



Launching Enterprise Products: How Dun & Bradstreet Uses Low-code to Quickly Test and Learn About New Product Offerings

RICHARD CLARKE, HOWARD ROBERTS

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The Business Challenge: Select, compare and analyse companies using International financial data in a consistent way



OPPORTUNITY IS OUT THERE:

Enter the Information markets for standardised financials across Risk, Supply, Compliance and Business Intelligence



INCREASED CUSTOMER NEEDS:

Customers need consistent, detailed financial data delivered in a variety of ways. Data quality and latency has never been more scrutinised



TARGET THE BEST USE CASES:

Use the power and insight of the standardised data to target new customer prospects, identify risk and opportunity within current portfolio and grow your business from an informed perspective



FLEXIBLE **MODERN** CAPABILITY

Create a refined analytical dataset. Segment, Aggregate and Profile. Enable customer Access through UI/Batch API



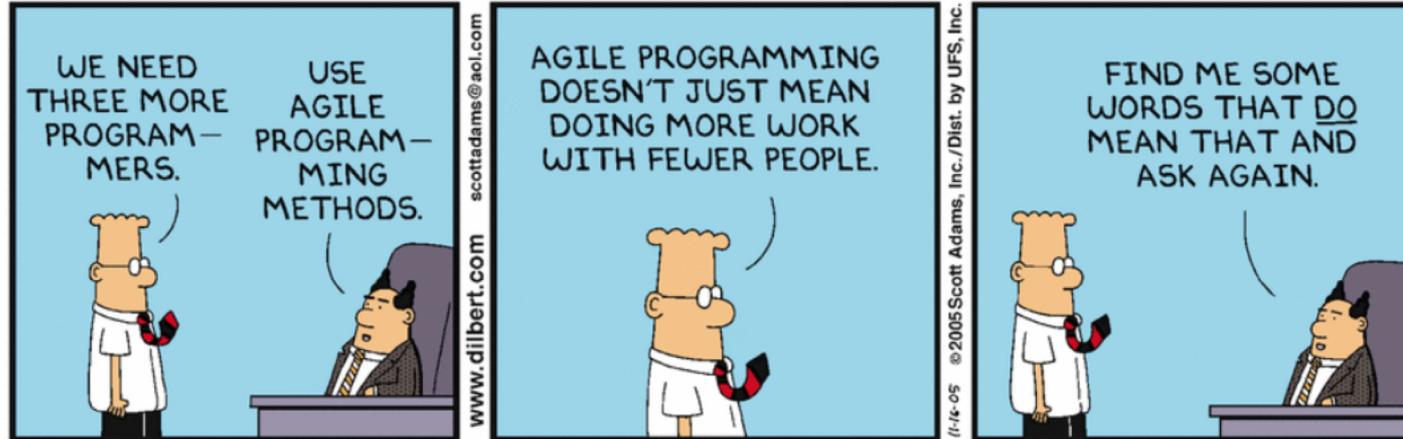
Agile Product Innovation & Mendix

You have 6 months to build an entirely new production ready capability

This capability must deliver:

- An entirely new financial data capability
- A new fully hardened User Interface and batch delivery capability
- A full set of UI features (Search, List, Analyse, Custom Fields, Data Exports, etc.)
- A modern flexible architecture
- Standardise the financial data from 41 countries with real time currency conversion
- A new development and virtual business team across the World
- Sufficient coverage, volume and data quality to enter a competitive market
- Satisfy a group of investment partners who all have different priorities!

Agile Product Innovation. What people hear.



Agile Product Innovation...the reality

Our 'Agile Scrum Team'

- User interface – 2 Mendix developers (both part time)
- API and Back End – 6 developers
- QA team – 6 testers – significant automation for data and UI layers
- 3 Business Analysts, 3 Data Architects
- Leadership 1 x Scrum Master, 1x Programme Manager, 1x Product Owner
- 1 x Financial Data Lead + 1 x Content Project Manager (both part time)
- A network of >50 business affiliates with Local Financial Data expertise.



Key milestones

Challenge the team with frequent delivery goals – this forces you to focus on what is critical

- A development version of the Product - after 1 sprint - 3 weeks
- A test version (end to end) of the Product - after 2 sprints - 6 weeks
- A conference-ready Mendix UI demonstration - after 4 sprints - 3 months
- Beta Launch – after 6 sprints - 4 months –
- Fully seeded Minimum Viable Product (MVP) with associated Go to market and commercial launch – 9 Sprints, 6 Months

Do's and Don'ts

Do's

- Focus on the key goals to deliver for Stakeholders.
- Demonstrate frequent team ability to showcase progress.
- Have energy, be determined, focus on what you must do.
- Have a good set of standard artefacts ready
- Write a good set of Project documentation – like a Project Pack , that you can then reuse to cover a variety of stakeholder or corporate needs
- Use a good User-Story / Work management tool (Jira). Prioritise Consistently!
- Encourage the team and seek regular feedback.

Don't.

- Allow yourself to be slowed to the pace of other teams or by cultural challenges!
- Hide from the crucial tasks
- Avoid required ceremonies or documentation Embrace them!

Architecture and Design principles



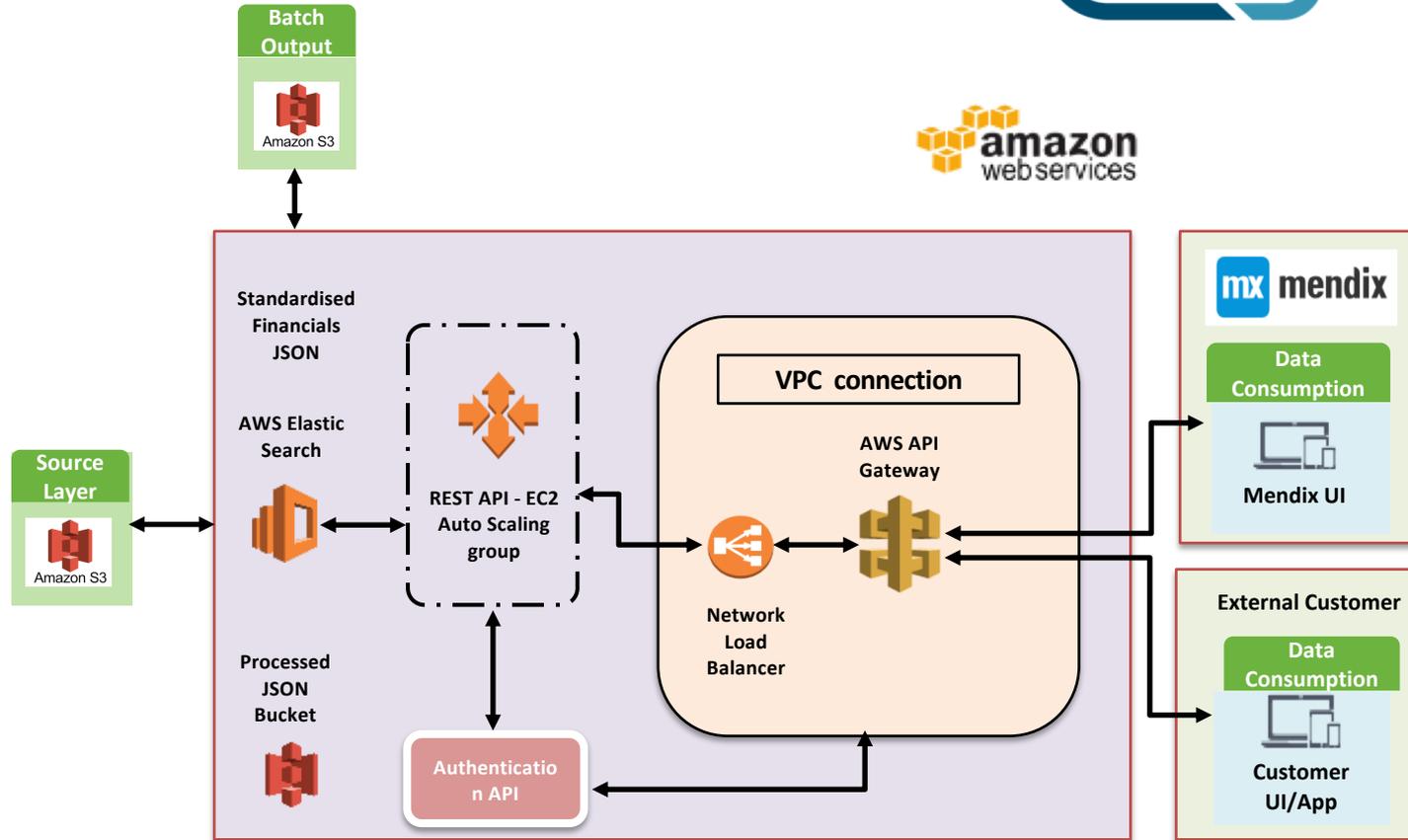
- Use 'thick of the pack' technologies
- Reuse, do not try to replicate functions that already exist (we are not rebuilding MS Excel!)
- Modern scalable, open, flexible cloud based architecture
- Iterate , do regular builds and upgrades
- Not sure about a direction – 'Spike it' – do a POC, innovate and fail quickly
- We spent our time on the 'what' not on the 'how'



I have been skeptical about agile but having advised on this project I am now convinced all projects ought to be delivered this way

D&B - Lead Engineer

Architectural Design





Why Mendix works well within the Agile framework.

- You can build at speed. You are able to deliver and test the visual output very quickly
- Its flexible. You are able to experiment and collaborate (and avoid wasteful iterations of work)
- The environment is pre-hardened. You are able to focus on the functionality (and not security, browser compatibility, etc)
- The graphical build (in a low code environment) aligns well to business processes
- You start right with the visual aspects and building a web page directly (then move onto entities, microflows, etc which you pick from the menu)
- You still have the ability to write custom code in Java
- You can visualise the data in the microflows for debugging (and on the cloud)
- Areas for improvement – the included charting is basic and not flexible enough



Summary

The good:

- Delivered, on time, to budget, to quality
- Highest output team yet noted in the company
- Agile processes worked well and we adapted them as we progressed
- Retrospectives kept us honest!
- Built strong relationships with many colleagues across the Worldwide Network!
- 80/20 lens applied

Summary



The not so good:

- Graphs and Charting – neither the team , the organisation or Mendix are good at it!
- We had a tendency to overload our sprints which gave rise to a technical debt of bugs
- We didn't resource the Mendix hardware adequately



Thank you

RICHARD CLARKE, HOWARD ROBERTS

dun & bradstreet