

Be a purpose-driven organization

Put customer value at the center of your universe

See how the right agile management solution can help align your entire organization around the outcomes that really matter, so you can focus on delivering more value, not just more velocity.



The purpose-driven team:

Works the way it wants, understands its impact and stays ruthlessly focused on customer value.

However team members plan and execute their work, they can see exactly what the high-level business objectives are, how what they're doing supports them, and how it connects to other work across the organization.

Challenge

Creating work that is not measured against business outcomes



42 percent of non-purpose-driven organizations will lose revenue within one calendar year.¹

How CA Agile Central helps

Role-based customization

Work in whatever development methodology you choose and view work your way via List, Kanban or Planning Timeline.

Automated status/workflow reporting

Stay in your natural workplace without requiring a different data and reporting structure, via CA Agile Central app integrations with GitHub, waffle.io, Bitbucket, etc.



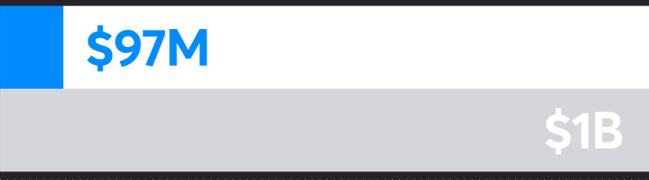
The purpose-driven program manager:

Proactively manages dependencies and risks to create plans that take change in stride.

Orchestrates work across multiple delivery groups, trains or programs from a single dashboard. Has the ability to visualize complex dependencies and model potential solutions. Anticipates risks to in-flight work and addresses them proactively.

Challenge

Producing work that isn't aligned to business strategy



\$97 million is wasted for every \$1 billion invested, due to poor project performance.²

How CA Agile Central helps

AI-powered planning

Optimize plans in real-time using CA Agile Central Insights. Use drag and drop on Timeline view to see how new or modified work affects team or train capacities. Be alerted to plan failure potential, with suggestions and warnings if your plan is unreasonable.

Dependency management and alerts

Manage complex, cross-team dependencies and prioritize work in real time through in-app visualizations and alerts, exposing risks early and improving communication along the value stream.

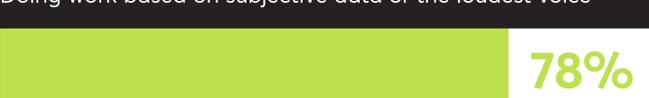
The purpose-driven executive:

Makes informed decisions about investments and aligns all work to the objectives that matter.

Can easily model tradeoffs with a full understanding of dependencies, ensuring that all efforts—across different teams and programs—are aligned to the right outcomes. Fosters a culture where everyone is accountable for delivering value instead of just velocity.

Challenge

Doing work based on subjective data or the loudest voice



78 percent feel their business is usually or always out of sync with project requirements.³

How CA Agile Central helps

Align entire organization to common business objectives

Leverage in-app goal setting and outcome/results tracking for all levels of the organization—teams, programs and leadership.

Focus on impact to business/value delivery

Define outcome metrics (e.g., revenue targets or customer satisfaction goals) and link to each aspect of the work portfolio.

Connect everything to outcomes, align everyone to customer value.

In today's fast-paced, disruption-prone markets, it's not enough to simply optimize for feature delivery. Your organization must be aligned around the right outcomes and empowered to achieve them in the best way possible, because velocity and throughput count for nothing if you're not delivering what your customers want.

CA Agile Central is an enterprise-class platform built from the inside out to help organizations scale their agile development practices and achieve better business outcomes.

Learn more at: ca.com/agile-central

¹ EY Beacon Institute, "The State of the Debate on Purpose in Business," 2016
² PMI Institute, "Pulse of the Profession Report," 2017
³ Geneca, "Why up to 75% of Software Projects Will Fail," <https://www.geneca.com/75-business-executives-anticipate-software-projects-fail/>, Jan 2017