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
Business Patterns for Software Developers

Out now!
John Wiley & Sons
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How do I run & grow my software business?
3 Type of Software Company

- Software Product Company
- Software Service Company
- Corporate IT Department

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
Surviving the first year...
Running is more difficult...

- If you survive the first year
  - 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*

- 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
- Mediator
- Iterator
- Memento
- Observer
- Visitor
- Prototype
- Builder
- State
- Factory Method
- Abstract Factory
- Bridge
- Adaptor
- Flyweight
- Interpreter
An aside, a rant
22 Patterns right?

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And the conferences...

• Regular
  – EuroPLoP (German)
  – US PLoP (on wheels)
  – SugarLoaf PLoP (Brazil)
  – ChilliPLoP (Arizona)

• Occasional
What is a pattern?

- A solution to a problem in a context
- A form of writing... like poetry
If this works for programming... would it work for business? And the software business?
SoluKon
&
ImplementaKon

3 Known Uses

Problem

Forces

Solution

Solution & Implementation

Consequences

Context
Which brings us to...

... *Business Patterns*

- Patterns about businesses
- Same problem, solution, forces, consequences, etc.
- Same review process
- 38 this time
  - (Plus a few more informal ones)
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**Business Patterns for Software Developers**

- Clearly defines the route to business strategy and operations
- Includes over 330 strategy patterns
- Explains how to implement specific patterns
- Includes sequence diagrams and linking patterns

- Foreword by Linda Rising

**Sales/Technical Double Act**

**Lifetime Services for Products**

**Separate Imaginative Teams**
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 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.
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

Segmented Customers

How do I understand diverse customer needs?

Customer Understanding

How do I sell to more demanding customers?

Core Product Only

How do I get an unfiltered insiders knowledge?

Poacher Turned Game Keeper

How do I validate my ideas?

Expeditionary Marketing

How can I match resources to need?

Whole Product

Simple Product Variations

Products With Services
How do I reach as many customers as I can?

Use different product variations to address different customer segments.

Use different sales channels to distribute different products.

Keep costs and thus prices low and allow customers to add what they choose.

**Product Portfolio**

- **Simple Product Variations**
- **Core Product Only**

**Segments**

- **Branded Shops**
- **White Label**
- **Value Added Reseller**
- **Named Sales People**
- **Internet Store**
- **Independent Retail**
Direct Distribution

1. How do I control my own sales process?
   - Branded Shops
   - Internet Store
   - Named Sales People

2. How do I stop products in different sales channels competing?
   - Simple Product Variations

3. How do I know what variations to offer?
   - Expeditionary Marketing

4. How do I increase the return from the sales channel?
   - Same Customer, Different Product

5. How can product experts and sales people work together?
   - Sales/Technical Double Act

6. How do I navigate new terrain?
   - Local Guide
Your patterns?

What repeating business problems / solutions do you see?
Questions

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Don't forget to buy (pre-order) the book

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