

## *Final Programme*

# **R&D Autumn Conference 2013**



**September 26<sup>th</sup> and 27<sup>th</sup>, 2013**  
**NH Hotel Geneva Airport \*\*\*\***  
in **Geneva** (Switzerland)

## **« Agile Methodologies in Product Development »**

Project managers have been struggling for decades with efficient planning and controlling in product development projects. The classical approach is based on water-flow-type project plans, starting with specifications – presumed complete – and ending with miles of detailed task descriptions, dependencies and deadlines, covering the whole project from start to end.

While placating steering committees with such diligence, the frustration within the project team is pre-programmed, since project environments change continuously: updated requirements, adapted specifications, unforeseen difficulties and upcoming technological challenges disrupt the linear, top-down planning approach.

Agile methodologies in project management have become increasingly popular in organisations. What seems at first to be unorganised, chaotic and non-committal, turns out to be an efficient tool for many teams. And management has to learn new rules: there is no detailed comprehensive planning, no exact figures regarding effort and timing from the start, and no intervention from management within committed development cycles.

During this conference we will learn the basics of Agile Project Management from various experts. We will discuss the pitfalls during the implementation phase of this methodology and examine the challenges in the daily business afterwards with peers from different industries.



**Factory Tour on Friday, Sept 27<sup>th</sup> at  
Metrolab Technology SA  
in Geneva (Switzerland)**

September 26/27, 2013 · NH Hotel Geneva Airport \*\*\*\* · Switzerland

## R&D Autumn Conference 2013

Located right next to Geneva Airport, the **NH Hotel Geneva Airport** hotel is perfect for both business and pleasure, to the world-renown city of Geneva. Our guests benefit from the hotel's comfortable and relaxing atmosphere with its modern and elegant design, numerous services, and **free shuttle service** between the airport and the hotel.

The NH Hotel Geneva Airport is a modern and elegant hotel, catering to the needs of business travelers in particular. The hotel's Pavillon restaurant/bar is ready to welcome you in a relaxing environment with delightful meal from a rich choice of **international, French and Mediterranean dishes**. You can also unwind with your friends and colleagues while enjoying drinks and snacks at our B4 bar.

And after a busy day, head up to the fourth floor for a little recreation and relaxation in our friendly wellness area, complete with **fitness room** and **sauna**.

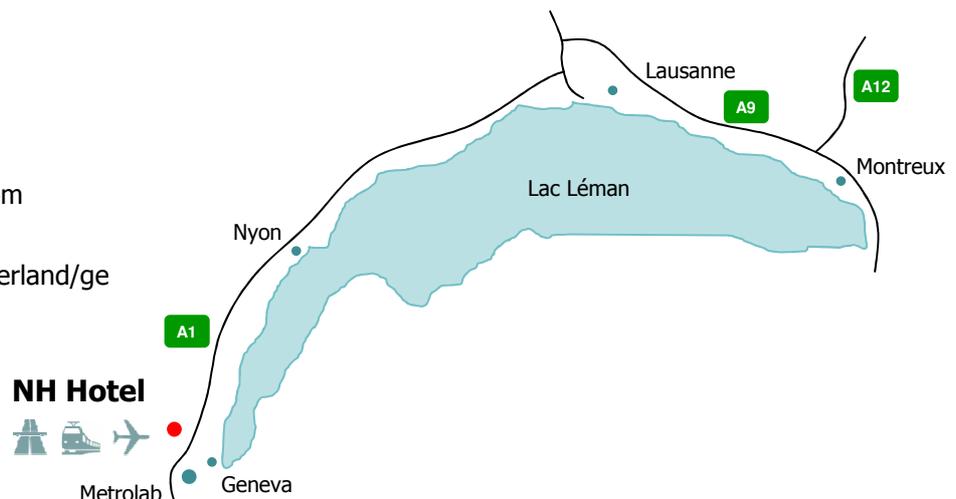


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# R&D Autumn Conference 2013

## « Agile Methodologies in Product Development »

### Final Conference Programme

#### Thursday, September 26

- 12:00 Get Together and Business Lunch
- 14:00 **Welcome and introduction**  
Martin Paping · Kontrapunkt Technology · Konstanz (Germany)
- Balancing self organisation and estimation accuracy in agile teams**  
Harald BARON · Quality Manager · Mettler Toledo · Schwerzenbach (Switzerland)
- The 10 top failures when introducing Scrum**  
Andreas STANG · Process and Quality Management · Zürich (Switzerland)
- Field Report: Metrolab Technology**  
Philip KELLER · Marketing & Product Management · Metrolab Technology SA · Plan-les-Ouates (Switzerland)
- 16:00 Coffee-Break
- Tools are not everything, but ...**  
Interactive Session
- Collaboration: when "small and agile" meets "large and inflexible"**  
Jon SPRATLEY · Head of Industrial Business Development · 42 Technology · St. Ives (UK)
- Transposing agile development methodologies to new business activities, using Lean Startup...**  
Philippe BOULANGER · Chief Technical Officer · Neopost Technologies SA · Bagneux (France)
- Open Floor Session**  
Any other topics proposed on last minute base
- 18:30 End of Afternoon-Session
- 20:00 Dinner at NH Hotel \*\*\*\*

#### Friday, September 27

- 8:30 Transfer to Metrolab Technology
- 9:00 **Factory Tour at Metrolab Technology, Geneva**  
Organized by Philip Keller
- 12:30 Lunch
- 14:00 Closing of Conference



Metrolab is the global market leader for precision teslameters, used to measure high-intensity magnetic fields to a very high degree of precision. The Geneva based company has won the trust of all leading players in Magnetic Resonance Imaging, such as General Electric, Philips and Siemens Magnet Technology, as well as all major physics laboratories such as the European centre CERN, Fermilab in the USA, and KEK in Japan.

[www.metrolab.ch](http://www.metrolab.ch)

# R&D Autumn Conference 2013

## « Agile Methodologies in Product Development »

### **Balancing self organisation and estimation accuracy in agile teams**

Harald BARON · Quality Manager · Mettler Toledo · Schwerzenbach (Switzerland)

One of the crucial aspects of the interface between product managers and product development teams is the mutual understanding of product development schedules: how much time will be needed to implement and test all the features outlined in the specification? In contrast to classical project management methodologies, whereby a complete detailed schedule is expected right from the start, agile teams use an "un-sharp" rolling estimation process. Harald Baron will explain "story points" and "burn-down charts" and how to estimate the duration of future work packages from rates of progress experienced in the past. Agile teams refine development schedules almost continuously. Based on his background as scrum master, product owner and quality manager, Harald Baron will present best practices, showing how teams can improve their planning performance in a self-organised way. And showing how to withstand pressure from management to use traditional planning techniques.

### **The 10 top failures when introducing SCRUM**

Andreas STANG · Process and Quality Management · Zürich (Switzerland)

The basics of Scrum can be described in a small booklet, hardly exceeding 15 pages. And only a few workshops are necessary to understand the principles of the game. But once a team has decided to apply the new methodology in reality, the problems are certain to appear. Many teams find themselves in a confused situation, somewhere between enthusiasm and frustration. Andreas Stang has supported many teams in building up an agile environment, acting as a starring partner in different phases of the implementation. In his talk he will elaborate on common mistakes made in the initial phases of a transition towards Scrum, describing best practices on how to avoid them.

### **Field Report 2: Metrolab Technology**

Philip KELLER · Marketing & Product Management · Metrolab Technology SA · Plan-les-Ouates (Switzerland)

Metrolab has been developing high precision magnetometers for nearly thirty years. These projects position themselves at the "bleeding edge" of high tech, basic science, and craftsmanship. In principle, the small team should provide an "agile" development environment, reacting quickly to changing market needs and new technologies. However, in the recent past, the team has become frustrated with project delays and the apparent inability to master them with classical waterfall project management techniques. The team decided to change to Scrum and move to smaller planning, developing and testing cycles. Philip Keller describes this paradigm shift at Metrolab and the results to date.

### **Tools are not everything, but ...**

Interactive Session

One of the great advantages of Scrum is that teams do not need a complex tool kit to implement the methodology in their organisations. Many companies use Scrum boards hung on a large wall in the corridor and yellow stickers to visualize status and progress of projects. But the world gets more complicated when teams are large or spread over many sites. Ultimately, a Scrum project must interact with existing tools used in an organisation, e.g. tools for system design, code development and testing, version control and continuous integration. There are already many tool sets available on the market. How to make the right choice? This session will provide an overview of various tools used in different companies including examples of how they are best suited to organisations of different size and complexity.

### **Collaboration: when "small and agile" meets "large and inflexible"**

Jon SPRATLEY · Head of Industrial Business Development · 42 Technology · St. Ives (UK)

"We are small, but very agile and flexible, in comparison to many large companies!" - this phrase is often heard in business conversations. Jon Spratley is part of a small organisation that provides consultancy services to medium and large size companies, supporting them in developing technologies and new products. In his talk he will compare the different project management styles that his team is faced with when working with different client organisations. He will identify the key drivers in successful project management, be it agile or classic.

### **Transposing agile development methodologies to new business activities, using Lean Startup...**

Philippe BOULANGER · Chief Technical Officer · Neopost Technologies SA · Bagneux (France)

Challenged by a fast-moving market and demanding customer requirements, Neopost has implemented a technology strategy, which allows the deployment of common sub-modules across multiple product platforms. As a consequence, Neopost has been able to reduce product costs and to shorten R&D development cycles. Another key driver, which has increased efficiency and flexibility, is the use of agile methodologies, now standard at almost all Neopost sites in Europe, US and the Far East. Philip Boulanger will talk about the challenges he faced during the transition period. And because Philippe loves constructive challenges, his next goal is to transpose agile development methodologies at the business level, using Lean Startup principles. Philippe will provide his view on current achievements, what it takes, and the next steps.