



# turning software development into delivery

Geoff Norton

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or doing software  
development well!



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# about me



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not another  
agile talk?!



about the talk



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about the  
talk

waterfall

agile / scrum

continuous delivery



‘most of the quality stuff .....is really a lot about re-engineering your repetitive processes to make them much, much more effective’

**Steve Jobs, 1990**



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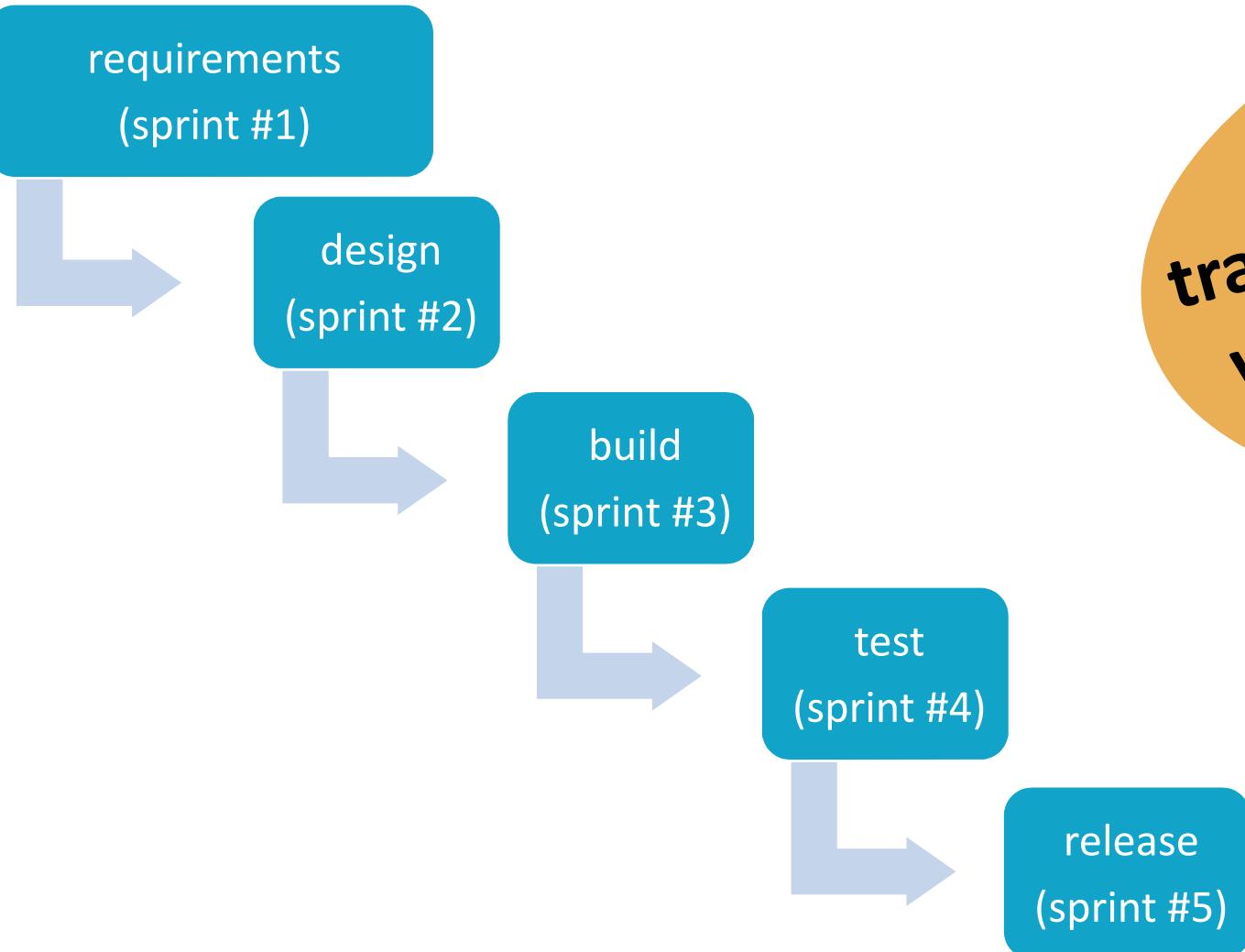
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# what is software development?

*'software development is the process of turning identified business needs into benefits through the delivery of working software'*





traditionally this is how  
we've approached it!



# the problem with waterfall



*oh you want twin ion engines? can you wait until after the rebellion?*



*'cease dependence on inspection to achieve quality.  
Eliminate the need for massive inspection by building  
quality into the product in the first place'*

**W Edwards Demming**



# the agile manifesto

<http://agilemanifesto.org/>

**customer collaboration**  
*over processes and tools*

**individuals and interactions**  
*over comprehensive documentation*

**responding to change**  
*over contract negotiation*

**working software**  
*over following a plan*



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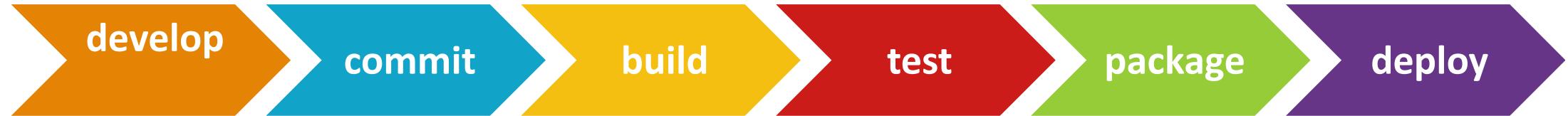
# the role of the user is key





**‘our highest priority is to satisfy the customer through early and continuous delivery of valuable software’**

<http://agilemanifesto.org/>



# building a delivery pipeline



# automation





readiness

knowledge

application

discipline



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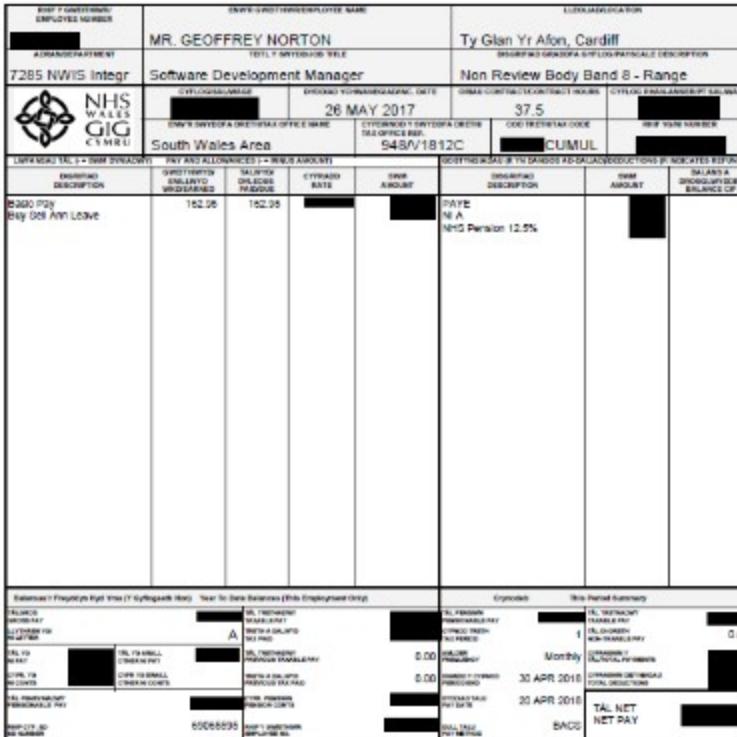
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‘most of the quality stuff .....is really a lot about re-engineering your repetitive processes to make them much, much more effective’

# simple is hard





**What working software  
did you deliver this month  
Geoff?**

# the end

more information:

'The Goal' by Eliyahu Goldratt & Jeff Cox (Gower Press)

'The Phoenix Project' by Gene Kim, Kevin Behrm and George Spafford  
(IT Revolution Press)

'Continuous Delivery' by Jez Humble, David Farley (Addison-Wesley)

