

Executive Summary

Challenges for software-intensive businesses are well known in industry for the last few decades: Cost and schedule overruns, failure to meet the real requirements of their intended users, poor quality, failure to meet performance and scalability goals, etc. These challenges are further exacerbated by increasing pressure to develop more ambitious and complex software in shorter cycle times at lower cost, and in an increasingly volatile global business environment. The key target areas to address these endemic challenges are shown in a 3x4 grid.

Target Areas	Effectiveness	Efficiency	Quality
People and Teams			
Processes and Project Management			
Lean methods and Systems Thinking			
Templates and tools			

Having the right people that form high-performance teams is the most important contributor to effectiveness, efficiency, and quality of results. Right people always trump processes, templates and tools.

Improved software processes and project management methods come next, but may not be enough; a fundamental change in **organizational systems** responsible for managing work is often needed. Solutions incorporating lean methods and *systemic* changes are often more enduring than those accomplished by changing only processes. Finally, there must be a fundamental alignment between business strategy and operations including product life cycles and project management; in fact, business strategy should drive product lifecycles and projects.

New Synergy Group offers training, workshops, consulting, and management services in four areas for software-intensive enterprises: Effectiveness of people and teams; Agile development, and product and project management; Lean methods, Systems thinking and system dynamics; and strategy development and alignment with product lifecycle. Lean methods improve flow and reduce waste. Systems thinking and system dynamics solutions are *holistic* in nature, complementing *analytical thinking* represented by software project and process management disciplines.

	Training	Workshops	Consulting
Effectiveness of people and teams	√		√
Agile Software Development, Product and Project Management	√	√	√
Organizational systems: Lean Methods, Systems Thinking & System Dynamics for Software Development	√	√	√
Business strategy development; alignment with product lifecycles and projects	√	√	√

Training Services: New Synergy Group offers customized training services for improving effectiveness of people and teams, and agile software project and process management (emphasizing the industry-leading SCRUM process framework). Training also covers lean methods, and systems thinking and system dynamics, and their application to agile software project management.

Workshop Services: Building upon its training services, New Synergy Group offers workshops to facilitate the development of product vision; product, release, sprint plans and backlogs;

information radiators design; capacity planning; Scrum teams formation; and to get Scrum teams ready-ready for sprints for client-specific product or solution development.

Consulting Services: New Synergy Group offers consulting services to identify specific challenges faced by people and teams, software projects and processes, and systems for software product management, project management, and deployment. Develop required solutions to the challenges identified; covers change management to transition from the current projects, processes and organizational systems to the new targets.

- Determine how to customize the agile process framework and best practices to your enterprise.

Strategy Development and Alignment with Operations:

Agile and lean frameworks, aided by organizational systems thinking, improve operations of a company by increasing its efficiency, time-to-market performance, quality, productivity, etc. These improvements do not address the strategic question “what is the *right* thing to do?” Operational improvements do not compensate for poor, ill-defined or unarticulated strategy, or a strategy that is misaligned with operations.

New Synergy Group offers management consulting services to help develop business strategies for software-intensive enterprises, and then help drive the product vision, roadmaps and development cycles that are well-aligned with business strategies and that follow agile and lean framework, methods and processes.

Other services: New Synergy Group also offers services to reengineer and improve enterprise business processes of software-intensive industries using agile/Scrum framework, lean framework, and organizational systems thinking. Examples of such enterprise business processes include: customer support service, supply chain management, product launch process, and intellectual property development.

Benefits of services from New Synergy Group

- Learn and effectively apply knowledge about agile product management, agile project management, Scrum framework, lean methods, and systems thinking for improving organizational dynamics and addressing systemic problems.
- Help reengineer many operational processes in addition to product development processes.
- Provide the twin benefits of doing the *right* things (with the right strategy) in the *right* way (using agile and lean frameworks and processes).

Why New Synergy Group?

New Synergy Group harmonizes lean methods, systems thinking and high-performance teams with agile software development and project management to improve effectiveness, productivity, quality and performance of your enterprise’s software projects and software processes – all driven by a well-defined and articulated business strategy.

Dr. Satish Thatte, CEO of New Synergy Group, is an accomplished technology executive with 30 years of successful track record with global corporations as well as technology startups in a wide variety of technology sectors (enterprise software, data center management, digital television, telecom, content management, web data mining, and Internet). Dr. Thatte received M.S. and Ph.D. in Electrical Engineering from the University of Illinois at Urbana-Champaign. He is a Certified ScrumMaster (CSM) and a Certified Scrum Product Owner (CSPO). Dr. Thatte’s experience covers all major types of work areas and their systems:

- **Software Product Development Management:** As Director of Internet Information Management Products at Bellcore (now Telcordia), he managed the development teams for several internet products. As Vice President of Engineering at Connotate Technologies, he managed the development and QA teams responsible for web-based data mining products. As Vice President of Engineering at Planet Associates, he managed geographically distributed (US, UK, Russia) development and QA teams developing products to manage large data centers.
- **IT Professional Service Management:** As Director at Bellcore (now Telcordia), he managed the computer technology consulting and technology evaluation services offered to Regional Bell Operating Companies (RBOCs). As Vice President for Enterprise Solutions at The Digital Group, he managed the client-specific software development projects, and developed its global delivery model.
- **Product Management:** Dr. Thatte worked as Director of Product Management at Triveni Digital (a subsidiary of LG Electronics) responsible for market analysis, product features definition, product positioning for a number of very innovative products in the area of digital television.
- **Innovation and Innovation Management:** Dr. Thatte has been awarded 14 patents (13 US and one International) for his innovations at Texas Instruments where he was R&D Lab Director. He also managed patent development process and helped file a dozen patents at Triveni Digital (a subsidiary of LG Electronics).
- **Business Strategy Development:** As Director of Product Management, and VP Engineering at many companies, Dr. Thatte has helped develop business strategies, and provides strategy advice to client companies of New Synergy Group.