

# The Business Case for Agile in 2020

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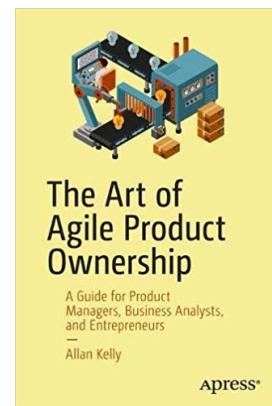
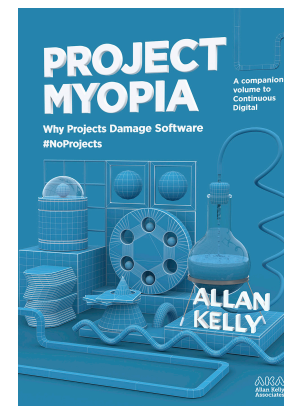
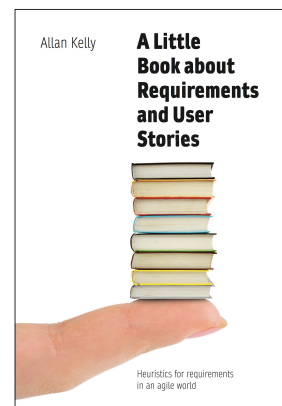
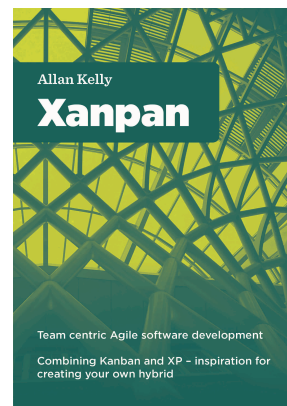
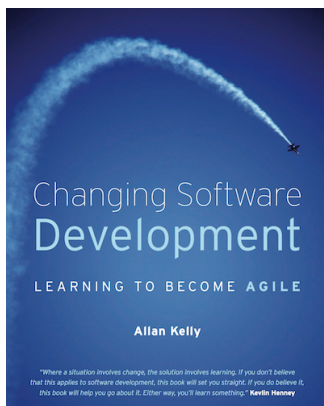
# Allan Kelly

## Agile Guide

## Author

*Helping software professionals,  
teams and enterprises enhance  
agility in a digital world*

<http://www.allankelly.net>



Once upon a time...

I would say, be agile because ...

# Agile produces results sooner

Little & often

- Early deliveries

- Regular updates & releases (to production)

Early use of product brings early benefits

- And feedback to do better job

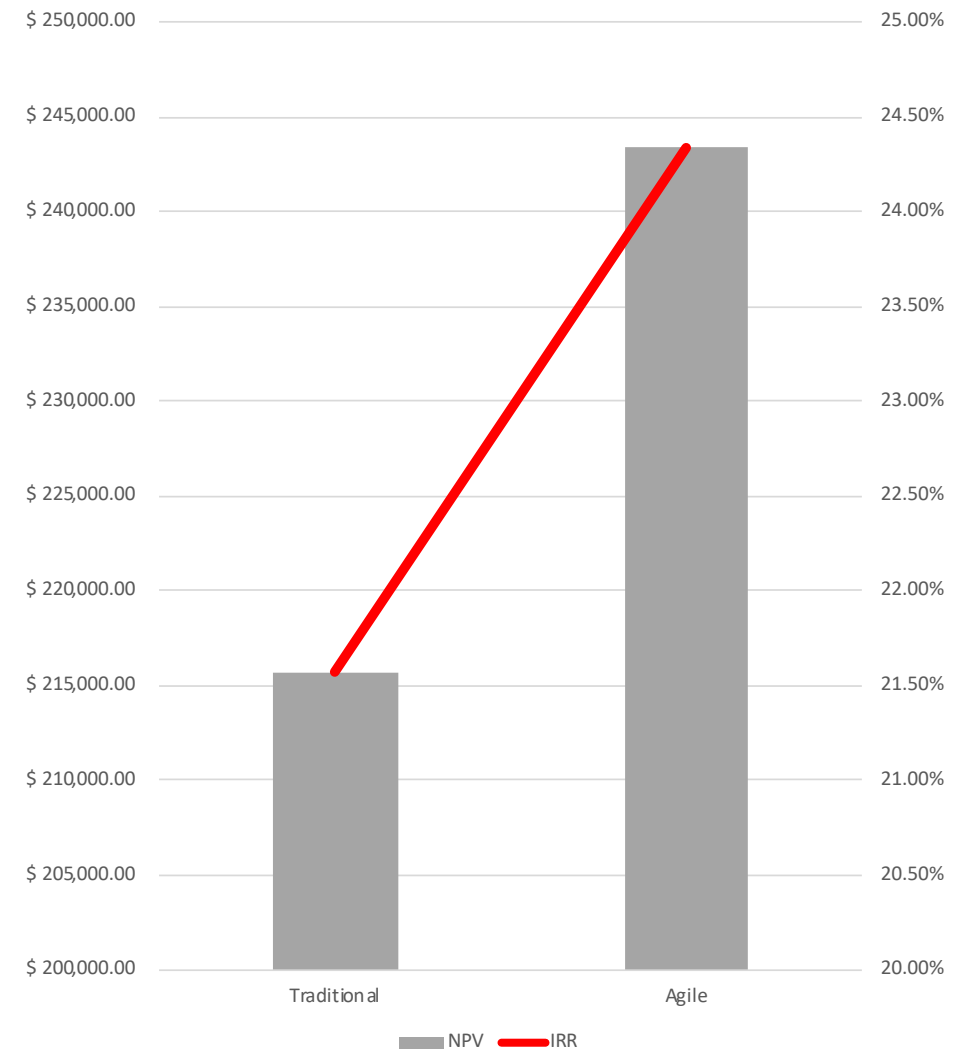
But, you don't get everything early 😞

# Agile will makes more money

## Agile increases ROI

- Because benefits start sooner

Illustration: \$1m 1-year project, equal monthly spend  
Traditional -> everything delivered at end  
Agile -> 12 monthly increments



# Agile reduces risk

- Early delivery exposes problems

But:

- Problems appear on day 1
- Things look worse before they look better
  - You have to address risks



# Agile increases predictability

Caveat: When done right



We are agile so we  
can't tell you when it  
will be done

Lie - Shallow understanding  
of agile toolset

Agile is very good at hitting  
deadline



# Agile allows more flexibility

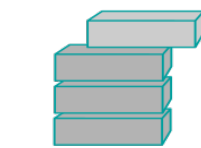
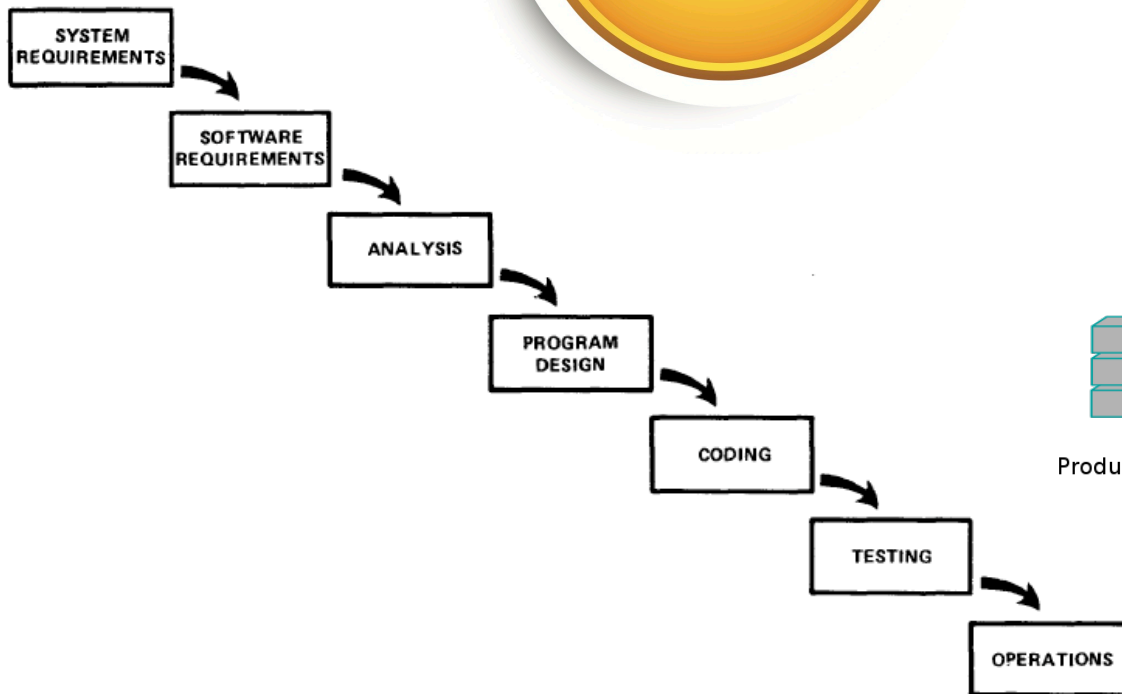
It's Agile

Agile allows decisions to change

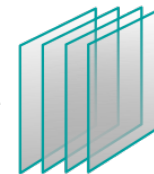




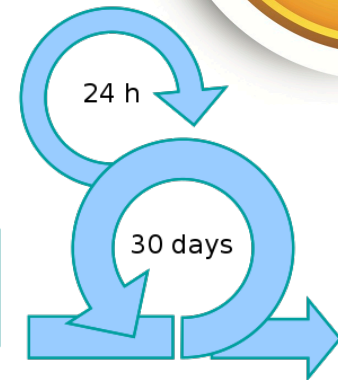
Thus...



Product Backlog



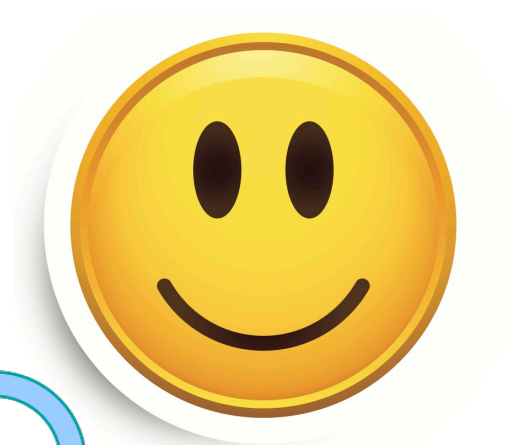
Sprint Backlog



Sprint



Working increment  
of the software



That was then

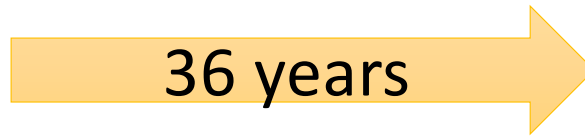
IT is dead

IT's Digital



**IBM PC**  
1981

**iPhone X**  
2017



CPU: Intel 8088 @ 4.77Mhz

- 29,000 transistors

RAM: 640Kb (Max)

Storage: 720Kb (2 x floppies)

- 1983 XT: 10Mb Hard disc

Display: 80x25 green

CPU: A11 @ 2.39Ghz

- 4.3 billion transistors

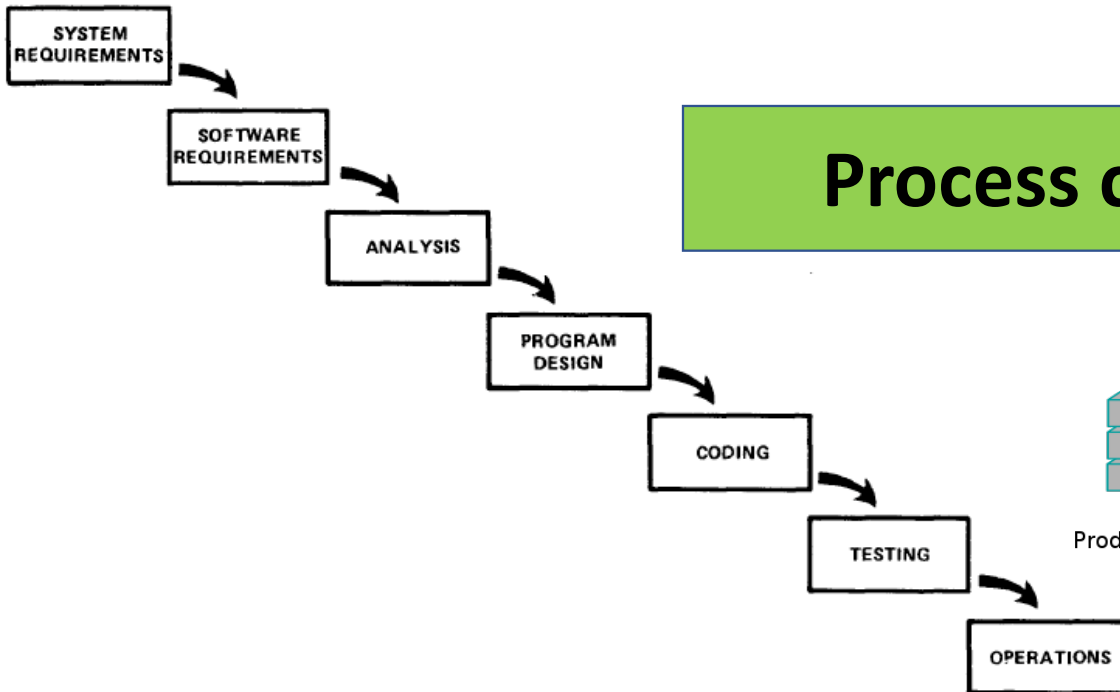
RAM: 3Gb RAM

Storage: 256Gb solid state

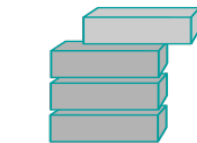
Display: 2436x1125 full colour



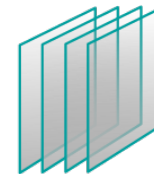
**Technology change**



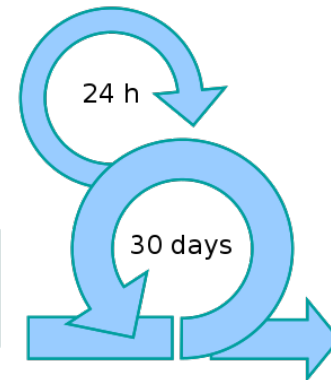
**Process change**



Product Backlog



Sprint Backlog



Sprint



Working increment  
of the software

Agile is the process change that accompanies  
digital change

If you want to be digital,  
You need to be agile

What are the attributes of a digital company?

Stop this video, think, write them down... un-pause



# Digital companies...

Part of  
Agile

Customer  
obsessed

Quick to act

Empowered  
staff

Embrace  
continual  
change

Product  
focused

Experiment  
& trial new  
ideas

React to  
markets &  
change

Exploit  
technology

Delivered  
by Agile

Data driven

Excellent  
operations

*Digital demands Agile*



# Summary – for your decision makers

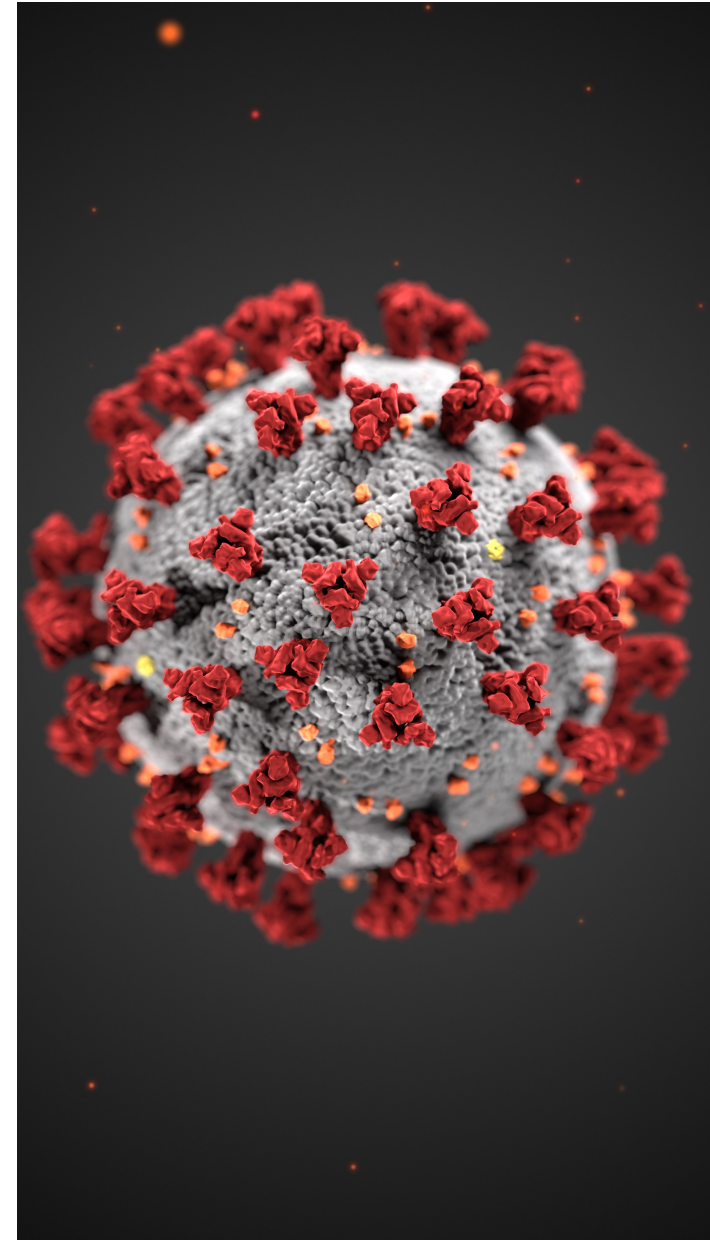
- Greater predictability
- Cost savings
- Increased return
- Reduced risk
- Higher productivity
- Faster to market
- Employee engagement

•Digital

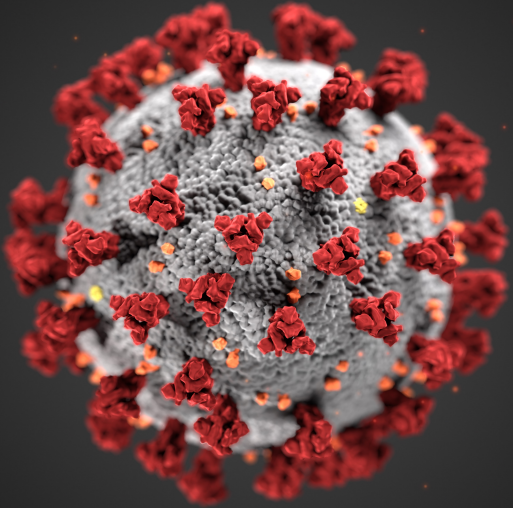
One more thing...

# Who is driving digital change in your business?

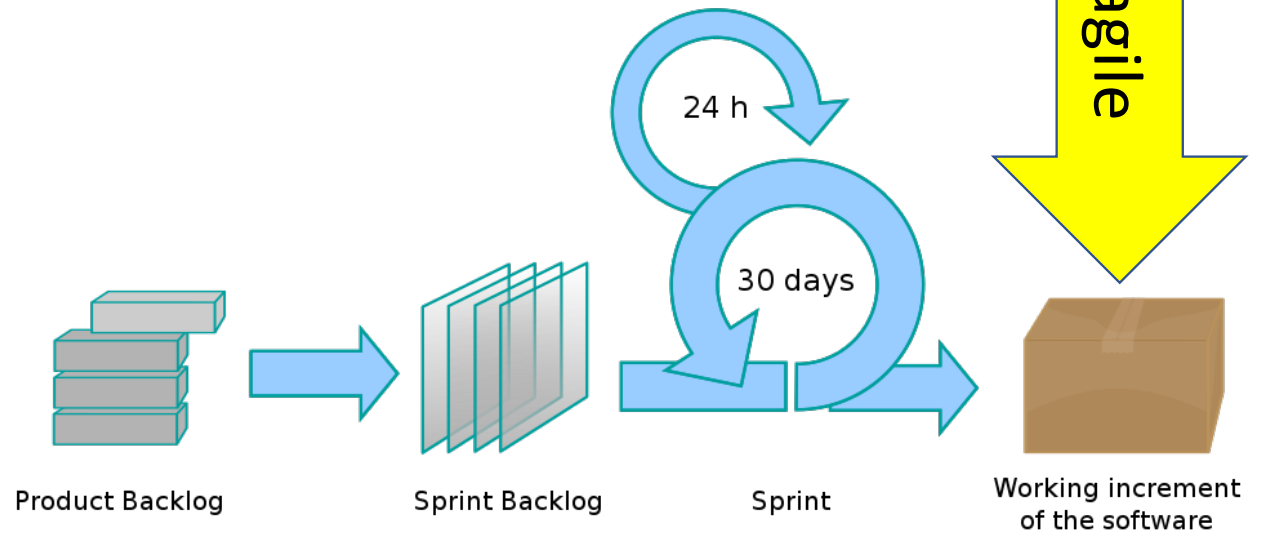
- a) CTO
- b) CDO (Chief Digital/Data Officer)
- c) CEO
- d) Covid-19



Covid-19 drives digital



Digital drives agile



# Learning points

Agile is the process change that accompanies digital

Agile also: increases ROI, more predictable & reduces risk

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Connect with me on

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## Links

Allan Kelly:- <http://www.allankelly.net> – Twitter: @allankellynet

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