



Software Product Lines and the Discontinuous Jump: Part 4

Greetings from BigLever Software,

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

Over the last several weeks, this e-mail series has provided insight into how software product line approaches offer new, innovative, and imaginative strategic business options. We've reviewed a variety of business outcomes and improvements that can occur when an organization makes the shift from conventional product-centric software development to portfolio-centric development - improvements so large that companies experience a "discontinuous jump" in competitive business advantage.

With this final installment, I invite you to consider how your company can take advantage of this discontinuous jump, which extends far beyond optimizing the way business is done today.

Would you like to see the previous parts of this email series?

Part #1: [New products as commodities.](#)

Part #2: [Using market turbulence for competitive advantage.](#)

Part #3: [Making outsourcing optional.](#)

Part #4: Professional services - also optional.

For businesses that provide customer-specific product customizations, the approach with conventional software development is often to create a professional services organization that allocates a team of developers to each customization. While this approach offers opportunities for revenue, it also comes with significant drawbacks such as the overhead of building and sustaining a professional services organization and an ever-growing body of "one-off" products that are difficult to maintain and upgrade.

What happens with the software development approach when customer-specific customizations can be viewed as just another commodity product in the portfolio? What happens when the time, cost and effort required to create and maintain these customizations are all reduced by 90 percent?

A leaner and more agile business model is created to provide customized products in less time and at lower cost.

The power of the portfolio for customer-specific customizations is that each new product can be viewed as just another "commodity member" of the portfolio. In some

Getting Started with Software Product Line Practice

In addition to positive feedback regarding this email series, we've recently received a variety of requests from companies seeking ways to eliminate upfront barriers (typical of traditional software product line approaches) and "fast track" their transition to software product line practice.

In response, BigLever has developed a new "Getting Started Guide" which identifies the three common strategies that have been instrumental in allowing our clients to achieve breakthrough success with new generation software product line methods. Download your free copy at:

>> [Getting Started Guide](#)

Special Offer from BigLever: Getting Started Package

BigLever's *Getting Started Package* is an intense, accelerated, hands-on program that brings leading-edge software product line development methods, knowledge and experience into your organization.

The package entails the interactive creation of a pilot project that serves as the catalyst for learning and change within your organization.

This special package - a \$10,000 value - costs \$5,000 and includes 3 days of onsite pilot project development and consulting, plus 1/2 day of interactive offsite preparation and

cases, this can offer a leaner and more agile option to the professional services business model.

Real-world Example

A technology startup, and BigLever client, decided to utilize a software product line approach rather than a professional services business model to provide customer-specific customizations. After proving its business model, the startup began negotiating an M&A opportunity with a large company. During this period, a small outsourced development team was able to maintain the company's entire product line portfolio.

According to the CEO, a conventional professional services model would have required 10 times the burn rate and would have prevented the company from surviving the M&A process. From the perspective of the investors, the company's use of a software product line approach produced a dramatically better financial outcome than would have been possible had the company relied on conventional methods.

As always, I welcome your comments and feedback regarding your real-world business experiences with software product line approaches. I appreciate your continued interest and look forward to continuing this dialogue.

Best Regards,

Charles W. Krueger, BigLever Software CEO
SoftwareProductLines.com Moderator

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

1/2 day of interactive offsite post-processing to summarize the results. The cost of the package is fully refundable if you are not 100% satisfied.

For more information:

512-426-2227
getting_started@biglever.com

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 USA
512-426-2227
www.biglever.com

Copyright © 2006 - BigLever Software, Inc.

[unsubscribe](#)