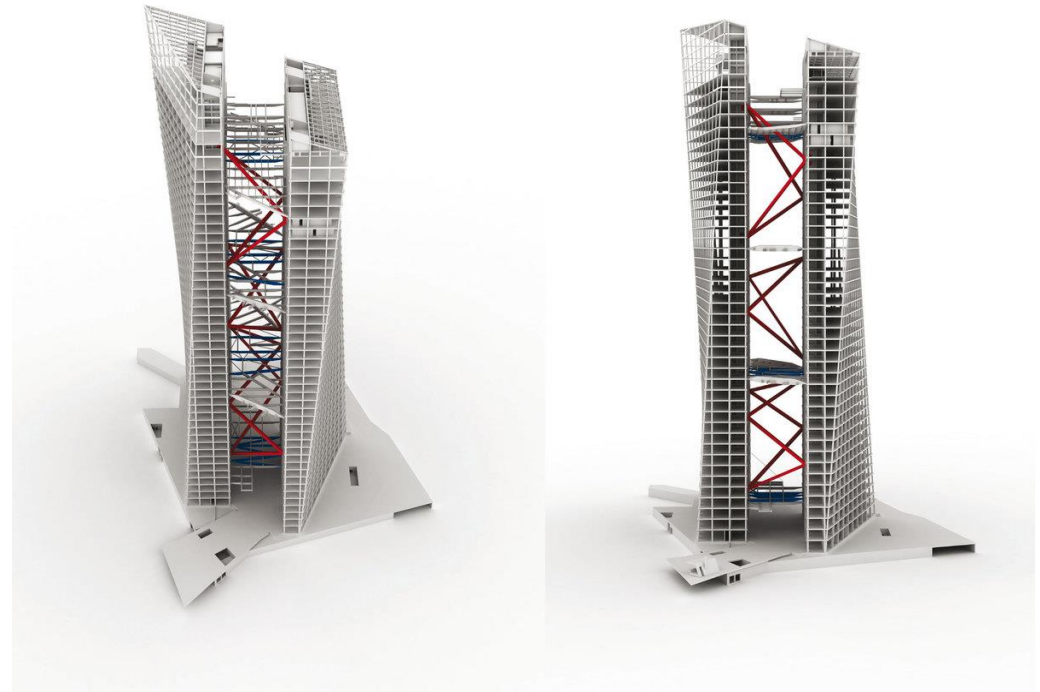


Präsentation technischer Lösungen für Management und Entscheider

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Agenda

1. Agiles Manifest heute
2. Nutzen-Orientierung technischer Lösungen für das Geschäft
3. IT als Treiber (für die Transformation) des Geschäfts
4. Agile Teams und iterative Vorgehensweisen
5. Zugang zu Management und Entscheidern
6. Umsetzung agiler Unternehmenskultur
7. Die Schranken einer gelungenen Präsentation

<https://www.menti.com/p3k77v2kyt>



1.1 Agiles Manifest heute

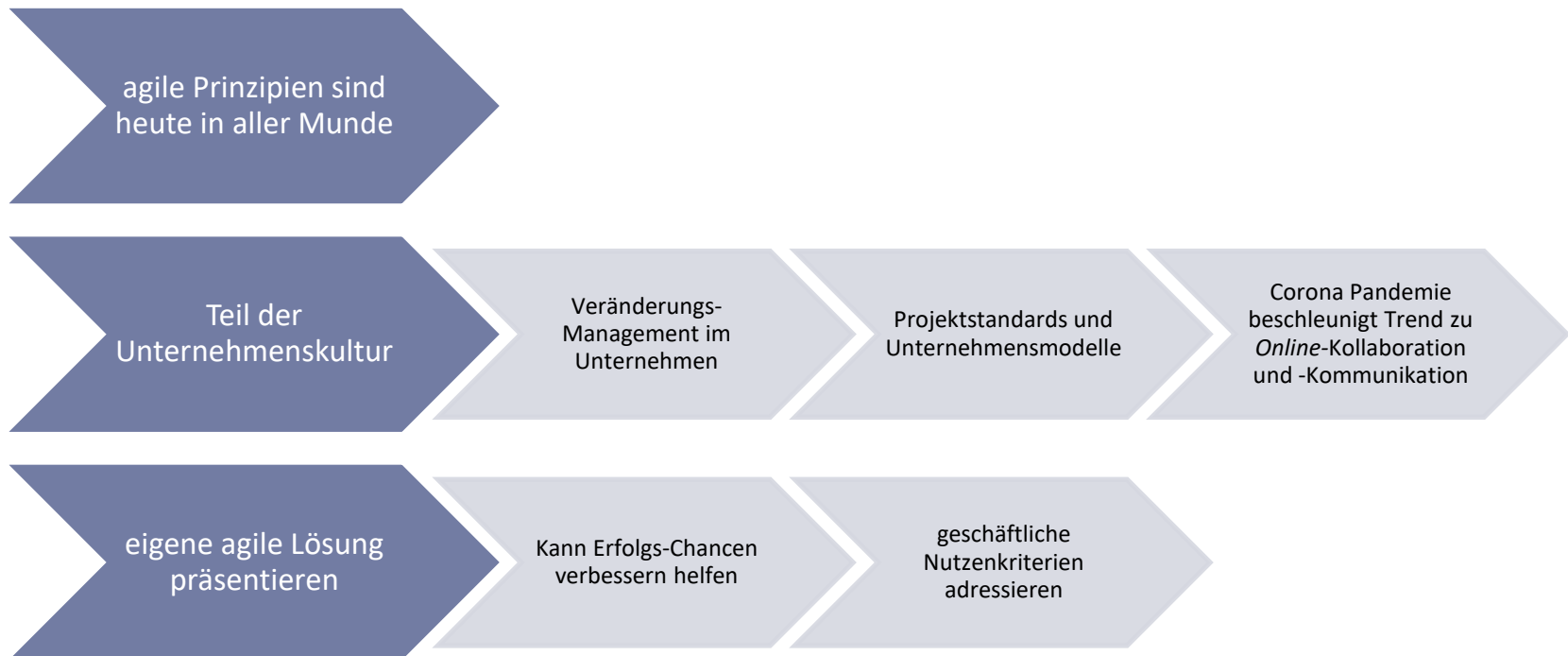


Abb. 1

1.2 Agiles Manifest (2001)

Manifesto for Agile Software Development

“Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.”

Kent Beck, Mike Beedle, Arie van Bennekum, Alistair Cockburn, Ward Cunningham, Martin Fowler, James Grenning, Jim Highsmith, Andrew Hunt, Ron Jeffries, Jon Kern, Brian Marick, Robert C. Martin, Steve Mellor, Ken Schwaber, Jeff Sutherland, Dave Thomas

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<https://agilemanifesto.org/>

1.3 Agiles Manifest - Prinzipien

Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

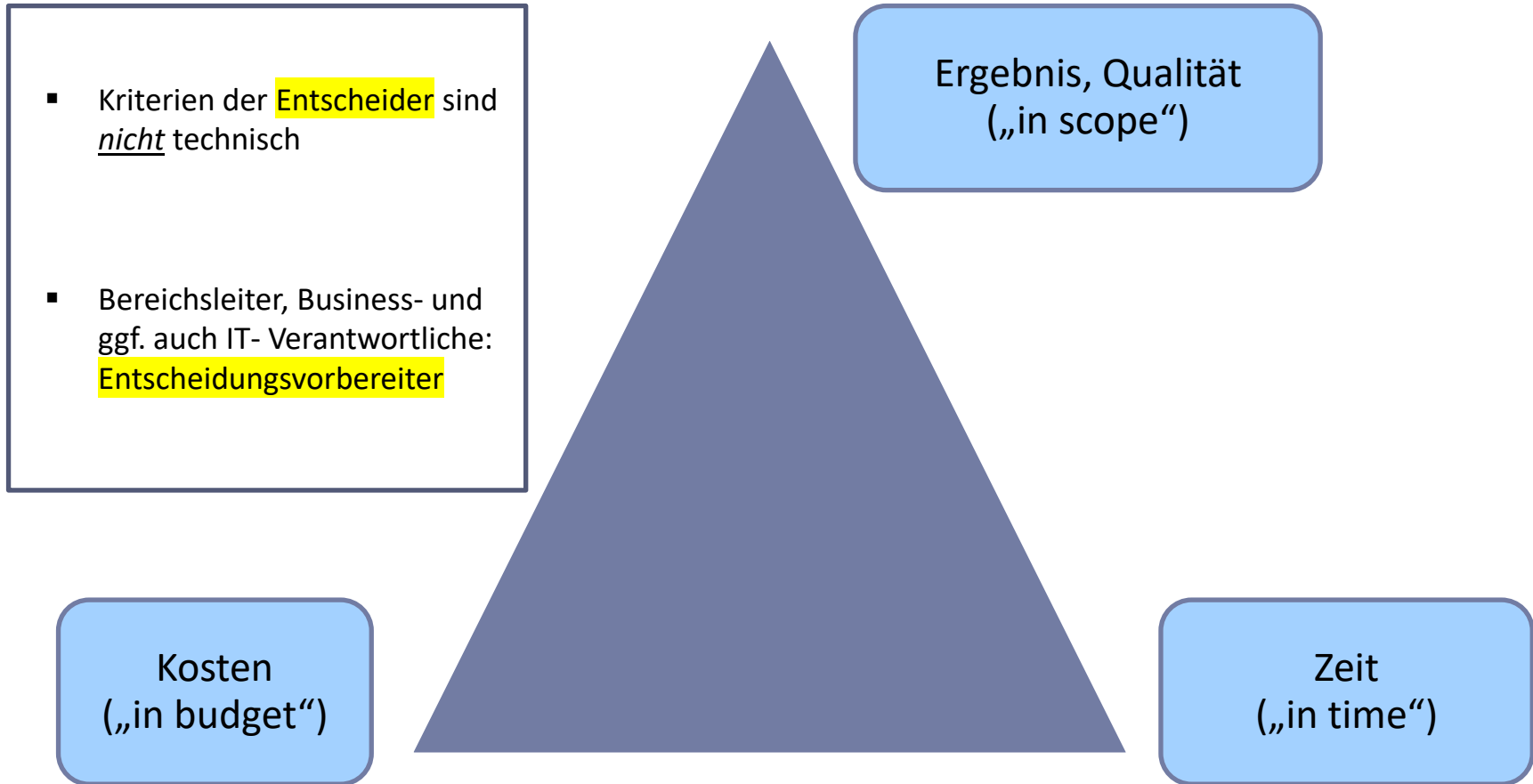
Continuous attention to technical excellence and good design enhances agility.

Simplicity--the art of maximizing the amount of work not done--is essential.

The best architectures, requirements, and designs emerge from self-organizing teams.

At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

2.1 Nutzen-Orientierung technischer Lösungen für das Geschäft



3. IT als Treiber (für die Transformation) des Geschäfts

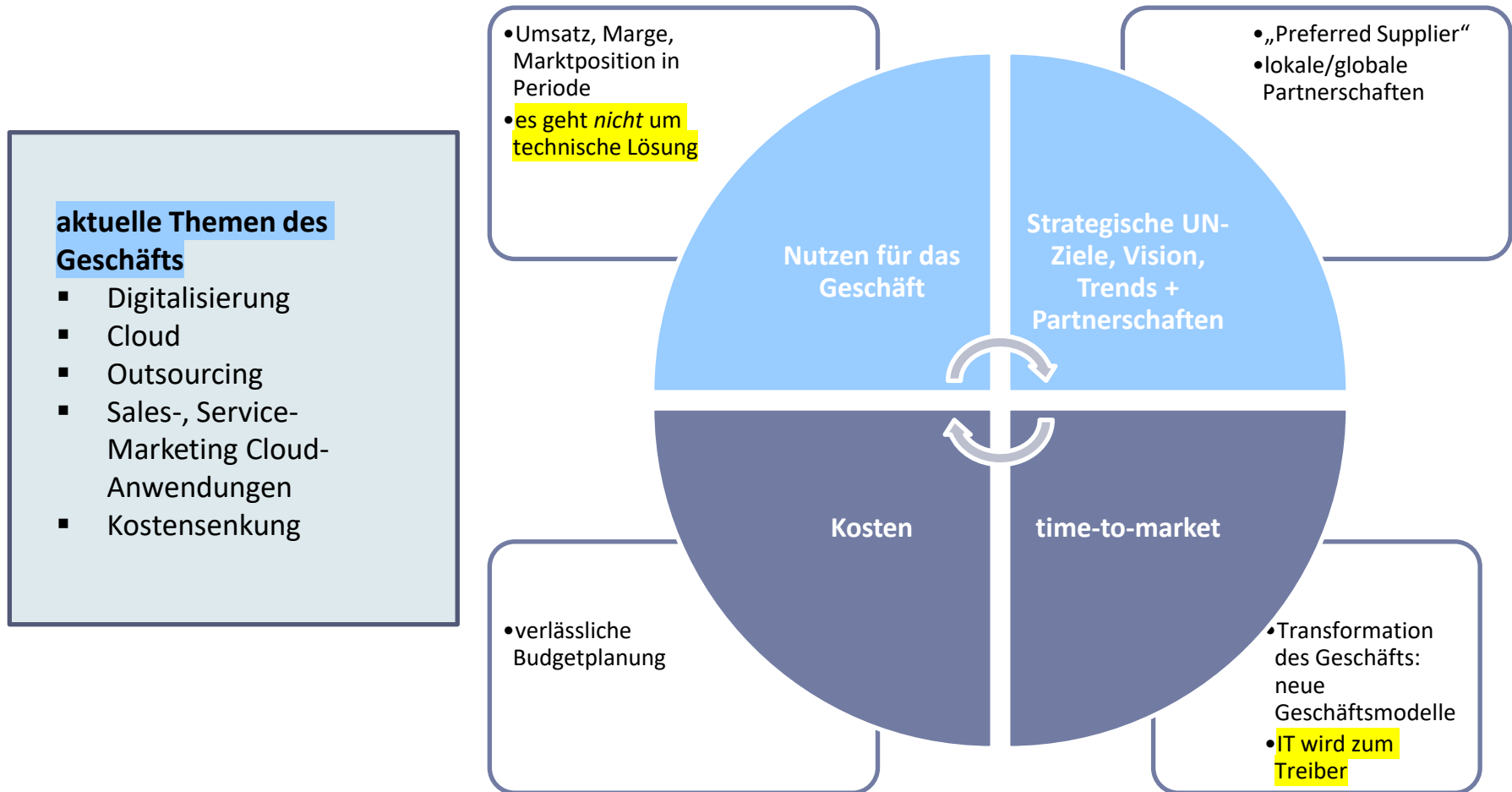


Abb. 3.1

4.1 Agile Teams und iterative Vorgehensweisen

agiles Projektmanagement

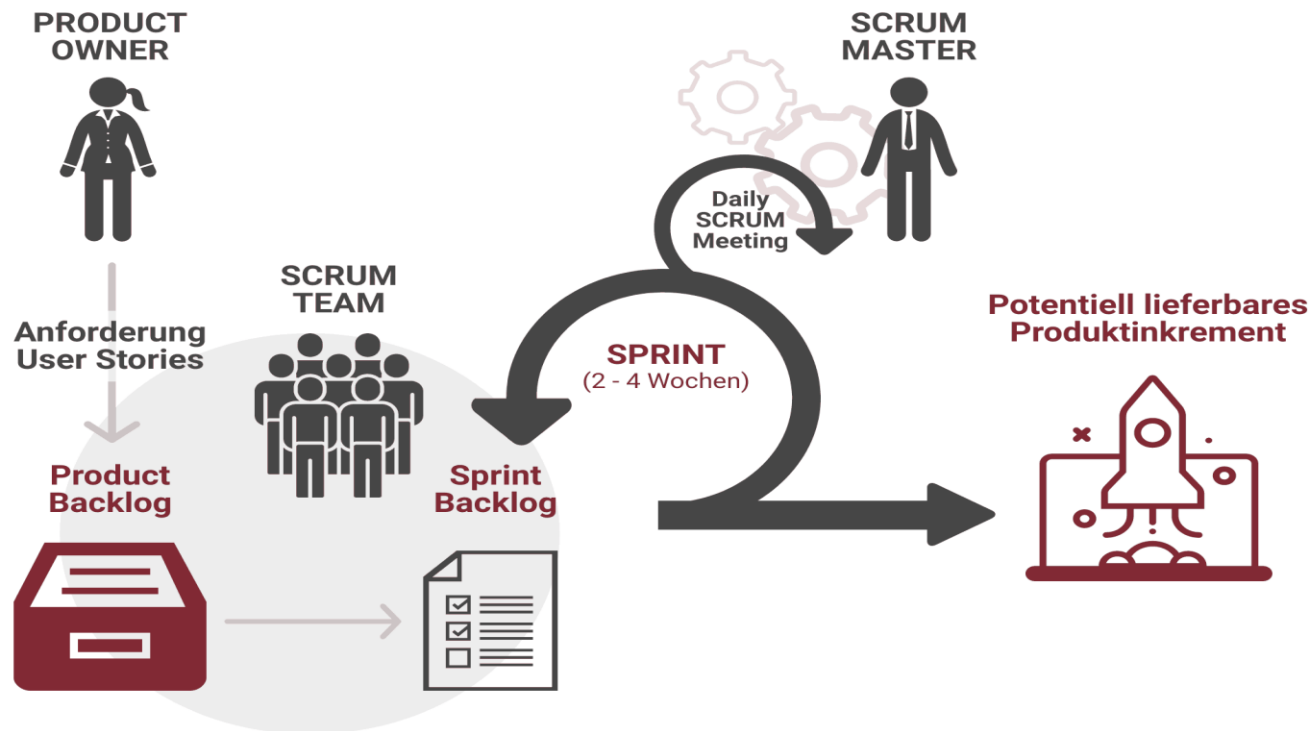


Abb. 4 (Quelle: Bright Solutions GmbH)

4.2 agiles Präsentationskonzept für technische Lösungen

...zeigt die Vorteile für das Geschäft



Abb. 5a



VIEW NORTH

4. agiles Präsentationskonzept für technische Lösungen

...zeigt die Vorteile für das Geschäft

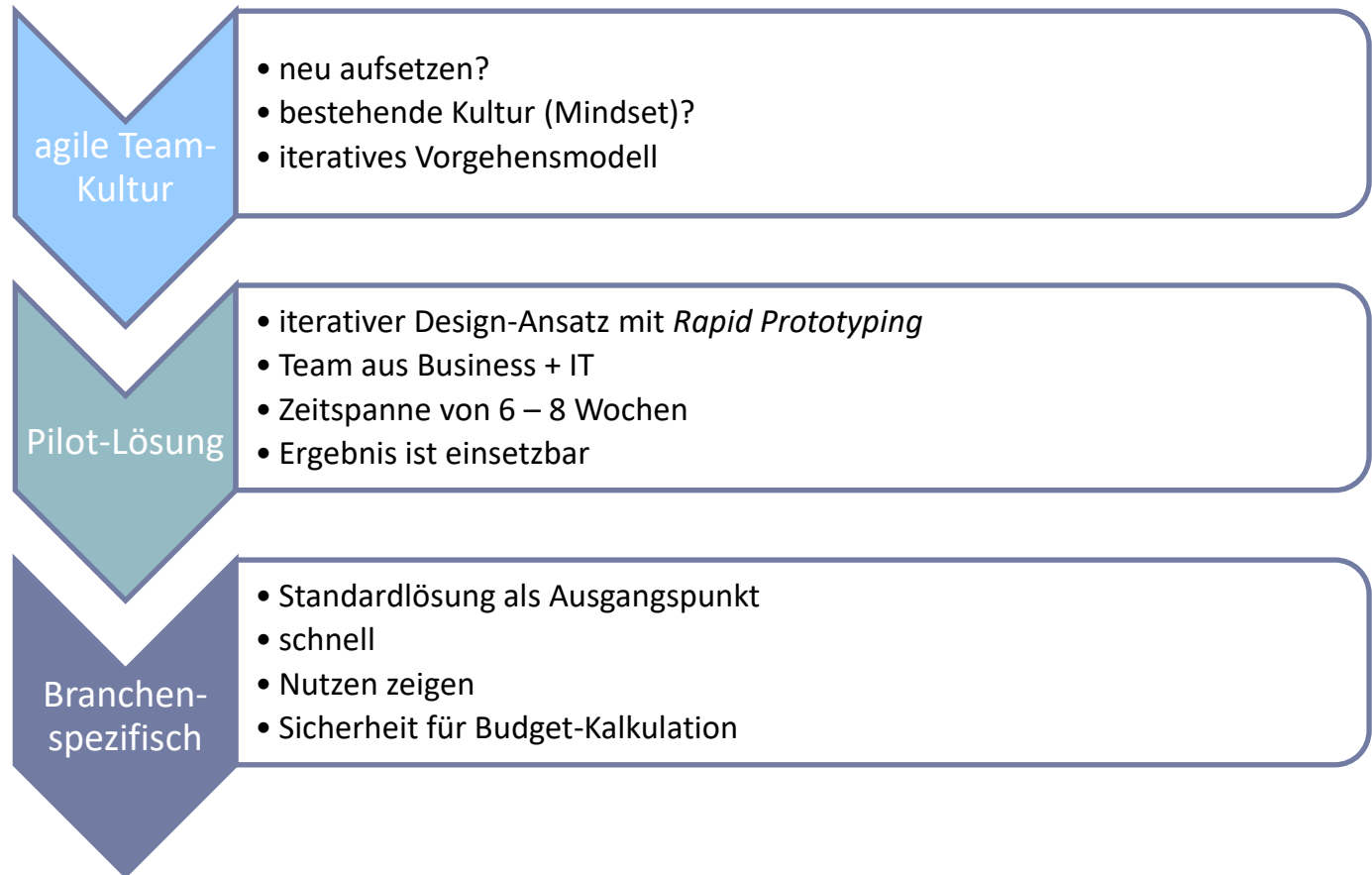


Abb. 5b

5. Zugang zu Management und Entscheidern

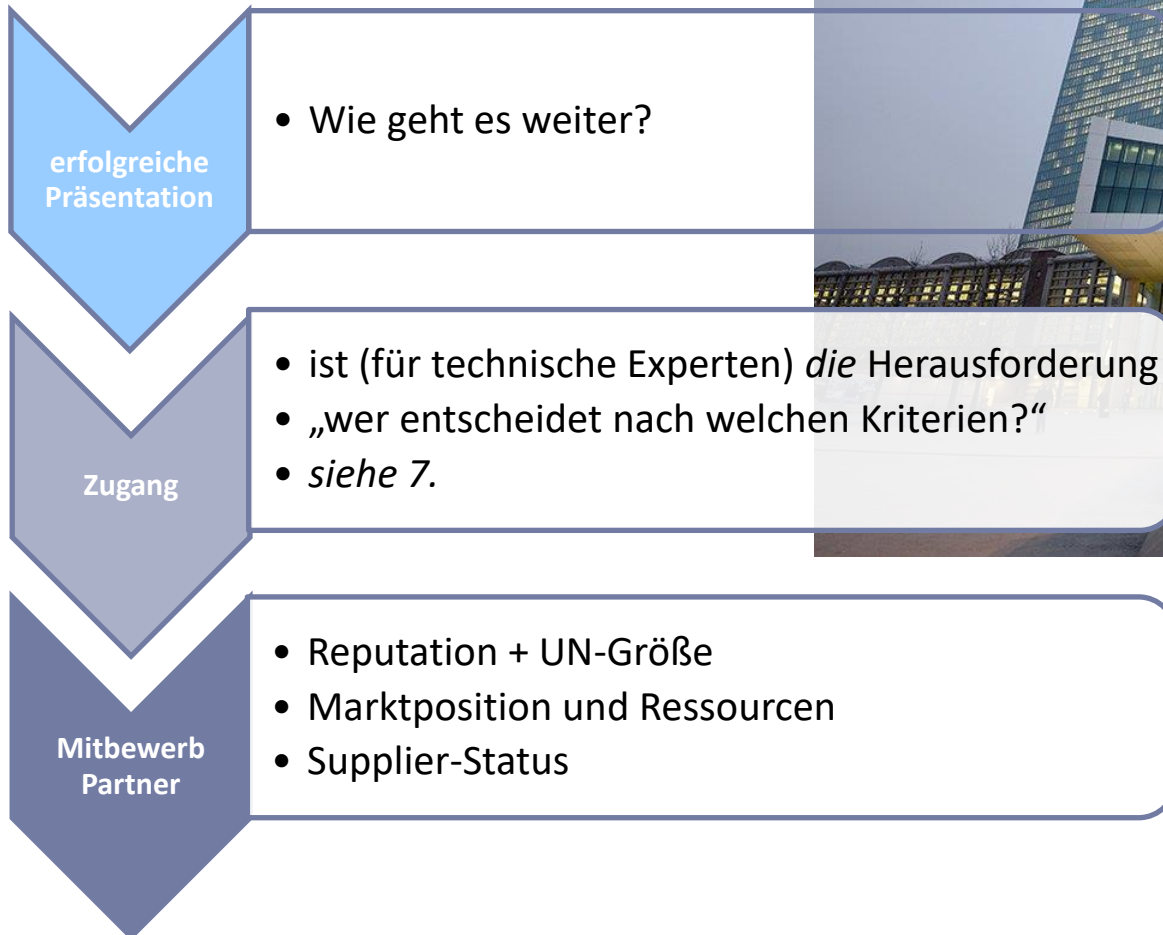


Abb. 6

6. Umsetzung agiler Unternehmenskultur

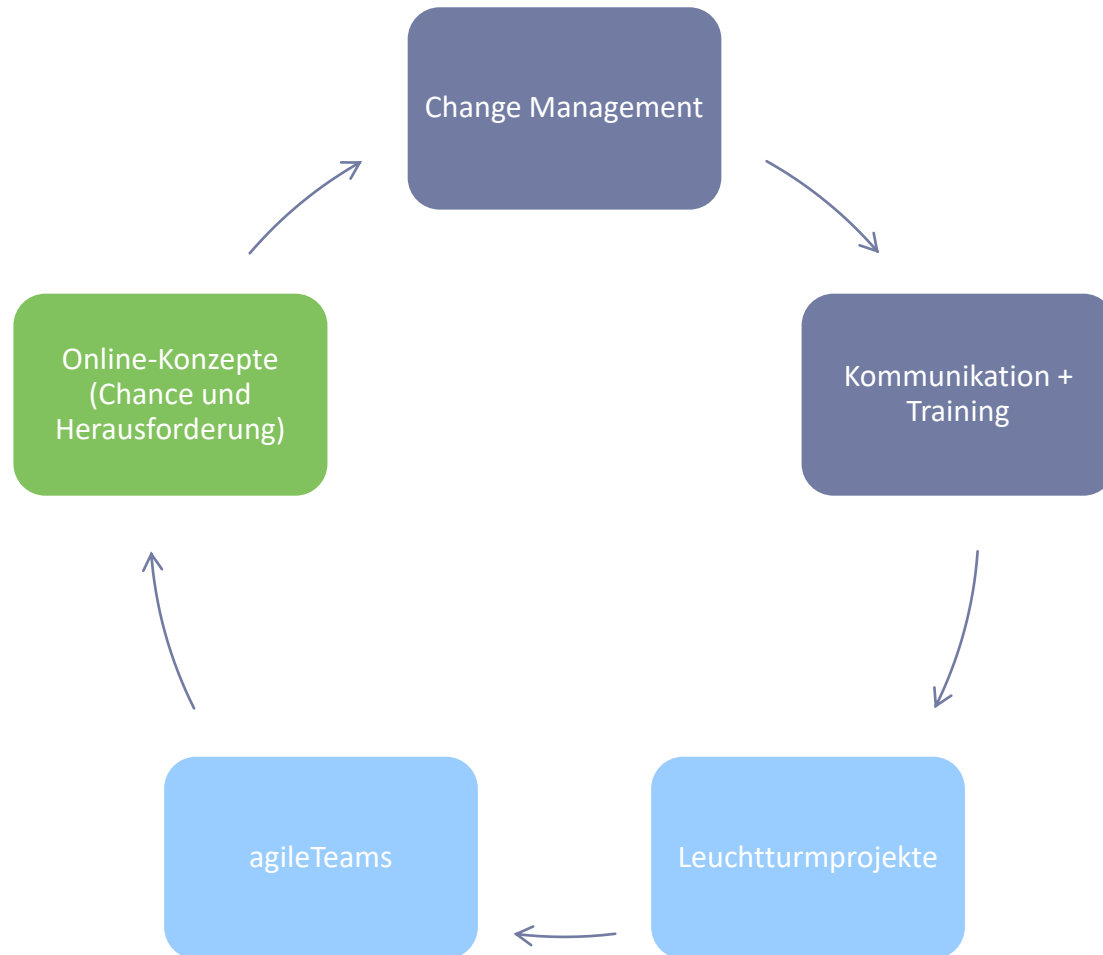


Abb. 7

7. Schranken einer gelungenen Präsentation

„politische“ und intransparente Entscheider-Ebene

- generell zu wenig Account-Expertise
- komplexe Account- und Bieter-Struktur
- persönliche Vernetzung

Unternehmensgröße und Marktposition im Verhältnis zu Wettbewerb

Q&A - Erfahrungen - Diskussion

Danke für Ihre Aufmerksamkeit und Ihr Interesse