

Flagship product of financial institution

- Generating over \$300M in annual revenue
- Development costs of \$20-25M on annual basis
- Following Waterfall SDLC with a typical release cycle of 9-12 months
- Working with multiple vendor teams across diverse locations

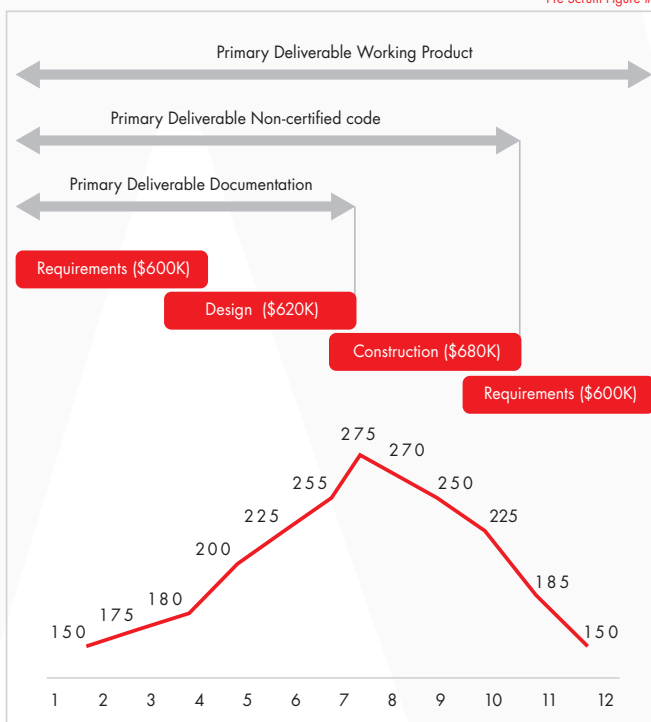
Economic downturn impacts investments and initiatives

- Uncertainty and Start/Stop nature of product initiatives drive costs higher

Pre Agile Scrum

- More than 50% of investment spent without looking at functional product
- More than 75% of investment spent without production quality product
- Understanding of validity of the Market/Product research would be pending production launch
- Market pressure to reduce funding would land initiatives in trouble

Pre Scrum Figure #1



Total Project Spend over 12 months: \$2.54M

Goal

- Build predictability around release cycle while providing ability to operate with financial flexibility

Solution

- Implement Agile Scrum

Post Agile Scrum

- "Time to value" dramatically decreased due to short release cycles and flexibility
- Business Partners were able to see functional product on a 3 week basis and adjust the functionality before it was delivered to market.
- Ability to quickly gather market feedback and assess validity of Market Research and Product Research

Post Scrum Figure #2

