

# Raya Software

Software Process Improvement (SPI)  
Experiences and the Road Ahead

# Raya Software SPI Timeline



## ^ June 11<sup>th</sup> 2002

- Motorola Conducts CMM Level 2 Assessment under auspices of SECC

## ^ June 2003

- Raya Holding establishes centralized Quality function to support SPI and certification initiatives in subsidiaries

## ^ September 2003

- Raya Software undertakes initiative to acquire ISO 9001:2000 Certification

## ^ October 2003

- ISO 9001:2000 project officially launched in Raya Software

## ^ Jan 15<sup>th</sup> 2004

- Raya Software successfully acquires ISO 9001:2000

## ^ March 2004

- Raya Software officially launches CMMi Level 3 initiative

# Our SPI Challenges



## ^ Cultural Challenges

- Establishing a “Quality” culture
- Process orientation
- Customer focus
- “Improvement” oriented culture

## ^ Organization Process Challenges

- Process alignment of Raya Software with Raya Holding supporting functions
- Harmonizing information availability and process flows
- Creating the “Balanced” view of software process management

# Opportunities and Strengths

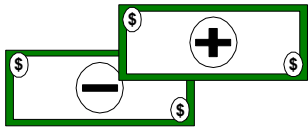


- ▲ Full support of the Corporate Parent – Raya Holding
- ▲ Raya Software Management and employee commitment
- ▲ SECC backing and funding
- ▲ Price competitive advantage of Egypt in international markets

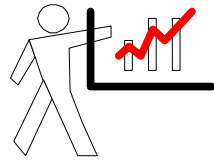
# Our SPI Methodology



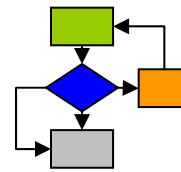
- ▲ Conducted process modeling of current “modus operandi”
  
- ▲ Conducted Customer satisfaction survey
  - Market Critical Success Factors
  - Client “commitment drivers”
  
- ▲ Process gap analysis
  - Targeted improvements and action plans
  
- ▲ The Continual Improvement mechanisms
  - Internal Auditing and “process implementation scoring”
  - Established automated Improvement Idea capturing system
  - Established “Best Improvement Idea Award”



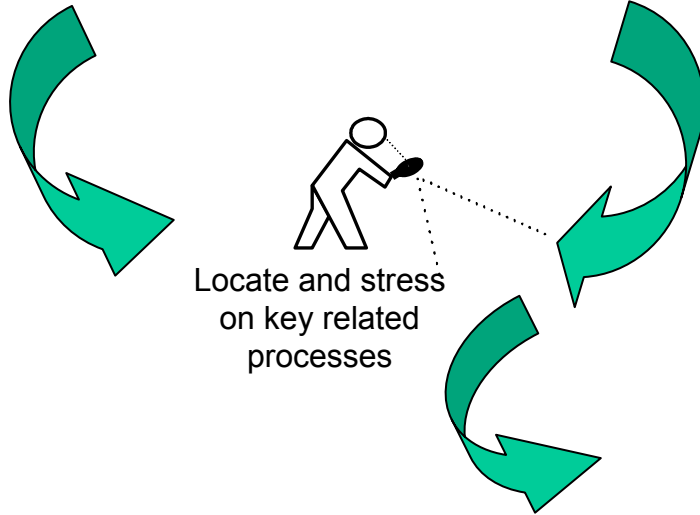
Financial Analysis to  
Aide Targeted  
Improvements



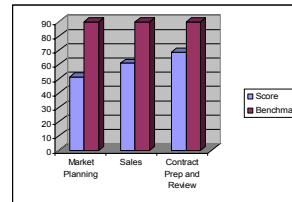
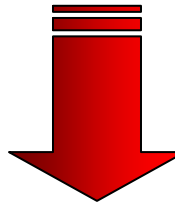
Analyze Available Marketing  
Data and revise "Value  
Proposition"



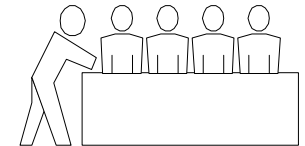
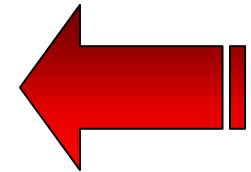
Business Process  
Modeling and Process  
Mapping



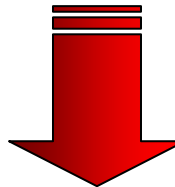
Locate and stress  
on key related  
processes

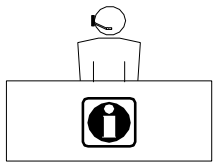


Achieve Consistency in Process  
and Output through aggressive  
internal auditing and process  
scoring

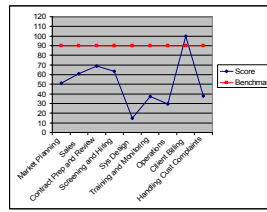
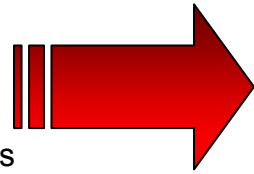


Employee  
Education and  
Key Skills  
Coverage

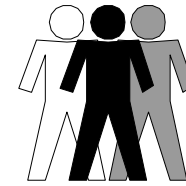
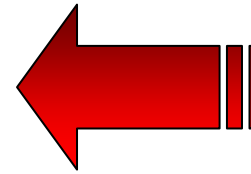




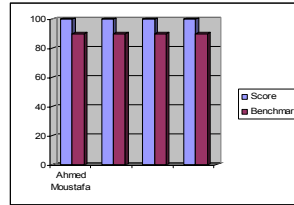
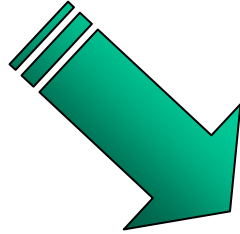
Provide customer access channels for complaints handling and interim satisfaction surveys



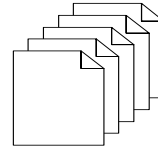
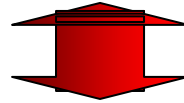
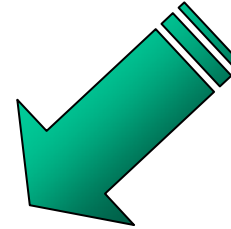
Analyze and Predict Problem Areas



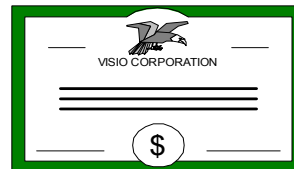
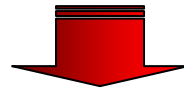
Enhance Employee Motivation (create "improvement culture", etc...)



Process Improvement



Periodic Review of Customer Satisfaction (CSI)



Periodic Review of Effect of Customer Satisfaction on Financial Results

# Process Improvement Results



- ▲ Successfully certified to ISO 9001:2000
- ▲ Consistency of Process implementation increased by 77 %
- ▲ Identified and removed approximately 20% redundancies in processes
- ▲ Improvement Ideas
  - Identified and successfully implemented 14 employee generated improvements
  - Successfully awarded first “Best Improvement Idea” award
- ▲ Extrapolation of Internal Audit results indicates an expected 40% increase in client satisfaction

**Thank You**