**Universidad
Carlos III de Madrid**

OO/UC3M/64- BALANCED OBJECTIVE-QUANTIFIERS METHOD (BOQM) FOR SOFTWARE INTENSIVE ORGANIZATIONS STRATEGIES

Spanish university facilitates a method to link the strategic management with Software and Process improvement based on measurement. The method uses the process philosophy to build measurable information in Indicators templates (Based on ISO/IEC 15939) and a Balanced Scorecard (BSC) template, the process is followed by the participation of SIO's roles such as the CEO, TI director, CPO, and others measurement roles such as measurement analyst, measurement librarian, and the measurement user.

Description and special features

BOQM is capable to develop indicators that shows objective information to the CPO, and to the IT director to take corrective actions and achieve the improvement objectives formulated, in the same way for the CEO with the use of the BSC to achieve the strategic objectives. The improvement characteristics meet reflected in the following measurable elements:
Software Products
  To improve the product quality
  To improve the product functionality and stability
Software Process
  To Analyze and tailor the plan to schedule and process
Personnel performance
  To direct the performance of the personnel to the desired processes and/or objectives
Technology
  To verifies the effectiveness of the technology
Costs
  To control and estimate the cost of resources and activities (ABC: Activity Based Costing)
Customer
  To improve the customer satisfaction
  To control the customer support

Innovative aspects

The innovation of BOQM is lead by its process and activities:
- To Define a competitive strategy for the SIO based on internal and external factors.
- To define Improvement Objectives that are controlled by indicators in order to direct the improvement efforts.
- To build a BSC with objective information from the operative information to the process information that reflects the state of the strategy.

Competitive advantages

If a SIO implements BOQM it aspires to the following improvements: Time, software quality, personnel performance, Costs efficiency, customer satisfaction, and competitiveness.

Technology Keywords

Process management; Quality management systems; Maintenance management systems

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