



## Software Development – Why Collaborate?

Imagine you took NFL quarterback Peyton Manning and had him begin practicing on his own, apart from the rest of the team. In practice all week he would throw balls at moving targets, run sprints, read the playbook, and study the upcoming opponent. Peyton Manning is arguably the best quarterback in NFL history and he could maintain his skills as a quarterback by practicing this way, but he would always struggle on Sundays.

Software development, like football, is a team sport. Our "game day" comes every time we deliver a product to our customer. Peyton Manning has to collaborate with his wide receivers, linemen, running backs, and coaches to succeed on game day. In the exact same way, it is critical that every member of a software development team collaborate with the client, developers, testers, project manager, and any other members of the team to deliver the best possible product.

The positive effects of collaboration in software development have been demonstrated to us through our extensive experience as well as studies of project teams in other areas of the industry.

One clear example is a study done on the collaborative practice of collocating the project team. A field study of six collocated teams within a company found that simply sitting together doubled productivity and cut time to market to one third of the typical team within the company. Collocation of a team is an easy first step to fostering collaboration, indicating how important collaboration among the team members really is.

Another collaborative practice being adopted by many teams is customer integration. Whether virtually or physically, our experience has shown that integrating the customer into the innovation process results in a much higher project success rate. Close collaboration with the customer is the most efficient way to drive the dynamic requirements of any software solution.

These are only a few collaborative practices that validate the importance of collaboration in the software development process. This is why **BTI is intensely focused on advancing collaboration** within the company, on our projects, and among our IC partners. It's the single best way to ensure that your team is successful on "game day".