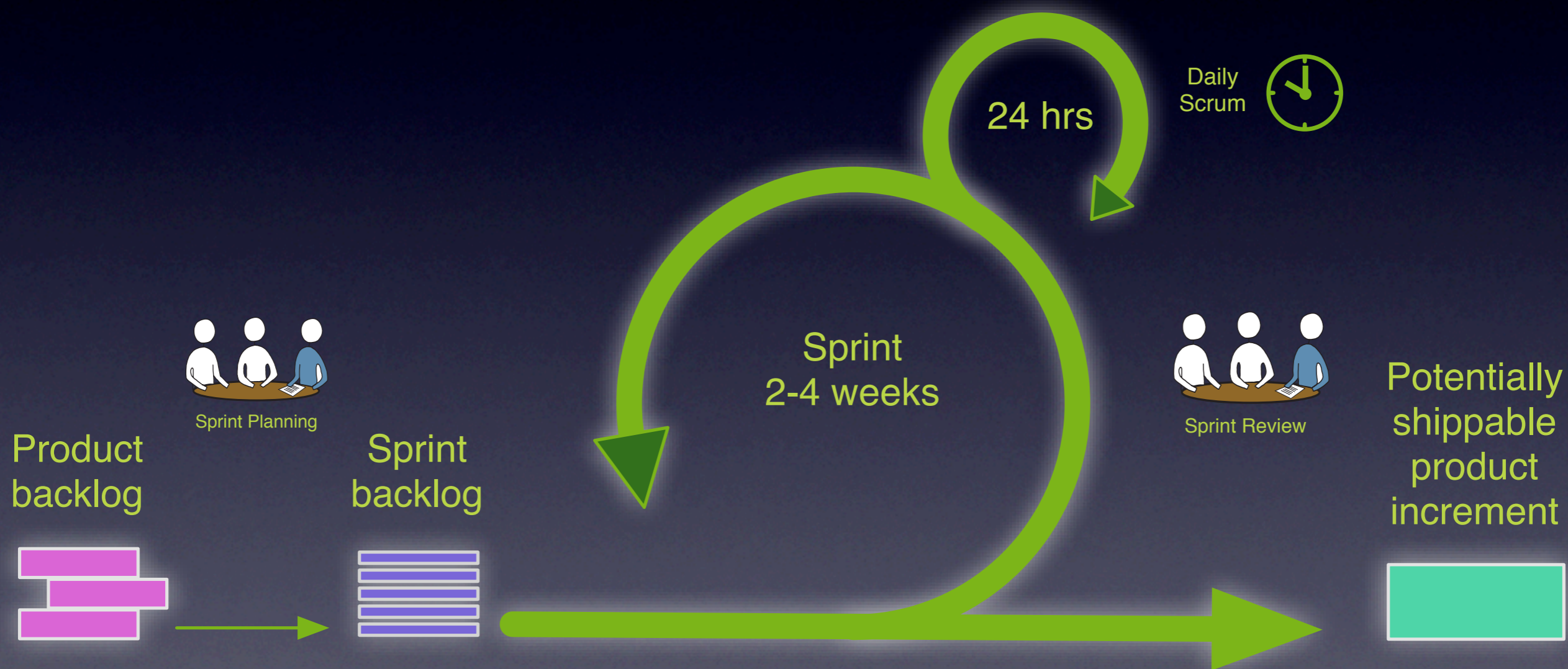
Team

- Make sure everyone on the team speaks English (or other language your clients use).
- Make sure programmers are not afraid to talk to client.
- Drum the “obvious” out of their heads.
- Make sure they know when to say “no”.

Process

- Create a backlog.
- Agree on a clear definition of DONE!
- Estimate with the team using techniques like Planning Poker.
- Do release planning, then in principle turn the project backlog over to the client.
- Start sprinting.

Process



Overall

- At all times client - now Product Owner - must know:
 - where the project stands,
 - how are features working,
 - what to do with his ideas and problems,
 - whom to talk to and when,
 - what he should do.

Honesty and
transparency builds
trust.

Questions?

Contact

My e-mail: andy@codesprinters.com

Our page: <http://www.codesprinters.com/>

Banana Scrum tool - free hosted Scrum app:

<http://www.bananascrum.com/>

Feel free to talk to me with any questions at the
Gathering!