

SCRUM Adoption

Case study from SATA Airline

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Agenda

- SATA
- Business Challenges
- IT Challenges
- Steps Taken
- Schedule
- Success Factors
- Benefits
- Q&A



SATA

- Accessibility for those who live on the Azores islands;
- Ally for development of touristic activity;
- More than 65 destinations, in both schedule and charter operations;
- 200 M€ business volume;
- 1.5 Million passengers per year;
- 1.200 employees and associates.

Business Challenges



- Vision;
- Time to Market;
- Keeping ahead of the herd.
- “Small is beautiful”, but it’s small...;

IT Challenges



- IT's strategy **alignment** with Business priorities;
- Pressure for **delivery**;
- Internal **commitment**;
- **Ability** to execute.

Steps taken



- Top Management sponsorship
- Formal training (SM & PO)
- Adoption of an Agile development tool
- Dedicated Training
- In-house workshop for new members on SCRUM

Success factors

- Stakeholder commitment;
- PO with organizational power;
- SM with leadership / change skills;
- Team dedicated space and availability;
- Information radiators → scrum tool is the wall.
- Keep sharing information about progress;



Benefits

- Stakeholders and business users commitment
- Agility and time to market;
- Control demand flow;
- Risk management;
- Communication management;



Questions & Answers

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