



The 3-Tiered SPL Methodology in Practice

Greetings from BigLever:

Welcome to the conclusion of the BigLever newsletter series on the 3-Tiered Methodology for software product line (SPL) engineering.

During the last few months, I've provided an introductory view into the three tiers of capabilities and benefits delivered by this new generation SPL methodology. In tandem with our newsletter series, I've introduced and discussed the new methodology to a spectrum of software architects, engineering managers, product marketing executives and developers -- from experienced SPL practitioners to novices -- as well as key industry analysts and media leaders.

The feedback I've received decisively shows that this new methodology is resonating strongly in the software development community. This response validates the industry's desire for a pragmatic, new generation SPL approach.

For an overview of the 3-Tiered SPL Methodology, see the previous newsletters at:

- [Part 1: The Base Tier](#)
- [Part 2: The Middle Tier](#)
- [Part 3: The Top Tier](#)

By allowing mainstream development organizations to easily understand, explain and justify SPLs, the 3-Tiered Methodology is enabling companies to effectively plan and execute successful real world transitions to SPL practice. The following overview spotlights how BigLever customer, HomeAway, is applying the 3-Tiered approach to establish its new SPL practice.

HomeAway: Applying the 3-Tiered SPL Methodology

>> [Request the HomeAway case study.](#)

As the worldwide leader in online vacation home rentals, HomeAway.com's corporate vision entails the rapid expansion of its rental listings across the globe. Due to its aggressive growth goals, HomeAway needed to quickly scale its development capabilities to keep pace with the acquisition of existing websites, while producing new sites, which included an array of individual brand and company identities,

BigLever and Telelogic: In the News

BigLever Software and Telelogic recently announced a new partnership and collaborative effort which has delivered the industry's first fully integrated model-driven development (MDD) and software product line (SPL) engineering solution -- the Rhapsody®/Gears™ Bridge.

>> [See press release or view on-demand webinar.](#)

This new alliance and the innovative Bridge solution have received accolades from industry analysts and the technology press:

SD Times: *Modeling Down the Line*, by David Rubinstein, Editor in Chief

August 1, 2007 - It seems that BigLever got its peanut butter in Telelogic's chocolate. Prodded by customers of both products, the companies got together to see how they can make BigLever's Gears work with Telelogic's Rhapsody modeler...

>> [See full article.](#)

Software Quality: *Telelogic, BigLever integrate model-driven development and software product line technology*, by Colleen Frye, News Writer

languages, geographic locations, features, and more.

As the complexity of its development efforts grew exponentially, the company faced major challenges in using conventional technologies to build, test, deploy and manage its growing website product line. HomeAway soon realized that its development situation entailed complex challenges that could be effectively addressed by adopting a SPL approach.

Using the 3-Tiered Methodology and Gears SPL engineering technology from BigLever Software, HomeAway's development team has achieved notable results in its incremental transition to SPL practice -- producing significant engineering and business benefits in 60 days. The effort has more than paid for itself, as many of the benefits came within the first few weeks.

At the base tier of the 3-Tiered Methodology, HomeAway quickly established the basic infrastructure for identifying and managing variation in their website product line. In the middle tier, the company made the transition from product-centric development to core asset focused development, which enables them to manage their site portfolio development as a single system rather than a multitude of site products. And at the top tier, product marketing and engineering teams have recognized the potential of managing portfolio evolution based on features, as features specifications have become more clear and innovations have been made in creating new co-branded sites that target specific customer groups.

Some of the key benefits HomeAway has achieved include:

- Reduced software footprint has lowered hardware requirements.
- Less complexity has led to greater control, more effective testing, reduced deployment times, and higher quality.
- Greater flexibility (for example, in server configurations) can be achieved on the sites, and changes can be made on one site without affecting others, allowing lucrative new features to be deployed faster and with a lower regression testing burden.
- Innovative new sites with feature profiles finely tuned to cultivate narrow market segments can be conceived, designed and deployed with dramatically less time and effort.

Most importantly, the capabilities and benefits at all three tiers continue to expand as HomeAway moves forward with its incremental SPL transition strategy.

To learn more about this innovative SPL implementation, request your copy of the soon-to-be-released [HomeAway case study](#). We'll notify you as soon as it is available.

Best Regards,

Charles W. Krueger, BigLever Software CEO

NEWS WIRE

July 23, 2007 - A new partnership announced today between enterprise lifecycle management vendor Telelogic and BigLever Software is bridging the areas of model-driven development and software product line technologies.

>> [See full article.](#)

Application Development Trends

Solutions Speed Dev Times for Embedded Apps, by Kurt Mackie, Web Editor

July 26, 2007 - Developers of software for embedded systems now have an improved tool to help produce software product variants in a more efficient fashion using a model driven development approach.

>> [See full article.](#)

For more information about the Rhapsody/Gears Bridge product, please contact BigLever at info@biglever.com or Telelogic at info@telelogic.com.

Request a Webinar: The 3-Tiered SPL Methodology

Learn more about the 3-Tiered Methodology and a new generation of SPL success stories. Request an interactive webinar that can be personalized 'on the fly' for you or your development team.

Please contact BigLever at seminars@biglever.com for a date and time convenient to you.

About BigLever

SoftwareProductLines.com Moderator

512-426-2227

ckrueger@biglever.com

Contact Info:

BigLever Software, Inc.
10500 Laurel Hill Cove
Austin, TX 78730 USA
www.biglever.com

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

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