BUILDING VALUE THROUGH GREAT PARTNERSHIPS

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GREAT SOFTWARE REQUIRES GREAT PARTNERSHIPS
HAS THIS HAPPENED TO YOU?
The business wants features or products to be market facing before they’re ready
The business won’t let technology do things the “right” way.
Prototypes or proofs of concept get treated like production code.
The pressure to deliver creates technical debt
HAVE YOU HEARD THIS FROM THE BUSINESS?
Technology wants to gold-plate
<<insert favorite tech word here>>
“Technology wants to build infrastructure and frameworks, and all I want is a simple product in the market now”
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Technology works hard, but we don’t see the results reflected in the business
Bad things **DO** happen when you go too fast or too slow.

They all lead to unhappy customers and poor results.
They are indicative of a broken relationship between business and technology.
It’s all about relationships

How do we build good relationships between business and technology
and how do we fix the broken ones
Find Common Ground

We are Here to Deliver Value
extrinsically and intrinsically
Build Trust

Collectively Agree upon a Value-Delivery Plan and Execute to it!
What does that mean?
And
How do we do that?
PEOPLE AND PERSPECTIVE
Understanding and respecting points of view builds trust
SPEAK THE SAME LANGUAGE
- BUSINESS -
Agree on expected results with objective values and priorities – AND PUBLISH THEM
Understand the project’s component value, dependencies and additive effects

AND PUBLISH THE RESULTS
Align on the time scales of product life
AND PUBLISH THEM
SPEAK THE SAME LANGUAGE
- CONSTRAINT-
Avoid subjective and superlative judgement statements
- build a balance sheet -
Talk about capacity not velocity
Force the ‘or’ conversation
Agree on the risk profile: tolerance levels for both upside and downside risk

AND PUBLISH IT
BE PREDICTABLE
Don’t tell people what they want to hear
- tell them what’s achievable -
Agree on and be flexible about SLA’s AND PUBLISH THEM

“I told you so” never works!
Bottom Line: Bring the Value Forward

- Deliver value incrementally
- Plan to self-fund the build
- Spend time on the highest value items
- Have the courage to let go of low value work
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