

Contecsi 2021

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# BizDevOps: From Business Idea to Consumer Product on a Weekly Basis?

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# AIS is the global association for information systems



Region 1 – 40%  
Region 2 – 36%  
Region 3 – 24%



# AIS Communities



46 Chapters = local networking opportunities



38 SIGs = specialized fields of study and research



4 Colleges = similar professional roles or interests



# Information Systems Resources

## **AIS eLibrary**

More than 54,000 papers from multiple journals and conference proceedings

## **AISWorld Listserv**

Enables those in the field of IS to send messages about news, calls for papers, discussion groups, and more in relation to information systems

## **Eduglopedia**

A global initiative to create open and free platform for higher education opportunities, including learning resources and more

# Overview

Background: the world is speeding up!

Holistic trends

BizDevOps (Continuous \*)



## Full Project Proposal FLEXI

Flexible Global Product Development and Integration  
"From idea to product in 6 months"  
.....

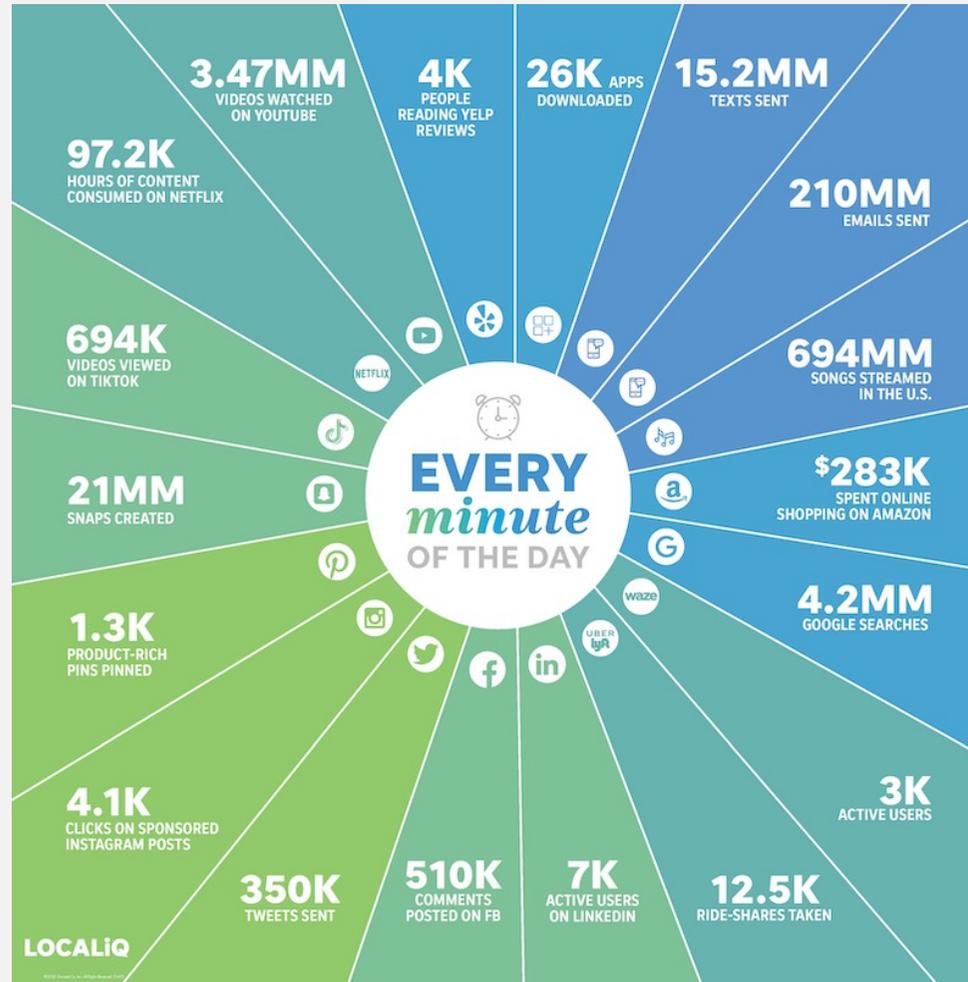
# Fortune 500



52% of the Fortune 500 firms since 2000 are gone

# The World is Speeding Up!

*Swipe  
Stream  
Tweet  
Google  
Influencer  
Likes  
2 blue ticks*



# The World is Speeding Up!

|  | <u>Founded</u> | <u>Time to reach<br/>50m users</u> |
|--|----------------|------------------------------------|
|   | 2004           | v                                  |
|  | 2009           | v                                  |

# The World is Speeding Up!

## The Story Behind the Pants-Soiling 'Rings' Prank That Has 200 Million Views in 24 Hours

Thinkmodo unpacks its latest hit

By Tim Nudd | January 24, 2017 PREMIUM



# The World is Speeding Up!

*Software release cycle in 1980s:*

*Software release cycle in 2010s:*

# Holistic Trends

## **Enterprise Agile**

Scaling Agile beyond Dev function

## **Beyond Budgeting**

Budgeting is not only financial and episodic annually

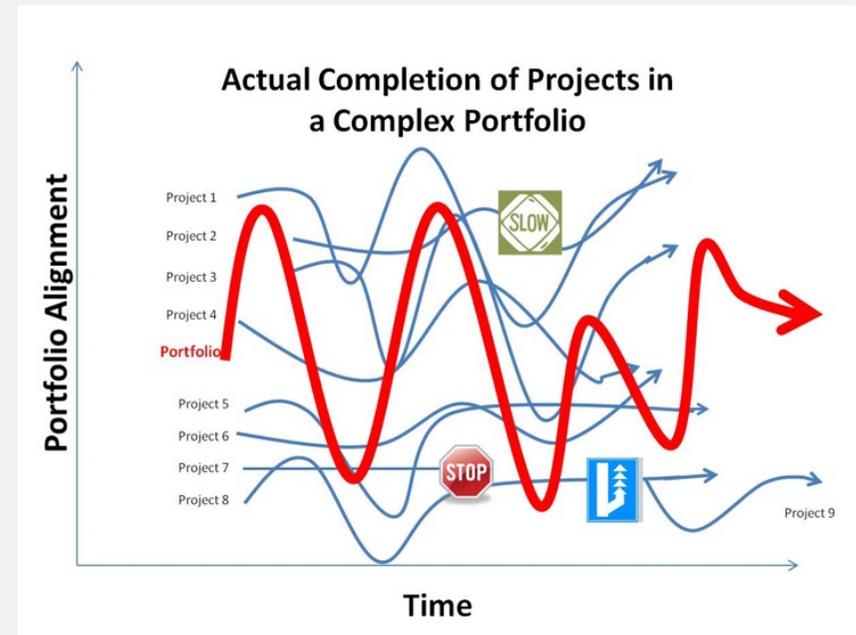
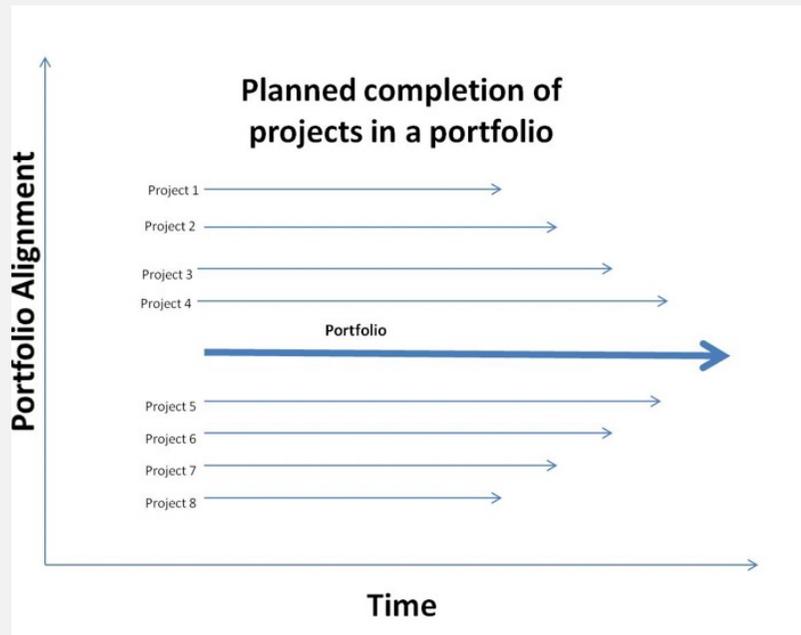
## **DevOps**

Linking Development and Operations

## **Project Portfolio Management**

Consider project portfolio, not only individual projects

# Project Portfolio Management



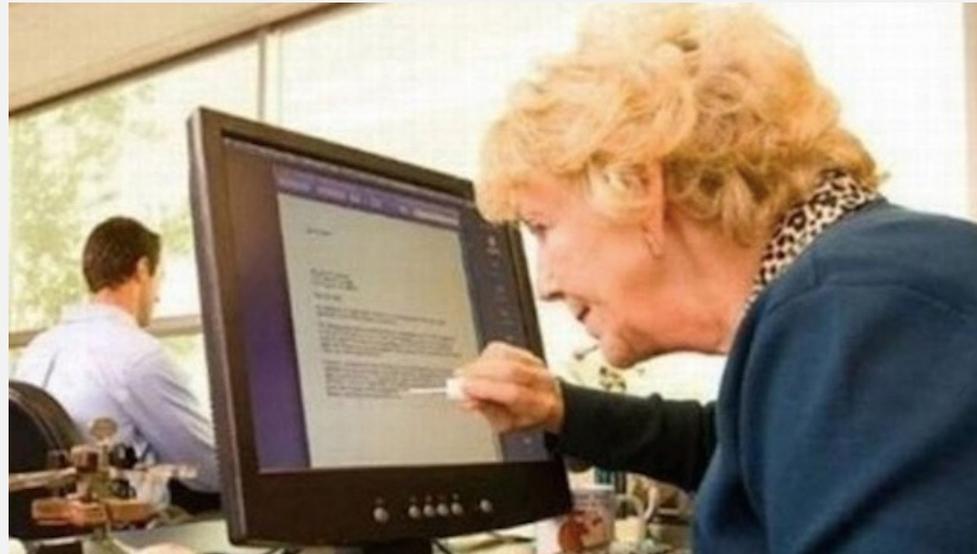
# BizDev

Missing link - historical **disconnect** between Business and Development

- Parallels DevOps concept
- Evidenced by
  - Product Owner,
  - Lean Startup,
  - Shift Left,
  - Usage Analytics

# USER

{noun} (you-sir)  
The word computer  
professionals use  
when they mean  
"idiot"



# Holistic Trends

## Single codebase repository

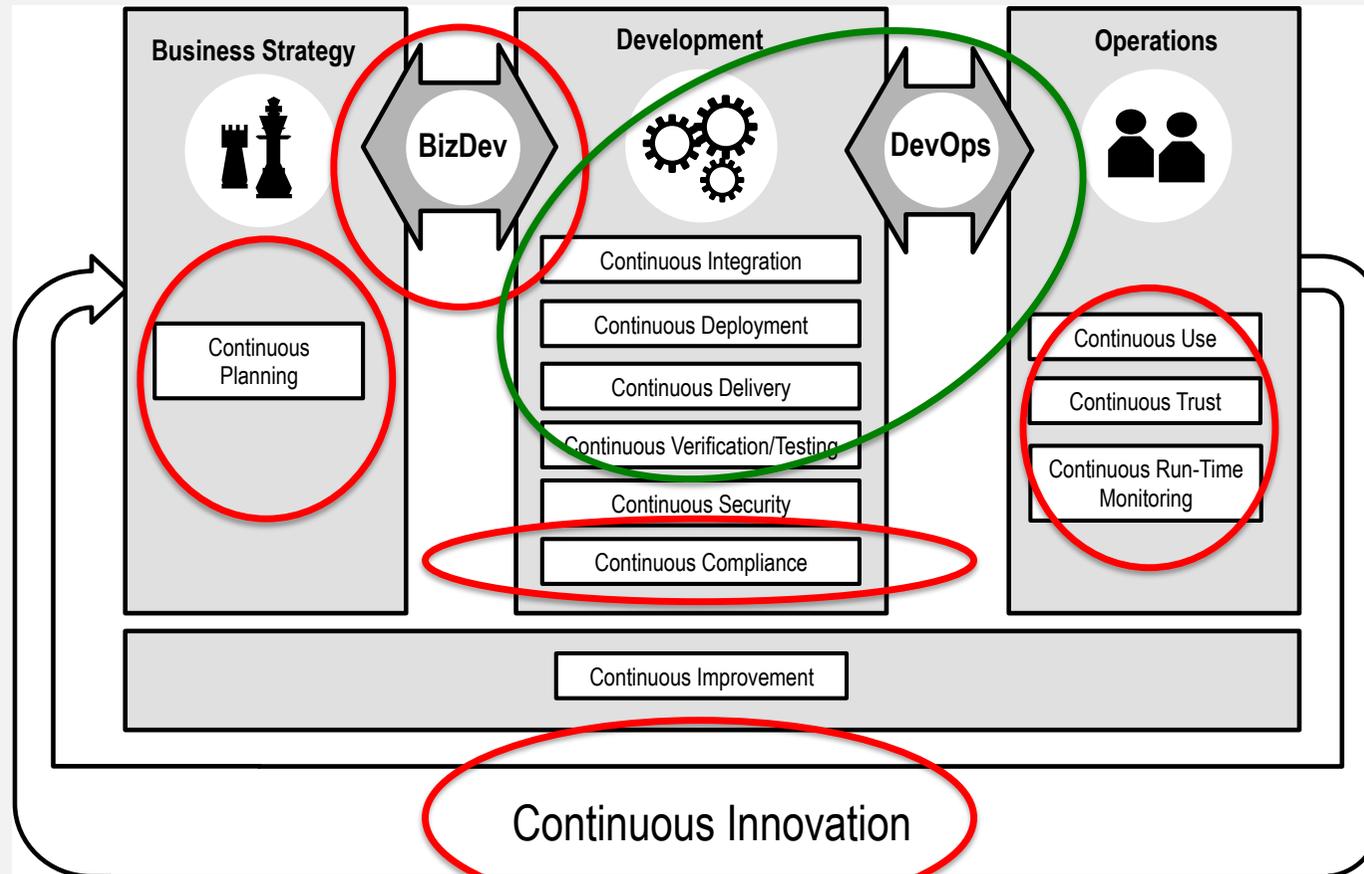
Google, Facebook, Linux Kernel

## Infrastructure is Software Too!\*

Version-controlled immutable infrastructure  
– no configuration drift



# BizDevOps (Continuous \*)

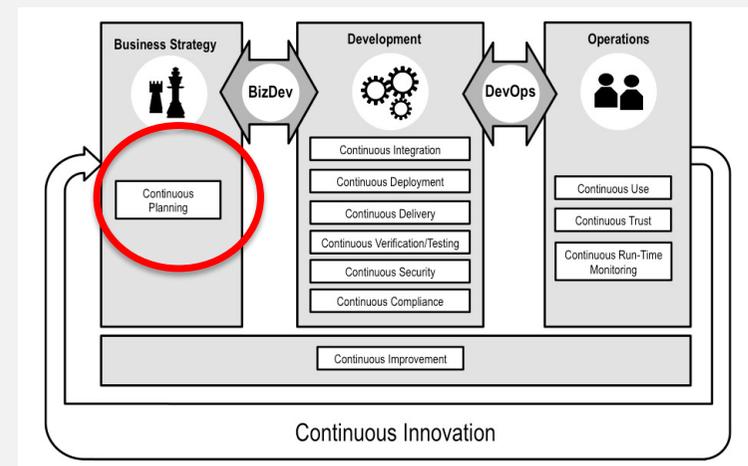


# Continuous Planning

Planning episodic and aligned with annual financial/budgeting process

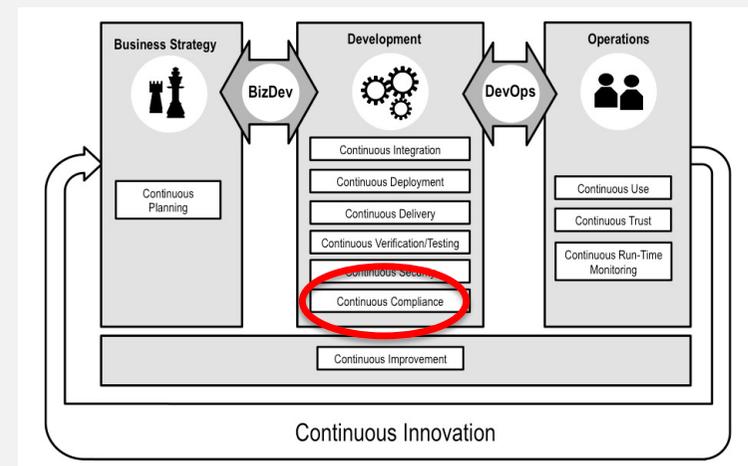
Not fit for purpose today

Batch model

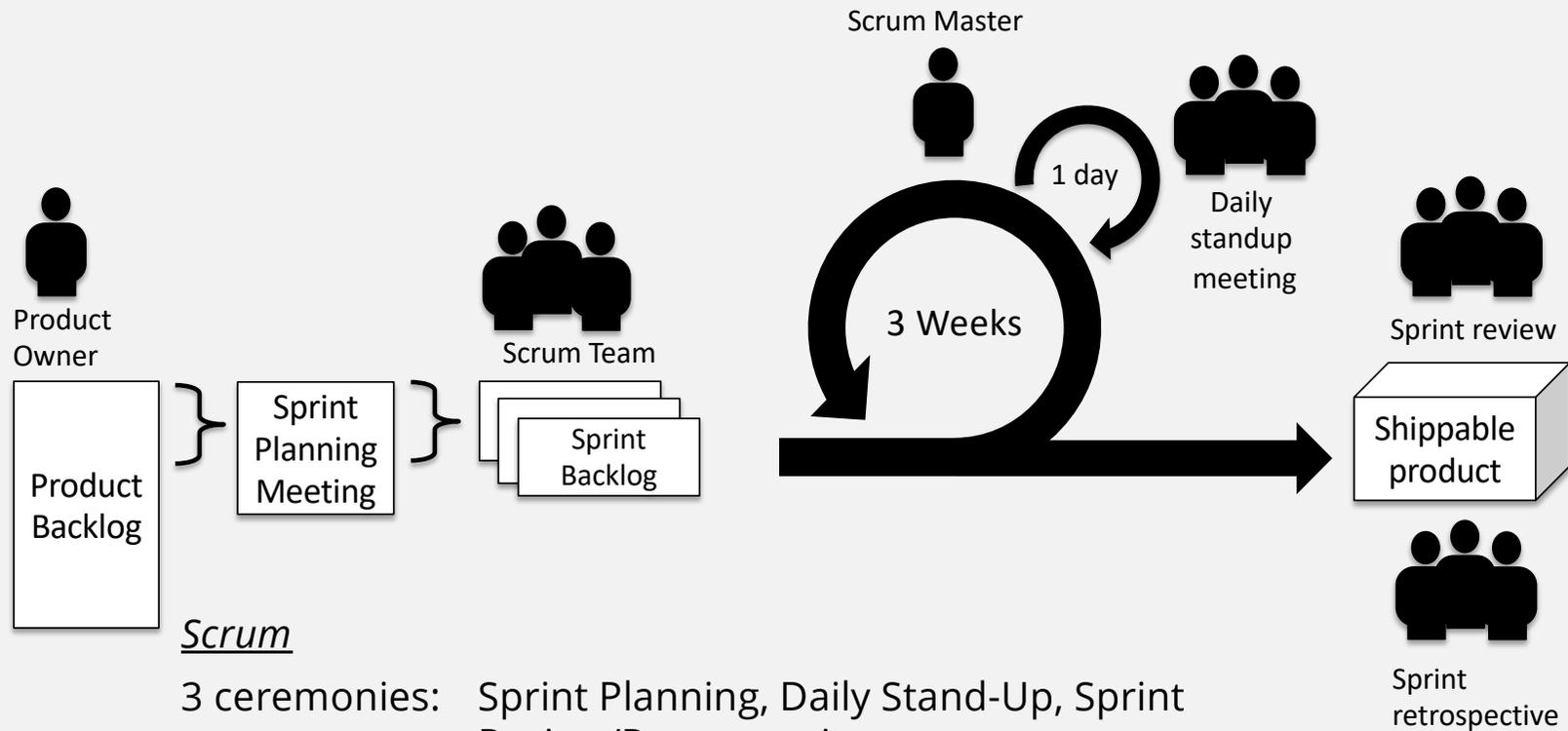


# Continuous Compliance

Tailoring agile methods for regulated environments



# Generic Scrum Method



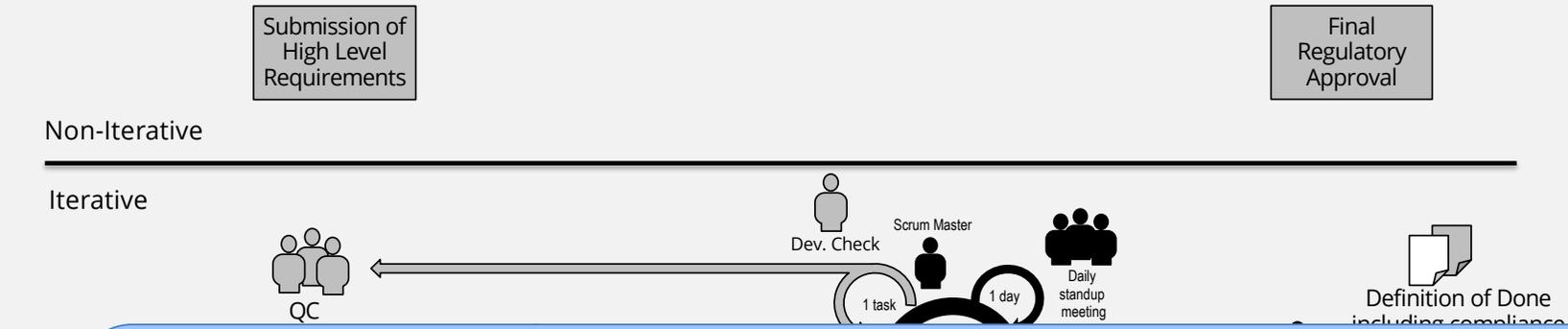
## Scrum

3 ceremonies: Sprint Planning, Daily Stand-Up, Sprint Review/Retrospective

3 roles: Product Owner, Scrum Master, Team

3 artefacts: Product Backlog, Sprint Backlog, Burn-Down Charts

# R-Scrum (Regulated Scrum)\*



*“No unexpected surprises at final release.  
We are just confirming the final release”*  
- VP Quality & CRM

- New ceremonies: High Level Requirements, Final Regulatory Approval, Risk Planning, Dev Check, QA Review, Hardening Sprint,
- New roles: Doc<sup>n</sup>, QC, QA
- New artefacts: Compliance Backlog, Non-Conformance Report, Definition of Done

\* Fitzgerald B et al (2013) Scaling agile methods to regulated environments: An industry case study, *Proceedings of International Conference on Software Engineering*, San Francisco

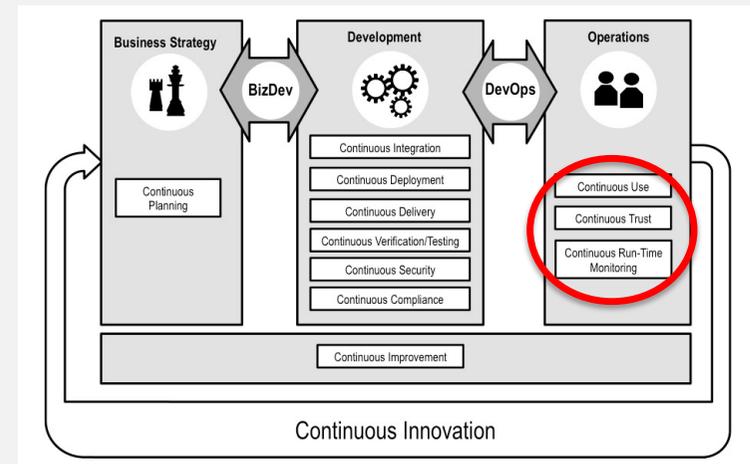
# Continuous Use

Initial adoption not same as **continuing use**

Payoff from continued use not initial adoption

Switching costs low  
for 'Digital Natives'

Bebo?

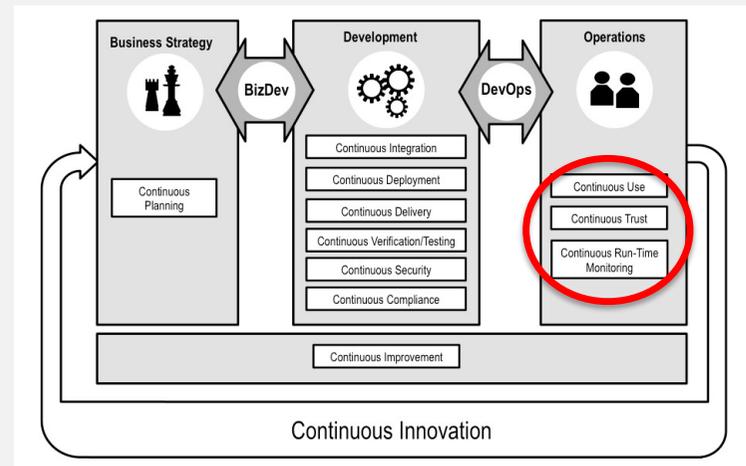


# Continuous Trust

Single transaction v. ongoing relationship

Buying a car different to buying a service

Continuous recalculation – affected by third-party issues

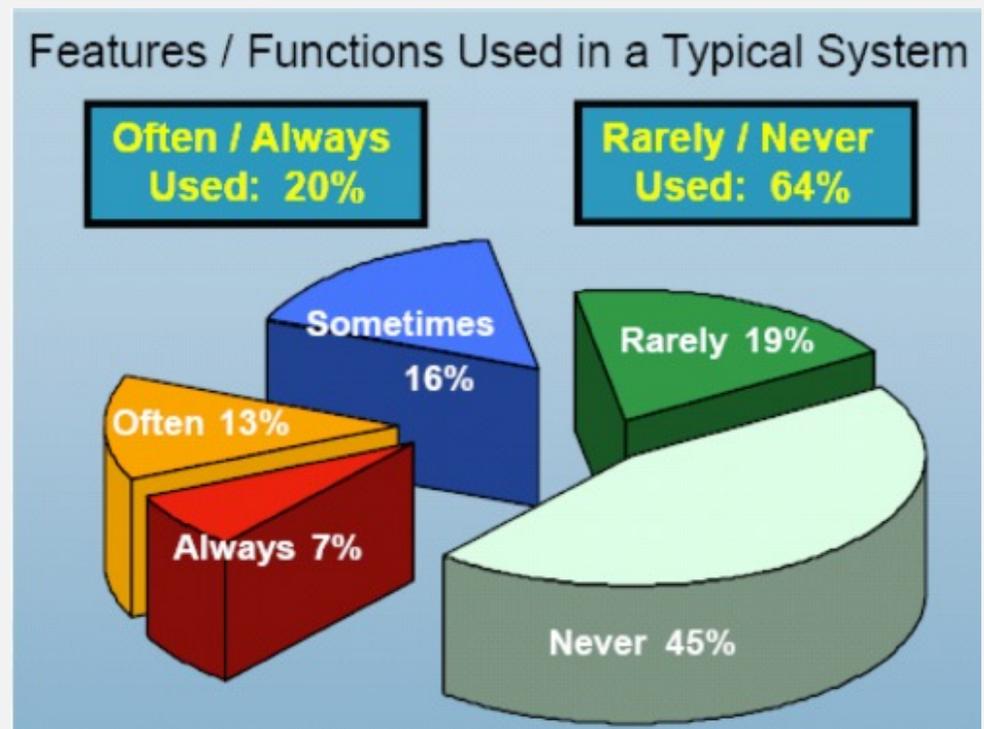


# Continuous Innovation

*“I know my customers don’t use half the features.  
The trouble is I don’t know which half!”*

## Usage Analytics:

Systematic introduction  
of features & assessment  
of customer usage (*value*)  
v. cost to implement



## Some Caveats

Continuous delivery to **production systems**

*'40 shades of blue'* is not Design

Trustworthy software

*"Code is Law!"*

- Lawrence Lessig

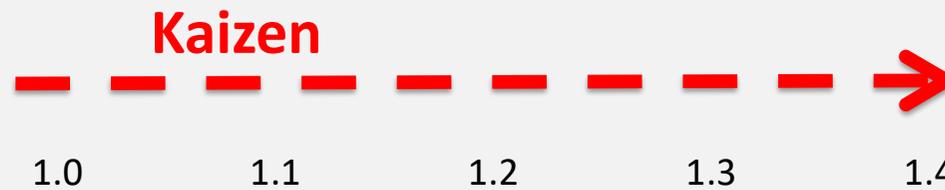
Continuity v. Speed

*"Speed is meaningless without continuity"*

- Taiichi Ohno

# Some Caveats

## Need for Discontinuity



*"If six-sigma ruled, we would still be slime!"*  
—Gary Hamel

