



Visibility Creates Business Growth

Many software development organizations struggle to create a concrete picture of development effectiveness. Knowing what to measure, collecting the right data, reporting and interpreting the findings, and aligning perceptions make this a complex initiative. Without visibility and a common view, it is almost impossible to improve performance and unlock growth.

There are three key reasons to create this kind of visibility:

1. Software Release Predictability
2. Development Productivity Improvement
3. Problem Root Cause Analysis

Ness Software Product LabsSM has developed a proprietary and collaborative approach to implementing a comprehensive metrics program that is tightly aligned to your business objectives. Following this methodology will put the right information in your hands to improve the performance of your organization.

Different Metrics Apply

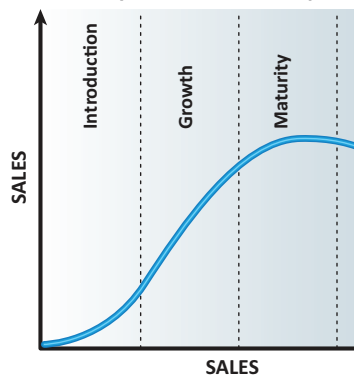
Depending on your product maturity and market dynamics, the specific measures and the utilization of those measures will be significantly different.

Initially, time-to-market or new features delivered may be the biggest drivers for your development team. As your products mature, the focus will typically shift to defect remediation as well as performance, scalability, and other technical optimization metrics.

Ness Metrics Program

You can't optimize what you can't measure

Ness Software Product Labs gives you unprecedented capabilities to manage and improve your development lifecycle. By working together to understand the best metrics that apply to your business objectives and your product maturity, we create a comprehensive program that puts the right information in your hands to improve the performance of your organization.



Top Metrics Categories

Three categories of metrics are applicable, regardless of product maturity and market dynamics; Ness Software Product Labs will customize each subset to meet your program criteria.

Process Metrics

Provide greater visibility into the development process to create greater predictability in your releases. Examples of process metrics include:

- Estimation Accuracy
- Scope Variance
- Schedule Variance
- Net Productivity (a calculation of several output metrics)

Technical Metrics

Technical Metrics are used to determine the effectiveness of the application architecture and source code. Examples of technical metrics include:

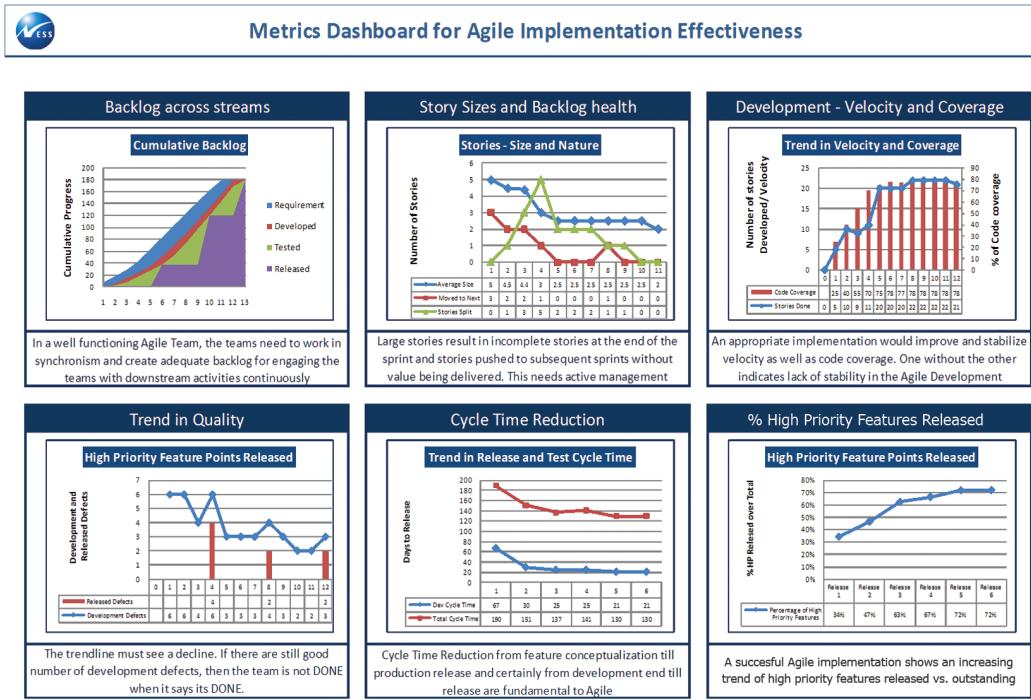
- Scalability
- Performance
- Reliability
- Code redundancy and cyclomatic complexity

Quality Metrics

Quality has a critical effect on overall development cost and effectiveness. By tracking and improving your quality metrics, you are able to redistribute resources to more value-added activities, such as creating new functionality and innovation. Examples of quality metrics include:

- Defect leakage
- Defect density
- Test automation percentage
- Defect reopen rate

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We have found that identifying and leveraging **the right metrics** to drive the information and behavior necessary to optimize your effectiveness is the first step necessary to implement a solid metrics program. It's also important to initiate appropriate levels of communication and collaboration to insure that the focus is on the total quality and predictability of the release rather than any single or group of metrics.

The Ness Software Product Labs Strategic Consulting Group offers a metrics program design that will quickly and cost-effectively put your organization on the right track to optimizing your development effectiveness using the best objective and quantitative measures.

Program Deliverables

1. Metrics identification
2. Process and systems analysis to support the identified metrics
3. Program design including systems and process changes
4. Dashboard creation
5. Stakeholder training to more effectively leverage the metrics

Ready to maximize your software development lifecycle? *Contact us to schedule a free two-hour initial assessment with our team. We will deliver a recommendations report, free of charge, as part of the engagement.* Our expert consultants will meet with your team to quickly define the scope and objectives of your metrics program so that you can begin unlocking hidden business growth.



Ness Software Product Labs™

Ness Software Product Labs™ is a Ness global service line that provides software product expertise — from concept through development to market support — delivered via collaborative “extended product labs.” Ness operates software R&D labs for more than 50 ISVs and other product-oriented clients, utilizing its technology centers across India and Central and Eastern Europe, along with onsite and local presence in North America, Europe, Israel and Asia Pacific. <http://www.ness.com/spl>.