



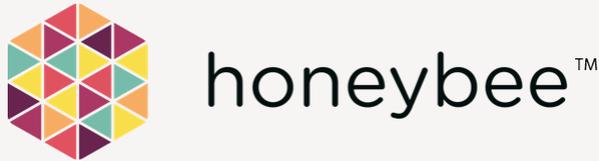
Plandek development intelligence and analytics

Case study – Dixons Carphone plc

March 2018



Context

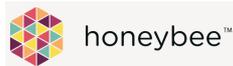


- **Honeybee is Dixons Carphone's technology division**, which builds and licences digital sales solutions for third party clients
- Honeybee employs a **large and growing engineering team on-shore and offshore, contractor and in-house**
- The Plandek **project sponsors** are Michael Leslie, **Head of Product Engineering** and Larry Lorden **CTO Honeybee**

Rationale for Plandek roll-out

- **Plandek is seen as playing “an integral part of the Honeybee Product Engineering roadmap in 2018”:**
 1. To **provide greater visibility of the progress of the growing distributed engineering team** (including outsourced engineering)
 2. To **define and maintain consistent delivery standards across location**
 3. To allow the **gamification of desired behaviours within teams**
 4. To have a **robust set of metrics to target and manage internally** - and to **share with stakeholders**

Plandek is seen as “a revelation” by Michael Leslie our key project sponsor...



Michael Leslie, Head of Product Engineering and Deployment, Honeybee at Dixons Carphone plc

“Having used other solutions without much success to get meaningful metrics out of our Agile processes, this has been a revelation and has helped massively in engaging our business with our software delivery through the Atlassian stack.”

Michael summarises Plandek's role as threefold in his push to improve efficiency by 15-20% across the covered development teams...

JIRA TASK TRACKING

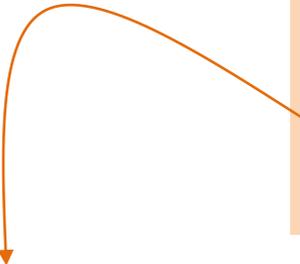
- Plandek Tracks all JIRA stories and tasks to track their status and everything that's happened to them
- Provide insight into velocity and output of the delivery teams

EFFICIENCY AND TIME

- Plandek give a full breakdown of the amount of time spent on tasks and the efficiency in the delivery
- Help track how effective nearshore and onshore resources are and compare them against each other
- Track the performance of development managers to help coach and improve them
- Drive efficiency improvements in cutting out the areas where stories sit without any attention for long periods in Sprint
- Estimated that we can potentially improve efficiency across all delivery by 15-20%

PROCESS TRACKING

- Plandek highlight issues in the workflow process e.g. ticket shepherding or bottlenecks
- Help find problems in Agile delivery to target through training to wider honeybee teams.

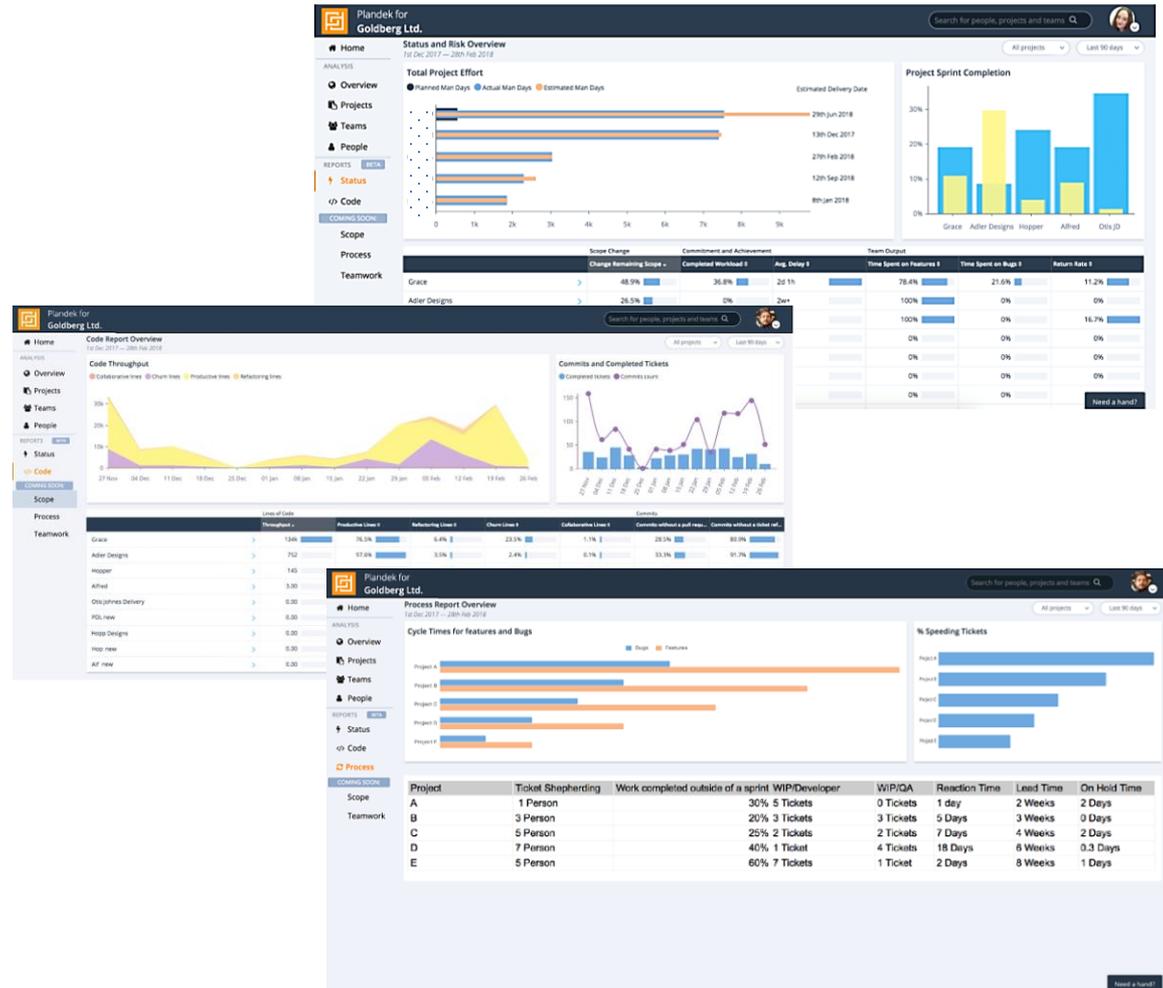


“(It is) estimated that we can potentially improve efficiency across all delivery by 15-20%”

Plandek is providing more accurate delivery reporting within technology and to stakeholders...

ACCURATE DELIVERY REPORTING

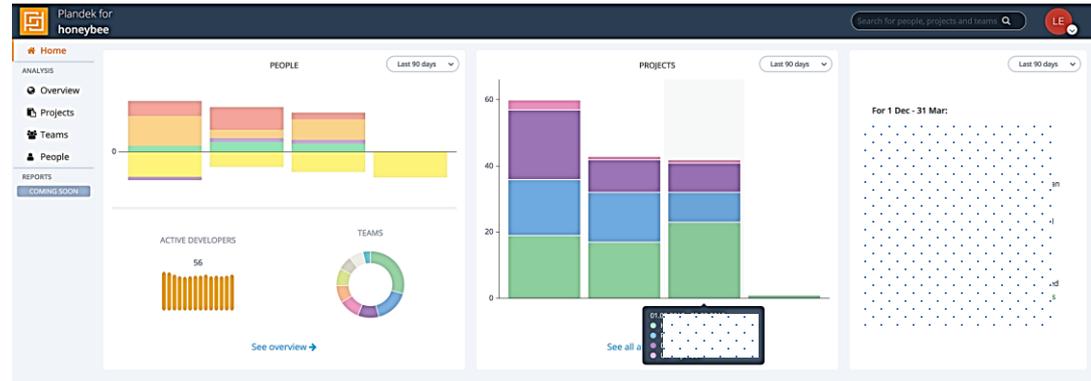
- Plandek provides the ability to easily visualise real estimated delivery dates based upon story points and team velocity
- Reports on productivity of the team that takes into account both code output, quality, and complexity of the work
- Ability to quickly identify areas of process bottlenecks and failure e.g. dev to QA bottlenecks
- Indicative cost per story point for each team to ensure all teams are delivering efficiently



Plandek is enabling the setting of sensible performance and quality targets for teams...

TARGETED PERFORMANCE

- Plandek enables the setting of performance and quality targets for the teams to hit – these will be the personal targets for the delivery managers
- Allows the refinement of overall process to make sprints and delivery even more effective. Can see immediate problems and enables action to be taken and then continually keep improving
- Quickly find people within the teams that need more coaching, or are just not performing their roles correctly
- Allows delivery managers to more effectively engage with the teams



The table displays performance metrics for 9 teams, categorized by Feature Contribution, Speed, Quality, Teamwork, and Commitment and Achievement.

Name	FEATURE CONTRIBUTION		SPEED		QUALITY		TEAMWORK	COMMITMENT AND ACHIEVEMENT	
	Feature tickets completed	Productive lines	Number of bugs fixed	Refactoring lines	First time pass rate	Return rate	Teamwork	Completed workload	On time delivery
Team 1	20	374,180	13	2,806	81.6%	7.0%	141.1	8.9%	4 days and 18 hours late
Team 2	6	25,632	24	1,688	83.3%	12.9%	92.1	11.0%	2 days and 12 hours late
Team 3	0	10,463	0	329	0.0%	0.0%	0.0	0.0%	2 or more weeks late
Team 4	2	432	3	1	100.0%	6.3%	8.1	27.5%	2 days and 7 hours late
Team 5	14	71,170	34	2,665	78.0%	10.1%	98.1	10.1%	6 days and 6 hours late
Team 6	2	21,519	33	1,564	77.1%	14.9%	57.1	0.0%	2 or more weeks late
Team 7	0	317,908	0	1,262	0.0%	1.5%	20.0	9.3%	23 hours late
Team 8	14	53,408	29	3,316	95.4%	2.1%	133.7	7.2%	2 days and 1 hour late
Team 9	3	0	1	0	94.4%	3.5%	0.0	0.0%	3 days and 9 hours late

Plandek is enabling the gamification of behaviours to be encouraged within teams...

GAMIFICATION

- Plandek gives metrics: upon which to base gamified targets
 - Feature Contribution and Upkeep
 - Quality and Teamwork
 - Commitment & Achievement
- Plandek allows Honeybee to start to reward developers for behaviour that's top in company for a given period e.g. most team work per month, or most feature contribution per month
- Helps Honeybee to push quality through the team and help developers concentrate on delivering things most beneficial overall to the team
- Can be used across all teams, not just developers. So DevOps, BAs, Arch, Service Desk etc.

Team Averages

	Feature Contribution	Upkeep	Quality	Teamwork	Commitment and Achievement				
Average	0.7	8,037.8	1.5	137.8	35.1%	2.9%	6.1	0.1%	1 week, 3 days and 23 hours late

Name	Feature tickets completed	Productive lines	Number of bugs fixed	Refactoring lines	First time pass rate	Return rate	Teamwork	Completed workload	On time delivery
Maciej Szatanski	0	253,808	0	1,072	0.0%	0.0%	0.0	20.0%	2 or more weeks late
M	0	55,591	0	121	0.0%	9.1%	0.0	0.0%	2 or more weeks late
M	0	35,153	0	830	0.0%	0.0%	0.0	0.0%	2 or more weeks late
B	0	28,186	0	1,169	0.0%	0.0%	70.5	0.0%	2 or more weeks late
B	2	16,363	2	923	100.0%	3.1%	19.0	0.0%	2 or more weeks late
N	7	13,806	4	1,652	100.0%	0.0%	21.1	9.1%	2 days and 16 hours late
A	0	8,178	0	43	0.0%	0.0%	11.0	0.0%	2 or more weeks late

