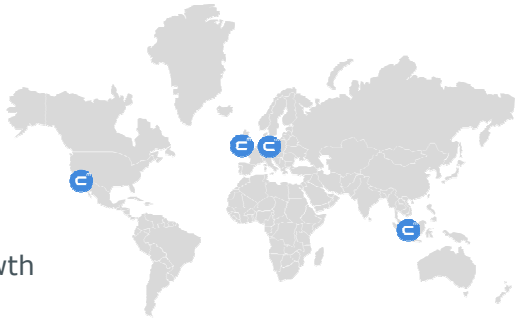
Scrum-Development at CoreMedia

Verena Traub, HR Manager
Angelina Velinska, Software Engineer

About CoreMedia

CoreMedia at a Glance

- Web Content Management
- 170 employees
- 4 offices worldwide
- 15 years of profitable growth
- Privately held corporation



CoreMedia Customers Worldwide
Content, Context, Conversion

High Traffic Portal for Winter Olympics 2010

- VANOC Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games
- Official High-Traffic Portal
- CoreMedia CMS
- Several languages, highest performance even with traffic peaks

Internet Broadcasting: CoreMedia offers scalable WCM to TV stations

Partner: PerfectSense

- Provider of online media solutions for local U.S. TV stations
- Replaced a home-grown system with CoreMedia CMS
- Beat Canvas CMS
- Cloud-based WCM for media outlets offering delivery of contextualized content

Our Culture

parties and events

trust-based working time

water, coffee and fruits for free

Equipment ChillOut CoreVadis

Intellectual dessert Hire Bonus table soccer

Sabbatical Wii

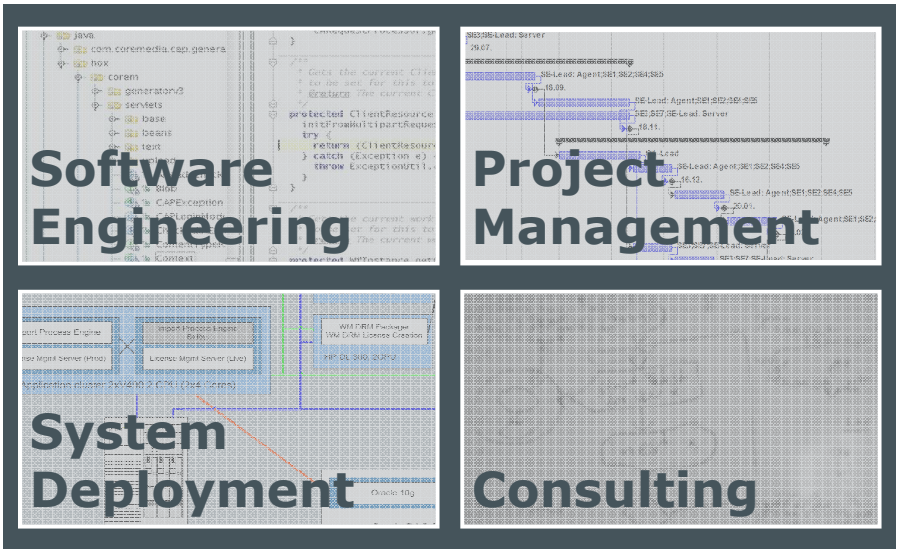
CoreAcademy Open space

World Café

Join our team as

- Technical Consultant
- Software Engineer

Technical Consultant
Responsabilities & tasks



Technical Consultant
Key competences

- Higher-education degree (university, technical college)
  with excellent results, preferably in information technology
- In-depth-knowledge of software-engineering
  Java, J2EE, JSP, XML, UML, Servlets, http, Linux, databases
- First project experience
- Interested in travelling
- Social Skills
  communication, presentation, co-ordination
- Languages
  very good Englisch and German
- Ability to abstract
- Willingness to learn

Snapshots for keen travellers

Software Engineer
Key competences

- Higher-education degree (university, technical college)
  with excellent results, preferably in information technology
- In-depth-knowledge of software-engineering
  Java, J2EE, JSP, XML, UML, Design Patterns Servlets, http, Linux, databases, AJAX is a plus
- Knowledge of agile development methodologies
- Interested in teamwork
- Analytical skills
- High quality expectations regarding your own work
- Willingness to learn

Software Engineer
It's all about Java!

Basic Information about Scrum

Scrum as an agile development method

Requirements for agile software development:

- *Individuals* and *Interactions* are more important than *tools* and *processes*.
- *Well-functioning programmes* are more important than *detailed documentation.*
- *Continuous cooperation with customers* is more important than *contracts*.
- Courage and openness for *changes* is more important than acting upon a *fixed plan*.

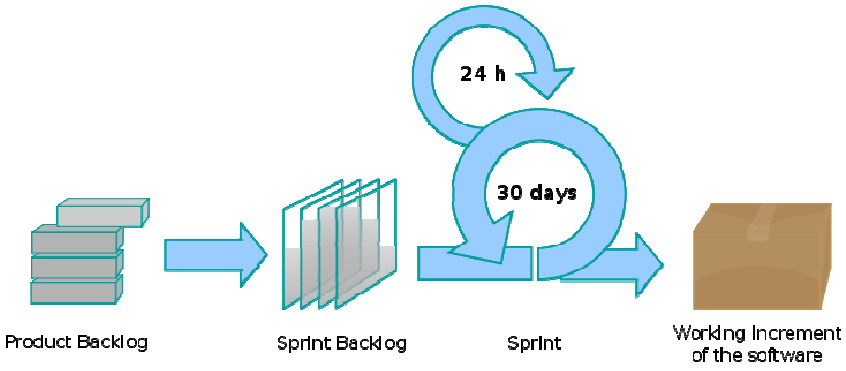
Source: Agile Manifesto (2001)

What characterises Scrum?

Different roles within a Scrum-development-team:

- The **Scrum Master** is responsible for the processes
- The **Product Owner** represents the voice of the customer
- The cross-functional t**eam** delivers the product

Process of development according to Scrum



Source: Lakeworks

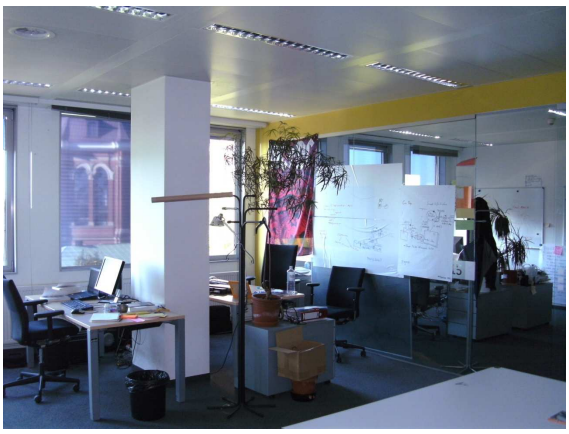
How Scrum became CoreMedia's development method

- **2003:** Coremedians start the usage of Scrum processes or parts of them in development and customer projects
- **2007:** the first employee received the Scrum Master Certification
- Several employees became interested in organising the whole development department according to Scrum
  - → Creation of a concept about introducing Scrum
  - → Management was convinced and decided the implementation
- **2009:** Introduction of Scrum starts

In reality...

Scrum-development in 11 pics

Monday, 8:45



- yawning void in the development department …
- But …

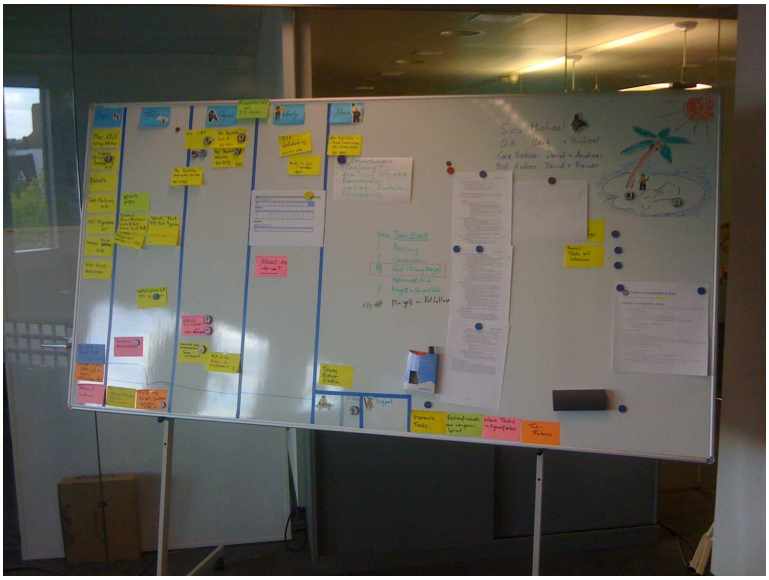
Daily Stand-up at 10:00

CoreMedia

The „project shedule“

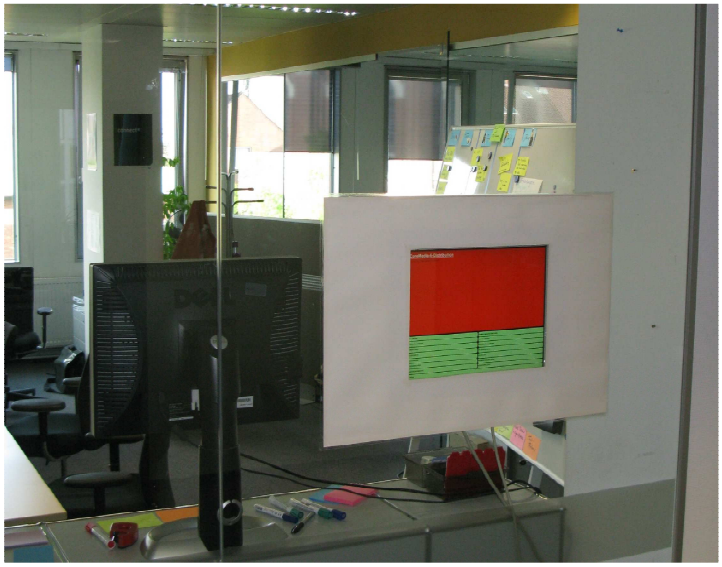
- Development cycle: 6 weeks iteration
- Length of sprint: 2 weeks

Task-Board as the most important tool



Concentration!!!

Continuous integration…



Estimate-talk-estimate …

This Story… corresponds to 2 Story Points

Constant improvement – the retrospective...

Umsetzungscheck A

Automatische Tests	Done?
JBehave-Aufräum-Aktion	done
Manuelle Testspecs automatisieren	angefangen
Stories	**Done?**
Visualisierung des erwarteten Endergebnisses (Skizze)	done
Merges in next mit doppelten Submits	**Done?**
Andere Merge-Strategie	
Extra Meeting mit neuen Teammitgliedern	
Beides (next und Entwicklungsbranch) machen?	
JTI treibt	nein
Daily Scrum	**Done?**
Daily Scrum auf 9:45 Uhr vorverlegt	done

Satisfaction-Histogram

Are there any questions?