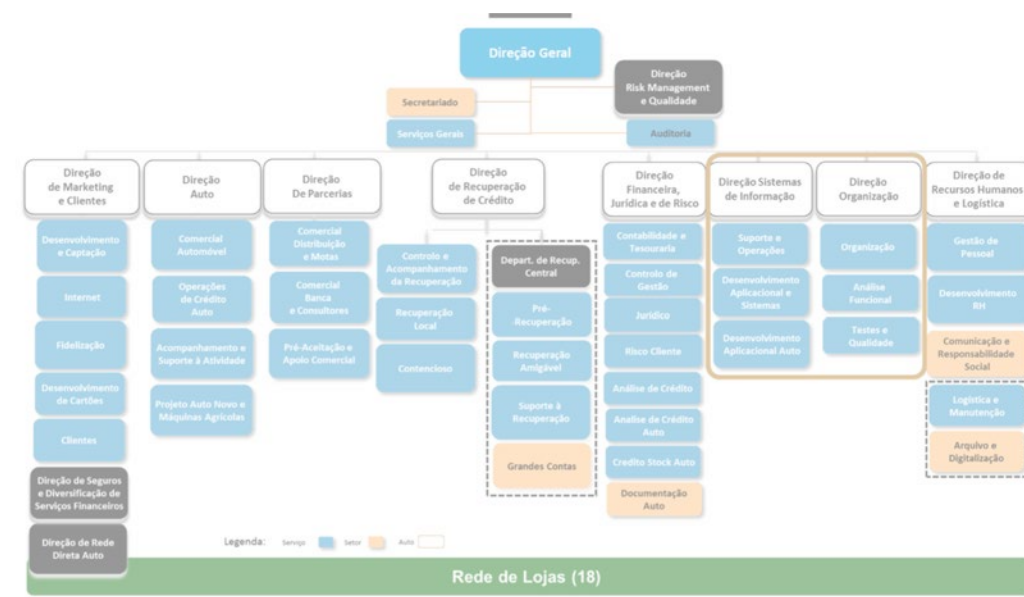


Here is how to make leadership buy-in

by Hugo Lourenco

Our Customer



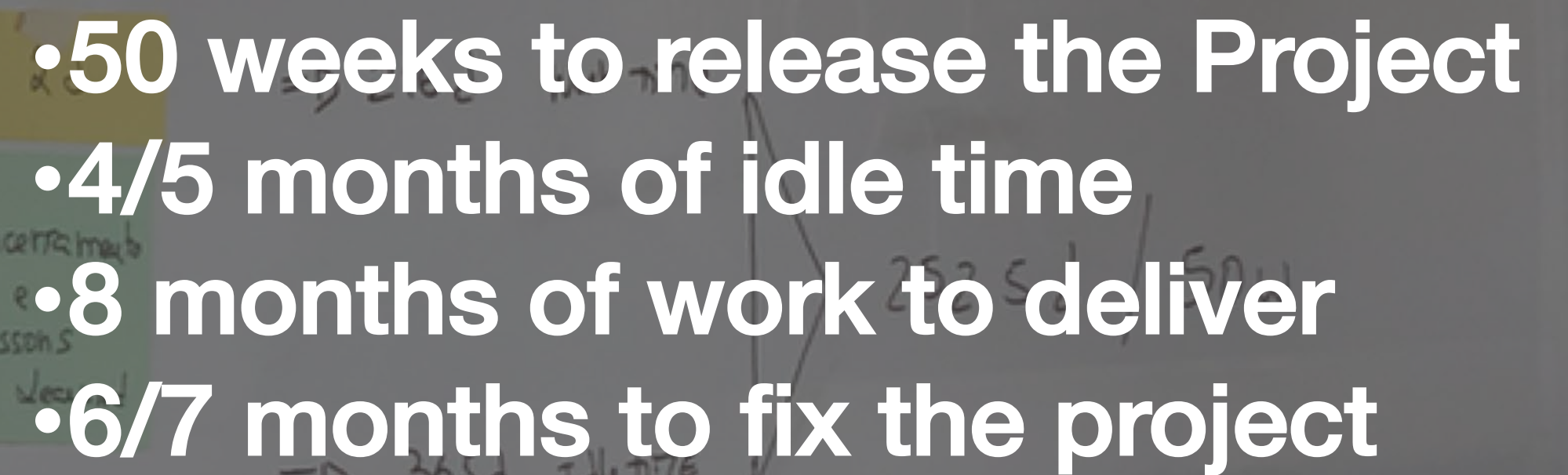
The customer is a multimillion euro company in the bank business and they have more than:

- 115 interfaces,
- ecosystem of 8 partners,
- 10 external systems,
- 35 applications,
- 470k active Customers
- 0,3M+ unique visitors per month,
- 5,000 online returning customers,
- 2Mregistered users,
- 150M€ revenue in Portugal.

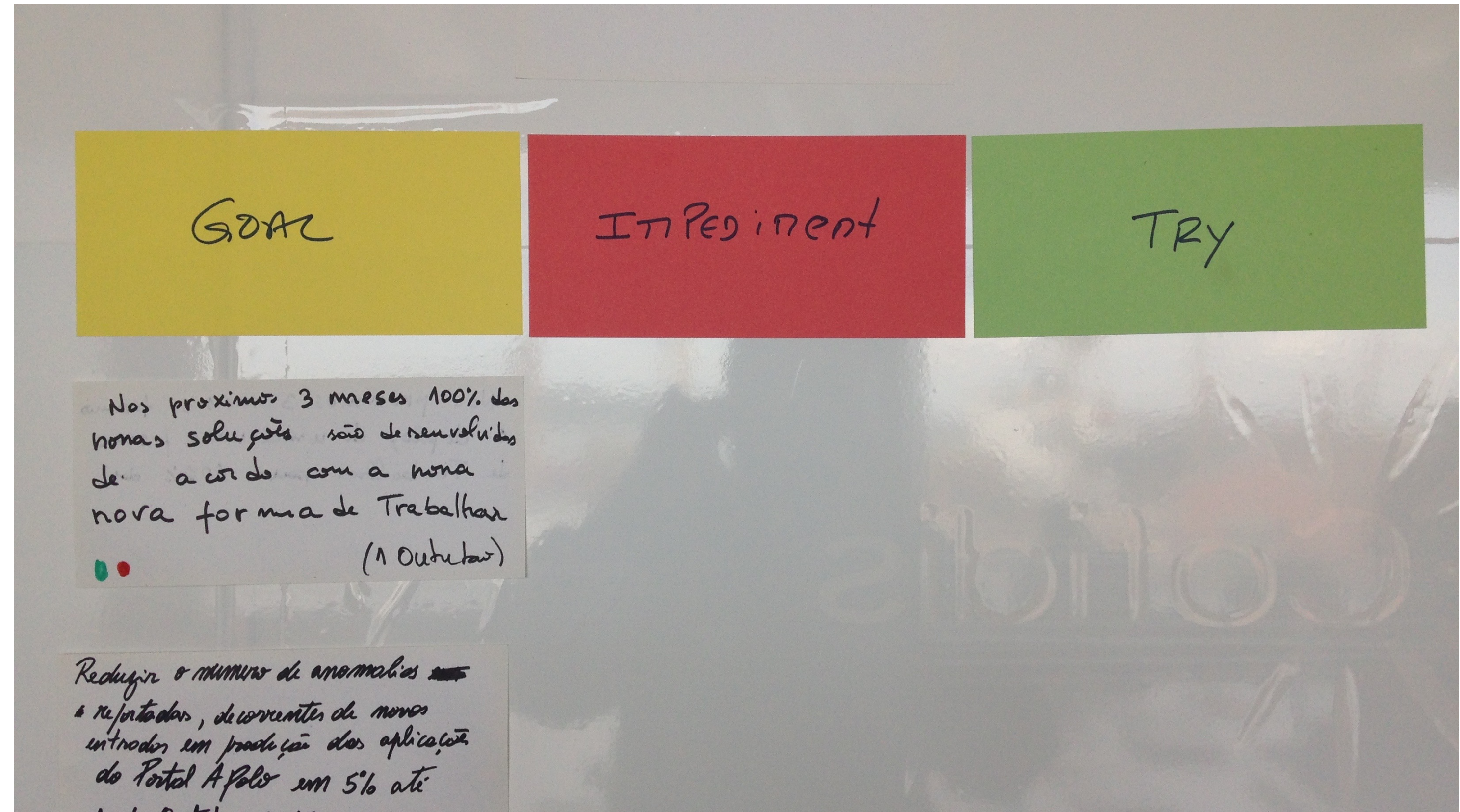


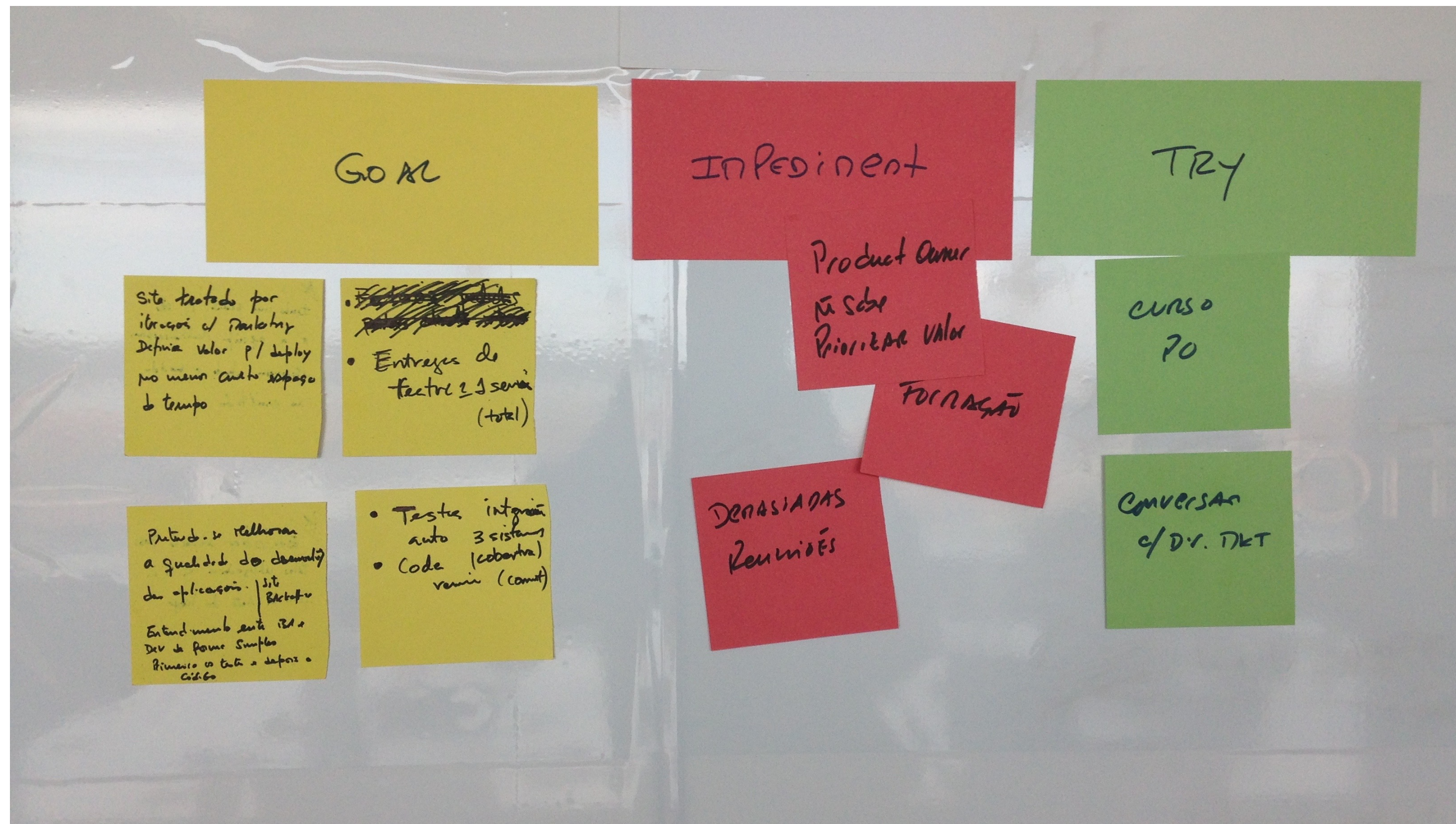
The Problem

Every time the company need to launch a new product the time to market is 18 to 24 months.
- Scrum is a framework to reveal problems



- The alignment btw areas is not coordinated accordingly backlog decomposition and refinement as well a release planning.



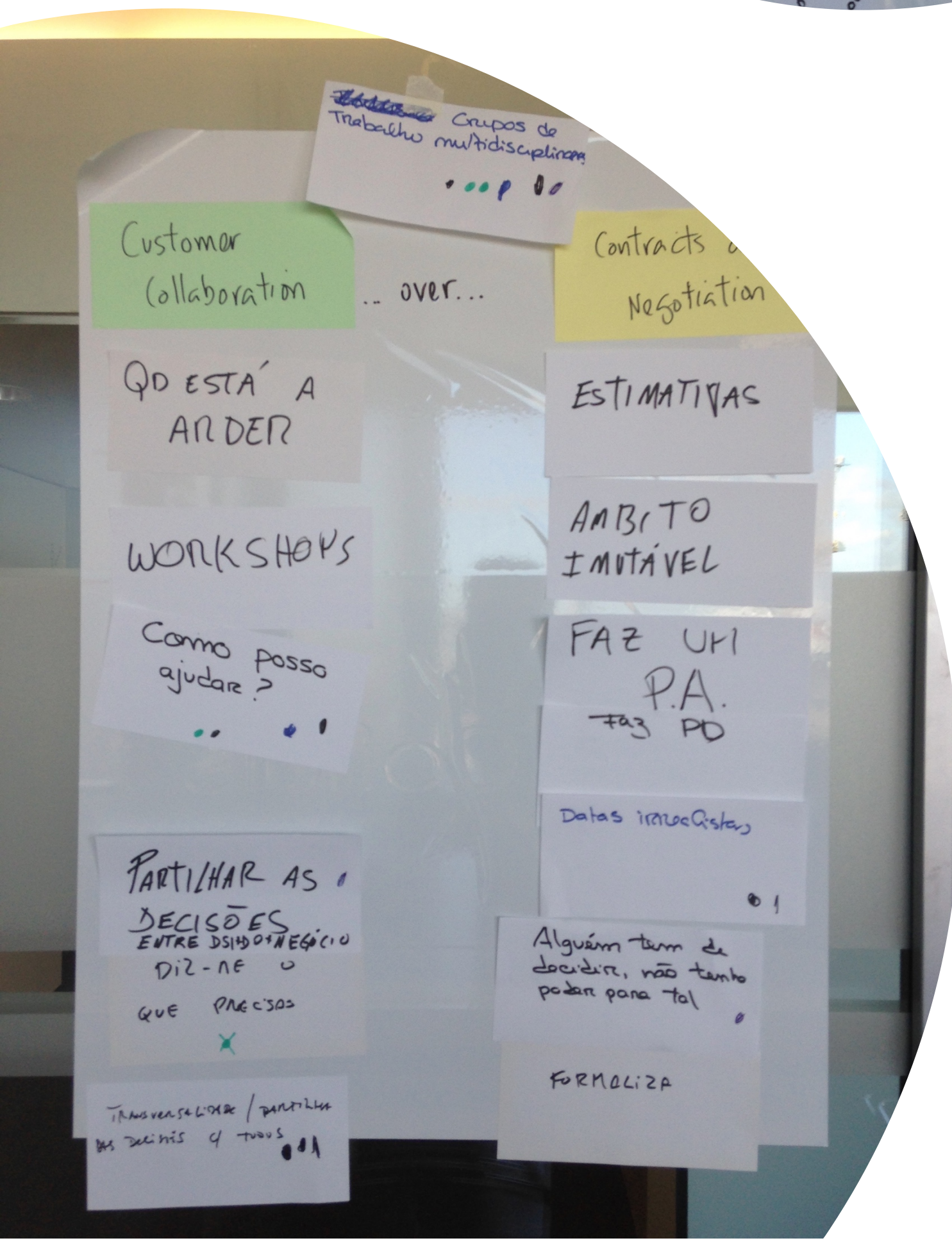
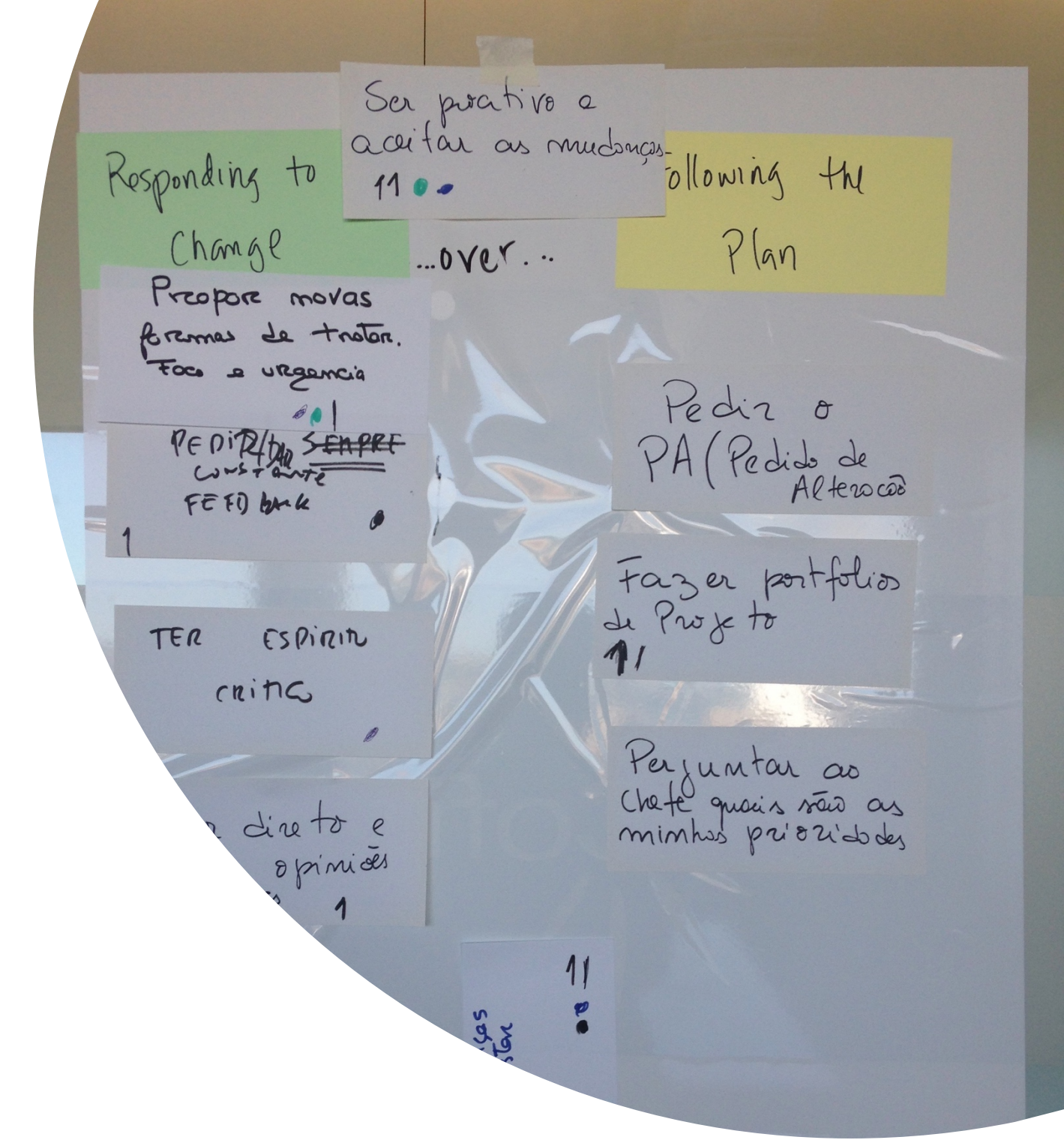
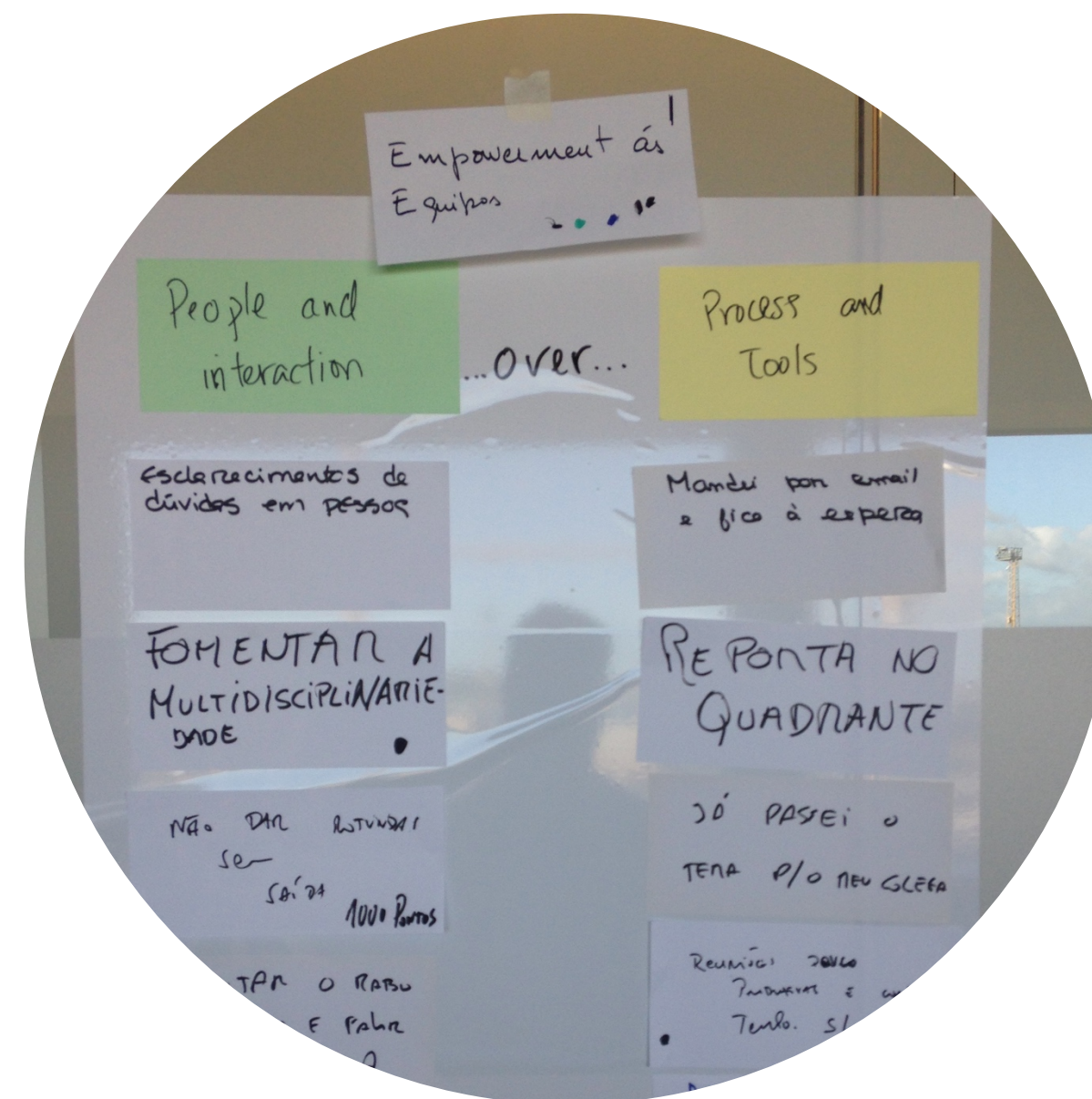
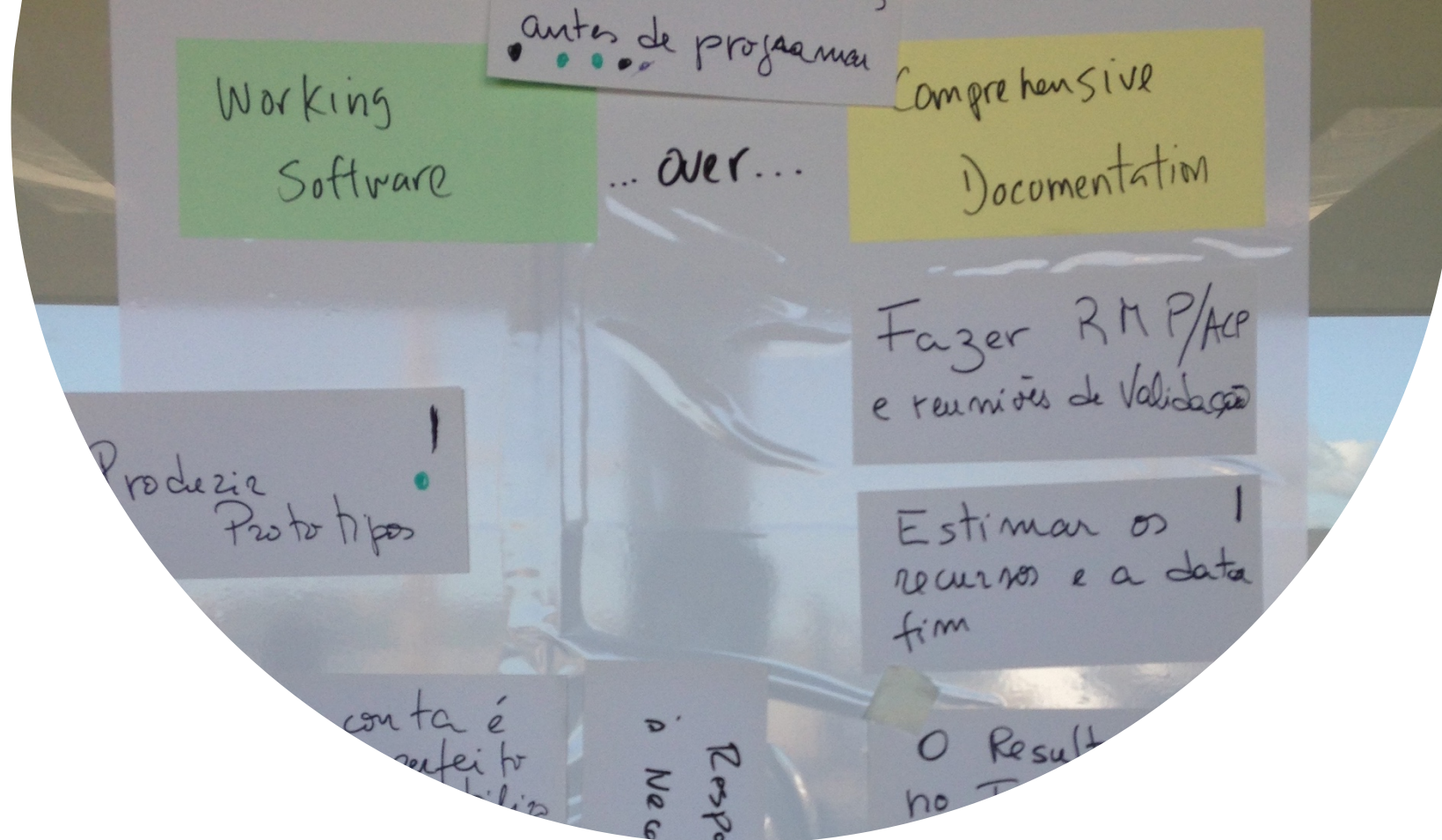


- The continual improvement process is defined and decided which implies a typical command and control structure and a lack of good cross-team coordination.

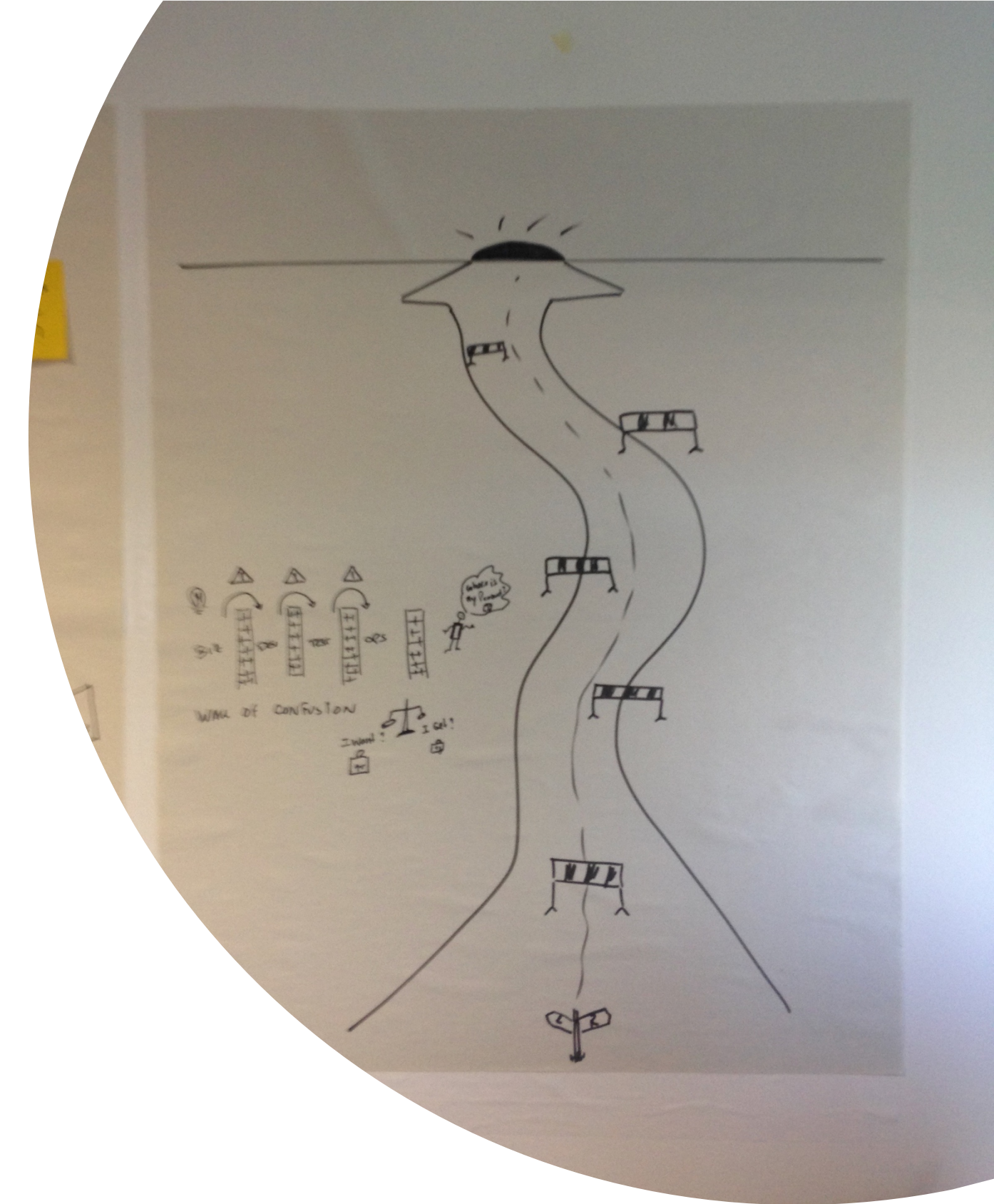
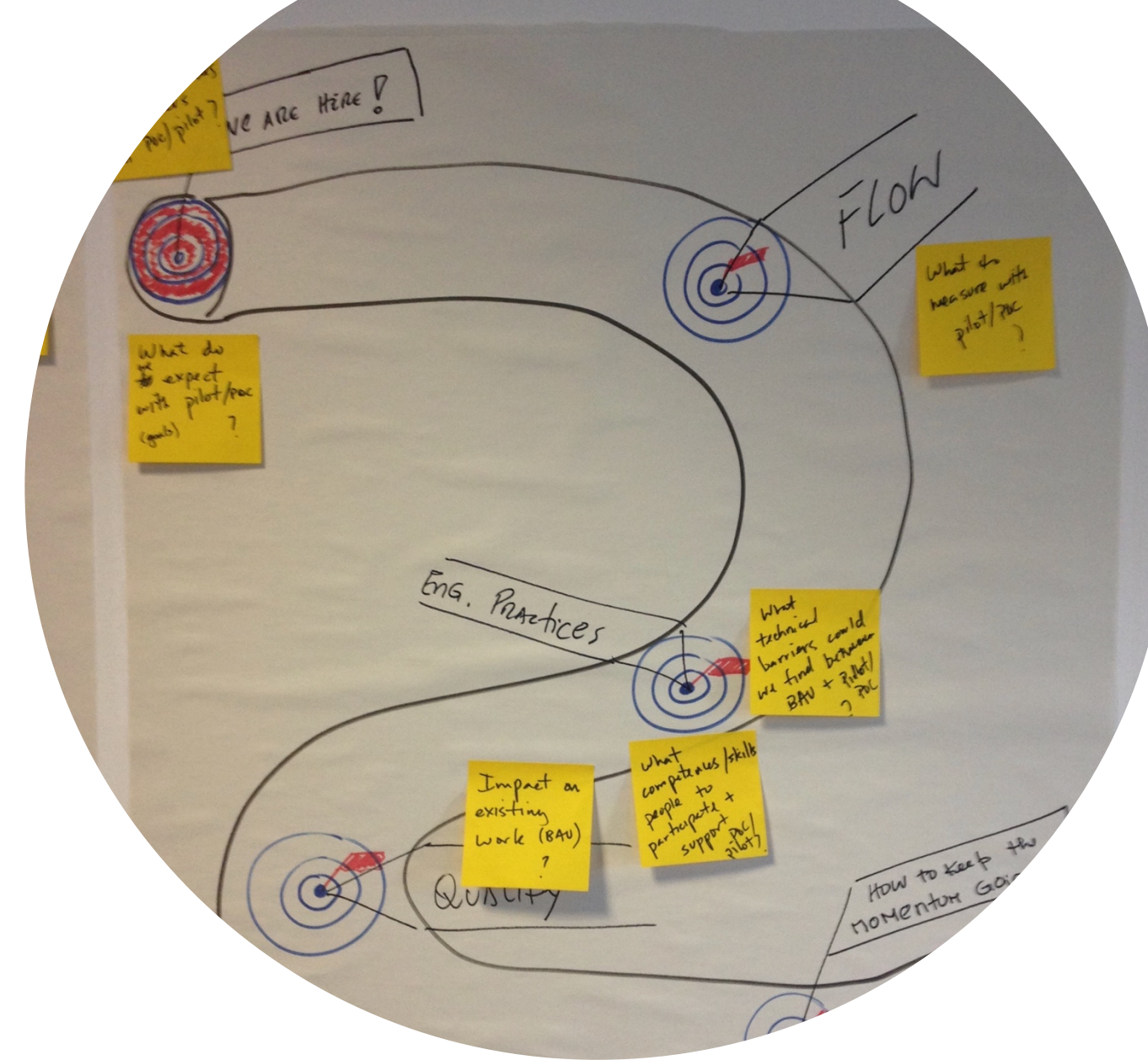
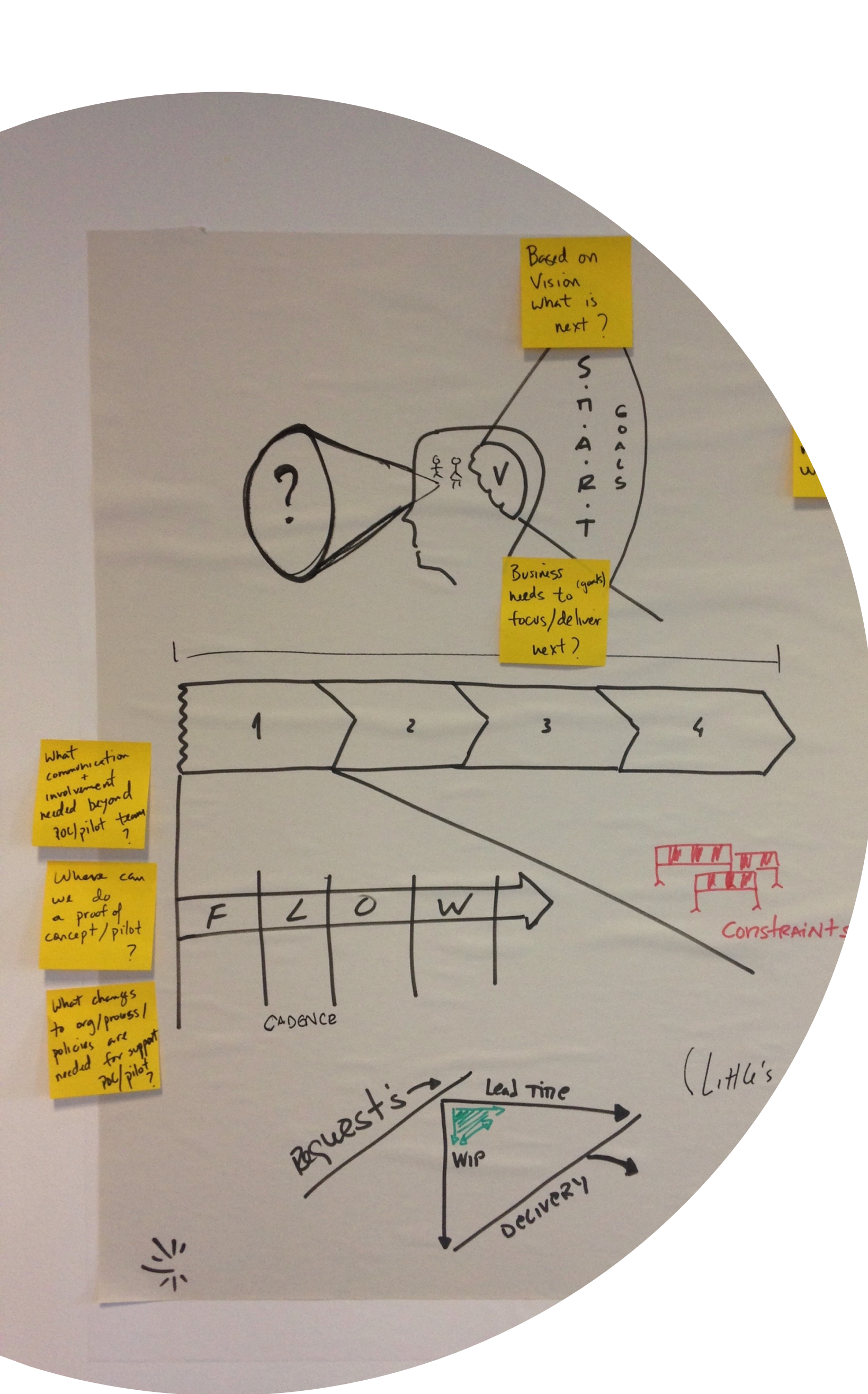


Strategic Vision

As an Agile Executive, I need to help develop a clear and compelling strategic vision, so that our teams can work together towards a common goal.



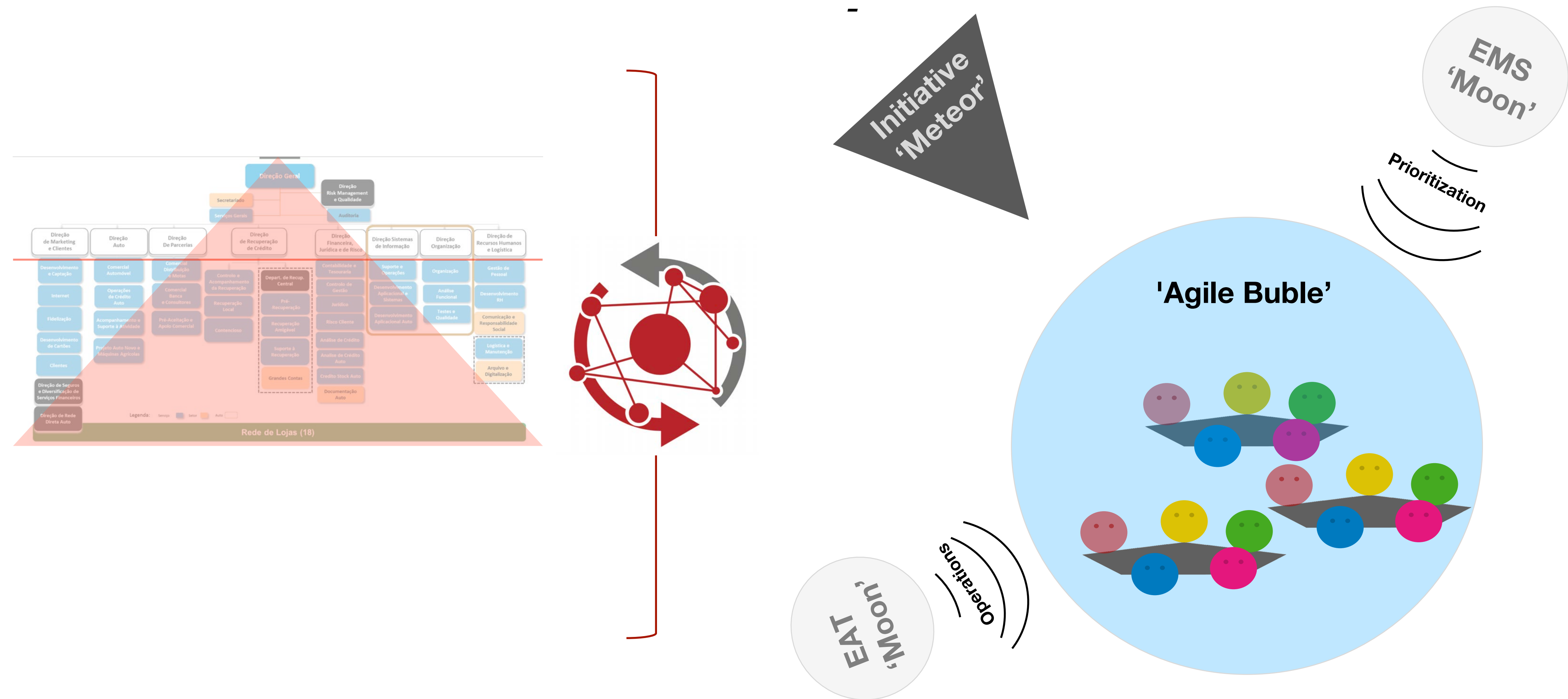
Understanding the context and the priorities of the organization



To succeed in Scaling we need to consider all Dimensions

Strategic Agility

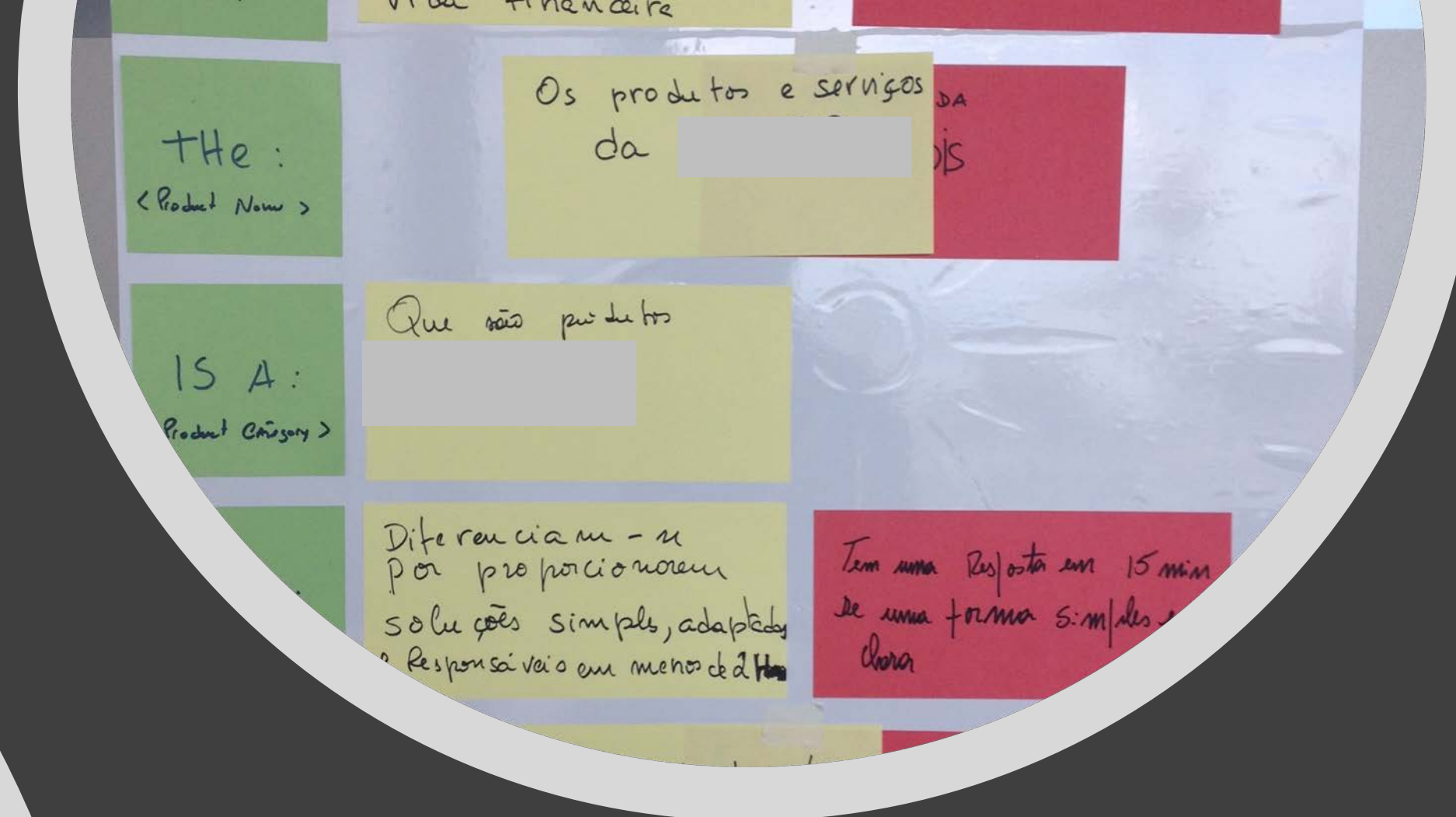
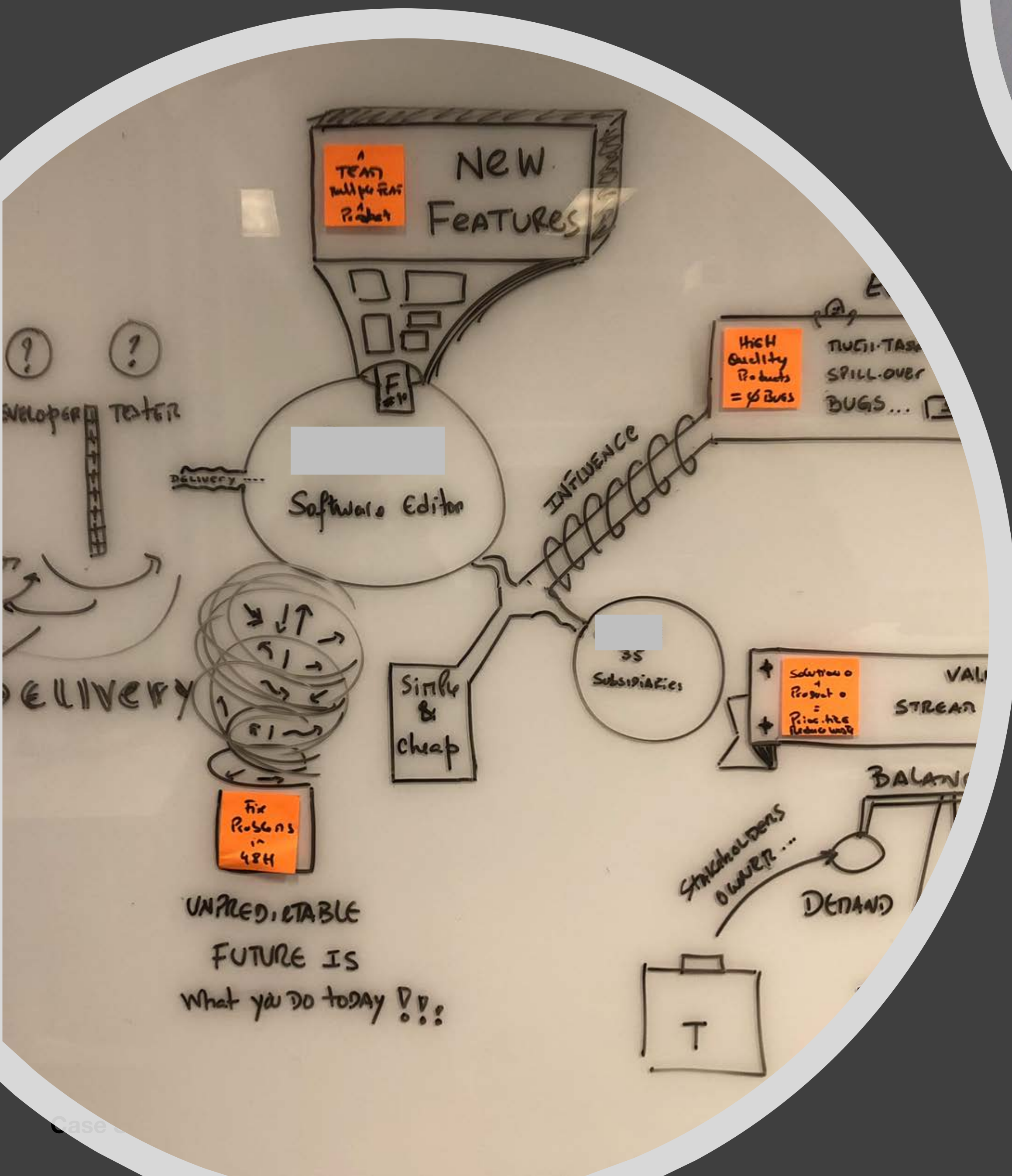
Scrum@Scale effectively promoted the top management coordination in order to achieve linear scalability





Exposes your problems

Scrum@Scale expose the problems because they changed the names but nothing changed and the outcome of this is we have a unified vision and a marketing strategy, and buy-in from the leadership and management to move forward with a different approach.



Using Scrum@Scale brought us vision and alignment - CIO



Using Scrum@Scale Hugo will drive organizations to develop, deliver, and sustain complex products with the highest possible value.

Business Areas: Healthcare, Defense, Telco, Bank & Insurance, Utilities.

