



Focused Objective's Capabilities

Skills, people and common work packages we offer....

Key Capabilities

Our capabilities lay in the advanced analytics of Agile IT teams and processes. We are called upon as trusted advisors with deep quantitative skills in the IT industry. We have proven experience at giving concise and accurate answers to tough business questions. We may use complex math, but we speak plain English. Previous engagements have included Walmart, Skype, Siemens Healthcare and the U.S. Department of Treasury.

Forecasting - We are the industry leaders in probabilistic forecasting Agile projects using custom tools and techniques refined over many years through customer engagements and our own professional work. We ask the right questions and help build confidence in forecasts through education.

Portfolio Planning – Planning portfolio and projects requires navigating complex dependencies between teams and work items. We offer practical solutions to scheduling and predicting this impact and accurately finding the constraints on predictable delivery.

Risk Management – Our approach to risk management incorporates its impact on staff and schedule. We take a holistic approach in quantifying what risks are the most economically important to mitigate or ignore. We add a layer of rigor often missing from “agile” project teams and programs.

Metric Selection and Programs - We can design an analytics program for your organizations that doesn't destroy morale and has the desired predictive power. We offer experience in creating a balanced metric portfolio and teach your company how to use it for predictive purposes.

Previous engagements for clients...



U.S. DEPARTMENT OF THE TREASURY



For more information and a free one-hour consultation about our services and skills, email Troy:
troy.magennis@focusedobjective.com
and see our website:
www.focusedobjective.com

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Our People – Accomplished, Experienced and Practical



TROY MAGENNIS – AGILE PROBABILISTIC FORECASTING QUANT

Troy has been involved with technology companies since 1994, fulfilling roles from QA through to VP for multinational companies. Troy speaks at many Agile conferences and has played an Agile training and mentoring role for executives in small and large organizations. Previous clients include: Walmart, Microsoft, Skype, Sabre Airline Solutions, Siemens Healthcare.

Troy currently consults and trains organizations wanting to improve decision making on software portfolio and project questions through Agile and Lean thinking and tools. Applying Scrum and Lean techniques appropriately and where they are going to make this biggest benefit through quantitative rigor.

Troy has many books and articles on software development and practices, his most recent is “Forecasting and Simulating Software Development Projects: Effective Modeling of Kanban & Scrum Projects using Monte Carlo Simulation”.



LARRY MACCHERONE – VISUALIZATION AND METRICS GURU

Larry is an industry recognized Agile thought leader. Larry most recently served as Rally Software's Director of Analytics and Research where he led a team using big data techniques to draw interesting insights, provide software development performance metrics, and provide products that allow Rally customers to make better decisions with data.

Before joining Rally Software, Larry worked at Carnegie Mellon with the Software Engineering Institute for seven years conducting research on software engineering metrics with a particular focus on reintroducing quantitative insight back into the agile world.

Larry is an accomplished author and speaker, presenting at major conferences for the lean and agile markets over the last several years. Always in the top rates speakers.



JOHN COOK - FREE-RANGE MATHEMATICIAN

John describes what he does as: “I do is very applied math; using math to solve real-world problems, often in combination with computing, consulting and marketing.”

John has been on the faculty of The University of Texas at Austin, Vanderbilt University, and The University of Texas Graduate School of Biomedical Sciences. He worked for over a decade at MD Anderson Cancer Center as a software project manager and as a research statistician. He left MD Anderson to start an independent consultancy focused on mathematical modeling and scientific computation.

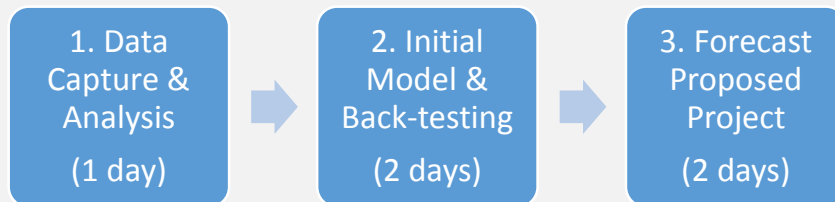
John has written numerous articles on applied mathematics and software development, and has spoken at conferences around the world. He has consulted for clients ranging from solo entrepreneurs to some of the largest pharmaceutical and software companies in the US.

Typical Engagements (although no engagement is typical)

We have statement of work documents pre-built to match the majority of needs. We find that every engagement needs a different focus and offer flexibility in designing your deliverables. We offer these ideas as a starting point.

Probabilistic Forecasting Project – Typically 5 days

Suitable for all Agile, Scrum or Kanban organizations. Engagement looks at the metric capture maturity of an organization, builds a probabilistic model, confirms it accurately forecasts a historical project, and then forecast an upcoming project or program of projects.

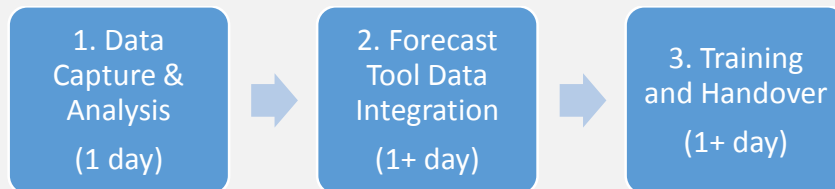


Goals and deliverables:

- Audit and Recommendations of current metric capture and analysis practices
- Forecast a prior period of time within 15%. Prove probabilistic forecast model is valid and feasible
- Quantified dollar benefit of various cycle time/throughput improvements (e.g. 10%, 25% and 50%)
- Forecast a proposed project with various staffing and feature combinations
- Training on all tools and techniques for staff to maintain and continue to build upon

Throughput Analysis and Forecasting Tool - Typically 3 to 5 days

Suitable for all Agile, Scrum and Kanban organizations. Engagement implements a throughput forecasting tool that allows teams and managers to forecast throughput trends as an input to portfolio and program planning. Length varies depending on how many teams are integrated into the tooling, and how accessible the current data is. One day is for training users on effective utilization of the forecasting tool and training staff on how to maintain and refresh the tool.



Goals and deliverables:

- Recommend data capture enhancements to improve forecasting (velocity and/or throughput)
- Recommend data cleansing enhancements to improve forecasting (velocity and/or throughput)
- Distribution metrics on current throughput performance and analysis
- Deliver probabilistic throughput forecasting tool with your data integrated (and site license)
- Training of staff on using the tool effectively
- Training of staff on maintain the tool effectively

Modeling and Metric Expert Consultation – Typically sold as 10 day blocks

Onsite quantitative consulting on a per-day basis. We offer flexible packages of consulting time as blocks for purchasing convenience. These blocks reserve availability and service-expectation of response time for organizations to utilize when necessary.

Phone Consultation – First hour free, then price on request

After we leave a successful engagement, we want to ensure your teams can carry on in the future. We offer phone/video consulting as a way to engage our services remotely and quickly for important, but short-burst needs.

Training

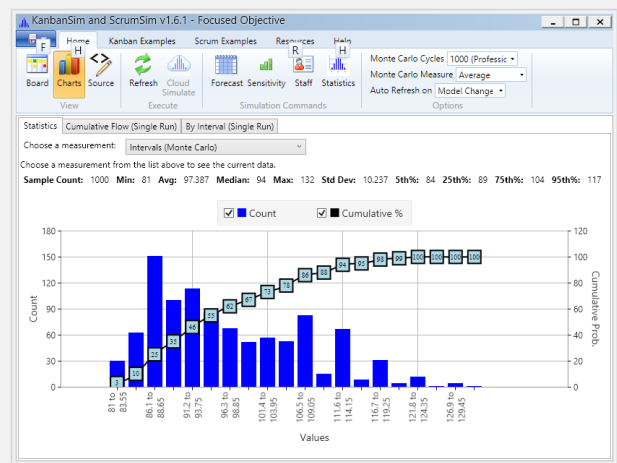
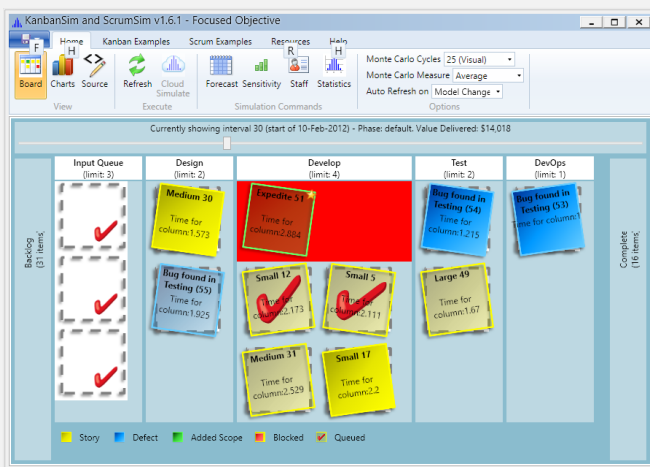
We offer general metric and analytic training in addition to training on our specific software tools and techniques. These are at a fixed per day rate for 10 people if hands-on, or 50 people if seminar style. We also offer public training from time to time in various major locations.

Our custom tools

We have multiple custom tools and spreadsheets that we offer either stand-alone or as part of an engagement.

ScrumSim: A standalone application that allows modeling, simulation and forecasting of any iterative process.

KanbanSim: A standalone application that allows modelling, simulation and forecasting of any sequential and parallel process.



Throughput Forecasting Tool: A easy to use (but complex behind the scenes) spreadsheet solution that allows one or many teams' historical throughput data to be used for probabilistic forecasting during planning.

Work Item Throughput Forecasting Tool		Tip: Any cell with a background of orange can be edited and changed by you												
Step 1: Choose your team - all analysis is performed on the historical work item completion rate per week by this team														
Team 10	Tip: You must set this FIRST! This is the team you will be performing analysis on!													
Team 1	weeks will it take Team 10 to complete a number of Work Items?													
Team 2	to see how many work items your team will complete in various weeks. The first column (50%, 75%, 85%) is how confident you can be in achieving this													
Team 4	ms in the given period based on variability of your teams prior throughput completion rate performance.													
Team 5	4 weeks	8 weeks	12 weeks	16 weeks	20 weeks	24 weeks	28 weeks	32 weeks	36 weeks	40 weeks	44 weeks	48 weeks	52 weeks	
Team 6	85%	29	64	99	135	172	209	248	285	320	358	395	431	469
Team 7	75%	32	68	104	142	180	217	256	292	329	366	403	441	480
Team 8	50%	38	77	115	154	192	230	270	308	346	386	423	461	501
Confidence Level of forecast	Forecasted number of work items complete in 12 weeks													