



## PRESS RELEASE

Lenk/Switzerland, April 6<sup>th</sup> 2009

### SE-CURE AG RELEASES NEW PRODUCTS

#### Background

During the last decade, SE-CURE AG has become a specialized company in the area of quantitative analyses of software project and organisations. This expertise has been gathered through many consulting assignments, applied research and cooperation with several international research organizations like the Software Engineering Institute. Using this expertise as a basis, a number of products has been developed, enabling software manufacturers to get grip on their projects: underpinned plans and quantitative monitoring of progress made.

#### Market demand

Hans Sassenburg, Managing Director of SE-CURE AG, comments to the strategic step of releasing these products as follows: „We were repeatedly invited to analyse death march projects and bring them back to live. This forced us to develop internal analysis instruments, based on the work of gurus like Lawrence Putnam, Barry Boehm, Watts Humphrey and Capers Jones. Our clients increasingly asked us to make these analysis instruments available, so they could pro-actively plan and control their projects.“ This customer demand has been honored by SE-CURE AG by upgrading these internal instruments: a professional user interface has been designed and implemented, and detailed manuals have been written.

#### Product Overview

The current portfolio exists of the following 4 products:

1. *Project Reporting Cockpit*. This product enables one to define and monitor a set of Key Performance Indicators (KPIs) for a project. Historical, target and actual values are displayed in overviews and charts, from which information can be consumed at a glance.
2. *Project Support Toolkit*. This product provides powerful instruments to project managers and measurements specialists to plan, monitor and control their projects on a more detailed level, using the same set of KPIs as in the Project Reporting Cockpit.
3. *Business Case Analyser*. This product enables one to define a business case, comparing two alternatives. By specifying benefits and costs over a span of years (1-5) for both alternatives, all four benchmarks are calculated automatically and graphically displayed. This allows you deciding instantly which alternative is most attractive. Your decisions will be fact-based and informed, no longer based on intuition solely.
4. *CMMI<sup>®</sup> Appraisal Recorder*. This product supports both SCAMPI<sup>sm</sup> and internal appraisal teams in recording their CMMI<sup>®</sup> (version 1.2) appraisal findings and (configurable) scores for all process areas considered. Results are summarized in tables and radar/bar charts.

Fully functional trial versions can be downloaded from the website [www.se-cure.ch](http://www.se-cure.ch).

#### Pricing Strategy

It has been a conscious choice to offer these products for an attractive price. Reason is to gain experience from many users. Sassenburg: „A higher number of users implies more suggestions for improvements and additions. This way, we can faster satisfy market demands. During beta-testing with strategic clients, we received very valuable feedbacks that contributed to the current level of functionality and quality. Of course, we want to make a profit on selling our products, but our primary objective is to satisfy our clients. This is especially important in the current economic climate“.



**For Further Information:**

SE-CURE AG ([www.se-cure.ch](http://www.se-cure.ch))

Dr. Ir. Hans Sassenburg ([hsassenburg@se-cure.ch](mailto:hsassenburg@se-cure.ch))

P.O. Box 340

3775 Lenk, Switzerland