



Abstract of SEPG China 2008

Basic Information					
Name	Dirk Malzahn	Company	OrgaTech GmbH		
Position	SVP R&D/QM	Address	Zum Pier 73-75		
Country	Germany	City	44536 Luenen	Email	dm@orgatech.org
Tel	+4923139995305	Mobile	+491722374062	Fax	+4923139995444305
Presenter Information					
Primary Presenter	Dirk Malzahn				
Short Bio 100-150 Words	Dirk Malzahn studied mathematics and computer science at Bochum University. After his studies he worked more than 10 years for the electrical steel branch of ThyssenKrupp in both, technical and managerial positions. Since 2001 he is responsible for R&D and Quality Management of OrgaTech. In 2007 he became CIO/CTO of the software subsidiary ACCEL. Dirk teaches Software Quality Management at Dortmund University of Applied Science and Technical Academy of Esslingen. He has published more than 30 articles and 4 books mainly on software and information quality management. Dirk lives with his wife and two daughters in Bochum, Germany.				
Company	OrgaTech GmbH				
Presenter 2	Christian Krasowski				
Short Bio 100-150 Words	Christian Krasowski studied German and English at Wuerzburg University. After his studies he worked as a consultant in international Oil Refining and Marketing, Materials and Financial Services SAP deployment projects, first in configuration and support teams, later as quality and improvement manager. Since 2007, Christian works as a principal consultant for OrgaTech and as Head of Software Development at the subsidiary ACCEL, responsible for the company's HSE and quality solutions. He lives with his wife in Dortmund, Germany.				
Company	OrgaTech GmbH				
Presenter 3					
Company					
Presentation Information					
Presentation topics may include the following aspects: process improvement methods and experience, CMMI Model and implementation experience, or SCAMPI appraisal experience and others related.					
Presentation Subject	How much CMMI do you need to keep your customer happy? – Matching supplier maturity with customer capability				
Abstract (300-500 words)					
Many software developing and service delivering organizations strive for achieving CMMI Maturity Level 5. There is high commitment on spending the effort on attaining this high maturity – often in order to reach a better market position. However, when looking at organizations using software development and service delivery providers, it becomes evident, that there is a high chance of meeting customer organizations that are sometimes far away from maturity level 5, and face typical phases of acceptance within their workforce.					



Starting usually as an initiative kicked off by senior management, it takes several project cycles, until the majority of the organization's workforce accepts the benefits. Deployment projects that we assisted on their CMMI roadmap in Europe typically underwent four phases:

- Starting out – first project: everything is regulated top-down; staff is fairly motivated but precarious on what to expect from the new requirement of implementing a quality standard; a lot of good will and early praise towards the CMMI
- Trying to establish the standard – second project: time pressure and maybe sharing resources across projects results in getting back to old habits and only fulfilling some of the new things from phase one for the sake of the standard, not the project. Team motivation concerning CMMI is at the lowest level in the cycle. Usually very low ratings in internal and external QA reviews!
- Building up on things learned – third project: there are new efforts of enforcing the standard, management still stick with their requirement and first key players in the project team get more and more convinced of advantages. Still some of the team is skeptical. Review results improve considerably
- Playing it safely – fourth project: boosted by the good results from project three, working with the CMMI gains more and more acceptance. The team realize that the standard helps them

The challenge for high maturity organizations that face a customer currently in phase 1-3 on that evolutionary process is finding acceptance for their own excellence. Members of the customer organization who mistrust the approach for process improvement may neither be impressed by maturity level 5 nor supportive in using and improving a joint process model. However, when mastering certain process areas from CMMI-DEV, CMMI-ACQ and CMMI-SVC, the high-maturity organization is capable of managing that challenge. In order to be prepared for meeting customers like those described above, we recommend establishing a sizing mechanism, based on defined indicators that are used to measure the customer's readiness for the impact of meeting a Level 5 organization.

At the end of the day, Maturity Level 5 might fail to deliver advantage in the eye of the customer, if that customer is not ready for such a high maturity and the elaborated processes that go with it. A supplier facing that situation needs to understand the current capability of the customer's organization and help that customer evolve further up on the quality spiral. The defined indicators and sizing approach explained in this presentation are fit for use to calibrate supplier to customer.

Presentation Type	Lead Appraiser's Special Speech (40 minutes) []
	Presentation (40 minutes) [x]
Language	Chinese []
	English [x]

Note:

- 1) Please submit your abstract by email to info@sepgchina.cn, or by fax to 0512-62620217.
- 2) The deadline to submit your abstract is October 31, 2008.