

Defining Business Value



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The Goal of Agile Development

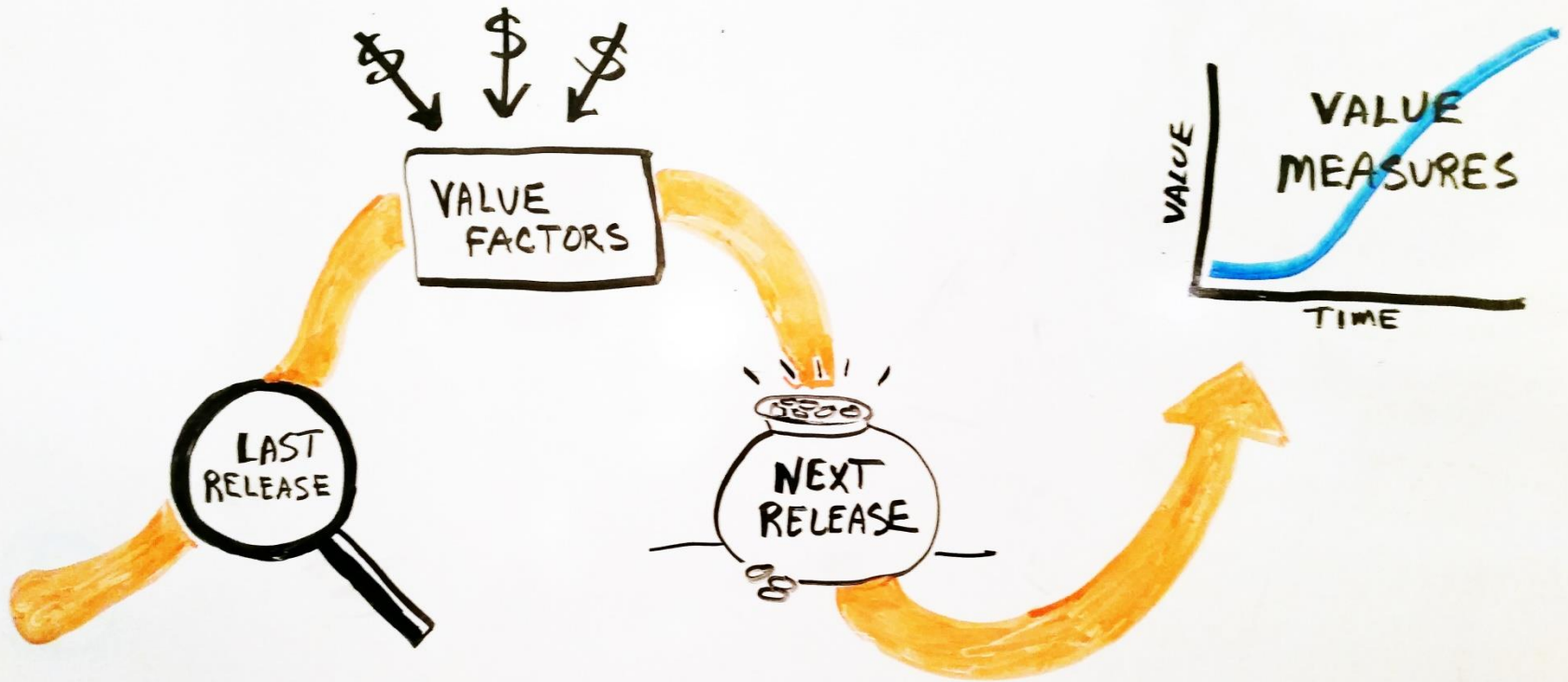
*Maximize the Delivery of
Value per Unit Time*

$$\text{Return on Investment} = \frac{\text{Benefits} - \text{Costs}}{\text{Costs}}$$

Benefit is not so
easy to determine

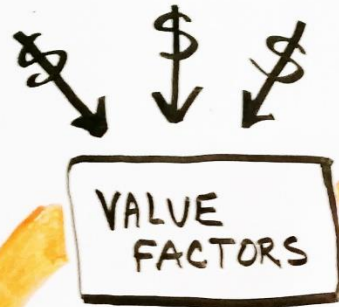
Cost is easy with
a fixed team and
Sprint length

Our Journey

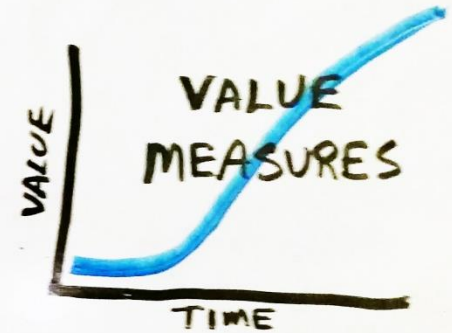


Out of Bounds

Development
Cost



Politics



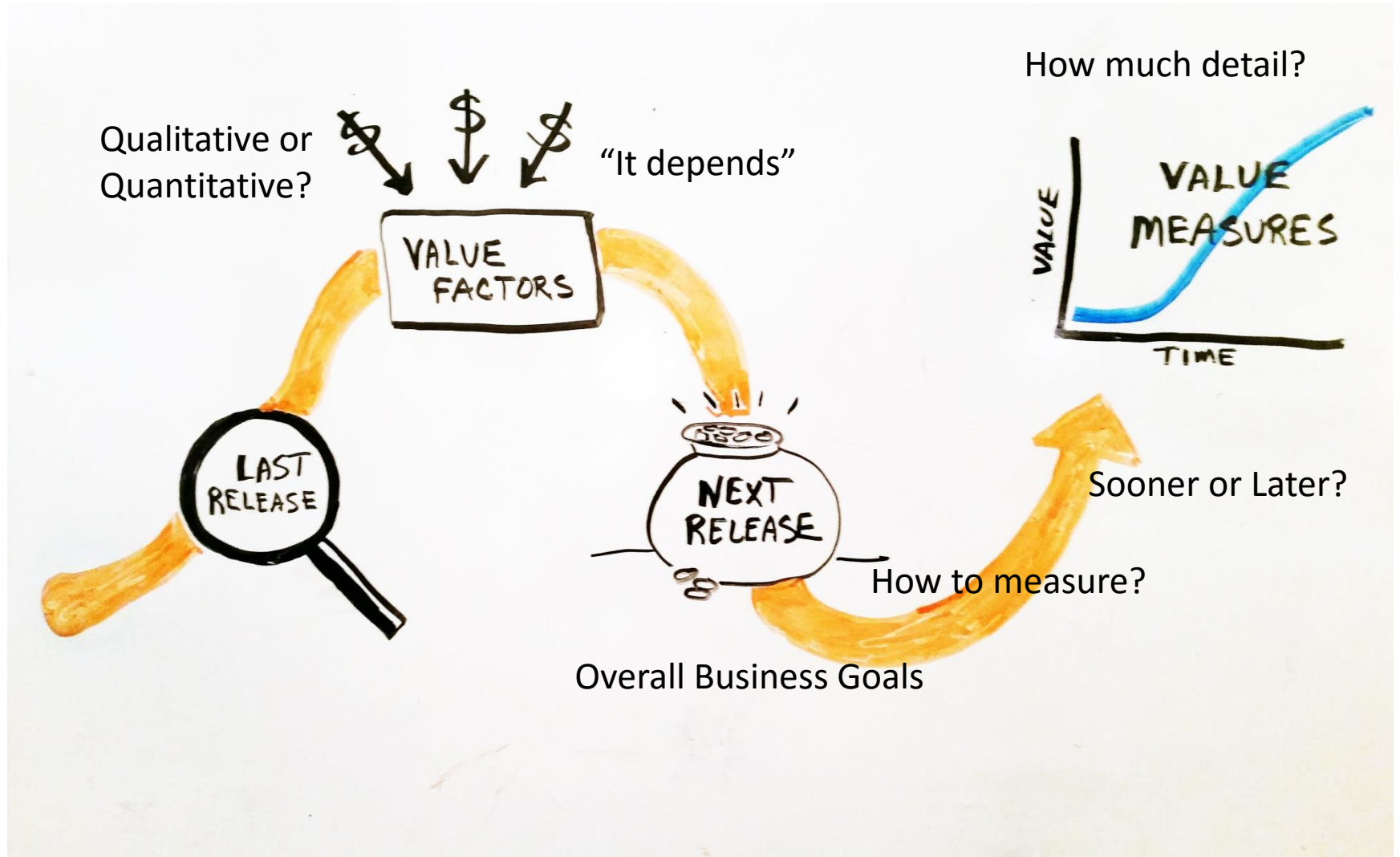
Who cares?



What do we do with it?

Cost of Delay

In Bounds



A Little Beyond

How do we measure?

How much does the measurement cost?

- Data Mining (Small effort)
- Instrumentation (Coding cost)
- Survey (Expensive to involve the customer)
- Always dollars?

Thanks for coming!

A copy is available at
www.AgileCoachJournal.com