



OPTIMIZING SOLUTIONS BY INTEGRATING CMMI® AND BD-CMM

Presented by:

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INTRODUCTIONS...



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Our goal is to share a strategy to address a significant root cause of project failures experienced by even high-maturity organizations. Not even the best technical capabilities can adequately mitigate risk when a program is ill-conceived and not positioned to succeed!



AGENDA

- **Extending CMMI Strategies to Business Winning**
- Leveraging BD-CMM to Pre-Contract Development
- Creating an Integrated Business Life Cycle
- Reaping Benefits of an Optimum Strategy for Managing Business Outcomes

Extending CMMI-compatible strategies, approaches, and tools to the front-end of the business life cycle allows you to address critical “root causes” of failure in the solution concept itself!



LINGERING CMMI CHALLENGES

A Solid, Proven “Engine”



CMMI@-DEV/SVC

BUT...

Why do projects still fail?

- Technical over-reach
- Poorly assessed risks
- Unrealistic budgets and schedules
- Unmet customer expectations
- And more...

**... So what could we do better?
What’s missing from our tool set?**



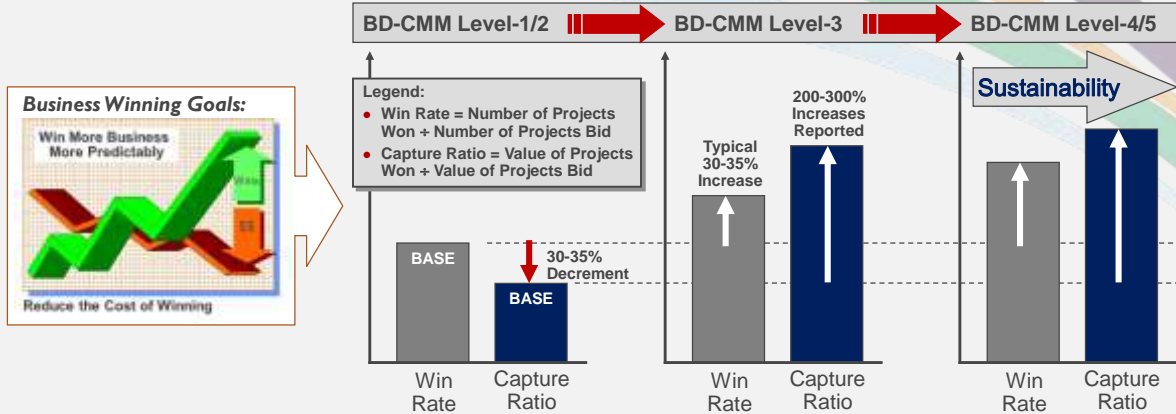
CMM® FOR BUSINESS DEVELOPMENT

Capability Categories	Customer	Leadership	People	Process Management	Support
Themes	Increasing Customer Value	Building Vision and Performance	Extending Competencies and Teams	Improving Visibility and Accountability	Enhancing Systems and Infrastructure
Maturity Levels	Process Areas (PAs)				
5 Optimizing	Innovation and Transformation				
4 Quantitatively Managed	Relationship Management	Leadership Integration	Collaborative Teaming	Quantitative Performance Management	Integrated Systems
3 Defined	Solution Collaboration	Organizational Direction	Organizational Competencies Development	Organizational Process Management	Knowledge and Infrastructure Management
2 Managed	Response Generation	Sales Management	Individual Skills Development	Project and Quality Control	Work Environment and Tools
1 Initial	Ad Hoc				

CMMI COMPATIBILITY

- Compatible strategies and approaches
 - Process capability based on industry best practices
 - Organizational capability with progressive maturity growth
- Common process philosophy and language
 - Process assessment
 - Continuous improvement and ongoing sustainment
- Similar tools and resources
- Proven in small and large companies around the world

VALIDATED VALUE PROPOSITION



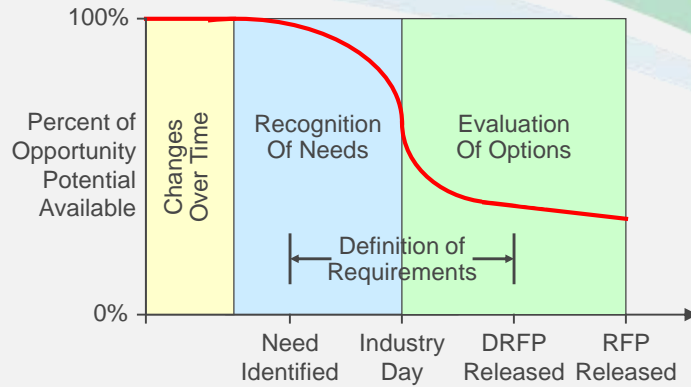
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Applying BD-CMM to pre-contract solution development activities focuses attention on critical issues for successful contract delivery using CMMI, while resulting in quantifiable performance improvements in terms of business-development outcomes!



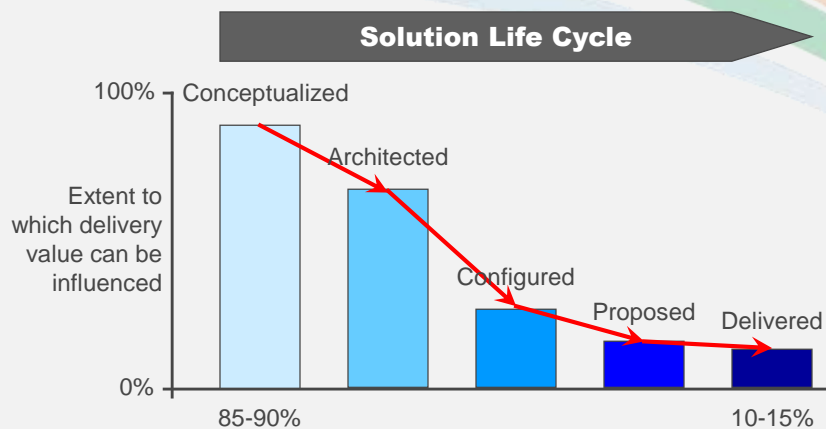
THE "OPPORTUNITY PARADIGM"



Note: Based on studies conducted by the U.S. Defense Logistics Agency in support of Life Cycle Cost modeling



"OPPORTUNITY PARADIGM" APPLIED



RELATIONSHIP TO DELIVERY SUCCESS

BD cycle offers unique opportunity to position for success

- Shape customer expectations
- Collaborate on success criteria and requirements
- Build working relationship with customer
 - Involvement with multiple customer communities
- Participate in defining “trade space” within which success is measured
 - Concept of U.S. DoD’s “Cost as an Independent Variable”
 - Definition of “best value”
 - Agreements on “targets” and “parameters”



AGENDA

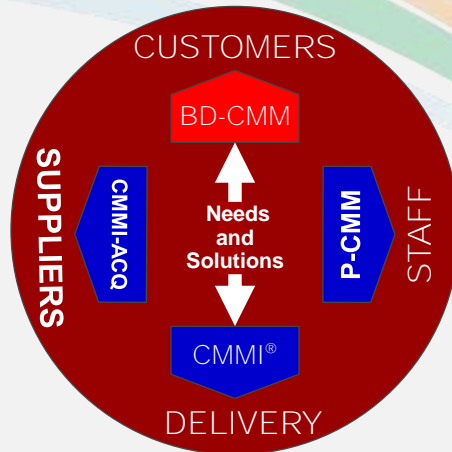
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The integrated business life cycle derived from combining use of CMMI and BD-CMM produces an optimum strategy for managing business outcomes, supported by a common philosophy and language for process assessment, improvement, and ongoing sustainment!



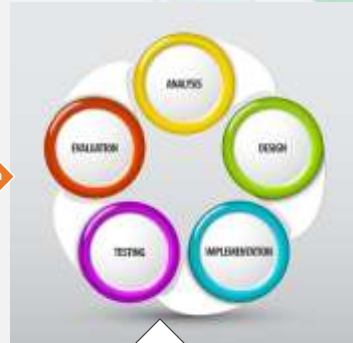
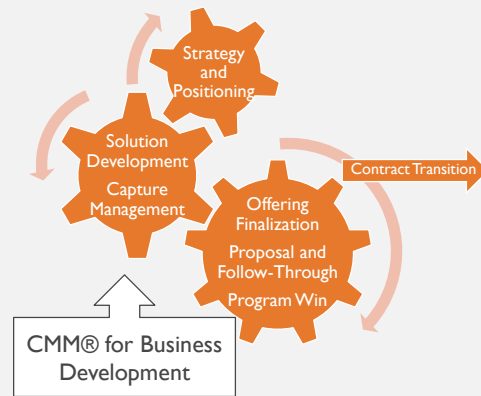
BD-CMM POSITIONING - CMMI®

- CMMI® assumes contract has been won
- BD-CMM focuses on those practices which will improve the probability of winning
- Integration improves connection between Business Development and Solution Delivery

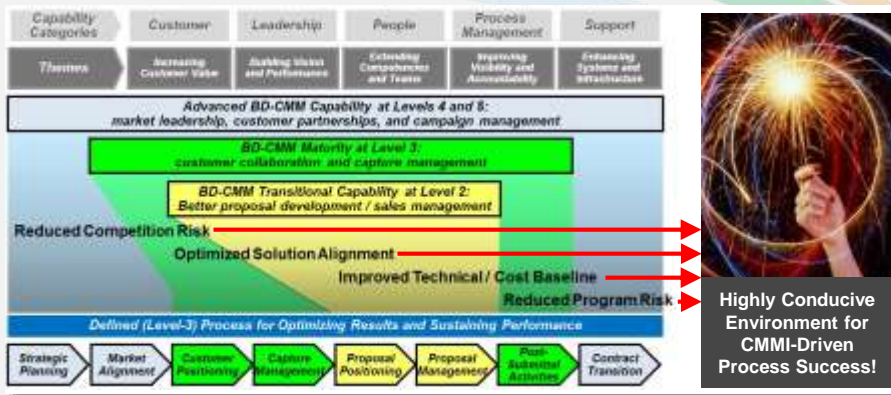


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INTEGRATION - PRE-CONTRACT TO DELIVERY



INTEGRATION – RISK VS COMPETITIVENESS



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You too can exploit the power of a fully integrated life cycle management strategy! Combining BD-CMM and CMMI allows you to manage success end-to-end in your business life cycle!

STRATEGIC INTEGRATION

Solution Management

- Extend relevant technical disciplines into BD cycle
- Define roles, “touch points,” and values for technical managers at the front end of the business
- Identify and address risks during solution development
- Pre-negotiate success criteria with customers

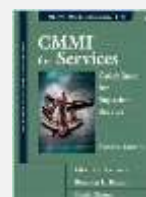
Cost Engineering

- Build cost/price strategies as part of solution concepts
- Position to manage cost and value prior to pricing
- Make cost “an independent variable” within the solution development
- Design trade space into technical solutions



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TYING IT ALL TOGETHER



THE MISSING PIECE...



QUESTIONS

