SKY

10.3 Million Customers

B2B

B2C

Software Engineering

650 engineers

70 scrums

47 graduates

Top 3 Strategic Programmes

Total Investment to date €40M

3x NPV

PSP

Top strategic programme

Total Investment to date €40m

Predicted benefit of €60m

PSP is delivering a great sales experience for Sky's customers and its people.

3x NPV

ZERO UAT Defects

Getting the balance right requires a delivery team with first-hand agile experience as well as a good grounding in more 'traditional' delivery assurance.

The Unfortunate Sadness of Reality!
[S. Liddell]

Poor Stakeholder engagement

Taking an age to deliver

Rubbish Products

Riddled with Bugs

Massively over Budget

Poor Business Value

Big Problems

Enterprise Transformation Programmes

BIG AGILE

Success Factors
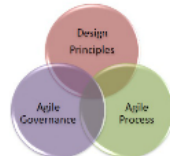
Design Principles

Agile Governance

Agile Process

Agile Governance

WE'RE GOING TO TRY SOMETHING CALLED AGILE PROGRAMMING.

THAT MEANS NO MORE PLANNING AND NO MORE DOCUMENTATION. JUST START WRITING CODE AND COMPLAINING.

I'M GLAD IT HAS A NAME.

THAT WAS YOUR TRAINING.

Waterfall Answers

AGILE BUBBLE

Big Agile

a real world experience

Matt Clark @mattclarkdotnet

Renee Hunt   @reneeno17

sky.com/geeks

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Enterprise Transformation Programmes

The Unfortunate Sadness of Reality: [S. Liddell]

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sky

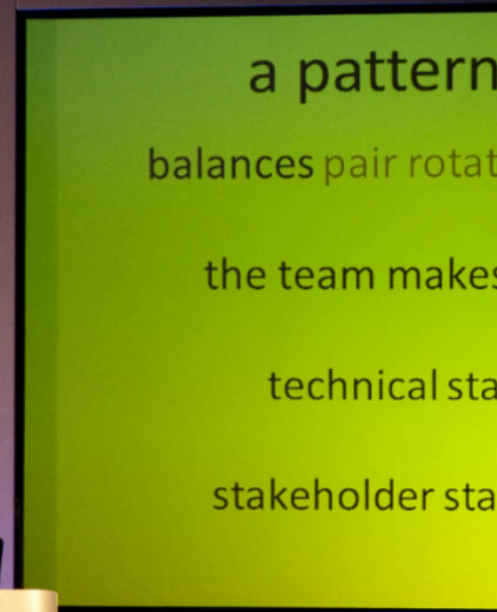10.3 Million Customers

B2B

B2C

sky SPORTS HD 1

sky NEWS HD

Software Engineering

650 engineers
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NOW TV
Powered by sky

TV GUIDE
Sky Guide 9.05pm Th 30/12
9.00pm Top Fat Families W,S
New. Steve Miller is back! In a studio-based seasonal special, the weight-loss expert catches up with the three memorable clans before revealing just how fatty our favourite party foods are. Also in HD

| ALL CHANNELS | HD | ENTERTAIN | LIFESTYLE | MOVIES | SPORTS |

	Today	9.00pm	9.30pm	10.00pm
101 BBC1 London	Toast			
102 BBC2 England	The Rob Brydon..	Never Mind The..	Shooting Stars	
103 ITV London	Ad of the Year		ITV News at Ten..	
104 Channel 4	Phil & Kirstie's Homes for Heroes			
105 FIVE	Butterflies: Christmas Special			
106 Sky1	Top Fat Families		An Idiot Abroad	

● Anytime   ● Planner   ● +24 Hours   ● -24 Hours   pg/ch -
Press SELECT to view or ℝ to record

Orange... 10:08
Sign In

Sky iD
WiFi Powered by
The Cloud
A BSkyB company

Enter your username & password
New to Sky iD? Sign up

Sign in
Username

Password

Forgotten your username or password?
○ Remember my username

Cancel   Sign In

Hotspots   My Devices   Help   Settings

sky
Search Sky   Search
Trends • Moving Home • Sky Go • View my bill

Home   Find & Watch TV   Sky Products   Shop   My Sky   Help & Support   Sign in   Sign Up   Email

Welcome to My Sky
Your Sky, your way
Sign in to check and make changes to your account or discover the treats, free tickets, and extras that come with your Sky package.
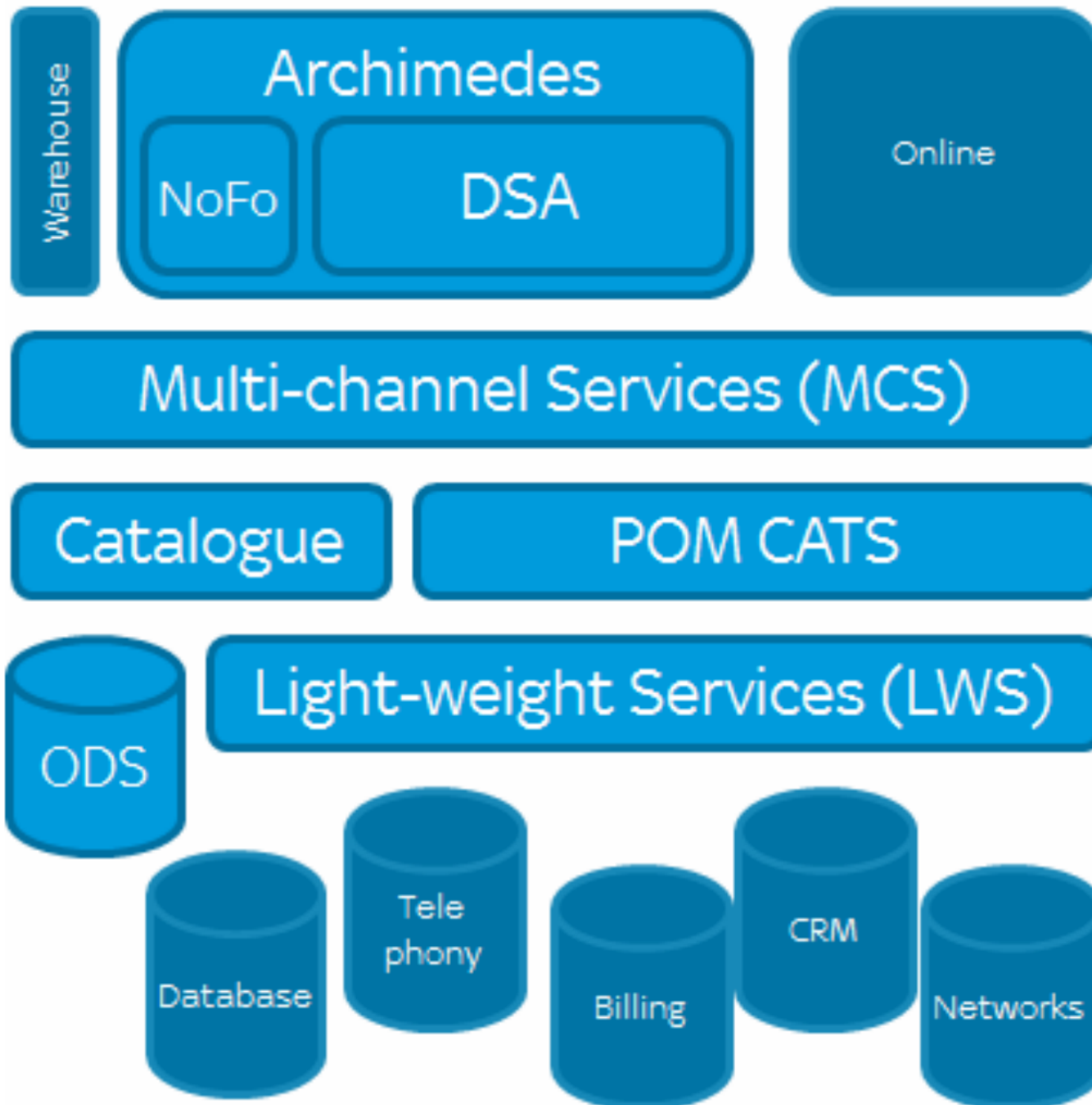
Sign in   Sign up

Top strategic programme
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PSP is delivering a great sales experience for Sky's customers and its people.
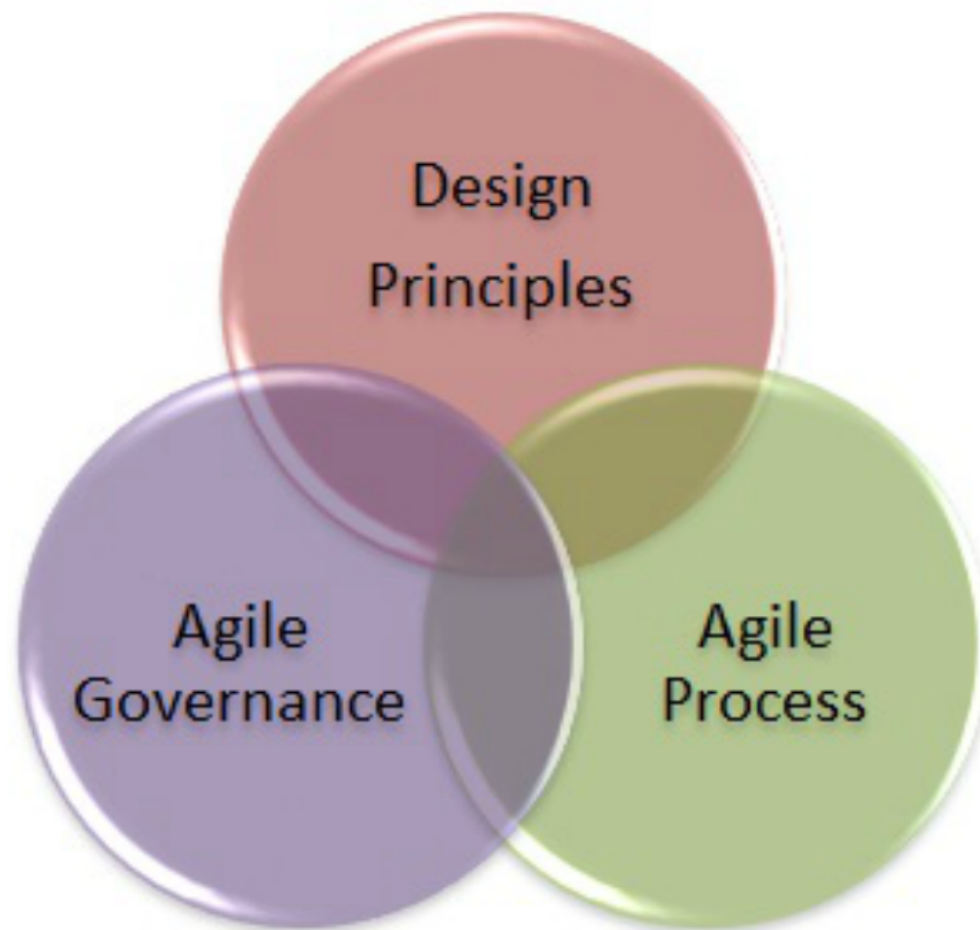
Single Sales Process

Warehouse

Archimedes
- NoFo
- DSA

Online

Multi-channel Services (MCS)

Catalogue

POM CATS

Light-weight Services (LWS)

ODS

Database

Tele phony

Billing

CRM

Networks

3x NPV

Direct NPS ↑	BAU Change ↓
Error Rates ↓	Downtime ↓
Conversion ↑	Call Handling ↓

ZERO UAT Defects

Big Problems

ements

Communication overhead

sibility

Multitude of requirements

Lots of things to integrate

Many points of failure

Distributed responsibility

Micromanage everything!
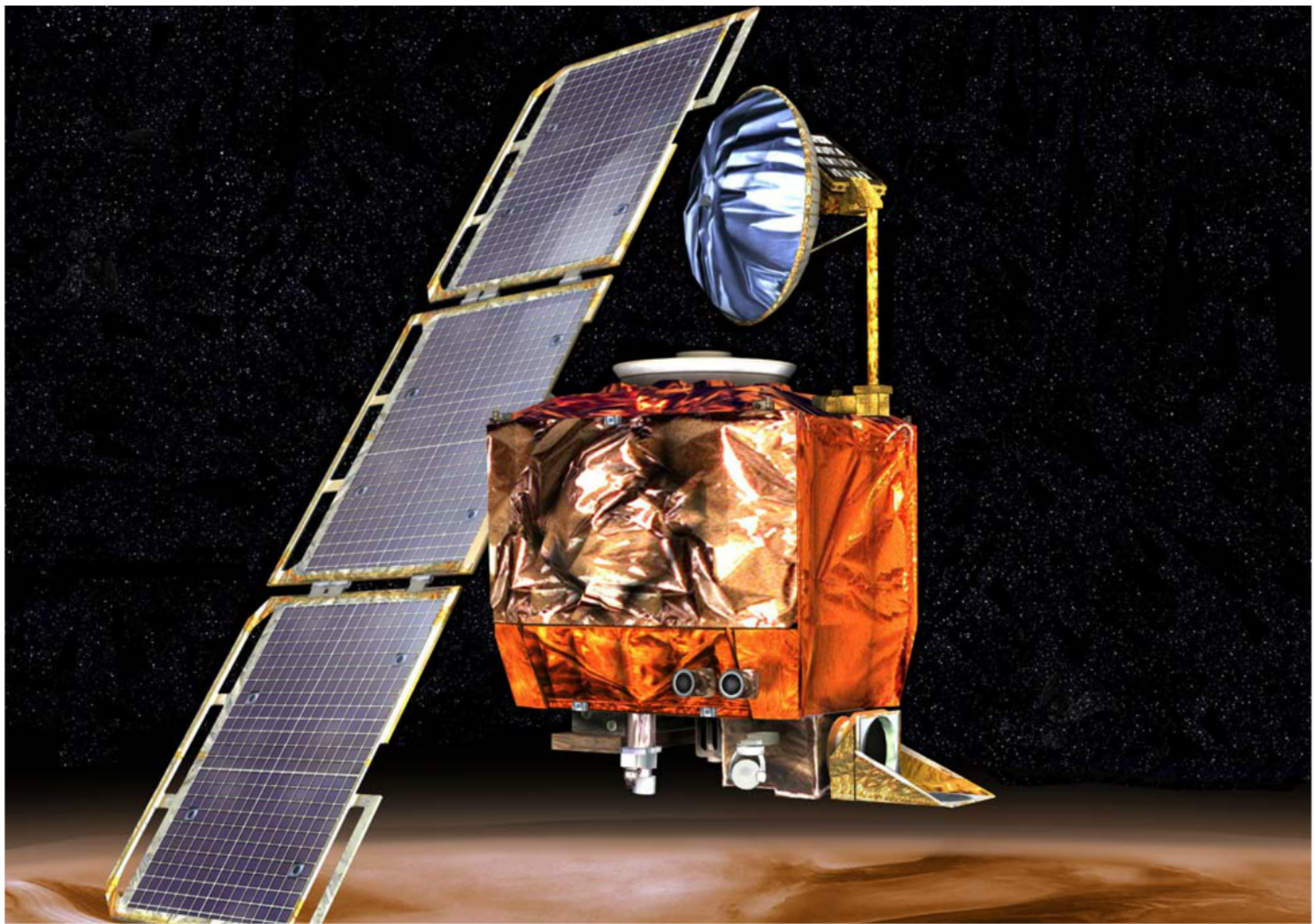
Evaluate target portfolio

Catalogue Services

Get/Decorate Catalogue	Translate Catalogue Data
Evaluate target portfolio	Consume Cap
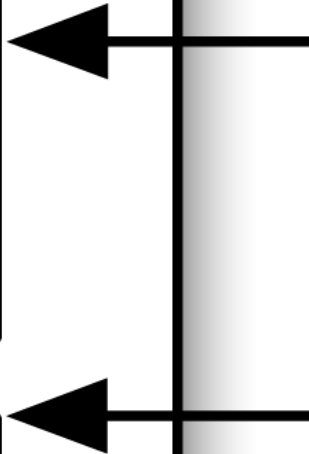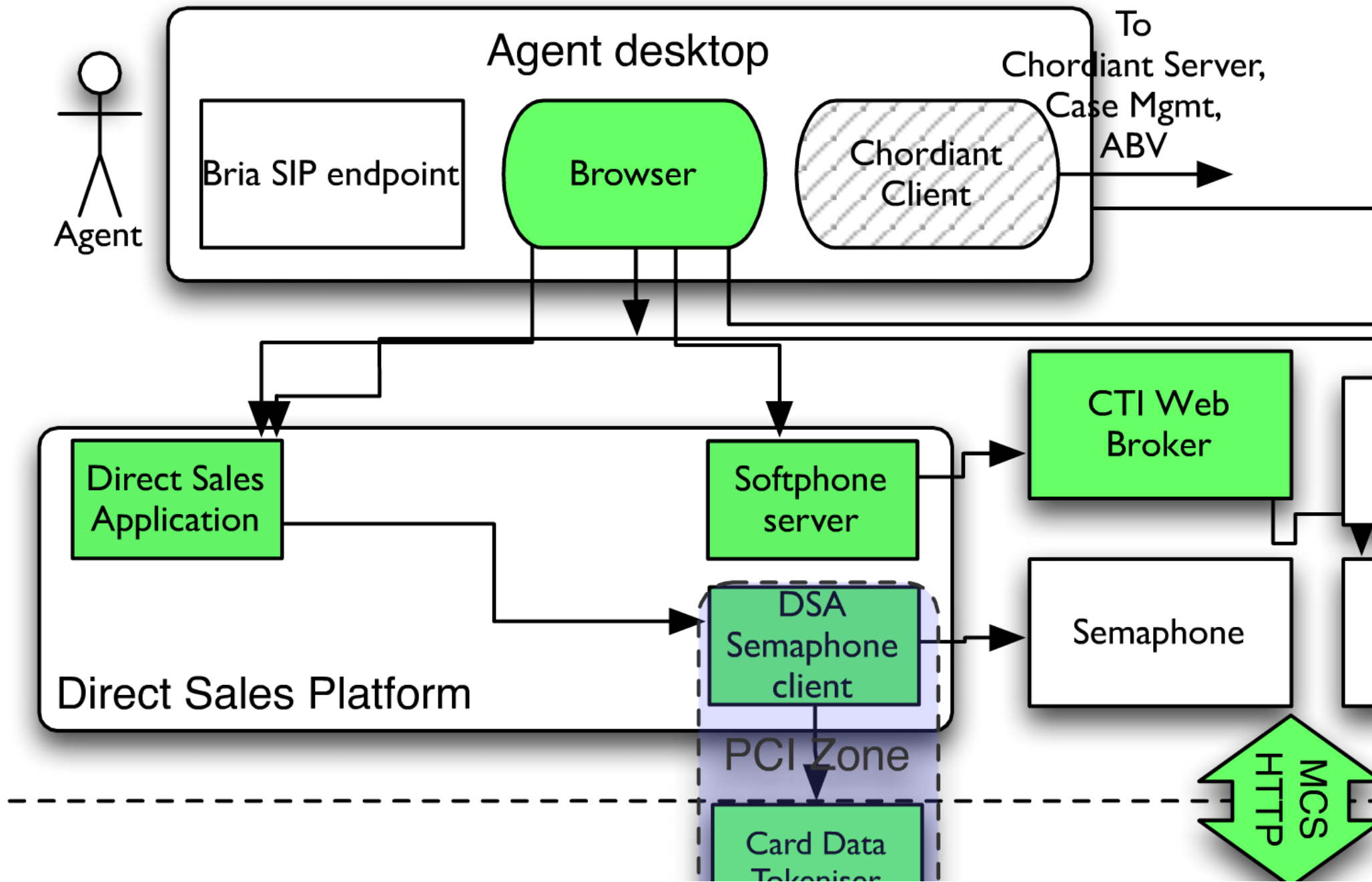
PSP Phase 1Component Impact Map v1.1 2012-02-01

Agent desktop
- Bria SIP endpoint
- Browser
- Chordiant Client

To Chordiant Server, Case Mgmt, ABV

Direct Sales Platform
- Direct Sales Application
- Softphone server
- DSA Semaphone client

PCI Zone
- Card Data Tokeniser

- CTI Web Broker
- Sky Answers
- Shifttrack
- Semaphone
- Genesys
- Outsource Workforce Mgmt
- Peoplesoft
- Qfiniti

Touchpoint

Key
- Non-UI component
- UI Component
- Data Store
- Retired (prospect)
- Modified
- New
- Config/ Unchanged
- Req Flow
- Data Flow

Agent

RSG 2

OCP

STB

Interactive Gateway

MCS JMS & HTTP

Multi-Channel Services

MCS HTTP

- Check Prospect
- Check Eligibility
- Add install address
- Add billing details
- Submit offering
- Add PAF address
- Add customer information
- Get Address (PAF)
- Set install slot
- Get/Update NBA
- Get catalogue for URN
- Add contact history
- Update lead
- Set resource characteristics
- Insert ODS
- Agent Console

- Create Offering
- Set lead
- Add payment details
- Get Cap Details
- Check Sky ID
- Offerings (cassandra)
- Validate MAC
- Get property questions
- Validate payment details
- Get catalogue
- Get property qualification
- Add semafone details
- Get property qualification
- Get available appointments
- Operational Data Store
- Search SNS Address
- Prospect tx store

To NetStream

Product & Offer Mgmt

HTTP

Business Services Layer

- Execute Customer Order
- Get/Create Case Note

Brokerless MQ

From ECO
- Book Openreach Appointment
- Book DTH Appointment
- CPA Shim
- Availability Check

HTTP

SNS

Sky IQ

ETL

Catalogue Services
- Get/Decorate Catalogue
- Translate Catalogue Data
- Evaluate target portfolio
- Consume Cap

To many

Brokerless MQ

Core Platforms

- From Chd
- Chordiant 5 Server
- From Chd
- Chordiant 6 Case Mgmt (inc. web UI)
- Kenan
- Kana IQ
- Get Available Appointments
- Address Based Matching
- Ab Initio

- Publisher, Integrity Check & Validation
- Master Product Data Store
- Tribold
- RefData Pre-Prod
- RefData Values
- Chordiant Batch
- TrueComp

RD/ Marketing Ops

- Customer DB
- Local CHD Product RefData
- Case Mgmt DB
- Local Kenan Product RefData
- Billing DB
- Kana DB
- Property DB
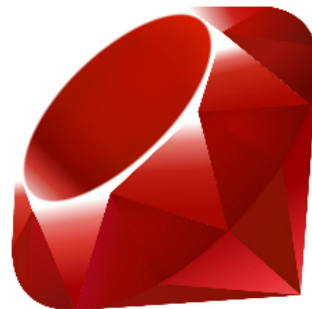- URN management services
- MIDAS II?
- NetStream
- Olive

From ECO

- TrueComp DB
- Actuate
- Arbor Batch
- Order Handling
- SCMS
- Retail Logic
- UMB

From ECO · From ECO · From ECO · From SNS

- DPS
- Click/IFS
- Transactional Comms
- Hurricane
- Clawback
- SAM

From ECO · From ECO · From ECO · From ECO · From ECO
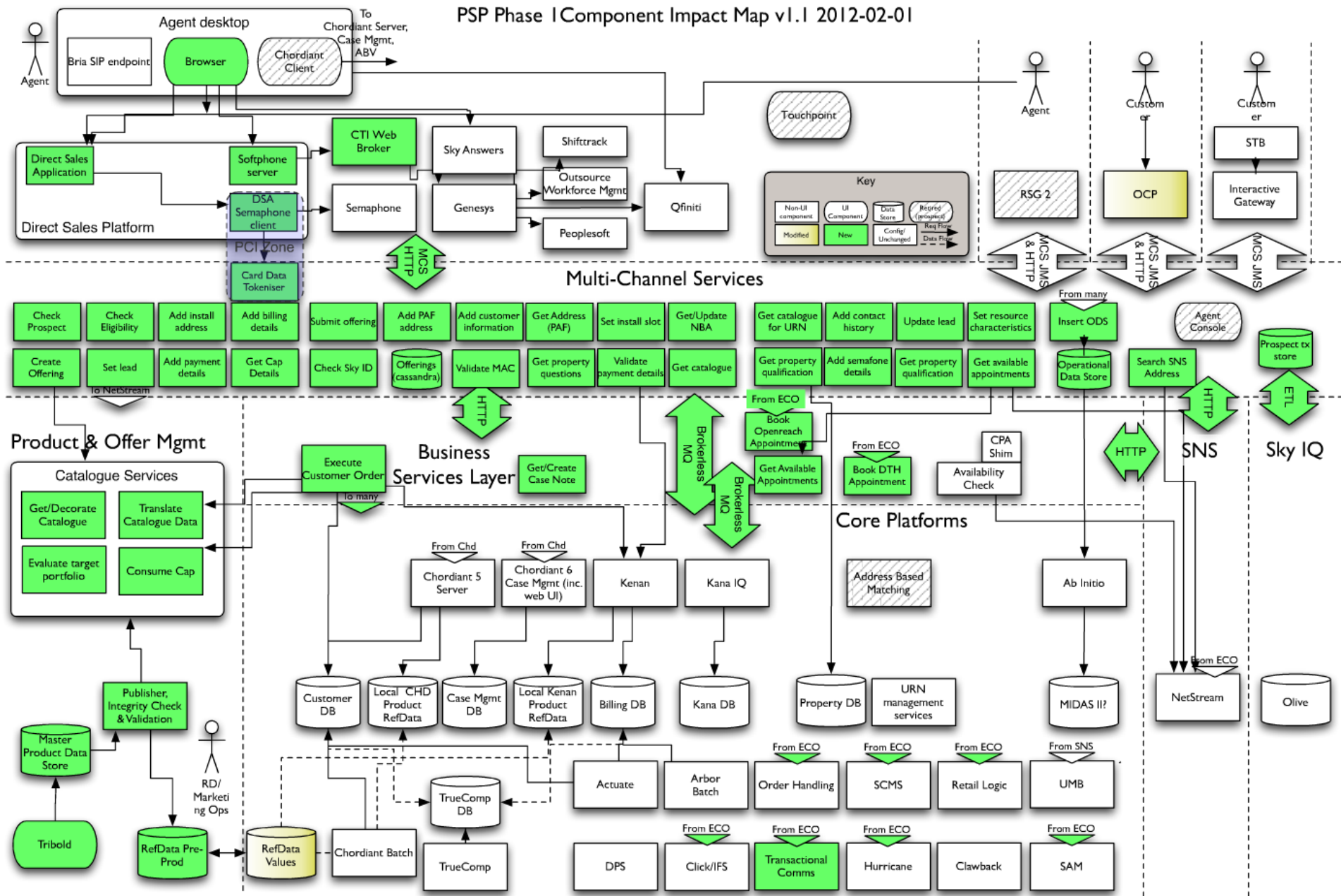
Use Sequence Diagrams and BDD
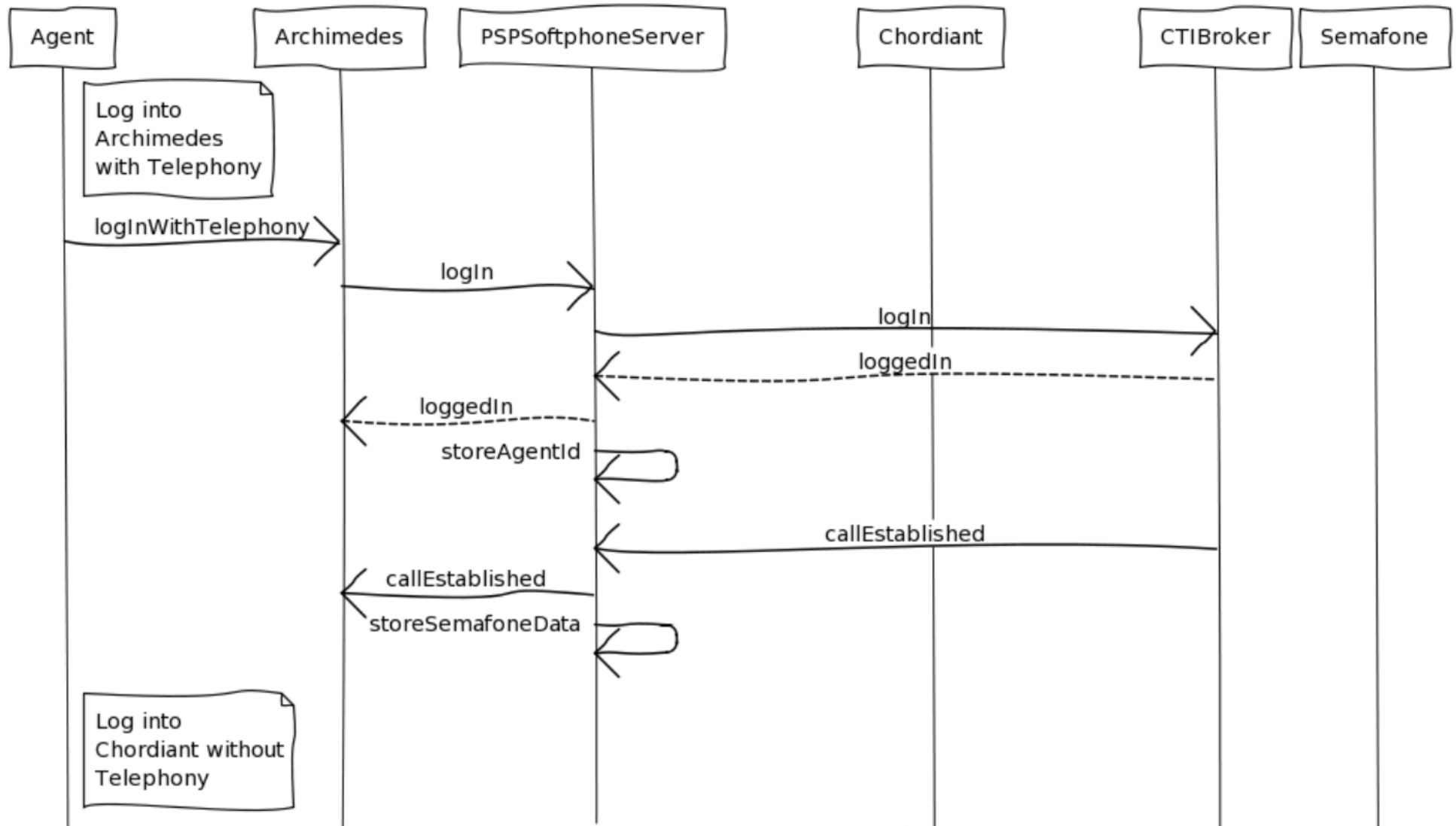
Use the right tool for the job

No schemas, no XML

```
<?xml version="1.0" encoding="utf-8"?>
<xs:schema elementFormDefault="qualified"
xmlns:xs="http://www.w3.org/2001/XMLSchema">
<xs:any minOccurs="0"/>
</xs:schema>
```

Have an insane SLA

99.99% availability

< 100ms response time

100% test coverage

Automate everything

No ESBs, no fire and forget integration

"Let's hope they know what to do with this when it arrives...."

You are probably not the first

SCRUM

STAND UPS

Retrospectives JIRA

Product Owners

Sprints

Co-Location

BDD

Continuous Integration

This page is a photograph of a planning/kanban board on a glass wall with sticky notes and index cards.

|	52	53	54	55	56	57
DSA		Anytime+ CR53 — Eco Exceptions — DSA Fibers (Retail login improvements)	Remove Manual Enablement Fee — ODS — Private Eye	Upfront Availability Checker	Upfront Availability Checker — DSA Fibers — Sales Continuity (Agent messaging)		Sales Continuity
MCS		Eco Exceptions — Flexible Appointments CR69 — Sky ID	Sales Continuity — Online Debt	IAF — URN LWS — TD	Sales Continuity — Plots — Phase 2 Gate 2 — Make GBT online	Sales Continuity / Lead Mgt — Unlimited Pro — Phase 2 Gate 2 — Plots No sale email	Sales Continuity / Lead Mgt — Phase 2 Gate 2
POM		AFP — Multiple Rewards — 2 TB CR57 A+ CR54/56/62 BAU	Remove Manual Enablement Fee BAU — NCP — Multiple Rewards	Offer Simplification — Unlimited Pro — Phase 2 Gate 2	Offer Simplification — Unlimited Pro — Phase 2 Gate 2	Offer Simplification — Strategic AFP — Phase 2 Gate 2
LWS		Online	Active Account Check			Strategic AFP

Agile Governance
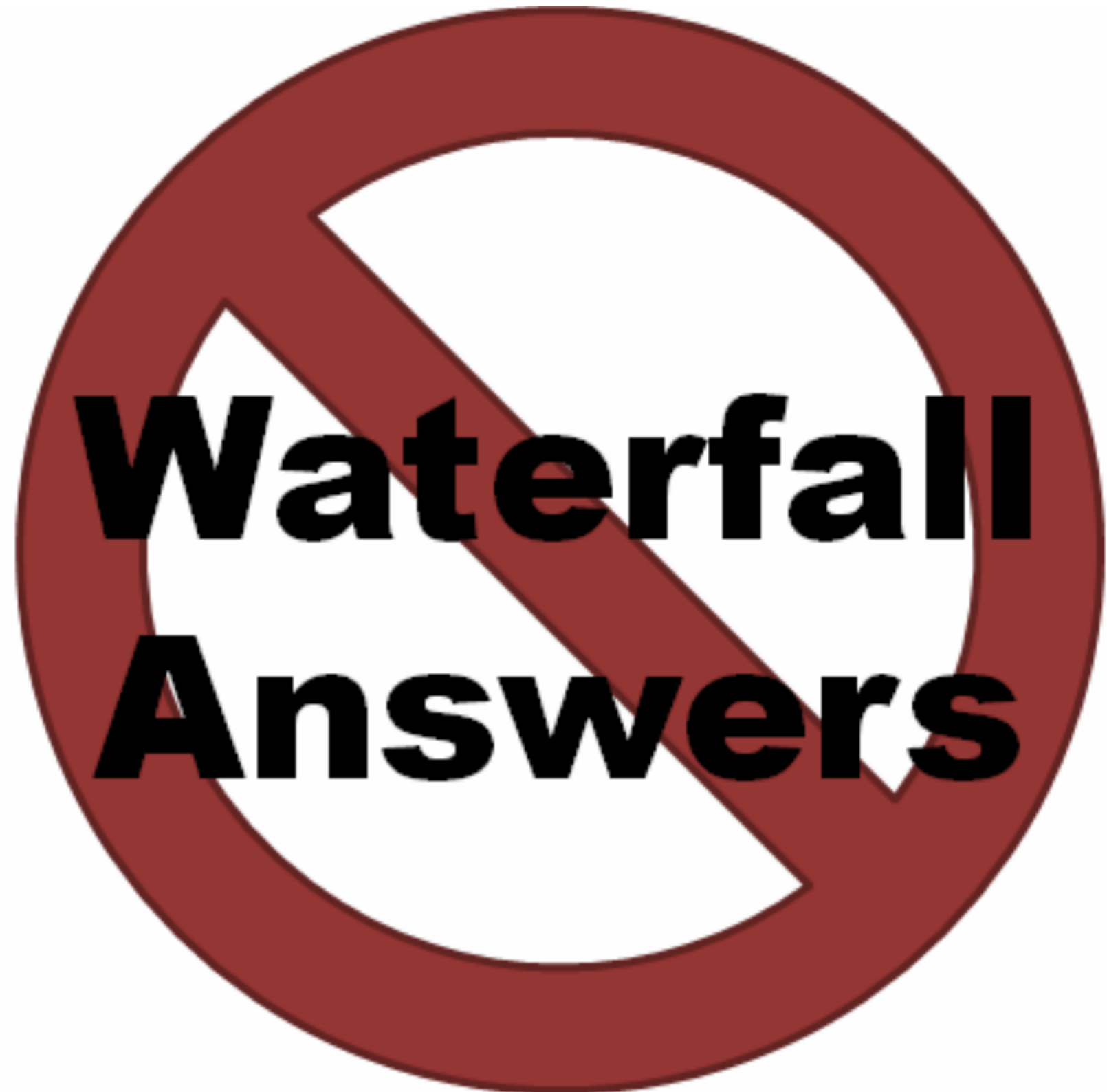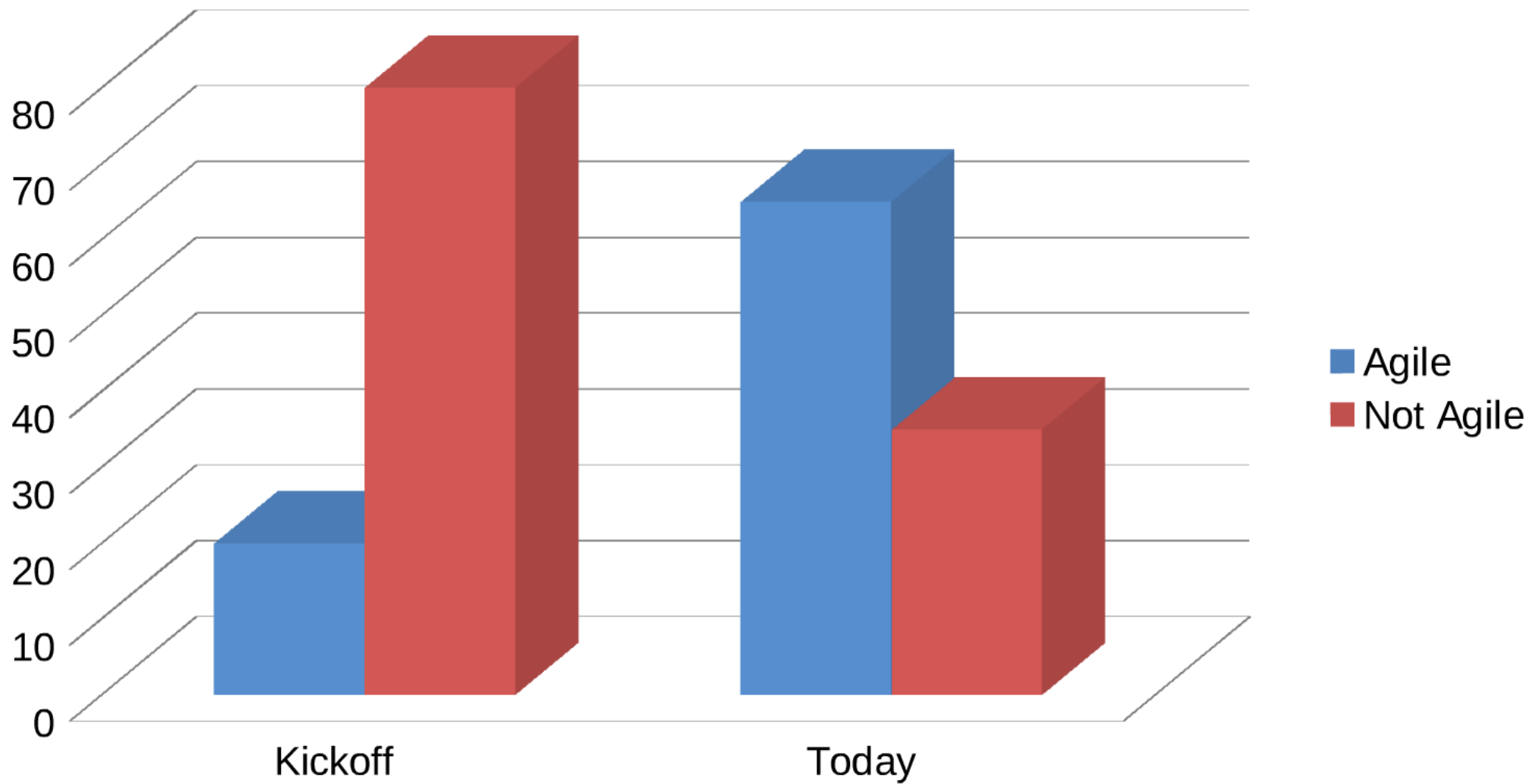
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