



ACCU Oxford  
Conference  
April 2012

# Business Patterns for Software Developers

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# Allan Kelly

- 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

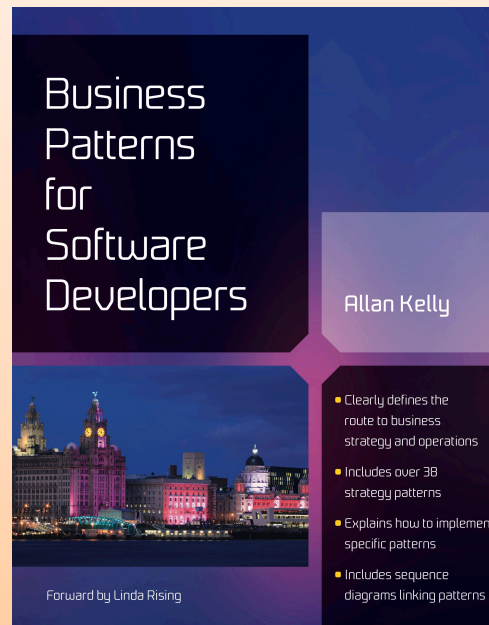
Problem

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





Surviving the first year...



# Running is more difficult...

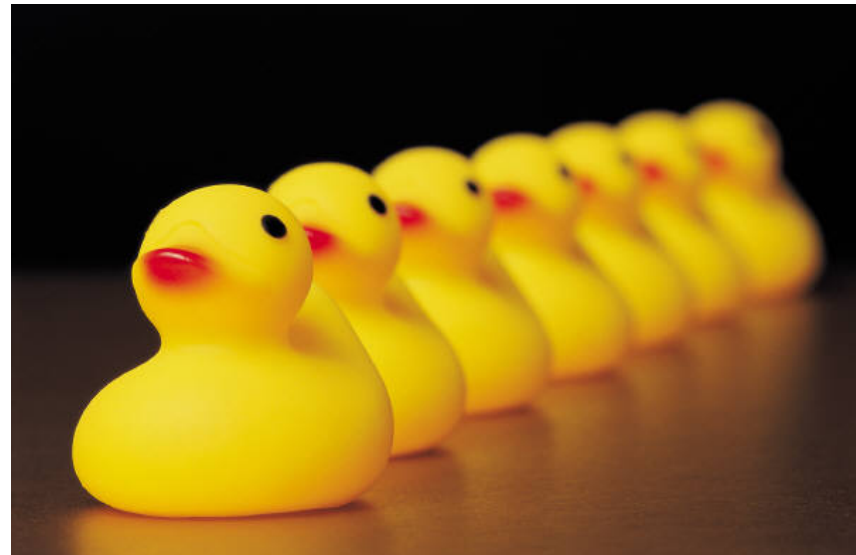
- If you survive the first year
  - You probably have something
  - Time to get serious
  - No longer enough to chance it
  - No longer enough to do one thing right
- Common problems, common solutions ...  
Patterns!



# Ducks not Bullets

*No Silver Bullets*

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

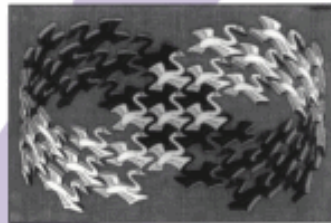


# 23 Patterns right?

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

*Design Patterns*  
Elements of Reusable  
Object-Oriented Software

Erich Gamma  
Richard Helm  
Ralph Johnson  
John Vlissides



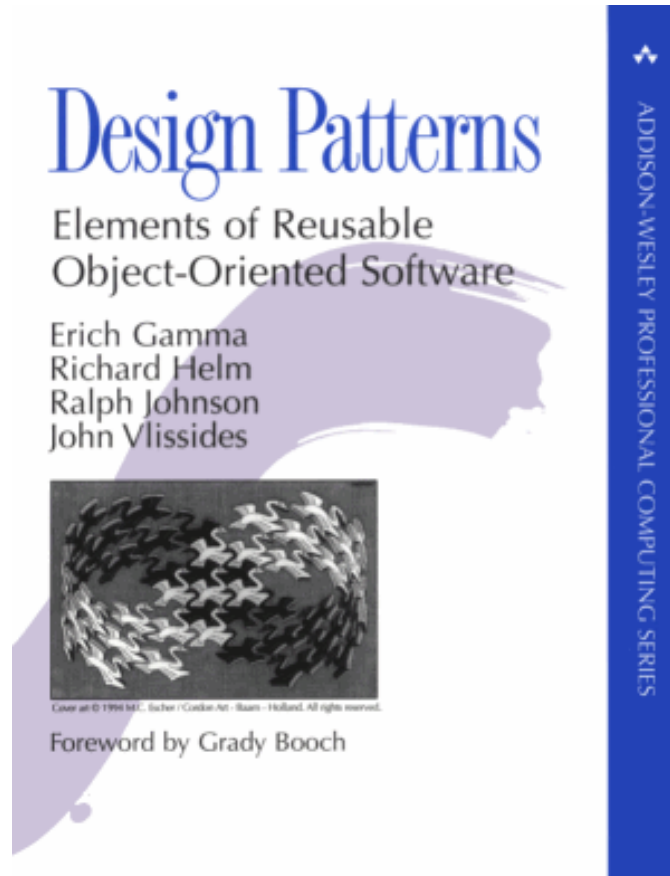
Foreword by Grady Booch

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



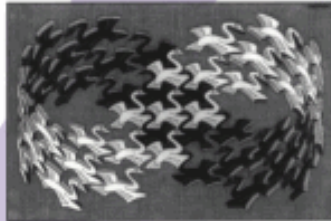
# 22 Patterns right?

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FACADE  
TEMPLATE METHOD  
STRATEGY  
COMMAND  
~~SINGLETON~~  
PROTOTYPE  
PROXY  
COMPOSITE  
DECORATOR

## Design Patterns

Elements of Reusable  
Object-Oriented Software

Erich Gamma  
Richard Helm  
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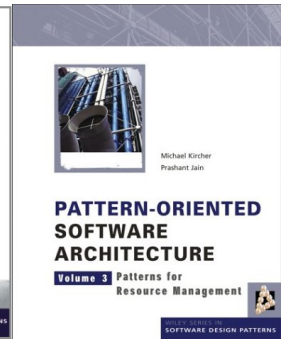
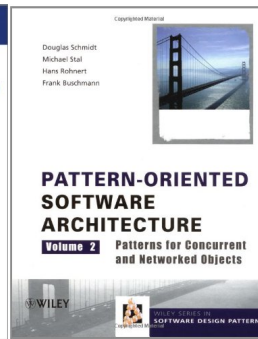
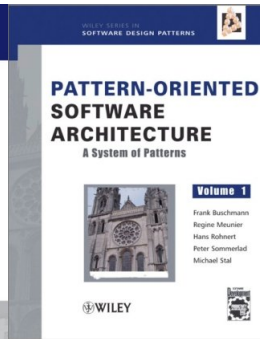
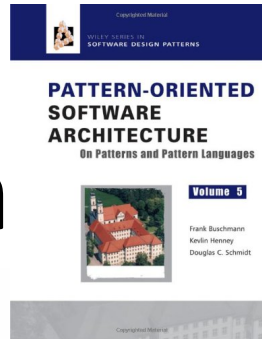
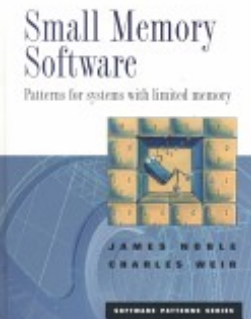
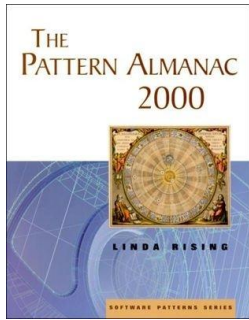


Foreword by Grady Booch

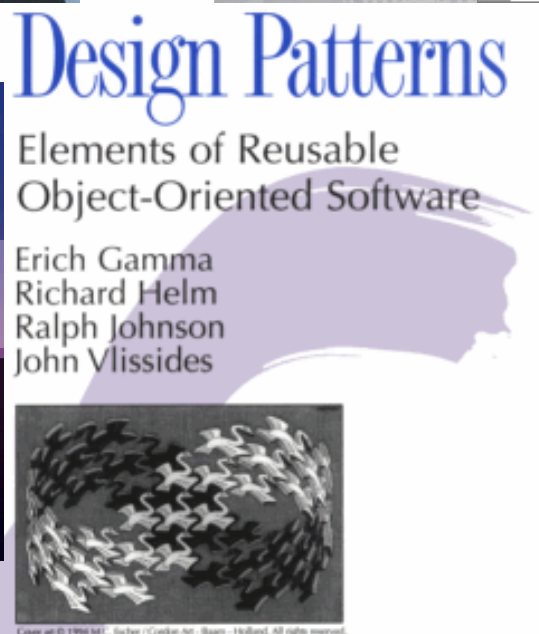
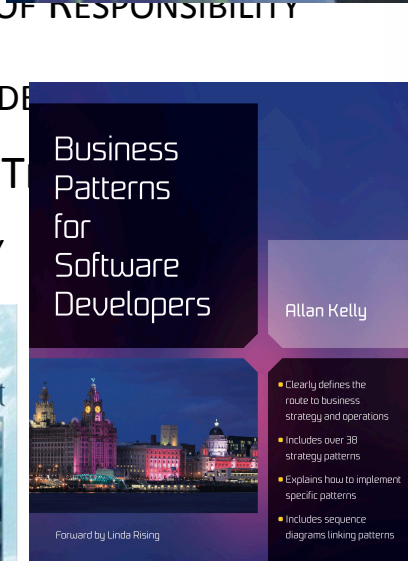
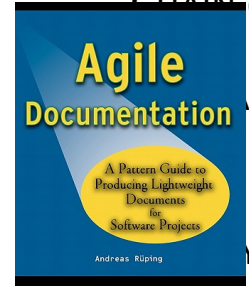
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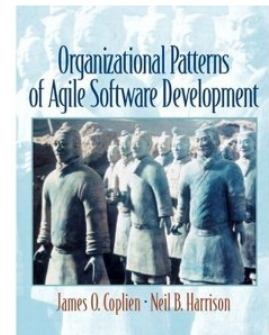
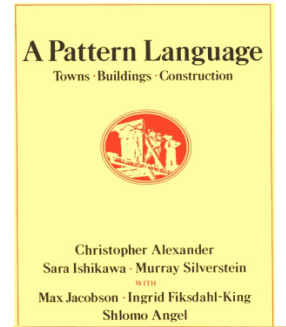
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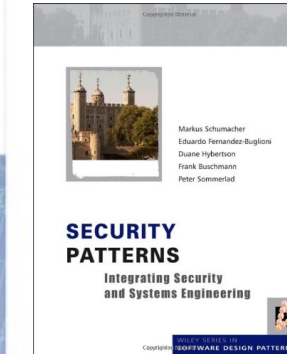
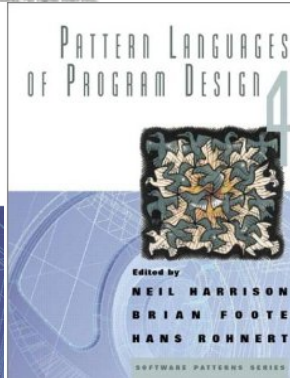
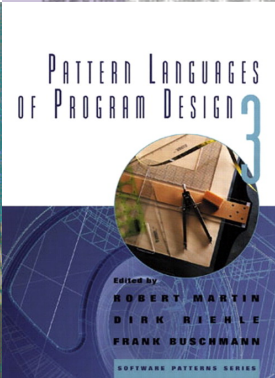
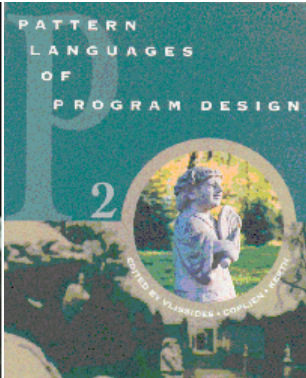
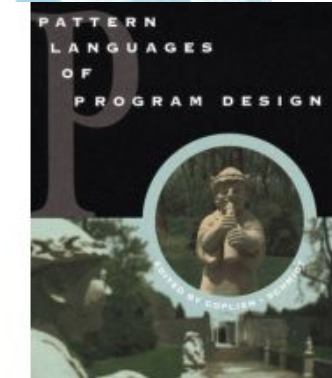
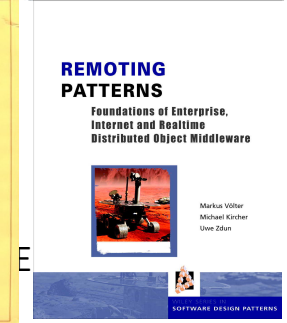
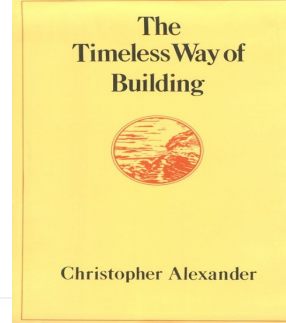
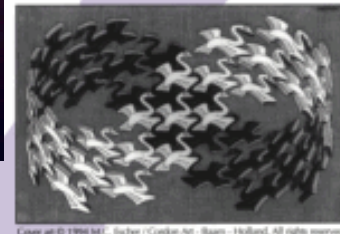
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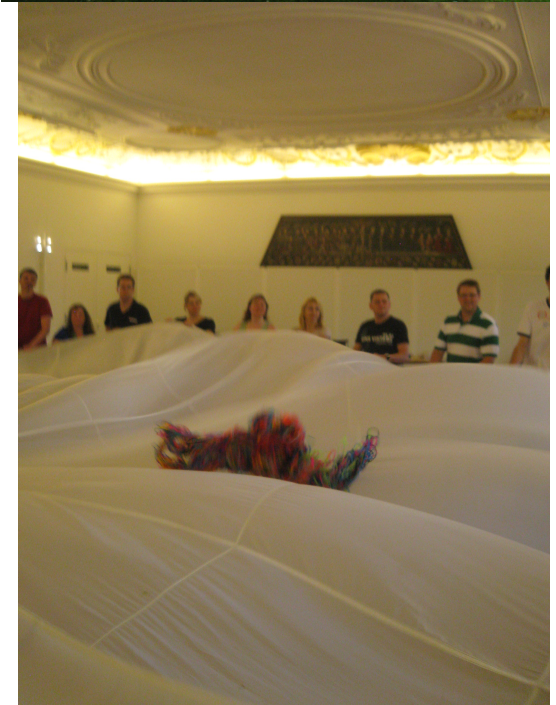


TYPE



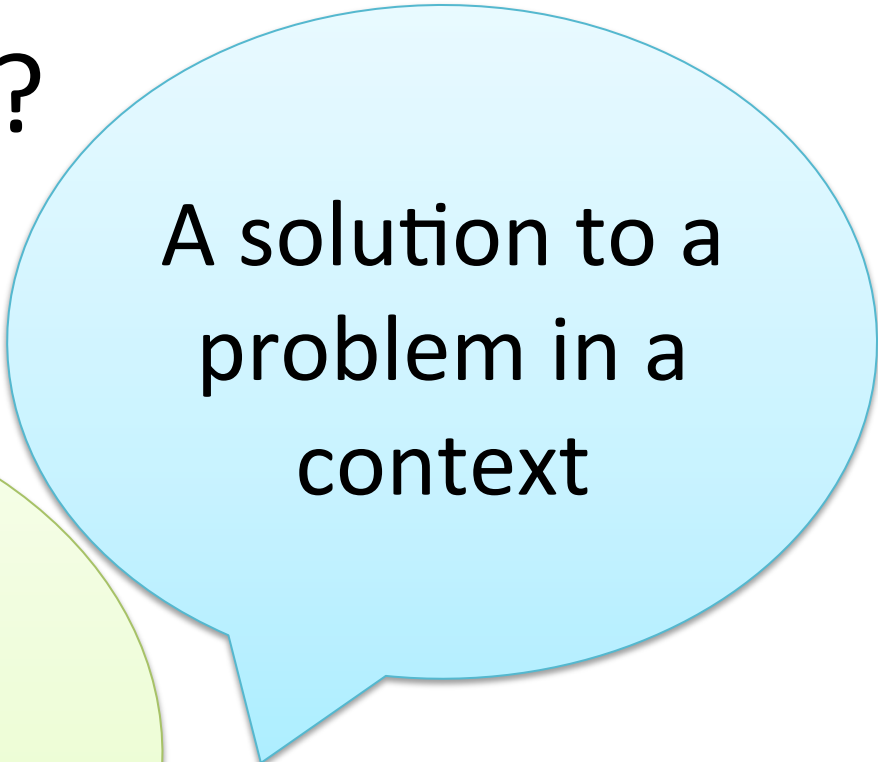
# And the conferences...

- Regular
  - EuroPLoP (German)
  - US PLoP (on wheels)
  - SugarLoaf PLoP (Brazil)
  - ChilliPLoP (Arizona)
- Occasional
  - VikingPLoP, AsiaPLoP, Mensore PLoP, KoalaPLoP, ...

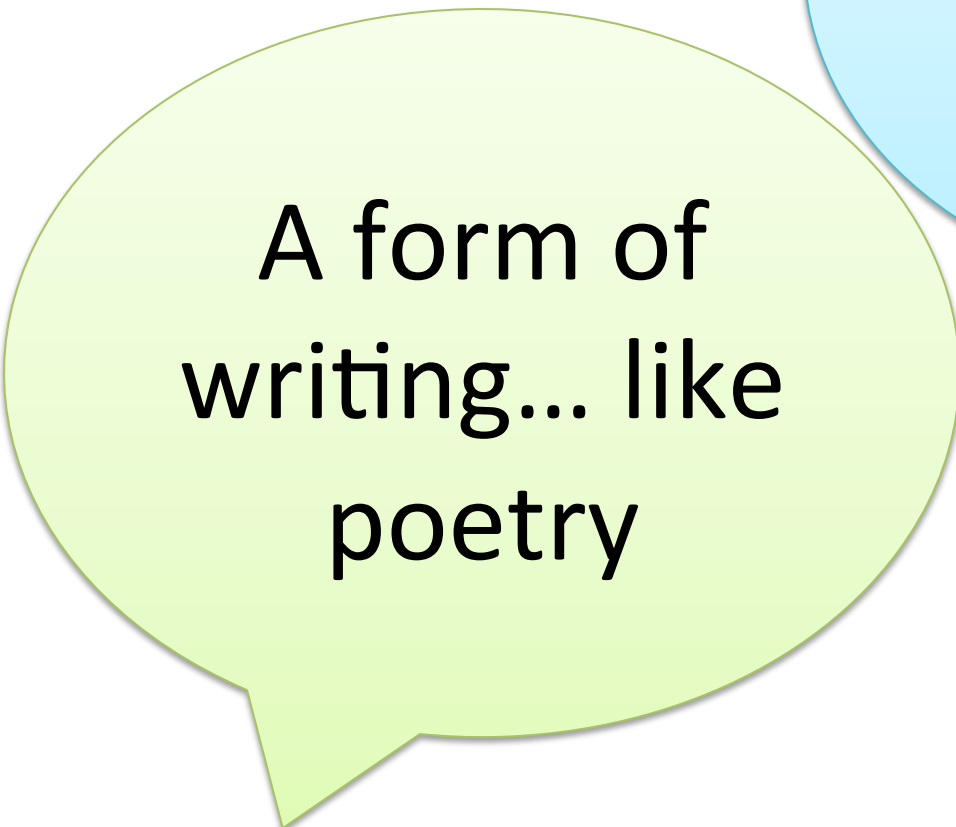




# What is a pattern?



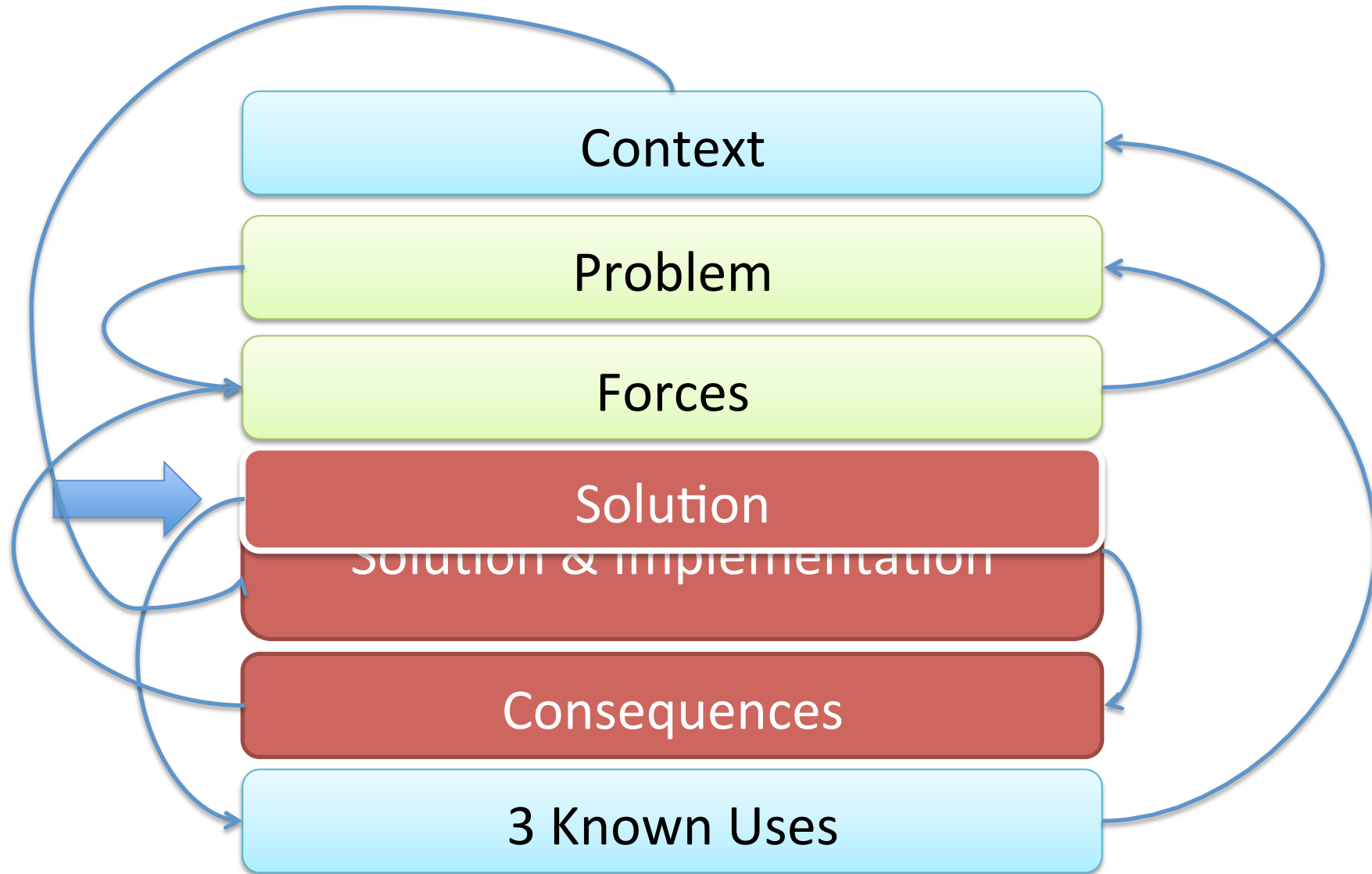
A solution to a  
problem in a  
context



A form of  
writing... like  
poetry

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

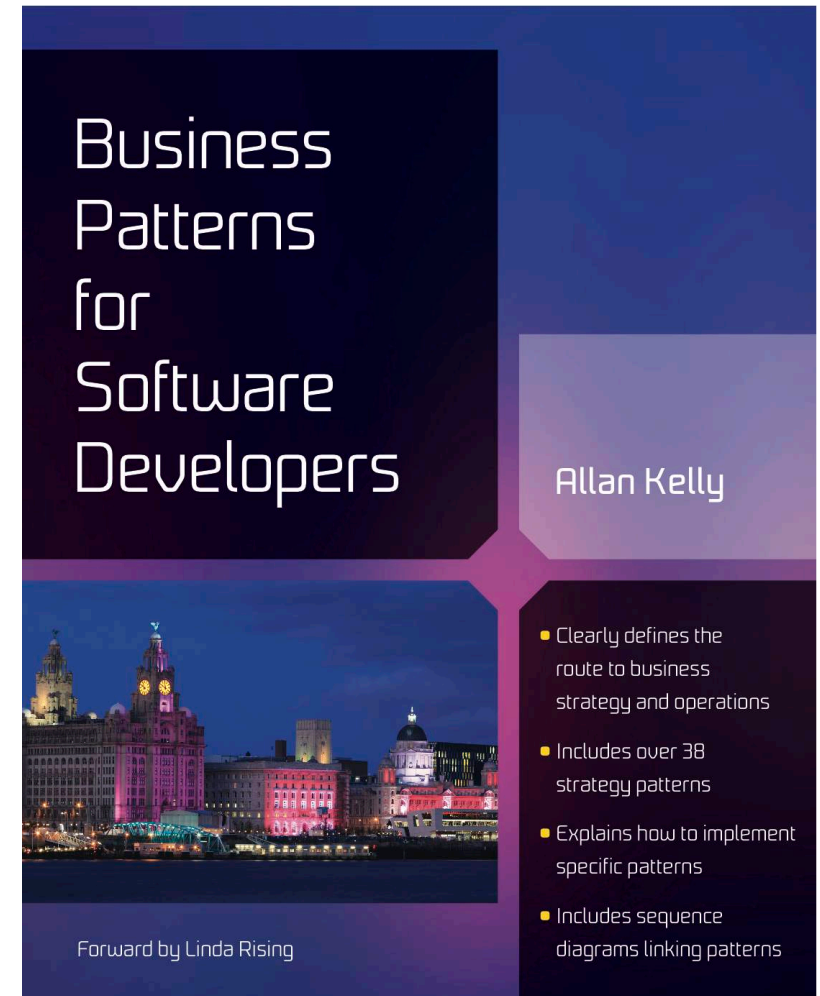




# Which brings us to...

## ... *Business Patterns*

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



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

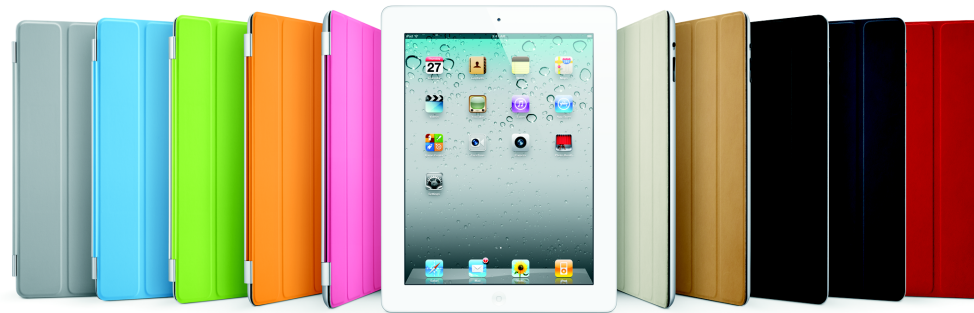
- The Customer is the *Asset*

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.**

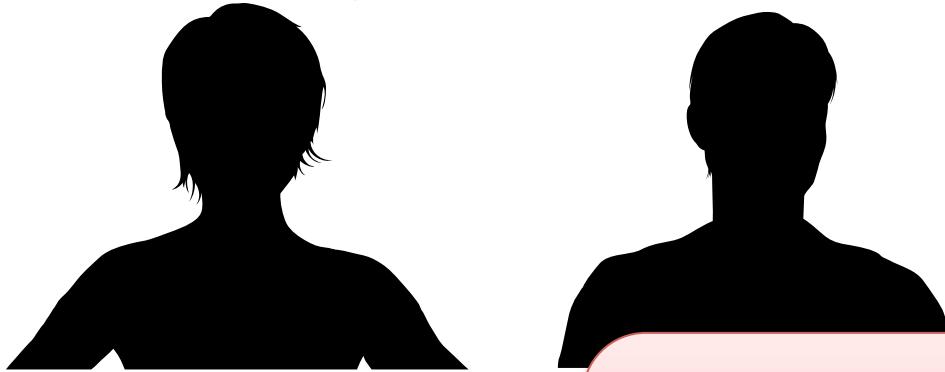
# SIMPLE PRODUCT VARIATIONS



**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



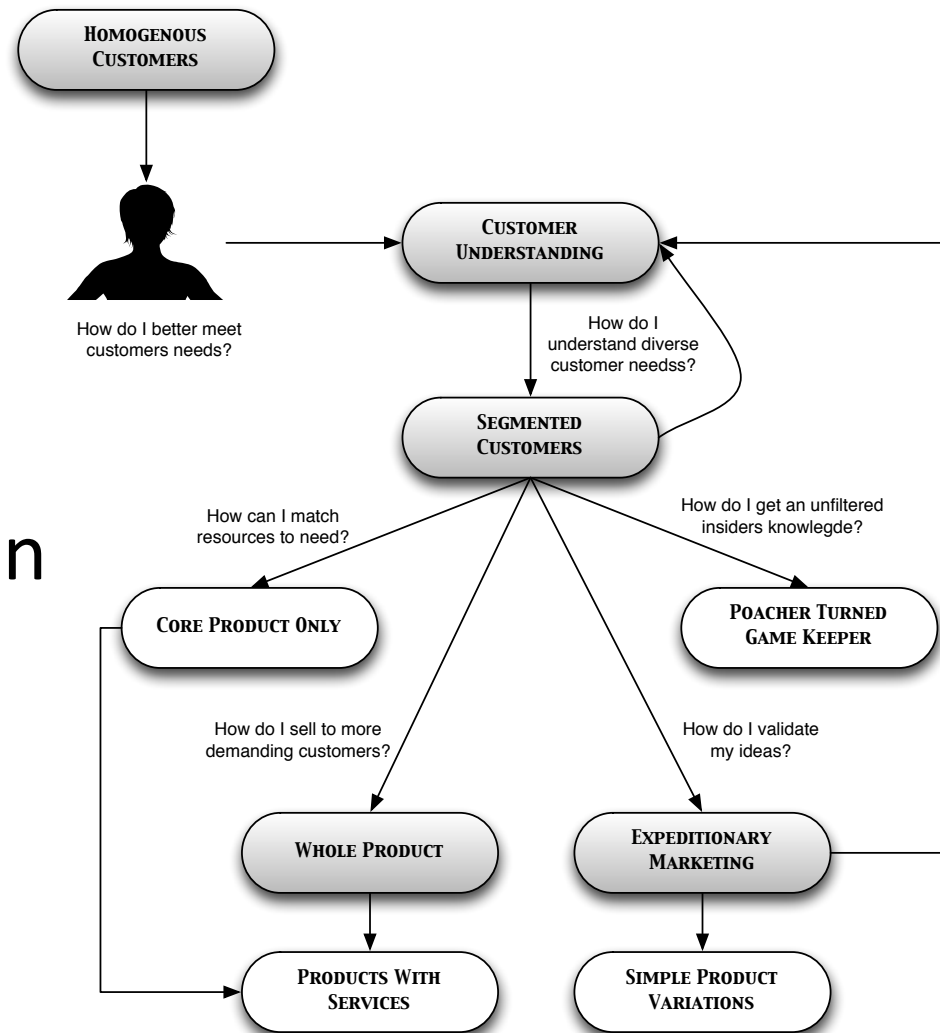
**Problem: How do you avoid overwhelming your account managers with commercial and technical issues?**  
- Both before the sale and the after.

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



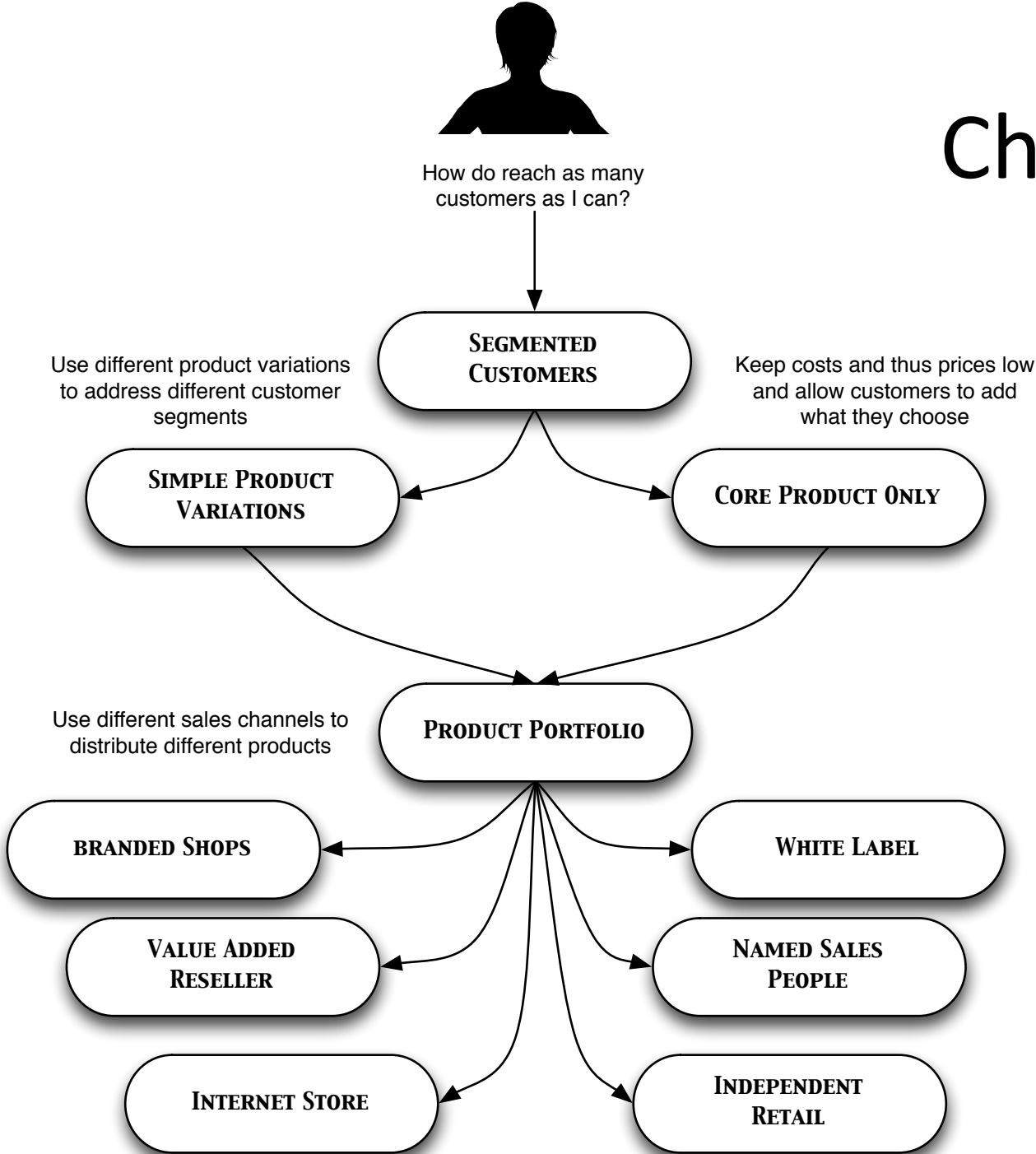
# Pattern sequences

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

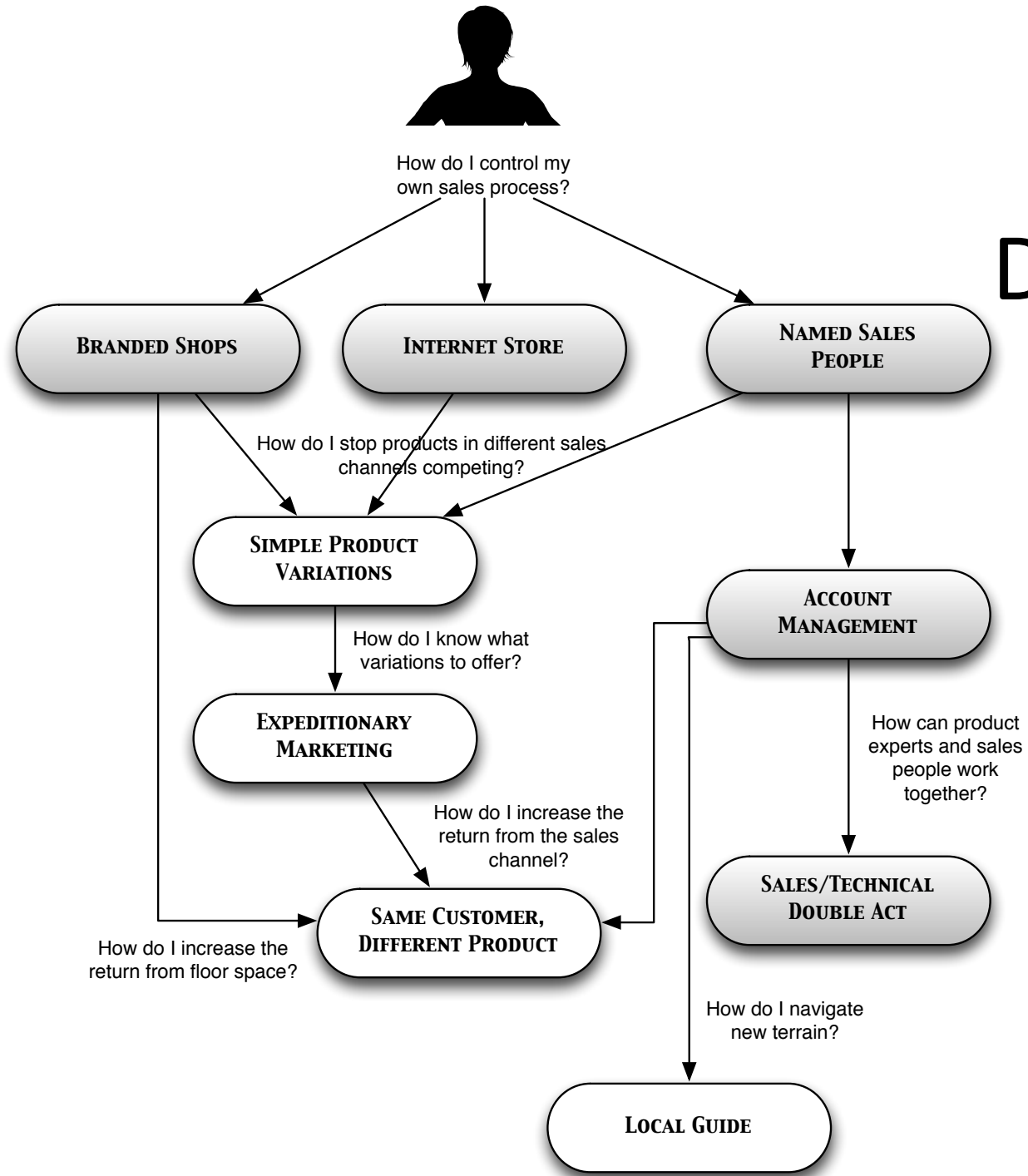




# Channels to Products

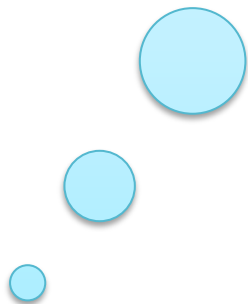


# Direct Distribution



# Your patterns?

What repeating  
business problems /  
solutions do you  
see?



# Questions

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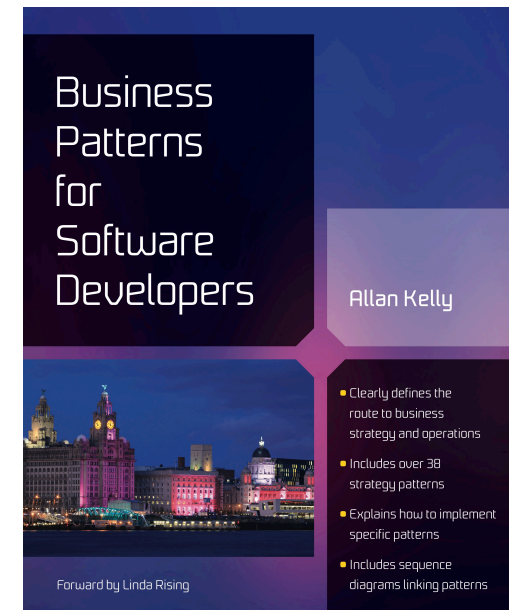
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