



# HYPR

The Pursuit of Relevance

eGUIDE

## FLOODLIGHT

- Discover what's constraining the flow of value to your customers and why
- Create alignment with your leaders and teams about the highest value improvements you can make right now to accelerate flow – in your context
- A comprehensive baseline assessment to understand the maturity of your product engineering practice
- Based on an Improvement Model with over 280 criteria and benchmarked across 200 software businesses

# What's really holding you back?

Every business needs to deliver value fast to its customers. If things are taking too long, frustration builds among leaders and teams.

While there's great intent to improve delivery and remove constraints, systems are so complex – with so many moving parts interacting with each other – that it's hard to know exactly what the real blockers are or why they *really* exist.

*“You instinctively know when the flow of value is blocked in your system, but to know where and how to unblock it is a complex socio-technical challenge”*

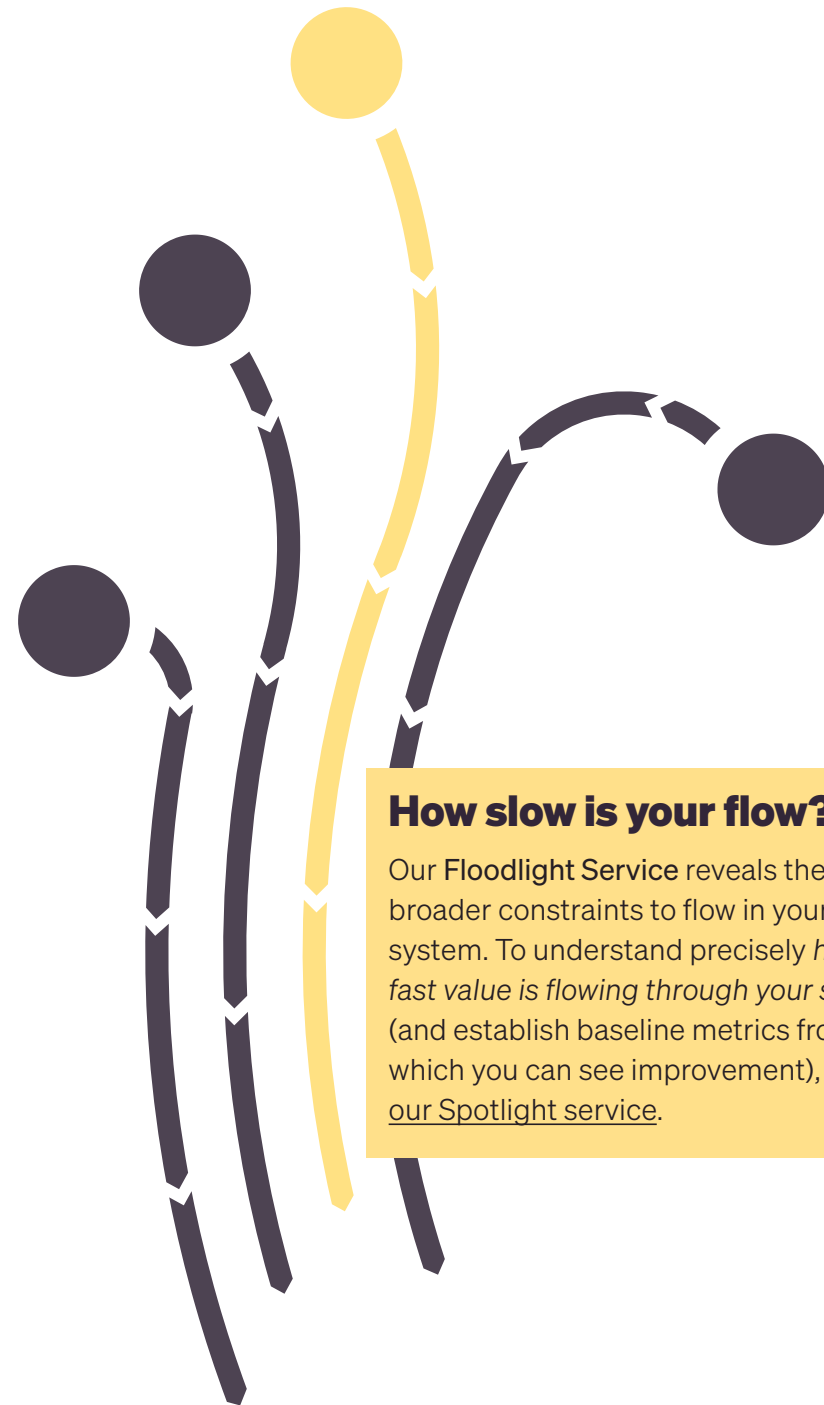
HYPR Floodlight shines on your system as a whole and provides the guidance you need to make improvements at the system level.

You'll see:

- Comprehensive performance metrics based on our Improvement Model that allow you to compare your product engineering practice with maturity benchmarks **across eight key areas of delivery**
- Insights on technology and people – their practices, capabilities and ways of working
- Real-world explanations of underlying constraints in alignment *from* vision to task; their causes, their effect on flow and their consequential impacts on other areas in your system
- *Context-sensitive* insights that reveal your priority actions

# Floodlight brings you insights to do this and more...

- Better support digital delivery business cases
- Align teams to business objectives – from vision to task
- Shift or refine your product and technology strategy to ensure future adaptability
- Create a narrative to achieve world-class product engineering
- Make better investment and trade-off decisions
- Focus skills and activity in the right areas, right now
- Launch a capability uplift programme to address practices issues
- and, of course...*
- Accelerate the flow of value to customers



## How slow is your flow?

Our Floodlight Service reveals the broader constraints to flow in your system. To understand precisely *how fast value is flowing through your system* (and establish baseline metrics from which you can see improvement), [see our Spotlight service.](#)

# Based on an Improvement Model you can trust

Floodlight is based on a comprehensive 'Improvement Model' created by HYPR:

- Developed through years of experience working at the coalface of digital delivery and transformation
- Constantly evolved over a decade to adopt the latest thinking and cutting-edge practice
- One of the most comprehensive analysis tools in the industry covering 285 criteria across 8 areas of delivery
- Engaged by over 200+ software product companies, from startups to multinationals with thousands of staff
- Run only by HYPR experts with experience and ability to understand your context and provide recommendations aligned to your strategy
- Focused on finding flow-aligned improvements at the system level – coherent improvements that work together

*“If you need a mechanic to get under the hood of your tech teams and help them understand what’s going on, then HYPR is my absolute go-to.*

*They’re remarkable at being able to bridge technology teams and business leaders, enabling them to have conversations about how to help drive better outcomes. They’ve also built an absolutely incredible team of consultants”*

Josh Robb, Founder & Chief Product Officer, Tend Health

# What does good look like?

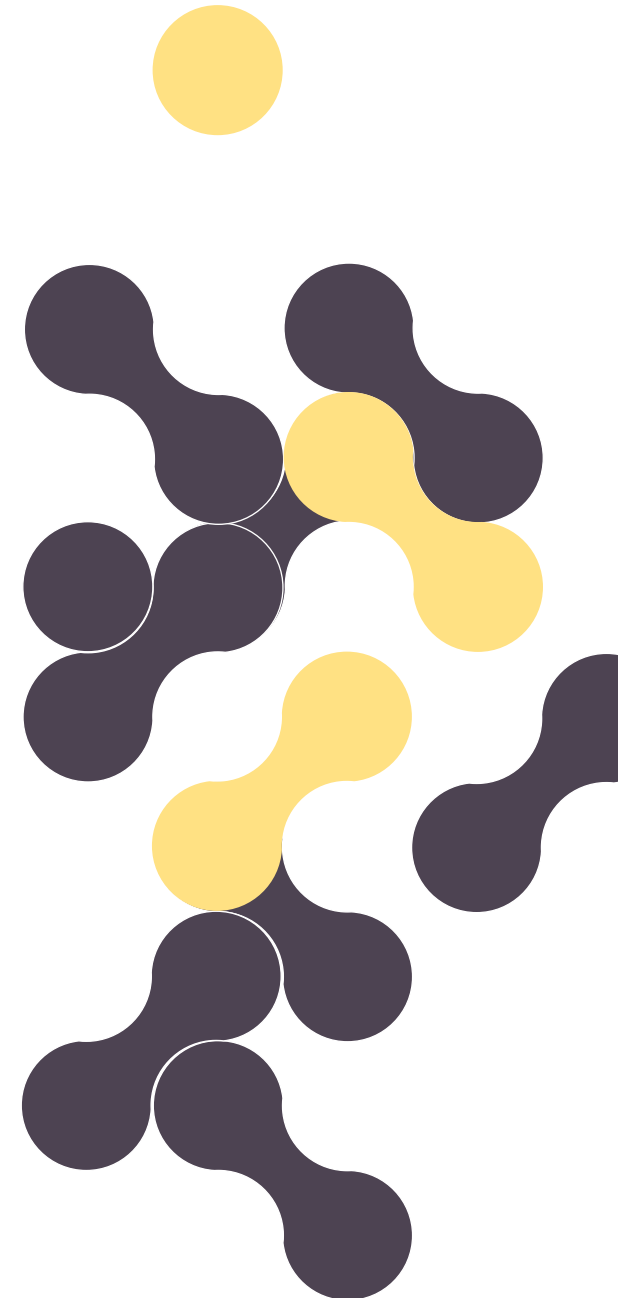
Floodlight's comprehensive coverage analyses performance across your system to identify gaps between where you're at and where you need to be...

## Teams

- High-performing teams are self-organising and base decision making on promoting the flow of value to customers
- Excellent communication patterns help teams work collaboratively, share ideas and have an effective process
- Clear roles ensure process and product improvement
- Onboarding new team members is seamless

## Product Development Value Flow

- High-performing leaders and teams move faster by using small batch sizes, limiting work in progress and identifying and reducing delays in their process
- Technology products need focus with a clear direction, often preferably in line with clearly identifiable Objectives and Key Results (OKRs)
- Innovation is validated by customers with feedback driving incremental evolution towards simplicity and customer delight
- Flow and DORA metrics are used to highlight, enable and track improvements



## Technical Practices

- Technical practices support the conscious management of code-level technical debt
- High-performing teams are aware of code smells and adopt practices to actively improve code quality every time a change is made
- A great developer experience assisted by modern tools helps increase productivity and enables safe and rapid system evolution whilst maintaining code quality

## Prioritisation & Planning

- Products are progressively elaborated to avoid unnecessary rework
- Different levels of validation and planning operate on different cadences against the appropriate work type and batch size to help guide product direction, aligned to strategy
- Teams can pivot based on market demands
- Everyone participates effectively in collaborative planning
- People doing the work are involved in elaboration, estimation and prioritisation
- Teams are supported by product owners with feedback from customers

## Quality Practices

- Layered Test Automation (LTA) forms the foundation for quality, starting with simple, discrete microtests that are run frequently during development and on commit
- Additional layers of automated testing may include specialised testing approaches and non-functional tests dependent on scale, technology stack and industry
- LTA allows team members to focus on high-value manual exploratory testing and ensures serious defects are found quickly and fixed once
- Quality also has an external focus, products must be easy to use and intuitive

## DevOps & Continuous Delivery

- Automation, including deployment, infrastructure processes, testing, releasing and system observability, allow teams to move quickly and scale fast
- Continuous delivery pipelines are extensible to meet growth, security and resilience demands over time
- Small changes can be pushed into production quickly and safely
- Releases are frequent, low stress and require few people
- The system is observable and teams are notified of problems before customers with the ability to recover quickly

## Architecture

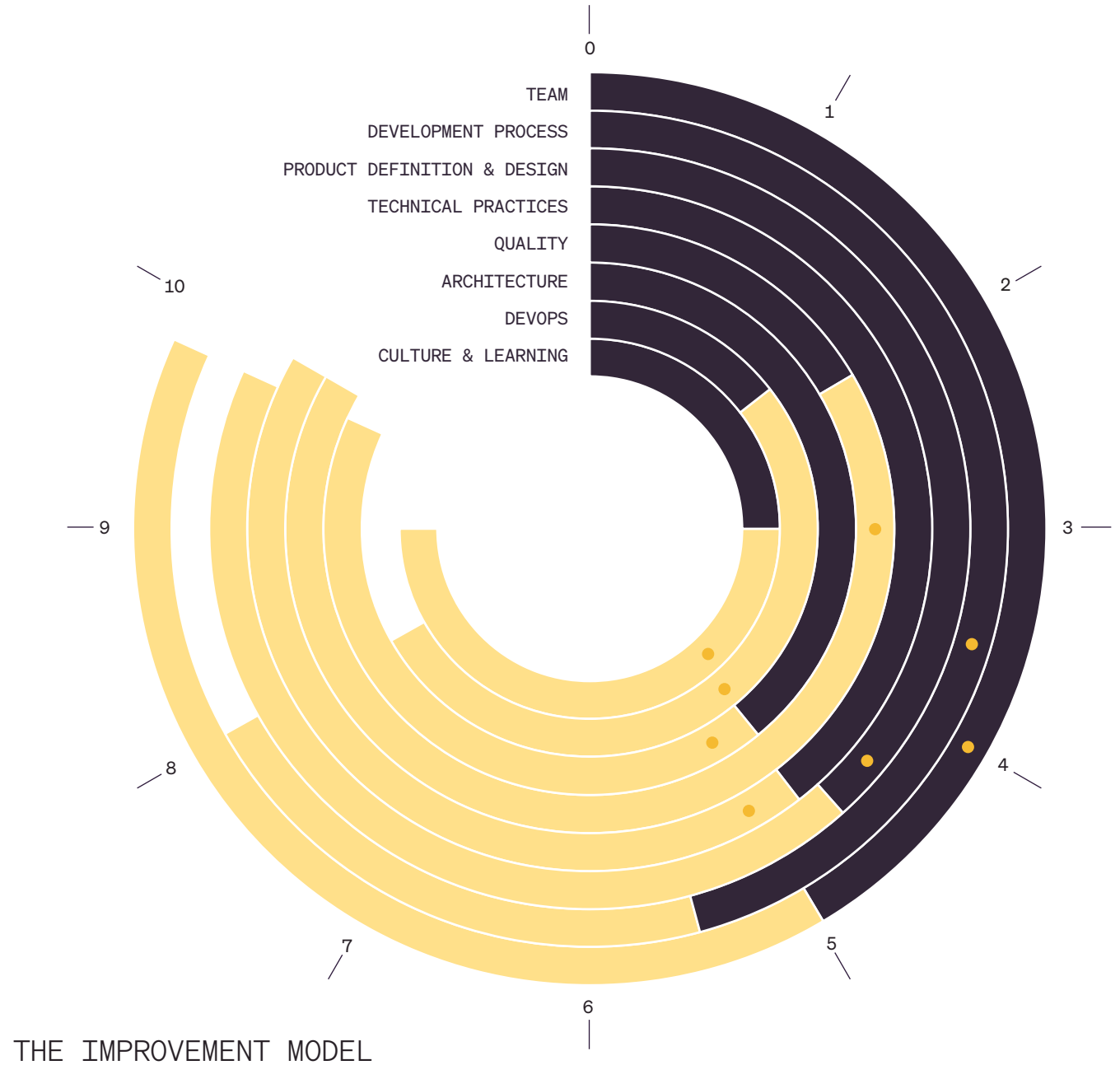
- An appropriate architectural style is applied to match the constraints of the system and anticipated performance and scale
- Architecture supports business and customer demands
- Architectural debt is understood and managed
- Options to extend the system to meet anticipated growth are identified and kept open
- Modern technology, tooling and architectural patterns – including APIs and security – are understood and used where appropriate
- Systems are organised around business context
- Low coupling, high cohesion and excellent dependency management help ensure systems can continue to be evolved rapidly
- Cloud-native first with appropriate use of micro services when required
- Appropriate resilience to failure is built in

## Culture & Learning

- A competitive advantage for software product companies is being able to learn and adapt faster than competitors around product and process
- Everyone is encouraged to generate ideas leading to improved solution design
- Improvement opportunities are identified and actioned quickly through metrics
- Teams solve complex issues collaboratively with transparency of information
- Leaders support individual learning and growth
- Great companies know how to attract the right talent. We check to see how your knowledge worker experience is managed and how talent is developed to retain them

# How will you score?

Floodlight's Improvement Model compares your performance with the best and average scores of over 200 businesses...



- BEST
- BUSINESS X
- AVERAGE



# Identifying constraints. Understanding their causes

Floodlight's Improvement Model score and report will show you the real constraints in your system, their comparative importance and the ones likely to have the biggest impact on flow.

You will be able to better grasp the consequences of those constraints elsewhere in the system.

We help you map out the sequence of cause and effect from the core problem to the symptoms it creates – *in your context*. It puts you in a position to create alignment with your leaders and teams about the highest value improvements you can make right now to accelerate flow.

## Typical issues we identify. But which one matters most to you?

- Unclear vision and goals with teams not aligned from vision to task
- Work and people are not properly organised around value
- Poor alignment between people and technology
- Technology remains constrained by legacy issues (eg. high levels of technical debt)
- People don't have the technical practices to succeed in a fast-changing environment
- No visibility of delays in the system and/or no common language to describe them
- Poor customer and product focus. Working on the wrong things
- No clear understanding of the interdependencies of different parts of the system

# Floodlight's engagement process

## Proposal

- We prepare a proposal based on our discussions
- On approval, we outline the essential precursor activities and make it clear who and what we will need from you
- A simple and transparent pricing approach

## Assessment

- We 'check in' to explore in further detail business context, vision for improvement, how you see your current situation, capabilities and priorities
- We conduct the Floodlight assessment using our Improvement Model
- We'll need access to leaders, teams and technology. The assessment takes 1–2 weeks depending on the number of teams covered

## Results & Insights

- You'll receive your performance data and Floodlight report within 2 weeks from completion of assessment
- We meet with you to take you through the analysis, provide insights about the key constraints in your system and offer actionable recommendations

## Pricing

Floodlight is tailored to your requirements and works for any size business

**\$25k (AU\$)** for **2** teams

**+\$5k (AU\$)** for each **additional** team

This **Floodlight service** reveals the broader constraints to flow in your system. To uncover/discover where your flow issues lie, see our **Spotlight service**.

# Engagement Model

Build your world-class product engineering practice. Optimise the flow of customer value and build in the adaptability required for business model innovation

## ALIGN

We seek to understand your vision, objectives and desired outcomes. We explore the constraints you face and a timescale for transforming your delivery system

## DIVERSIFY

Using the Delivery Ecosystem, the teams are able to explore more adjacent or radical pools of value

## SCALE ECOSYSTEM

We bring more teams into the Delivery Ecosystem, uplifting capability across your product engineering practice

## EMBED ECOSYSTEM

To build confidence in the Delivery Ecosystem, we help one or two teams form the new habits that allow them to incrementally deliver slices of value while displacing legacy

## FLOODLIGHT

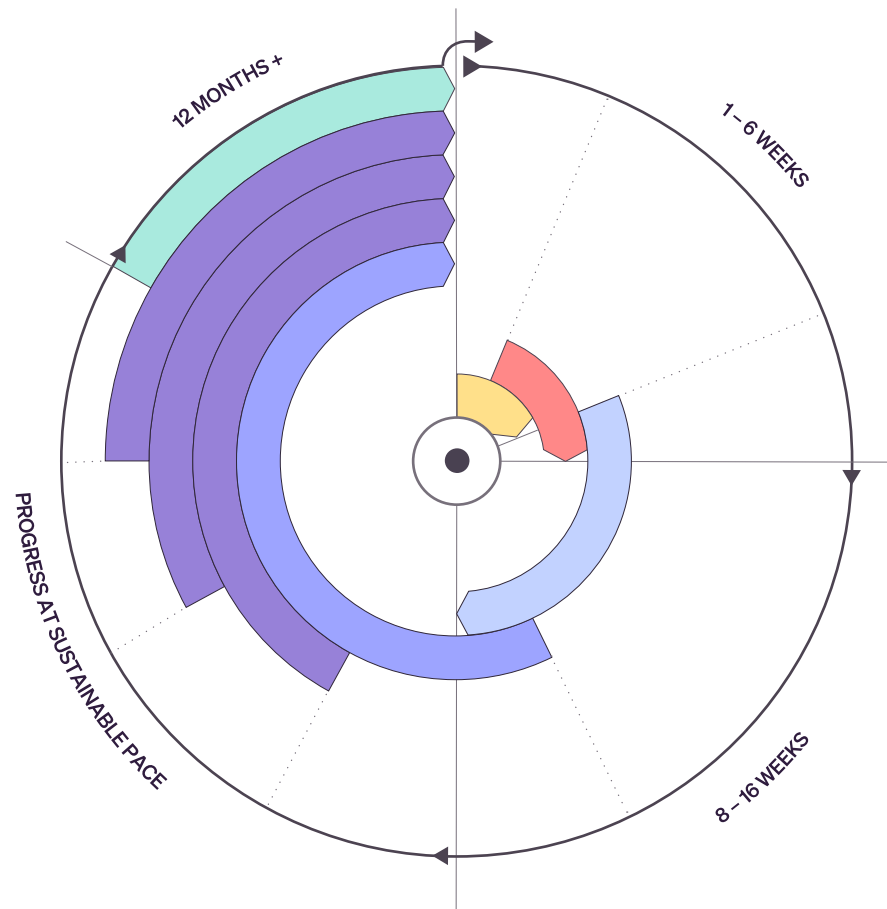
A comprehensive assessment of the maturity of your product engineering practice at the system level. Delivers critical insights on constraints to flow and helps align stakeholders about the improvements you need to make

## SPOTLIGHT

Measures the current flow of value through your system. Compares your performance against industry-recognised benchmarks. Provides expert guidance on how best to optimise flow

## CREATE ECOSYSTEM

We adapt proven patterns in your context to create a flow-optimised, human and technical ecosystem that can deliver slices of value fast



# HYPR

[www.hyprinnovation.io](http://www.hyprinnovation.io)



**CONTACT US NOW –  
WE'RE READY TO HELP**

**Gillian Clark – Partner**  
[gillian@hyprinnovation.io](mailto:gillian@hyprinnovation.io)

**Ajay Blackshah – Partner**  
[ajay@hyprinnovation.io](mailto:ajay@hyprinnovation.io)

**Gareth Evans – Partner**  
[gareth@hyprinnovation.io](mailto:gareth@hyprinnovation.io)