

The Facts

"Technology projects very seldom fail for technology reasons... By far the highest percentage of failures results from human communications issues."

From **Information Week**

"Only 28 percent of IT projects are delivered on schedule and within budget — which tends to suggest that nothing much changes within the IT world ... similar levels of project failure were being trotted out 20 years [ago]..."

From **Unisys World**

"What are the odds that your next IS development project will be delivered on time, under budget, and to user expectations? Pretty grim, unfortunately, according to IS industry analysts (Meyer, 1998). Meta Group estimates that half of all new United States (U.S.) software projects will go way over budget. The Standish Group says 52.7% of information systems (IS) projects overrun their schedules and budgets, 31.1 % are canceled, and only 16.2% are completed on time and on budget (Hayes, 1997). Ambler (1999) found an 85% failure rate in the development of large-scale software projects."

From a **Stanford University Study**

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Fact: The majority of software projects fail.

Industry studies and years of real-world experience reveal two common reasons for this universal problem:

- ▶ **Inaccurate, inflexible design**
- ▶ **Undisciplined development**

The **BEAM™** approach is uniquely crafted to solve these problems. It is the result of years of careful study, testing, and real-world experience.

BEAM™ enables users, designers, and developers to work together far more effectively so they can design truly successful software applications.

BEAM: successful software...by design.

Ideal Systems has designed and developed successful software and taught others how to do the same since 1992. Let Ideal Systems be your catalyst for successful software.

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Why settle for anything less than **ideal**?

The Problem

Reason #1 for most software project failures: *Inaccurate, inflexible design*. This stems from:

- ▶ **Users uninformed**
When users are not appropriately engaged in the design process, you can count on a design that misses the mark and is resisted (and often rejected) by the user community.
- ▶ **Users overly-influential**
Existing design methodologies tend to focus on user work habits, daily processes, and minutiae about the way things have always been done. Users can approach these situations with rigidity about their business "requirements", severely limiting communication, innovation, and potential efficiencies.
- ▶ **Communication gap**
Users and developers speak different languages and use unique idioms, pictures, diagrams, etc. to convey their reality. Much is often lost in translation, but is only discovered after delivery.

When users, designers, and developers don't communicate clearly, the failure of the project is essentially guaranteed.

"BEAM... has improved communications between our customers and developers and dramatically boosted the quality and flexibility of our software products."

- Damian K., CEO

The Solution

BEAM helps users and designers work together to produce accurate, robust application models:

- ▶ **Common language**
BEAM provides a simple, effective means of communication that is both easily understood and incredibly precise. With minimal training, anyone can use BEAM.
- ▶ **Verifiable by users**
With BEAM, users communicate requirements without learning "technobabble" or abstract symbology. Instead, they just speak the essential thoughts of their business ("business events") in a concise, disciplined form and provide examples to verify the design's accuracy and flexibility.
- ▶ **Precise for developers**
Designers and developers alike appreciate how BEAM collects the right amount of design detail for both the database and the user interface, and does so in a form that can be easily scripted or coded.

When users, designers, and developers communicate using BEAM, the success of the design is virtually guaranteed.

"My database design now takes fewer meetings with customers and is optimized quicker than before with fewer iterations. I highly recommend this training."

- Aman C., Designer/Developer

The Plan

Ideal Systems offers the following BEAM courses for users, designers, and developers:

- ▶ **BEAM Introduction - 0.5 days**
Essential training for *everybody*. Presents the fundamental concepts of BEAM and teaches the common design language all parties can understand, speak, and verify.
- ▶ **BEAM Basics - 1.5 days**
Critical for power users, designers, and developers. Teaches special design cases (reinforced with numerous exercises), and shows how to leverage BEST diagrams for reviewing, scoping, and verifying.
- ▶ **BEAM TSS - 2 days**
For designers and developers of Transaction Support Systems. Addresses unique design challenges and advanced specification concepts for directly creating database apps.
- ▶ **BEAM DSS - 2 days**
For designers and developers of Decision Support Systems. Addresses unique design challenges and advanced specification concepts for working with data warehouse and reporting applications.

"Our manufacturing company relies on Ideal Systems. Their design approach was second to none and their software runs like clockwork for us."

- Susann G., Sales Manager