Context and issues

- Small development company located in Oslo, SBCity AS.

- Main focus on custom-tailored solutions integrated with existing software-intensive systems.

- Employees have been advocating for improvement and modernization of development process for a while. Product owner did not agree!

- Latest customer report:
  - product and process have been suffering
  - not meeting expected standard regarding both quality and price
  - reduced customer satisfaction

- For the first time: mutual agreement that a process improvement is necessary.

- Small company with limited budgets.

- Few methods have indications about prioritizing according to business-oriented objectives [1,2].

- PROFES with minor modifications to better meet demands and expectations of SBCity.

[1] (D. Kirk and S. MacDonnell 2011)
[2] (I. Aaen 2003)

Improvement goals

- Main motivation of SBCity:

  - keep software up to date in order to maintain high software quality and easily adapt to their customer's evolving needs.

  - reduce the overall project costs and thereby maintain a cost competitive position.

- Improvement goals:

  - Modernization of current development processes, methods and tools.

  - Adapting existing processes to accommodate new state-of-the-art technology.

  - SBCity also expects these improvements to speed-up the development process thereby ensuring high quality without necessarily compromising budgets.