

2.– 5. September 2013
in Nürnberg



Herbstcampus

Wissenstransfer
par excellence

In den Fängen des Wirtschaftsdarwinismus

Agilität ist nur ein Anfang

Uwe Friedrichsen

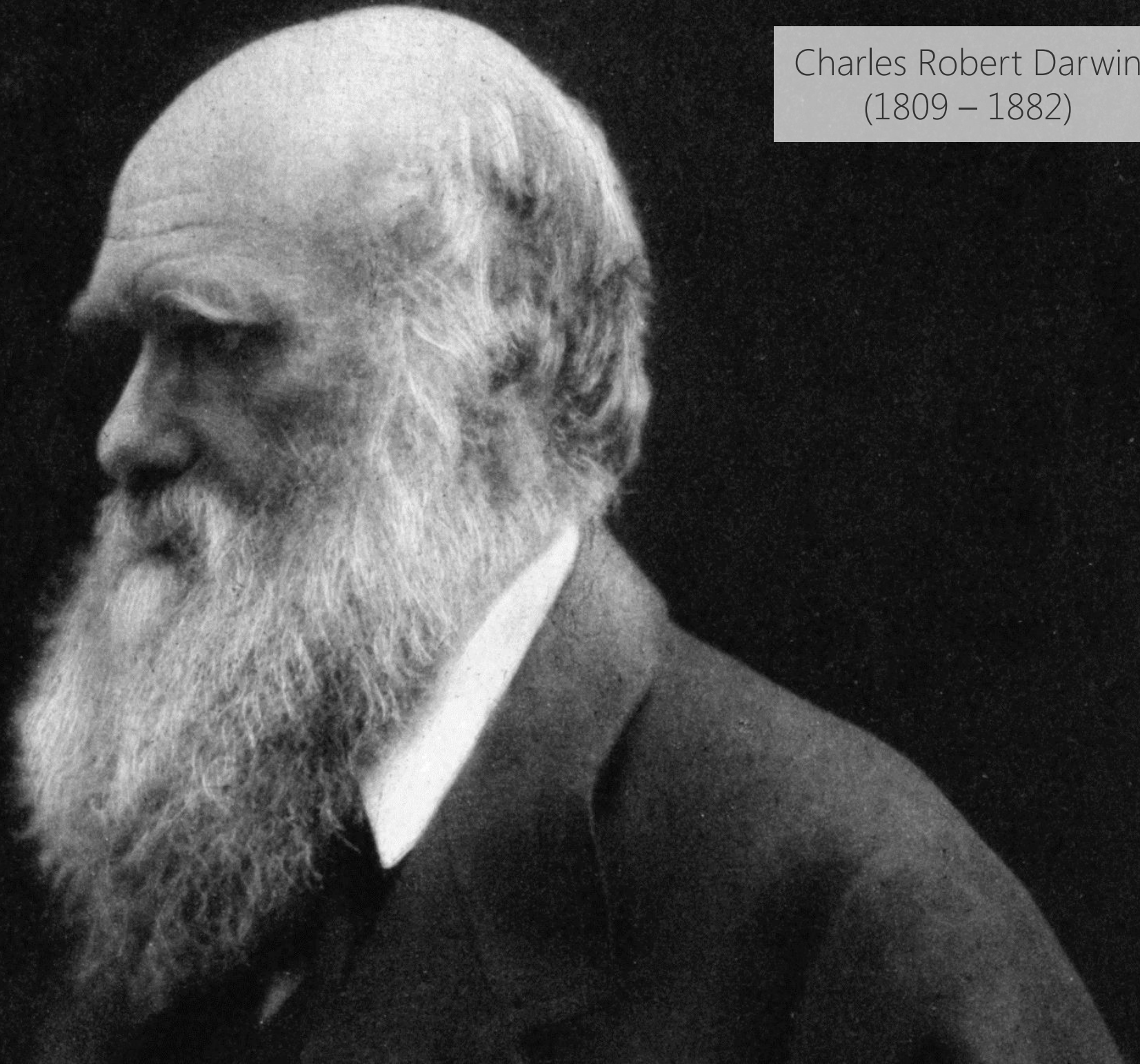
codecentric AG

Uwe Friedrichsen

@ufried



Charles Robert Darwin
(1809 – 1882)



Survival of the Fittest



Fitness

=

Ability to adapt

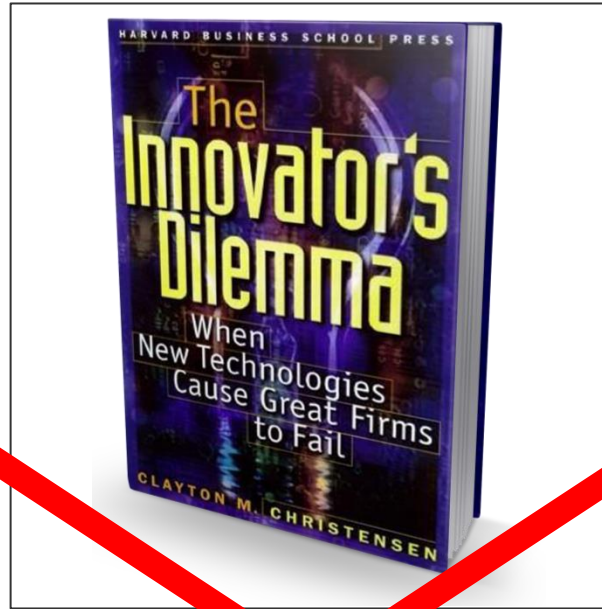
to the demands of the environment



Author: J. Alves Gaspar



IT needs to be
quick and flexible



Business
reasons
for failure
to adapt



The business department ...



... and the IT



Agile ... ?





Let's start over ...

Observation #1

Everyone is affected by economic darwinism

- All sectors
- Growing globalisation on all levels
- Internet business
- More competitors per customer
- Higher customer expectations
- Lower customer loyalty

In the long run only those will survive who meet the customer needs and demands best



Observation #2

IT is vital

- All companies
- IT is not just supporter or „cost center“ ...
- ... but it is the central nervous system
- Even short IT outages considered critical
- No business change without IT
- No new products without IT

The importance of IT for today's companies cannot be overestimated



Consequence

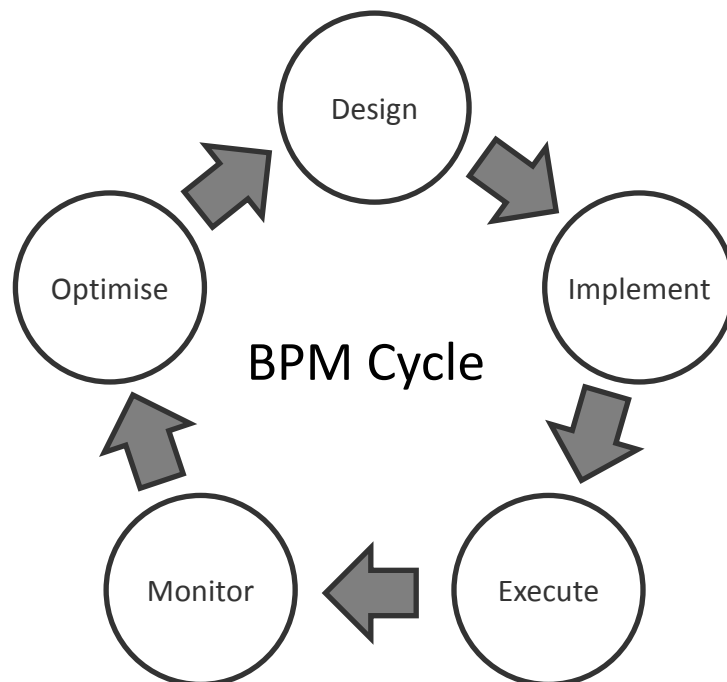
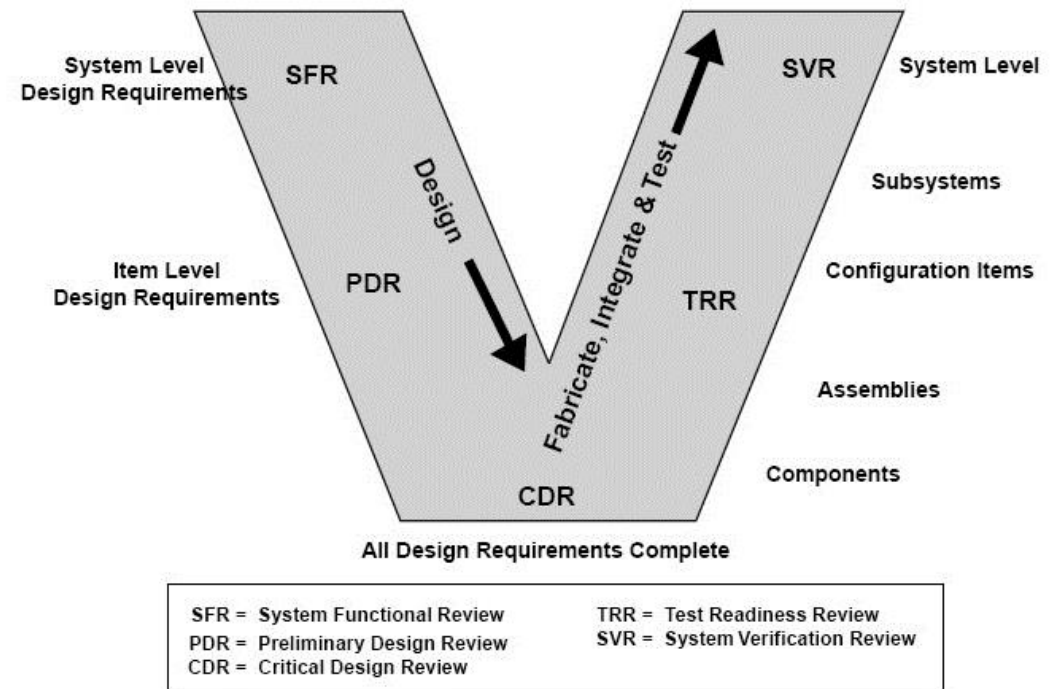
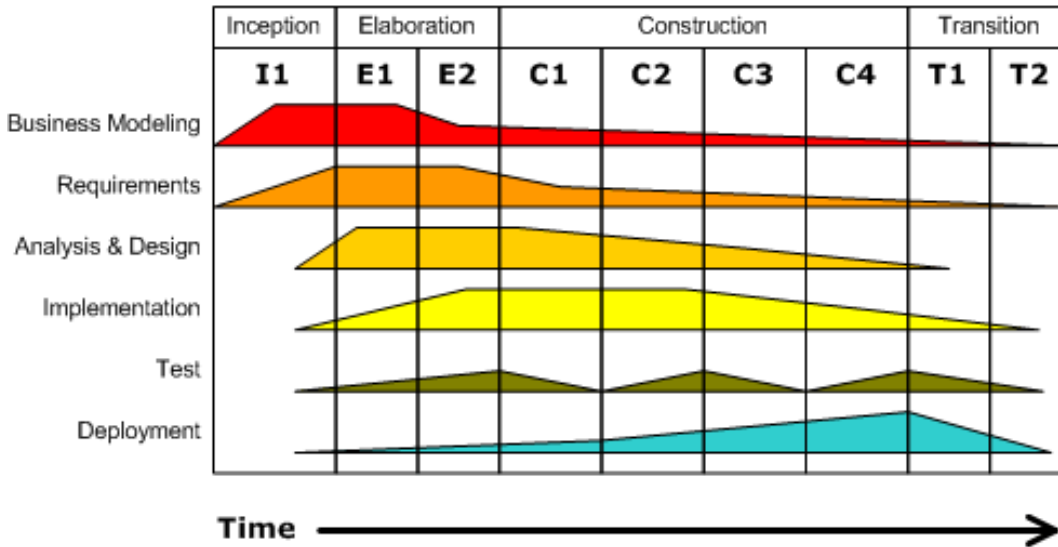
IT is a key success factor for belonging to the survivors of the economic darwinism



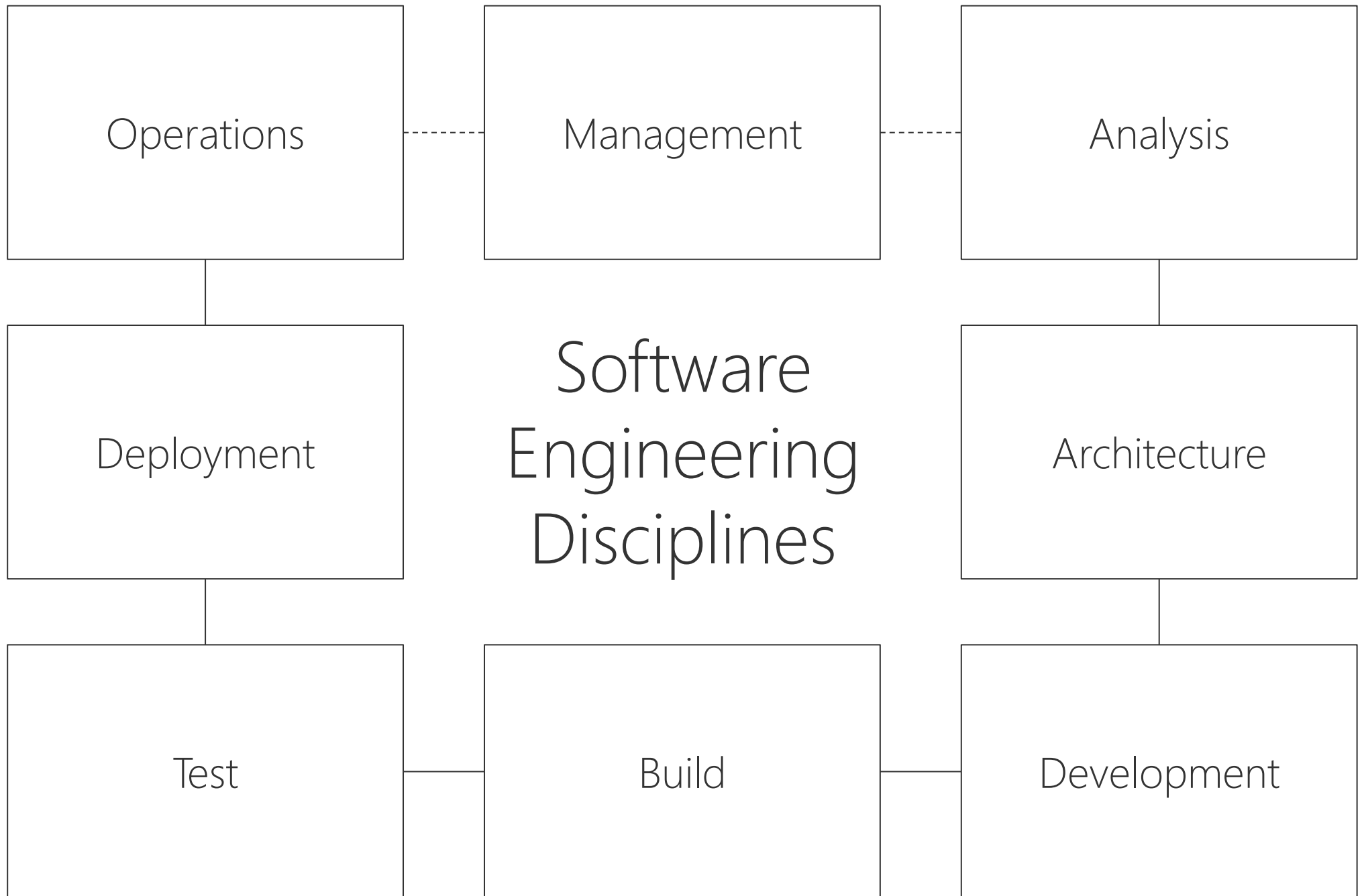
Current state

Iterative Development

Business value is delivered incrementally in time-boxed cross-discipline iterations.



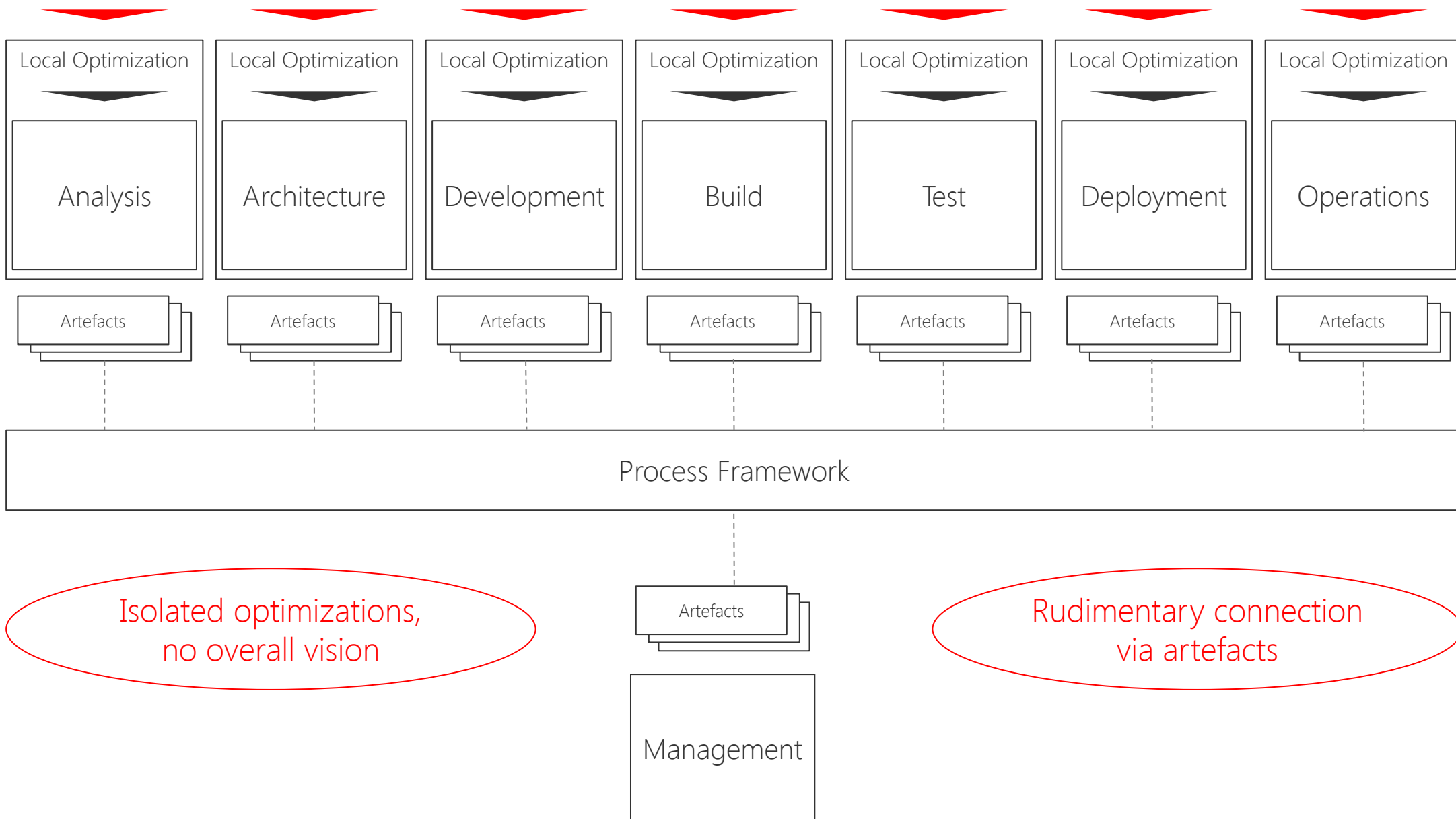
改善







Fault avoidance as driver



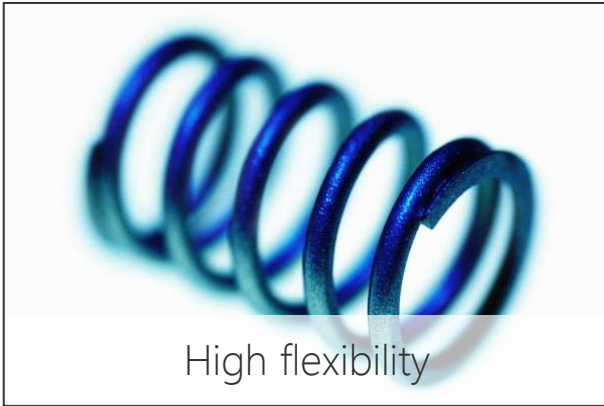
Required state



Short cycle times



Continuous output



High flexibility



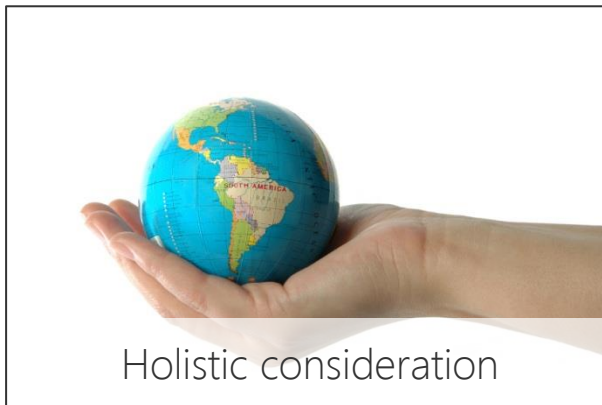
High reliability



Extreme added-value orientation



Equally valued goals



Holistic consideration



But, but ... that's agile! Isn't it?



People

?



Processes

?

Infrastructure

?

Organisation

?



Darwinistic Software Development

Building blocks



Agile



Lean

People

Infrastructure



Processes

Organisation



DevOps

People

Infrastructure

Darwinistic
software development

Agile

Lean

DevOps

Processes

Organisation





Continuous Delivery

People

Infrastructure

Darwinistic
software development

Agile

Continuous
Delivery

Lean

DevOps

Processes

Organisation

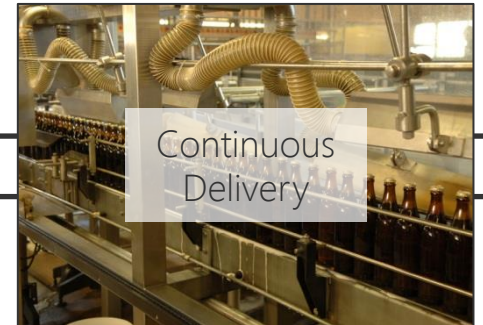




Feature Flow

People

Infrastructure



Processes

Organisation

A full-page background image of a clear blue sky with several fluffy white clouds scattered across it. The clouds are of various sizes and shapes, some appearing more dense and others more wispy. The sky is a vibrant, uniform blue.

Cloud Computing

People

Infrastructure

Cloud Computing

Agile

Darwinistic
software development

Continuous
Delivery

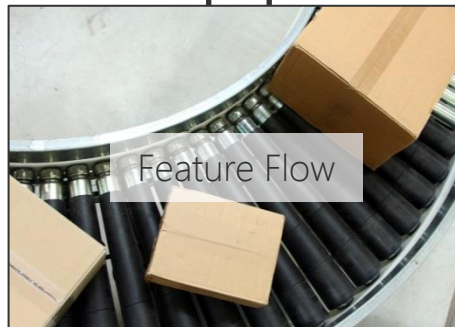
Lean

Feature Flow

DevOps

Processes

Organisation



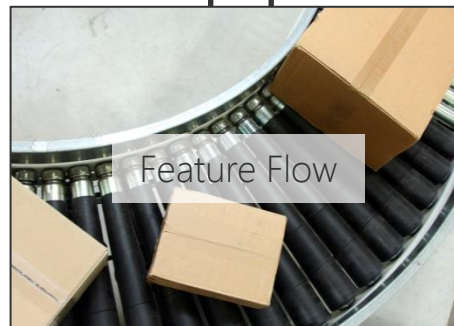


Software Craftsmanship

People



Infrastructure



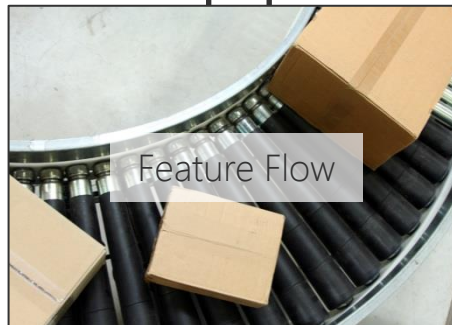
Processes

Organisation

People

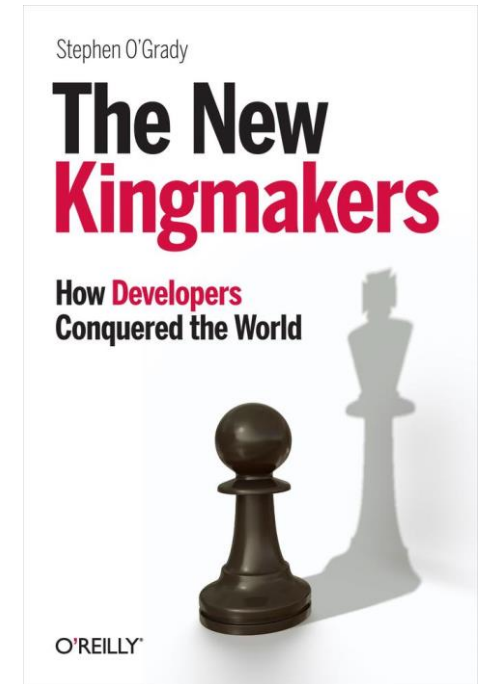
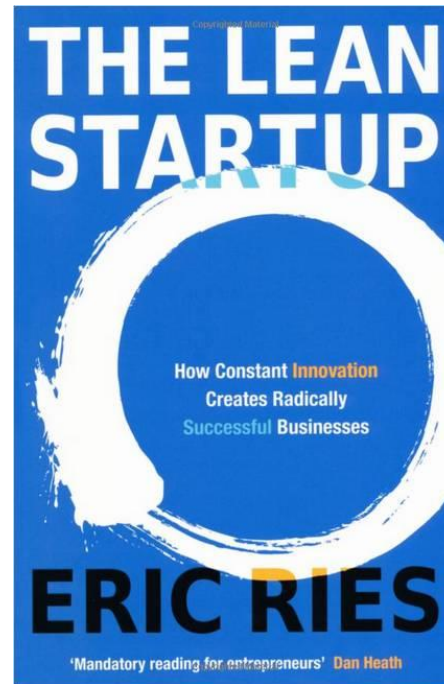
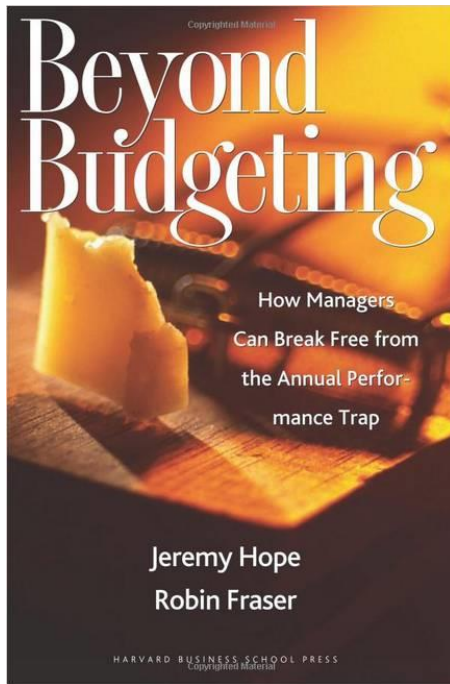


Infrastructure

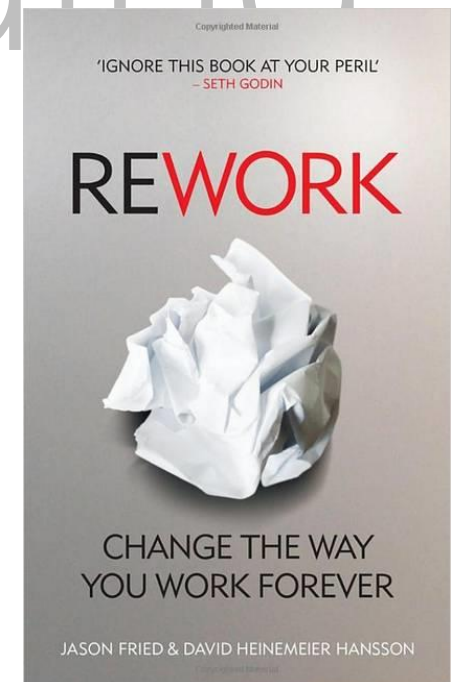
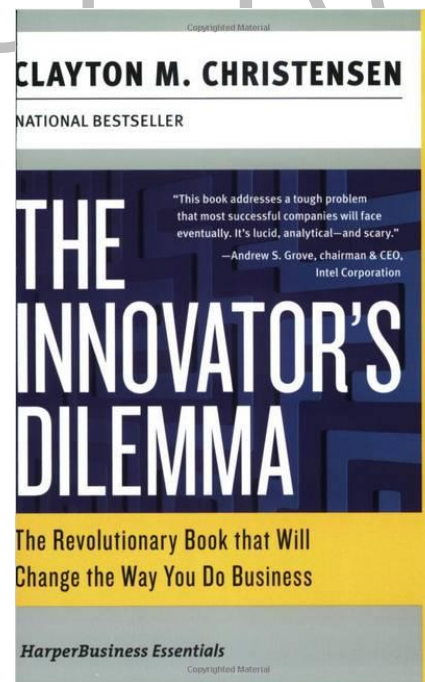
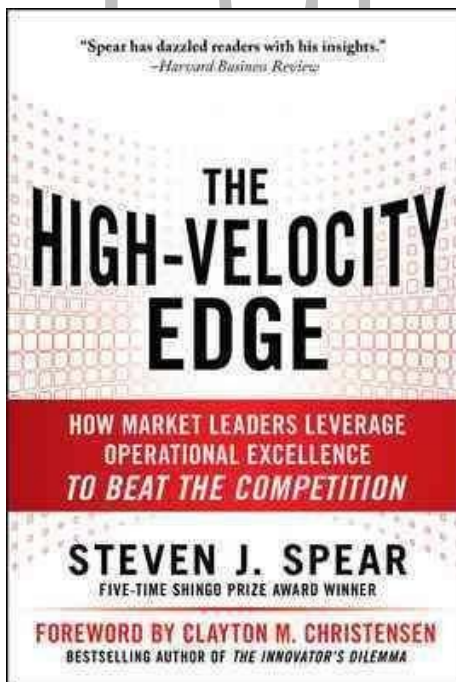


Processes

Organisation

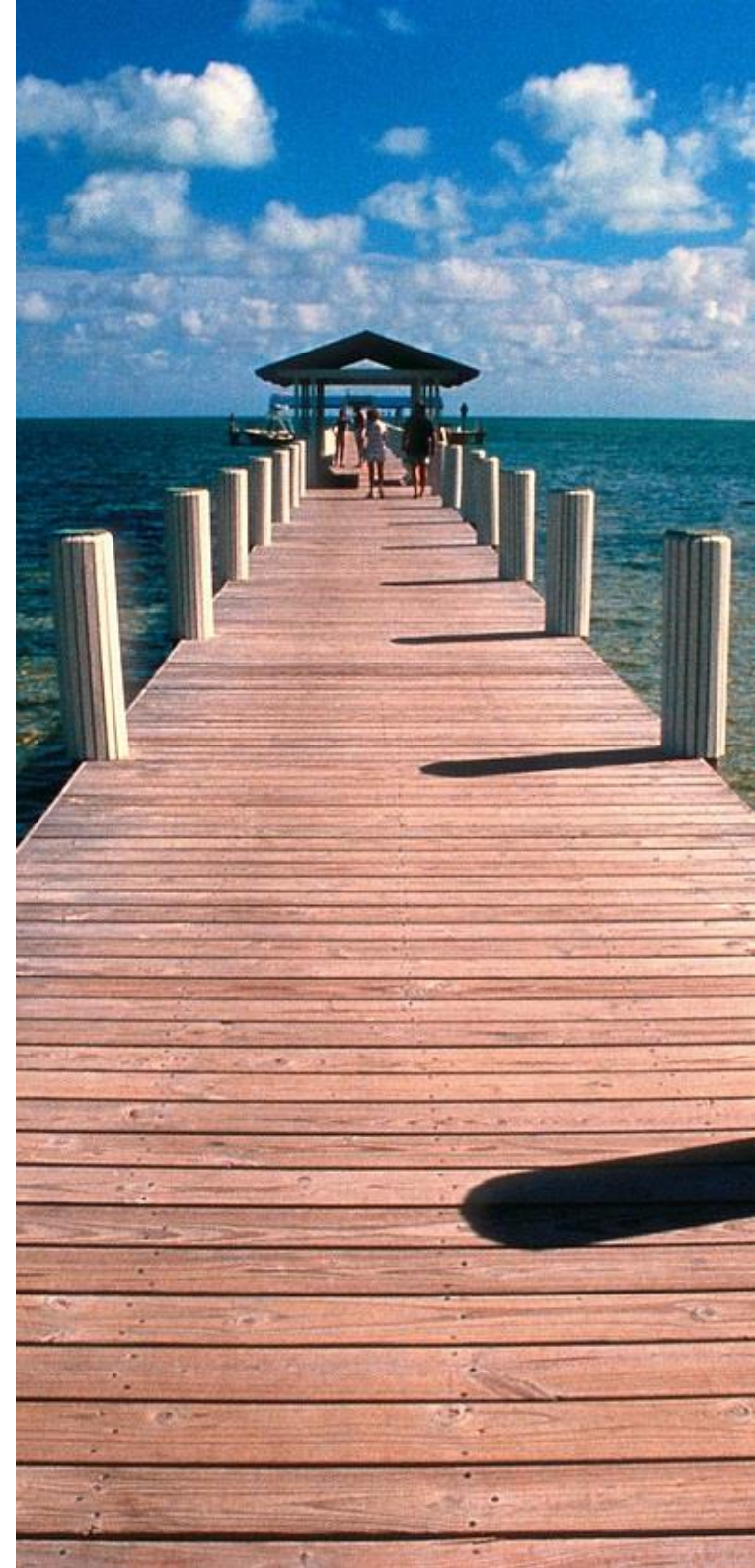


Further Reading



Summary

- Economic darwinsim affects everyone
- IT is vital
- IT is key success factor for survival
- Agile is just one starting point
- Darwinistic software development
- *Exciting times for developers*
- *Prepare yourself – Start!*



And then one day you find
Ten years have got behind you
No one told you when to run
You missed the starting gun

Pink Floyd, Time



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