

CUSTOMER SUCCESS



AXWAY

Customer Success Story

Axway is a Business Interaction Networks company which provides the tools to manage, run, secure and monitor all business interactions for today's organizations. Axway's comprehensive offerings include business-to-business integration, managed file transfer, email and identity security, enterprise application integration, business process management and track & trace solutions.

Due to complexities surrounding the solutions they provide and the constantly changing demands of the market, Axway needed a better way to track and manage development for their extensive, and constantly growing, backlog of product feature requests. After deciding to adopt agile development methods and testing a wide range of planning and management solutions, Axway selected VersionOne.

THE CHALLENGE

As a veteran of the software industry, Jorge Rodriguez, Axway's SVP of Product Development, was intimately familiar with the challenges associated with ever-changing market demands. "Software development is unpredictable, the job of the software development organization is to put a model in place that manages the inherent risk as tightly as possible."

Axway's managed file transfer business was growing significantly. Like many software development organizations, the team was constantly tasked with innovating to meet market expectations while supporting existing customers. As the lead for Axway's product development team, Jorge had to contend with the challenges of developing new products while still meeting the needs of an existing customer base. He soon recognized the need to adopt development practices that could provide his team with more accurate visibility into their product release forecasts, while mitigating the risks that come from a misalignment between market demands and customer feature requests.

"Enabling significant improvement in our software delivery was paramount. VersionOne has given us the ability to turn on a dime and quickly react to both market and customer needs."

*~ Jorge Rodriguez
Sr. Vice President of Product Development*

SNAPSHOT

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BUSINESS NEEDS

- Manage the unpredictability and risk of software development as tightly as possible
- Efficient, cohesive management of over 500 software developers spread across North America, EMEA and Asia-Pac
- Identify misalignments between market demand and feature requests, and course correct early

RESULTS WITH VERSIONONE

- A significantly improved software development operating model which allowed more visibility into release forecasting
- Effective, constant alignment and realignment of implementation and delivery with market needs
- Improved time to market for product delivery
- Increased support and evangelism by team members to speed adoption
- Adoption and implementation of agile methods throughout departments, creating a more efficient development organization

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Another common challenge Jorge had to manage was Axway's network of geographically distributed development teams, which spanned the United States, the European Union and India. The company's distributed nature meant that 50%-60% of their projects were spread across seven development labs - some with time differences greater than seven hours. "Not only did we have to contend with the geographic challenges, we also had to find a way to manage continuous integration and development across all projects and locales," said Rodriguez.

With a complex team and development structure, Axway needed to maintain a high level of communication across functions and locations to ensure success. Jorge wanted to get developers and contributors on board with transitioning to agile processes for improved efficiencies and communication. He also wanted to help teams understand that iterative development methods played a significant role in risk management and predictability, rather than viewing them as change for change's sake. "It's about achieving predictability so that the company doesn't lose millions on a botched deployment," said Rodriguez.

THE CHOICE: VERSIONONE

Once Jorge realized that agile would serve his organization's best interests he began his search for a project management tool to support agile processes. After testing several open-source tools, Jorge was unimpressed by the lack of functionality and visibility they provided. This led him to evaluate two commercial-class products - one of which was VersionOne. "The first tool, a VersionOne competitor, we evaluated for almost six months. It became apparent that it did not meet the variety of demands for various functions within our organization. Next, we evaluated VersionOne. We quickly realized that only VersionOne could meet all of our needs, so we made the decision to move to VersionOne."

After implementing VersionOne and bringing in an agile coach to run the teams through a full release cycle, Jorge was delighted by the results - a significantly improved operating model and an agile management platform

that delivered visibility into release forecasting while identifying misalignment between market demands and feature requests. Jorge added, "Managing our iterative development in VersionOne provided us with the foundation to assess and reassess whether what we were delivering met the market's needs." Additionally, he gained clarity in definition of features through backlog management and was able to create a foundation to measure his software development operation while managing risk more effectively. "We were able to look at trends in our key metrics using VersionOne and course-correct early on," said Jorge.

Within six months Axway had standardized on VersionOne. Jorge was thrilled by the market-leading usability of VersionOne, saying, "The user experience of VersionOne's solution was impressive. The intuitive interface made it easy to roll out VersionOne across the entire organization."

THE RESULTS

Axway has more than 500 people, spread across 60 teams, in seven development labs across the globe - including R&D, product development and Q&A. After switching to VersionOne, Axway's engineers were able to streamline operations and effectively align market needs with implementation and delivery. Using VersionOne, Axway can now track customer requests through the development cycle, more accurately forecast releases and better manage risk to improve overall time to market for product deliveries. "Enabling significant improvement in our software delivery was paramount. VersionOne has given us the ability to turn on a dime and quickly react to both market and customer needs," said Rodriguez.

"Many companies fail when transitioning from product vision into tangible execution and delivery. VersionOne helped us lay the foundation to use our product vision for effective guidance, and build a cohesive and disciplined process to manage the backlog. This was instrumental in keeping our organization aligned and focused on top customer and market priorities," said Jorge.

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Axway identified what needed to be achieved in its transition to agile development methods, including choosing the right management tool to support and scale their implementation. As the new mindset spread throughout the team, Jorge noticed that people started to encourage each other to embrace agile methods. Team members who had been skeptical initially began to see the benefits and value achieved, quickly becoming advocates of the new methodology and tool. Internal adoption and promotion flourished, becoming nearly viral.

ABOUT AXWAY

Axway is the Business Interaction Networks company — the only provider in the market today to manage, run, secure and monitor all of your business interactions, including email, files, messaging, services, events and processes. Serving over 11,000 organizations in more than 100 countries, Axway facilitates the multi-enterprise transactions, processes and integration that accelerate business by eliminating the barriers between vendors, customers, departments, partners and suppliers.

Axway's comprehensive offerings include business-to-business integration, managed file transfer, secure email, business activity monitoring, enterprise application integration, service-oriented architecture, business process management, track & trace and identity validation solutions. Axway provides professional and managed services, as well as cloud computing and Software-as-a-Service (SaaS) offerings. Headquartered in Phoenix, Arizona, Axway's global presence spans 20 countries.

ABOUT VERSIONONE

VersionOne is recognized by agile practitioners as the leader in agile project management tools. By simplifying the planning and tracking of agile projects, we help teams deliver better software faster. Since 2002, companies such as Adobe, Boeing, bwin, Intuit, Lilly, Lockheed Martin, McKesson, Oppenheimer, Qualcomm, Sabre and Siemens have turned to VersionOne. Today more than 30,000 teams from over 170 countries use VersionOne.

Agile Made Easier @ VersionOne.com.

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