Reifer Consultants LLC
Software Economics Newsletter

Happy Summer – Reifer Consultants LLC, its principals and its staff hopes everyone enjoys themselves this summer. Take some time off, go to the beach and enjoy your families and loved ones. No need to be worried about work. Lots of others will be doing the same thing.

Major Change being made in Our Next Edition of Our Software Benchmarking Report – Based on customer requests, we have broken down commercial domains within next edition of our semi-annual software productivity benchmarking report for the web business and telecommunications applications areas into the following subdomains:

Telecommunications	**Web business**
▪ Analytics	▪ Analytics
▪ Database and storage	▪ Brokerage
▪ Infrastructure	▪ Enterprise
▪ Networking	▪ Financial
▪ Satellite	▪ Social Networking
▪ Switching	▪ Subscription
▪ Transmission	▪ Utilities
▪ Wireless	▪ Web commerce

We have also divided the naval systems benchmarks in our defense sector into asea and ashore and space systems domain into ground and spaceborne in the report. In total, we will provide software productivity benchmarks and related information for thirty-six application domains and subdomains. This new issue of this benchmarking report is scheduled to be released in early July of this year.

Move to Fee-for-Service – Beginning in 2018, we will move to a fee-for-service for our software benchmarking support. Instead of publishing generic reports, we will provide clients with specific software benchmarks targeted to industries, segments and application domains of interest. For example, we might provide an Information Technology (IT) client with specific software benchmarks for integrated applications and cloud platform services targeted for the financial, healthcare and/or other industrial sectors. In addition to providing them with current software productivity, cost, quality and time-to-market information, these benchmarks will provide them with standards for comparing their performance against which others in their marketplace deem as "best of class."

As a second example, a firm developing a proposal for a trainer within the oil industry might contract with us to look at typical pricing for use in a competition. We would answer this request by reviewing actual experience for a minimum of ten similar systems and suggest pricing along with a "cost-to-win" win strategy and a risk profile.

As a third example, a firm looking at time-to-market for a highly competitive web application might contract with us to look at the time it took others to deliver similar products. We could also provide a quality/cost tradeoff analysis in order for them to understand the penalties associated with delivering products with different quality ratings according to different deadlines.

We are currently developing a list of products and services that we plan to offer. Each offering will be tailored to the specific needs of our clients. This will enable us to provide clients with the information they need to make better decisions. If you are interested in such services, please visit our web site for further information as it is released, see http://www.reifer.com.

New Agile-at-Scale Workshop a Big Hit – An action-oriented, two-day workshop looking at managing agile-at-scale projects for middle managers was offered earlier year. This workshop discussed how to setup a collaborative infrastructure that can be used to coordinate, synchronize and maintain visibility into and control over agile teams operating as a collective under a project management group. A full class of thirty attended. Based on its success, we have been contracted to offer a tailored version of this offering in-house for a client at three locations in the United States. We are excited about this effort and look forward to offering the workshop for the general public later this fall.

Agile Quality Study Updated and Released – We recently released a study that summarizes the findings of a detailed analysis of "hard" data on software quality from over two thousand completed software projects. This data was collected by about two hundred firms from twenty-six nations that used agile methods to quantitatively assess the quality of software products developed by applications domain. Software quality was measured during both the development phase and the first year of operations using a variety of metrics. These two periods were chosen because they provide our readers with insights into the quality of the software product as seen by different users as it transitions from development through the first year of operations. Needless to say, the results for those embracing agile methods are encouraging. The quality of the software products produced during both the development phase and first year of operations continue to improve independent of the metrics selected for measurement. We thank those of you who provided inputs to the report. The document, like many of our others, is available at a nominal charge for those who are interested at our web site at http://www.reifer.com/products.

Software Testing Metrics Recommendations Released – We have also released a study looking at agile metrics and automation. This report provides a list of candidate metrics for use in determining whether testing is being performed satisfactorily at the software development, regression, and acceptance levels. The report used the "Goal-Question-Metric" paradigm to identify the questions that the candidate metrics are designed to answer at the sprint, project and enterprise levels. The desire for metrics remains strong because they provide insights into whether their products software products satisfy their requirements and work properly in their intended operating environments. There is merit for the need for metrics as the emphasis of agile methods during development is to build quality into the product within a sprint and release products only when they are free of significant defects. As such, it is only by exception that defects are carried over to the next sprint. If the software is not defect free and has not been fully tested, the product should either not be released or placed in the backlog for later rework (assuming it is not critical). This report is also available on our web site for a nominal fee at http://www.reifer.com/products.

Offices Moving to California – We will be closing our Prescott, Arizona office this fall and relocating all of our staff, resources and lab space to La Quinta, California. Our telephone number [(310) 922-7043] and web site (http://www.reifer.com) will remain the same. Our new address is:

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Reifer Consultants LLC
79410 Azahar
La Quinta, CA 92253

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We invite you to visit our new and more expansive facilities if you are in the area.

Web Site Blog Updated – If you have not visited our web site, you should, as it is continuously being updated. Besides providing an overview of the firm and its services, the site provides interesting postings and the blog provides much more information about items identified in this newsletter.

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