



Agile ORLANDO 2023

JULY 24-28

PRESENTED BY



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#AGILE2023

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Massimo Terzo

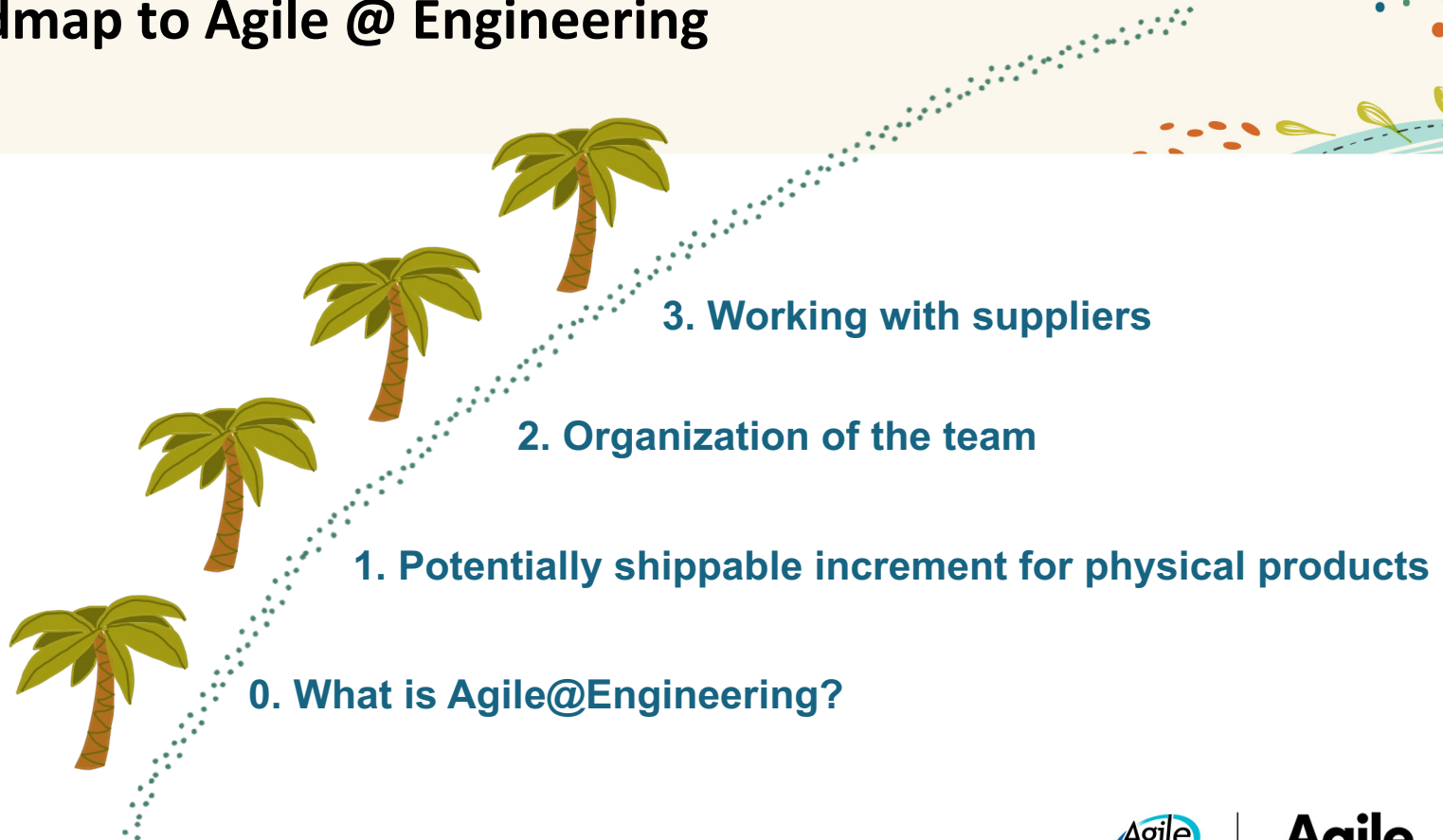
Agile at Engineering



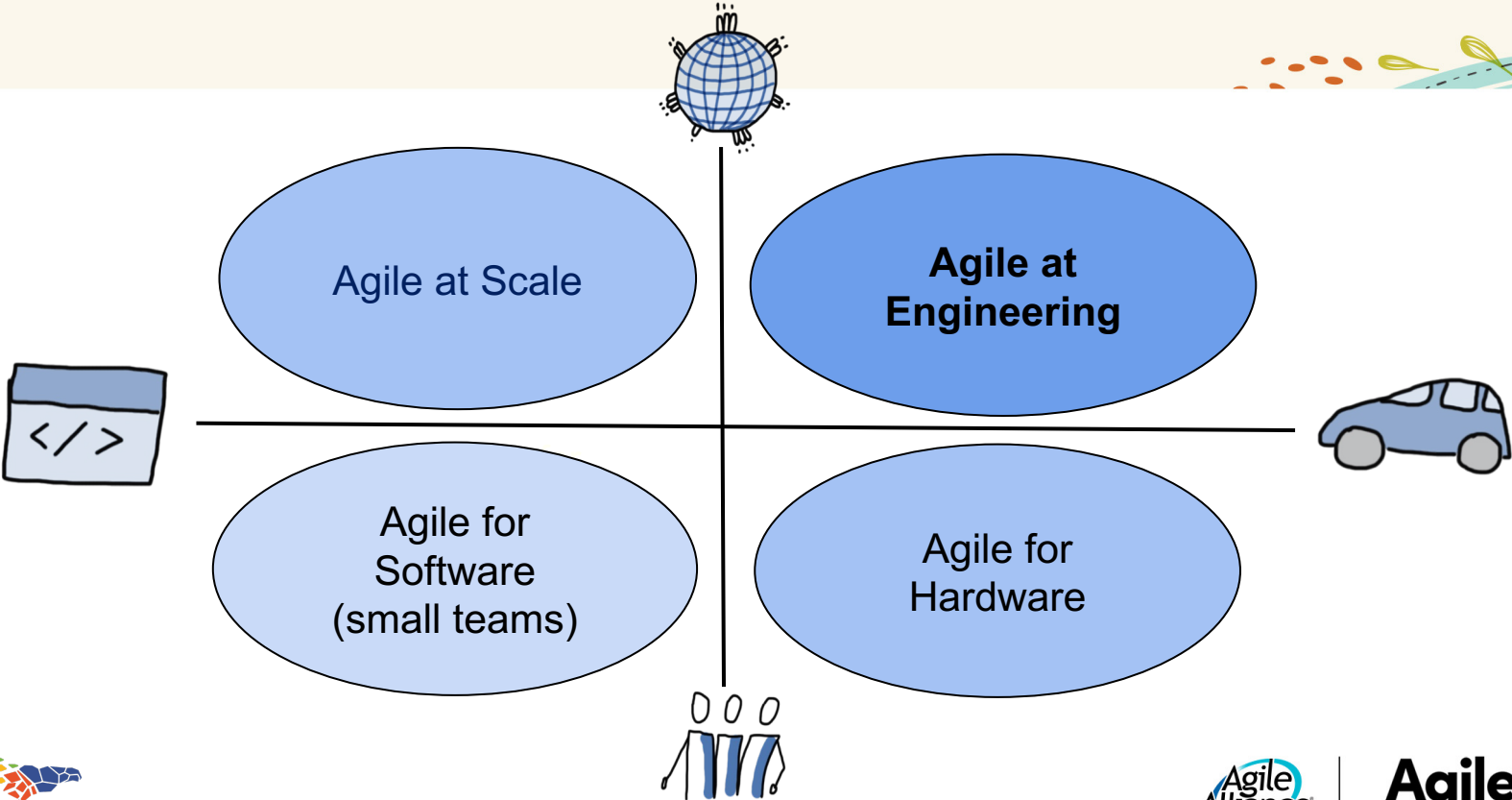
Agile ORLANDO
JULY 24-28 **2023**

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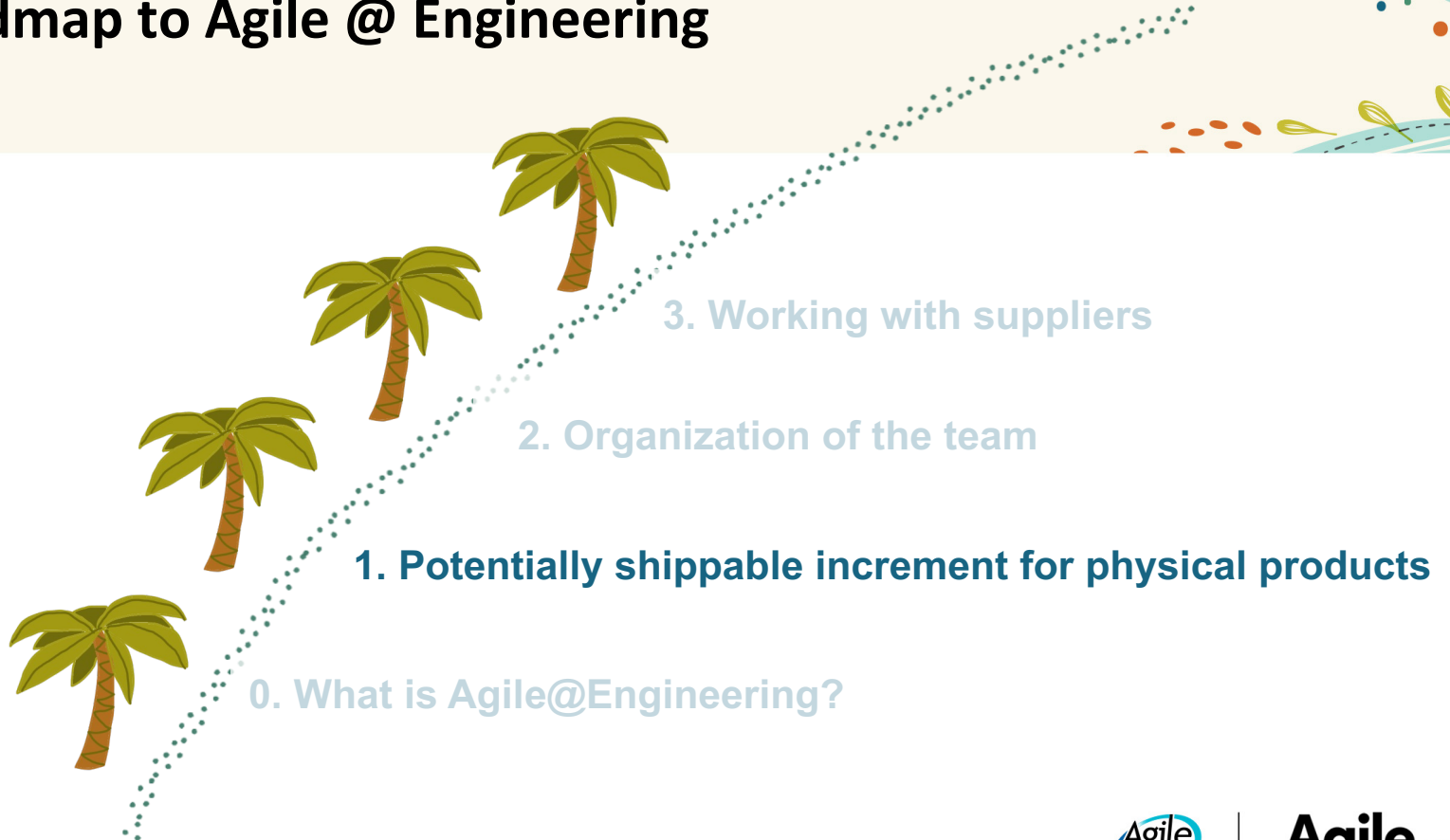
A roadmap to Agile @ Engineering



Dimensions of Agile

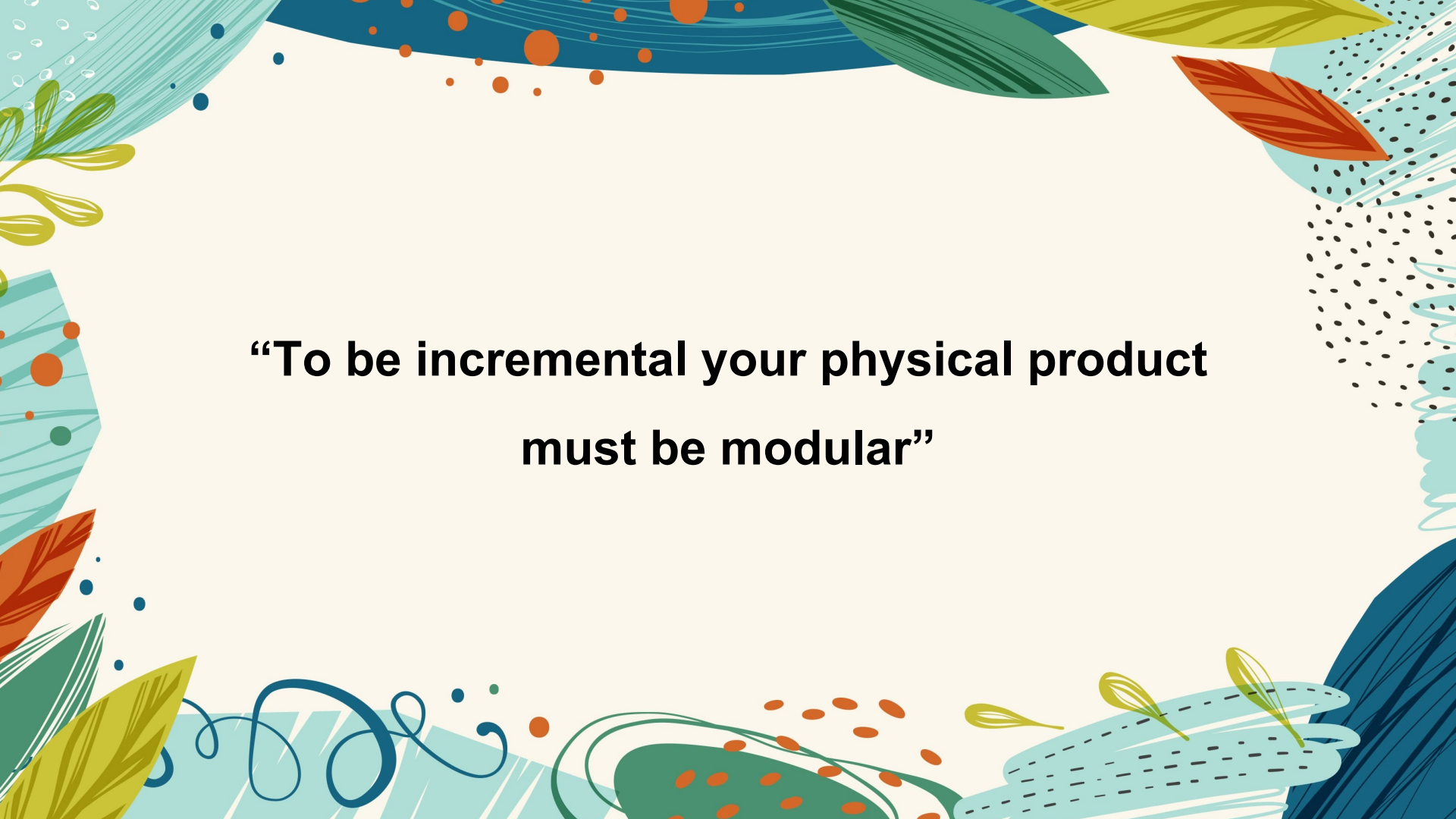


A roadmap to Agile @ Engineering



Incremental development in software



The background is a vibrant, abstract composition of various elements. It features large, stylized leaves in shades of green, yellow, and orange. There are also blue and teal brushstrokes, some with white dots or patterns. Small orange and blue dots are scattered throughout. The overall style is modern and artistic, with a focus on organic shapes and a rich color palette.

**“To be incremental your physical product
must be modular”**

Modular development in automotive



Vehicle development

Front	Rear
Lateral	
Interiors	Cockpit



Software & Electronics

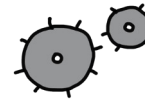
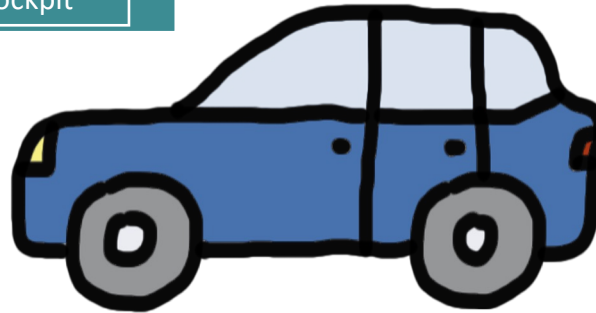
ADAS	E-chassis
Infotainment	
E-body	



Transversal enablers

Validation

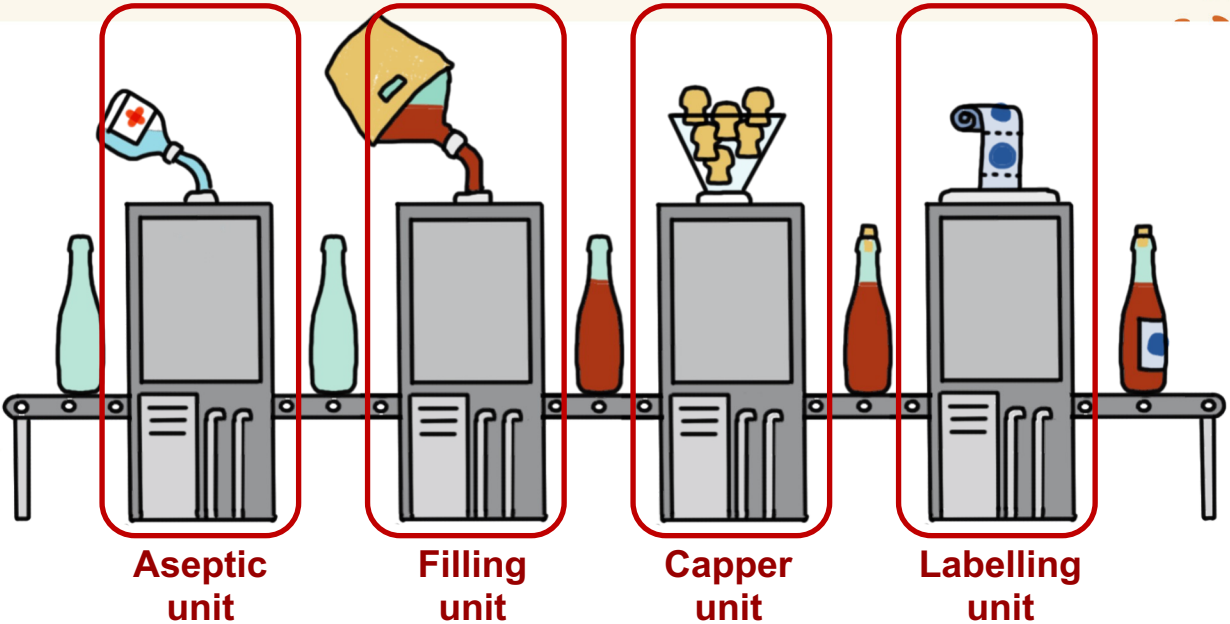
Product Lifecycle



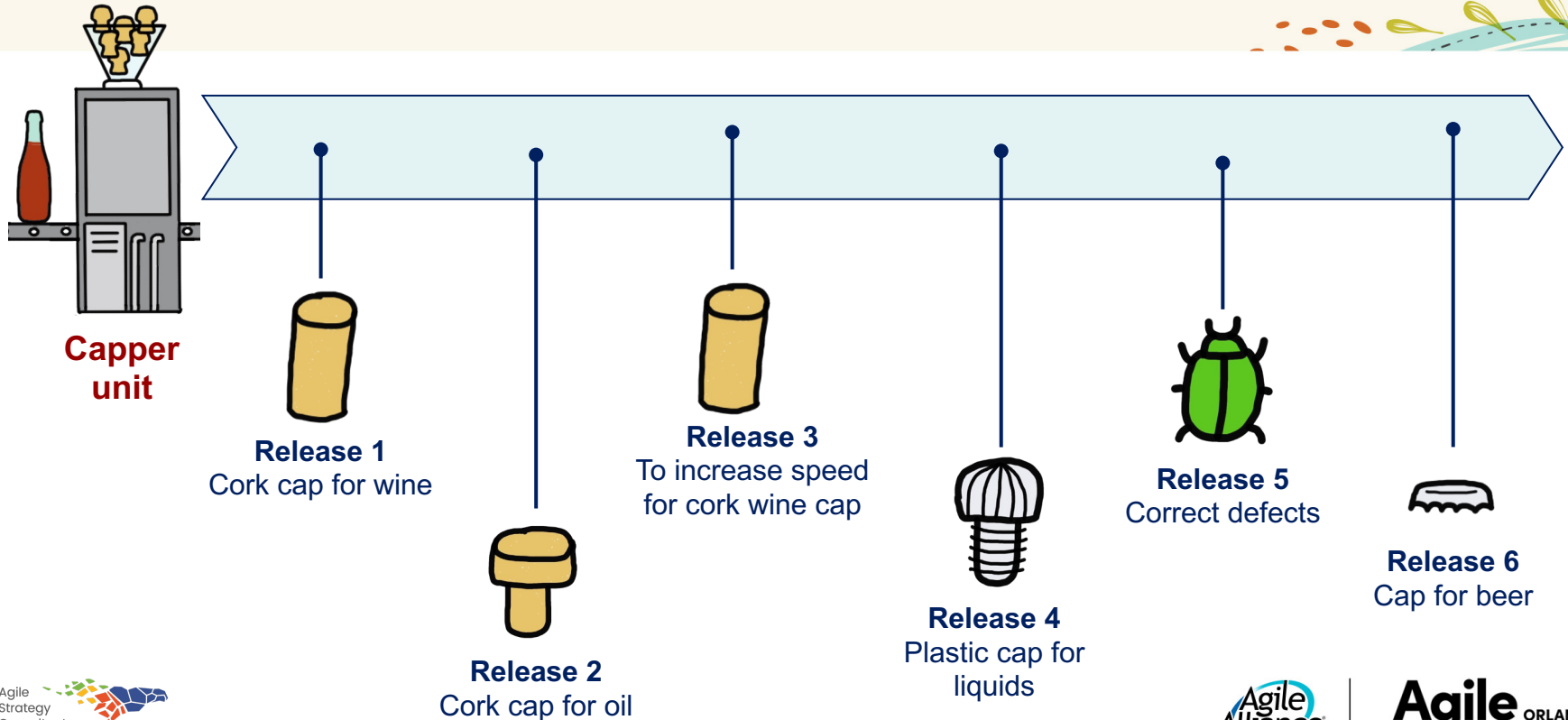
Platform & Powertrain

Engine
Powertrain
Underbody

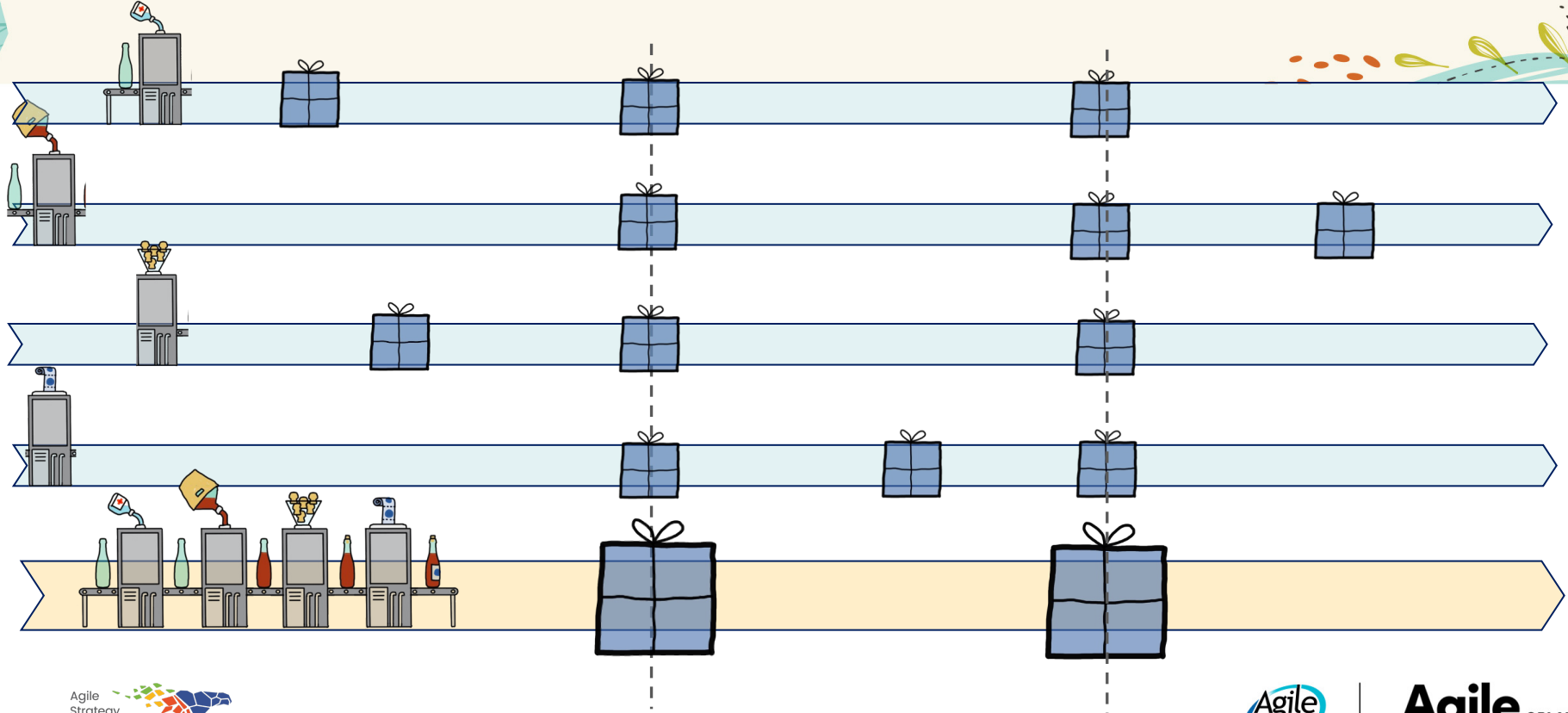
Modularity in the packaging industry



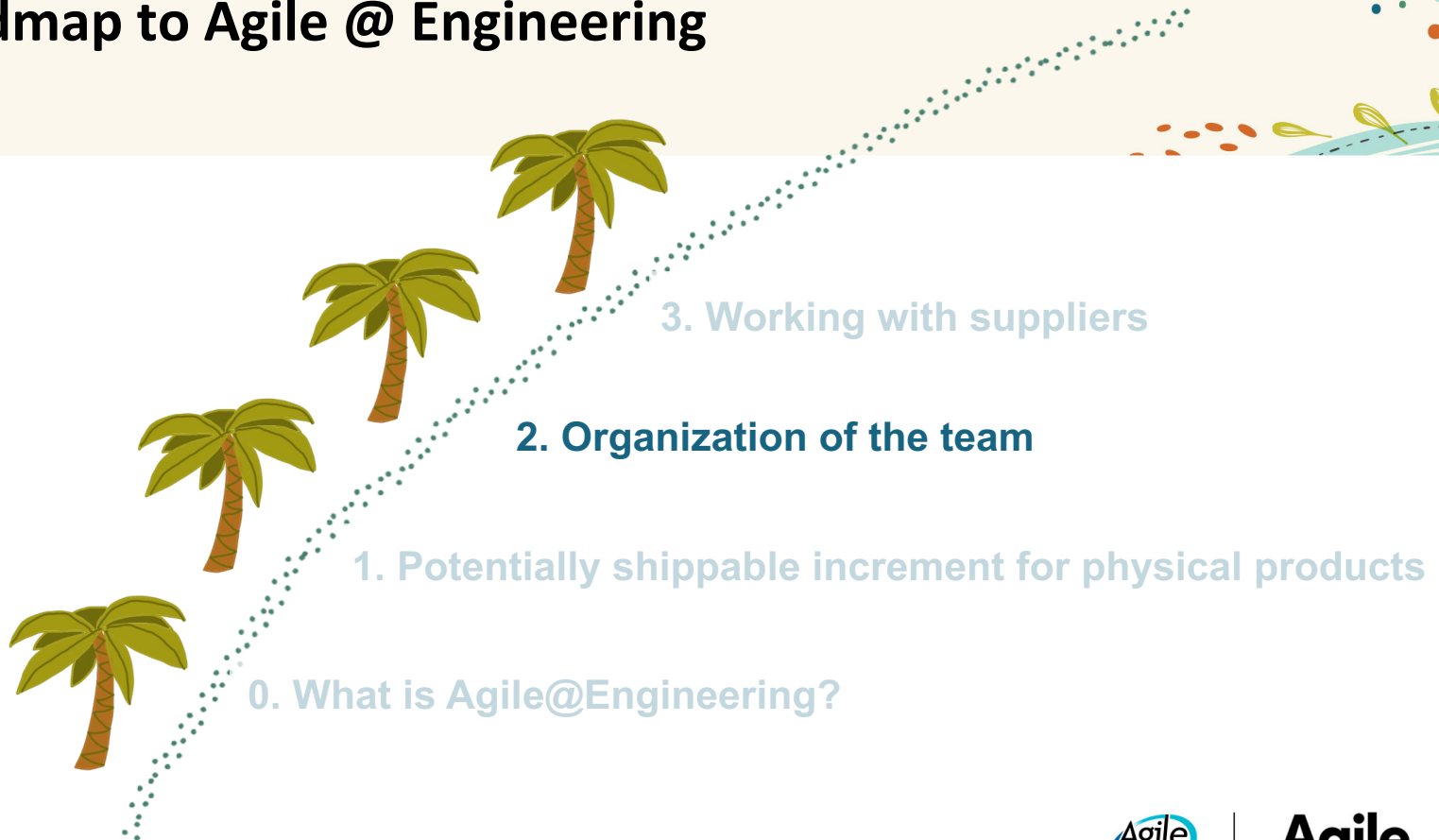
Module increment in packaging













Product increment in packaging



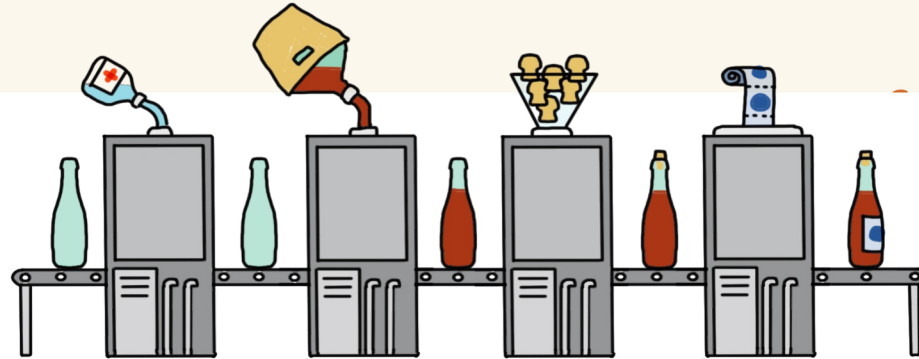
A roadmap to Agile @ Engineering






Cross functionality in a software team

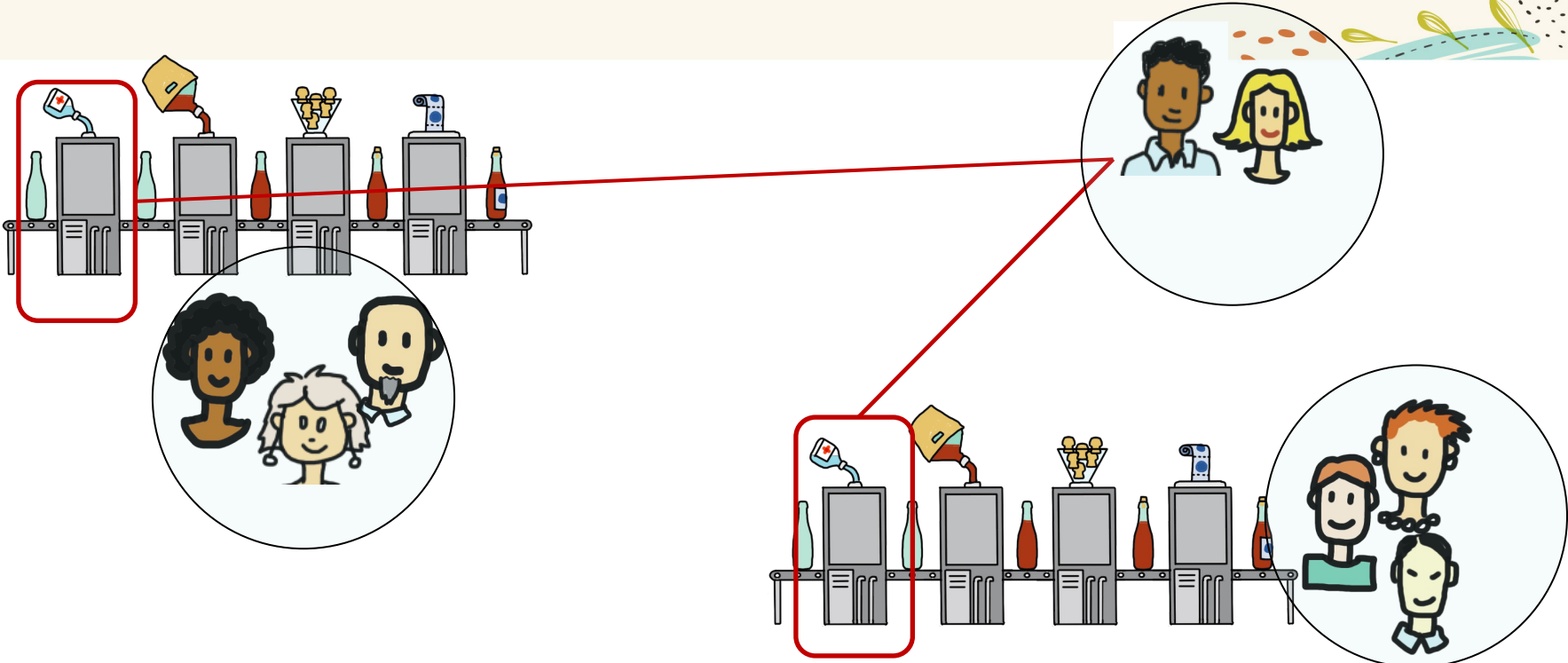
							
Tester 	✓	✓	✗	✓	✓	✓	✗
Developer 	✓	✓	✗	✓	✓	✓	✓
Developer 	✓	✓	✓	✗	✓	✓	✓

Specialisation in a hardware team

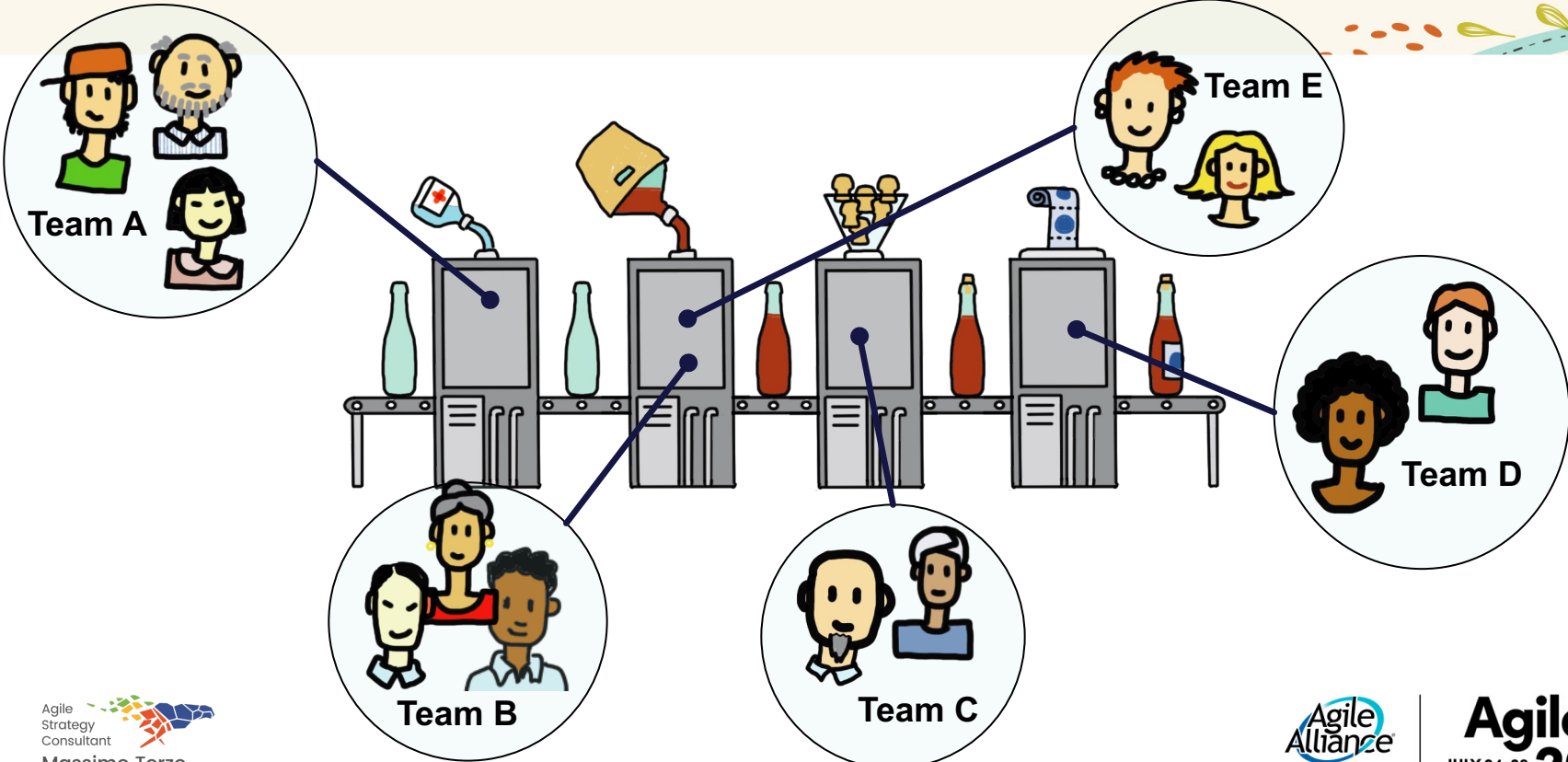


Engineer		✓	✗	✗	✗
Engineer		✗	✓	✗	✗
Designer		✓	✓	✓	✓

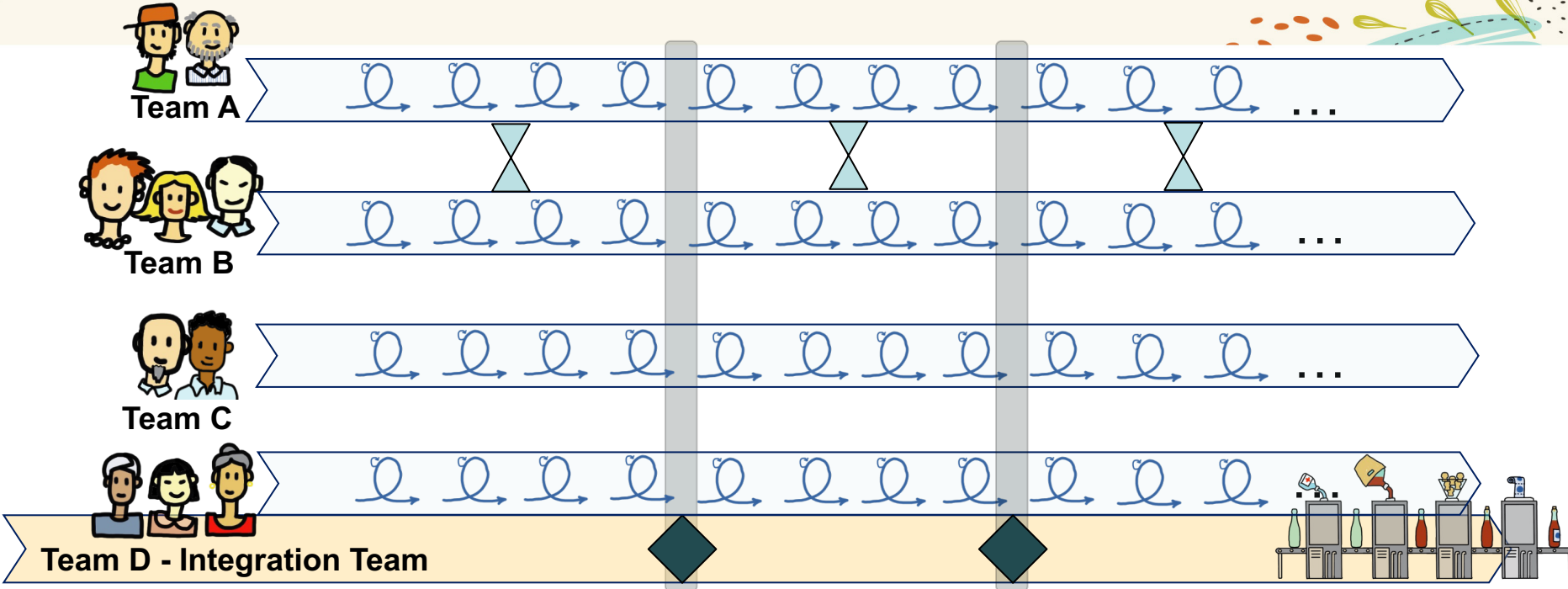
Mixed approach in the packaging industry



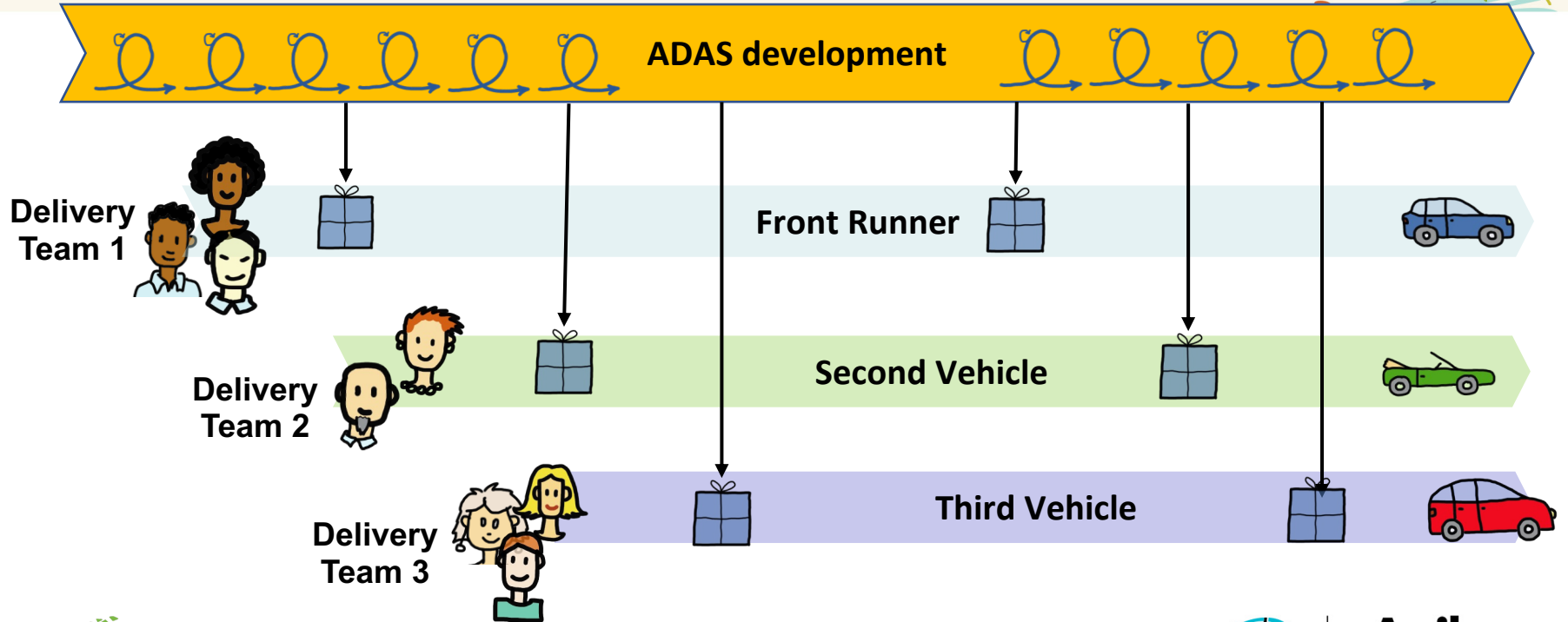
Component teams in the packaging industry



Critical need for integration (packaging)



Incremental development in automotive



Dual Ownership

Business Product Owner (PO)

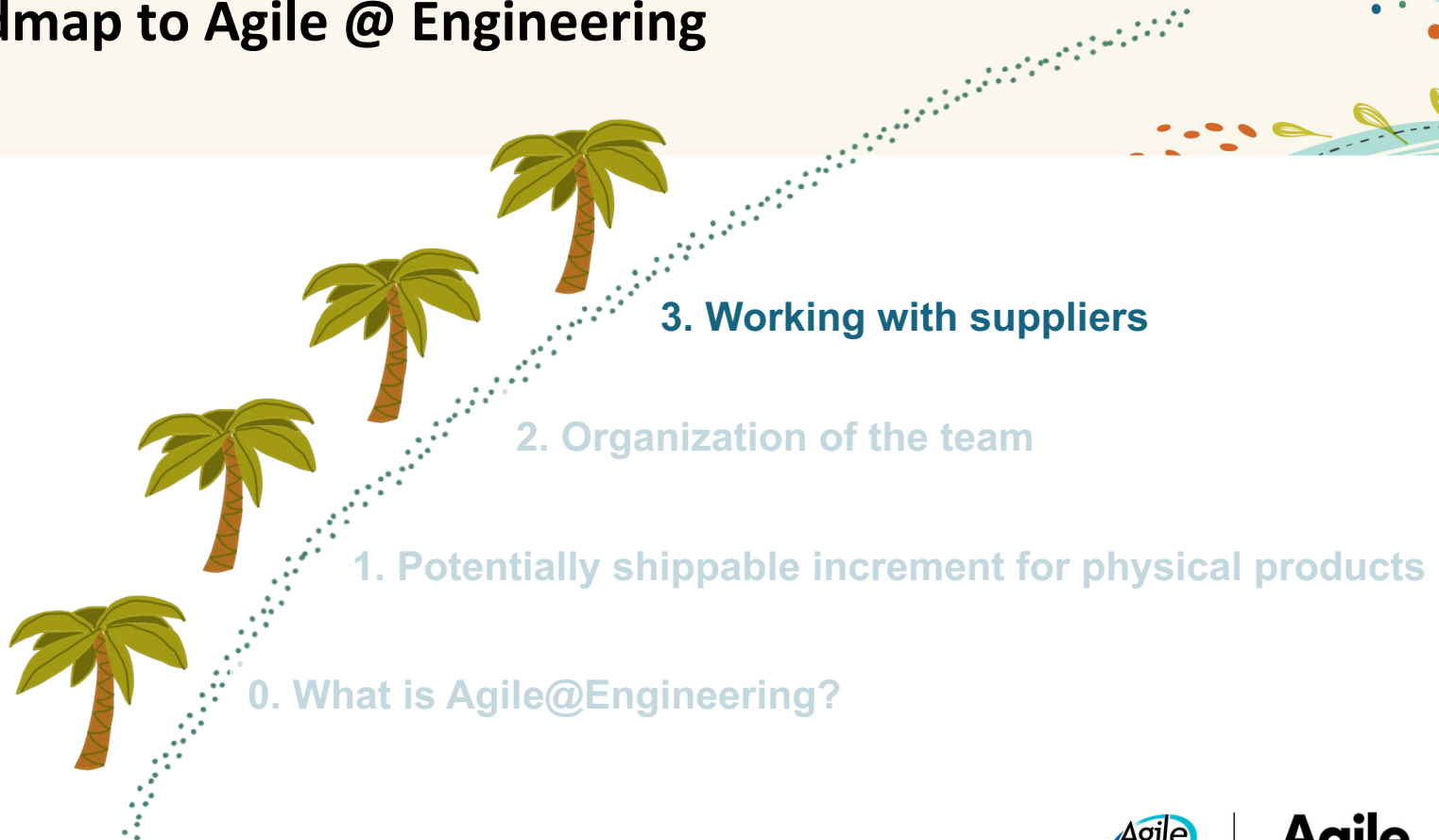
- Is responsible for **Return on Investment**
- Defines **priorities** for the functional side
- Is the **interface with stakeholders**



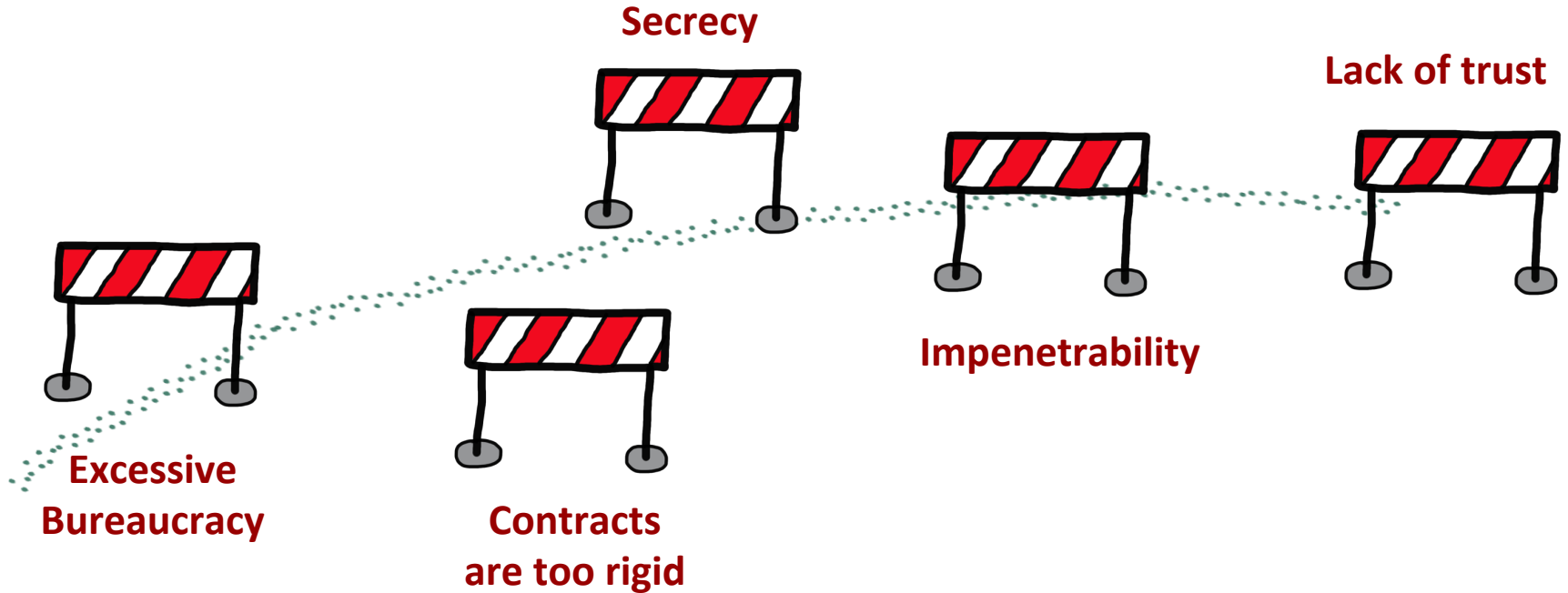
Technical Product Owner (TPO)

- Ensures **technical coherence and integration**
- Defines **technical guidelines**
- Takes **technical decisions**

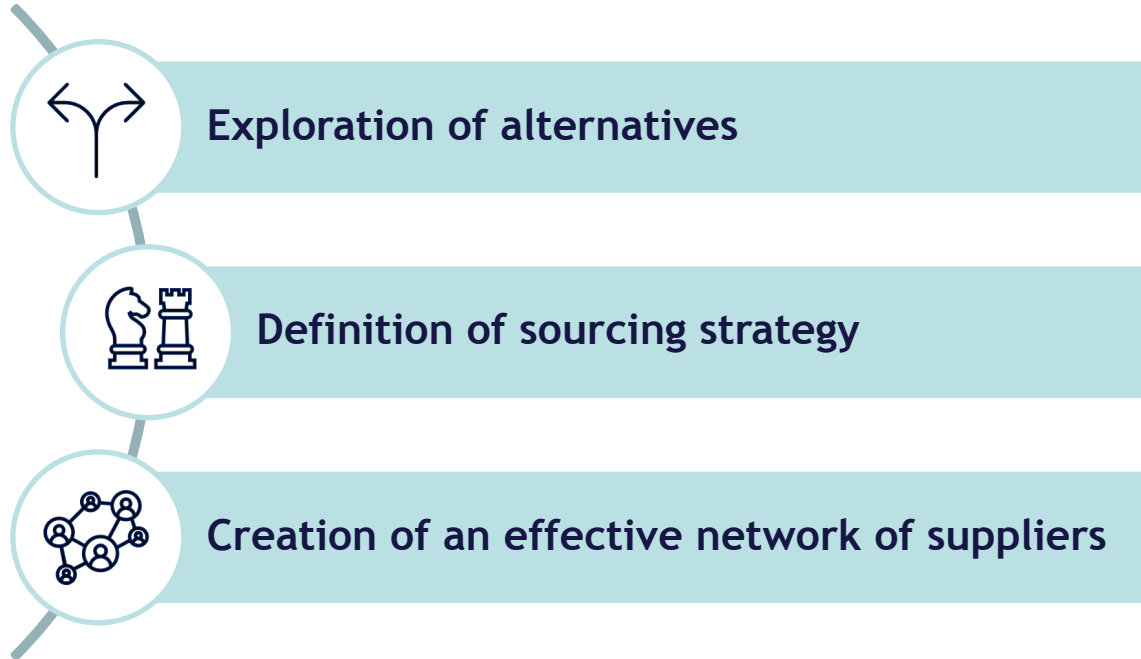
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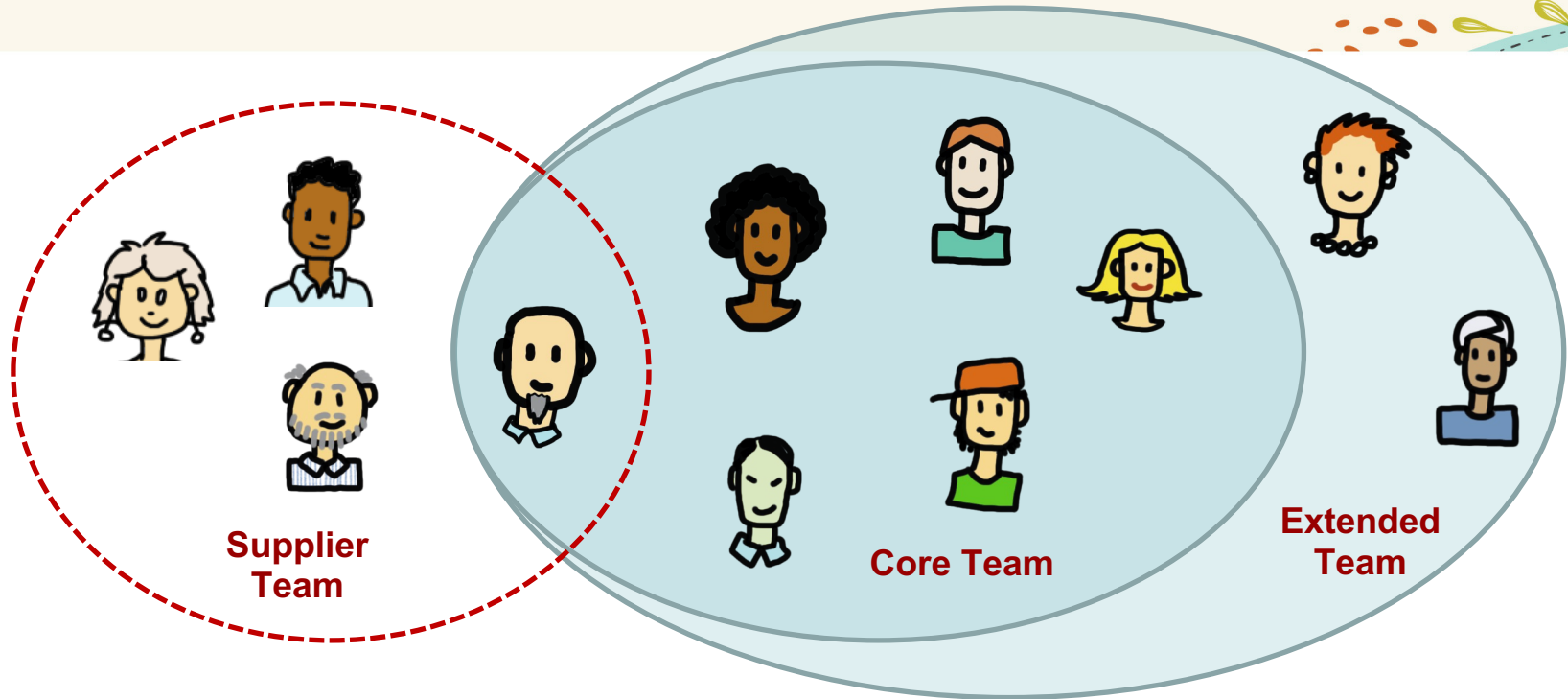
5 Roadblocks to be agile with the suppliers



1. Buyer within the Agile team



2. Integrated suppliers into an Agile team



3. Team Agile & Suppliers (Aeronautics)



Framing

Organization and supplier worked together to define the elements of the backlog and the roadmap based on 2-week sprints

Development

Organization and supplier worked independently with frequent integration points

Lessons learnt

(the hard way... so you don't have to)

1 Remember you sell products, not organisation!

2 Focus on simplicity

3 Make your teams autonomous

4 Experiment... learn fast!

A decorative border surrounds the central text, featuring stylized leaves in shades of green, yellow, and orange, along with various colored dots (blue, orange, green) and abstract brushstrokes in blue and teal.

Thank you and keep in touch!

www.massimoterzo.com

 <https://www.linkedin.com/in/massimoterzo/>



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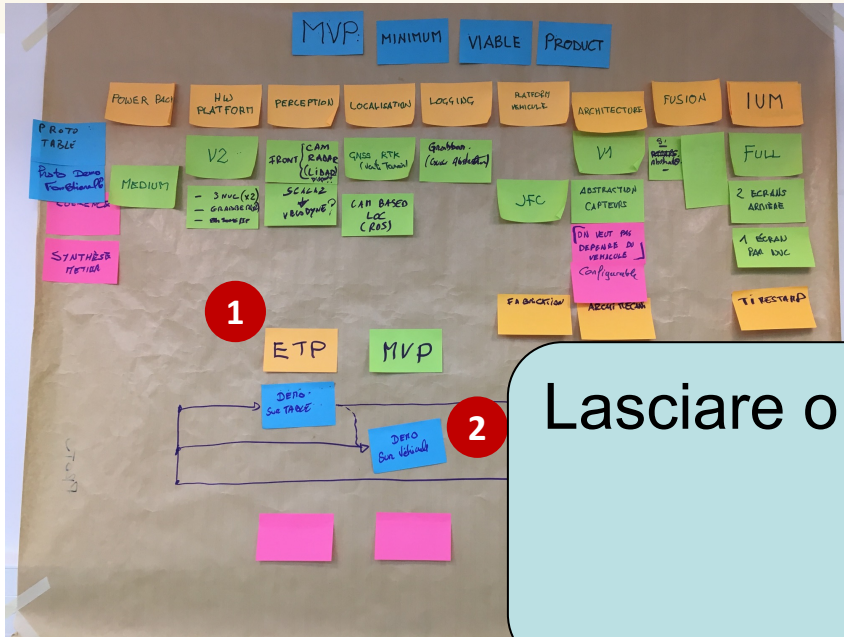
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Incremental planning



1 Earliest Testable Product
To test key product functionalities

2 Minimum Viable Product
To be used in another development

Product
on of the product

Lasciare o no?