

lecture 16

software vendor environment

csc302h
winter 2014

covered so far

- modeling – using uml mostly
 - design & visualize architecture
 - reverse-engineer design from code
- requirements analysis
 - robustness analysis to bridge requirements & design
- risk analysis & risk management
- v&v, testing strategies, static analysis, quality
- examined a few sdlc models

shifting our focus now...

- will take all the pieces we have learned so far & put into the context of a software company
- we are emulating the r&d team of a company in our groups
 - using *matplotlib* as a stand-in for a commercial product developed by the (hypothetical) company

professional software development

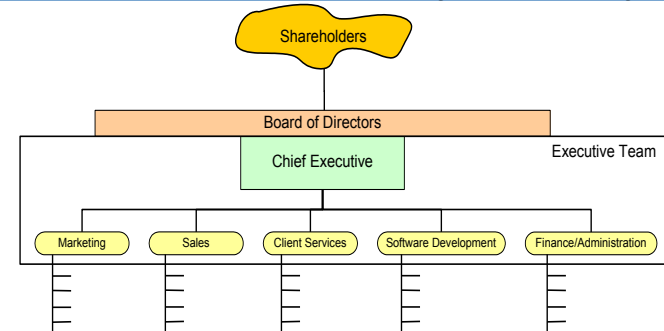
- much of the remainder of the course will be drawn from the book:

The Agile Planning Horizon
in Professional Software Development
“Managing at the dynamic boundary where business necessities meet software development realities”
Dr. David A. Penny

- see course web page for a link to an excerpt from the book.

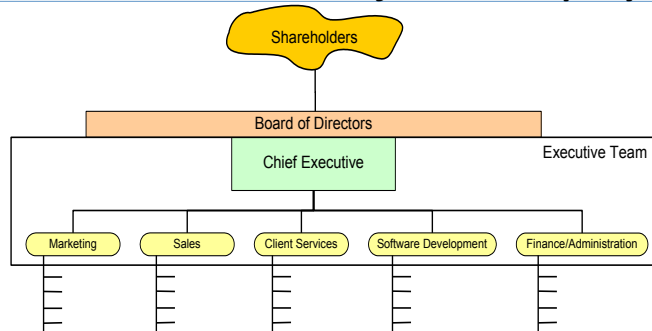
software vendor environment

the software company



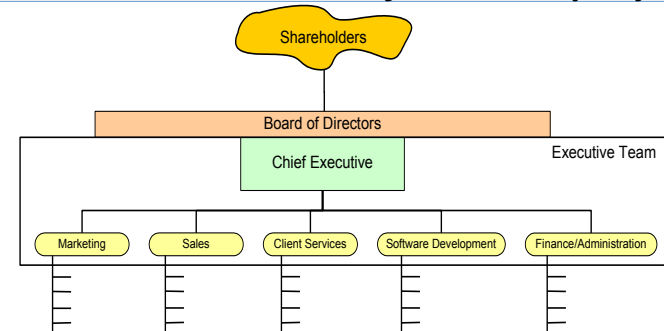
- Shareholders
 - owners of the company
 - elect the board of directors
 - same for private & public companies

the software company (2)



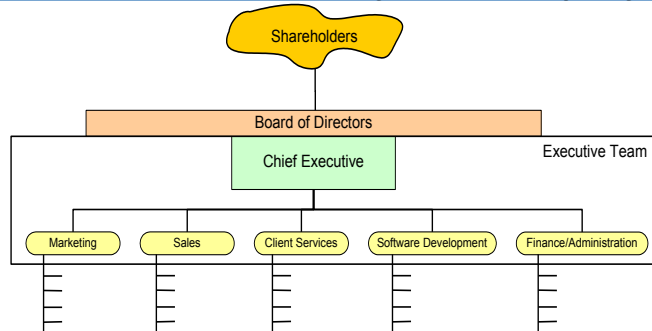
- board of directors
 - represent shareholder interests
 - appoint officers, hire & advise CEO
 - legal liability (or LLC/LTD/etc.)

the software company (3)



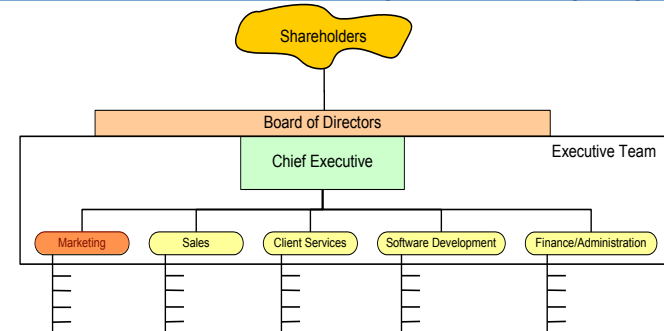
- Chief executive officer (CEO)
 - appointed (or hired) by the board
 - in charge of day-to-day operations & exec. Team
 - commits to financial targets (revenue/profit)

the software company (4)



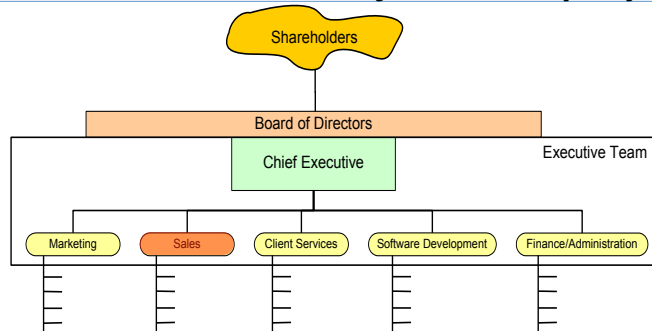
- executive team
 - vp & c-level officers. assembled/managed by CEO
 - in charge of day-to-day functional areas
 - meet regularly to coordinate strategy, budget, etc.

the software company (5)



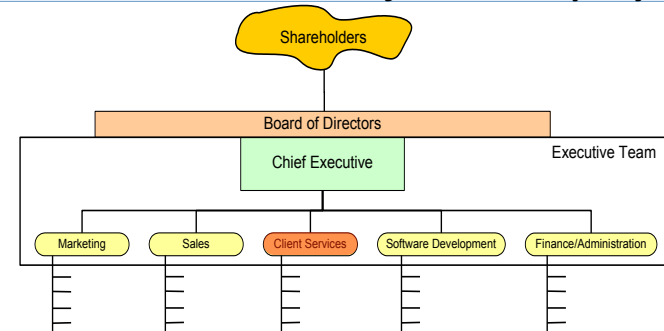
- marketing
 - product mgmt. (sometimes under r&d)
 - marketing communications (MARCOM)
 - business development (BIZDEV)

the software company (6)



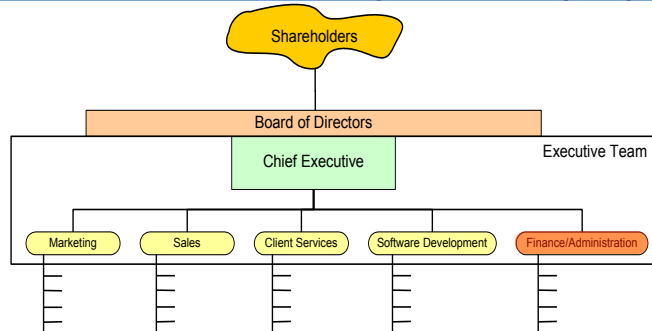
- sales
 - responsible for hitting revenue targets
 - models: direct, dialing-for-dollars, channels, ...
 - compensation = base + commission (+ bonus)
 - pipeline: leads, qualified leads, negotiating, close

the software company (7)



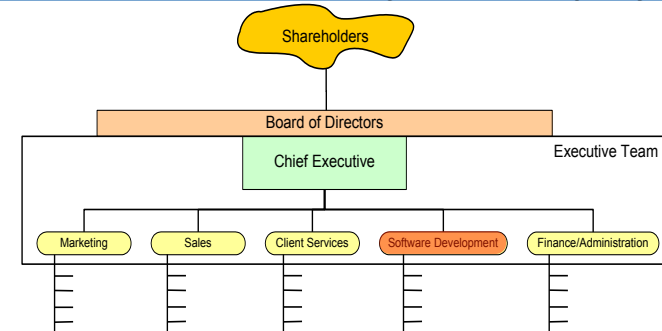
- customer/client services
 - pre-sales support & project planning, deployment
 - account management (ongoing)
 - help desk

the software company (8)



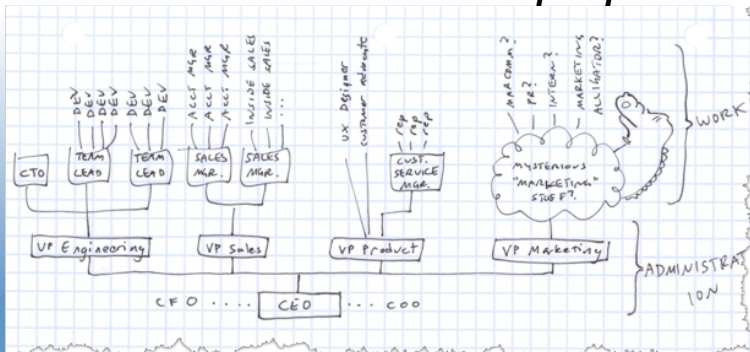
- finance & admin
 - sometimes separate, sometimes include HR
 - investments, payroll, taxes, investor relations, HR, office mgmt., IT, etc.

the software company (9)



- software development (or, r&d)
 - responsible for delivering quality software, solving the correct problems, on time, and with low defect counts
 - CTO vs. VP R&D vs. CSA – who's in charge?

another perspective



- this view helps eliminate “command & control”
- hire the best, and then control them, no good!
- this model = more of a “support” structure
- maybe call it “administration?”