



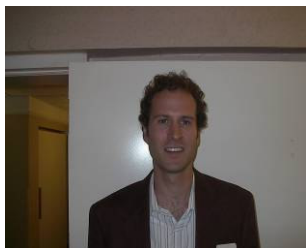
Atlanta SPIN

Software Process Improvement Network

The Atlanta SPINaker

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Tim Zonca

Tim Zonca of Serena on ITIL



Tim Zonca Opening the Meeting

Tim Zonca of Serena Software, aided by Erika Marwood leading the group through a demo, delivered a well-received presentation on the emerging topic of Information Technology Information Libraries, or ITIL, Best Practices.

Tim led off with a discussion of change management, noting that while change comes from many directions, it is often dealt with organizationally in very local or "silo" ways. This tendency to deal with change in isolation has consequences that can be quite serious. He illustrated this by giving a few examples of genuinely catastrophic consequences, some direct and some indirect, from not being on top of the changes that a company was experiencing.

Tim noted that Change Governance, a holistic and transformative process for managing change across the silos in a company, is what's crucial to real success. This in turn is connected to capturing metrics, or key measures, that can provide the basis for intelligent decision-making. The key here is that if a company is better suited to handling change, it can actually govern and control its impacts.

Tim discussed some "success stories" where change governance enabled a company to significantly streamline its processes. This involved manual process integration with ERP or CRM systems. This in turn led to "revolutionary," or as Tim characterized these, transformative business results. One example cited involved an 83% decrease in defects and an 80% improvement in release timing. The clear goal here was to orchestrate change throughout the organization, so that the business impact were enterprise-wide versus restricted to the silo components improvement.

Tim then provided an overview of the ITIL Framework, and discussed how it

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What's Next @ Atlanta SPIN: October 18, 2006

Chris Colston, AGSI

One Size Fits None - Tailoring & Aligning SDLC for Organizational Scope & Complexity

Tim Zonca Highlights - continued

could be applied to change governance. He focused the talk, from this point on, towards the Service Support book of ITIL. He noted that the ITIL Framework also encompasses Service Delivery and Application Management books, and indicated that the Application Management book defers in many situations to the Prince 2 or CMMI approaches, rather than trying to independently address these issues.

Tim characterized his Service Support discussion as a “Cliff’s Notes’ survey of the key ideas. A key notion here was that all such services should be customer-driven. His slides detailed how an incoming problem reported by a customer would wend its way through the ITIL Framework.

The initial flow from incident report to service desk notification to problem identification provided insight into the approach. During these stages, the goal is to quickly resolve the incident. When an incident gets escalated to a problem, an effort to sort out root cause and proactively address the concern gets started, with the realization that a more serious situation may exist.

If the root cause analysis pinpoints a system defect, change management springs into play. ITIL has practices for how to handle different types of incidents in a repeatable fashion. The impact of the change needs to get understood, including its ripple effects on other parts of the system (impact analysis) and agreement on when and how to provide the resolution (release management.) Finally Configuration Information is updated, including ultimately advising the person who raised the incident that a correction has been implemented.

Throughout this play out, these various processes interact with a Change Management Database (CMDB) with different levels of management engaged and different requirements on buy-in to the solution needed, depending on the type and impact of the incident itself.

Tim concluded his talk by enumerating the common obstacles to successful ITIL implementations, and suggested that the place to begin is in areas with the most “pain.” Then Erika Marwood, also of Serena Software, led the group through a demonstration of how the web-based TeamTrack product could manage the ticket flow for a Help Desk application.

The presentation was peppered with questions from the audience throughout the discussion. Feedback from the group was very positive, and Tim’s engaging and personable style was appreciated by many in the audience.

For more information, check out Tim’s slides on the Atlanta SPIN web site.



Coming Attractions - in November

Michael Yudanin, CEO — Conflair

Offshoring Assurance

On the BOARD walk Ron Wojcik - Newsletter- Atlanta SPIN

Ron has been on the Board for the past two years. Ron delivered a presentation on the Project Management of Software Development to Atlanta SPIN in December 2005. He has been active in the Membership Committee, with a particular focus on processing feedback, creating the pre-meeting slide materials and recently producing this Newsletter.



Ron Wojcik has 30+ years of experience in the Telecom industry. He has led software development within Bell Laboratories, BellSouth and TTI Telecom. He is the Principal Consultant at Pragmatic! Solutions. Ron has a BS in Math from IIT, a PhD in Applied Math from Brown, and an MBA from the University of Chicago. He is a Senior Member of the IEEE and is PMP certified.

How did you get involved with Atlanta SPIN?

I learned of Atlanta SPIN when I was working in BellSouth and looking to better understand how to improve the software development process within my organization.

What process improvement-related activities have you personally participated in?

At BellSouth, I championed the effort to achieve CMM Level 2 certification for the Science & Technology organization. This was successful, and in fact the organization made excellent strides toward Level 3 as well. I have shared experiences working quality, process improvement and project management at Atlanta SPIN, the 2000 Watts Humphrey Lectures at SPSU; the Georgia Tech Network Quality Forum and the recent PMI Professional Development Day.

What benefits have you personally derived from participation in SPIN?

I think that SPIN provides an excellent opportunity to learn first hand from both professionals and peers who are working hard to apply the theoretical to real world problems. I have repeatedly found something actionable in both the presentations that have been given as well as from personal interactions with members.

What motivated you to join the Atlanta SPIN Board?

In late 2004, I received a standard mailing from SPIN looking for volunteers interested in joining the Board and making a difference. I was looking for an opportunity to give something back to the industry and the community, and this seemed like a great fit.

What do you hope to achieve this year within Atlanta SPIN?

First and foremost, I'd like to help ensure that we continue as a Board to provide excellent speakers and presentations, so that the meetings are worth making a point to attend. I've been very involved in reviewing and processing Member's feedback and looking for ways that we as a Board can walk the talk and improve the effectiveness of all that we do for the Membership. I'd like to help SPIN continue to grow and prosper by actively and concretely supporting the Board's efforts, and genuinely make a difference by doing so.

Spotlight on our Sponsors: AGSI



AGSI is a Management and Technology Consulting company headquartered in Atlanta, GA. Founded in 1981, AGSI assists companies in achieving sustainable business value by providing the right balance of expertise, business process and technology solutions.

AGSI partners with its clients for long-term relationships based on the company's core values of Integrity, Quality and Partnership. AGSI's service offerings include: Business Process Improvement; Enterprise Program Management; Organizational Change Management; Application Development & Management; Project Management; and Systems Integration.

Their clients span across the United States and include midsized to Fortune 100 organizations across a range of industries, such as financial services, health care, hospitality, technology and transportation/logistics. AGSI's consultants average 16 years of experience and their vendor neutrality ensures that their client's best interest is their top priority.

AGSI is a proud sponsor of Atlanta SPIN.



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About Atlanta SPIN

The Atlanta SPIN organization was chartered in 1991. 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 650+ 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.

The Board has a process for identifying excellent speakers, and provides guidelines and necessary support to help ensure the presentations are top quality. The Board sees these as the cornerstone of its value proposition to the overall group. To this end, the Board conducted surveys last year to gain a better understanding of its members' interests. This analysis has directly influenced the choice of specific presentations during the past six months. The Board continues to seek excellent relevant talks of interest to the membership; please advise us of potential talks and speakers that you think may be of interest; contact us at education_committee@atlantaspin.org.

In future Newsletters, we plan to provide more information about the goals and activities that Atlanta SPIN is pursuing. We welcome your feedback on how to improve this newsletter; contact us at newsletter@atlantaspin.org.

Ron Wojcik, editor