

# Atlanta SPIN

Software & Systems Process Improvement Network

The Atlanta SPINnaker

January 2010

Volume 5, Issue 1



## December Holiday Mixer

By Stephen Burlingame

Atlanta SPIN would like to thank everyone who helped make the Inaugural Atlanta SPIN December Mixer a success. The event was filled with laughter and fun. We hope our members had a chance to get to know one another and have a good time. We would also like to thank our host, The 57<sup>th</sup> Fighter Group Restaurant (<http://www.the57threstaurant.com/>), for providing a wonderful and fun atmosphere. In addition, Atlanta SPIN thanks our gracious door prize sponsors including:

[www.gwinnettgladiators.com/](http://www.gwinnettgladiators.com/))

The Georgia Trail at Sugarloaf (<http://www.gatrail.com/>)

Massage in Motion (<http://www.mymassageinmotion.com/>)

Crane & Co. (<http://www.crane.com/>)

If your company is interested in sponsoring next year's event, please contact any of the Atlanta SPIN board members. We hope you came out and had a good time and we hope to see you again next year!

The Gwinnett Gladiators (<http://www.gwinnettgladiators.com/>)



### Inside this issue:

December Holiday Mixer	1
Make Your Services Count	2
Atlanta SPIN Elects New Board of Directors for 2010	3
Atlanta SPIN Board Members	4
Atlanta SPIN Sponsors	4
About Atlanta SPIN	4

**Next Meeting - January 20, 2010 — 6:00 PM**



## Using SharePoint to Achieve ISO 9001:2008 Certification

**Mark Henderson**

Time: 6:00 PM—8:30 PM  
Location: La Quinta Inn & Suites,  
6260 Peachtree-Dunwoody Road,  
Atlanta, GA 30328

## Make Your Services Count

By: Bruce Duncil

What exactly is the service you provide to your external customers? How would you create the right service the right way? If you are the customer, how do you ensure that you will consistently get service that meets your needs? And how could both service providers and customers know at the start that a new service will be successful? Read on.

Answering these and related questions led the Software Engineering Institute (SEI) to develop the CMMI for Services (CMMI-SVC) model, released in February 2009. The model includes activities that should be part of your service delivery process and the goals it should be able to achieve. But why create a service management model? And why create it as a CMMI?

As product development and manufacturing once did, the service sector now comprises the vast majority of today's economy. Georgia Department of Labor data shows most job growth through 2016 will be in services, the most job decline in manufacturing. In fact services have become so important that the government is seriously considering taxing their delivery. Many companies are stand-alone service providers. Yet even in product development, companies now view their associated services as a critical market discriminator and therefore integral to their success. We've had product development standards for decades, designed primarily to bring products with the right quality in on-time and on-budget. Tremendous gains in productivity, efficiency, and customer satisfaction have been repeatably and predictably achieved. Without similar standards governing service development and delivery, service quality can and often does vary considerably even from the same supplier. With similar standards in place, similar benefits stand to be gained. This is especially true for product companies that seek to extend and integrate their product and service offerings. CMMI-SVC provides you the opportunity to do so under a single process improvement framework.

Many service management frameworks already exist. But these frameworks such as ITIL, ISO and others are specialized as to their application (e.g., IT) and not readily extensible to any other service. Most are

proprietary, sometimes locking you into a tool set, specific provider, or even a qualification scheme. The cost to master and apply these frameworks can be considerable and create an on-going maintenance burden. In contrast, the CMMI-SVC model is available free of charge ([www.sei.cmu.edu](http://www.sei.cmu.edu)). It is a product of the USA, courtesy of your tax dollars. CMMI, as with its predecessors, is a standard improvement framework recognized and accepted world-wide. And you can get started by completing a (soon to exist) single publically available course. Consulting guidance and support, should you need it, are readily available.

Most best or good practice frameworks (e.g., ITIL, ISO, PMBOK, etc.) are just that; prescriptive practices that identify what you should do and how to do it, often specifying by whom and when. And you either implement the framework or not. Most are designed for application at the level of the individual or team, having little or no organization or enterprise level applicability. CMMI is unique. It is a process improvement framework. It is designed to help you identify and resolve weaknesses in your company's processes. In short, it is process-based, not practice-based. It identifies the basic good practice activities that should be performed by or in your process, some at the enterprise and the others at the project level. It is non-prescriptive. Goals that your process should be able to achieve are clearly defined. And CMMI guides you in establishing a governance structure that will sustain your capability to produce consistent results.

The CMMI-SVC model may appear counter-intuitive because it is centered on a services project. But therein lies its real power. Most companies are familiar with projects as endeavors that have a definite end. But some projects, such as service projects, can continue indefinitely. Projectizing service delivery system operation, and where appropriate its development, should yield complete and effective service requirements and plans to fulfill them. This will help ensure that your value proposition is consistently achieved and costs are contained. And isn't that what it's all about?

## Atlanta SPIN Elects New Board of Directors for 2010

By Fred Haigh

On January 6 the Board of Directors held their regular monthly meeting. The opening comments were made by departing President Bruce Duncil.

The focus of the meeting was reorganization of the board responsibilities taking into account changes on the makeup of the board. Several members of the 2009 board are not continuing on the 2010 board.

After a review of, and re-affirmation of, prior board meeting's decision, the two most critical functions (Sponsorship, Programs) will be tied to the positions of to President and VP.

After several vigorous nominations and votes the final positions were decided:

President - Stephen Burlingame. Stephen will take on responsibility for Sponsorship. In this role Stephen will take the lead in working to secure additional sponsors for Atlanta SPIN.

Vice-President - Bill Reister. Bill will also take on the responsibility for Programs. In this role, Bill will be responsible for finding and coordinating speakers for the monthly general meetings.

Treasurer - Mike Sweeney. Mike continues in the role of treasurer and picks up responsibility for Corporate Filings.

Secretary - Vivian Viverito. Vivian will also continue in her role as Technology lead.

The group next discussed the need for a web site facelift. Bryan Wolfe volunteered and committed to own this

project. In this role he will be supported by Vivian and Bill to assist in actual work, with Bryan responsible for project management and specification of and assignment of tasks. The motion to make "Web Makeover" a specific role for this year was unanimously approved.

Membership - Scott Banks. Scott will continue to manage the membership responsibilities.

Logistics - Tony Bonn. Tony is new to the board for 2010. Tony will ensure that the general meeting logistics are accounted for and that those board members perform the specific duties that they have volunteered for.

Marketing, as a separately defined role, was determined to be not necessary. The role is deleted and the functions will be split marketing between Sponsorship and Web.

The fate of the Atlanta SPIN Newsletter was the next order of business. This discussion resulted in a consensus that such continuance was predicated on sufficient commitment from the board to provide content in the form of meeting write-ups. The Newsletter will continue with Fred Haigh as Editor / Publisher. Board members will be assigned to provide the write up of the presentation at the general meeting. Other articles and content will be provided by board members and solicited from APIN members.

Abi Salimi agreed to continue supporting the board and will assist with Programs. The Board Meetings were changed to Thursday nights this year to accommodate everyone's schedules. The discussion of holding fewer board meetings, or making some teleconferences rather than in-person will continue in the February meeting.

### Call for Suggestions on Articles and Presentations

We regularly seek articles and related information that would be of interest to our readers and members. If you have a suggestion for an article please let us know by sending an email to "newsletter@atlantaspin.com". Or better yet, if you would like to contribute an article of interest to our group, please contact us at the same email address and let's talk about it.

Each month, the Atlanta SPIN meetings and newsletters

strive to deliver real world practical approaches that can strengthen one's abilities to succeed in the evolving and often challenging domain of software and systems development. Your feedback and ideas on the programs and supporting newsletter articles is vital and appreciated; it will help us to continue to deliver the valuable information you need for your personal career growth. We want to hear from you!

**Atlanta SPIN Board of Directors**

Director	Role
Stephen Burlingame	President Sponsorship
Bill Reister	Vice President Programs
Vivian Viverito	Secretary Technology / Services
Mike Sweeney	Treasurer
Scott Banks	Director, Membership
Gray Karnes	Director, Marketing
Bryan Wolfe	Web Makeover Project
Tony Bonn	Director, Logistics
Fred Haigh	Editor in Chief Atlanta SPINnaker
Abi Salimi	Director at Large

## Atlanta SPIN Sponsors

### They Make Our Efforts Possible!

**Platinum SPONSORS****Gold SPONSORS**

The Atlanta SPINnaker  
Email: [newsletter@atlantaspin.org](mailto:newsletter@atlantaspin.org)

Contributor to this issue:  
Feature article: Stephen Burlingame

**Other SPIN Contributors****And our many Contributing Members!****Process Improvement Sites:****Software Engineering Information Repository**

<https://seir.sei.cmu.edu/seir/>, has over 30,000 registered users and is a forum used to contribute and exchange information about software engineering improvement activities, including CMMI.

**The CMMI Process Improvement Yahoo! discussion group**

[http://groups.yahoo.com/group/cmmi\\_process\\_improvement/](http://groups.yahoo.com/group/cmmi_process_improvement/) is a forum used to contribute and exchange ideas about CMMI-based improvement.

**BSCW Shared Workspace** <https://bscw.sei.cmu.edu/pub/bscw.cgi/0/79783> is a forum used to contribute and exchange CMMI-related materials.

Information courtesy of SEI Customer Relations. Find out more about SEI Membership online at [www.sei.cmu.edu/membership](http://www.sei.cmu.edu/membership) [customer-relations@sei.cmu.edu](mailto:customer-relations@sei.cmu.edu)

**About Atlanta SPIN, Incorporated**

[www.atlantaspin.org](http://www.atlantaspin.org)

The Atlanta SPIN organization was chartered in 1994. This group has been a force for software process improvement in the Atlanta area since then. The organization has a growing membership list that currently numbers 850+ members. The group typically meets every third Wednesday of the month. Our meetings typically attract audiences of 40 – 50 people. These meetings provide a forum for like-minded people, interested in learning from others and sharing their own experiences. There is time allowed before and after the meeting for networking among the participants, including a review from the audience of any job openings that are available. The Board, through its work with Sponsors, ensures that food and drinks are also available at no cost to the membership. Atlanta SPIN is a 501C3 non-profit corporation. Your contributions may be tax deductible and qualify for corporate matching contributions from your company.