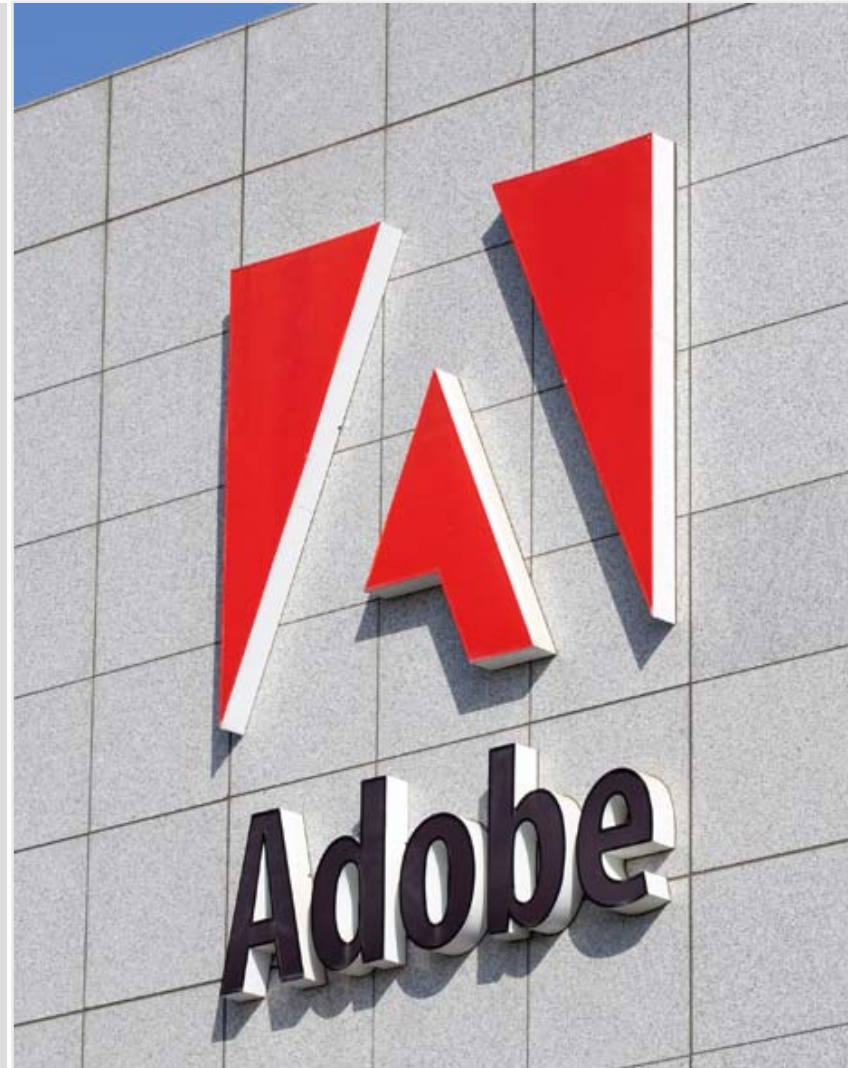


Critical Success Factors for TSPSM/PSPSM Adoption in Consumer Software Companies

Jim Sartain, Senior Director
Adobe Software Quality Engineering

TSP Symposium
September 24, 2008



Agenda

- Background
- TSP Rollout Strategy and Journey
- Project Outcomes
- Critical Success Factors for Adoption

My Background

- Senior Director, Software Quality Engineering at Adobe
- With Intuit for 7 years
- 17 years in software development at Hewlett-Packard
- M.S., Management of Technology, Walden University
- B.S., Computer Science and Psychology, University of Oregon



Fortune Magazine: America's Most Admired Companies 2008

Industry: Computer Software

Most Admired

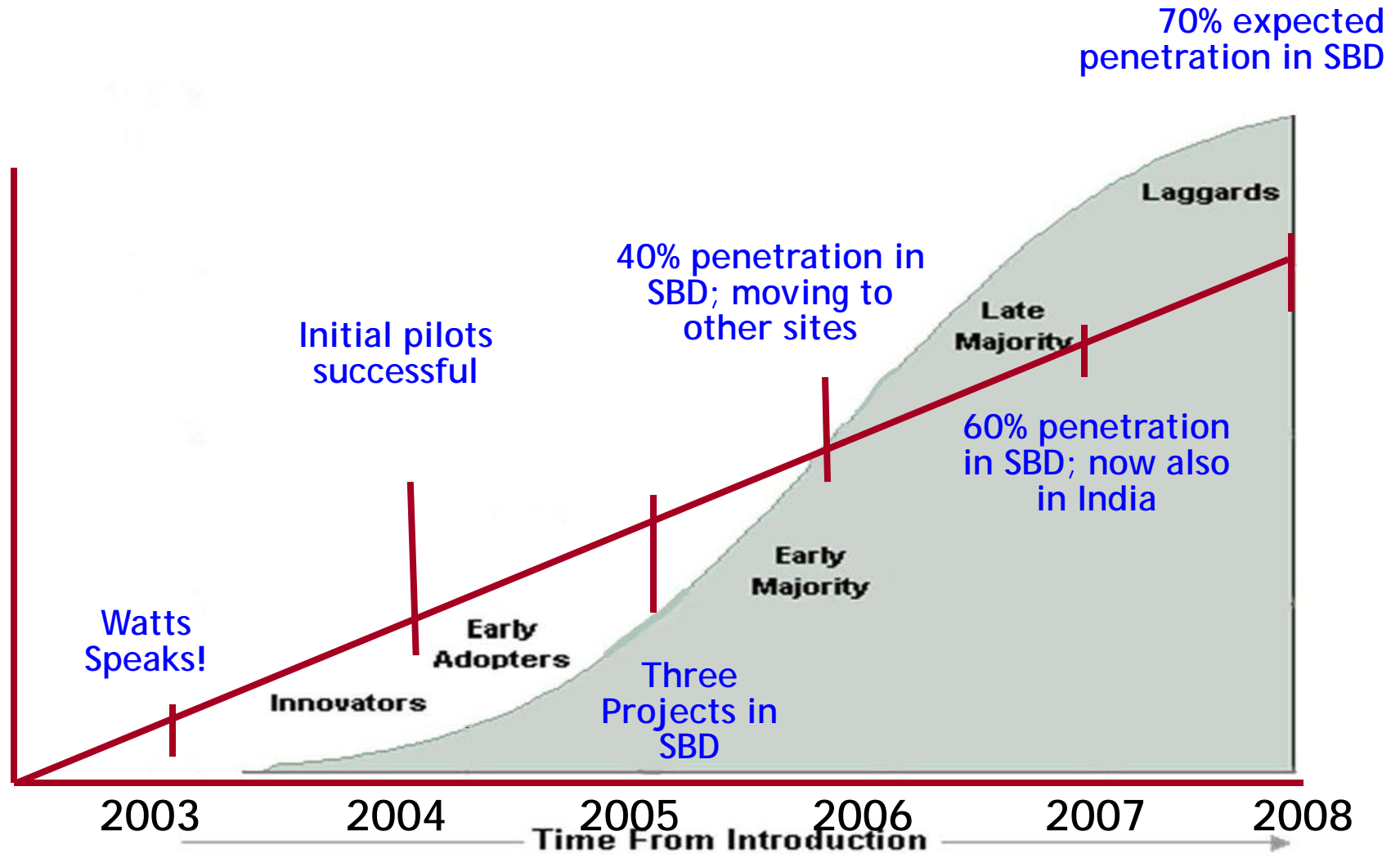
Rank	Company	Overall Score
1	Intuit	7.55
2	Adobe Systems	7.28
3	Microsoft	6.63
4	Symantec	6.61
5	SAP	6.49

Contenders

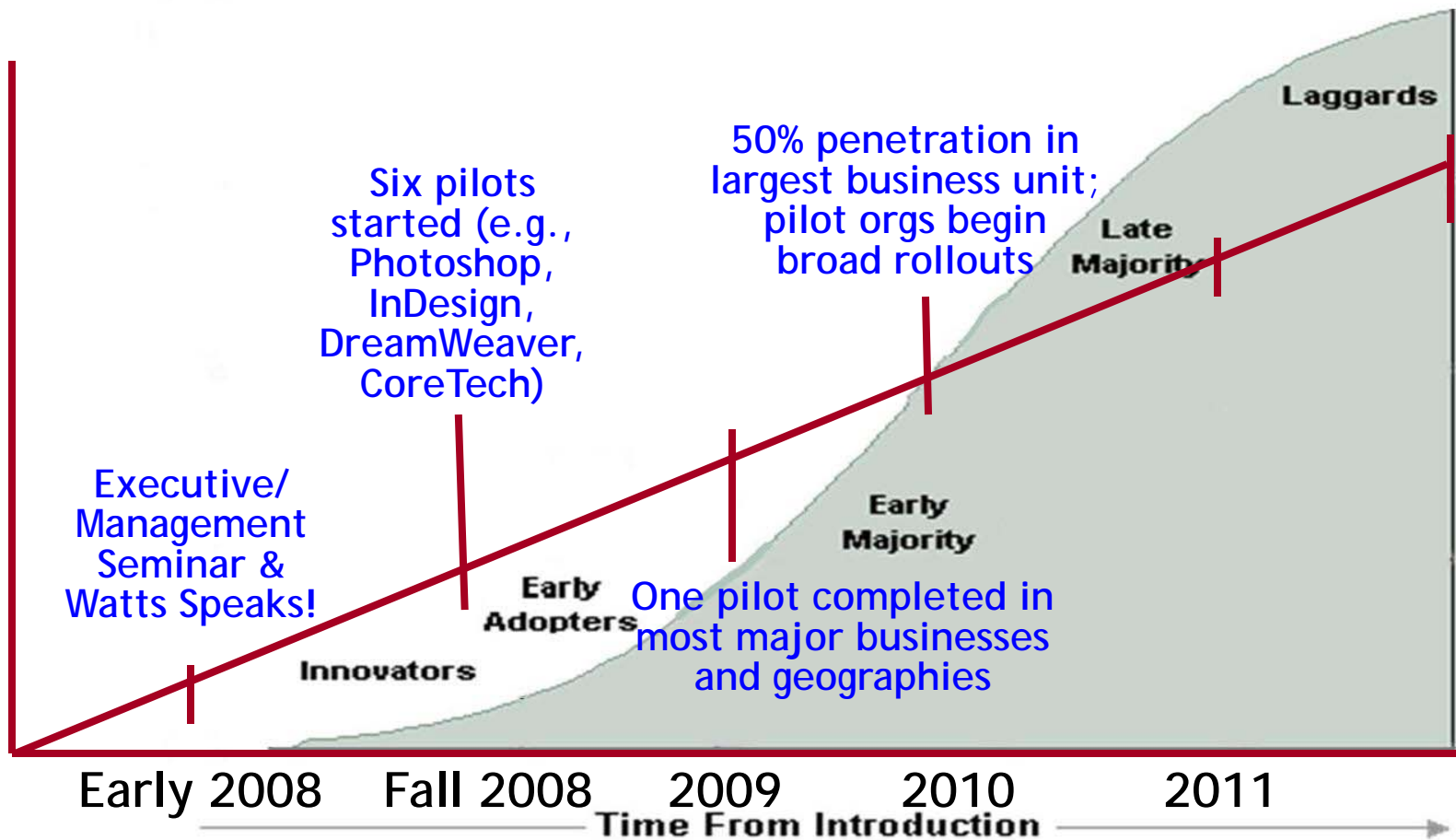
Rank	Company	Overall Score
6	Autodesk	6.29
7	Electronic Arts	6.17
8	Oracle	5.97
9	CA	4.75

Intuit and Adobe are two of America's most admired software companies

Intuit Small Business Division - TSP Journey



Adobe Systems TSP Adoption Plan



TSP Rollout Strategy

- Ensure the leadership expects and requires delivery of software products with quality
- Identify pilot teams that are enthusiastic about TSP
- Make sure each project is staffed for success and has a strong coach
- Don't try to go too far, too fast. Any failed projects will make future ones more difficult
- Use pilot teams as internal references and sources of champions/future coaches
- Build internal coaching capacity in each adopting organization
- Integrate TSP with Agile methods, particularly Scrum

A viral adoption model will work best for most organizations

TSP Goals

Improve software development productivity, quality, and project predictability by driving adoption of TSP

What's Important

Productivity – Increasing product development throughput by reducing rework

Quality – Plan & practice early defect detection/ prevention

Scope – Deliver agreed upon scope on time

Employee Engagement – Team leaders/members empowered and enabled to improve their own work processes

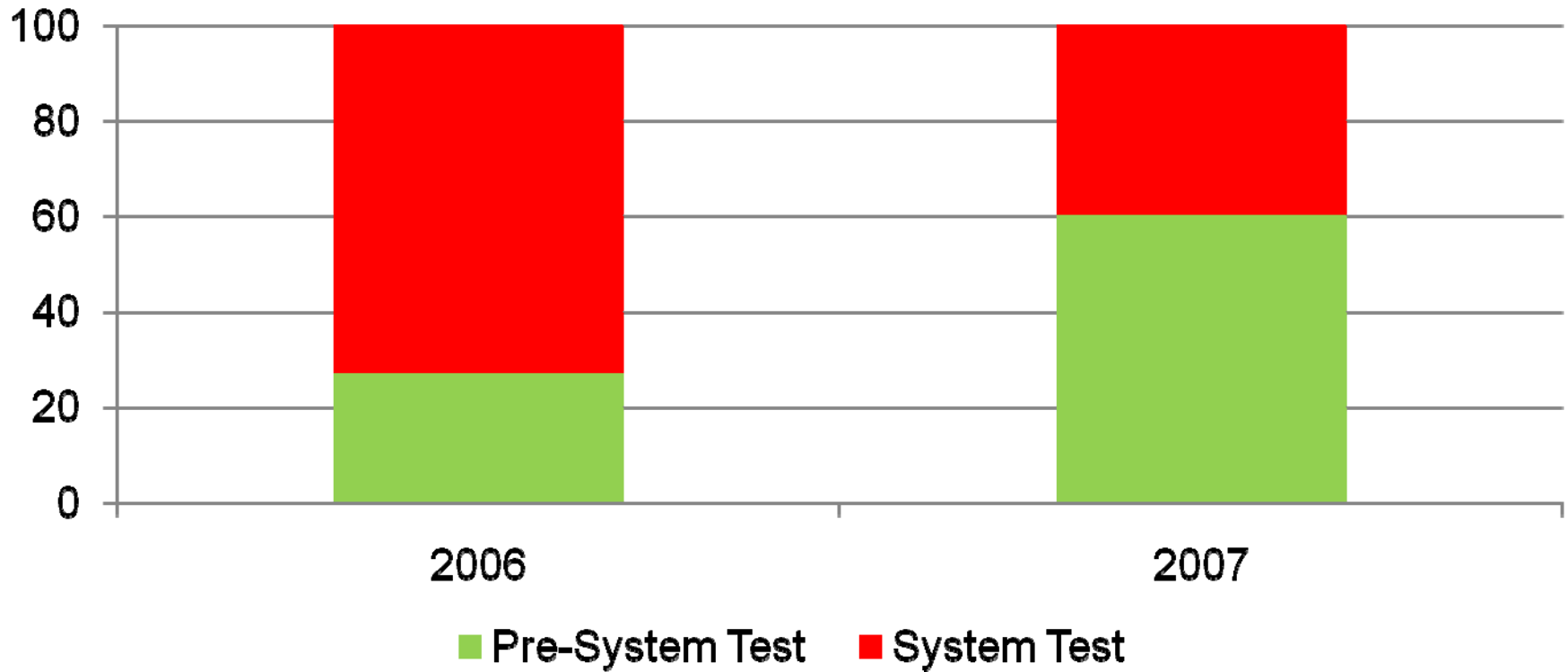
Results at Intuit: Productivity

- During 2007 >60% of Intuit's Small Business Division used TSP
- TSP was a major contributor to QuickBooks 2007 release quality and engineering efficiency
- It was the smoothest release anyone can remember:
 - On time delivery of all planned scope
 - 13 new features were added during the cycle (33% of initial scope)
 - Saved \$700K in temporary testing staff expenses
 - Level of automated testing coverage was doubled compared to previous year

Focused improvements helped deliver a great release

Results at Intuit: Improved Efficiency

% of defects discovered by development phase

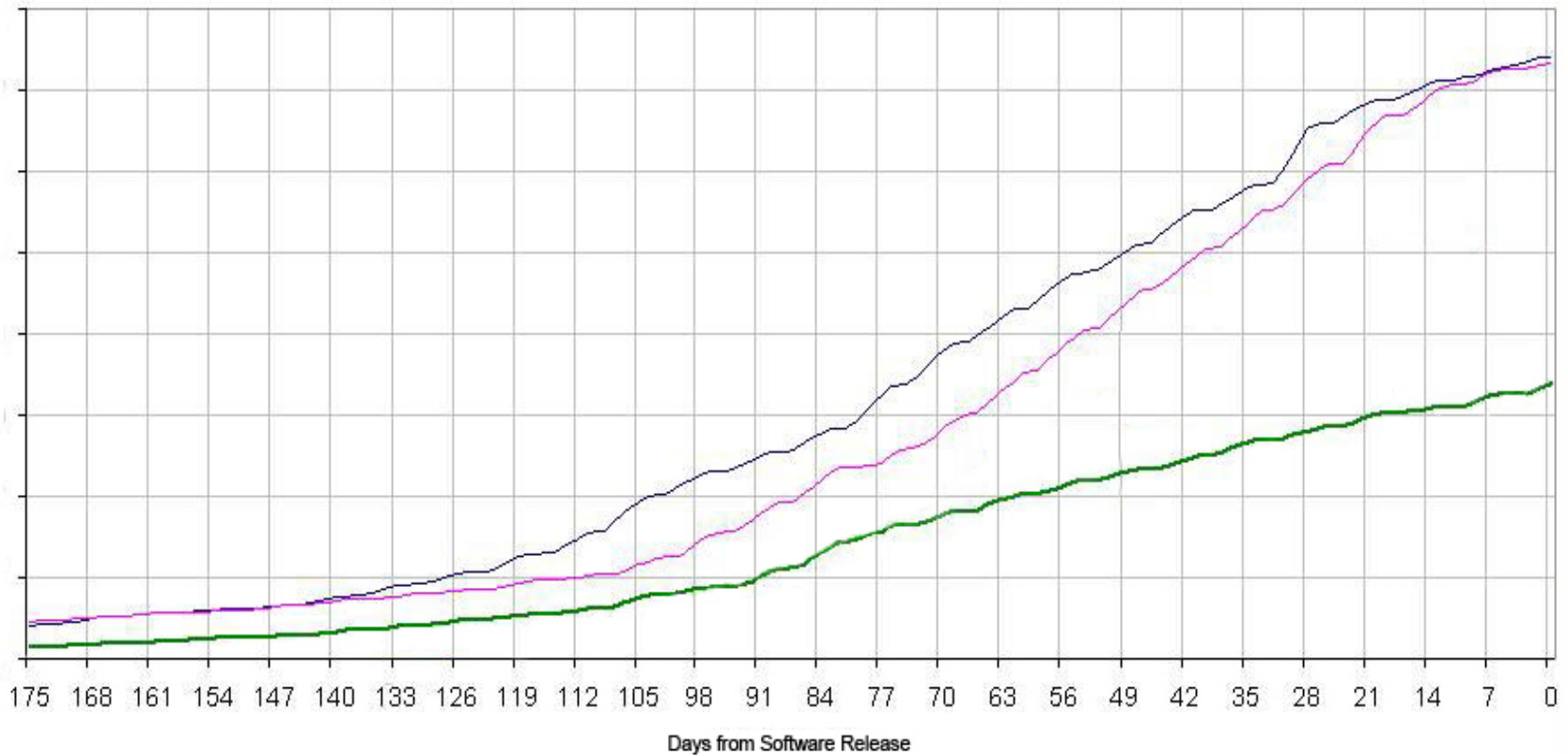


33% more defects were found prior to System Test

Results at Intuit: Improved Quality

Cumulative Defects Found

— 2005 — 2006 — 2007



60% fewer defects were found in System Test than the previous two releases

Results at Intuit: Improved Quality

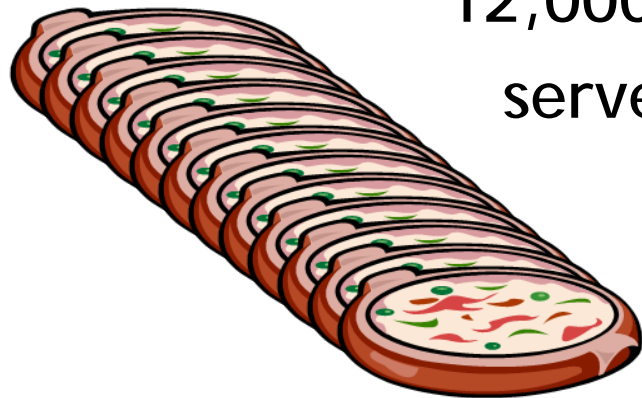
The new release had:

- 20% fewer customer support calls
- 50% fewer reported defects

Quality built in during development paid off in a major way post-release

Results at Intuit: Improved Work-Life Balance

- Half as many weekend source check-ins (<3%)
- Reduced \$ on dinners as measured by PSS - "Pizza Slices Served"



12,000 pizza slices
served last year

VS

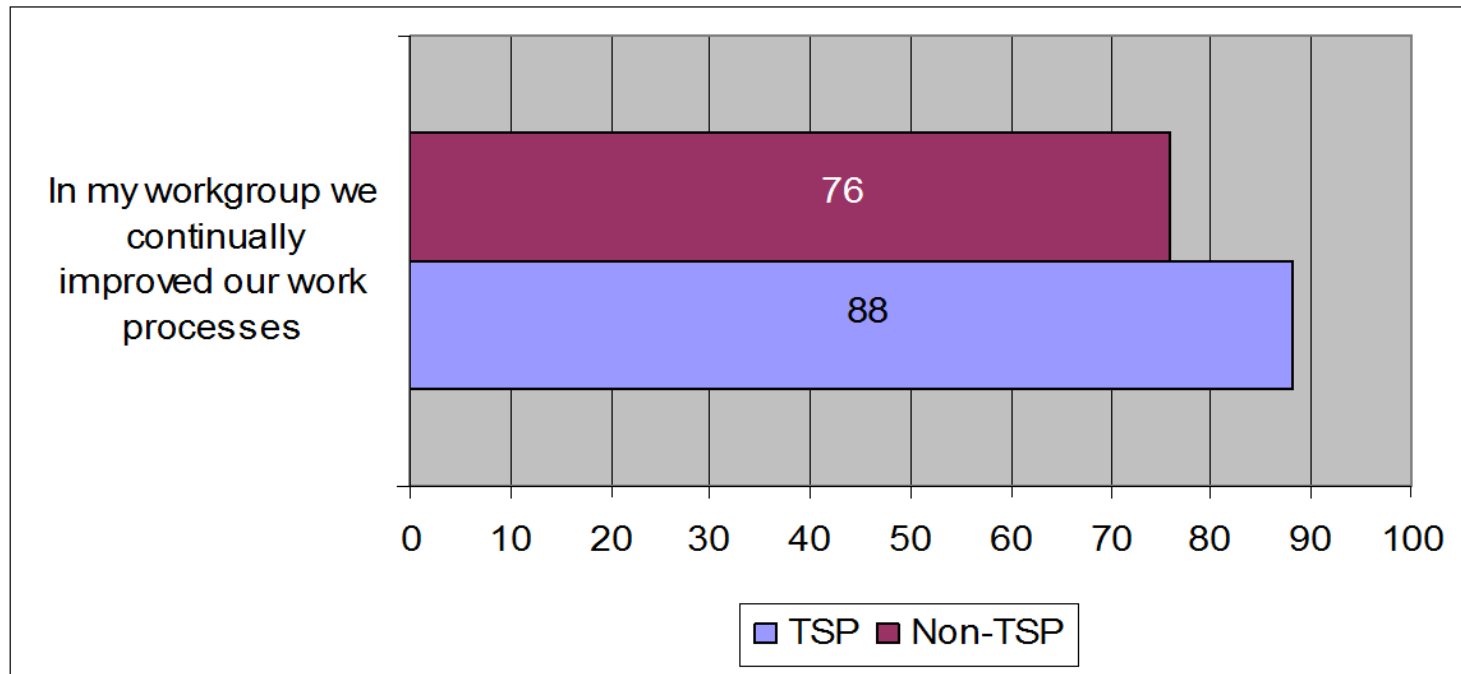


~30 pizza slices
this year

TSP helped improved employee work life balance

Results at Intuit: Employee Engagement: Annual Employee Survey Results

Confirming what we expect TSP to deliver, TSP teams responded more favorably to the annual survey question 'In my workgroup we continually improved our work processes.'



TSP team members feel more empowered

Results at Intuit: Employee Engagement

Engineers take ownership for delivering quality software:

The mindset shift: *"... defects must be prevented or found before system test"*

Engineers embrace project planning and tracking:

"It provides solid ground for knowing what I can and cannot commit to."

"It makes sure we plan and do the key tasks such as design reviews that are essential to ensure quality."

This mindset shift has changed the engineering culture of the Intuit Small Business Division

Critical Success Factors

- Leadership Support
- Executive Support
- Coaching Support
- Training

Leadership Support (First three Intuit TSP Projects)

	Level of Support for TSP Adoption		
Leadership Level	Project X	Project Y	Project Z
Senior Leader	Neutral	Neutral	Positive
Middle-Manager	Positive	Neutral	
Project Manager	Positive	Positive	Low
Team	Neutral	Positive	Low
Level of Project Success	High	Medium	Low

Willing and effective participants, particularly project and middle-management support, key to successful adoption

Executive Support

TSP adoption received strong and unequivocal support from the CTO, CEO and company founder.

- In the 1st year TSP was funded from a Corporate budget. In the second and third year expenses were split between Corporate and the Business Units.
- Assigned a dedicated program manager and TSP coach to carefully select initial projects and shepherd their success.
- TSP was highlighted in the Intuit Senior Leadership Conference and Technology Forum keynotes.
- Two TSP champions received Corporate Innovation awards (2 of the 5 awards for 2006).

Strong executive level support was crucial to our success

Coaching Support

Coaches Must:

1. Facilitate both project outcomes and TSP adoption.
2. Assess a team's progress on a "quality journey" and push the team as far as the team can go.
3. Have pragmatic judgment about when to be flexible vs. where to hold the line on PSP principles.
4. Work well with the project manager; their influence is best when it is not visible outside the team.
5. Spend significant 1-1 time with project participants, especially in the beginning of the project.

Highly-effective coaching is crucial to project and TSP adoption success

Training

1. Need to ensure all team participants (engineers, non-engineers, and leaders) have appropriate training.
2. Provide customized PSP training to allow developers to get to a TSP launch faster.
3. As TSP becomes incorporated into how an organization works, it becomes possible to acquire more of the necessary learning from standard processes, operating mechanisms, tools and training

A good training experience sets the stage for success

Questions?

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