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Digital Service Economy

Its central strategy is to reduce the size and increase the frequency of the design-develop-test lifecycle. Over time, Agile has discovered and incorporated several powerful techniques to remove noise from the iterative lifecycle. These" ? Jeff Sussna, Designing Delivery: Rethinking IT in the Digital Service Economy

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Designing Delivery Rethinking It In Sussna's "Designing Delivery" is an important call-to-action for organizations of all sizes. Instead of relying on hierarchical, efficiency-oriented I.T. departments inspired by the management philosophy of Frederic Taylor, companies now need I.T. to be adaptable, responsive partners with a focus on customer empathy.

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" Designing for delivery will help us create services that are more robust and flexible. - Clay Shirky, author and industry observer As society transitions from a product economy to

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a digital service economy, software is increasingly essential for navigating everyday life.

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satisfy needs.

Designing Delivery – Sussna Associates
He is the the author of Designing Delivery:
Rethinking IT In the Digital Service Economy,
and is a highly respected teacher, writer,
and speaker on topics across the
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