



Software Product Lines and the Discontinuous Jump: Part 3

Greetings from BigLever Software,

Welcome to part 3 of my 4-part informational e-mail series on "*Software Product Lines and the Discontinuous Jump*".

Since much of our focus in the software product line community tends to be on engineering issues, my goal with this series is to divert some attention to the business implications that arise when software product line engineering renders dramatic improvements in development time-to-market, cost, quality, and portfolio scale and scope. These improvements can be so large that companies experience a "discontinuous jump" in competitive 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.

[Would you like to see [Part 1](#) or [Part 2](#) of this e-mail series?]

Part #3. Making outsourcing optional.

The pressure to reduce development overhead in conventional software development is causing many companies to outsource some or all of their development to offshore locations with lower labor costs. This makes economic sense for tasks where the overhead of coordinating remote development is less than the labor cost reduction achieved by sending the product development offshore.

What happens when a software product line development approach reduces development overhead by 90%?

The economic equation for evaluating offshore outsourcing shifts dramatically.

When considering ways to reduce development overhead, the *power of the portfolio* creates another option - independent or in combination - to offshore outsourcing.

Real-world Example

I observed a client go through the business analysis of whether to reduce development overhead by adopting a software product line approach or offshore outsourcing. The company decided that it was strategically and economically advantageous to "work smarter" with software product line development rather than to "work cheaper" with offshore labor. Thus, the majority of their development resources remained domestic, while only a small portion their development tasks were sent offshore.

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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.

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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.

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Stay tuned next month for Part #4 of our *Software Product Lines and the Discontinuous Jump* e-mail series. I welcome your comments, input and real-world business experiences with software product line approaches.

Best Regards,

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