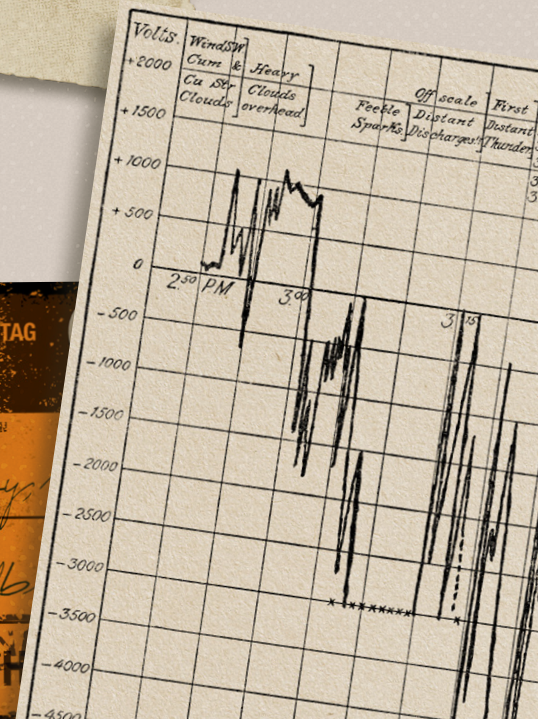
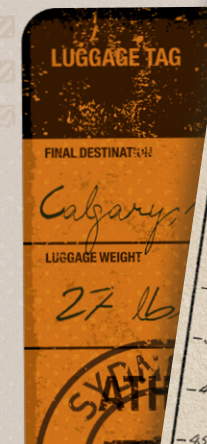


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FAMILY TICKET
Any one Station within the Sydney Suburban Area
Economy Travel
any one Station within the Sydney Suburban Area



Digital Execution Manual:

START



Intro

Welcome to the beginning of your digital execution journey with Mendix. This manual covers the Start stage of your journey. Here you'll find an overview of everything you need to get your first low-code application live, from zero to launch party.

Getting started fast is key in this stage and will require a concerted effort up front, from building your first app with your team while learning the platform to integrating it into your ecosystem. This is where the rubber meets the road. Grab a pen and a highlighter, and prepare to fold a corner or two. There isn't a moment to lose.

In the start phase, you'll need to focus on four key areas to get your first app launched fast:

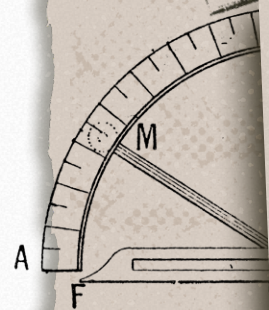
- The people you'll need on the team you'll be assembling.
- Which app, when built, will demonstrate real business value to your organization.
- Adjusting the processes that will guide your team as they iterate while exploring how those changes will best fit your organization.
- Your platform to-do list, from training to developing more than just apps.

Lastly, we're going to talk about cake and ice cream, and the importance of celebrating that first app.

Are you ready?

People

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At the heart of making your vision a reality are the people you'll choose to be a part of this new venture. Knowing who should have a hand in this, and when, is critical to building and launching your first app quickly and will set the stage for allowing you to scale up in the future.

To begin with, you'll want to staff up a core team and then create a roster of internal experts (UX/UI, Security, Architects, Ops, etc), who may not be needed for day-to-day operations but will have valuable contributions to make as your organization adopts Mendix.



The Core Team

If at all possible, you'll want to have the core development team co-located (or time zone located, if remote) so they are able to work on the same schedule. For this initial, small group you'll need:

DEVELOPERS



How many you bring on to the team will depend on the size of your organization and the scope of your initial app (more about how to decide on an app below). Once you have identified your developers, you'll want to ensure they are trained and have completed the Rapid Developer certification. Ideally, this would happen close to kick-off so their knowledge is fresh and can be immediately applied to the app they are going to build.

PROGRAM OWNER



Broadly speaking, their job is going to be championing the cause as well as establishing and showing the realized value of digital transformation. They will also be working with the Scrum Master to create and fine-tune processes as the team moves along. Once the app goes live, they, along with the product owner, will be in charge of celebrating the launch and getting others in the organization excited about what can be achieved.

SCRUM MASTER



It is pretty typical to underestimate how much time a Scrum Master is going to need to spend with the developer team, so make sure they are as dedicated as possible. They should also have a solid understanding of what the requirements are on managing an Agile project.

BUSINESS ANALYST



It's going to be important to have someone be the conduit and mouthpiece for the business. Their job is going to revolve around working closely with developers to ensure that the requirements are effectively translated for developers so the vision can be brought to life. This is a good time for them to begin gathering stories for the development team to evaluate and estimate.

Internal Experts

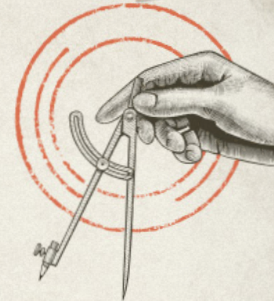
While their day-to-day job may not currently require them to be intimately involved with the core team, these are the people who may need to weigh in at critical junctures as your core team builds and launches their first app. This is especially true if you already have a portfolio of app-builds planned out. You will want them to look ahead toward creating a Center of Excellence and thinking through governance. (You can read more on this in the manual for the next stage: Structure.)

C-SUITE



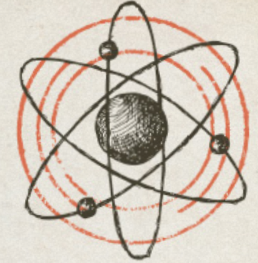
Working with the C-suite to make room in the corporate strategy for innovation/digital transformation is key. One of the big challenges most face at this stage are resources that are partially enabled, e.g. focused on both Mendix and traditional development. This split focus will slow the adoption/growth curve because it reduces the ability to understand how to build apps with Mendix and distracts from the attention that is needed to build fast. Additionally, making room in the budget is also important to ensure success.

UX/UI



Bringing on a member of your UX/UI team at this stage will not only ensure the design is consistent with other apps in your ecosystem, but it will also give them a chance to learn the platform in preparation for the next stage, Structure where things begin to really ramp up.


ARCHITECTS



Whether or not you need an architect at the beginning will depend on the first app you are creating, and whether there will be a need to do the layout and map out the integrations or the UX/UI to ensure the design is consistent with other apps in your ecosystem. One advantage to bringing an architect in at an early stage will be the opportunity for them to become familiar with the Mendix Platform so that as you grow and build more applications, they will already be aware of what it's like to do their work in Mendix.

As your team grows in maturity you'll want to think about creating a center of excellence around these resources. The goal here will be to define governance and guidelines for the team as they continue building out applications and integrating with the rest of your digital ecosystem. There will be more on how to do that as you progress through the subsequent Structure and Scale stage manuals. For now, it's something to keep in the back of your mind.

Portfolio

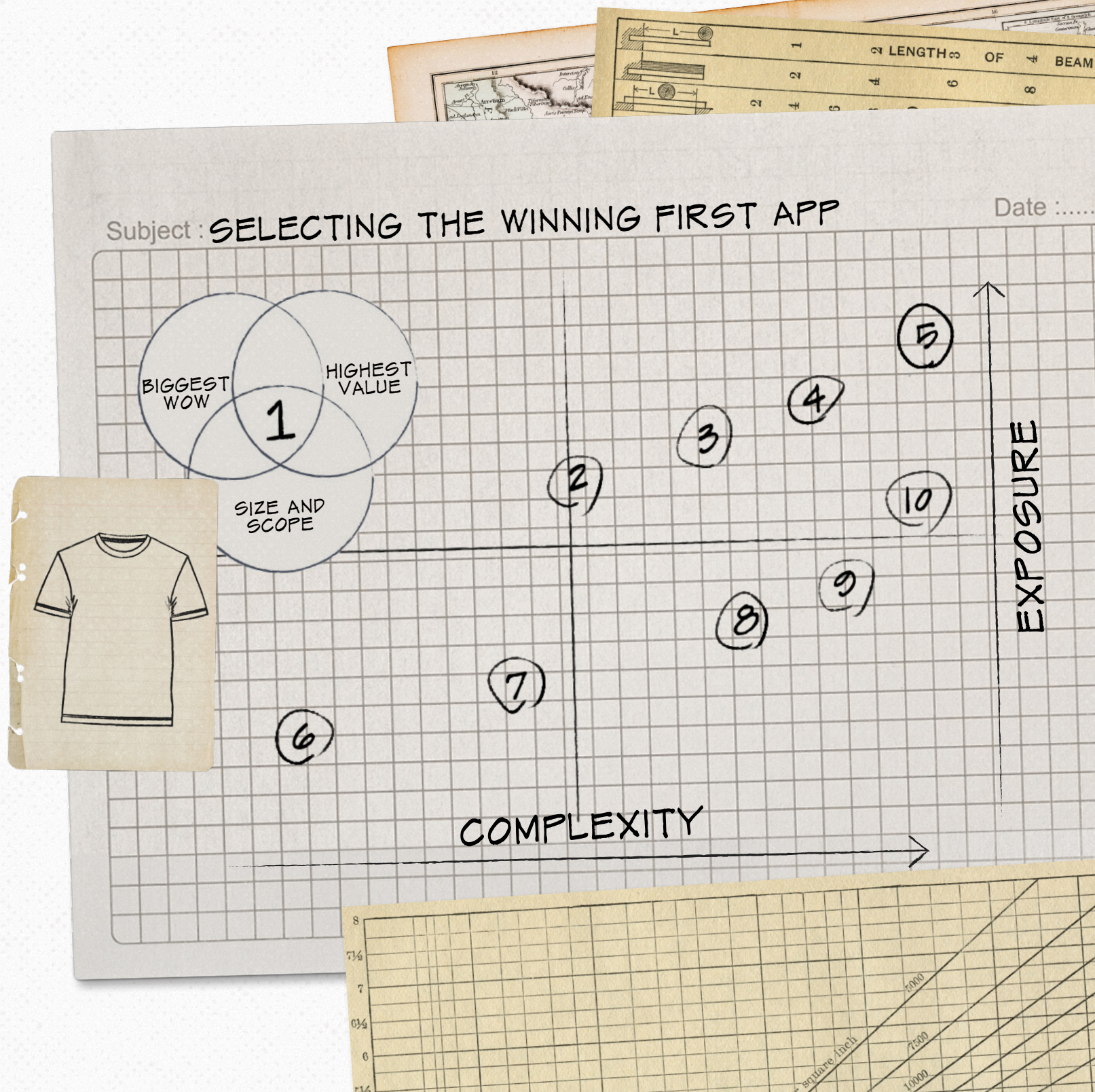


Alright, your team is set and you've made room in the schedule and the budget so the core members can focus exclusively on building in the Mendix Platform, the only question is: What are you going to build? And how do you even decide that?

Years spent in helping customers figure out how to effectively integrate Mendix into their organization have revealed this: The first application you build is critical. When chosen correctly, it will set the stage for future growth by whetting your organization's appetite for more. The apps that are most effective at achieving this are ones that are relatively low in complexity but provide noticeable value to the organization. A good example of nailing this intersection are apps that are customer-facing or that surface up frequently used information from multiple sources to a single location for use.

The closer you can get to that intersection, the better positioned you will be to continue expanding the portfolio while giving your team time to grow in their confidence and skills. As you continue building apps down the line, you'll be able to tackle applications with increasing complexity that are more aligned to the organization's strategic vision.

Included in this manual is a one-page worksheet that will help you decide where to start with your app portfolio. Make a few copies of it and fill one out for each app idea you have. When you've exhausted your ideas, sort through them until you find the one that best matches that ideal mixture of low complexity and high exposure that can be built quickly. Keep the rest of your ideas around, though, as you will use them to map out which app should be second, third, and so on. Once your team has finished with their first app, you'll want to keep the momentum going by letting them loose on that second app.



Valuating Your Apps

No matter where you are—Start, Structure, or Scale—understanding the value your applications will create is vital.

This new way of development requires you to have an app’s value well defined at the outset of the project.

Every application needs to start with a use case template that talks about what the application is, what it’s solving or creating, and the key performance indicators. The goal of doing this upfront is that it provides your development teams with a purpose and direction throughout the project from idea to maintenance. The use case template sets a benchmark for what the application should achieve. Measuring the value of an application should be done before development as well as post-deployment. Even intangible value drivers like “improved collaboration” should be noted in this intake process.

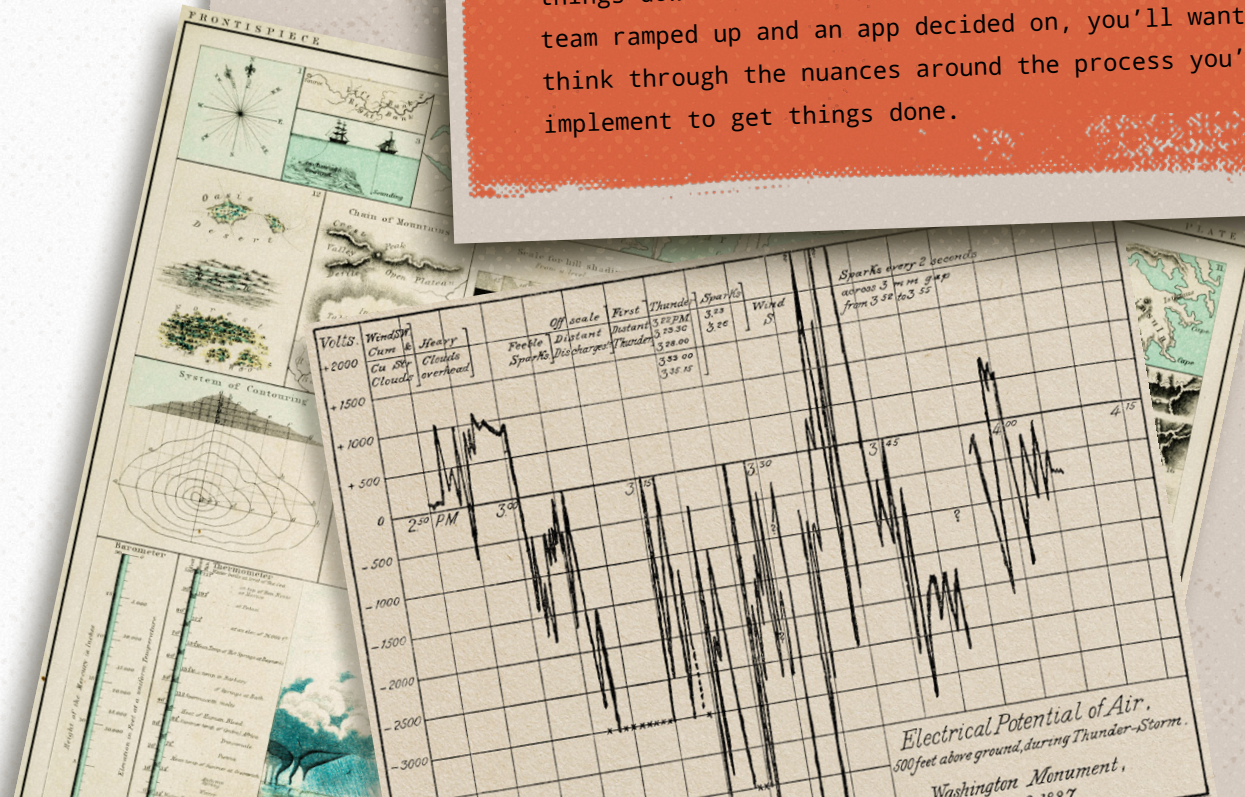
Another important aspect you need to think about when defining the value of an application is what happens after delivery. Program managers should create ways to effectively communicate to the rest of the organization the value that this app is creating and how it aligns with the digital transformation vision. They also need to support and foster this value intake process so value definition and measurement become just as much part of the process as the building of the application.

APP NAME		
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CURRENT SITUATION		
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DESCRIPTION OF THE IDEA (“WE BELIEVE”)		
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IT SOLVES/CREATES:	AFFECTED KPIs:	ENABLED BY:
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Process



Analyzing your processes is going to be an important part of setting yourself up for continued growth. Mendix's application development platform can speed up delivery but old, outdated processes can slow things down and hinder progress. As you get your team ramped up and an app decided on, you'll want to think through the nuances around the process you'll implement to get things done.



Mendix enables development teams to adopt different types of Agile approaches from Lean to a hybrid Agile/DevOps approach, a.k.a. BizDevOps. Center to this is the ability to collaborate closely in short, iterative development cycles with internal and external stakeholders, which the Mendix Platform supports out of the box. Here's how you can best take advantage of this support:

The Developer Portal has a full-fledged user story and task backlog management tool called Epics. Development teams should use this to capture, refine, and prioritize requirements for the application they are building.

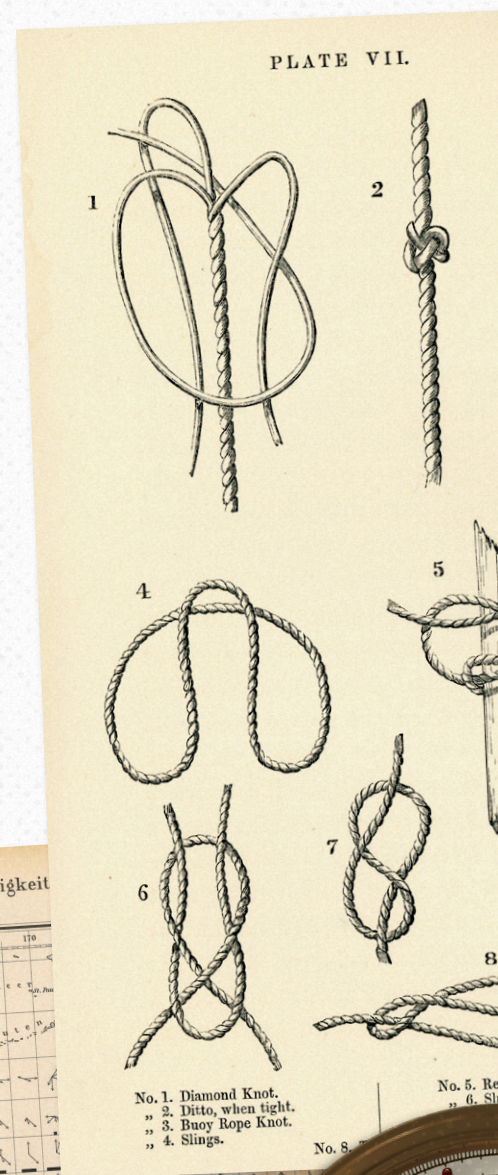
All the stakeholders of the app under development can be actively engaged in the development process through different channels in the Developer Portal. Plan to make use of this as it is a central location for all communication for your app.

Shorten the feedback loop between your development team, key stakeholders, and end-users so that development is effective and efficient. To do that:

- The development team can make use of the feedback section of the Developer Portal. Here they can accept, triage, and respond back to the one who initially submitted the feedback.
- Make use of the Mendix Feedback Module in your apps. This will allow end-users to submit feedback directly from the app itself at the moment they come across something they'd like to report.

Once you've gotten solid feedback loops in place, it's time to think about how you'll approach testing. Solving issues early on in development will ensure a more stable product and cut back on the feedback a customer will need to leave. For this reason, we suggest you take a test-driven development approach. Going this route will ensure your application is built to testable stories allowing for anyone to do the testing.

The right tools here will make a big difference in the impact of your speed to market (there's more on that in the next section). This is also a good time to ensure that your development, test, and production environments are provisioned, ensuring that your app faces as few hiccups as possible.



Platform

The background features a collage of vintage items. At the top right is a leather bag with a drawstring. Below it is a graph with a grid and a line plot. In the center is a photograph of a person climbing a steep, rocky mountain. To the right of the photo is a postcard with a landscape scene and the text "Electrical Potential of Air. 500 feet above ground, during Thunder-Storm. Washington Monument, May 6, 1887." At the bottom left is a postcard with the number "205" and "1880". At the bottom right is a protractor and a postcard with the text "ITALIA TRAFOLI".

The Mendix Platform is chock full of useful features that you'll want to learn about as you go along. Your Scrum Master and developers will want to bookmark the Studio Pro Guide and the Release Notes, while everyone on the team will find the Evaluation Guide a helpful and detailed overview of the capabilities and features of the platform - some of which you'll want to make use of as you grow out of the Start stage and into the Structure stage.

Your Platform To-Do List



Developers

Make sure the developers on your new team have signed up with an account and downloaded Studio Pro so that they are ready for training and developing that first app.



Architect(s)

Meanwhile, the architect(s) should make sure all integrations are accounted for and a strategy put in place.



Set up your testing tools

We have built into the platform an Application Quality Monitor (AQM) that will provide insight into the quality of the application models you are building during development. Additionally, we have an entire suite of tools called the Application Test Suite (ATS) that can bring automated testing directly into your application lifecycle. We also support third-party testing tools like Selenium and JUnit, and because the Mendix Platform is extensible, developers can build testing suites with other third-party testing tools.



Deployment

Next, think about your cloud and deployment strategy. Mendix apps can be deployed to many different platforms, from Mendix Cloud to Mendix for Private Cloud, on-premises, or other cloud providers such as AWS, Microsoft Azure, and more. Be sure to align with your organization's policies on deployment and have support in place from your own infrastructure specialist.



Beyond the application

Take some time to think through the application you're going to be building. Are there components or processes you'll be using that other apps in the future would use? Create them as reusable modules so that you are starting out on the right micro-services/reusable architecture. Additionally, the UX/UI team member can start to build UX/UI templates for future use.

Time Week Ending January 20th 1957

EMPLOYEES NAME	S	M	T	W	T	F	S	Total Time Worked	Rate Per
								13/05	
								17/29	
								24/56	
								30/51	
								34/16	
								37/18	
								40/19	

40 hours, 19 min @ 1.45 am per hour = 58.70
7 days rest @ 3.00 daily = 21.00
\$ 79.70

Cake & Ice Cream

celebrating that first app

You did it! You built, tested, and deployed your first app. Now it's time to let your organization know. Showing the value of what you have created is so important in being able to continue the work you've begun. Go ahead and order up a cake and invite people to see what your team has been up to, or throw a virtual party and hand out prizes. Whatever you do, don't forget to share the impact your app is making and paint the future of what is possible with rapid application development in your organization.



What's Next?

Your team is trained and ready, processes have been set up and put into place, and your team has a leader championing their cause and showing the value of what you have accomplished to the organization at large. As you move beyond developing your first couple of apps, you'll likely need to look at how to grow your operations to the next stage. When you've reached that point, the Structure stage manual will be ready and waiting.

