

From Cost to Value - IWSM Mensura 2019



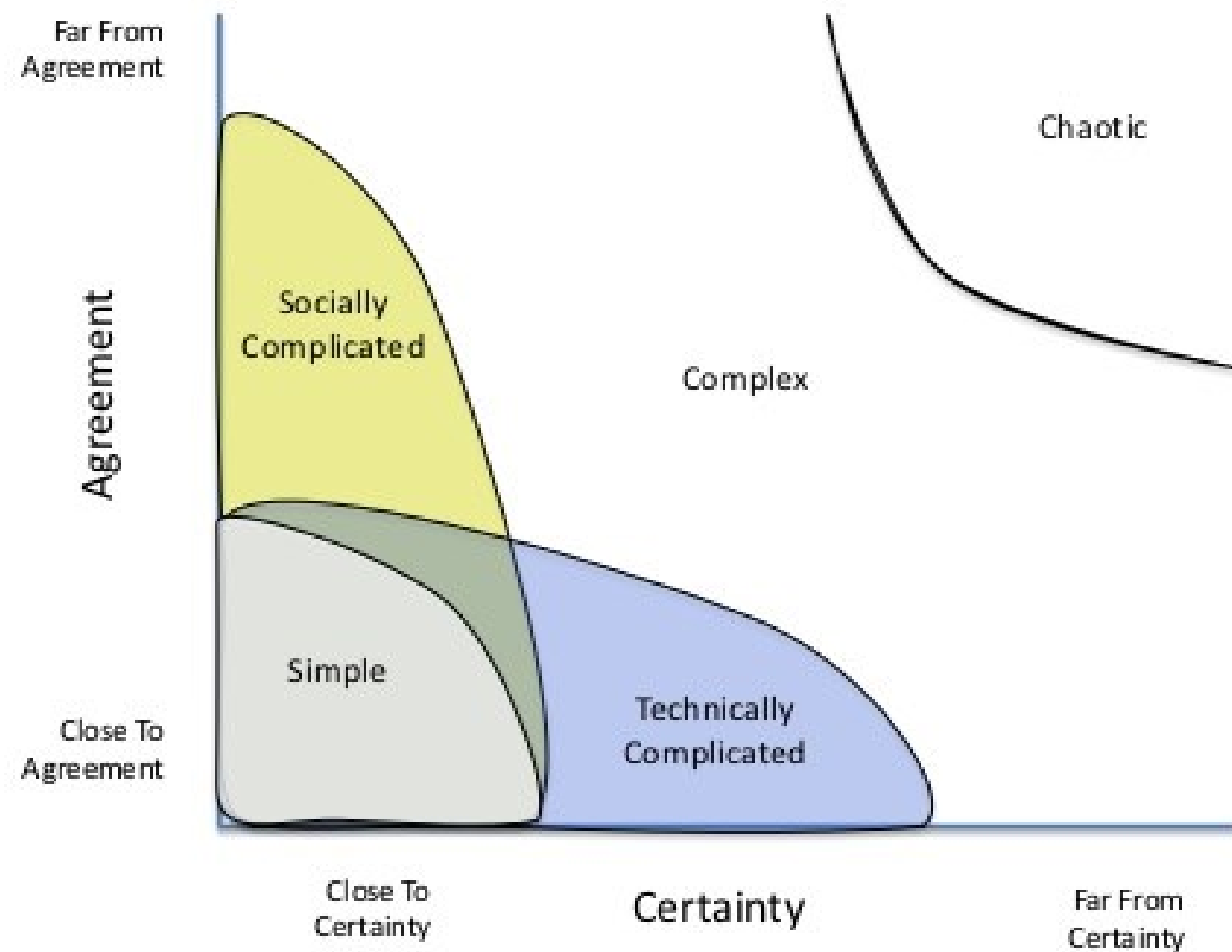
Rini van Solingen

Philharmonie, Haarlem, The Netherlands

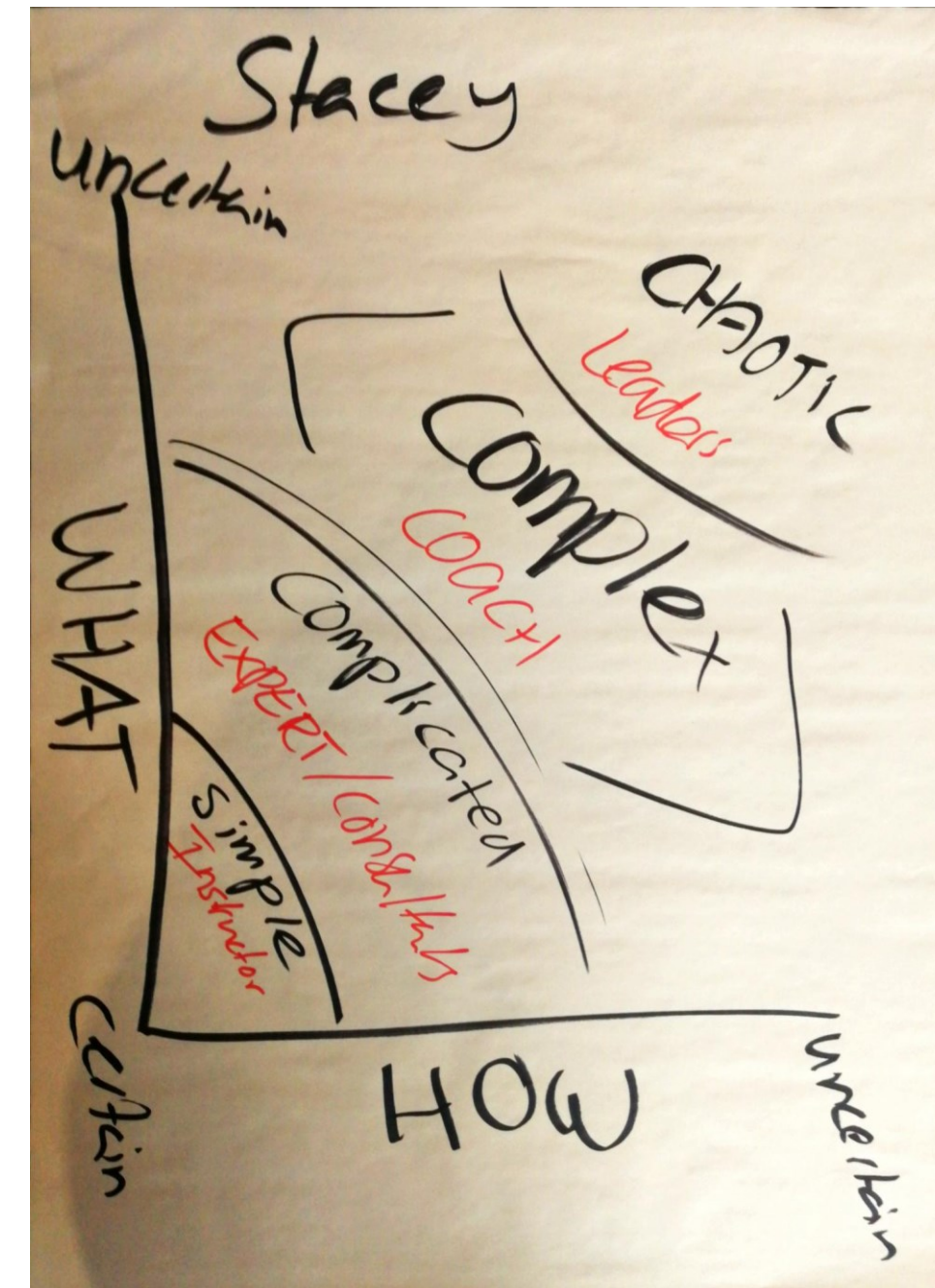
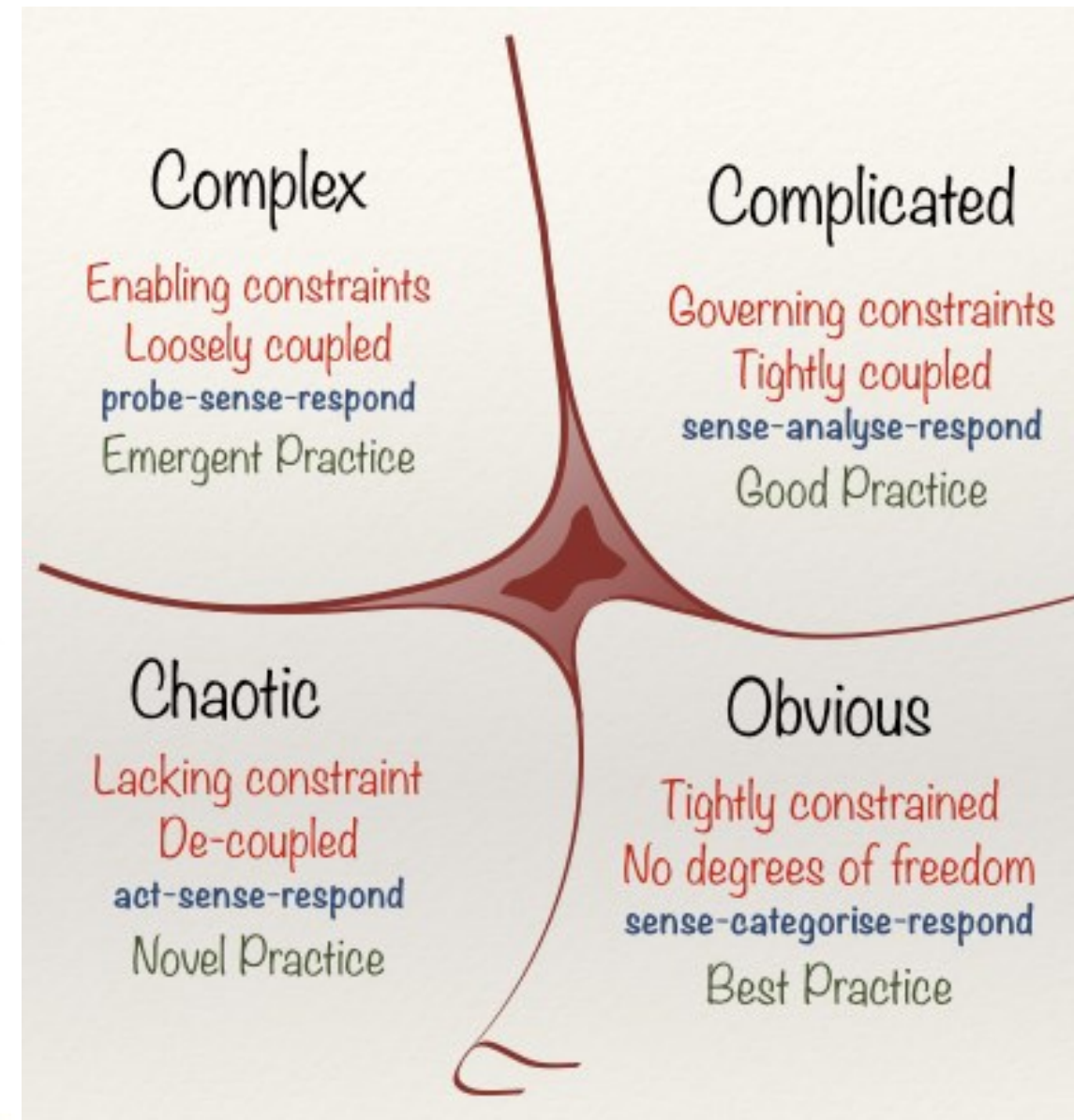
Wednesday, October 9, 2019

Complexity and uncertainty enforces new ways of working

Stacey Matrix



Slide Deck: © 2012 B. Maloney



Sources: Stacey Matrix (left) Cynefin model (right)

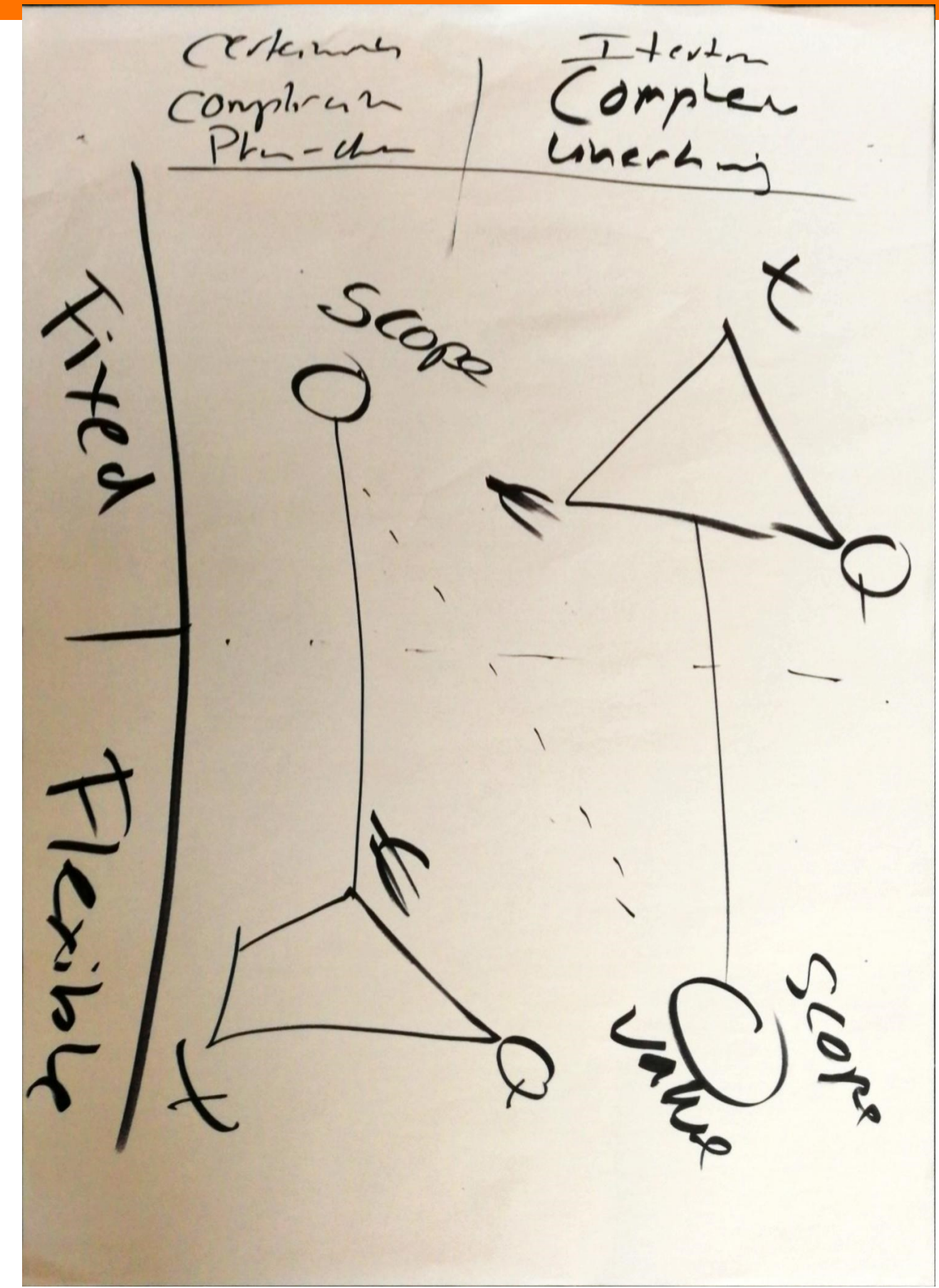
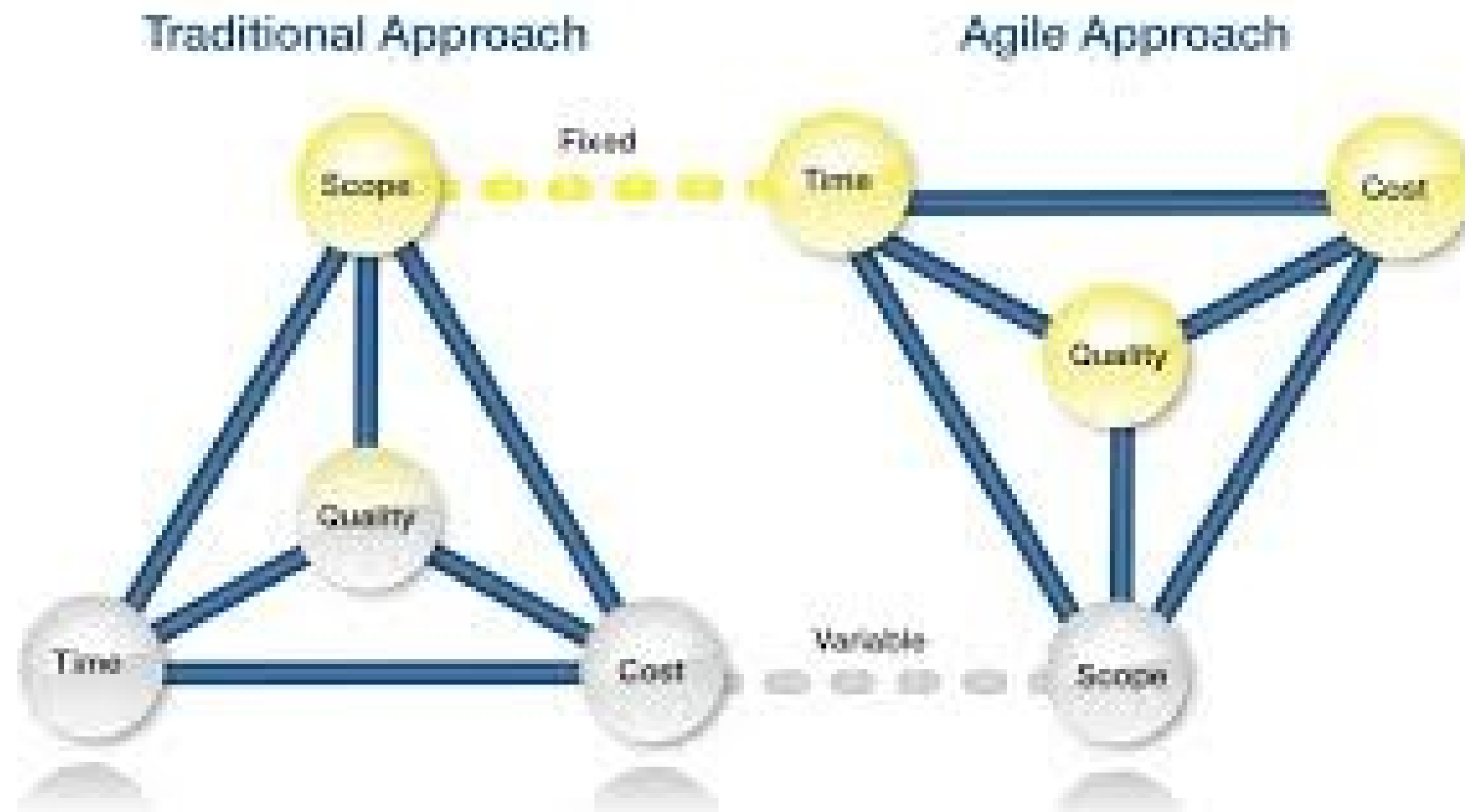
John Kotter - Accelerate



<https://www.youtube.com/watch?v=Pc7EVXnF2aI>




Plan-driven (complicated) vs Iterative/Agile (complex)



Excercise: Value versus Cost (taste vs effort – WSJF)

Apple



Size

Value

Instant Soup



Size

Value

Strammer Max



Size

Value

Steak with fries



Size

Value

Lasagna



Size

Value

Sushi plate



Size

Value

Indonesian Rice Table



Size

Value

How to measure value in agile??

Value Perspective	%	Value Aspect (VA)	%	Sub-Value Aspect (SVA)	%	Sub-Value Aspect (SVA)	%
Customer	64	Perceived Value	51	Intrinsic value	16,3	Functionality	8,4
						Maintainability	0,7
						Reliability	1,3
						Other	5,9
				Delivery process value	25,1	w.r.t Time	15,4
						w.r.t Quality	9,7
				User Experience Value	9,6	Pragmatic Value	6,2
						Hedonic value	2,0
		Customer lifetime value	13	Revenue and Cost	8,9	N/A	
				Retention rate	4,1	N/A	
Internal Business	23	Production value	20,5	Physical value w.r.t Quality	20,5	process	8,5
						Product architectural value	10,6
						other	1,1
		Differentiation Value	2,5	N/A			
Financial Value	6,8	N/A					
Innovation and Learning	6,3	Intellectual Capital Value	1,8	N/A			
		Other	4,5	N/A			

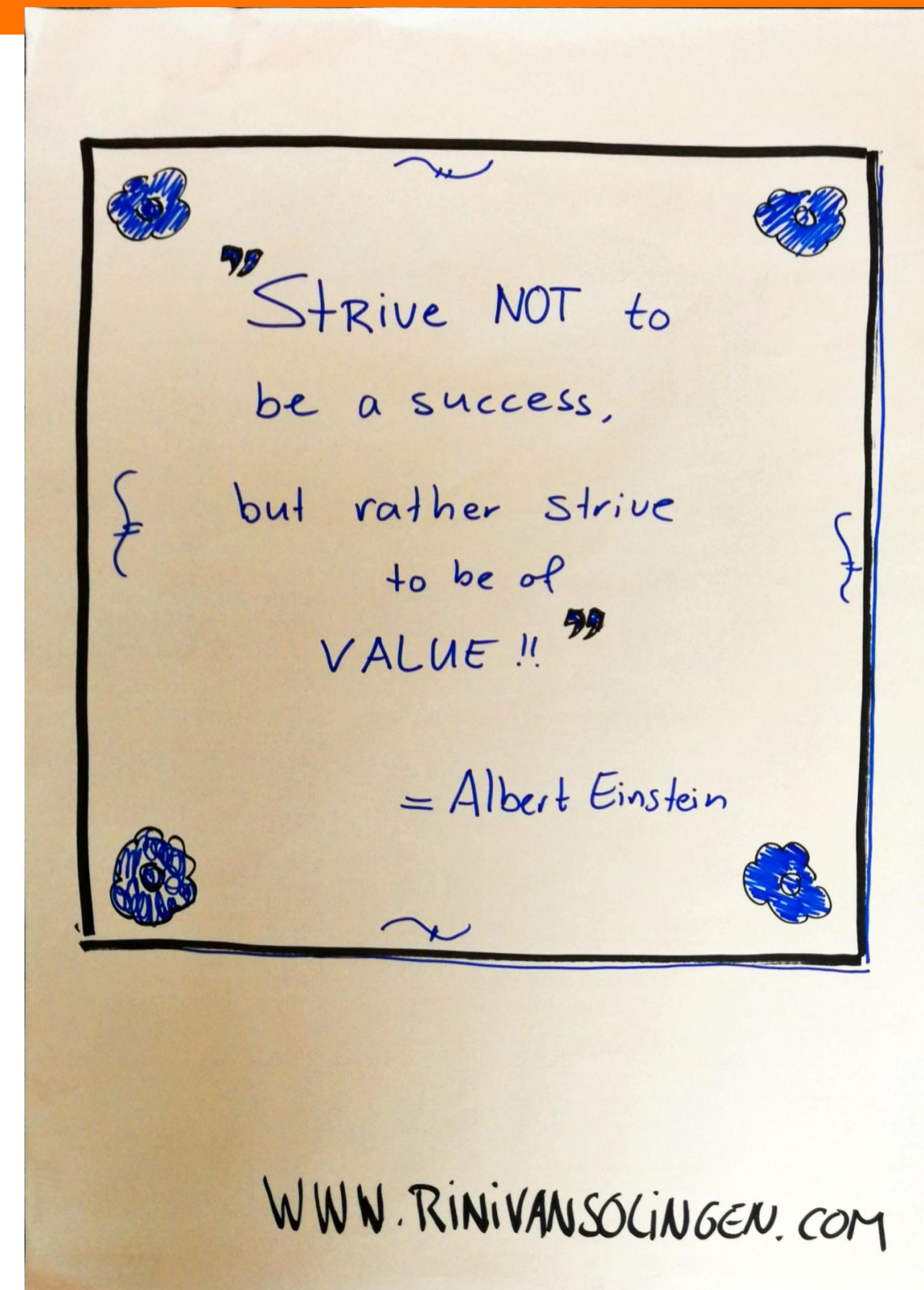
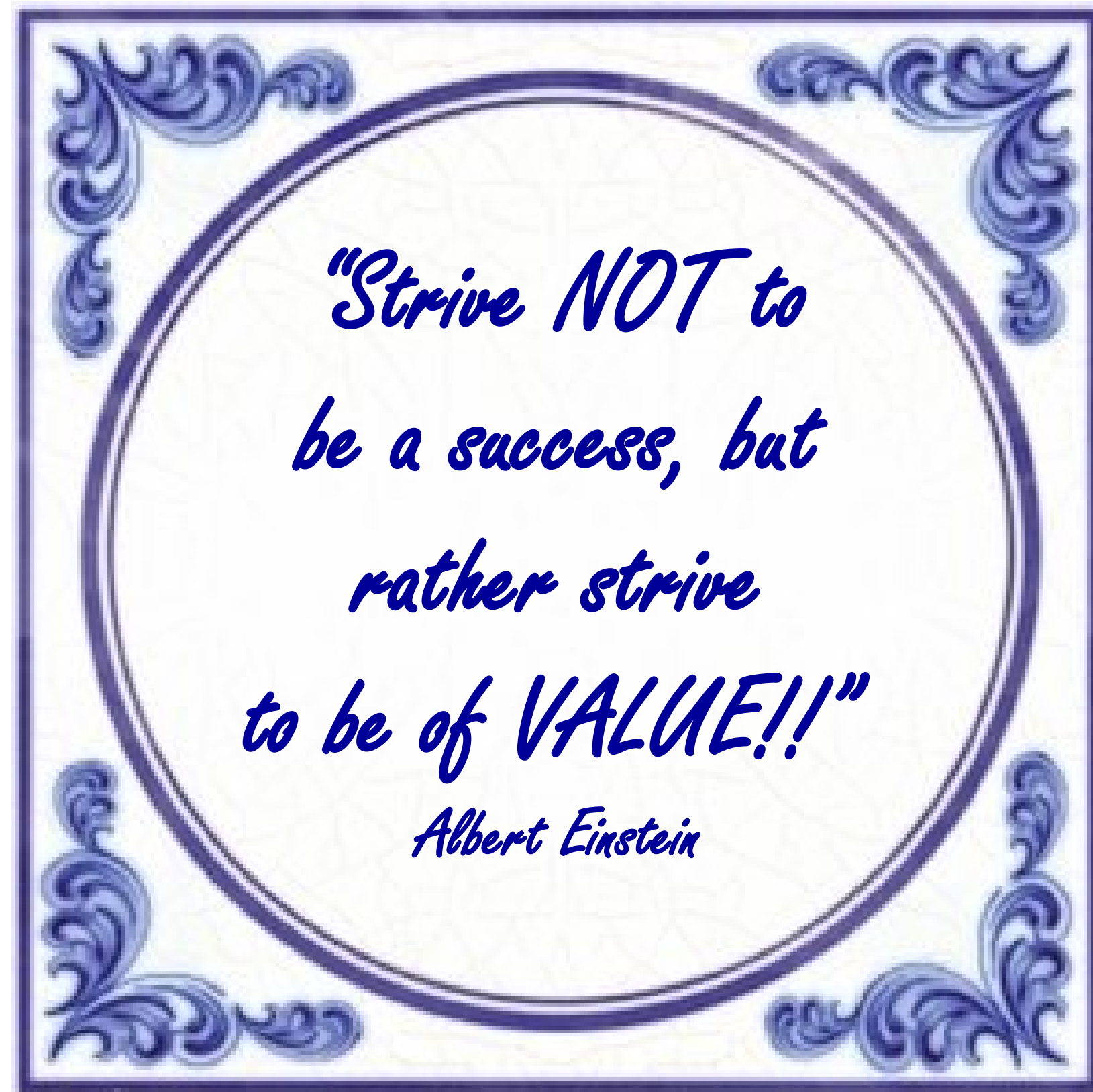
Fig. 6. Detailed mapping of value aspects to the Software Value Map.

Value

Customer value	64%	
Internal Business value	23%	
Financial value	7%	
Learning & Innovation	6%	



But the essence regarding cost and value is:



Rini van Solingen is a part-time full professor at Delft University of Technology, and is CTO at Prowareness We-On. He also gives invited lectures at Nyenrode Business University in several master classes and MBAs.

Rini lives in Zoetermeer with his wife Patricia and their children Bo and Bas. Together with Patricia he is co-founder of [Logeerplezier](#) foundation. This foundation provides holiday accommodation and weekend stays for families with a disabled child. His hobbies are soccer, skiing, fitness, running and enjoying life.

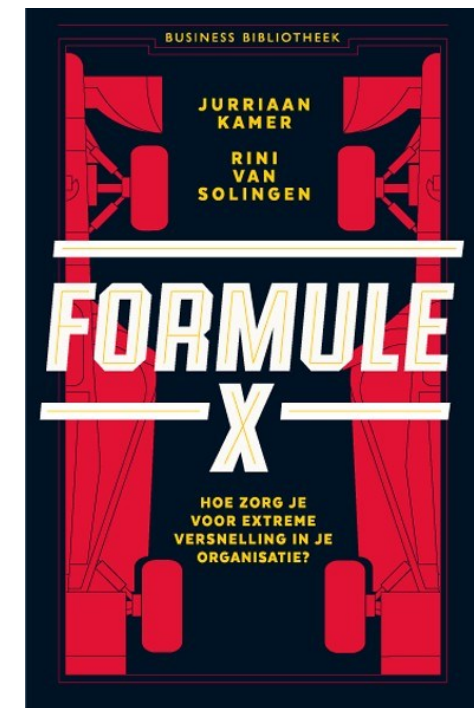
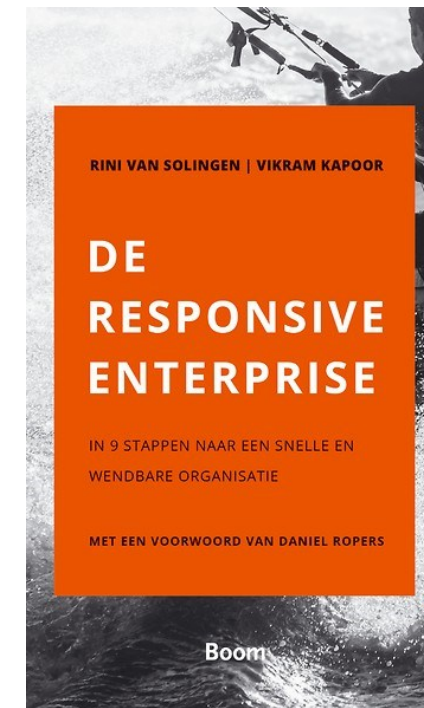
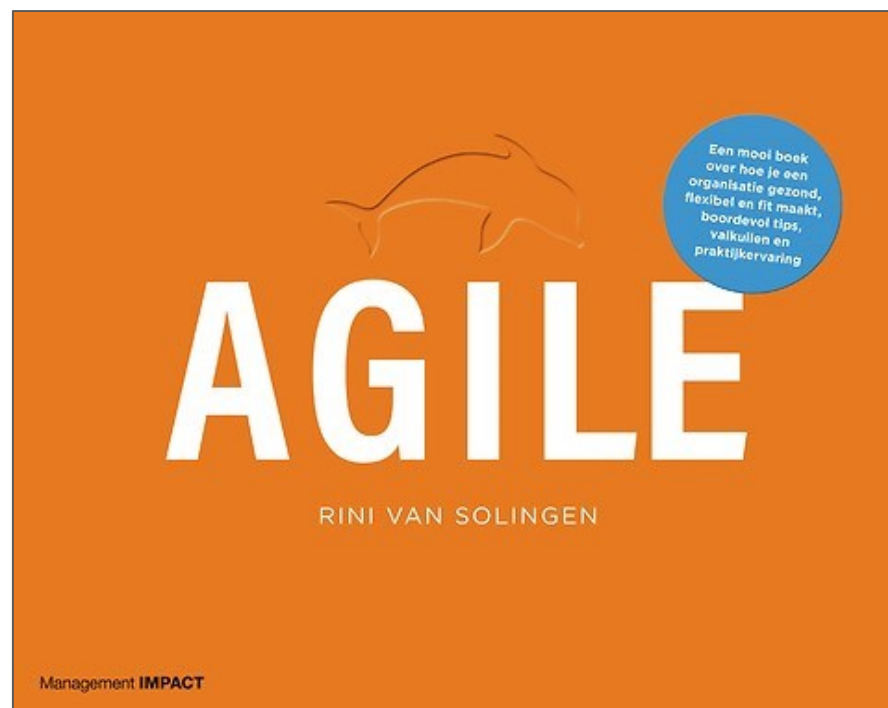
Rini studied computer science at Delft University of Technology (graduated in 1995), holds a Ph.D. in Technology Management from Eindhoven University of Technology (PhD in 2000) and has been a part-time full professor in global software engineering at Delft University of Technology since 2010.

In his working life, Rini was a filling shift manager at Hoogvliet supermarket, night auditor at Baron Hotel Zoetermeer, senior quality engineer at Schlumberger / Tokheim, department manager at Fraunhofer IESE, principal consultant at CMG / LogicaCMG / CGI, and CTO at Mavim.

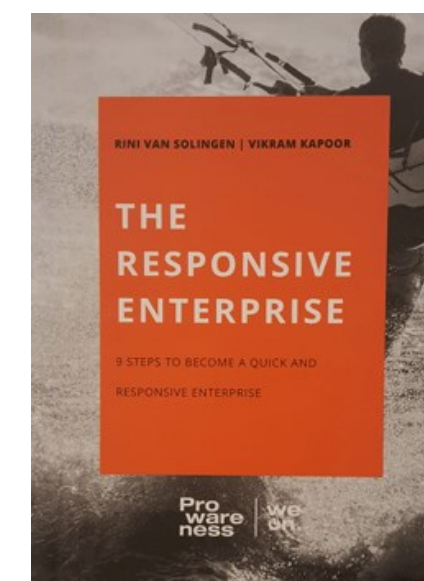
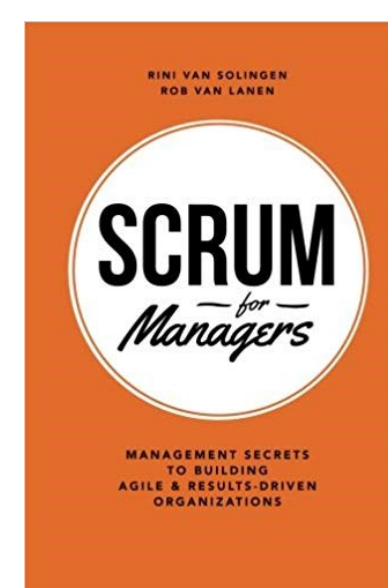
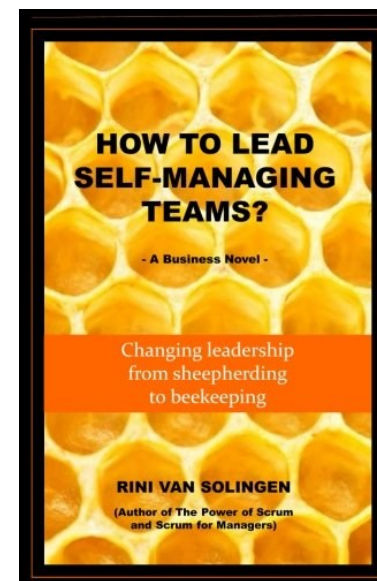
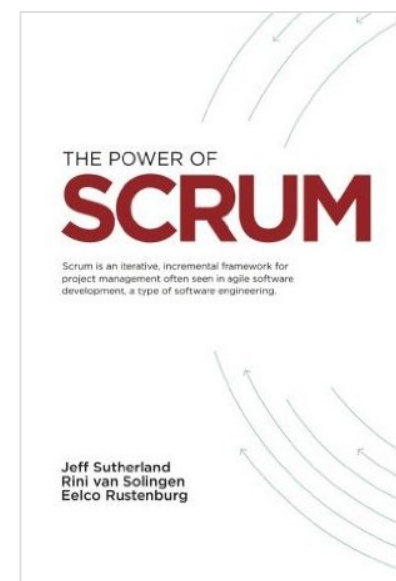
Since 2010 he is CTO at Prowareness We-On, strategic consultant at DEVON and professor at Delft University of Technology.



Thank you for your attention!!



www.rinivansolingen.nl



www.rinivansolingen.com

Speed as strategy



<https://youtu.be/QoXgYWz2dcw>



Agile offshoring, outsourcing and global delivery

Rini van Solingen

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Keynote ING 2017 – Distributed Software Engineering

Distributed Software Engineering - the good, t...



In maart mocht ik op een intern event van ING een keynote presentatie verzorgen. De kwaliteit van het beeld is niet super, maar de presentatie zelf verliep prima. Vandaar dat ik m toch even wil delen. Het event was in de Johan Cruijf Arena en de opening werd verzorgd door niemand minder dan Dave Farley – auteur van het continuous delivery boek (samen met Jez Humble).

🕒 28 juli

Ga naar bericht

Global Software Engineering

- the good, the bad and the ugly -



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R.vanSolvingen@prowareness.nl

Book Rini for an event in your organization?

Rini van Solingen is a speaker, author, professor and entrepreneur.
His expertise is speed and agility of people and organizations.

Rini is an engaged speaker about speed and agility of people and organizations. His talent is to explain complex content in a simple and humorous way. He does this by using simple analogies and by telling concrete practical anecdotes. He also shares simple and powerful models in his presentations. And that doesn't always have to be completely serious; there may also be laughter.

Rini does not use PowerPoint slides. During his lectures, Rini uses two flipcharts: one for the central line of his story and the other one for the side paths and additional models. Also a handout is provided afterwards based on his talk and the flipcharts drawn.

Book Rini for a lecture? Please contact him at: rinvansolingen@gmail.com (or by phone: +31 618 689 189)



*“Darwinism for people and organizations:
only those that are most responsive to change will survive!!”*

