



## Project Acceleration™ Case Study

### The Situation

A large bank needed to create an online system where customers could register their debit card and track points earned on purchases made using their card. This registration process is crucial in an industry where consumers expect to create user profiles and receive loyalty benefits on purchases made. This system required 80 web pages to be created, along with the supporting infrastructure.

### The Challenge

Looking to complete the project within a steadfast deadline, the client first found an internal resource development rate averaging 10 days-per-page (based on similar projects previously completed in-house). With this, the client recognized that the timely completion of this project was unattainable based on in-house skills and needed a faster solution.

The project start date, originally slated to begin in February 2005, was pushed back an entire month. Typical to software development, though the start date was changed, the deadline remained. Adding to this situation, the client team did not have documented requirements defined for the project.

### The Solution: SDS Project Acceleration™

SDS was engaged to implement Project Acceleration<sup>1</sup> services. From the project's inception, an SDS-led team worked together to create quality software using custom SDS processes<sup>2</sup> that encouraged individuals to interact with one another and share information. Each week, the team presented their progress to the client's Quality Assurance department, allowing the client to monitor the project's development and provide input throughout the process.

### The Result: SDS provided the leadership, skills and methodologies that were critical to successfully accelerate the client's project.

In the project's first week, team members were trained by SDS to write unit tests. Using test-driven development<sup>3</sup>, the engineers were able to catch bugs in the development stage before site production. Independent statistics report an average of 30 bugs per 1000 lines of written code, however the SDS-led team was able to **reduce the number of bugs by 66%** (10 bugs per 1000 lines).

After **only 15 weeks** the team generated **150 web pages**—a rate of **2.5 pages per day** or **10X faster** than the client's internal rate.

At deadline, SDS's Project Acceleration Team was able to deliver the critical aspects of the project needed by the bank **under budgeted costs**.

SDS Project Acceleration services enabled all stakeholders to quickly see value in the project. By creating a cohesive work environment, the SDS-led team worked together to produce a successful product while driving down costs and maintaining close communication with the client the entire time.

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<sup>1</sup> For an overview of the SDS Project Acceleration Practices, visit [www.sds-consulting.com/accelerate](http://www.sds-consulting.com/accelerate).

<sup>2</sup> SDS promotes the use of Agile software development processes to create quality software. For more information visit [www.sds-consulting.com/agile](http://www.sds-consulting.com/agile).

<sup>3</sup> Test-driven development enables developers to catch bugs early in the development cycle, while they are still relatively cheap to discover. For more information visit [www.sds-consulting.com/testdriven](http://www.sds-consulting.com/testdriven).