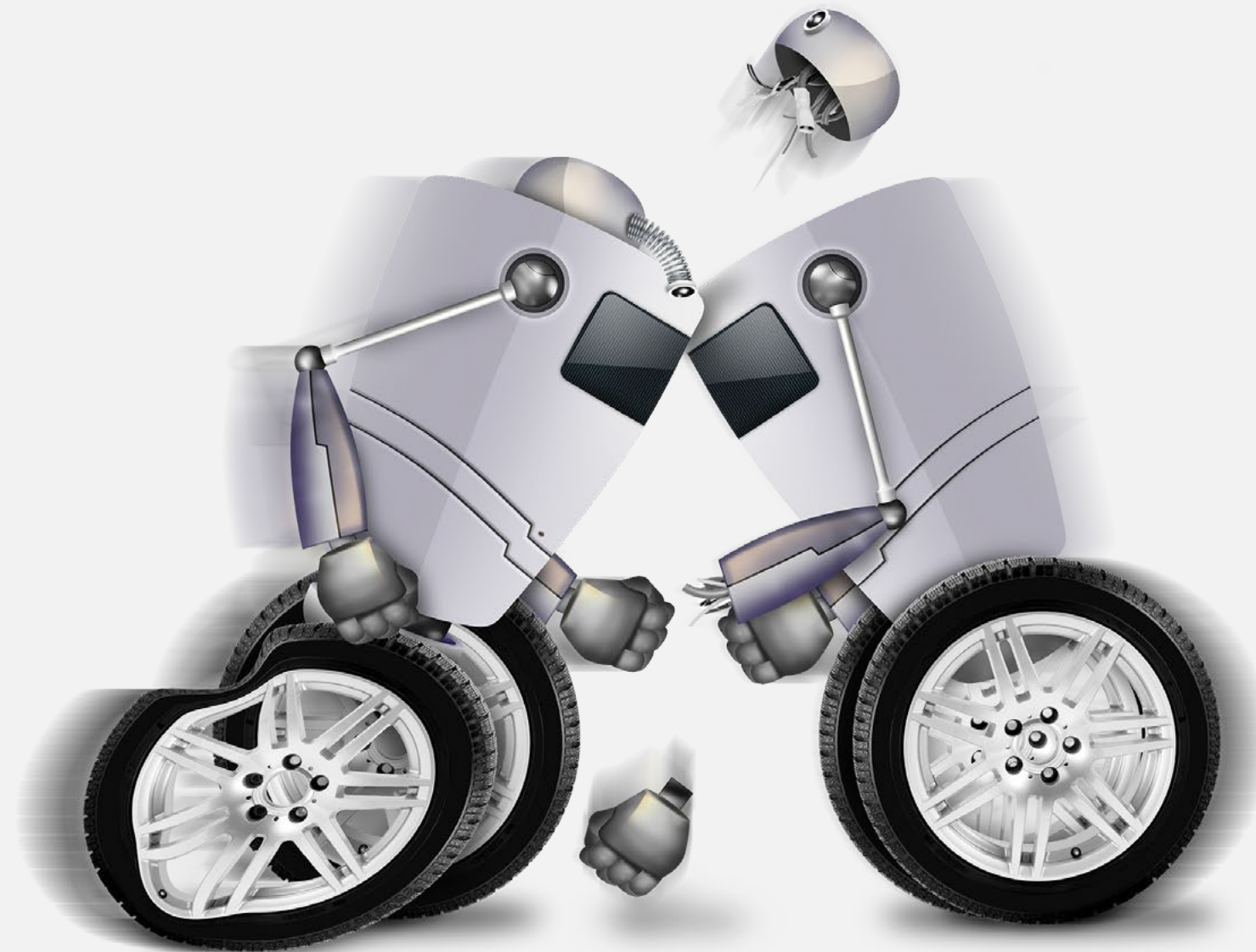
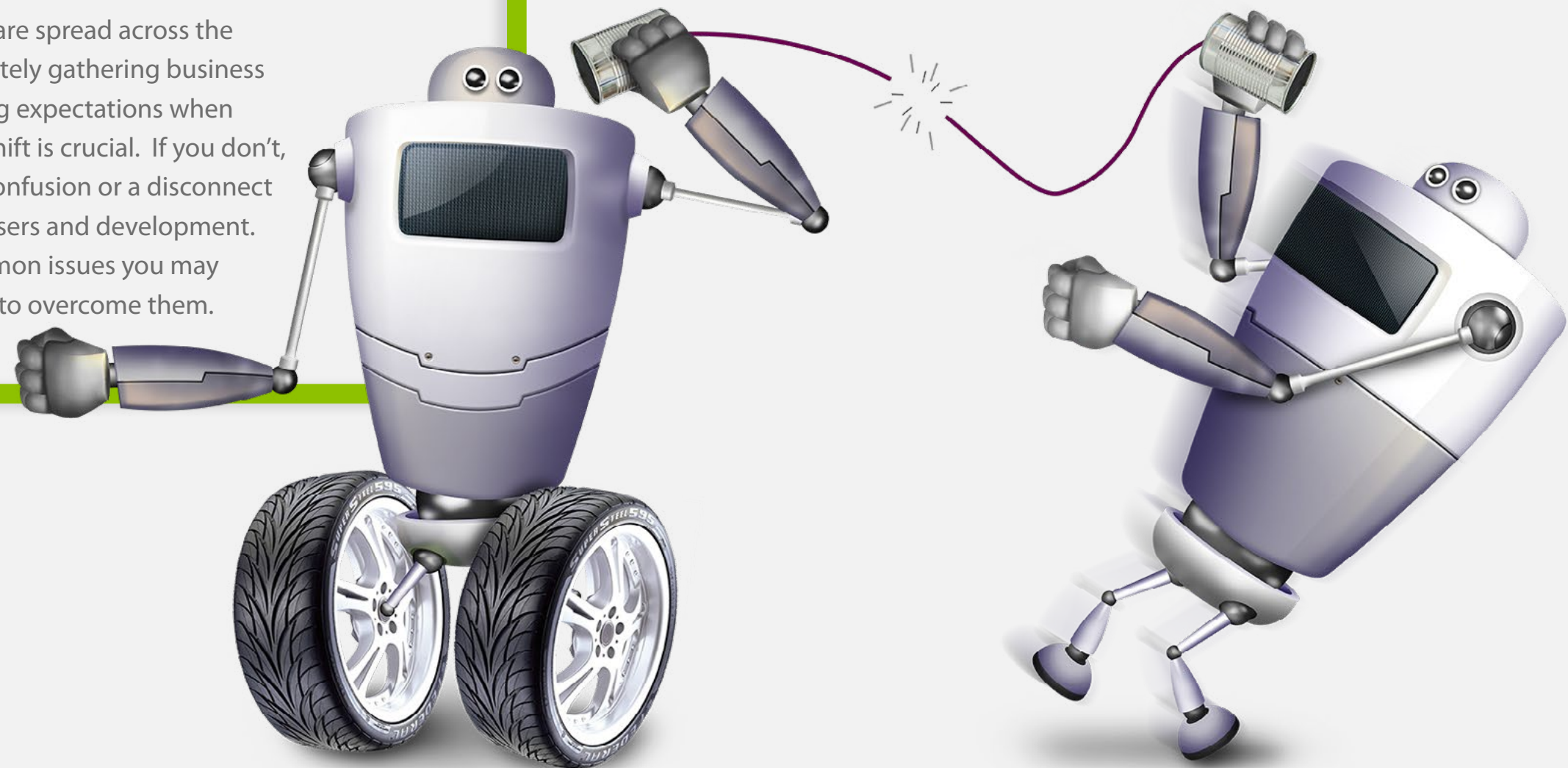


# 6 STAKEHOLDER ISSUES YOU CAN EASILY **OVERCOME WITH ATLAS**



## INTRODUCTION: DRIVING EFFECTIVE COLLABORATION BETWEEN ALL STAKEHOLDERS

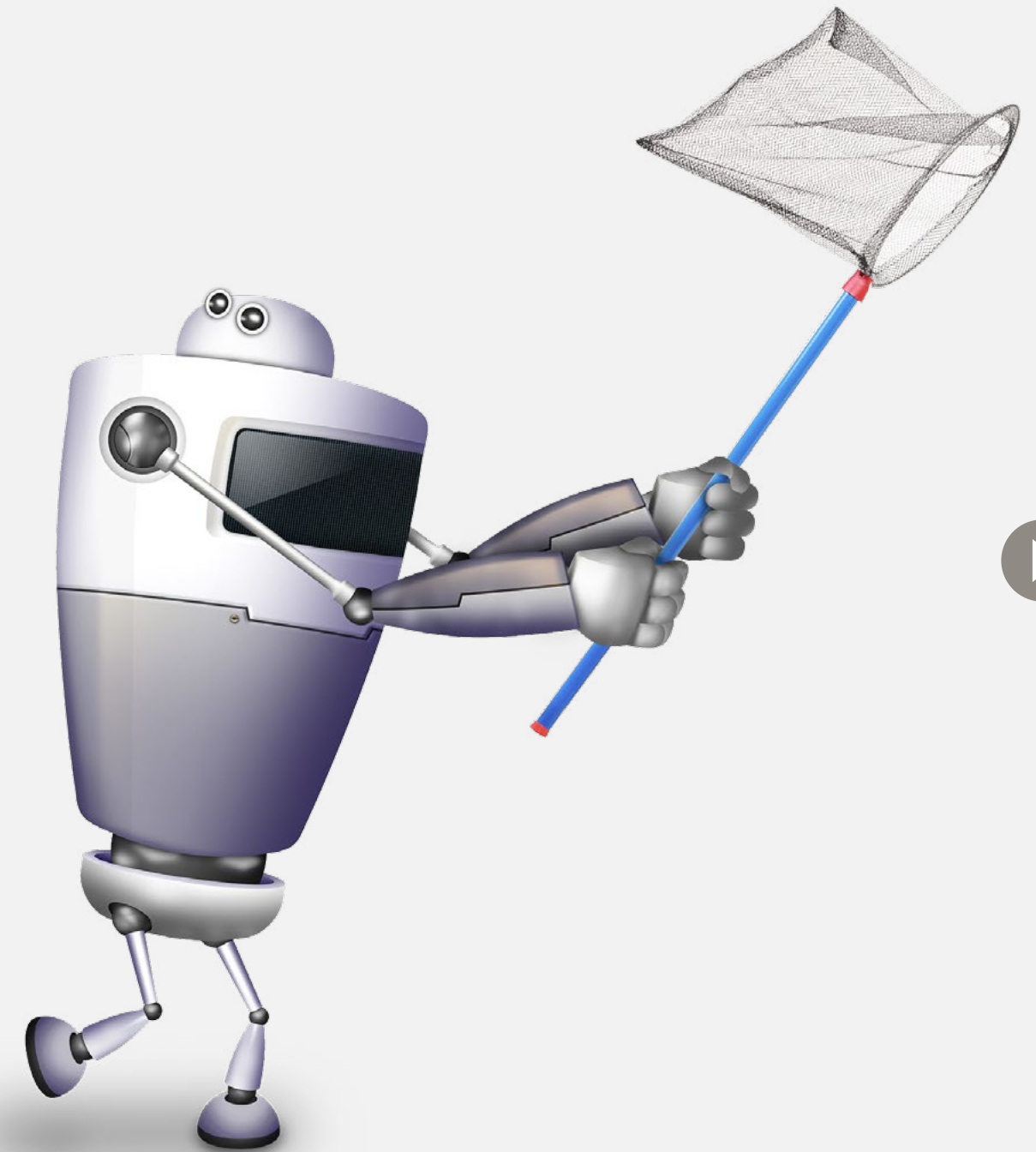
When stakeholders are spread across the organization, accurately gathering business needs and managing expectations when business priorities shift is crucial. If you don't, there's likely to be confusion or a disconnect between business users and development. Here are some common issues you may recognize, and how to overcome them.



1

## “WE CAN’T CAPTURE DIFFERENT INFORMATION NEEDS”

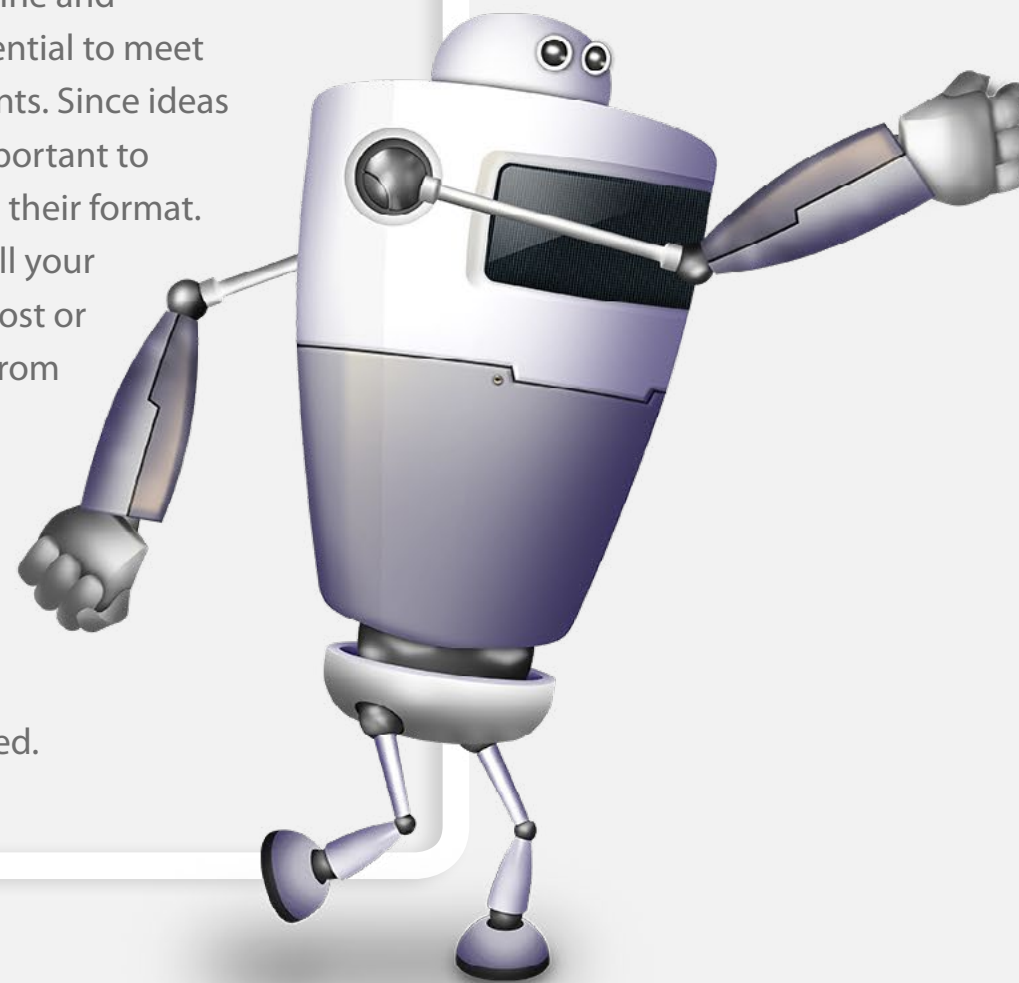
Your Agile teams rely on stories to develop what the business needs. Behind these stories are a wide range of business-centric conversations, market overviews, analyst reports, customer discussions and competitive analyses – all created by multiple stakeholders in different departments. Since these items become spread across emails, spreadsheets and Word docs there’s no clear way to link stories back to the information that created them, or to track if business needs are being met. Atlas solves the problem by capturing *all* items associated with business planning, and organizing them using hierarchies, custom fields, tags, relationships, electronic whiteboards and more.



## 2

## “IT’S DIFFICULT TO SHARE CONCEPTS AND FEEDBACK”

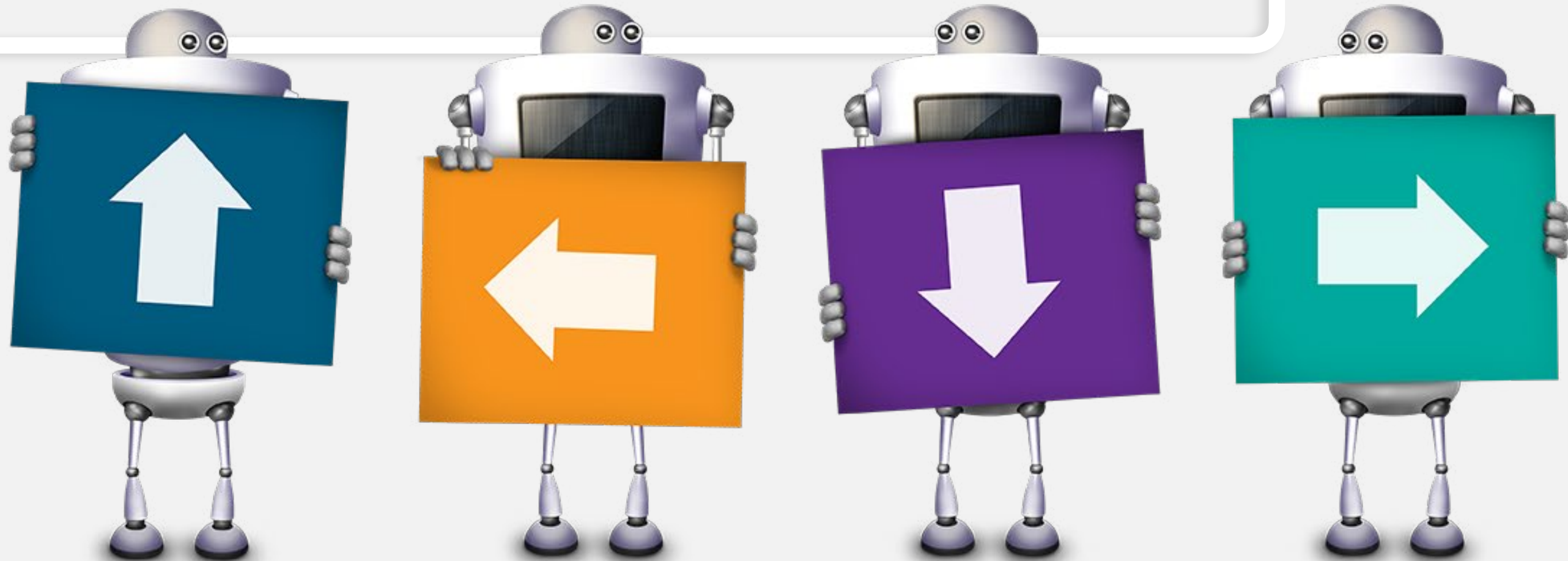
Being able to quickly capture, refine and progress ideas for projects is essential to meet fast-changing market requirements. Since ideas can come from anywhere, it’s important to capture them all, no matter what their format. Atlas delivers the big picture of all your ideas, avoiding them becoming lost or difficult to organize. Everything from pictures, documents, reports or even scribbled ideas is saved and tracked from one location, so teams can quickly share ideas, communicate in one space, and begin development with greater confidence and speed.



## 3

## “BUSINESS PRIORITIES AND EXPECTATIONS CONTINUOUSLY CHANGE”

Changes in the marketplace, such as the launch of a new feature by a competitor, are common to any software build. What's important is how quickly you are able to create scenarios for adapting your work in progress. Atlas makes this easier even in complex development environments or where release cycles are extremely rapid. With Atlas, business users can immediately see what's being delivered and when; look at the impact of changes such as adding new features; collaborate with other stakeholders to reach agreement; and create plans for delivery to executives, all without impacting on the time and resources of the development team.



## 4

## “OUR BUSINESS NEEDS ARE SCATTERED ACROSS AGILE TEAMS”

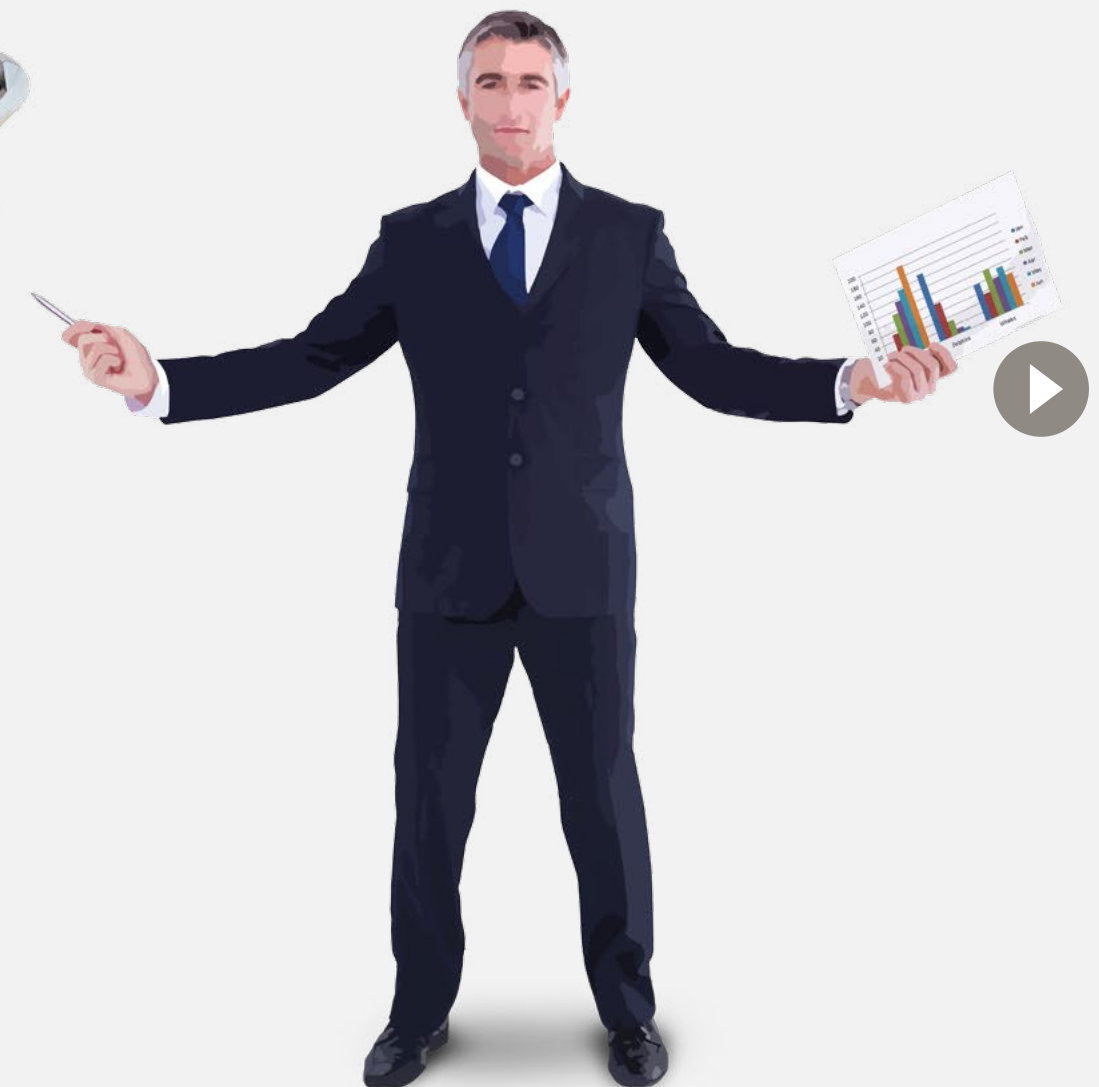
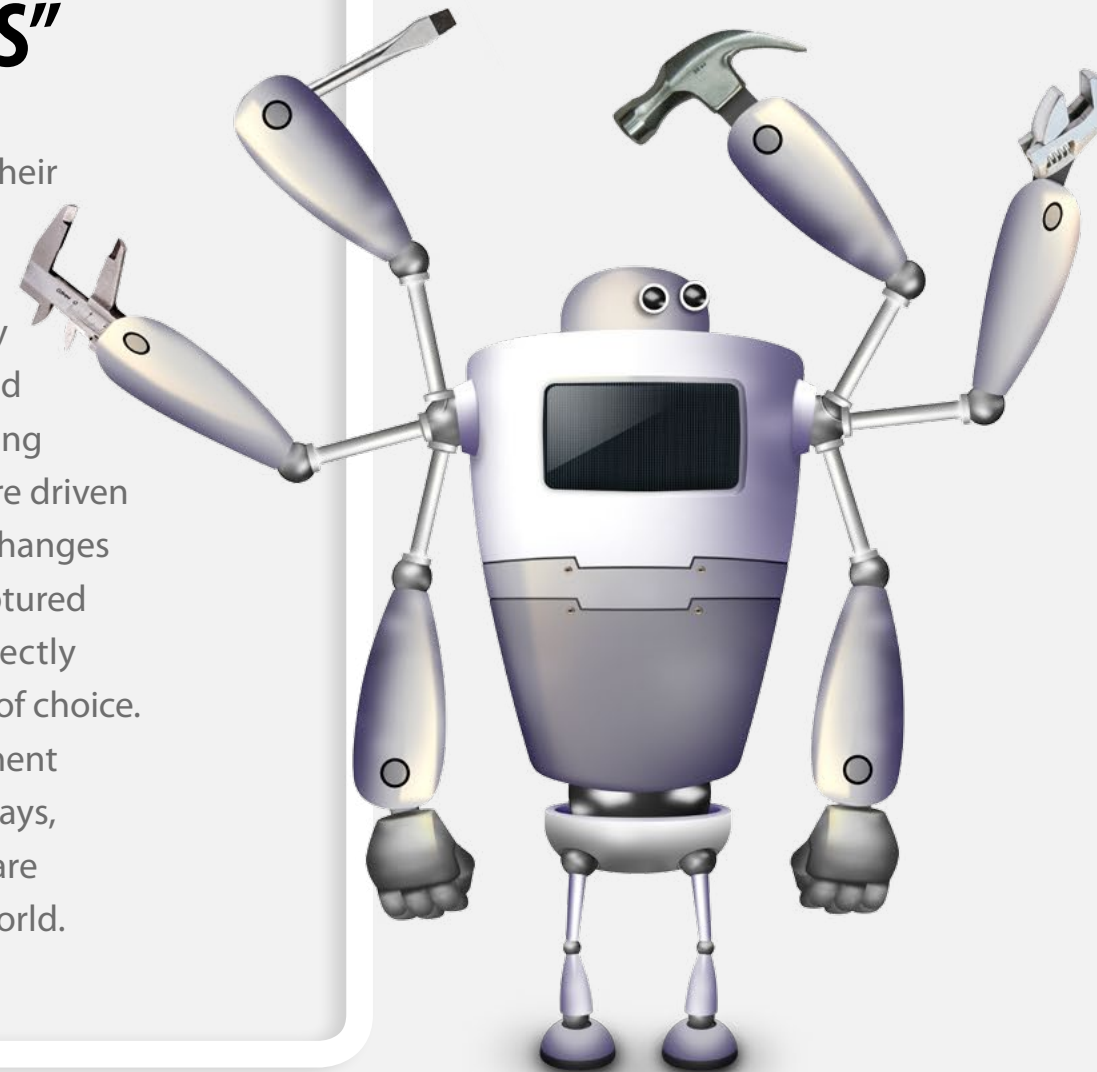
When the Agile team begins to break down user stories from a development perspective, one high level business need can soon become fifteen different stories, all with a technical focus. This gives the business stakeholder no insight or understanding as to whether a particular business need is being delivered upon. Since Atlas automatically captures and presents Agile delivery data within the context of each business need, business stakeholders always have an up-to-date view on what, how and when the development team is going to deliver, based on their original requests.



5

## “WE WORK IN DIFFERENT WAYS, AND USE DIFFERENT TOOLS”

Agile teams use tools to organize their backlogs so they can understand, plan and execute the delivery of software. These are not necessarily the best tools to satisfy the required business perspective on what's being delivered. With Atlas, all projects are driven from a business viewpoint, while changes across Agile delivery assets are captured and synchronized within Atlas directly from the development team's tool of choice. As a result, business and development teams work in their own familiar ways, while crucially, the business team are able to 'see into' the developers' world.



## 6

## “WE DON’T KNOW WHICH REQUIREMENTS HAVE BEEN MET, AND WHICH HAVEN’T”

Having traceability during a project isn’t just about tracking changes to code, designs, unit tests or user interfaces. You also need an easy way to understand which requirements have already been delivered (stories and tasks completed as part of sprints in the past); which are under development (stories and tasks to be completed as part of sprints that started in the past, and will be finished in the future); and which haven’t even been planned (stories in a backlog). Atlas provides a complete record of this progress over time, so business stakeholders will always understand ‘how we got here’ as they review their projects.





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