

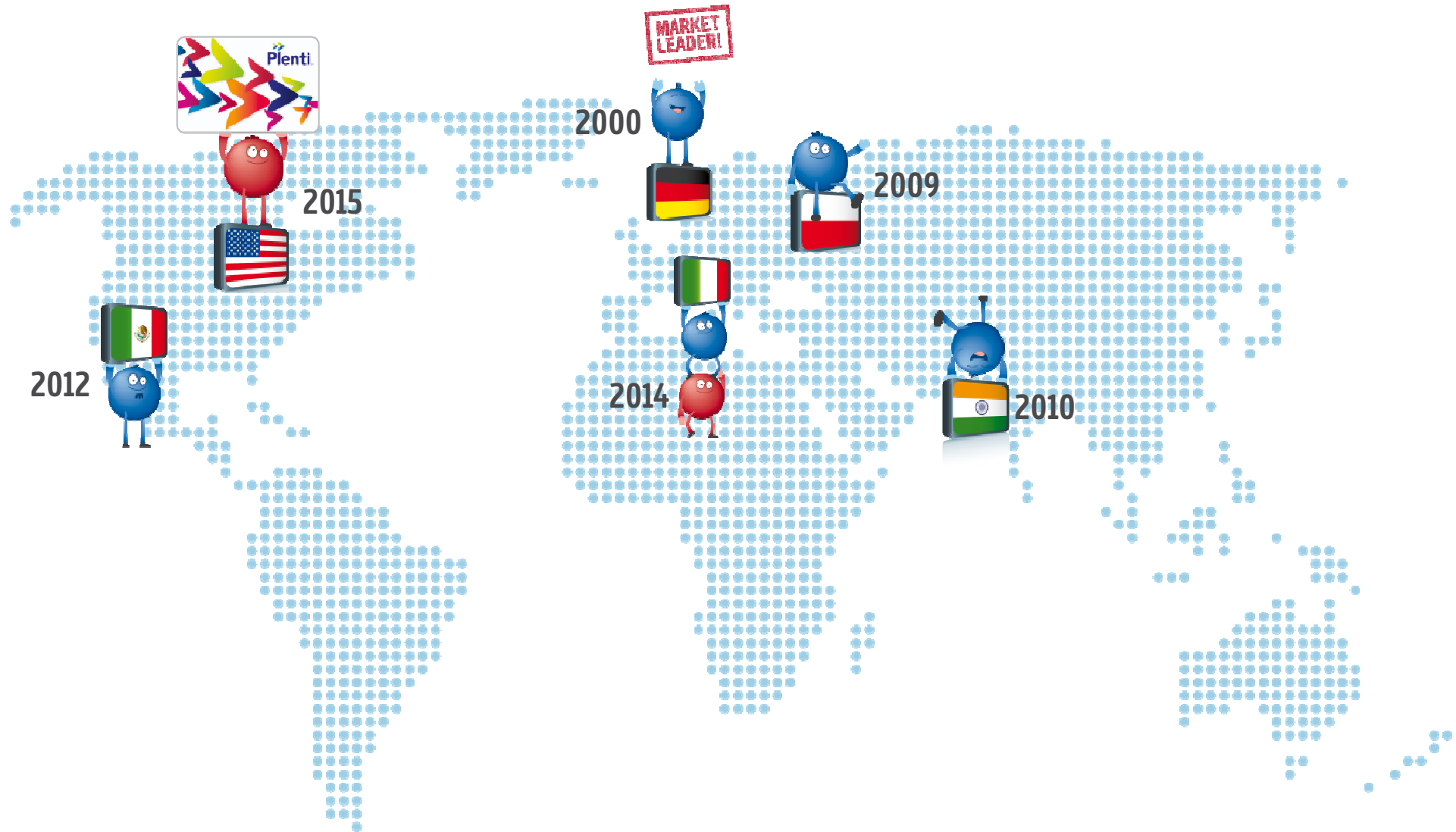
PAYBACK

How We Survived Building and Launching a Worldwide Loyalty Platform at PAYBACK/Plenti

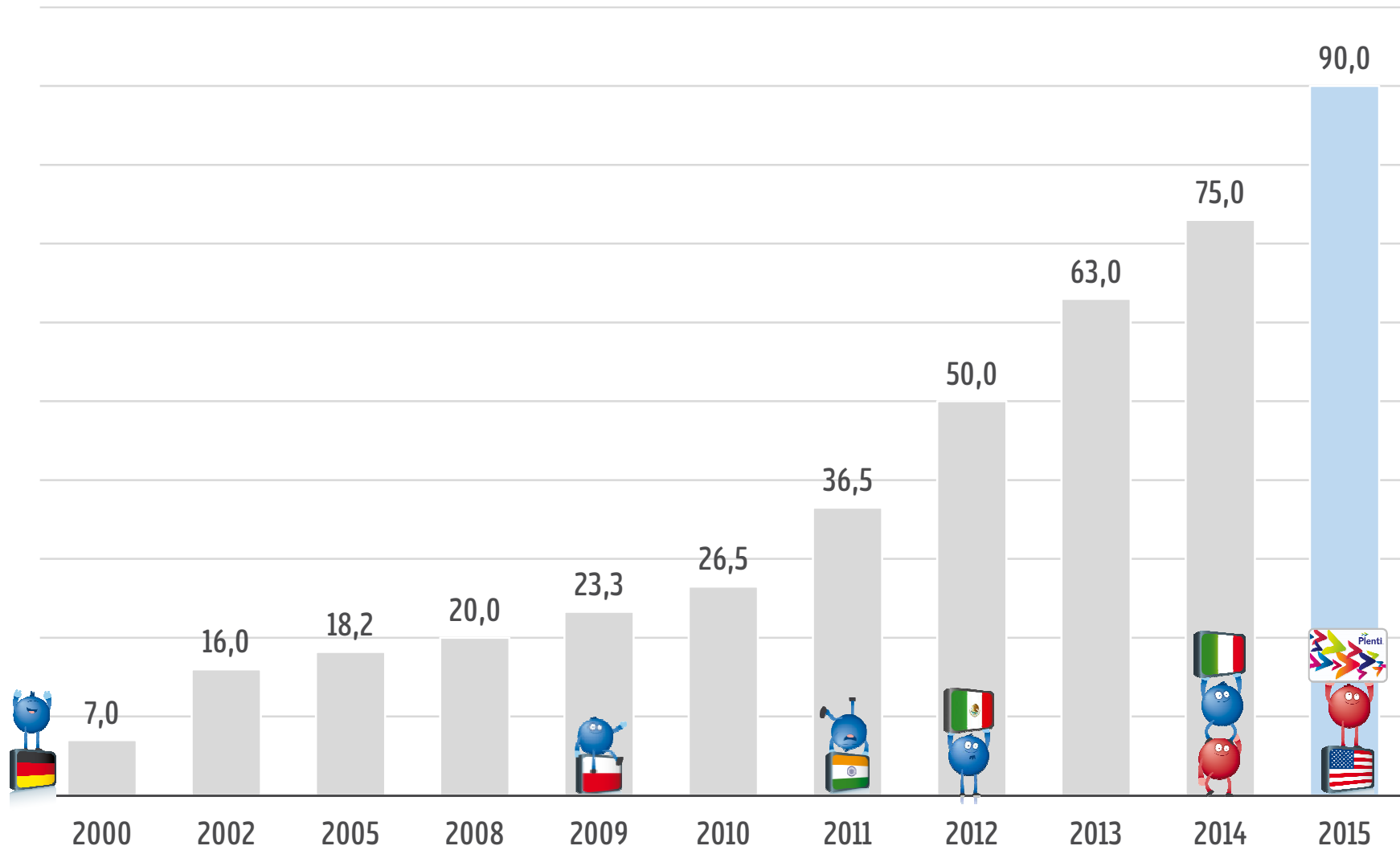
Bengaluru, June 28, 2016



PAYBACK Is Continuously Expanding into New Countries ...



... And Currently Serves Over 90 Million Active Card Users Worldwide ...



2000 PAYBACK Was Founded in Germany



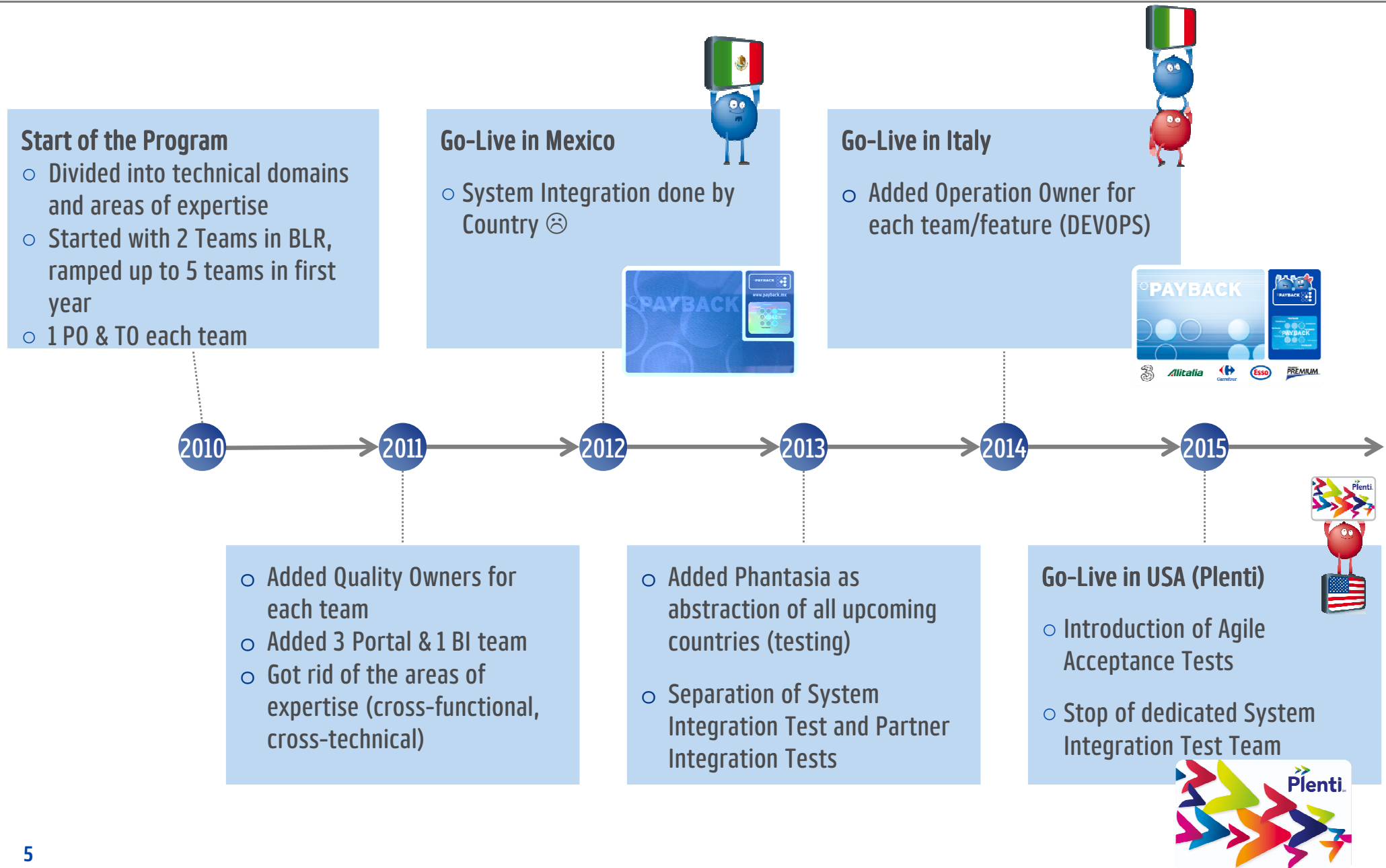
- Biggest loyalty and couponing program in Germany
- Leading multichannel marketing platform
- 8 out of 10 Germans know the PAYBACK brand
- € 338m worth of PAYBACK points were collected in 2015
- After EC and credit card the PAYBACK card is the 3rd most important card in German wallets
- 95% of all collected PAYBACK points get redeemed, e.g. in shopping vouchers of partners or rewards



PAYBACK.de

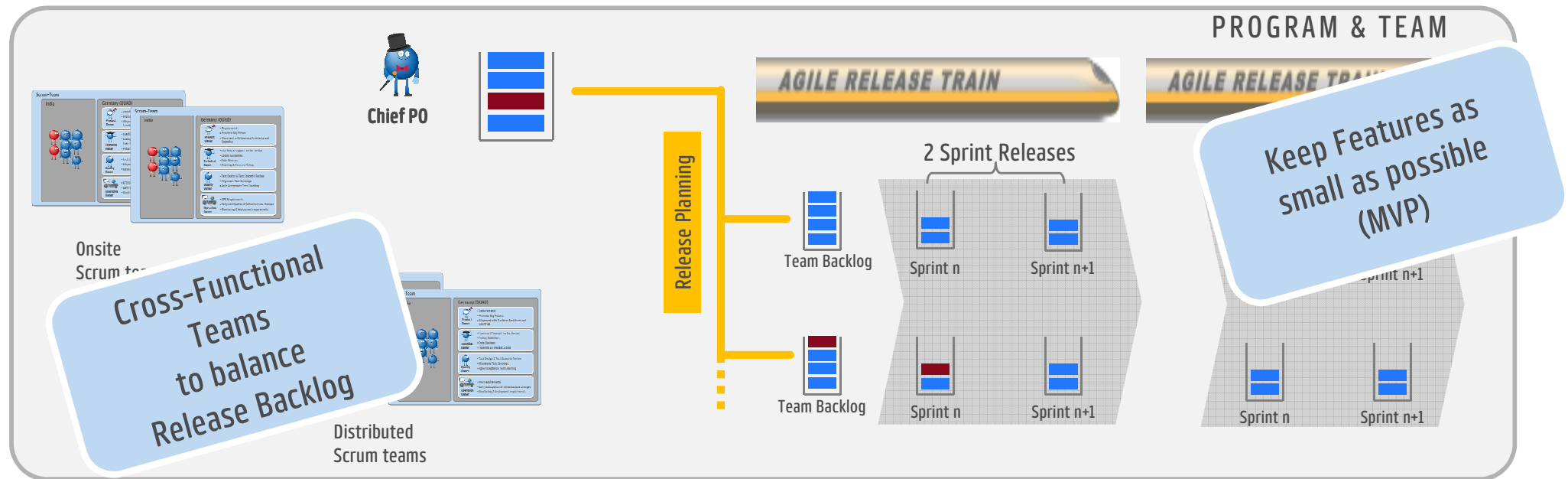
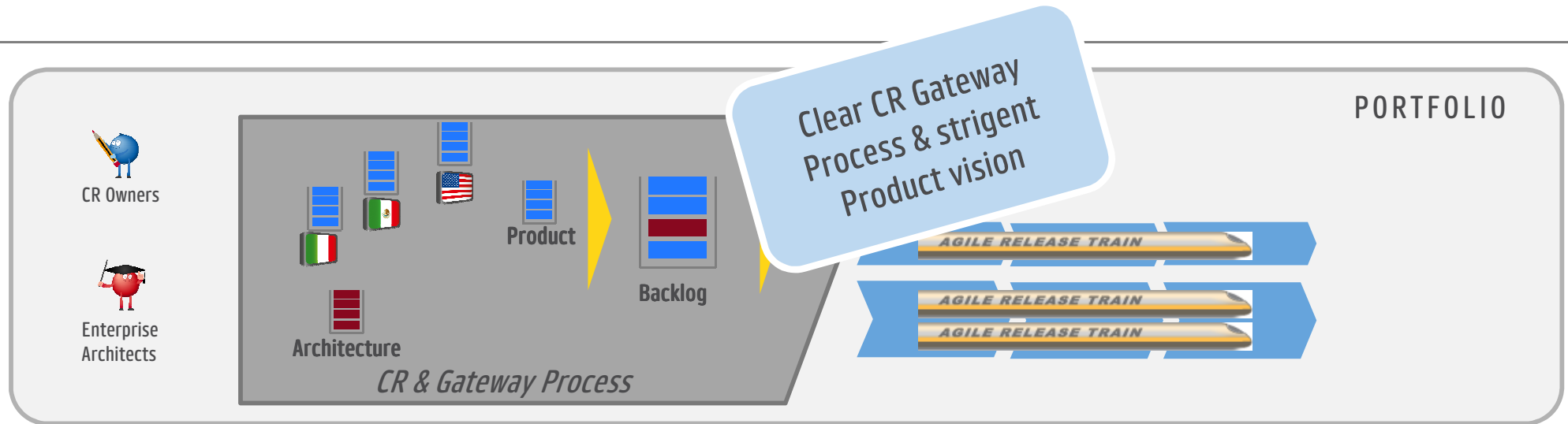


Some facts about the project





... and how PAYBACK's approach fits into that landscape



The team set up did the magic

Scrum-Team

Germany (QUAD)



Product Owner

- Requirements
- Provides Big Picture
- Alignment with Business Architects and Countries



Technical Owner

- Poking & Forecast Sizing
- Technical Feasibility/ Preparation of Features/User Stories
- Coaching & Support Techn. Design
- Code Reviews



Quality Owner

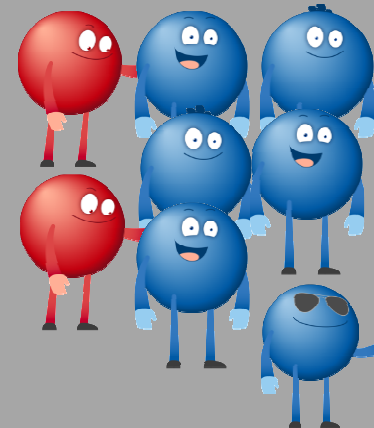
- Test Design / AAT Test Scenario Review
- Alignment Test Coverage
- Agile Acceptance Test Coaching



Operation Owner

- NFR Requirements
- Early anticipation of infrastructure changes
- Monitoring & deployment requirements

India



Scrum Master



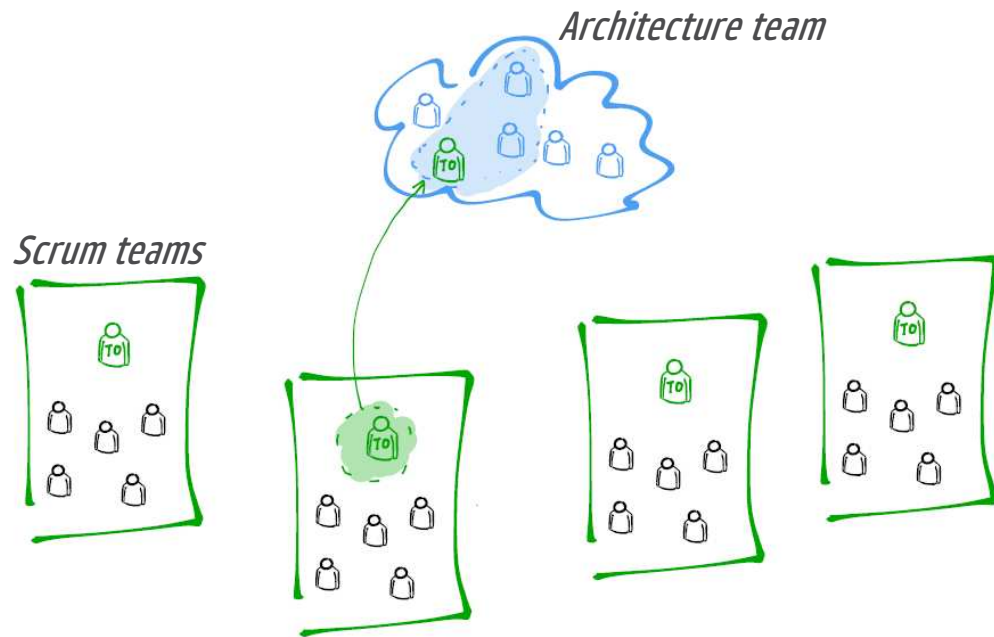
Developer



Tester



Don't forget the Architects!

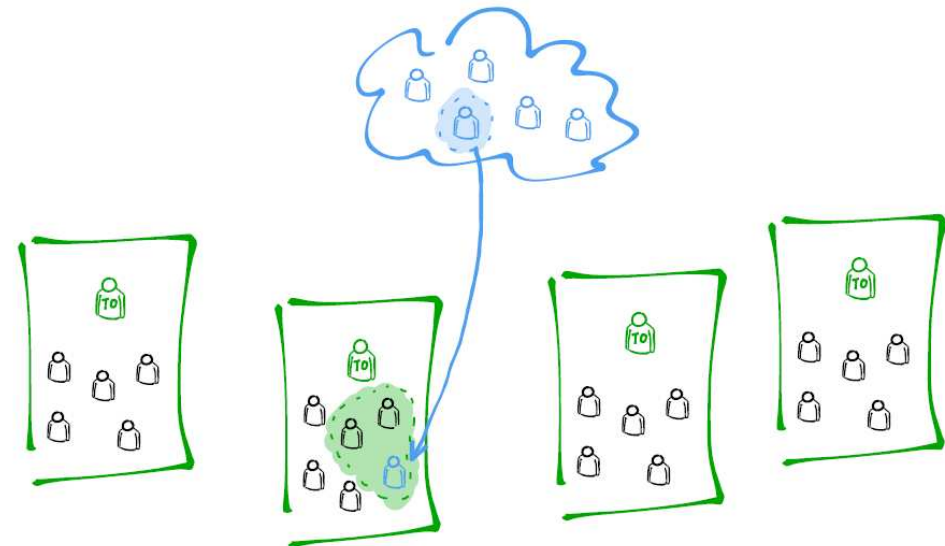


Early involvement of TO

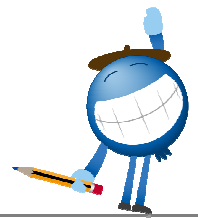
- Close alignment with respective TO
- Early involvement (at least 1-2 sprints upfront)
- Knowledge sharing between TO and architects

Sprint Commitment

- Technical user stories get implemented by SCRUM teams
- If required, the architecture team provides an architect for the respective sprint(s)
- Architect is fully committed to meet sprint goal
- Architect provides hands-on support








...and of course the basics everybody should know of







Main areas to focus on for mutual collaboration with on-/offshore

Tools

-  Continuous Integration (Maven, Jenkins)
-  Continuous Delivery
-  Dedicated MPLS connection between locations
-  Proper communication tools (Video conf, instant messenger)
-  Proper collaboration tools (SVN, JIRA, Confluence, Crucible,...)

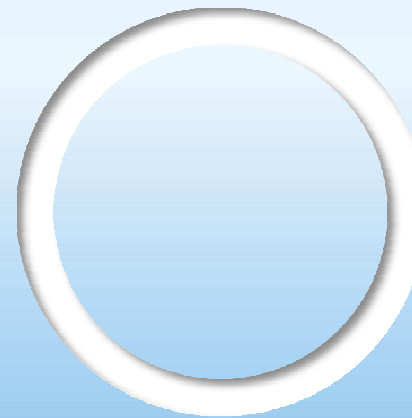
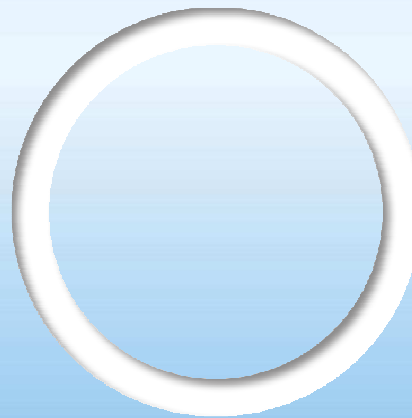
Organisation

-  Claim Policy (broken builds)
-  Communication rules / Culture trainings
-  Regular visits in both ways
-  Lean Management on both sides
-  Agile coach (not just at the beginning)





THANK YOU!



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