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i.t. mark

IT MARK, a quality certification service for the improvement of processes of small and medium size companies in the ICT sector

The objective of process improvement is the quality of deliverables and the increase of the company profitability

March 2011

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- CMMI® Quality certification services have been developed by the Software Engineering Institute **Software Engineering Institute | Carnegie Mellon** for large companies in the ICT sector. They are generally not well suited for SMEs.
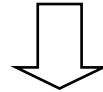
- IT Mark has been developed by the European Software Institute **ESI European Software Institute tecnalia Division** to satisfy the demand of SMEs of the ICT sector to allow them to :

✓ structure the follow-up of production processes,

✓ improve the business performance of the company,

✓ Generate a better productivity and good return on investment, and,

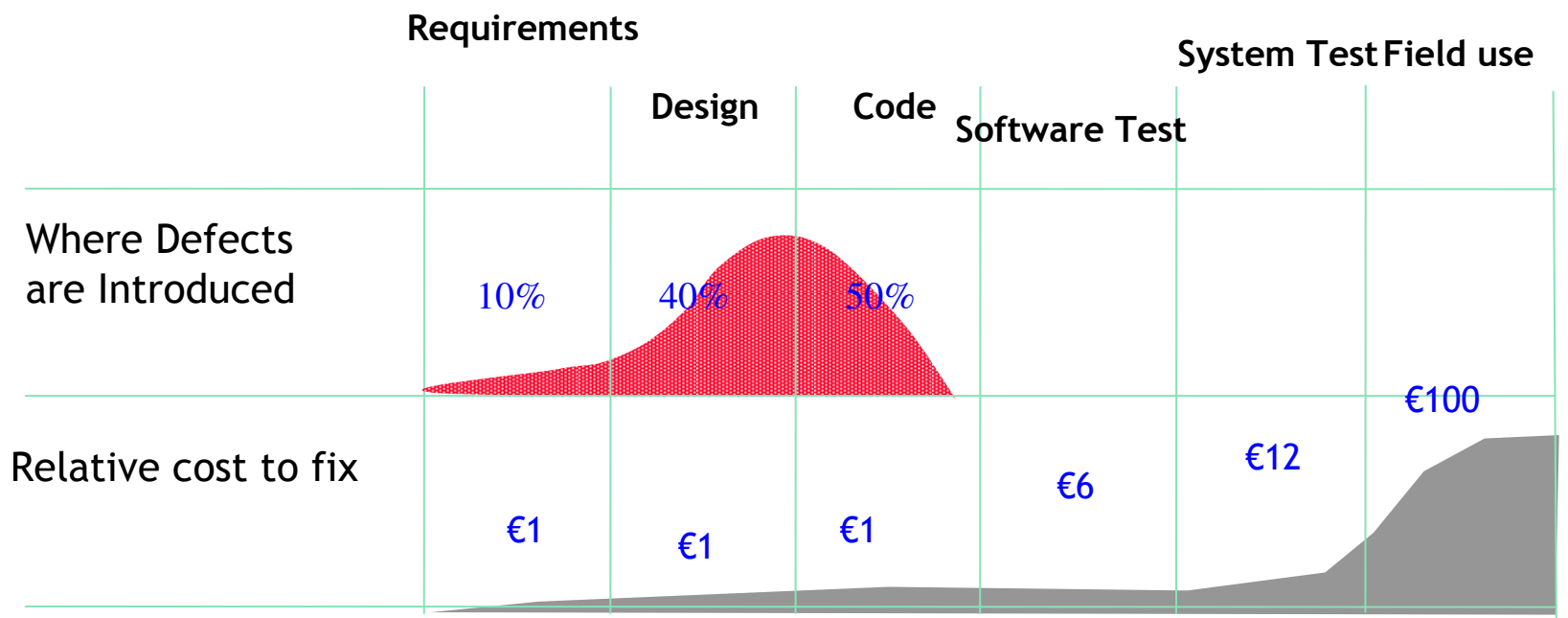✓ Certify that the company applies internationally recognized processes.

- I.T. Small and Medium Enterprises (SMEs) usually feel that:

  ⬇

  The quality certification models are too expensive.

- SMEs use the existing models, but only if required by their customers.
- The sad truth:
  - ✓ 25% of all software projects are killed.
  - ✓ Companies are releasing products to their customers with 15% of the defects remaining in the product.
  - ✓ Many companies are spending 30-44% of their time and money on reworking software they have already written.
  - ✓ Companies meet their schedules only 50% of the time.

Present situation

Requirements

Design   Code   System Test Field use

Software Test

Where Defects
are Introduced

10%   40%   50%

Relative cost to fix

€100

€12

€6

€1   €1   €1

Source: SEPG Asia Pacific 2009
Presented by Ravindra Nath, KUGLER MAAG CIE GmbH

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The impact of improved processes program in SME's production can be measured:

- ✓ reduce the number of defects delivered to customers by 95%,
- ✓ reduce software development schedules by 71%,
- ✓ increase productivity (measured in lines-of-code or function points per day) by 222%,
- ✓ realized an average ROI of 5:1.

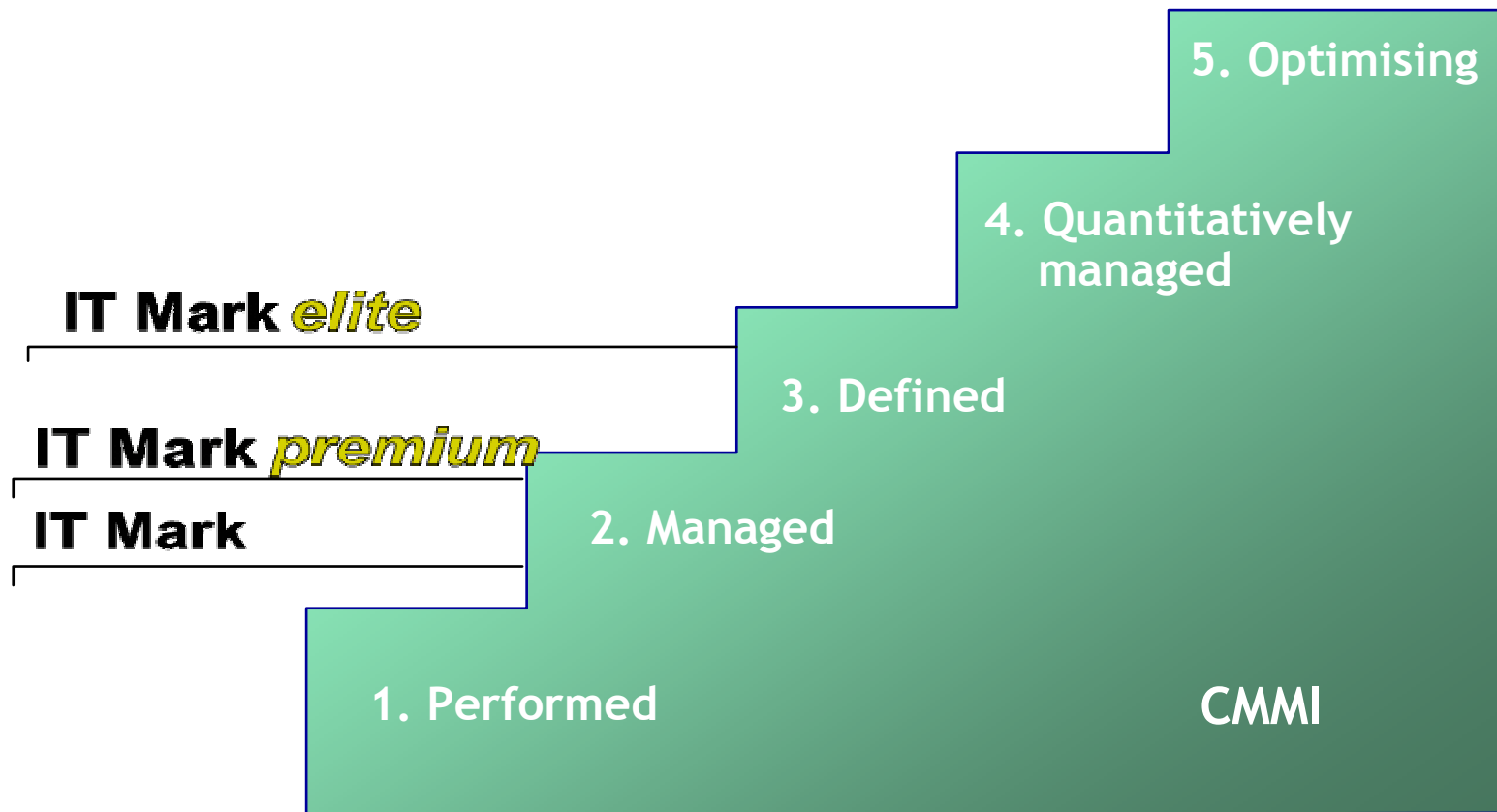*Sources: Capers Jones and Software Engineering Institute*

- Organisations which develop and maintain IT solutions,
- Designed for SMEs and adequate for Micro Enterprises (less than 10 employees), but can accommodate also larger ones since the services are scaleable:

  ✓ It is advisable to form a group of companies as this will facilitate the exchange of experience between participants and increase their motivation;

  ✓ A group convention can be settled and participants can get financial support from local and regional Authorities.

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The service is composed of 5 parts :

    ✓ Awareness sessions,   ==>

    ✓ Business processes appraisal   ==>

    ✓ Information Security Management appraisal   ==>

    ✓ Software & Systems Processes appraisal   ==>

    ✓ Presentation of results and opportunities

for improvement   ==>

IT Mark service is based on CMMI®.

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I.T. Mark *and CMMI levels*

IT Mark *elite*

IT Mark *premium*

IT Mark

5. Optimising

4. Quantitatively managed

3. Defined

2. Managed

1. Performed

CMMI

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- Improve **business performance** (both Technical and Management points of view);

- Gain market **recognition** for IT Capability;

- Attain a market **differentiator**, by means of a seal of excellence;

- Fosters a culture of **Continuous Improvement:**
  ✓ **Visibility** into your own IT development capability, identifying strengths and weaknesses, as well as improvement opportunities;
  ✓ An improvement **roadmap** through the successive grades of Maturity and its compatibility and complement to other existing models.

- **Inexpensive, quick** and cost effective;

- The program includes **Business** Management and **Information Security** Management appraisals, ignored by other models, on top of the Software & Systems processes;

- Based on World **reknown** Models, and **Solid and proven** appraisal methodologies, which are repeatable, reliable, useful for benchmarking;

- A **good mechanism** to proceed towards later full CMMI® Class A appraisal, if desired.

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A few users comments :

✓ "The most visible result we have seen is having real-time reporting on what is really happening within our company. "

✓ " In France, more and more industrial groups, banks and SSII are following CMM processes and require their sub-contractors to do the same, including IT Mark certification."

✓ "Our company has been included in the consortium of 10 partners from 8 countries that is going to submit a 3 Mil Euro FP7 project proposal. The implemented IT Mark standard was important advantage in the selection of our company to join the project consortium. "

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European Software Institute

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✓ European Software Institute (« ESI ») is a non profit organisation created in 1993, by the European Union and located in Bilbao, Spain. In 2011, ESI has joined Technalia European technological network.

✓ ESI is the main foreign partner of the Software Engineering Institute (« SEI ») of US Carnegie Mellon University which is developing CMMI processes.
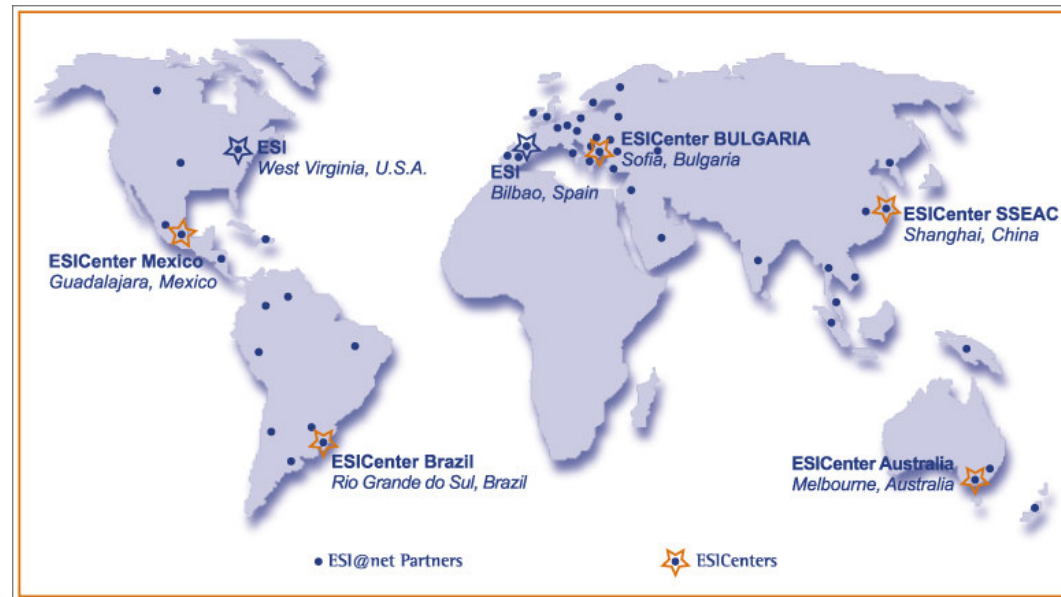
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I.T. Mark is a service provided by **ESICenter Alliance** (ESICenters Network of Excellence in Software Engineering).

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Market and Promotion of ESI products and services in **50 countries** worldwide.

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sofiaIT is ESI partner for the French market.

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