PLUGIN

TEMPO

Get the time out

Agile Product Management

inspired by our customers

Agenda

- TM Software and Tempo - what is our story - **Stefan**
- Tempo product life-cycle - **Petur**
- Tempo Development - **Bjarni**

What is our story

grown by TM Software

About TM Software - Origo

- A part of Nýherji "group"
- 45 employees plus 20 in a subsidiary EMR - Healthcare solutions

- We are in the B2B market and specialize in:
  - Web, portal & mobile solutions
    - Internet, intranet & extranet
  - Web app & bespoke development
    - Tempo, WebMaster CMS, Sharepoint plugins...
  - Internet marketing
    - SEO, SEM, analytics & content strategy
  - Integration & SOA architecture

Our Customers

Banking & Insurance

Arion banki
Íslandsbanki
London Stock Exchange
SJÓVÁ
Landsbankinn
MP BANKI
vörður tryggingar hf.
Allianz
intrum justitia
Deutsche Bank

Travel & Transportation

ICELANDAIR
EIMSKIP
Hertz
AIR ICELAND
Icelandic farm holidays
Inghams

Tecnology & Communication

Landsvirkjun
Síminn
VYRE
LANDSNET
Nokia Siemens Networks
intel
Betware
Kodak

Public sector

ALÞINGI
Reykjavíkurborg
Þjónusta fyrir þig
RÍKISLÖGREGLUSTJÓRINN
SLYSAVARNAFÉLAGIÐ LANDSBJÖRG
Stjórnarráð Íslands

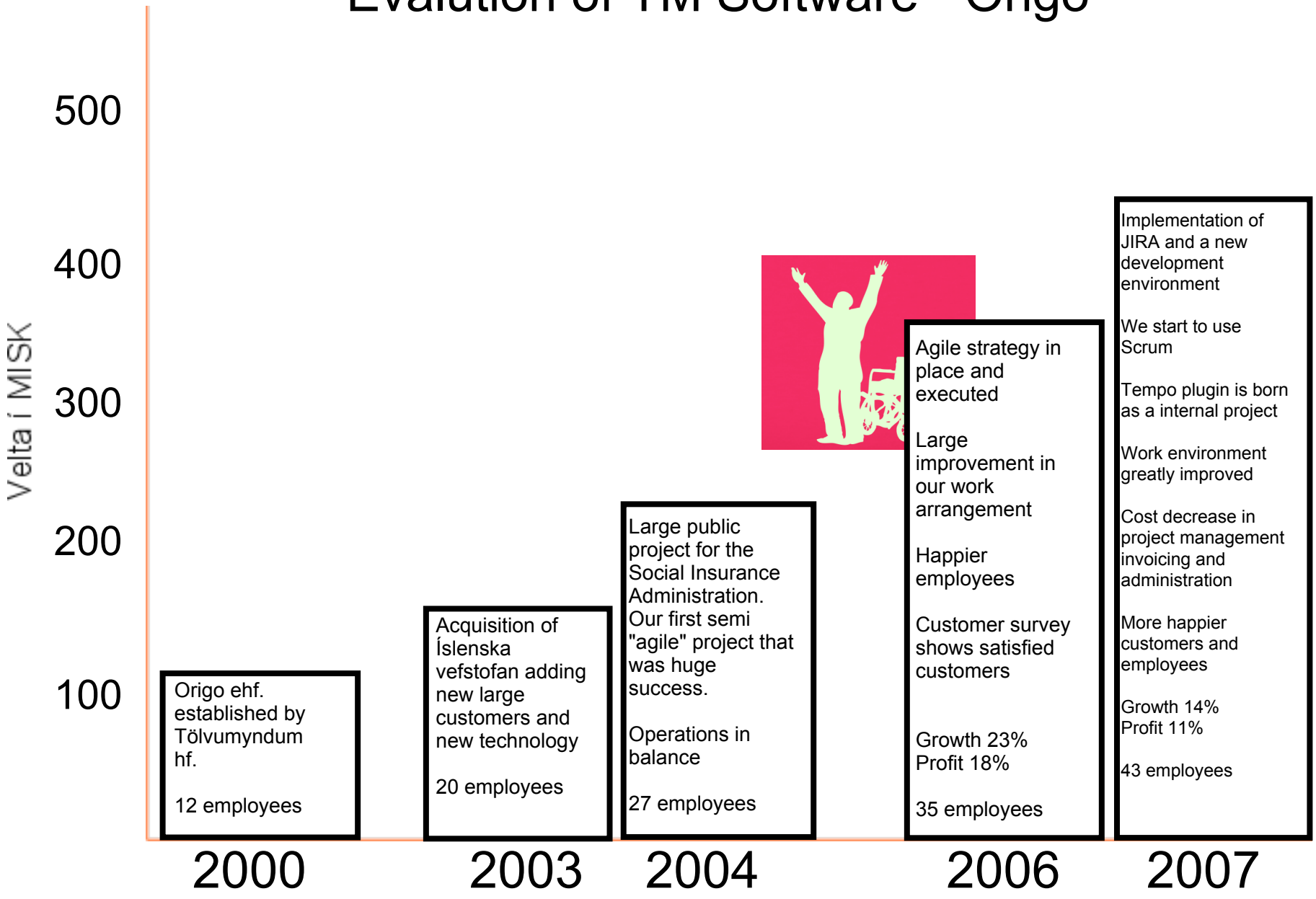
Retail, service & production

actavis
ÍAV
PROMENS
bóksala stúdenta
PÓSTURINN allur pakkinn
ÖRYGGIS MIÐSTÖÐIN 15 ára
VÍNBÚÐ
FB
NORÐURÁL Century ALUMINUM

Okkar þekking - þinn styrkur

www.tmsoftware.is

Evalution of TM Software - Origo



Somebody told me to be agile
you need to be flexible.....

....and that is very true and it has helped a lot during the recession last two years

Tempo Lifecycle

from customer to customer

What is Tempo Plugin

Tempo updates Atlassian's popular JIRA platform with:

- Support for billing
- Salary administration & sophisticated time-tracking
- Cost reporting capabilities
- Planning and allocation (Q2)

Our Vision is to make Tempo a

Solution that provides simplicity and ease of use in mind for all Atlassian JIRA users

We aim to sell at least 2000 commercial Tempo Licences in the next two years

These are the principals we follow

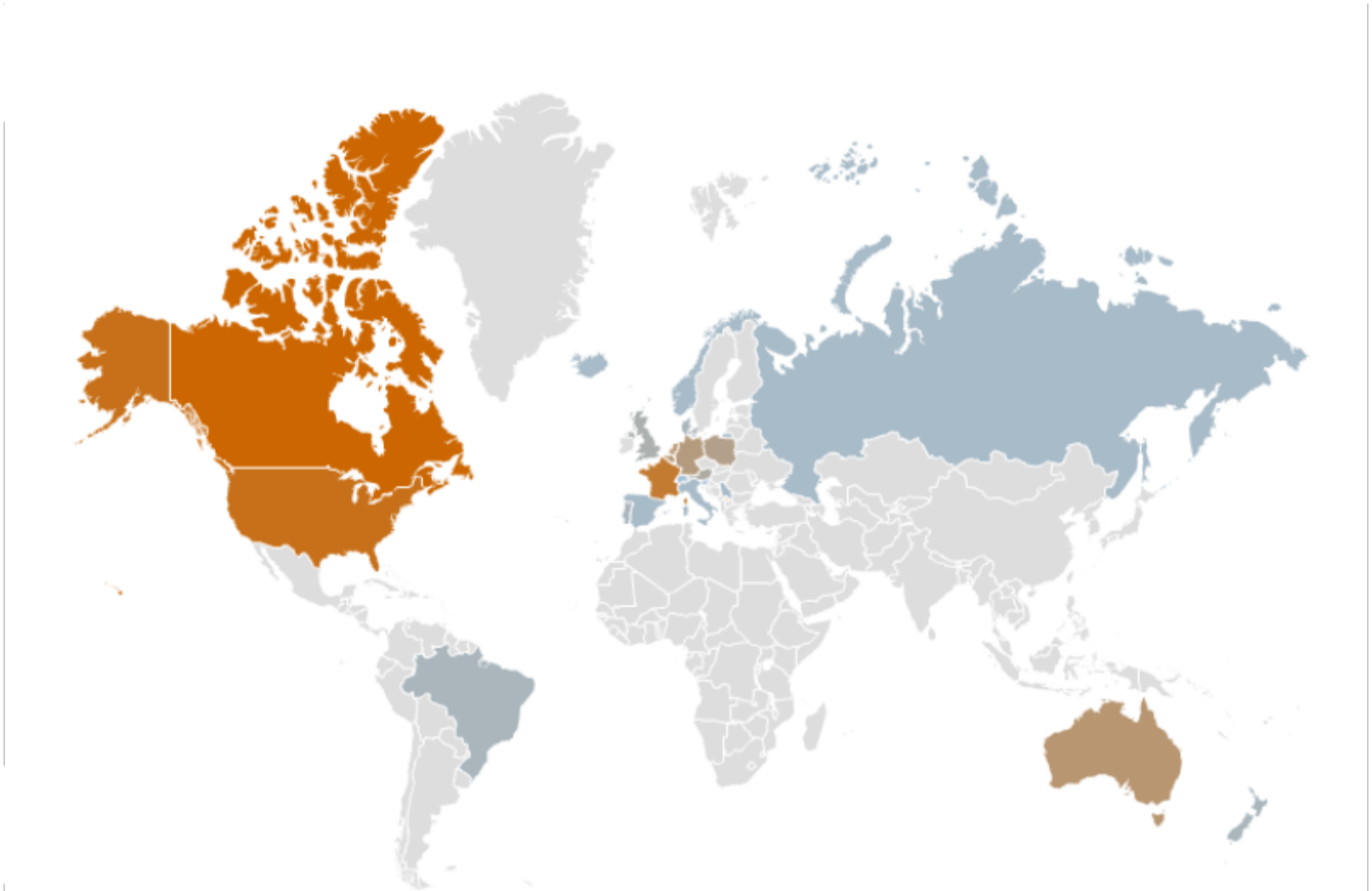
Agile, KISS and 80/20 rule are important

Video

How are we doing

Statistics

- Over 600 licence in 40 countries
- We are the third most popular plugin for JIRA



Customers

- Banks
- Financial Institutes
- IT companies
- Gaming
- Startups
- Service Providers

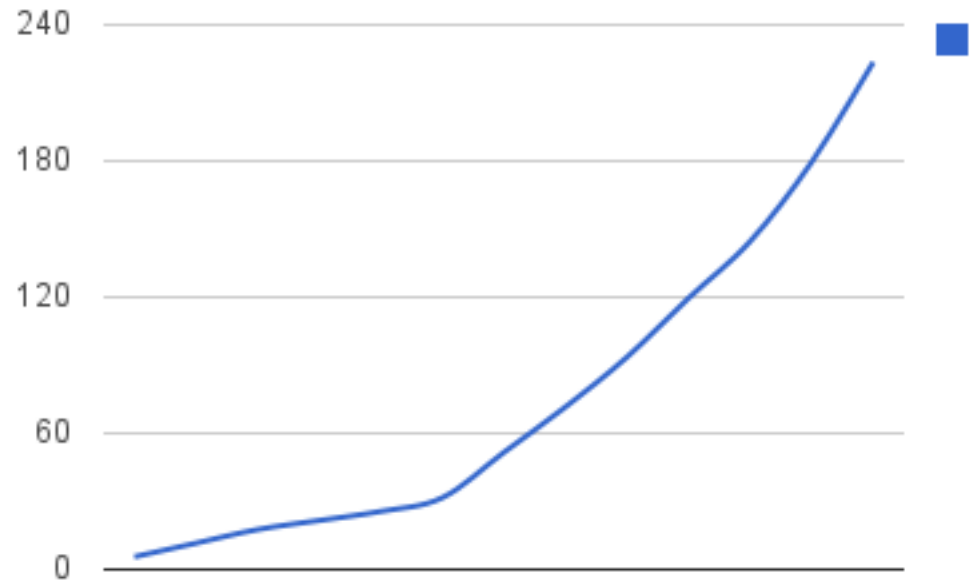
In operations at companies in over 38 countries
From small start-ups up to organizations with thousands of employees

Selected Customers

Challenges & obstacles

we need to take the JUMP!

- We are a service oriented company
- Fixed versions with a shared team
- Cost money2make money
- More focus is needed
- Sales automation
- Customer Support



We are growing fast!!!

6X
Growth

2011

So weR:::heading 2wards 2011

- Dedicated Tempo Team
- Product only Focus
- Team Room
- Development & Marketing tighter
- Improving sales and licensee automation

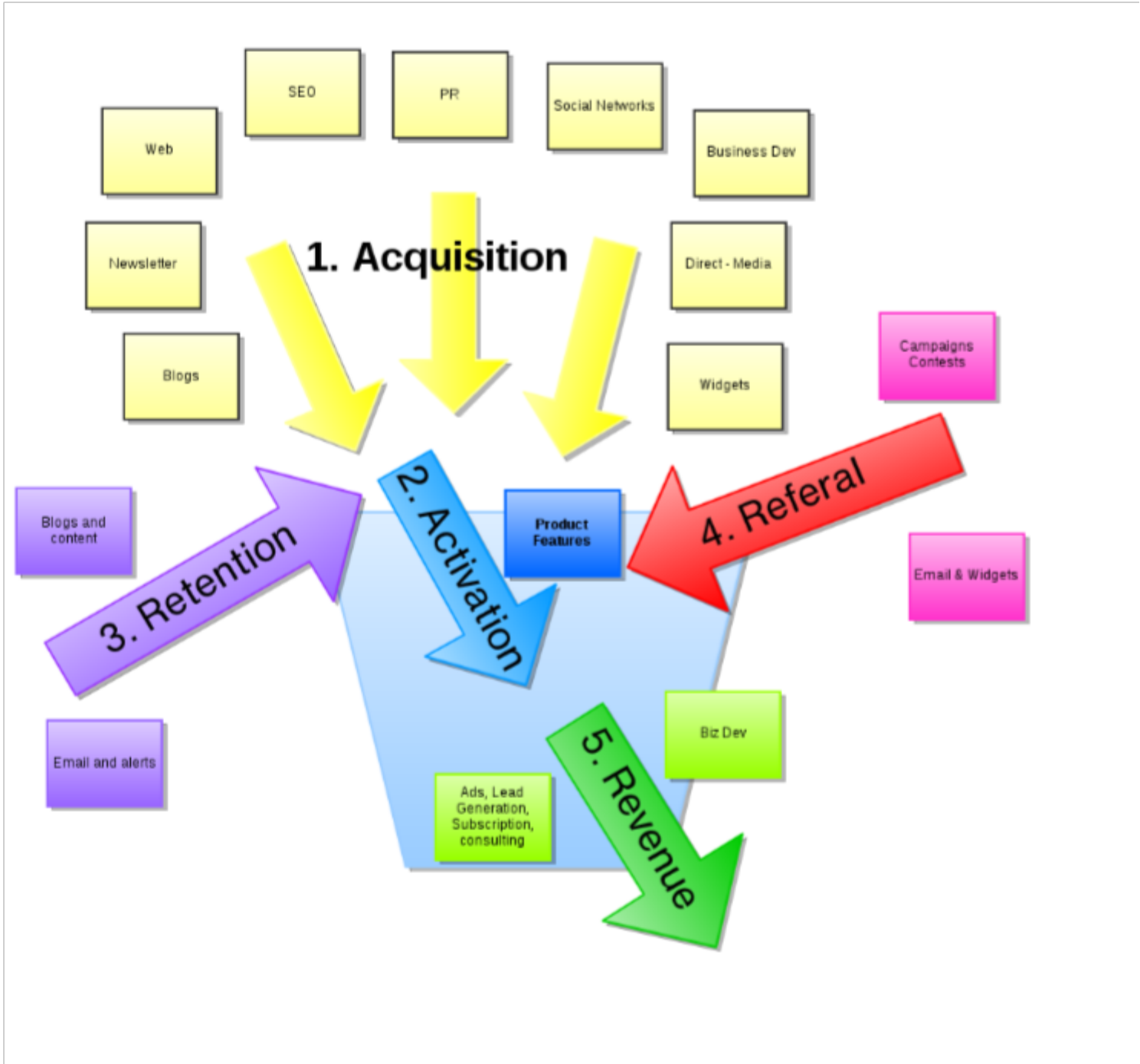
Selling Tempo

no salesman

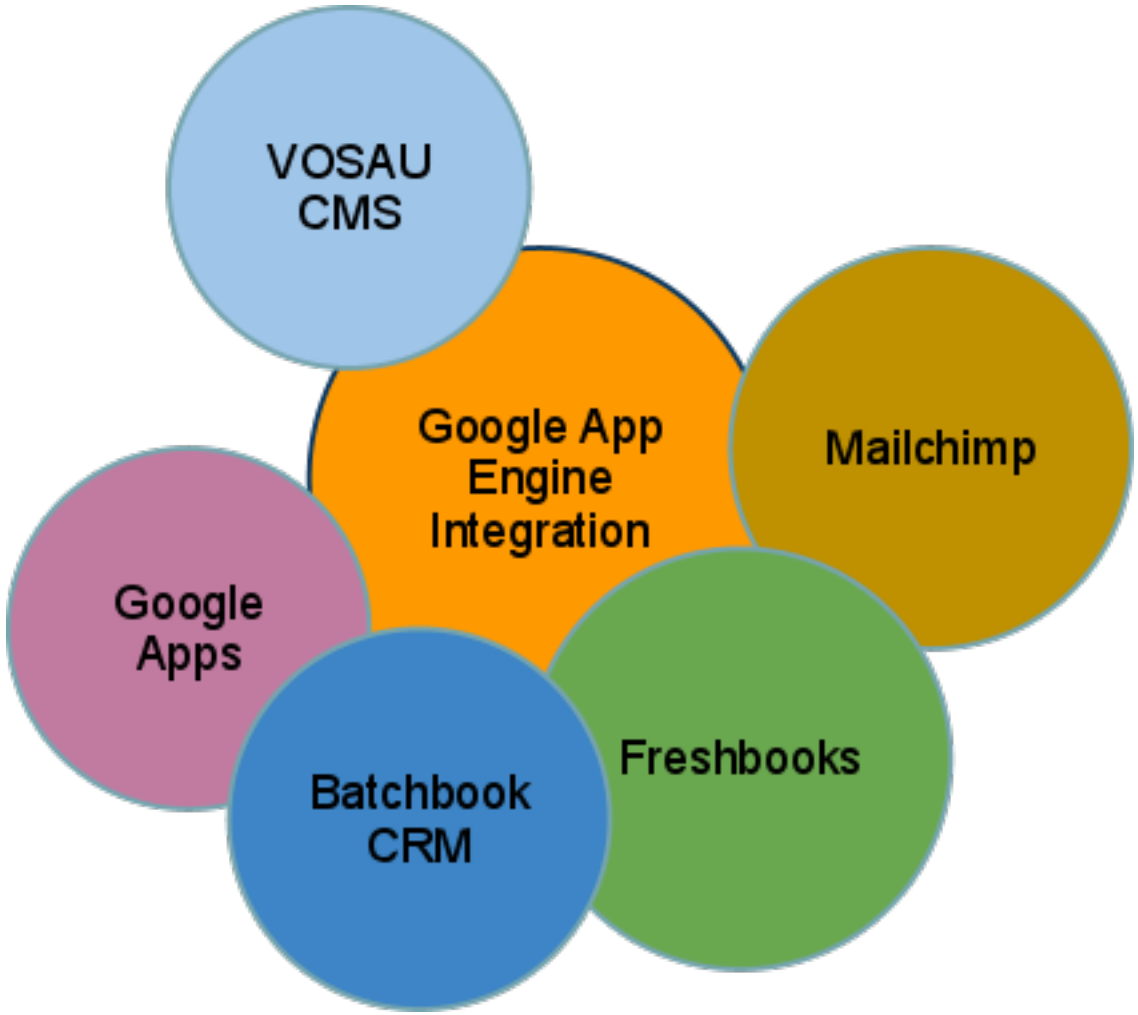
Applying the Atlassian model

- Atlassian Partner since 2007
- Providing affordable extension to Atlassian JIRA
- Frequent Releases
- Customer Driven
- Can be downloaded and tried out for 30 days
- Purchased online with a credit card

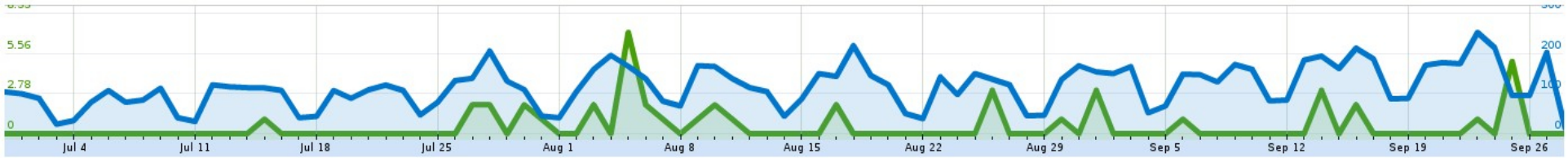
Inbound Marketing Channels



Sales Automation



Lead Generation Web & Twitter



10,664 Visits

28,505 Pageviews

2.67 Pages/Visit

51.68% Bounce Rate

00:02:25 Avg. Time on Site

66.40% New Visits

Lead Generation Facebook

Lead Generation Blogs

Recent posts

JIRA Studio 2.3 Available - Revamped Agile Features, Wiki Auto-Complete and more

Jesse Gibbs

September 27, 2010 9:30 AM

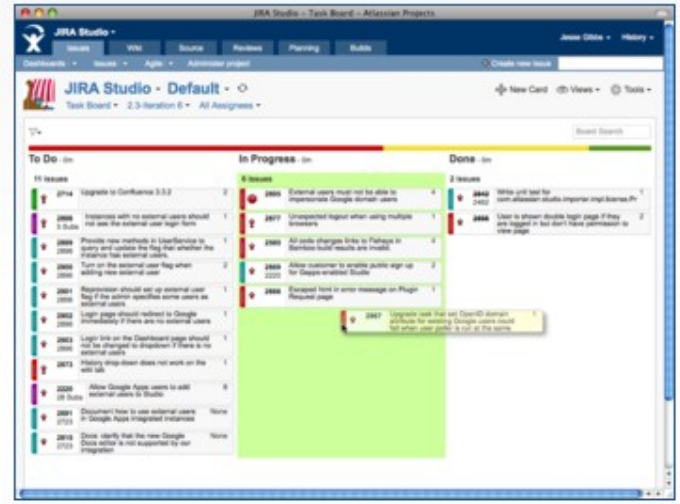
We're excited to announce that JIRA Studio has been upgraded to version 2.3, with a bunch of exciting new features. Let me tell you more!

Agile Planning and Tracking Improvements

JIRA Studio has been updated to include GreenHopper 5.2, introducing a faster, simpler interface for agile project planning and tracking. Notable features include:

- A redesigned **planning board**, with easy filtering by component or assignee, and drag & drop pagination for long backlogs.
- The **task board** features a simpler user experience with lots of improvements to support the use of **Kanban constraints**.
- **Inline editing** of issues to save a round trip to the issue interface during planning and tracking.
- **Cummulative flow diagrams** show throughput across time to support more precise planning and constraints.

Learn more about JIRA Studio 2.3's agile improvements >>



Faster Wiki Editing

Editing wiki pages and blog posts has gotten a whole lot faster and easier now that JIRA Studio has been updated to include Confluence 3.3! One of the best improvements is the new **autocomplete** feature for links, images and macros. This feature is a huge time-saver! Other

Favourite po

jQuery Bonda

Recruitment - Aussie softwa Atlassian

Pair Programm Kryptonite!

Testing: You d be Agile to be

Wiki Theater - For Massive W

Make Your Co Refactoring

Staff blogs

Select a blog

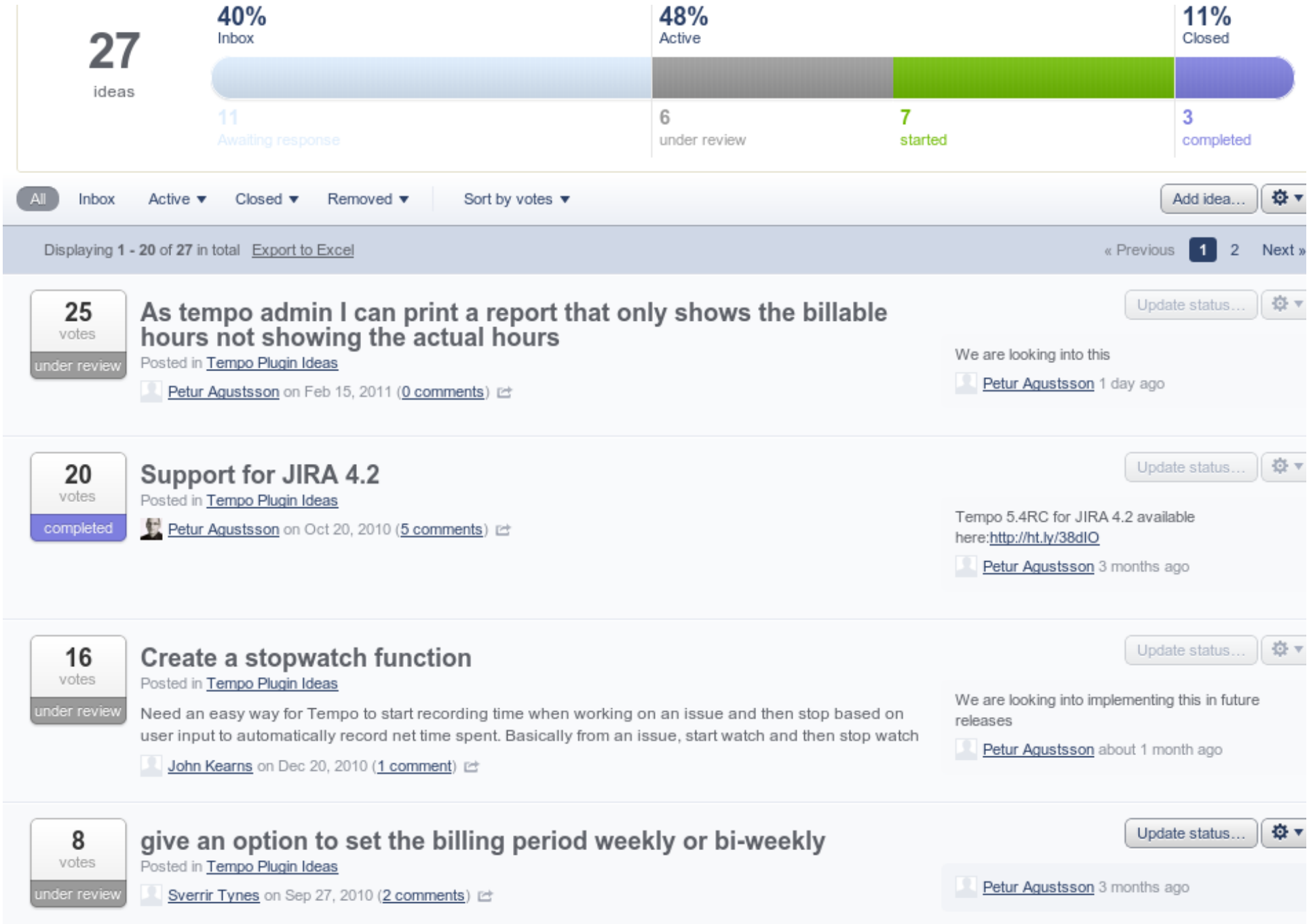
Photos

Our tweets

JIRA Studio 2.3 Revamped Ag Wiki Auto-Com http://atlss.in/9

Software Supp Practices: How

Customer Driven

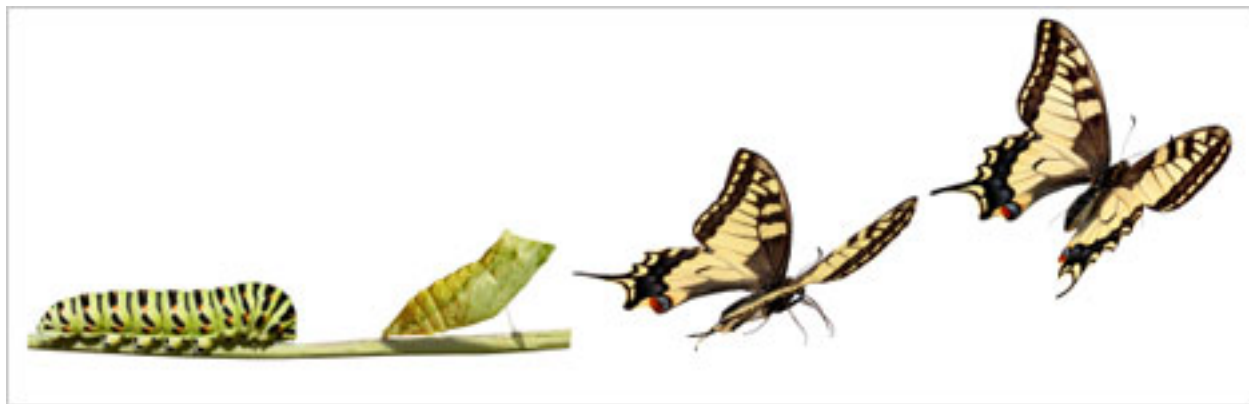


Deliver Frequently

In 2010 we had 8 major releases

with lots of new

features and enhancements



Agile Retrospective

- Inspect and adapt - development & Marketing
- Incremental delivery of features (Pros/Cons)
- Just-in-time planning and decision making
- Do not give up if circumstances change - adapt
- Passion is the key

Sneak Peak (removed)

KEN **aka people management with Tempo**

Tempo Development

build for the end user

Tempo development

We are using these tools:

- IntelliJ - Java IDE
- JIRA - issue tracking
- Subversion - source control repository
- Bamboo - build server
- Fisheye - source database
- Crucible - peer reviews
- Confluence - documentation