



AGILE SCRUM FOR BUSINESS AND TECHNOLOGY

- **Client:** Principal Financial Group®
- **Business Area:** Product Development
- **Opportunity:** Expand an Agile approach from pure IT projects to cross-functional product development efforts
- **Approach:**
 - Conducted "orientation to Agile" for business and IT leaders
 - Leaders from IT and the Business met to design the process:
 - Team size and composition
 - Systems and tools (JIRA configuration)
 - Feature prioritization and selection norms
 - Scaled framework to manage inter-dependent teams
 - Team work areas and visual metrics
 - Trained team members in Agile concepts and their roles
 - Launched Agile Scrum teams with a new product development project
- **Results:**
 - Created integrated teams with business and IT roles that align to deliver better new products to market faster