



Software Product Lines and the Discontinuous Jump

Greetings from BigLever Software,

As BigLever CEO and www.SoftwareProductLines.com moderator, I see a growing awareness among the software development community of the order-of-magnitude engineering improvements delivered by software product line methods. The emergence of new pragmatic, agile and incremental methods means that companies of all types and sizes can now make the transition to software product line practice - with significantly less resources and without disrupting product schedules.

Because the software product line community comprises many more engineers than MBAs, we tend to focus our analysis more on engineering issues than on business issues. However, it is also valuable to explore the business implications that arise from dramatic engineering improvements in time-to-market, cost, quality, and portfolio scale and scope. These improvements are so large companies can experience a "discontinuous jump" in competitive business advantage. As a result, software product line methods enable companies to leverage the power of their product line portfolios in ways not easily imagined before.

This is the first in a 4-part informational e-mail series on software product lines and the discontinuous jump in strategic business advantage. I invite you to engage your imagination and explore ways to take advantage of this discontinuous jump, which extend far beyond optimizing the way business is done today.

Part #1. New Products as Commodities

With conventional software development approaches, significant resources are required to add a new product to a product line portfolio. As a result, adding a new product is most often a nontrivial business decision. This decision can involve complex negotiations between the product marketing and software development organizations, where product marketing proposes a new product with a specific benefit to the business and engineering pushes back or asks for tradeoffs with other deliverables due to time and resource scarcity.

What happens when software product line approaches reduce the development time and effort required to create new products by ninety percent? What are the implications when your development team can respond positively to product marketing requests with ten times greater frequency?

New products become commodities rather than resource

Software Product Lines Web Seminar Invitation

Interested in learning more about the innovative new methods behind the latest software product line success stories? *Request a [web seminar](#) with BigLever.*

Our seminars are designed to provide valuable technical information and practical insight for software architects, managers and developers based on recent software product line implementations.

We can provide a dedicated seminar for you or your development team, or you can participate in one of our regularly scheduled seminars.

>> [Learn more.](#)

About BigLever

BigLever Software, Inc. (TM) is a leading provider of software product line development tools and services. BigLever's patent-pending solution, Gears (TM), dramatically simplifies the creation, evolution and maintenance of embedded or standalone software for a product line.

Subscriber Functions:

[Forward](#)
[Subscribe](#)
[Update Info](#)
[Unsubscribe](#)

Contact Info:

BigLever Software, Inc.
10500 Laurel Hill Cove
Austin, TX 78730
512-426-2227
www.biglever.com

intensive investments.

When new products are commodities, the power of the product portfolio is greatly expanded -- providing the business agility needed to quickly capitalize on new revenue opportunities discovered via market predictions, feedback from customers, or feedback from prospects in the sales pipeline.

Real-world Example

I recently talked to a client whose development team had just completed their transition from a traditional development approach to software product line practice. Over the course of five months, they had *tripled* the size of their portfolio under development, adding a new product every four days! As a result, the development team's long-standing backlog of requests from product marketing was quickly cleared. From the business perspective, new product extensions to the product line portfolio could now be treated as commodity investments rather than high-stakes investments.

Stay tuned next month for Part #2 of our e-mail series, *Software Product Lines and the Discontinuous Jump*. In the interim, I invite your feedback, comments and real-world business experiences with software product line approaches.

Best Regards,

Charles Krueger, BigLever CEO
SoftwareProductLines.com Moderator

512-426-2227
ckrueger@biglever.com
www.biglever.com

Copyright © 2006 - BigLever Software, Inc.

[unsubscribe](#)