Business Patterns for Software Developers

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97 Things Every Programmer Should Know
Henney, 2010

Context Encapsulation in
*Pattern Languages of Program Design*
Volume 5, 2006
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.
Anatomy of a pattern
How do I run & grow my software business?

- Context
- Problem
- Forces
- Solution & Implementation
- Consequences
- 3 Known Uses

Business Patterns for Software Developers

Allan Kelly

- Clearly defines the route to business strategy and operations
- Includes over 30 strategy patterns
- Explains how to implement specific patterns
- Includes sequence diagrams linking patterns
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

Patterns can 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
Iterator
Mediator
Memento
Observer
Visitor

Prototype
Builder
State
Factory Method
Abstract Factory
Bridge
Adaptor
Flyweight
Interpreter
Patterns right?

Chains of Responsibility

Strategy Command Prototype Builder

Abstract Factory Prototype Adapter Bridge Composite

Facade Flyweight Proxy Interpreter

Iterator Mediator Memento Observer Visitor

Template Method Singletons
38 Patterns!

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

Expeditionary Marketing

Services Feedback

Branded Shops

Customisable Product

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

Core Product Only

Sales/Technical Double Act

Lifetime Services for Products

Separate Imaginative Teams

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Forward by Linda Rising

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Patterns of Innovation

From Allan Kelly

38 Patterns!
Yes a sales pitch... I have a book!

Pre-book versions of patterns

http://www.bizpatterns.biz

Free for download
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.
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
How do I better meet customers' needs?

Homogenous Customers

Customer Understanding

How do I understand diverse customer needs?

Segmented Customers

How can I match resources to need?

Core Product Only

How do I sell to more demanding customers?

Whole Product

Poacher Turned Game Keeper

How do I get an unfiltered insider's knowledge?

Expeditionary Marketing

How do I validate my ideas?

Products With Services

Simple Product Variations

Homogenous to Segmented Customers
How do I reach as many customers as I can?

**Product Portfolio**

- **Simple Product Variations**
  - Use different product variations to address different customer segments

- **Core Product Only**
  - Keep costs and thus prices low and allow customers to add what they choose

- **Segmented Customers**

- **Product Portfolio**
  - Use different sales channels to distribute different products

- **Branded Shops**
- **Value Added Reseller**
- **Internet Store**
- **White Label**
- **Named Sales People**
- **Independent Retail**
How do I control my own sales process?

BRANDED SHOPS

INTERNET STORE

NAMED SALES PEOPLE

How do I stop products in different sales channels competing?

SIMPLE PRODUCT VARIATIONS

How do I know what variations to offer?

EXPEDITIONARY MARKETING

How do I increase the return from the sales channel?

SAME CUSTOMER, DIFFERENT PRODUCT

ACCOUNT MANAGEMENT

How can product experts and sales people work together?

SALES/TECHNICAL DOUBLE ACT

How do I navigate new terrain?

LOCAL GUIDE

How do I increase the return from floor space?
**Homogenous Customers**

How do I enter a market quickly when I do not understand all the potential customers?

Assume all customers are similar; do not attempt to segment the market. Build and offer one product only. Get the product into the market as quickly as possible while keeping costs down.

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**Segmented Customers**

Your customers all seem to want different things. How do you know what features to provide?

Segment your customers into different groups and address the needs of each group separately.
Homogenous or Segmented?

Apple

Nokia
Questions

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Software Strategy

Don't forget to buy the book 🎁