

Re: "Borland Dumps Core SDP"

Source:

<http://coding.derkeiler.com/Archive/Delphi/borland.public.delphi.non-technical/2006-10/msg00399.html>

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Actually I had the opposite reaction--what, businesses don't have governance issues? They don't Analysts, Architects, Developers, and Testers?

They all do...

> What nonsense; of course they do.

....but that *isn't* where the problem lies: the existence of issues doesn't necessarily translate into people being there to handle them (with a budget).

In the "traditionnal" industry, this is discussed under COQ (Cost Of Quality) or CNQ (Cost of Non Quality), "Six Sigma", etc. Most lessons stand for IT too.

The briefness of the article and the fact that it's simple nonsense points in other directions: Borland hasn't gained any traction with Core SDP, and so is telling its sales force(s) to go back to what they were doing before: selling the individual pieces.

You don't sell consulting like you sell development software, there is a rather fundamental difference between the two markets.

Development software is sold directly, management software, from defect tracking to ERP is sold (mostly) indirectly, and usually amounts to a fraction of what is getting sold: the bulk usually being consulting, training, auditing, etc.

> If the roles those pieces individually target didn't actually exist,
> that would hardly be a likely response.

For people to be interested in those software pieces, they already need to have gone through an introspection phase, because before they do, even if they have governance issues, they aren't truly aware of their proportion, or they are aware, but haven't allocated time/people/money relatively to their complexity... which are then just deferred on the wrong guys (thus taking a toll on their productivity, with dubious results).

Googling "Six Sigma Success Factors" should give you more details.

What this probably means is that they have realized that the people that are susceptible to buying such software directly are those with solutions already in place. And solutions already in place means they are more likely to upgrade bits of their system, rather than the whole (less cost, less risk, those people are after

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improving the house, not building one).

To sell the whole, you need to be there at the introspection phase, whith the consulting guys.

Eric

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