



BCS Edinburgh
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Business Patterns for Software Developers

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- Agile Training & Consulting for Business alignment
- Author:
 - *Changing Software Development: Learning to be Agile*, Wiley 2008
 - *Business Patterns for Software Developers*, Wiley 2012



*Context Encapsulation in
Pattern Languages of Program Design
Volume 5, 2006*

*97 Things Every Programmer Should Know
Henney, 2010*



Business Patterns for Software Developers

Allan Kelly



Forward by Linda Rising

- Clearly defines the route to business strategy and operations
- Includes over 38 strategy patterns
- Explains how to implement specific patterns
- Includes sequence diagrams linking patterns

Business Patterns for Software Developers

Out now!

John Wiley & Sons

ISBN:

978-1119999249

How do I run & grow my software business?

Context

Problem

Forces

Solution & Implementation

Consequences

3 Known Uses



3 Type of Software Company

Software
Product
Company

Corporate IT
Department

Software
Service
Company

ESP - External Service
Provider

Falling off a log theory

- Too many software companies follow the *Falling off a Log* pattern



Like having a baby



Salesman meets Techie



Running is more difficult...

- Infant mortality is high...
- Survive the first year and...
 - You probably have something
 - Time to get serious
 - No longer enough to chance it
 - No longer enough to do one thing right
- Common problems, common solutions ...
Patterns!

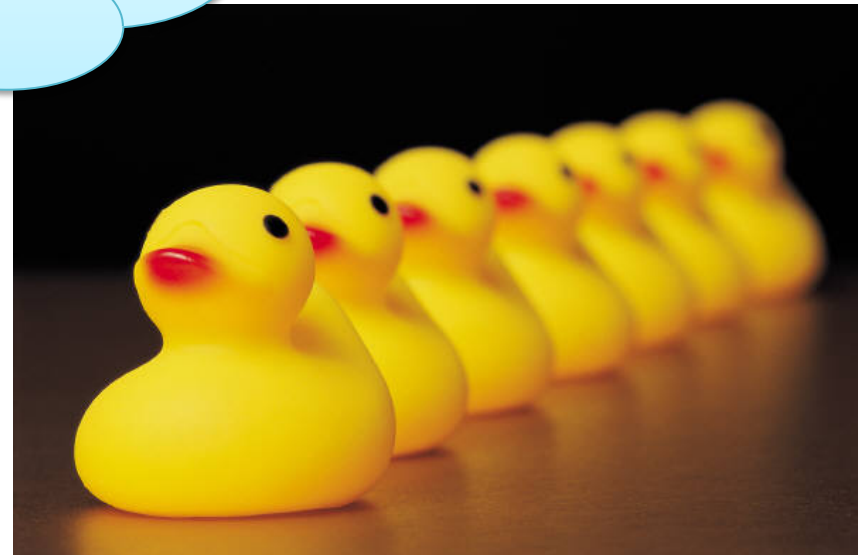


Ducks not Bullets

No Silver Bullets

Could Patterns
help?

- Ducks
 - Get 'em in a Row
- Thousands of small decisions
 - Not one big one

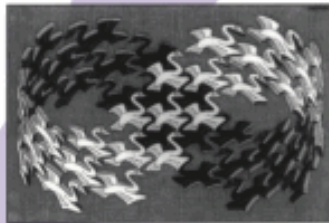


23 Patterns right?

CHAIN OF RESPONSIBILITY
FACADE
TEMPLATE METHOD
STRATEGY
COMMAND
SINGLETON
PROTOTYPE
PROXY
COMPOSITE
DECORATOR

Design Patterns
Elements of Reusable
Object-Oriented Software

Erich Gamma
Richard Helm
Ralph Johnson
John Vlissides



Foreword by Grady Booch

ADDISON-WESLEY PROFESSIONAL COMPUTING SERIES

MEDIATOR
ITERATOR
MEMENTO
OBSERVER
VISITOR
INTERPRETER

PROTOTYPE
BUILDER
STATE
FACTORY METHOD
ABSTRACT FACTORY
BRIDGE
ADAPTOR
FLYWEIGHT
VISITOR

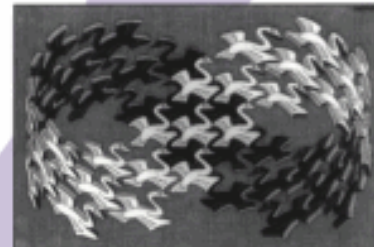
An aside, a rant



Design Patterns

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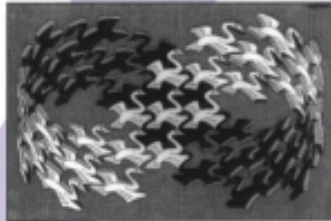
22 Patterns right?

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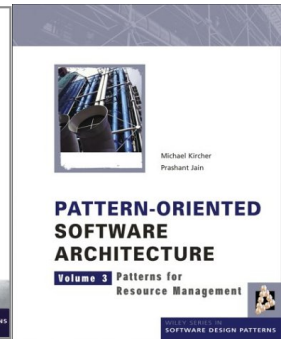
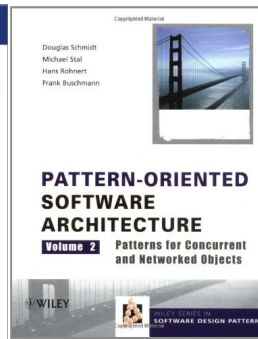
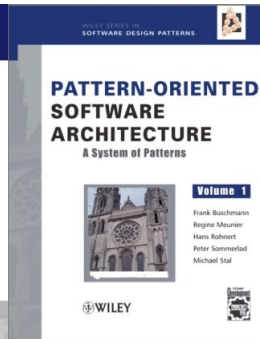
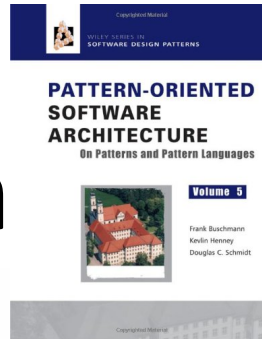
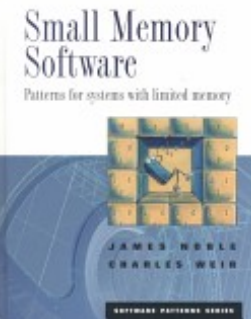
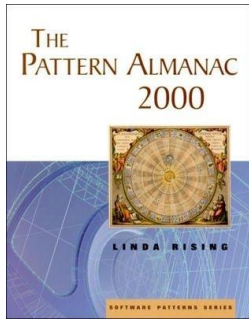


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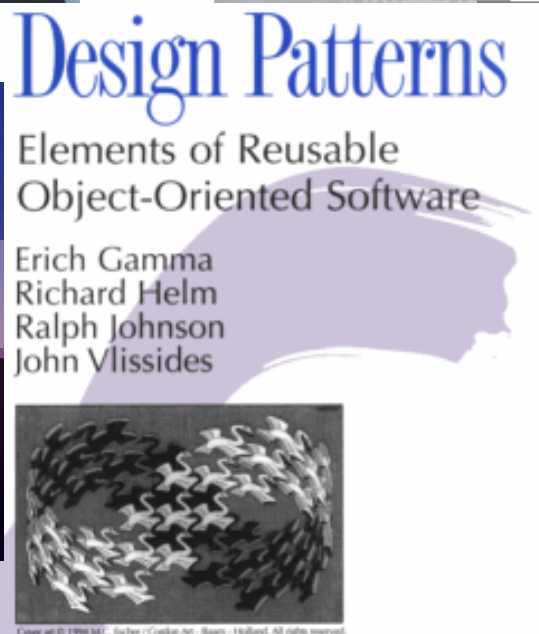
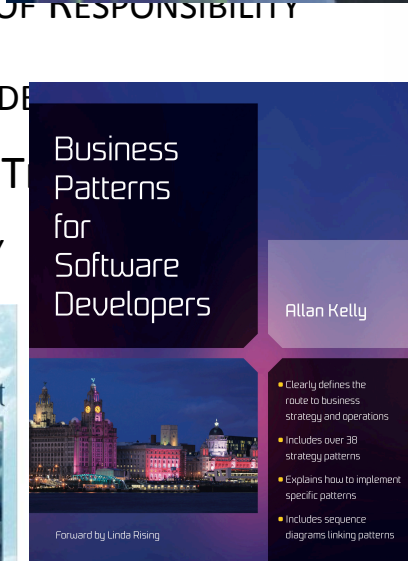
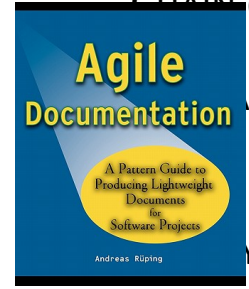
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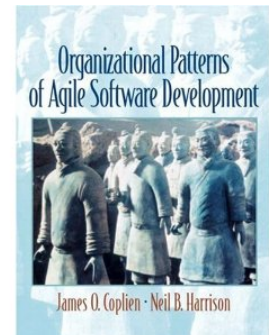
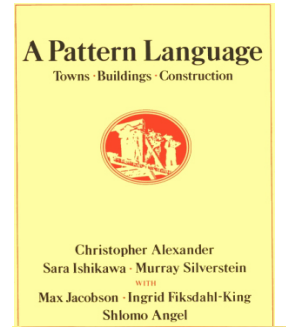
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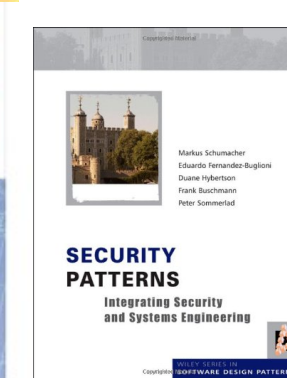
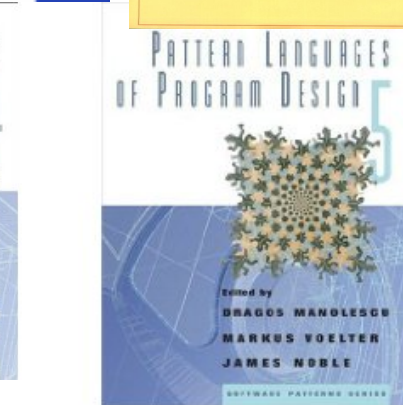
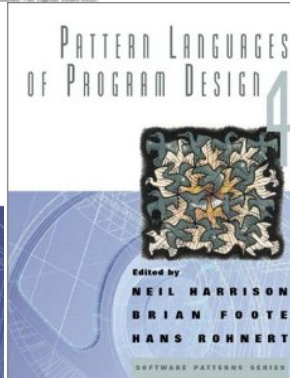
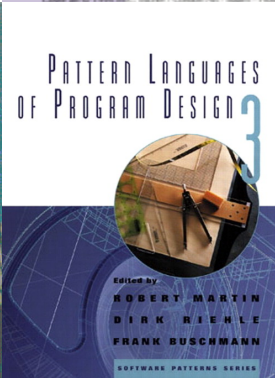
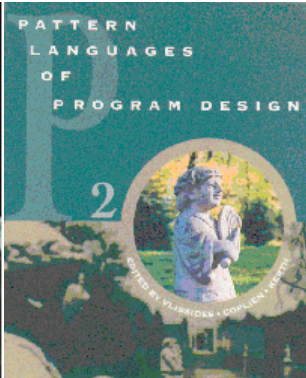
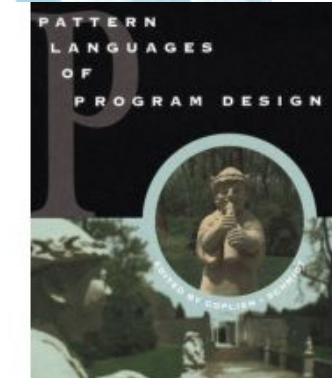
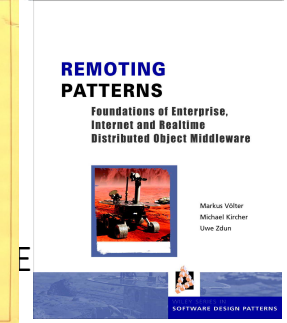
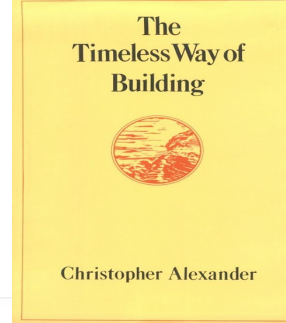
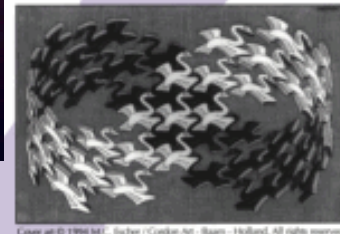
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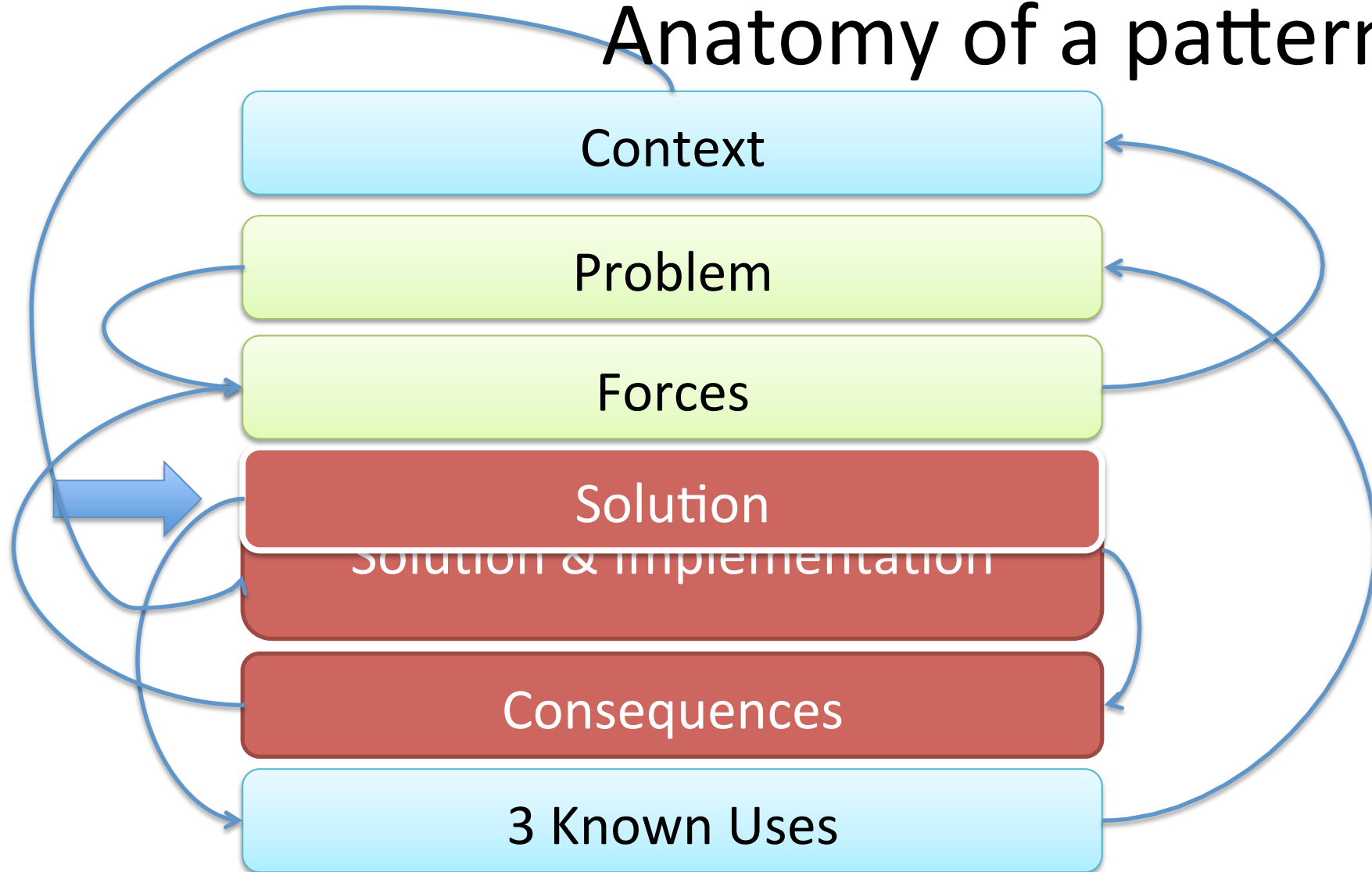
TYPE



If this works for
programming... would it
work for business?
And the software business?



Anatomy of a pattern



CORE PRODUCT ONLY

SAME CUSTOMERS, DIFFERENT PRODUCT

CORPORATE CERTIFIED EXPERTS

PACKAGED SERVICES

CUSTOMER UNDERSTANDING

PROFESSIONAL SERVICES TEAM

WHOLE PRODUCT

LOCAL GUIDE

COMPLEMENTOR, NOT COMPETITOR

SIMPLE PRODUCT VARIATIONS

SERVICES BEFORE PRODUCT

SINGLE PRODUCT COMPANY

PERSONAL SERVICE

INNOVATIVE PRODUCTS

NAMED SALES PEOPLE

SERVICES FEEDBACK

EXPEDITIONARY MARKETING

BRANDED SHOPS

CUSTOMISABLE PRODUCT

SALES/TECHNICAL DOUBLE ACT

LIFETIME SERVICES FOR PRODUCTS

SEPARATE IMAGINATIVE TEAMS

PRODUCT PORTFOLIO

WHITE LABEL

VALUE ADDED RESELLER

INTERNET STORE

POACHER TURNED GAME KEEPER

WHOLESALER

CUSTOMER CO-CREATED PRODUCT

SIMPLER PRODUCT

INITIAL HELP

ACCOUNT MANAGEMENT

PRODUCT ROADMAP

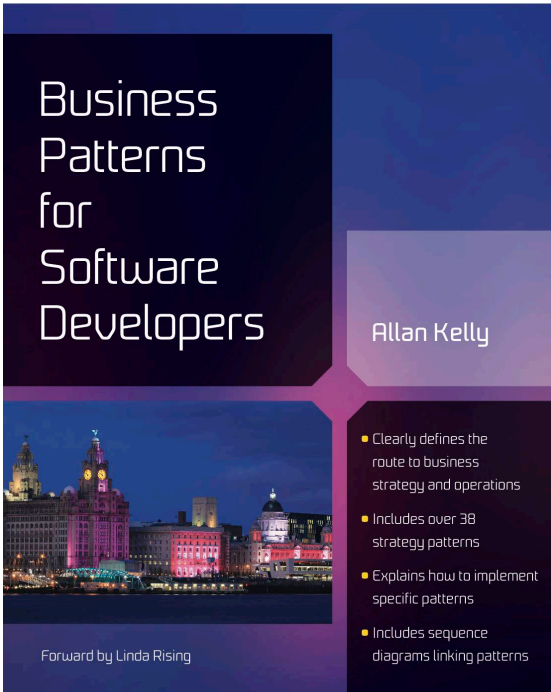
SEGMENTED CUSTOMERS

HOMOGENOUS CUSTOMERS

PRODUCTS WITH SERVICE

SELF-SERVICE

INDEPENDENT RETAILER



SAME CUSTOMER, DIFFERENT PRODUCT

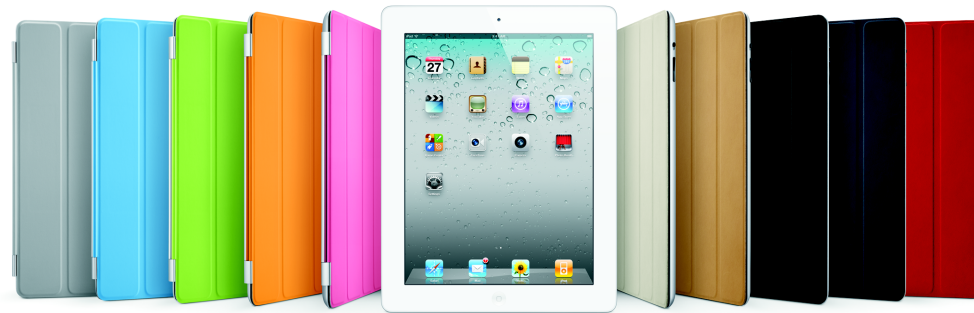
- The Customer is the *Asset*

Problem: **How do you maximise your return from existing customers?**



Solution: **Expand your product offering so you have more products to sell to your existing customers. Do this by focusing on the customer needs rather than the product.**

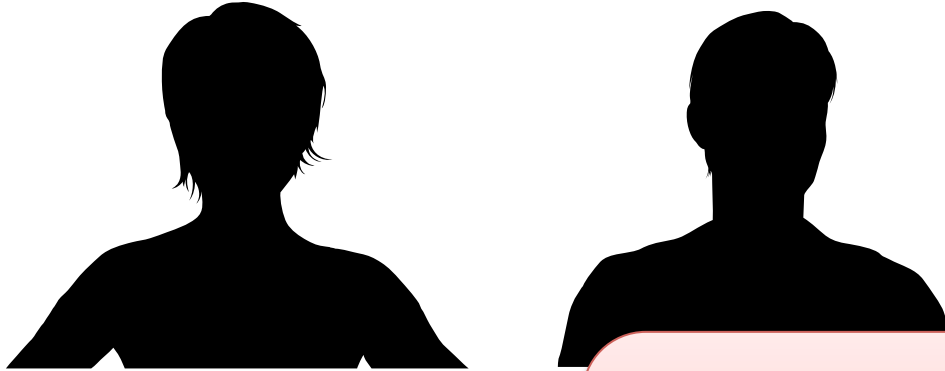
SIMPLE PRODUCT VARIATIONS



Problem: How do you increase variety and differentiation in your products without increasing costs?

Solution: Offer a basic product with several simple variations, keeping the variations simple will keep them cheap.

ACCOUNT/TECHNICAL DOUBLE Act

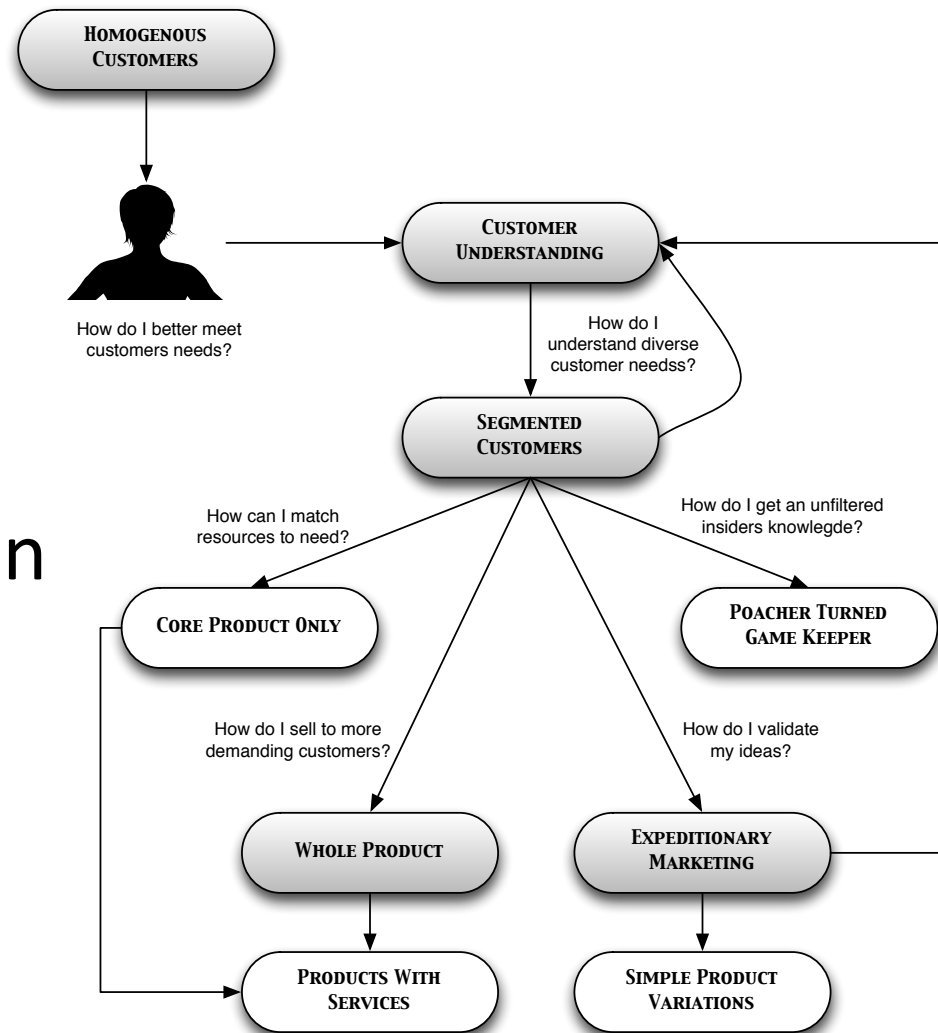


Problem: How do you avoid overwhelming your account managers with commercial and technical issues?
- Both before the sale and the after.

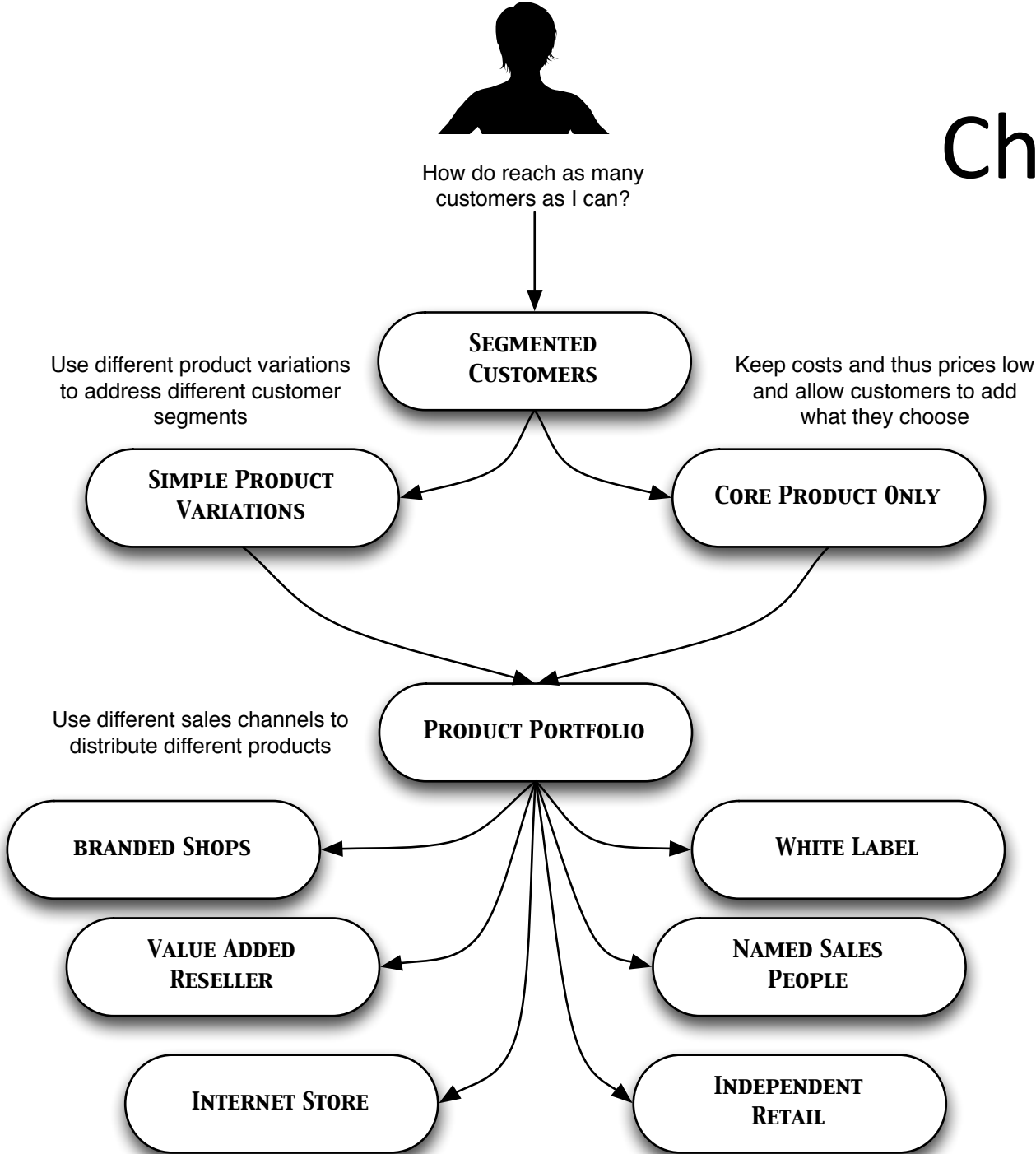
Solution: Have your customer account managers work in pairs, one handles the commercial aspects of the product and the other handles the technical aspects.

Pattern sequences

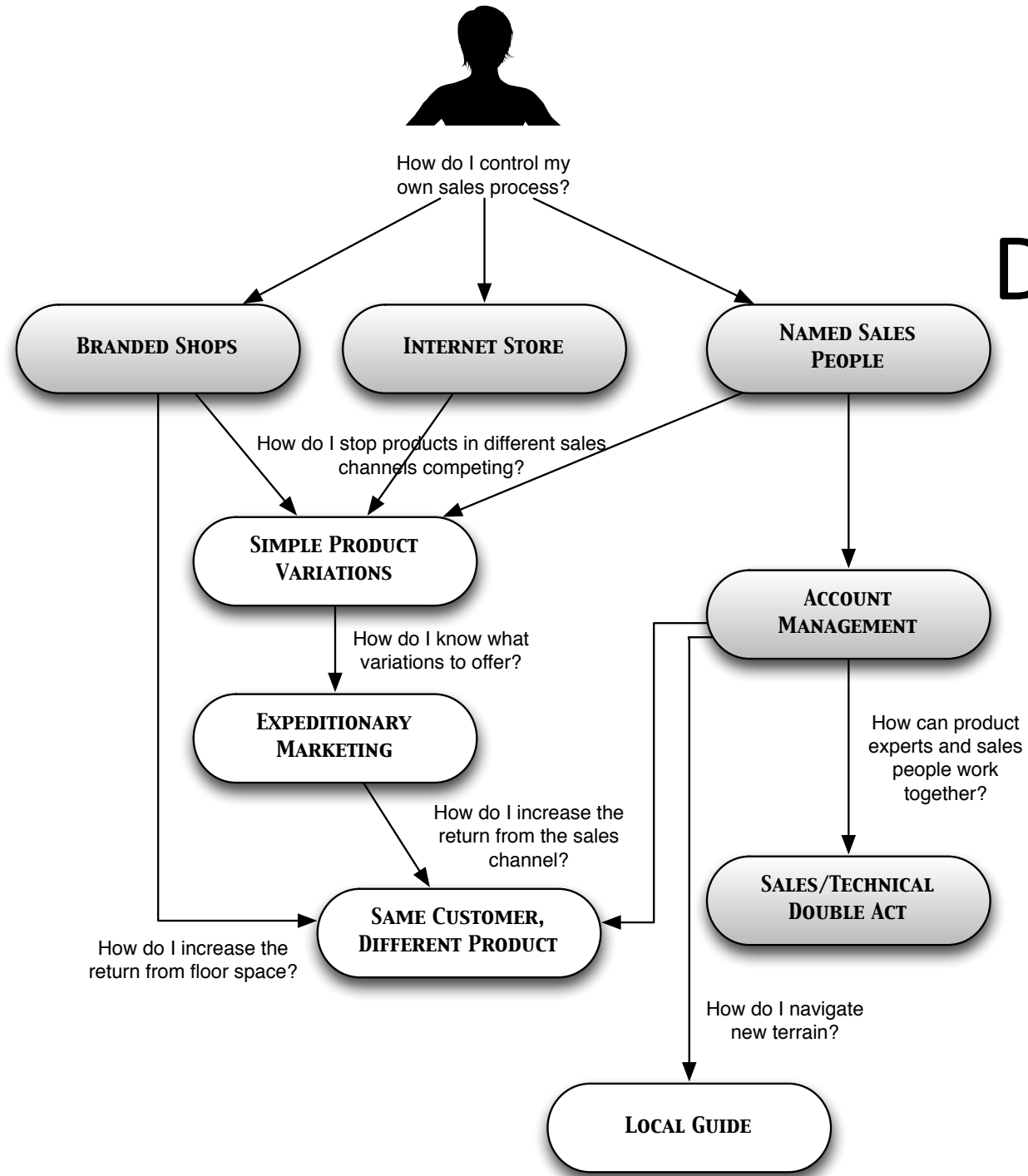
- Patterns are generative
- Sequences link patterns
- *Consequences chain to Forces*



Channels to Products



Direct Distribution



Questions

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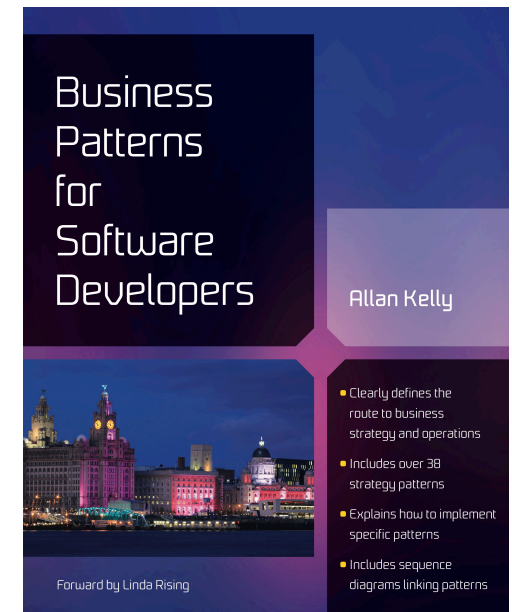
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