

**FOR IMMEDIATE RELEASE:****[www.sw-benchmarking.org](http://www.sw-benchmarking.org): Software Benchmarking Organization Announces New Round of Benchmarking Studies**

Eindhoven/Netherlands – November 12<sup>th</sup>, 2009 – The Software Benchmarking Organization (SBO) announces a series of benchmarking studies in different industry segments. The main focus is on three industries: embedded, financial and automotive. The data found in each organization will be analyzed and the results benchmarked against industry values (average, best-in-class). Study participants can directly profit from the results by addressing identified weaknesses. The overall anonymized results will be made available to all study participants in the last phase of the study.

Hans Sassenburg, CEO of SBO, considers that, “Many software managers are still oblivious to the real economics of software. As a result, many improvement initiatives take the form of blindly following standards without a tangible improvement of the software capability. To address this weak spot of management, we have developed a reference set of Key Performance Indicators. This set allows software organizations not only to baseline and benchmark their current performance, but also to derive a solid business case for their improvement efforts.”

Lucian Voinea, CTO of SBO, tells, “Oftentimes, software projects are managed by just three metrics: schedule, effort and critical defects found during testing. This is a flatland view for a multi-dimensional terrain problem. It is like flying a plane using only a watch and a fuel gauge. Many key performance indicators are ignored, while they should be in the equation as well. These address what will be built, how and at what quality. In these areas, SBO and its partners have acquired profound knowledge and experience.”

**ABOUT SOFTWARE BENCHMARKING ORGANIZATION (SBO):**

SBO was founded in 2009 by SE-CURE AG (Switzerland) and SolidSource BV (Netherlands). SBO has the objective to provide benchmarking services to the software industry. The portfolio includes benchmarking studies, workshops, and supporting products. It is based on a reference set of Key Performance Indicators that represent current best practice in the software industry. This set has been derived through research and case studies. The portfolio is brought to the market through an international network of accredited partners.

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