

Quality is ROI

(or ROI is Quality)



Topics

- ✦ What is Quality?
- ✦ What is ROI?
- ✦ Quality, ROI and Agile
- ✦ Relative Weighting
- ✦ Weighting List
- ✦ Summation

What is Quality?



Common Definitions:

✦ No bugs in production?

Common Definitions:

- ✦ No bugs in production?
- ✦ Complete requirement set?

Common Definitions:

- ✦ No bugs in production?
- ✦ Complete requirement set?
- ✦ 100% test coverage?

Common Definitions:

- ✦ No bugs in production?
- ✦ Complete requirement set?
- ✦ 100% test coverage?
- ✦ Complete Configuration Management?

Common Definitions:

- ✦ No bugs in production?
- ✦ Complete requirement set?
- ✦ 100% test coverage?
- ✦ Complete Configuration Management?
- ✦ Accepted / Industry standard coding practices?

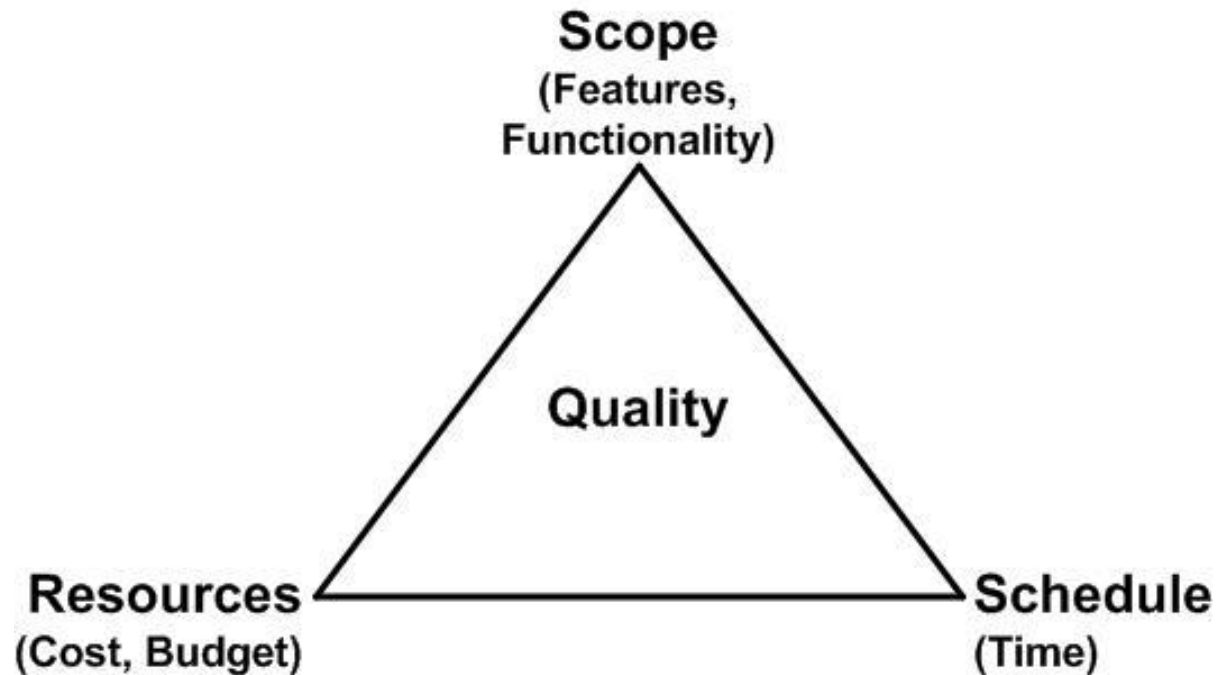
Common Definitions:

- ✦ No bugs in production?
- ✦ Complete requirement set?
- ✦ 100% test coverage?
- ✦ Complete Configuration Management?
- ✦ Accepted / Industry standard coding practices?
- ✦ Good / Industry standard process?

Wikipedia Definitions:

- ✦ **American Society for Quality:** "a subjective term for which each person has his or her own definition.
- ✦ **ISO 9000**
- ✦ **Six Sigma**
- ✦ **Philip B. Crosby**
- ✦ **Joseph M. Juran**

The Project Triangle



Copyright 2003-2006 Scott W. Ambler

Perceived Quality



What is ROI?

What is Return on Investment?



Common Definitions:

✦ Making money?

Common Definitions:

- ✦ Making money?
- ✦ Making more than you spend?

Common Definitions:

- ✦ Making money?
- ✦ Making more than you spend?
- ✦ Saving Money?

Wikipedia Definitions:

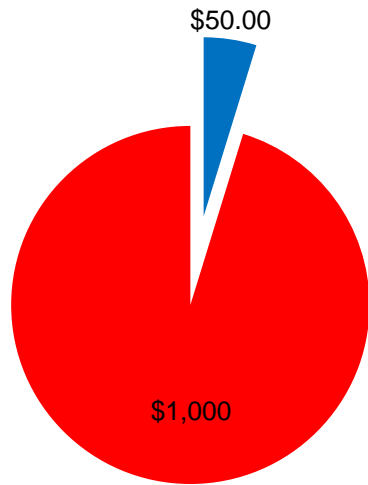
- ✦ The ratio of money gained or lost (realized or unrealized) on an investment relative to the amount of money invested.
- ✦ ROI does not indicate how long an investment is held.
- ✦ ROI is used to compare returns on investments where the money gained or lost are not easily compared using monetary values.

Classic ROI

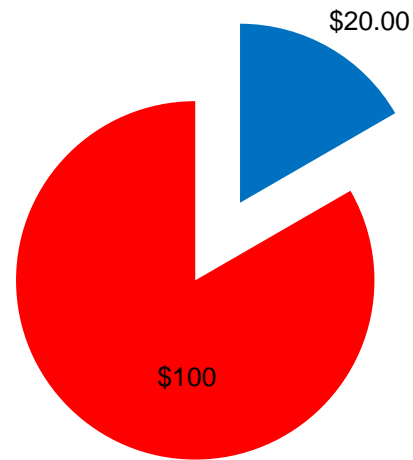
- ✦ A \$1,000 investment that earns \$50 interest generates more cash than a \$100 investment that earns \$20 in interest.
- ✦ This seems good on the surface however, the \$100 investment earns a higher return on investment.

ROI is usually stated in terms of percentage.

5% ROI



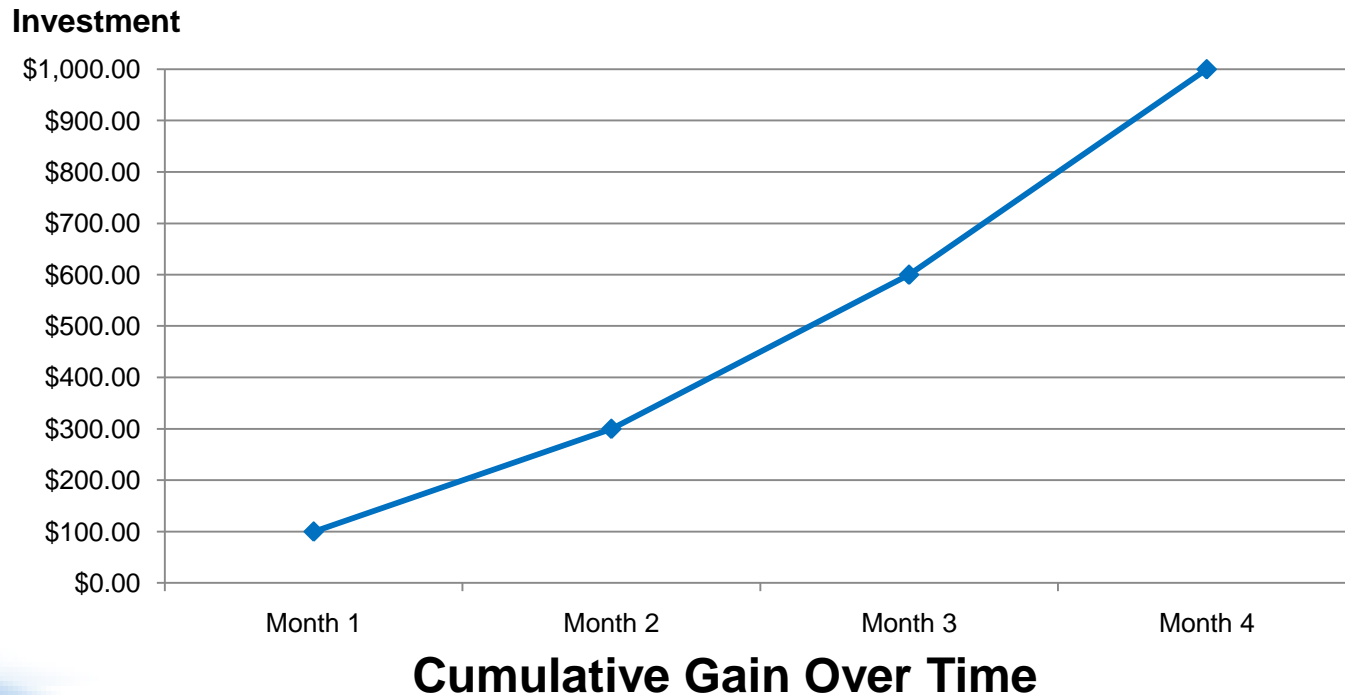
20% ROI



■ Gain
■ Invested

Pay For Itself

✦ In most cases a business would like a investment to pay for itself in short order.



Expectations

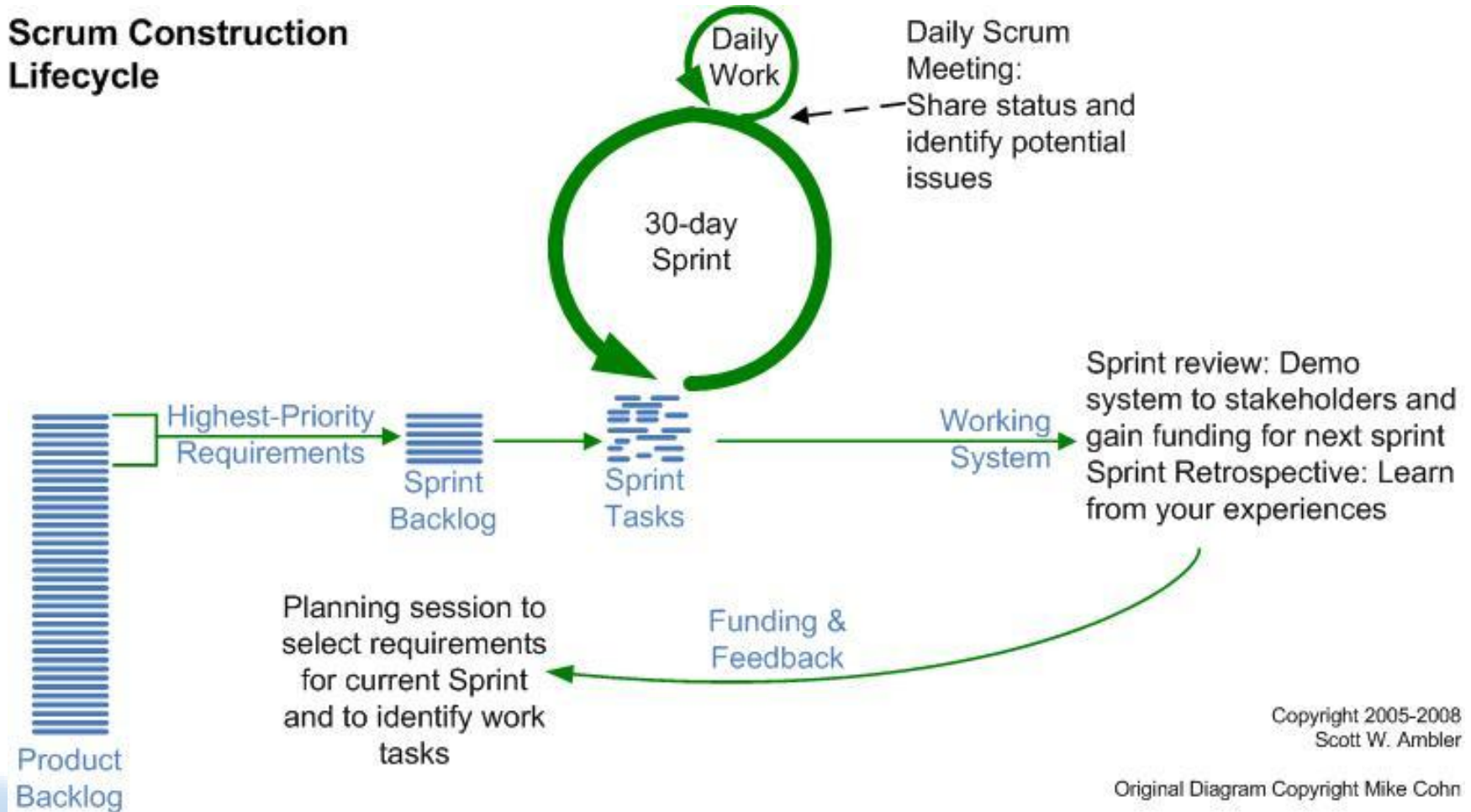
- ✦ Businesses want tangible, verifiable and timely Returns on Investment (ROI).
- ✦ Most clients want more for less – a “bigger bang for the buck”.

Quality, ROI and Agile



What are Quality and ROI to Agile?

Scrum Construction Lifecycle



Copyright 2005-2008
Scott W. Ambler

Original Diagram Copyright Mike Cohn

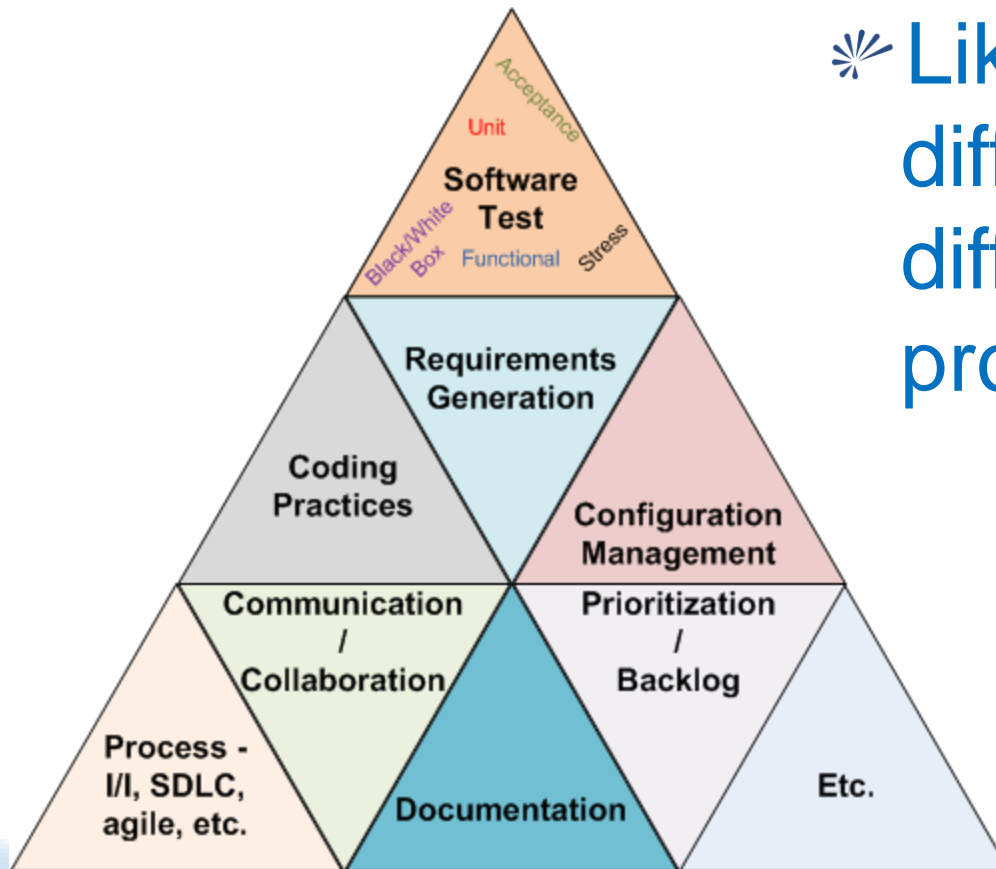
More Simply Put

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.



✦ We discussed Quality means different things to different people.

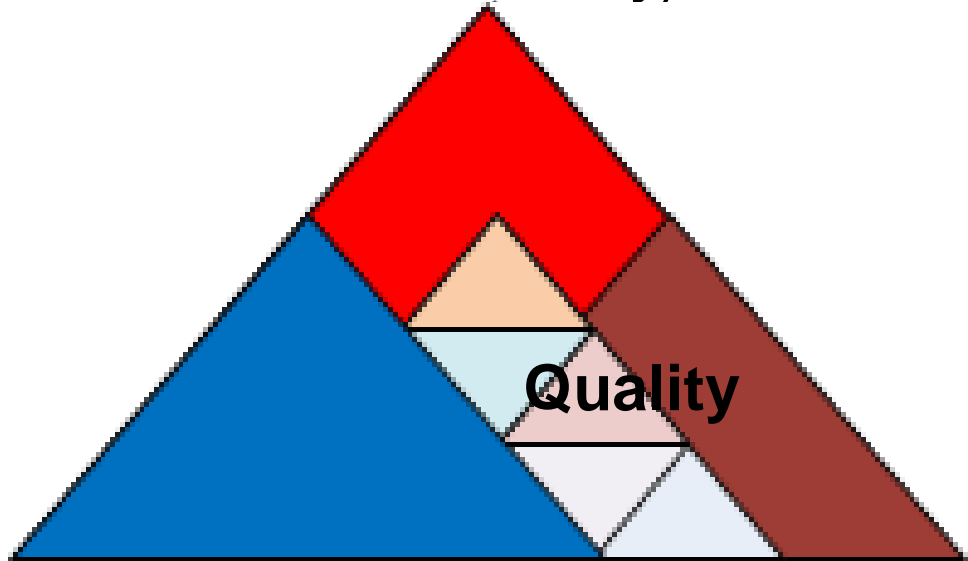
✦ Likewise it means different things to different parts of a project.



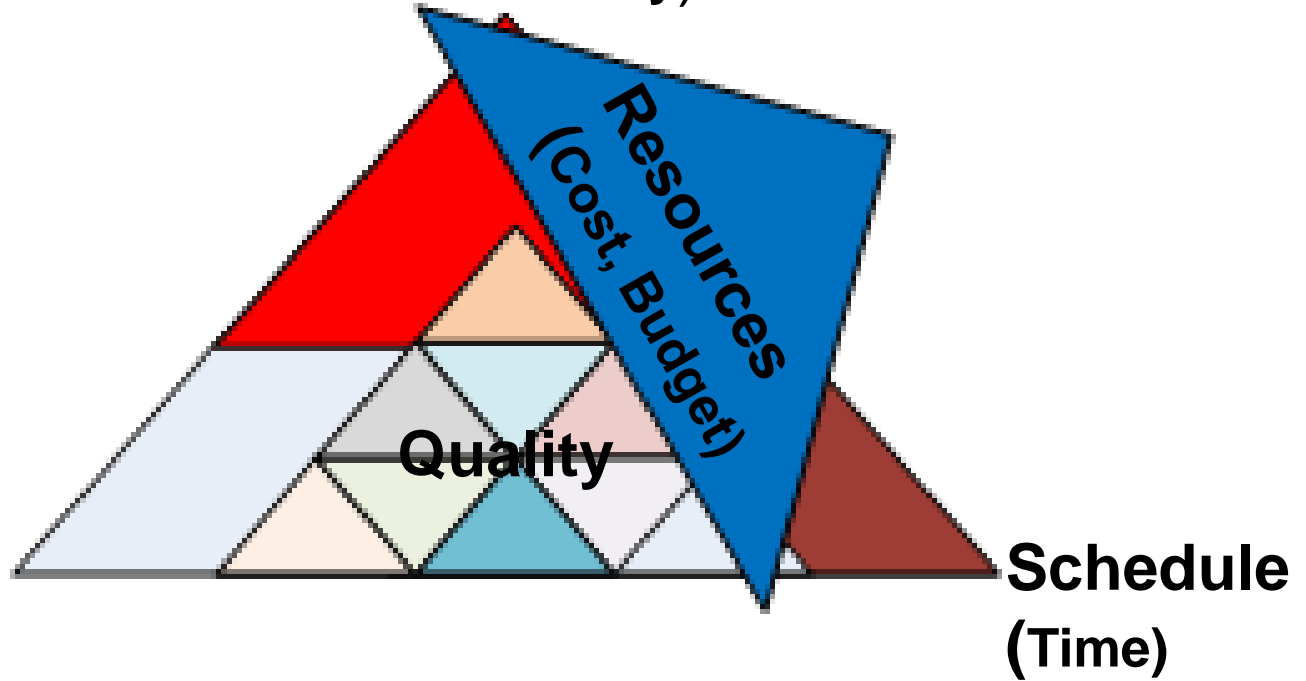
Scope
(Features,
Functionality)

Resources
(Cost, Budget)

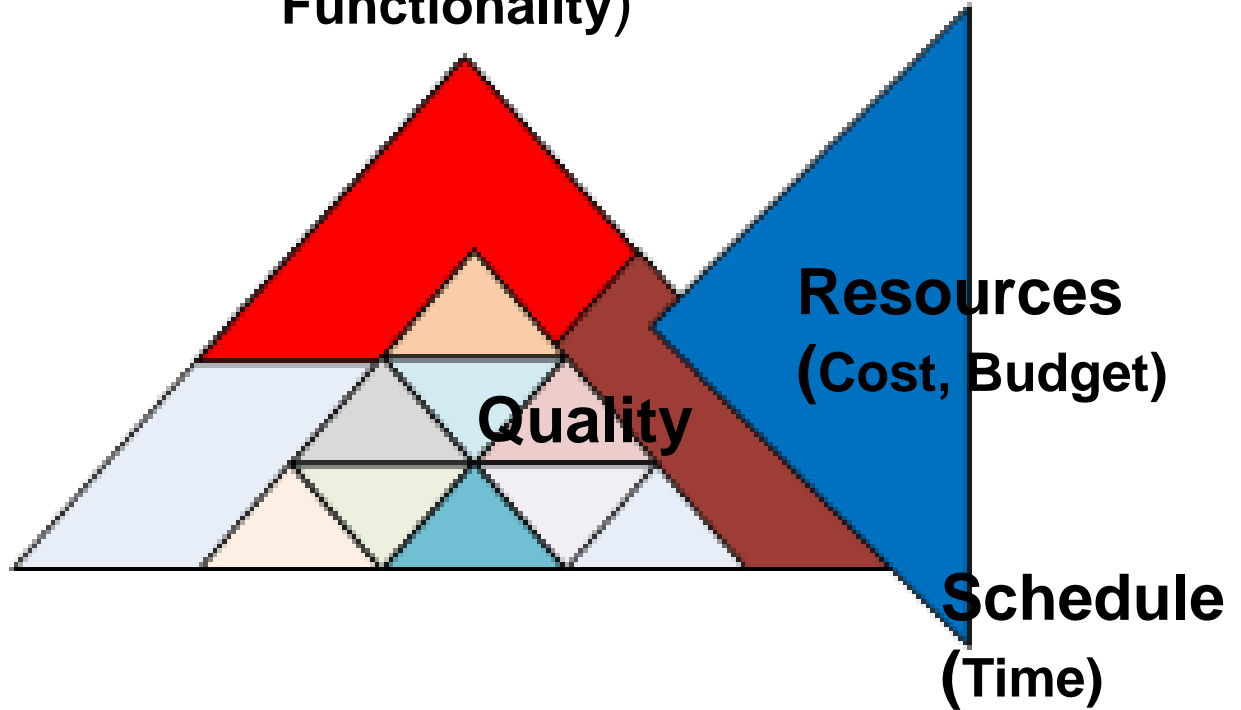
Schedule
(Time)

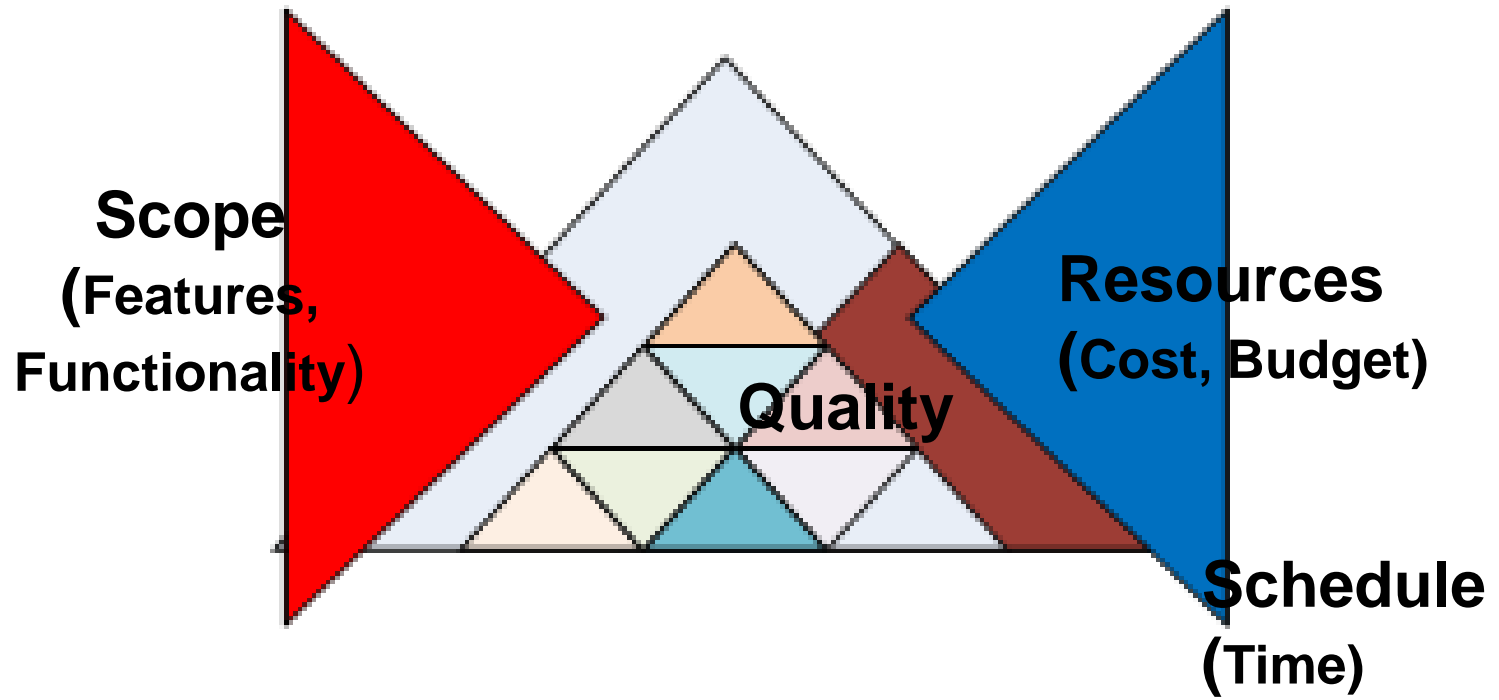


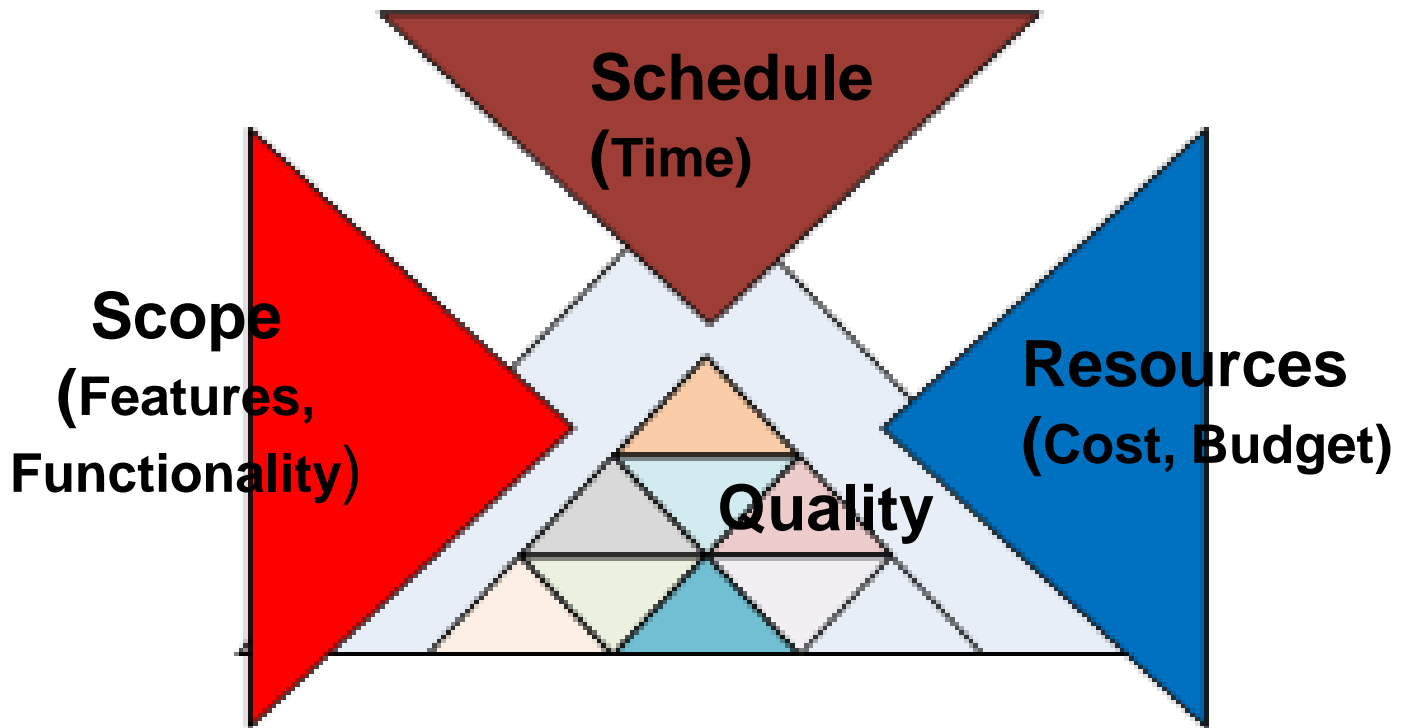
Scope
(Features,
Functionality)

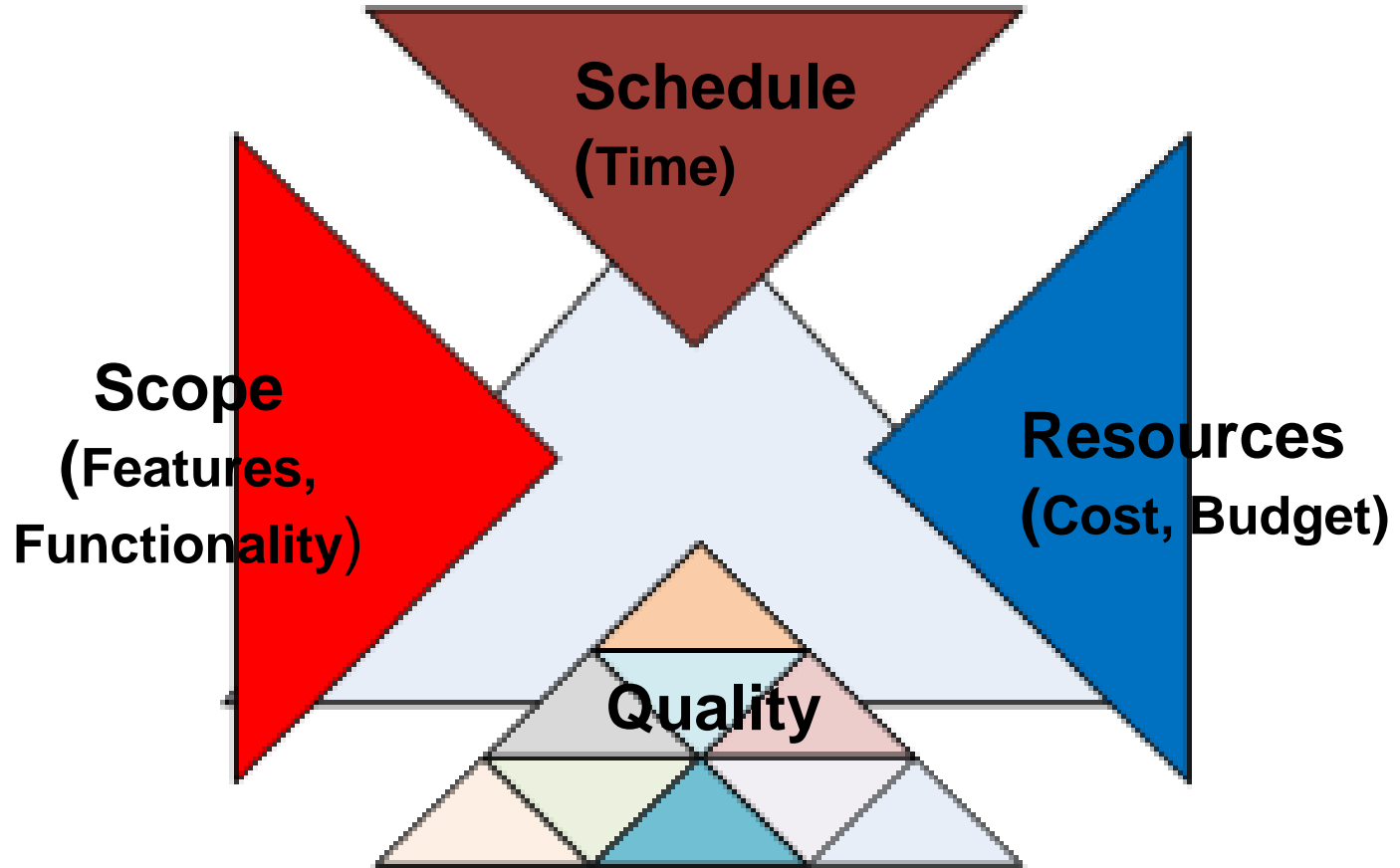


Scope
(Features,
Functionality)





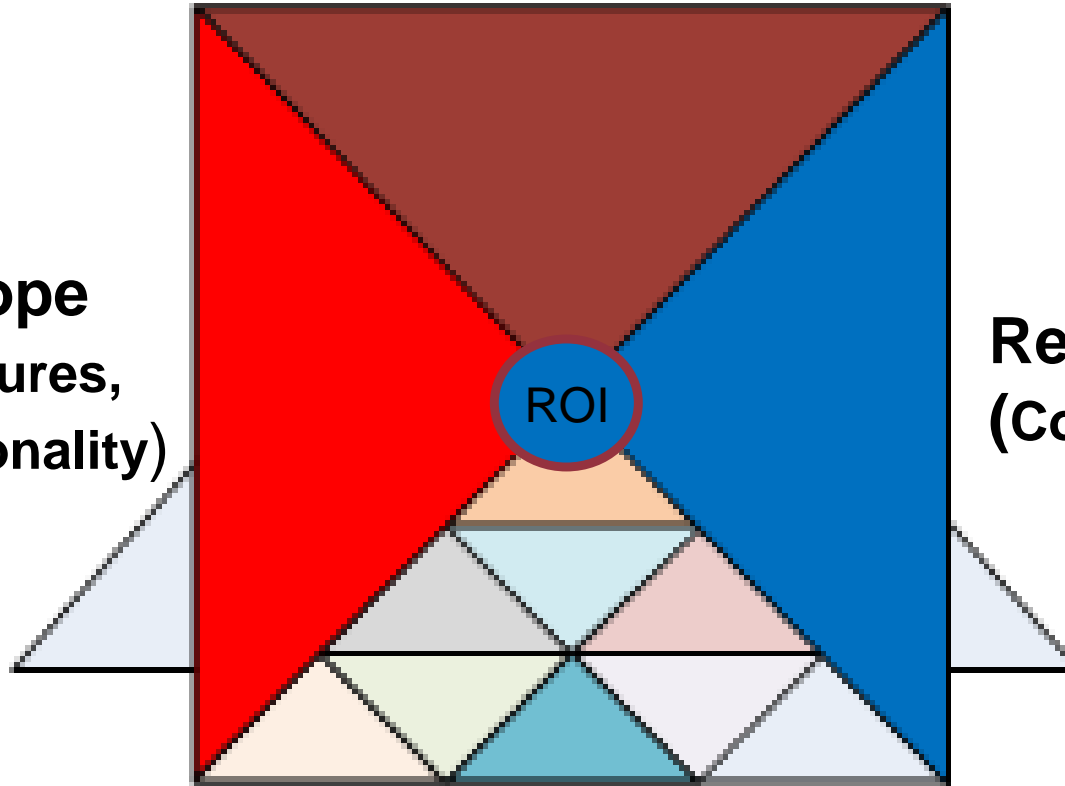




**Schedule
(Time)**

**Scope
(Features,
Functionality)**

**Resources
(Cost, Budget)**



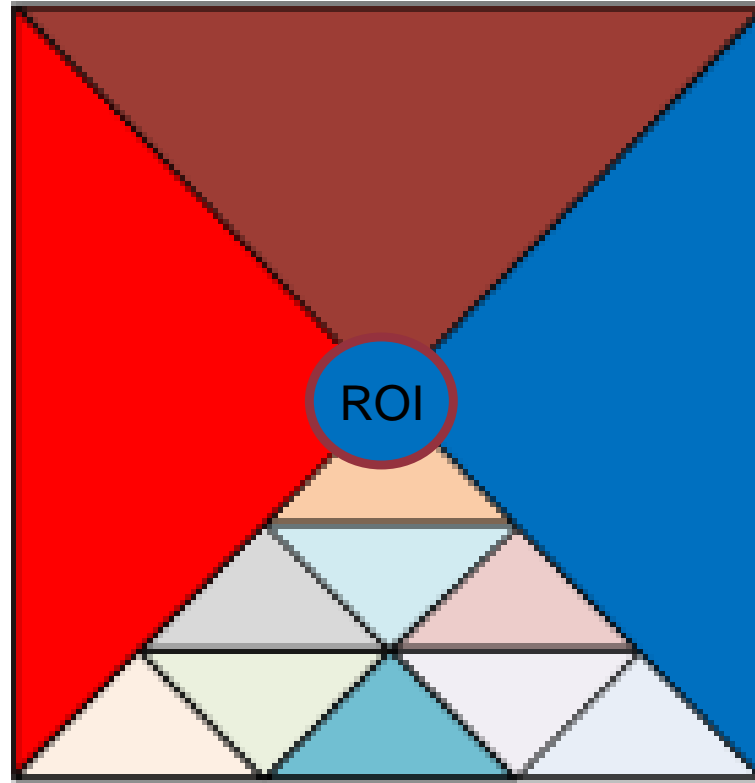
Quality

**Schedule
(Time)**

Cost

**Scope
(Features,
Functionality)**

**Resources
(Cost, Budget)**



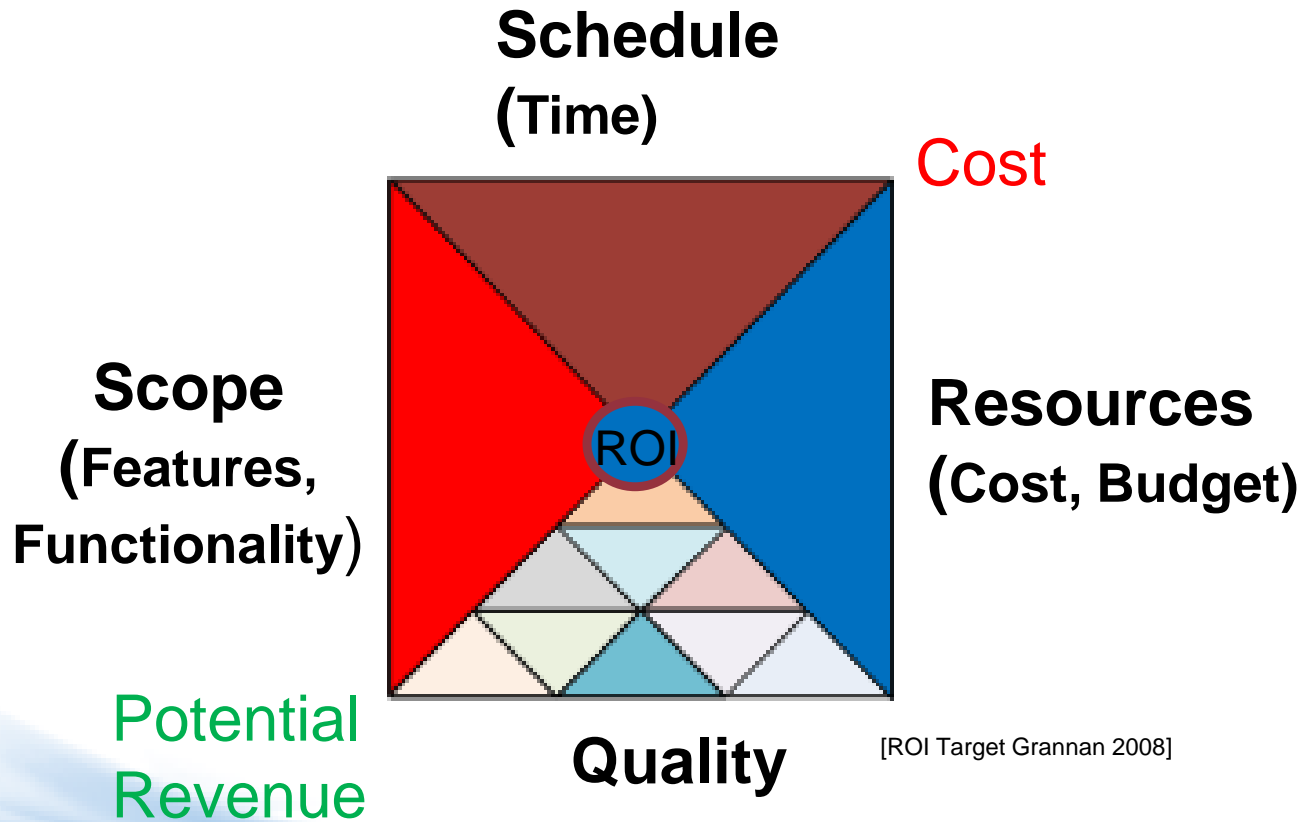
ROI

**Potential
Revenue**

Quality

[ROI Target Grannan 2008]

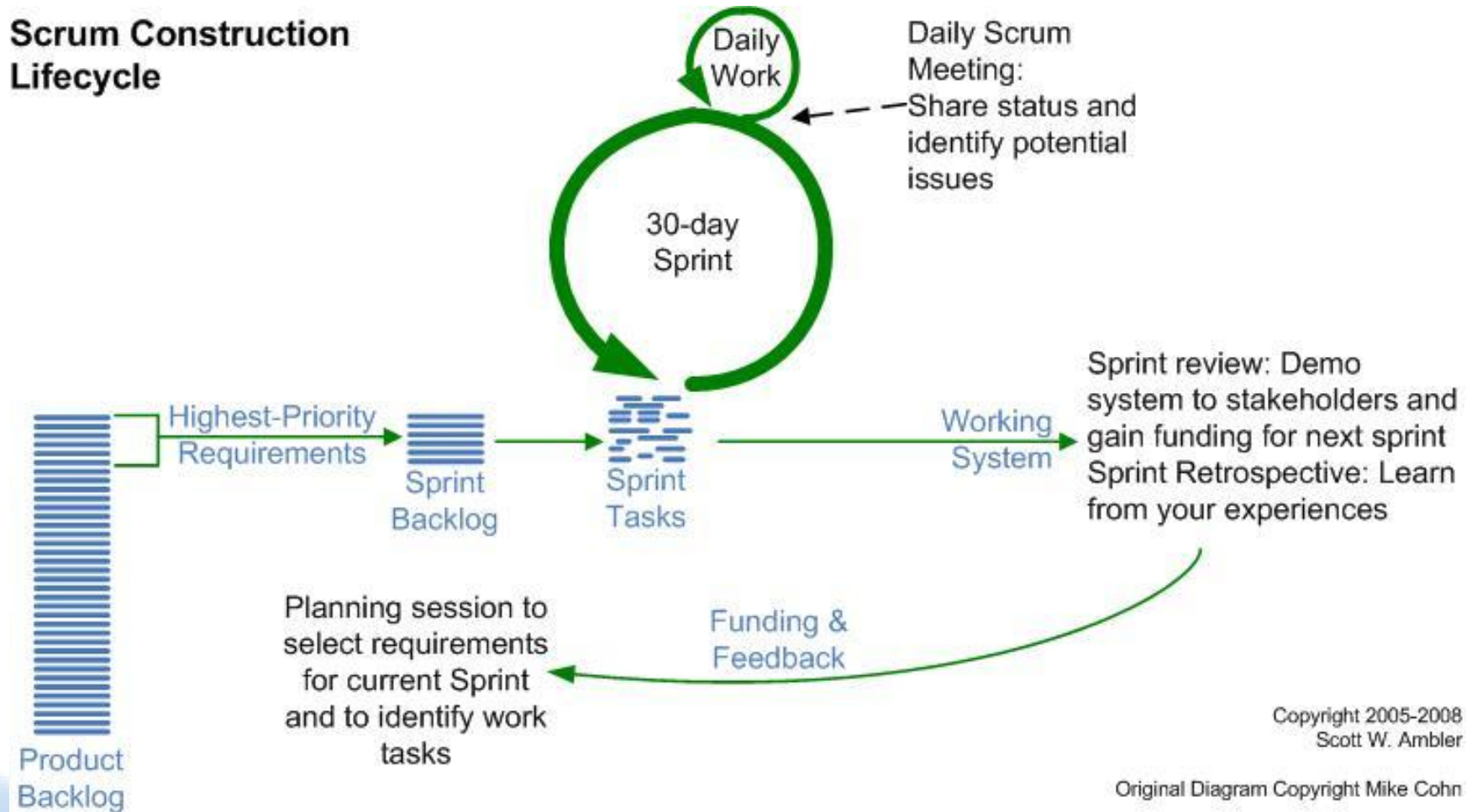
✦ Can any one component assure greatest ROI soonest?



[ROI Target Grannan 2008]

Backlog Prioritization

Scrum Construction Lifecycle



Copyright 2005-2008
Scott W. Ambler

Original Diagram Copyright Mike Cohn

Relative Weighting



Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57								

Weighting List

Criteria	Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business			May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Commitment	None			and 100K		and 500K		and 1M		Over 1M	
Potential Annual Revenue Loss	None			Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1		Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None			Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No			N/A		N/A		N/A		Yes	5
Security Issue	No	1		N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours			Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months			Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1									
Total Column		3			2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25		CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57									

Weighting List

Criteria	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Loss	None		and 100K		and 500K		and 1M		Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57								



Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M		4	Over 1M
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.						
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	

Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
---	------	---	----------------------	--	----------------------	--	-----------------------	--	-----------	--

Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.						
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	

Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp Reputation	5
---------------------------------	------	--	------------	--	--------------------	--	---------------	--	-------------------------------	---

Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.						
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5

Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	

Date	Months		Months		Months		One Month		Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.						
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	

Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
-----------------	--------------------	--	-------------------------	--	-------------------------	---	-------------------------	--	--------------------	--

Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.	1									
Total Column	3		2		3		8		15	
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.	25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.							
Total Overall Weighting	57									

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	

Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
---------------------------	-------------------	--	---------------------	--	-------------------	--	------------------------	---	---------------------------	--

Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.	1									
Total Column	3		2		3		8		15	
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.	25	CLIENT A	<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.							
Total Overall Weighting	57									

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is		1								
Total Column		3		2		3		8		15
down menu to the right of the number.		25	CLIENT A	pull-down menu leave blank.						
Total Overall Weighting		57								

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.	25		CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					

Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57								

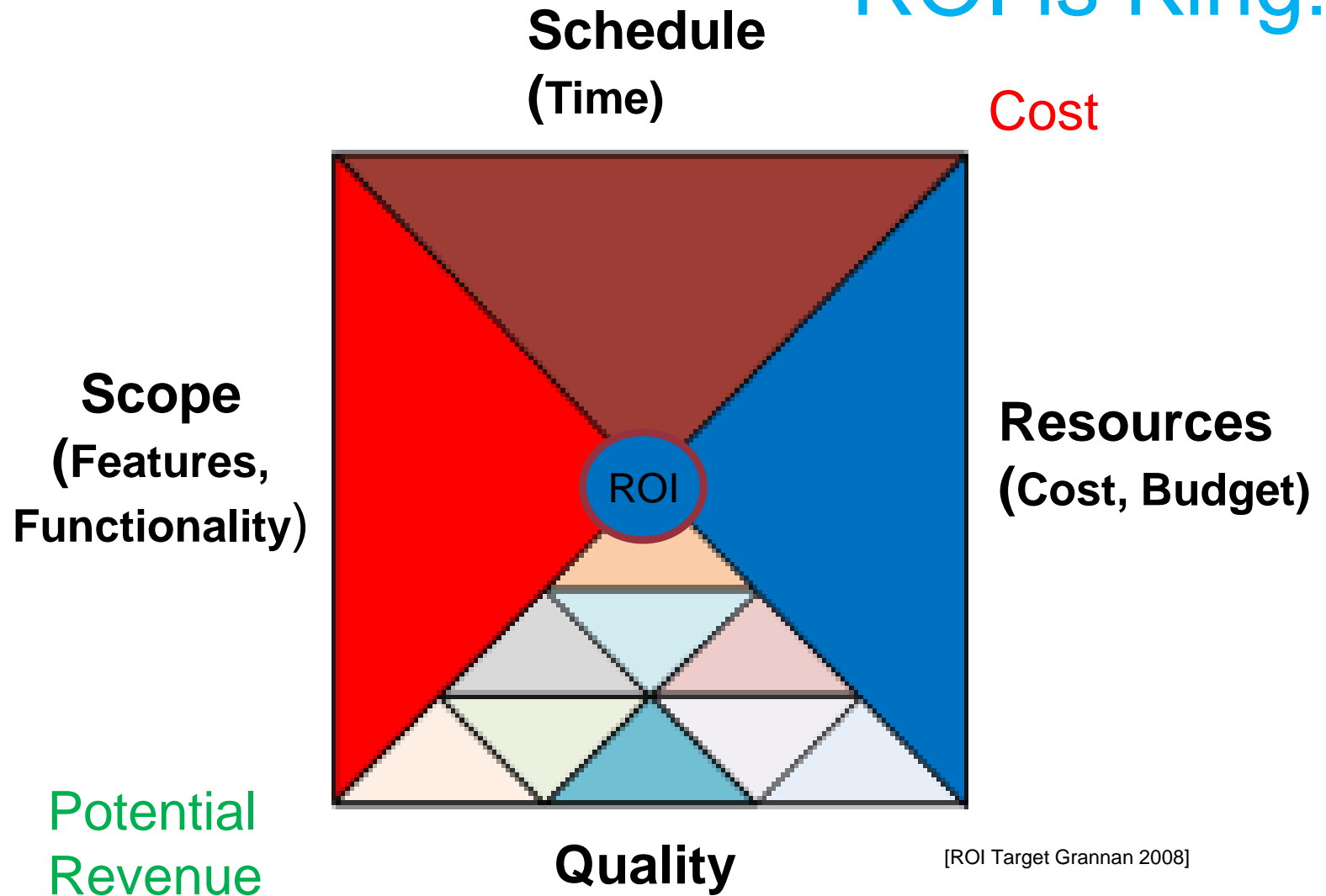
Weighting List

Criteria \ Weighting	1	Weight	2	Weight	3	Weight	4	Weight	5	Weight
Business Impact	Will Not Lose Business		May Lose Some Business	2	Will Definitely Lose Some Business		Will Definitely Lose All Business		Will Gain Business	
Current Annual Revenue to Business	Less Than 100K Revenue		Between 100K and 400K		Between 400K and 700K		Between 700K and 1M		Over 1M	5
Additional Client Revenue Commitment	None	1	Between None and 100K		Between 100K and 500K		Between 500K and 1M		Over 1M	
Potential Annual Revenue Loss	None		Between None and 100K		Between 100K and 500K		Between 500K and 1M	4	Over 1M	
Potential Annual Cost Savings to Business	None	1	Between None and 50K		Between 50K and 100K		Between 100K and 500K		Over 500K	
Potential Political/Market Risk	None		Trade Show		Client Expectation		Press Release		Great Risk to Corp. Reputation	5
Executive Commitment	No		N/A		N/A		N/A		Yes	5
Security Issue	No	1	N/A		N/A		N/A		Yes	
Level of Effort	More than 40 hours		Between 30 and 40 hours		Between 20 and 30 hours	3	Between 10 and 20 hours		Less than 10 Hours	
Requested Deployment Date	Over Three Months		Two to Three Months		One to Two Months		Two Weeks to One Month	4	Within the next Two Weeks	
Automatically enters Delta Between LOE and Requested Deployment Date if LOE is potentially longer. If not then 0 is entered.		1								
Total Column		3		2		3		8		15
Add Client "Top 25" Ranking from the pull-down menu to the right of the number.		25	CLIENT A		<-Select Client Ranking from pull-down menu. If not in pull-down menu leave blank.					
Total Overall Weighting		57								

Summation

- ✦ Quality begins when the business is determining what Product Offerings or new features to implement.
- ✦ This is the point at which the Business will determine their biggest bang for the buck.
- ✦ Determining which product offerings will provide the business the biggest ROI the soonest will directly affect the perceived Quality of the delivered product.

ROI is King!



$$\text{ROI} = \text{Quality}$$
$$\text{Quality} = \text{ROI}$$