

# SOFTHOUSE IN 5 MINUTES



# WELCOME TO A SKILLED AND COMMITTED TEAM!

Softhouse is one of the leading consultancy companies in Scandinavia in the field of Lean Software Development. We are currently growing in several locations – with a host of old, loyal customers and a number of new ones.

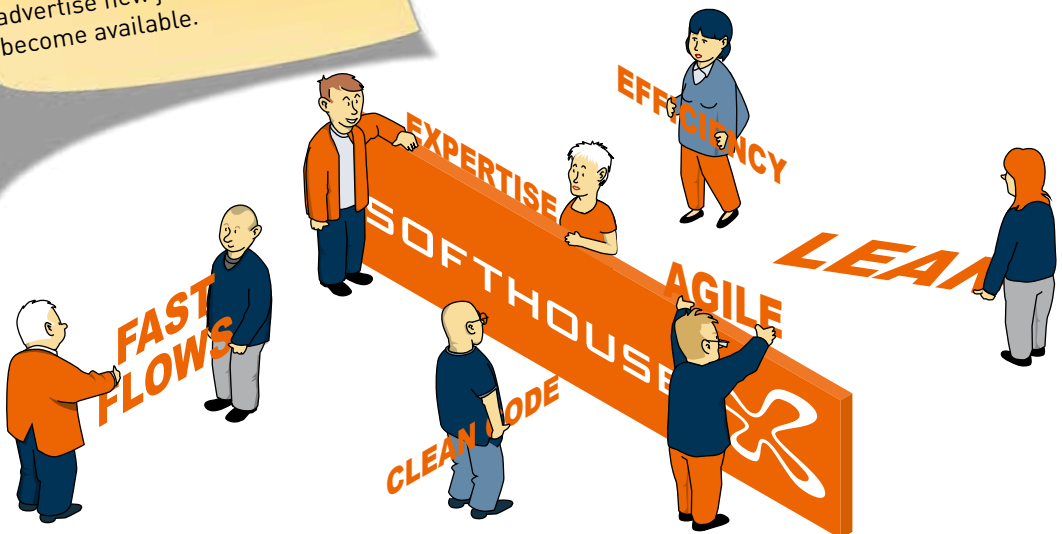
Today, Softhouse employs around 100 people at four different offices. Since the company was founded back in 1996, we have expanded steadily, generating profits every year. Working from this stable base, we continue to produce and deliver software, and to help our clients develop with Lean/Agile as the consistent theme. In fact, we are now considered one of the leaders in Scandinavia when it comes to Lean Software Development. We are skilled in software-intensive, large and complex systems, and are used to working with demanding clients such as ABB, Schneider and Telenor.

Our consultants are the backbone of our company. They have an excellent reputation in the industry as they successfully complete their tasks, are a pleasure to work with and place emphasis on business benefit. In addition, their distinguishing feature is the growing professional pride in our craft, which is reflected by initiatives such as Software Craftsmanship – we want to take active responsibility for how well we perform our work, and we want to feel respected by colleagues and partners alike.

*Smart people working in fast flows delivering efficient software – that is what Softhouse stands for!*

Would you like to work for Softhouse?

Visit [softhouse.se](http://softhouse.se) to read about some of our employees and how delighted they are to work for Softhouse. We also use the site to advertise new jobs as soon as they become available.



# WHAT WE PROVIDE

## SOFTWARE DEVELOPMENT

Softhouse works with most types of assignment from standard development commissions and development of new software to maintenance and customisation.

> See page 8

## LEAN/AGILE COACHING

We can help you to shorten lead times and boost production on the basis of Lean and Agile concepts, for example.

> See page 9

## PROJECT UNDERTAKINGS

Softhouse provides interdisciplinary development teams that can take responsibility for an entire project, or parts of a project – at your workplace if need be.

> See page 8

## EDUCATION

We teach courses in Lean, Agile, Software Engineering and Software Technology on the basis of our own practical experience.

> See page 9

## MISCELLANEOUS

From time to time we also complete assignments that do not fit neatly under our four main headings. You are always welcome to contact our sales team if you have any special requests or requirements.

> See the back cover for contact details

## Call on Softhouse if you want to

- boost your software delivery capacity by hiring in development consultants, outsourcing project or system undertakings, or by becoming more productive through the use of agile processes and tools
- devote more focus to your core competencies by outsourcing the development and administration of software-intensive systems or applications to a reliable partner
- get help in becoming more productive by working in a more flexible fashion through the application of Lean/Agile principles, and to make a start on ongoing improvement.

# OPEN LETTER TO THE SOFTWARE INDUSTRY

We are proud to be part of the Scandinavian software industry today – an industry that is taking on demanding challenges in the face of increasingly tough international competition. We want to be actively involved and to spread insight into a salient fact: namely, the option that provides the best value for money in the long term is to work with skilled and committed people who apply modern approaches so as to generate measurable results and appreciable business value on a continuous and consistent basis. This is the key to a win-win situation for us all in the long term.

**A lot of people in the software industry** who are looking for partners find themselves at a crossroads. The sign pointing in one direction is marked “Guaranteed lowest hourly rate”, while the sign pointing in the opposite direction states “Guaranteed best value for money”. So what’s the best way to go?

**Those who choose the first option**, with the focus on initial cost, think along the following lines:

- Think “resources” and ignore the individual skill of the separate developers.
- Lowest hourly rate wins – no matter how much is delivered per hour.
- We pay for the time used, not for how much was achieved; boosting productivity is not a prioritised goal.
- There’s not getting away from code and product quality; developers are to focus exclusively on their individual tasks and not let themselves be distracted by thoughts about business benefit and holistic approach.
- A fixed price means cost control, even if you are constantly forced to discuss price changes and margins.

**Those who choose the second option**, where the emphasis is on the total cost, follow a different line of reasoning:

- Only pay for what is actually delivered.
- Create a system for feedback to ensure that the right things are delivered.
- Develop the working relationship with the supplier and work to generate the best business benefit for both parties.
- Create incentive models that benefit productivity, efficiency and flexibility.
- Seek out skill and commitment, and view them as crucial to success.
- Maintain focus on the total cost (development, maintenance, etc.) and involve the supplier in the process. Start with simple business models and adjust them continuously for mutual value creation and improved performance.



**In a world where knowledge and technology are constantly developing**, the purchaser will always be looking to pay less tomorrow for the same value that was delivered yesterday. Unsurprisingly, the seller sees things the other way around: he wants to be paid more tomorrow for the same input and investment as yesterday. The only way to align these seemingly contradictory approaches is for the seller to deliver more value from less input.

**This is, of course, no easy task** and it requires you to “run faster and faster to stay in the same place” – just like the Red Queen in Alice’s Adventures in Wonderland (which is why the phenomenon is known as “The Red Queen Effect”). We at Soft-house have noticed that we – like several other companies in our industry – can actually live up to this requirement. We have a skilled staff of developers who know how to create great software and how to organise the work so that everyone thrives, turns in top performance and generates maximum benefit at the best possible price.

**We take pains** to write efficient code and when we apply agile methods, we do so because we know that this is the easiest and smartest way to generate long-term value both for our clients and for ourselves.

**Scandinavia needs** a thriving, progressive software industry. That is why it is important for those of us who work in the industry to spread insight into a salient fact: namely, the option that provides the best value for money in the long term is to work with *skilled and committed people* who apply *modern approaches* so as to generate *measurable results* and *appreciable business value* on a continuous and *consistent basis*.

**Think it over.**

**Don’t you think that we all win by taking the long-term approach?**

# THE SOFTHOUSE WAY

Softhouse's success is built on our ability to focus on the big picture while simultaneously taking care of all the details. As we see it, the big picture comprises four key components which, together, create an unbeatable combination. The four components are: people, technology, process and business.

Our "big picture" takes people as its starting point – who is always the crucial factor. This means the right people, who are fully familiar with the areas in which we work and who are given the best possible conditions to grow and develop.

## SMART PEOPLE

By "smart people", we mean people who always attempt to find the best path to mutual value creation.

- We often ask "why?" and we highlight and experience the goal before we start an assignment.
- We are open and generous and we always share – because this is the way to receive more in return.
- Simplicity – we seek out the simple solutions, and we are easy to work with.
- We identify and take the initiative for improvements – and we turn them into good habits as a part of our assignment.
- A lot of people refer to us as reliable professionals!

## FAST FLOWS

It is not enough for us "simply" to be skilled craftsmen; we also want to work together in fast delivery flows. The earlier we make a delivery and receive feedback, the faster we learn.

- We prefer to prepare multiple small subsidiary results and deliver them to our client so we can quickly establish that we are working in the right direction.
- We prefer to ask and test now than to wait and discover errors later. We provide fast feedback.
- We don't put a lot of emphasis on checking and micro-management – there's no time for it. We look at the subsidiary results we deliver – this shows us if we are moving in the right direction and at the right speed.
- We do one thing at a time, and finish it.
- We find our pace and tempo and take time to step back and look around – why are we doing this? Is there a smarter way to do it?



We combine this with organisation models and process flows that generate the best possible performance and the least possible waste. The last piece of the puzzle is our capacity to empathise with our client's needs and to create long-term business models that benefit both parties. This helps us to achieve the following:

"Teams comprising smart people and technological excellence create efficient code. Thanks to their focus on fast flows and regular feedback, they do and deliver the right things. As a result, they create long-term value with maximum business benefit and minimal waste."



## EFFICIENT CODE

**Our craft is to create software and activities that do the right things in a cost-efficient manner.**

- Mastering your technical craft is all about making the right choices as regards tools and development environments.
- We want our code to have a low future cost, which means that it must contain few errors, and it must be simple to modify and remodel.
- This means that the code must be efficient and consume little memory and processor power.
- Our approach is that when we leave, everything should be a little better than when we started. This applies both to the code and to the business.

## BUSINESS BENEFIT

**We want our clients to be able to focus on generating benefits for their customers while we focus on implementing our clients' requirements in software and leaving the client with better code and better habits.**

- We understand our client's customers and all aspects of the situation we are entering.
- We work to generate long-term value for our client and for ourselves. If we can deliver the same business benefit with less input, we want both our client and ourselves to benefit.
- The challenge is to identify and measure business benefit – this is the basis for increased profitability for our clients and ourselves.
- Our clients stay close to the process, providing regular feedback to ensure that we are delivering the right things.





*Important that the project stays on course and maintains a fast pace? Our development team systematically collects feedback from you, our client. Our project methodology makes it simple to let the business benefit define the priorities.*

## 1. PROJECT UNDERTAKING

**– we set up a team with the same goals and priorities**

Choosing Softhouse as your partner means increasing the likelihood of your project succeeding. We have long, documented experience in delivering business benefit to our clients in a constant flow. As our client, you can focus on your customers and the requirements you need to fulfil, while we concentrate on working to implement these requirements in the software. In this way, we set up a team with the same goals and priorities. Our developers are based where they can work most efficiently – at our premises or yours.

Contact us if you want to

- supplement your organisation with one or more interdisciplinary development teams that take responsibility for an entire project – or for parts of one.

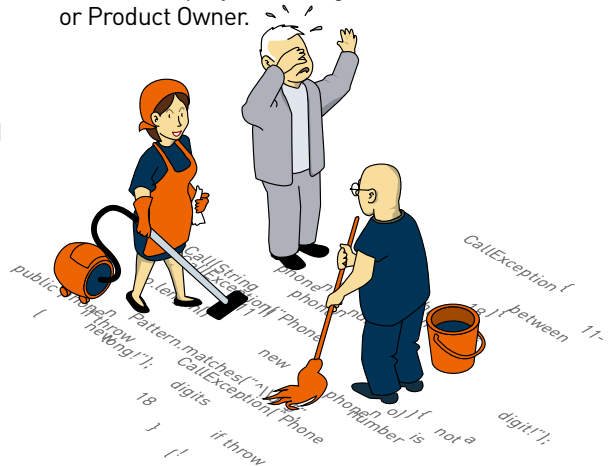
## 2. SOFTWARE DEVELOPMENT

**– we help you to improve your development activities**

We work with most types of assignment from standard development commissions and development of new software to maintenance and customisation. In addition, we are skilled at carrying out a variety of studies and preparing reports to help you make the right technology choices in the short and the long term.

Contact us if you

- need to reinforce your organisation with more smart people to boost your system development capacity
- are considering taking the next step to future-proof your product, limit your technological obligation, or solve a tricky problem with your software
- are looking for specialist skills in the field of SW architecture, development, testing or construction environments
- want better control and a faster pace in your projects, perhaps through the addition of a committed project manager, Scrum Master or Product Owner.



*Is it here and now? Then we can move in and provide our assistance without delay; we are used to working quickly to deal with tricky situations and acute issues.*





*Curious about what Lean and Agile can really do for your company? We can show you how to set up a good cycle of improved efficiency, higher quality and more satisfied staff.*

### 3. LEAN/AGILE COACHING

**– we help you to be more productive without jamming up your staff**

Our starting point is to look at the entire value flow and, on the basis of our observations, initiate consistent and continuous improvement. With the assistance of coaching and our Agile Change Center, we help introduce new and improved habits. Through a variety of Lean methods, we retain flow and pace and help keep waste to a minimum. Taking Lean/Agile tools and techniques as our base, we lay the foundations in everyday situations for what is usually referred to as “continuous deployment of value”.

Contact us if you want to

- cut your lead times for reaching your customers
- become more productive and deliver even more value at a lower cost
- become better at handling new priorities, new opportunities and late changes
- make methods and tools – such as Lean, Agile, Scrum, Kanban, XP and TDD – function as you hoped they would.

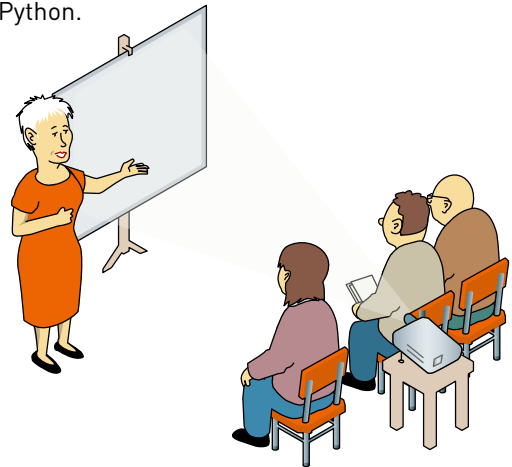
## 4. EDUCATION

**– we share our knowledge, which is based on practical experience**

We teach Lean, Agile, Software Engineering and Software Technology on the basis of our practical experience. This teaching takes the form of open courses, seminars, conferences, company-internal courses and workshops. All our teachers have authentic experience in hands-on work on software projects.

Contact us if you want to

- develop the skills of your staff on open courses on topics such as Scrum, Git, Kanban, TDD, security and Innovation Games
- give your staff the chance to complete certification courses that lead to qualifications including Certified Scrum Master and Certified Scrum Product Owner
- organise company-internal training in the form of courses and workshops about, for example, Lean, Scrum and Agile project management; leadership, teambuilding and change work; Software Craftsmanship and Engineering Practices; Google Web Toolkit; Python.



*Interested in participating in knowledge sharing in our network? Find out more about our printed material, seminars and fora on the following page.  
Or go to [www.softhouseeducation.com](http://www.softhouseeducation.com)*

# WITH SIGHTS SET ON THE FUTURE



Erebus was founded in Malmö; the main owners were Tord Olsson, Staffan Persson and Michael Reinholdsson.

Erebus changed its name to Softhouse – our logo symbolises the fact that we push back boundaries and remain at the cutting edge of technology.



From the very start, the company focus was directed towards system development, project management and methodology.

1995

1996

1997

1998

1999

*Scrum in five minutes* was published. It has now been translated into four languages and to date it has been downloaded 100,000 times.



The first issue of *Lean Magazine* was published.

The Skånetrafiken public transport operator launched a mobile travel planner that we developed. It won the *Cut the Wire* award for best mobile service for the public sector.

We opened an office in Stockholm.

We won the *Global Mobile Award* in the category *Best Mobile Advertising* at GSMA in Barcelona for our mobile service *Meet Yourself in the Future*.

Our turnover broke the SEK 100 million barrier for the first time.

We won the *Interactive TV Award* in the category *Best ITV Service* with our mobile application *Facing TV* in Cannes.

We organised our first international conference: *Öresund Agile*.

We published our unique *Scrum Master Kit*.

2005

2006

2007

2008

2009



In 2001, we treated clients and staff to a flight over Skåne in our own hot air balloon. The dot-com bubble burst with a bang – but we enjoyed our best year ever.

That year, we achieved growth of more than 80 %, with a profit margin of more than 25 %. The Group has never ended a financial year in the red.

For the first time, we worked with what we now call an “Agile Contract”, where the client prioritises tasks on the basis of business value while we deliver and receive payment for capacity and deliverables rather than for person hours.

We were named a Gazelle Company by the Swedish newspaper Dagens Industri.

We opened an office in Karlskrona.

Long before the huge boom in mobile apps, we delivered “Twin Factor”, which became an immediate hit. The service was launched in more than 25 countries, and in the Nordic region alone more than 300,000 people used it during the first year.

2000

2001

2002

2003

2004

We opened an office in Gothenburg, Sweden, bringing the number of employees to more than 100 people.



We were named a *Super Company* by the Swedish business journal Veckans Affärer.

Our attitude to the opportunities of the future is not “either/or”, but “both/and”. Clients sometimes come to us with a clear, static assignment to deal with, which demands major input. In such cases, it is simply a matter of piling on the skilled people. More often, however, we are called in to work on projects with a moving target and diffuse requirements – projects that demand close dialogue, in other words. Agile development is best for these situations and constitutes the best way to ensure satisfied clients and a long-term relationship.

We at Softhouse know our way around agile development. Together with our clients, we are to carry on learning how to be more proficient, faster and more flexible. In the future, Softhouse is not “simply” to be one of the key actors on the Scandinavian stage – we are to be involved in developing the play itself ...

**Peter Thorman**  
*CEO, Softhouse Consulting*

2010

2011

2012

# WE LET YOU SHARE IN OUR NETWORK AND OUR KNOWLEDGE



Sharing information freely and working with open communication benefit all areas of the software industry! We are in place where things are happening, and we are happy to spread knowledge and new ideas that influence our industry.

## In five minutes

We are building up a library of short publications that provide a brief, concise explanation of important concepts such as Scrum and Clean Code.

## Lean Magazine

**leanmagazine.net**

This is our own magazine about Lean and Agile Software Development, where you can read interviews with leading figures in the software industry and much more besides.



## Lean Tribe

**leantribe.org**

Softhouse is the principal sponsor of this network, which is open to everyone who shares the values that Lean stands for.

## Seminars

**softhouseeducation.com**

We regularly hold breakfast and lunch seminars on various themes linked to Lean, Agile and technology.

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