



## Pragmatic Software Co., Inc.

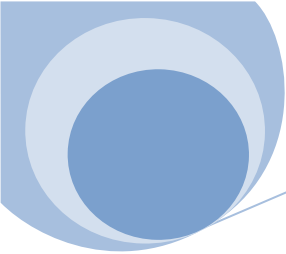
### Case Study – AttainResponse

This document describes how AttainResponse uses Software Planner to manage its Agile Scrum projects.

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## Background

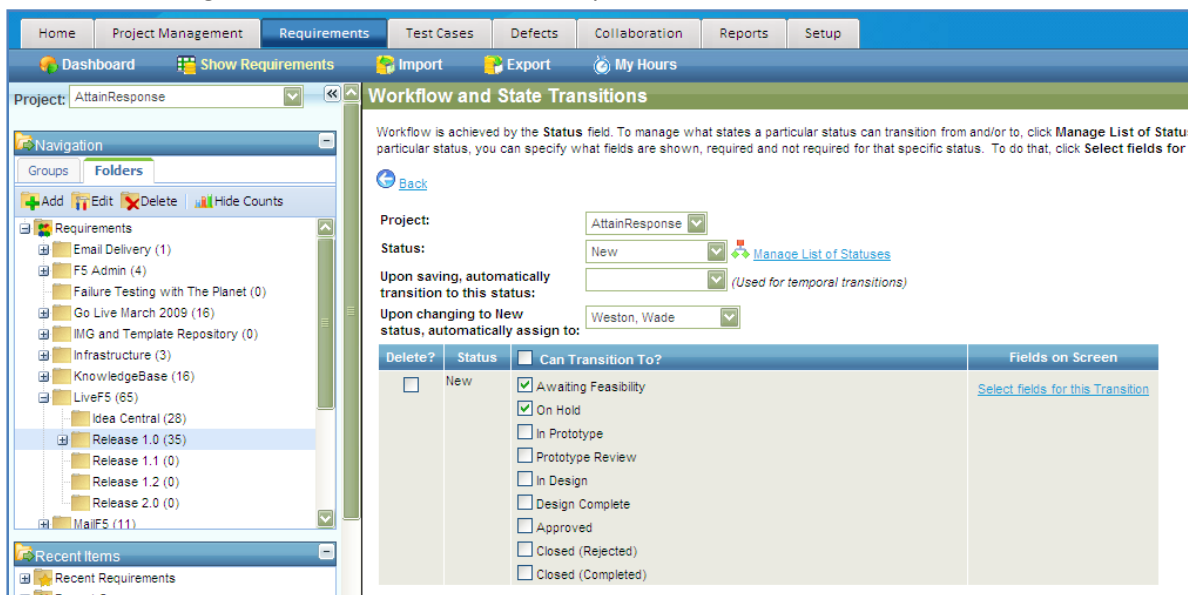
AttainResponse (<http://www.attainresponse.com>) is a leader in corporate video communications. AttainResponse provides businesses with products that allow companies to send email with audio and video, creating a more personal experience than simply sending a text email. AttainResponse provides email hosting, email marketing, and media hosting. In business since 1995, AttainResponse offers a fully managed streaming video & audio content delivery network spanning the US, Europe and Asia.

## The Challenge

AttainResponse has geographically dispersed teams throughout the US and needed a way to manage their software releases from a centralized portal. Due to market demands, AttainResponse also wanted a way to streamline their software development lifecycle methodology in an effort to more quickly deliver releases with better quality.

## The Solution

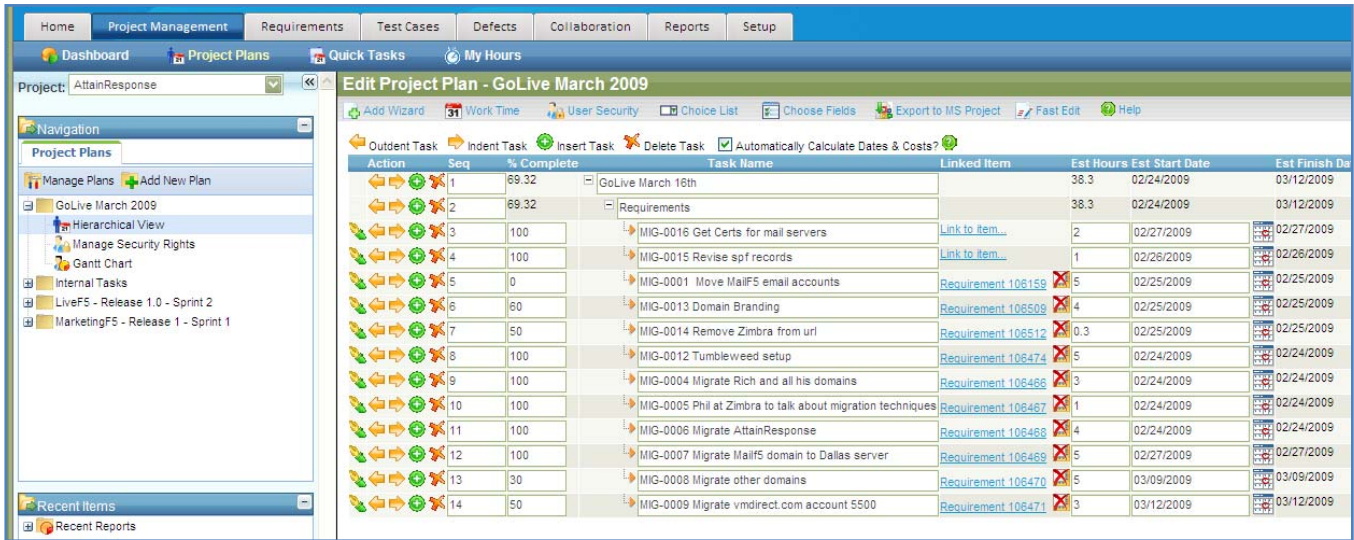
AttainResponse enlisted Pragmatic Software to review its software development practices and workflow to recommend a more streamlined methodology for software release management. Pragmatic suggested using the Agile Scrum methodology and provided training and mentorship to AttainResponse to maximize its ability to deliver releases more quickly and with better quality. The training and mentoring consisted of teaching the team Agile Scrum principles (discovery, backlog management, sprint management, daily scrum meetings, and retrospectives), analyzing their current workflow and suggesting improvements to it and setting up Software Planner to manage their workflow based on best practices.



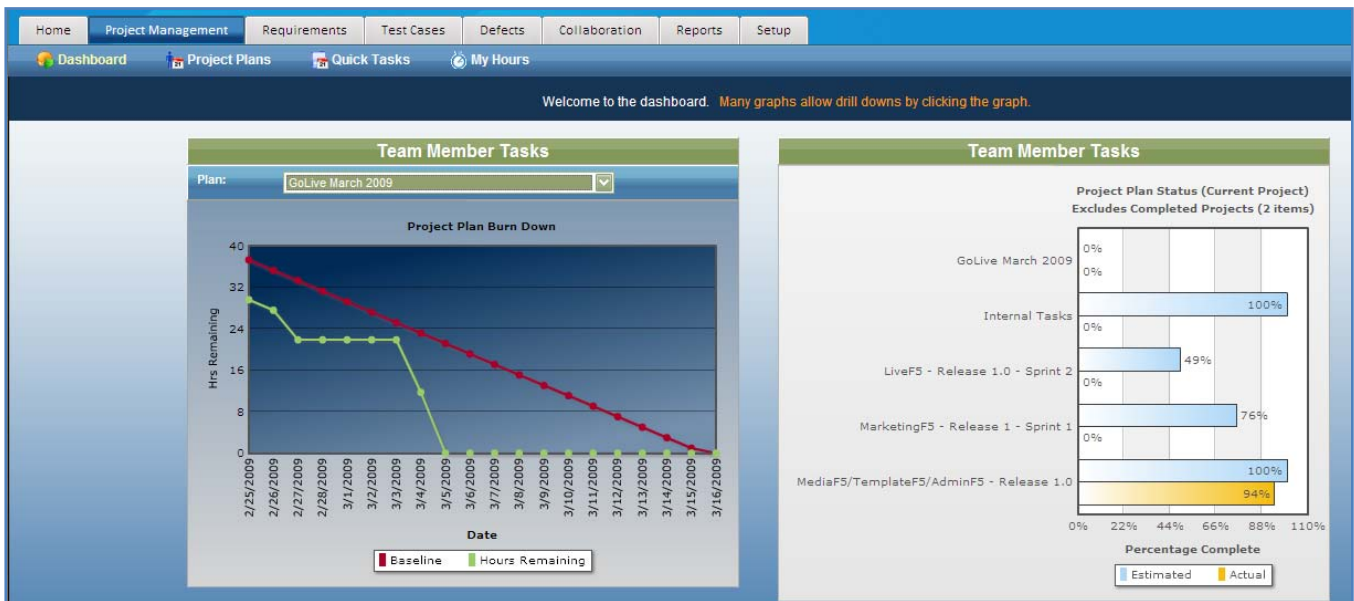
The screenshot shows the 'Workflow and State Transitions' configuration page in the Software Planner application. The interface includes a navigation pane on the left with a tree view of requirements folders like 'Email Delivery', 'FS Admin', and 'Release 1.0'. The main area contains configuration options for the 'AttainResponse' project, including a 'Status' dropdown set to 'New' and a 'Can Transition To?' table.

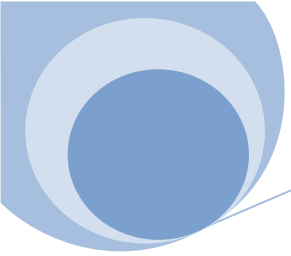
Delete?	Status	Can Transition To?	Fields on Screen
<input type="checkbox"/>	New	<input checked="" type="checkbox"/> Awaiting Feasibility <input checked="" type="checkbox"/> On Hold <input type="checkbox"/> In Prototype <input type="checkbox"/> Prototype Review <input type="checkbox"/> In Design <input type="checkbox"/> Design Complete <input type="checkbox"/> Approved <input type="checkbox"/> Closed (Rejected) <input type="checkbox"/> Closed (Completed)	<a href="#">Select fields for this Transition</a>

AttainResponse uses Software Planner's project management feature to track team deliverables by decomposing requirements into project plan tasks and linking those tasks back to the requirement.



The team participates in a Daily Scrum Meeting to ensure that obstacles are cleared and that the team is tracking towards the sprint completion.





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“Software Planner is helping us be considerably more productive and focused. Thanks for the training and expert guidance.” – Wade Weston, AttainResponse

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## Learn More

If you wish to learn more about AttainResponse, visit them at <http://www.AttainResponse.com>.

If you wish to learn more about Software Planner, request a free a trial, or receive a personalized demo of the product, contact **Pragmatic Software** at +1 303-768-7480 or toll free at 800-773-7785. You can also learn more at <http://www.SoftwarePlanner.com>. You can learn more about the automation integration at <http://www.softwareplanner.com/Services.asp>.