Greetings from Paul Clements:

In this newsletter series, I'm discussing BigLever's getting started approach and the hands-on three-day workshop at its heart. In Part 1, I outlined the general steps that we take during the three days. In Part 2, I focused on what it's like to build a production line. In this installment, I'll wrap up with by discussing some of my observations about the process, to provide a more complete picture of the experience.

Side discussions not considered harmful.

One of my favorite songs from *The Music Man* (a Broadway musical from eons ago) is "Pick-a-Little, Talk-a-Little." The refrain goes "Pick a little, talk a little, pick a little, talk a little... talk a lot, pick a little more."

That's a Getting Started Workshop in a nutshell. We model product lines (pick), but at each step along the way we explore a wide range of issues as questions arise (talk).

For example:

- How do we meld product line engineering (PLE) with our organization's configuration management practices?
- For this part of our system, we're thinking of moving to a new lifecycle support tool -- how would Gears inter-operate with that?
- It looks like putting variation points in our requirements could actually lead to improved structure and clarity of our requirements -- what are the steps to take advantage of that?
- Our code is full of #ifdef statements -- what's a quick way to convert it to a Gears-based variation-point form?
- Seeing Gears configure the user documentation makes us think that our project plans might make good shared assets as well -- can we see how that would work?
- What would be a good incremental adoption strategy that will best take our organization forward with PLE?

And so on. It's pick-pick-pick, talk a lot, pick a little more.

Immersion as a learning strategy.
and educators—to discuss the latest innovations and advances in the industry.

At SPLC 2012, BigLever co-presented a case study paper entitled *Mega-Scale Product Line Engineering at General Motors*. This paper was selected by the program committee to receive the Best Paper Award for the Industry Track, which provides practitioners the opportunity to learn from the experiences and successes of other practitioners in the field.

This case study highlights the innovative new Bill-of-Features™ approach that enables companies to address the complexities that occur in the engineering of highly complex product lines. Analogous to the Bill-of-Materials, a term that is used in mechanical design to designate the listing of parts that characterize a product, Bill-of-Features is the listing of PLE features that characterize a product.

>> See the case study.

### Getting Started Package

BigLever’s Getting Started Package is an intense, hands-on program which entails the creation of a tangible, small scale pilot project that serves as the catalyst for learning and change within your organization. This special package—a $10,000 value—costs $5,000 and includes:

- 3 days of onsite pilot project development and consulting
- 1/2 day each of interactive offsite preparation and post-processing to summarize results
- Satisfaction Guarantee: Cost of the package is refundable if you are not 100% satisfied.

The Getting Started Package will help you energize and accelerate your PLE transition, gain organizational buy in, and illuminate the technical and strategic benefits,
Best Regards,
Dr. Paul Clements
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About BigLever
BigLever Software, Inc.™ is the leading provider of systems and software product line engineering framework, tools and services. BigLever's patented Gears™ solution enables organizations to reduce development costs and bring new product line features and products to market faster, enabling businesses to more reliably target and hit strategic market windows.

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