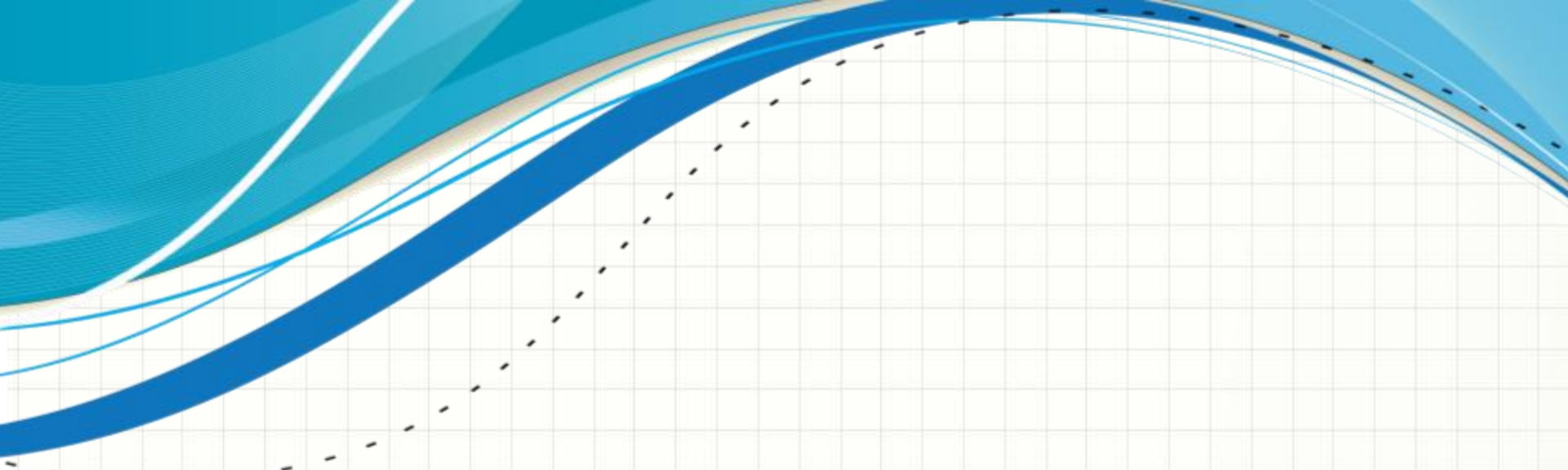


# **THE OTHER SIDE OF THE COIN**

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# **ENGINEERING STORY**

# Company Environment

- Business dynamics

- Company culture

- Processes

- Politics

# How we deliver

*(long live processes!)*

1. Technical feasibility to Engineering Execs
2. Design, review, Develop
3. Prepare PRD and announce!
4. Deliver to QA and conduct orientation
5. Functional Specs (oh yes here!)
6. Bug fixing and Design doc!!
7. GA release! release notes, online help ...

# Features in patches!

1. Customer asks for a feature with \$1M on table and 2 weeks time frame!
2. We say 'yes' (invariably)
3. Deliver in 3+ weeks, customer tests it, accepts it!
4. Feature is merged to a suitable present or future GA release
5. Doc team unaware! Even QA team unaware!!

# Support Documentation

- Support has built 'answer console', tech notes and so on
- They are taking fire. They do it for themselves, but it's:
  - Content rich
  - Practical
  - Tried and tested!
- Doc team unaware?

# Some of our complaints

- Knowledge sharing
- Not connected to revenue directly?
- No visibility in the future (short /long term)
- Processes (*can't complain about this really*)
- Respect?

*Look familiar?* **Let's get over it!**



# TAKEAWAYS



# It's about competence

- ❑ Business is changing fast . Grasp the ability, knowledge (*everybody is doing it*)
- ❑ Product managers, level 3 support have profuse ability in documentation!
- ❑ There is no substitute to **competence** to win the trust

# Get near to the business

## *Scrum helps!*

- “Pigs” will take other “pigs” seriously but not “chickens”
- The “pigs” in the Scrum team must feel that “documenter” is a “pig”
- It will require Passion, Competence and soft skills !

# It's about relations

- Positive attitude and Empathy
- Understand: pain, pressure, compromises
- Golf, smoke together? Chocolates?

# It is give and take

What can you do for me

- in project related work?
- in my individual growth?

You cover me, I'll reciprocate!

# It's about Money

- ❑ Shorter release cycles
- ❑ Processes are: bent, retrofit! (*Don't insist*)
- ❑ Business can't help.
- ❑ So is Engineering sometimes!!



# Questions?