

# **SIEMENS**

Program and System Engineering PSE

## **Quality Management**

**Siegfried Zopf, Siemens PSE QM**

## Quality Management

- **Quality assurance in projects**
  - Quality assurance manager
  - Quality assurance plan
  - QA measures
  - Review
  
- **Concepts of quality management**
  - Quality management in a software development organization
  
- **Quality models**
  - ISO 9000, CMMI, EFQM

## Quality assurance in projects

Overview

Tasks of the QA manager

Error prevention in general

Validation and verification

see stdSEM

## QA managers in the project (QAMs)

**Support** project manager and/or project team in reaching the required/agreed quality (as “deputy” of project manager)

**Plan** QA measures in the project (draw up QA plan)

**Check** compliance with development method and other process instructions (together with project manager)

**Implement** QA measures as specified in QA plan

**Coordinate** reviews, moderate review meetings and keep minutes, where necessary

**Evaluate** Q data: analyze systematic errors (occurring multiple times)

**Report** in the case of Q problems

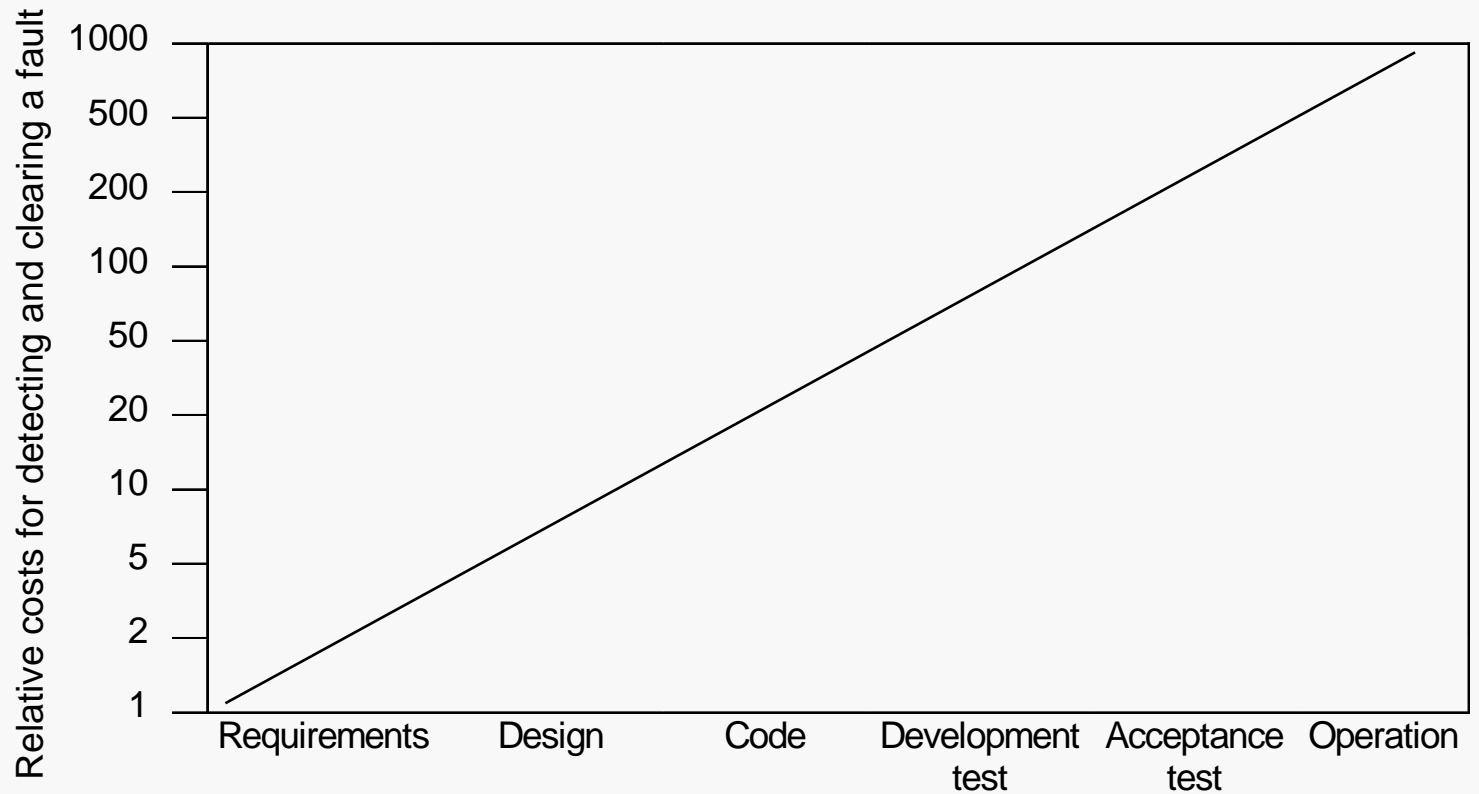
**Initiate** and **track** corrective measures in the project

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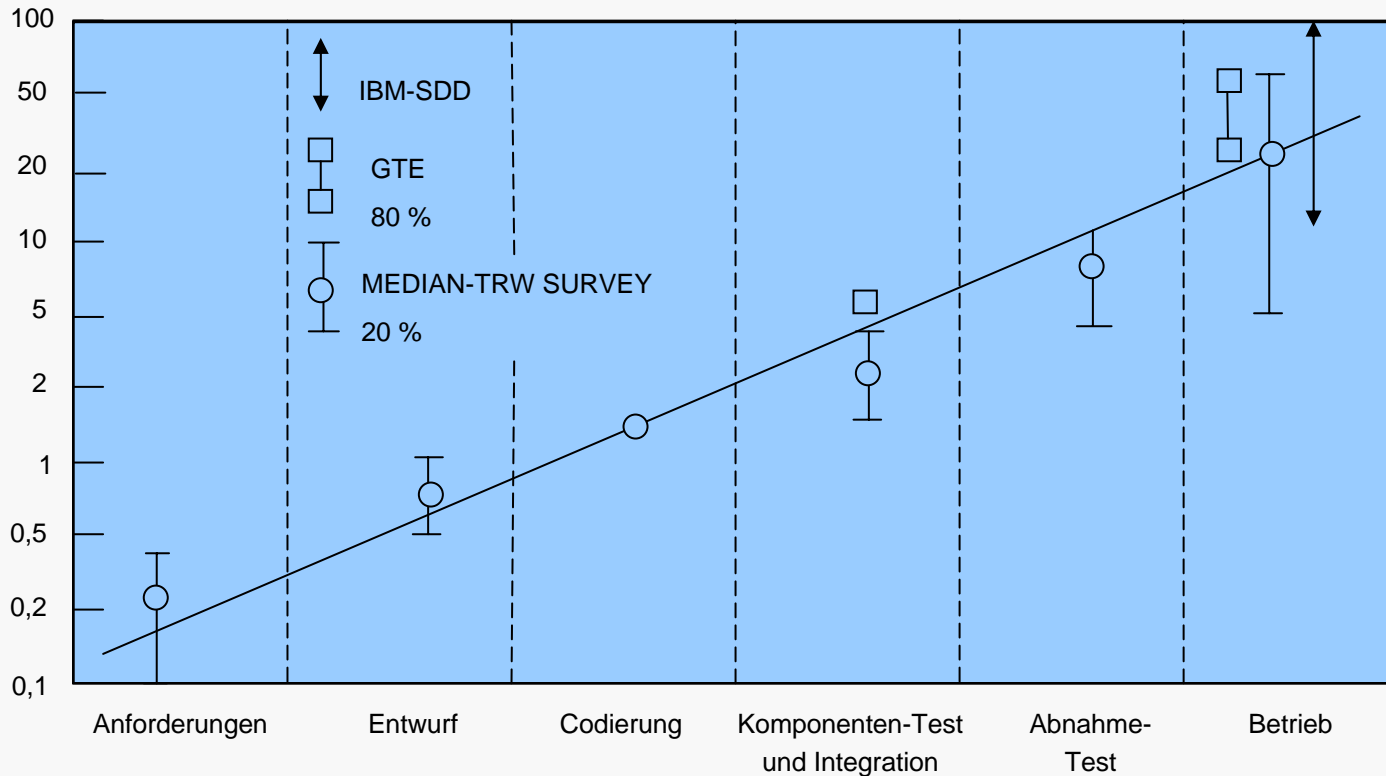
Reviews

## Costs of delayed detection of faults (B. Boehm, 1976)



Phase in which a fault is detected

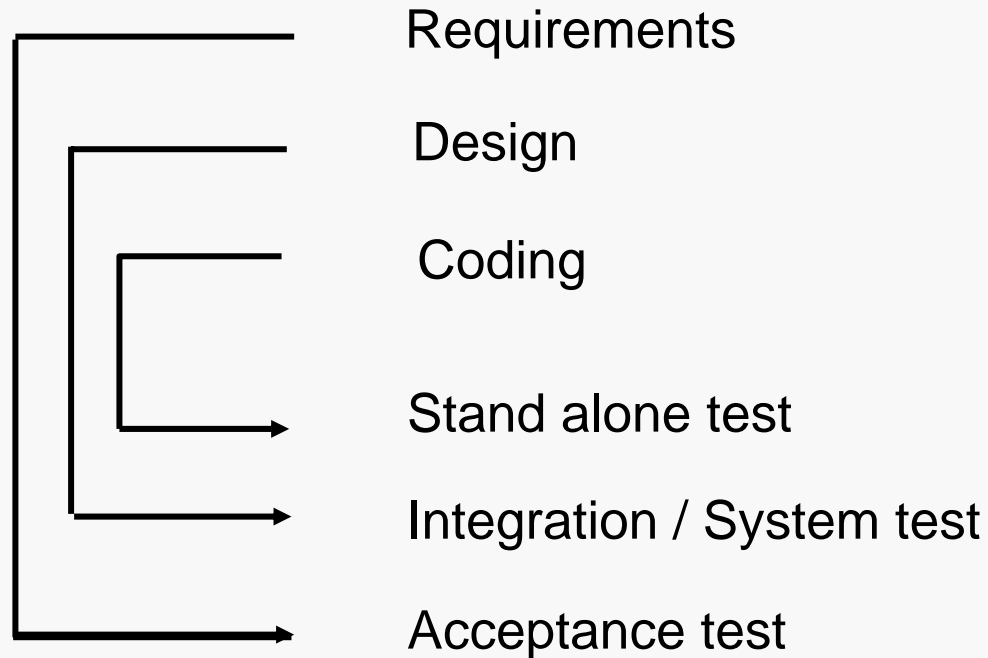
Relative Kosten um einen Fehler zu finden  
und zu beheben



Phase in der ein Fehler entdeckt wird

Kosten einer verzögerten Fehlerentdeckung nach/Boehm 76 /

## Early errors are detected late





## Reviews

### Goal

To **detect** errors in a subresult **at an early stage**, thus increasing productivity and product quality

### Approach

A review is a **formalized, critical** check of work results by **more than one** reviewer

## Reviews

- Reviews are mandatory (provided the respective documents are required for the project) for:

User Requirements Spec.	Architectural design spec.
Tender	Detailed design spec.
SW Requirements Spec.	Adaptations specification
Feasibility study	Test plan
Project plan	Product documentation
QA plan	
- Reviews for the other documents and code are useful and therefore recommended
- The review scope of a project is defined in the QA plan
- All other documents need to be submitted **at least** to an informal type of check

## Review techniques

Reviews in comment technique

Reviews in session technique

- General reviews in session technique

- Intensive inspection

Project-specific specification of methods  
in the QA plan

Based on M. Fagan

- Roles**
- Facilitator
  - Author
  - Reader
  - Tester

**Special checklists**

**Time required**

- Preparation: 100 LOC/h, document max. 10 pages/h
- Inspection : 125 LOC/h, document max. 10 pages/h

**Errors**

- in the product
- in the process (e.g. SEM)

## Intensive inspection How it works

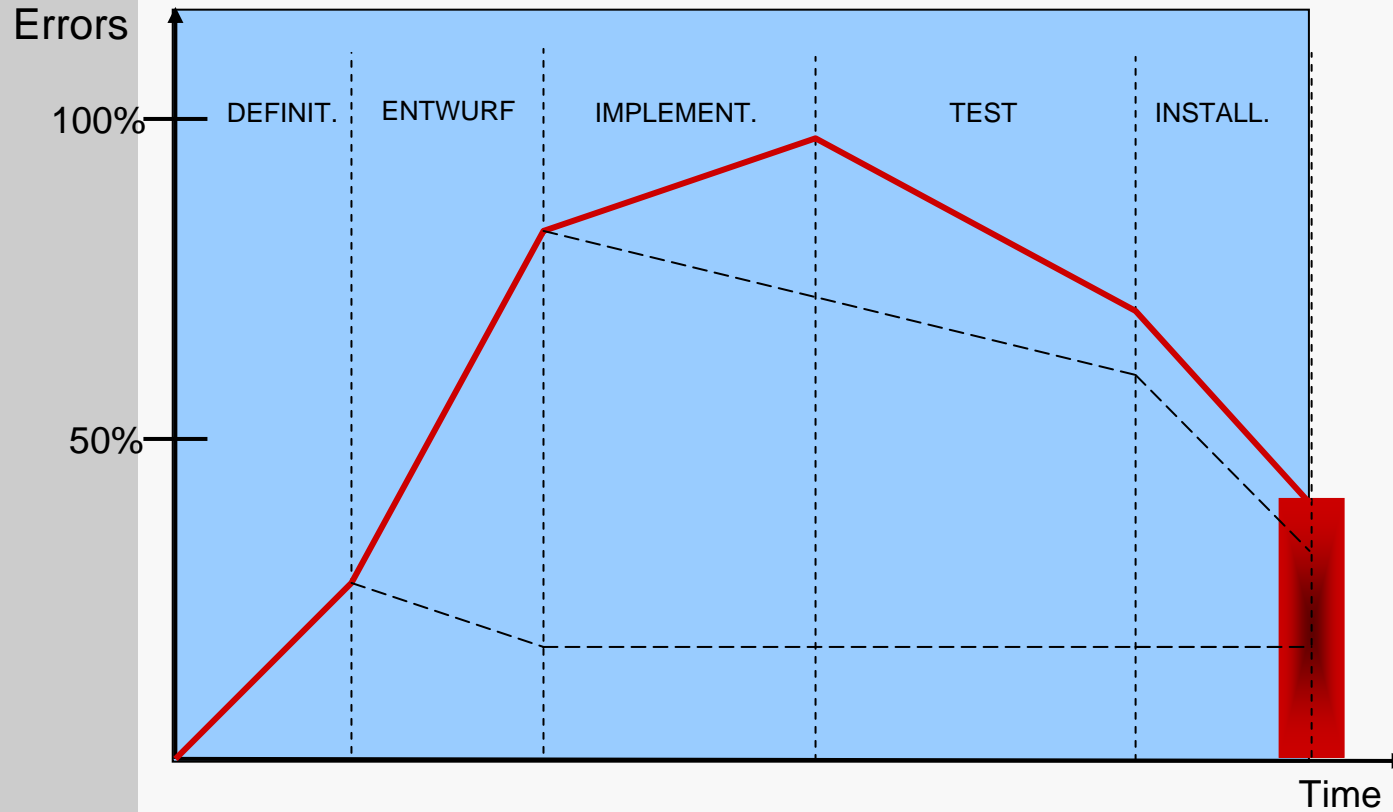
Planning	Documents, participants, location, roles, date	
Overview	Introductory information for the team (10 min.)	
Preparation	Individual preparation for the role	
Inspection	Detecting errors (max. 2 hours)	} session
Analysis	For process and systematic errors	
Fault clearance	Clear all faults	
Verification	Have all faults been cleared?	

Not like this !



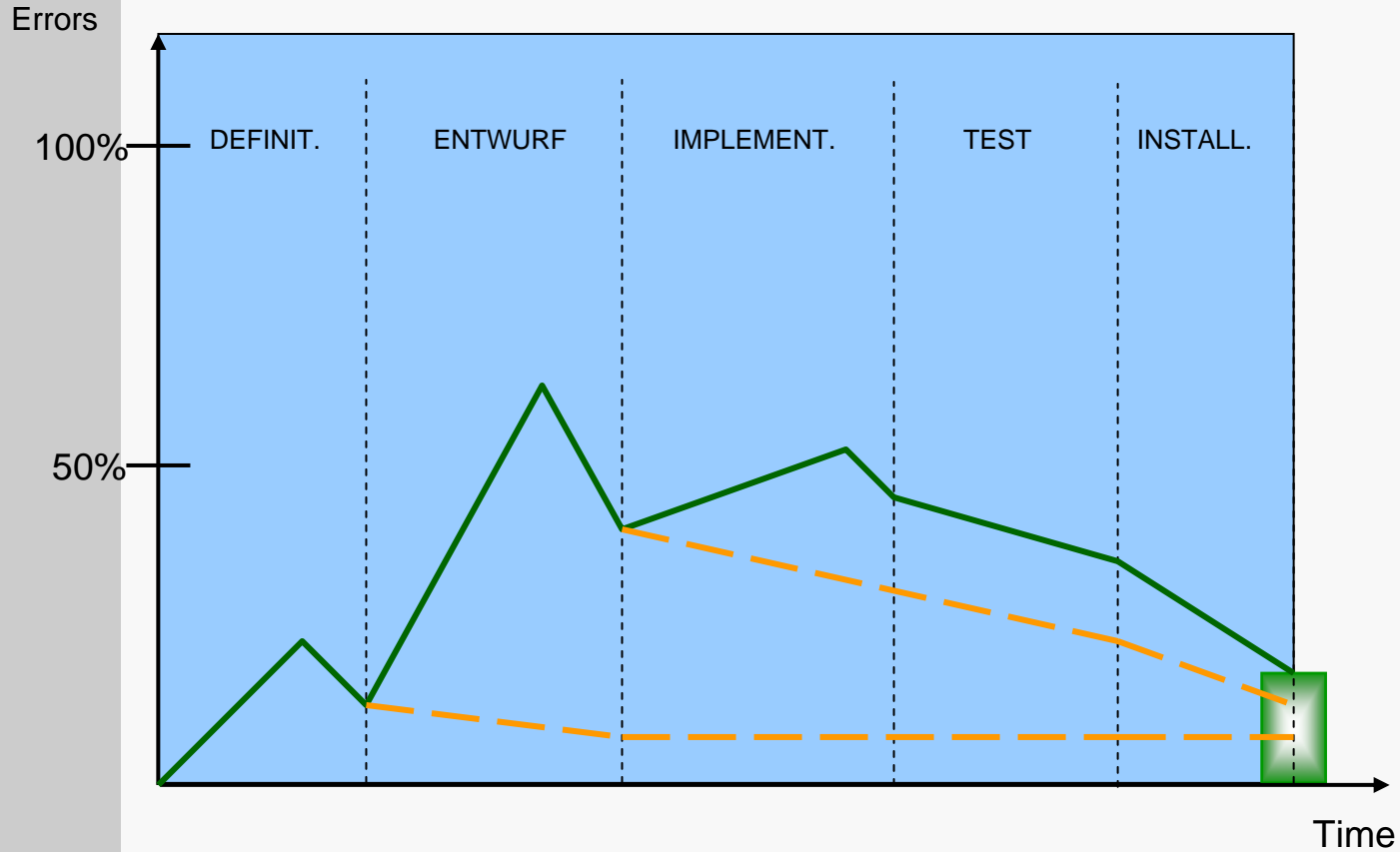
# Accumulated Errors (I)

without reviews



# Accumulated errors (II)

with reviews



Wirkung von Reviews



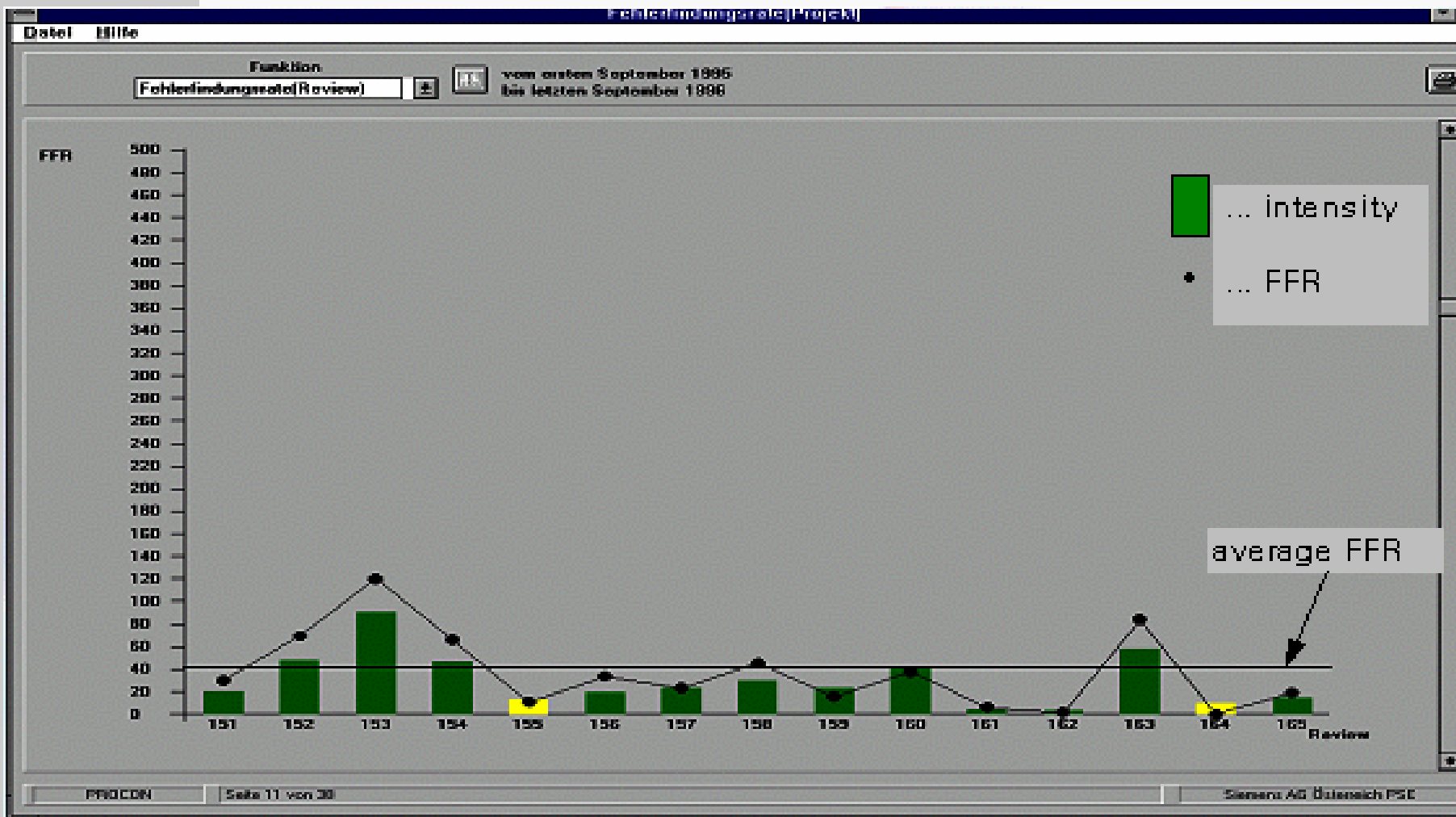
## Review Metriks

Error detection rate	[Errors / 100 pages]
Intensity	[ h / 100 pages]
Efficiency	[ h / errors ]
Effectivity	[errors detected / total errors]

## Error detection rate (Fehlerfindungsrate FFR)

$$\text{FFR} = \frac{\text{errors detected}}{\text{Reviewed pages}} \cdot 100$$

FFR = 17 ???



## General observations

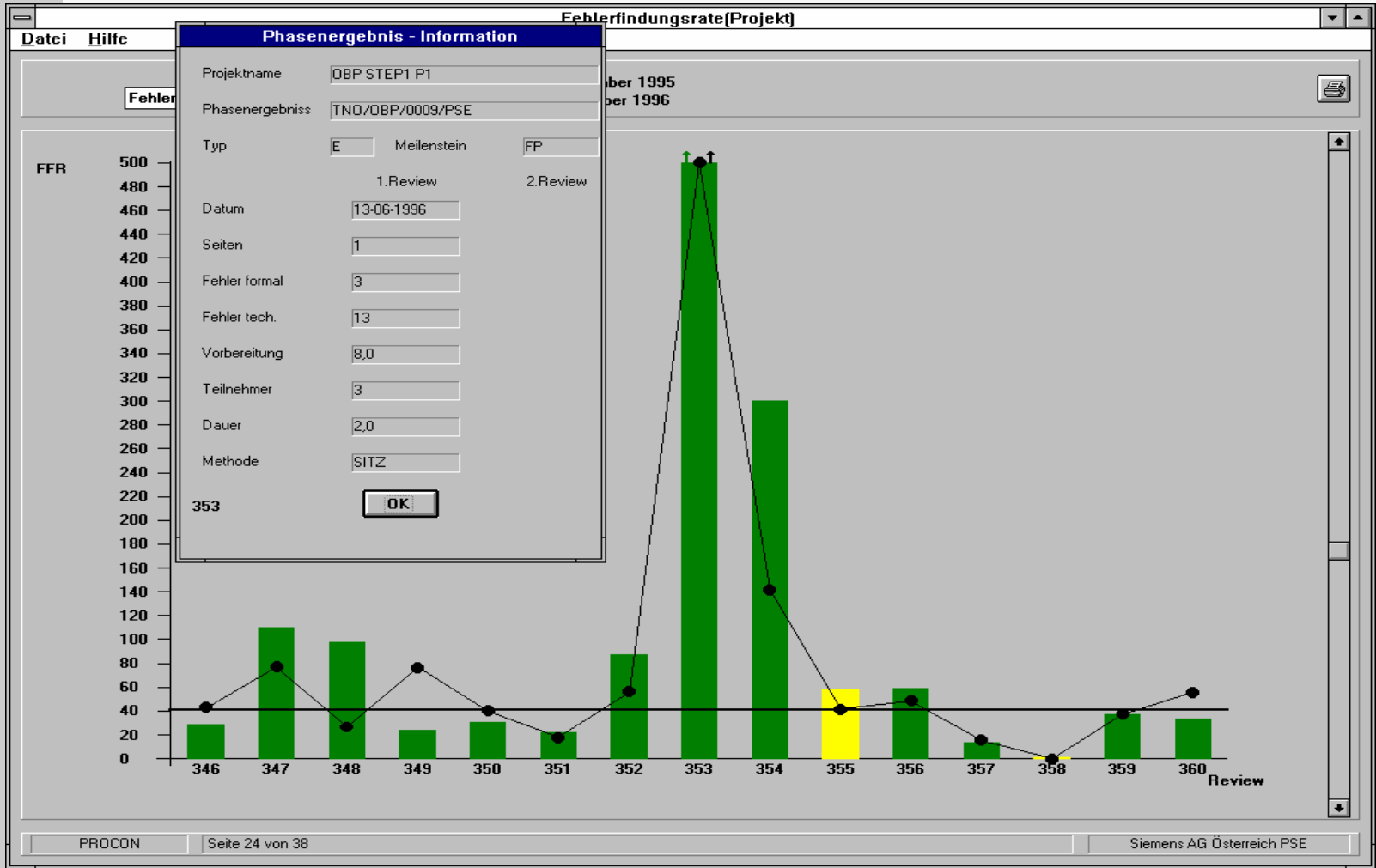
Average FFR is independent from  
development platform and  
application domain

FFR and intensity is high for small documents  
( $<4$  pages)

Strong correlation between intensity and FFR

Efficiency is about one hour per defect

Variation is large



## Benefits of Reviews

1993/94  
FFR~20

Many defects  
found in test

low intensity

Fagan Inspections  
yielded four times  
as much defects

Quality Goal  
+ 50 %

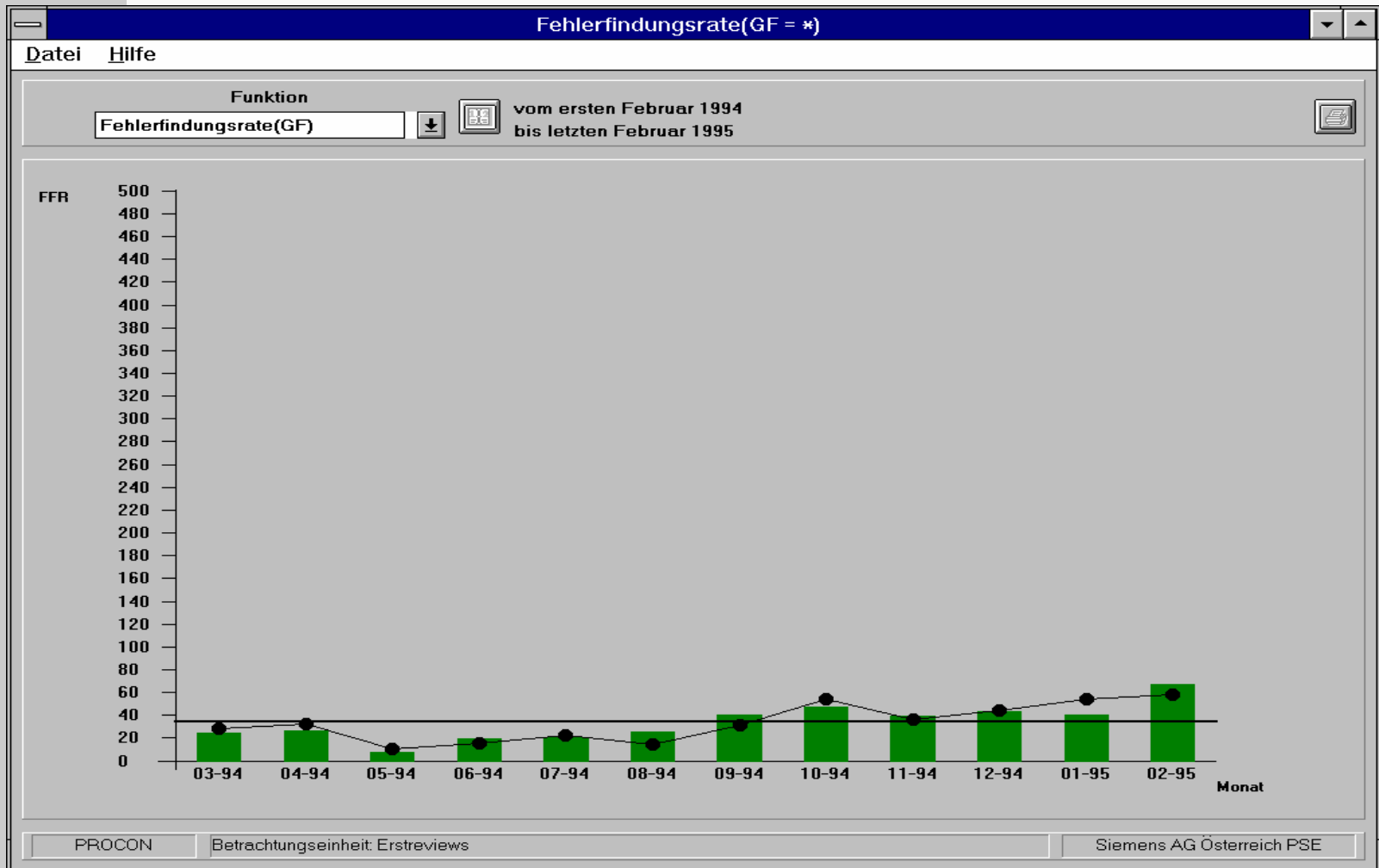
Guideline  
Training

monthly  
observation  
and  
report

1994/95  
FFR~40

3000 defects more  
detected in reviews

0,7 million Euro  
saved



The Siemens logo is displayed in a bold, white, sans-serif font against a black background. The letters are closely spaced and have a clean, industrial appearance.

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The title text is centered on a solid red horizontal band. It is written in a white, bold, sans-serif font, with the words stacked vertically.

**Concepts of  
quality management**



## What is quality management

- QM is a management philosophy
- It originated in Japan around 1950      Deming /Juran
- Key ideas:
  - Market success based on **customer satisfaction**
  - **Product improvement** based on **process improvement**
  - Productivity gains based on **error prevention**
  - Continuous improvement process
  - Statistical methods

## Management philosophies

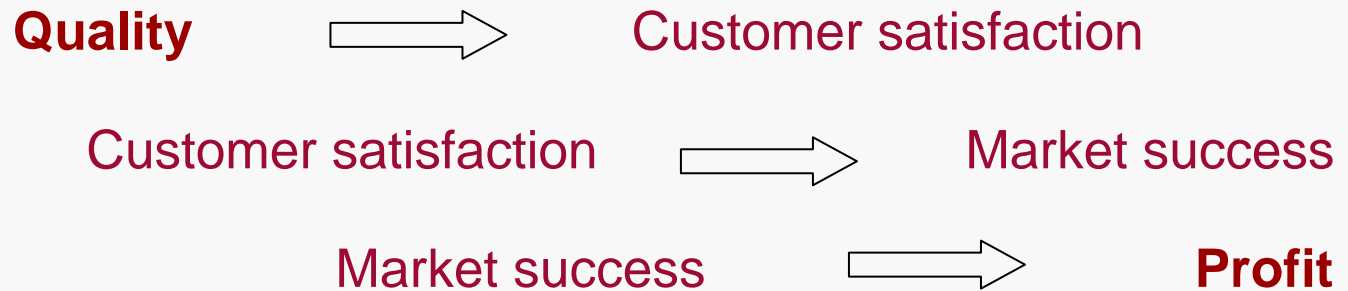
R.Zultner

### Quality management

Process orientation  
Systematic approach  
Methods  
Correct root causes  
Quality first

### Management by objectives

Results orientation  
Achievement of objectives  
Coincidence, personality  
Correct errors  
Profit first



## Processes

R.Zultner

- Which level of quality will we achieve?
- A process will deliver only what it is capable of delivering, not more and not less
- We only know the capability (what can be achieved) of stable processes
- Forecasts are possible only if the capability is known
- Never set objectives without knowing the capability

## Definition of terms

ISO 9000:2000

- **Process**

A a set of interrelated or interacting activities which transforms inputs into outputs

## Statistical methods

- Managing by figures
- Measuring processing
- Monitoring changes from a quantity angle
- Distinguishing natural dispersion from special influences

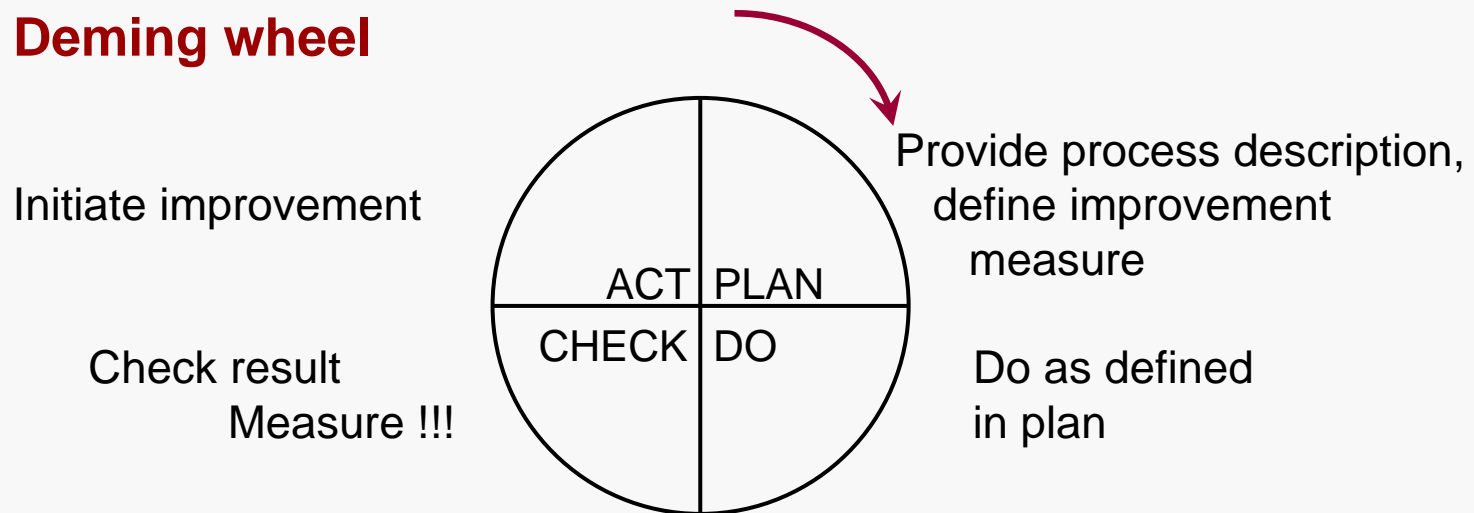
Statistical Process Control (SPC) is not common yet in the SW industry  
(control charts can be used for stable processes)

## Continuous improvement (Kaizen)

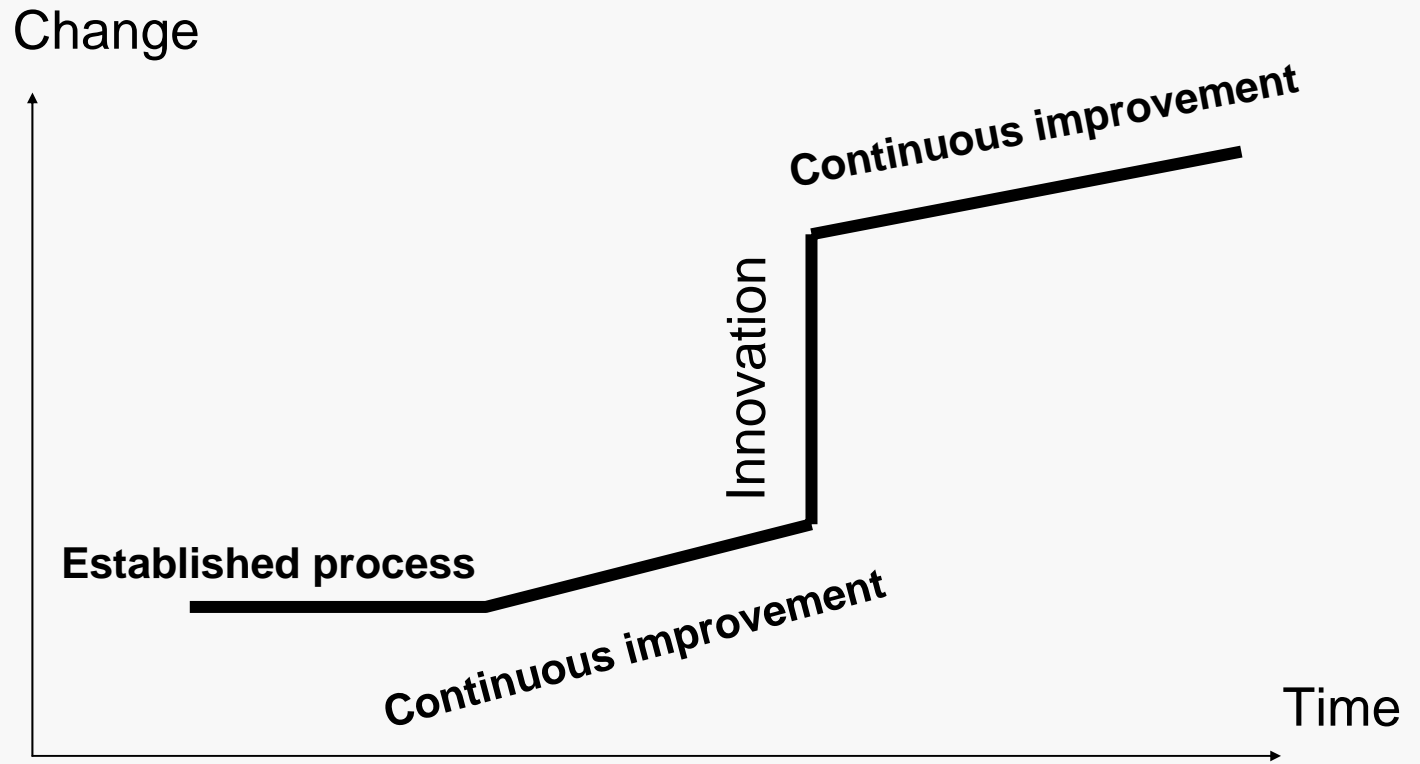
Prerequisite:

- Finding causes, and not scapegoats
  - **To err is human**  
(an error may occur once, but it's bad if it occurs a second time)

## Deming wheel

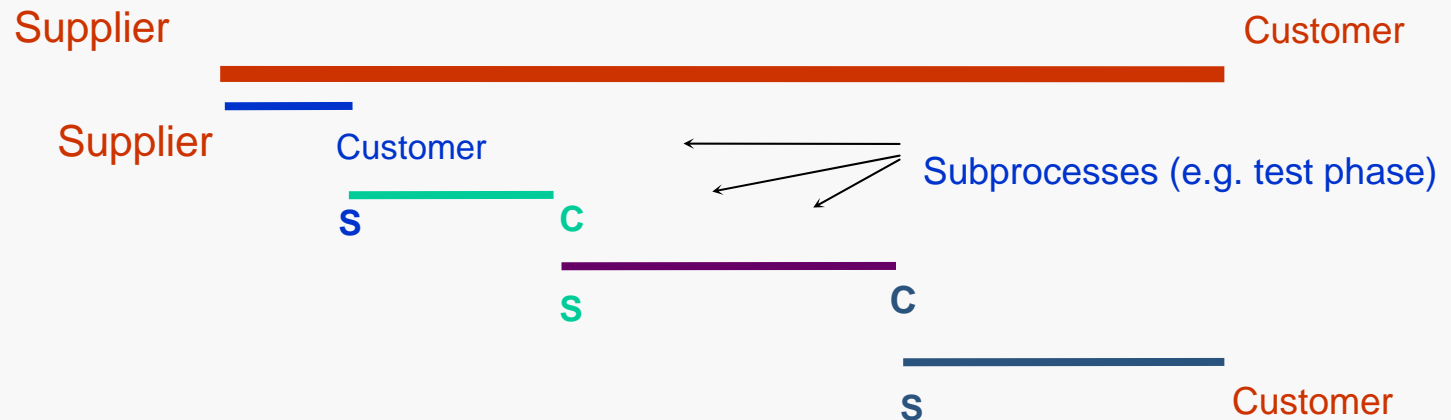


## Continuous improvement: innovation



## Market success based on customer satisfaction

Thinking in processes (established today?)



Customer-supplier relationship in all (sub) processes  
Customers decide what is good! (what they need)



## Customer wishes / requirements

**Explicit requirements** + **implicit requirements**

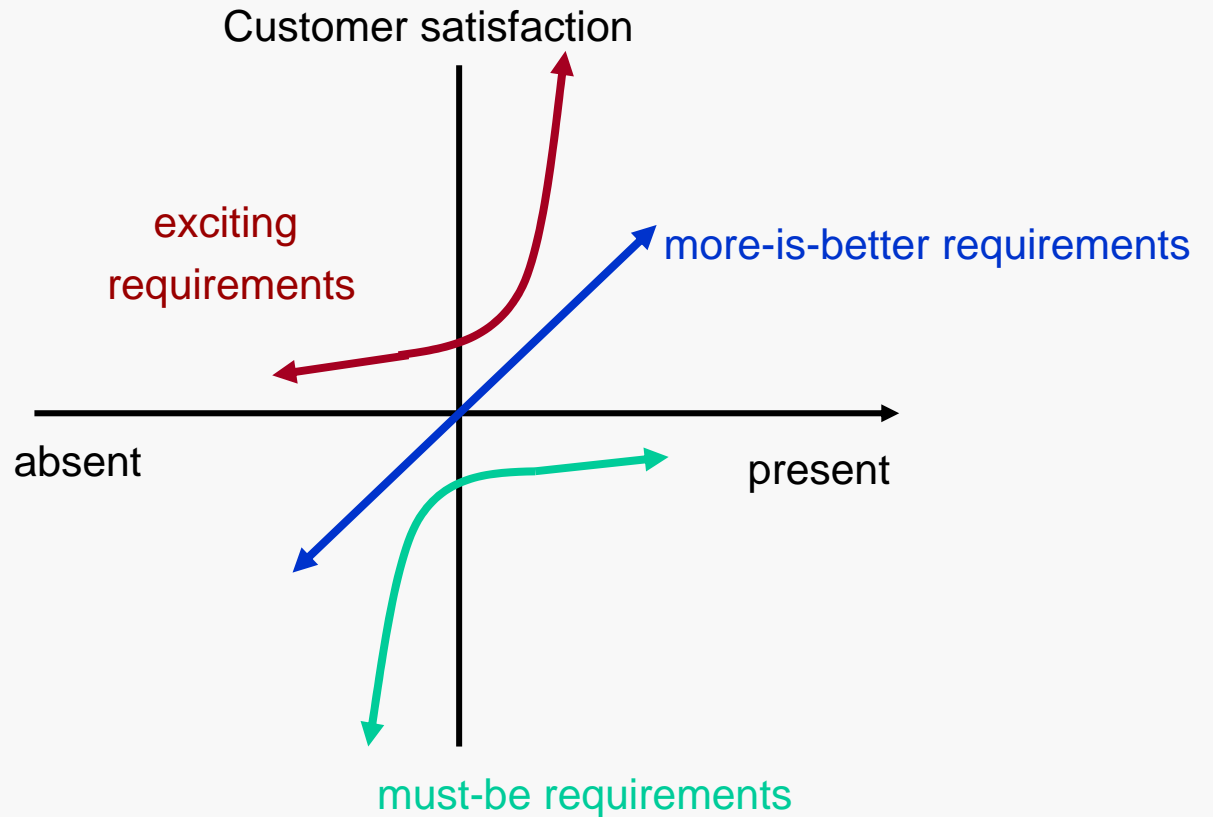
**What the customer says** ↔ **What the customer really  
needs**

Systematic collection of all requirements

Requirements are the benchmark during all stages of development

Method: **Quality Function Deployment**

### 3 types of requirements (Kano)



## What is quality?

ISO 9000:2000

### Quality

Degree to which a set of inherent **characteristics** fulfils **requirements**

### Characteristic

Distinguishing feature

### Requirement

Need or expectation that is stated,  
generally implied or obligatory

## What is software quality?

ISO 9126

## Software quality attributes

ISO 9126 Software Engineering – Product Quality

Part 1                      Quality Model

Part 2                      External Metrics

Part 3                      Internal Metrics

## Software engineering – Product quality

ISO 9126

### Part 1: Quality Model

Quality model for external  
and internal quality

**Functionality**

**Reliability**

**Usability**

**Efficiency**

**Maintainability**

**Portability**

Quality model for  
quality in use

**Effectiveness**

**Productivity**

**Safety**

**Satisfaction**

## Definition of terms (1)

ISO 9000:2000

- **Quality management**

Coordinated activities to direct and control an **organization** with regard to **quality**

- **Quality assurance**

Part of **quality management**, focused on providing confidence that quality requirements will be fulfilled

## Definition of terms (2)

ISO 9000:2000

- **Quality management system**  
Management system to direct and control an organization with regard to quality
- **Management system**  
System to establish policy and objectives and to achieve those objectives

## Organizations

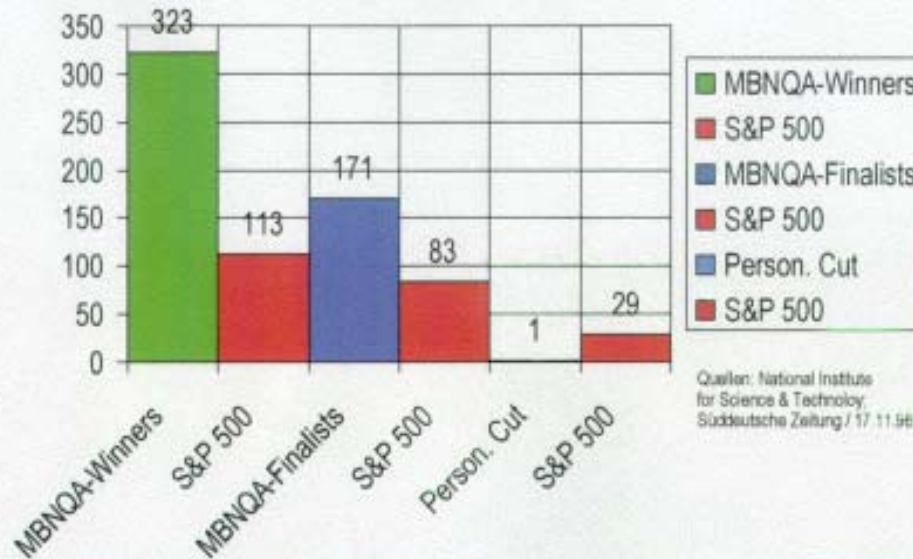
- JUSE (Japanese Union of Scientists and Engineers)
- EOQ (European Organization for Quality)
- EFQM (European Foundation for Quality Management)
- AFQM (Austrian Foundation for Quality Management)
- ÖVQ (Austrian Association for Quality Assurance)
- ÖQS (Austrian Association for the Certification of Quality and Management Systems)



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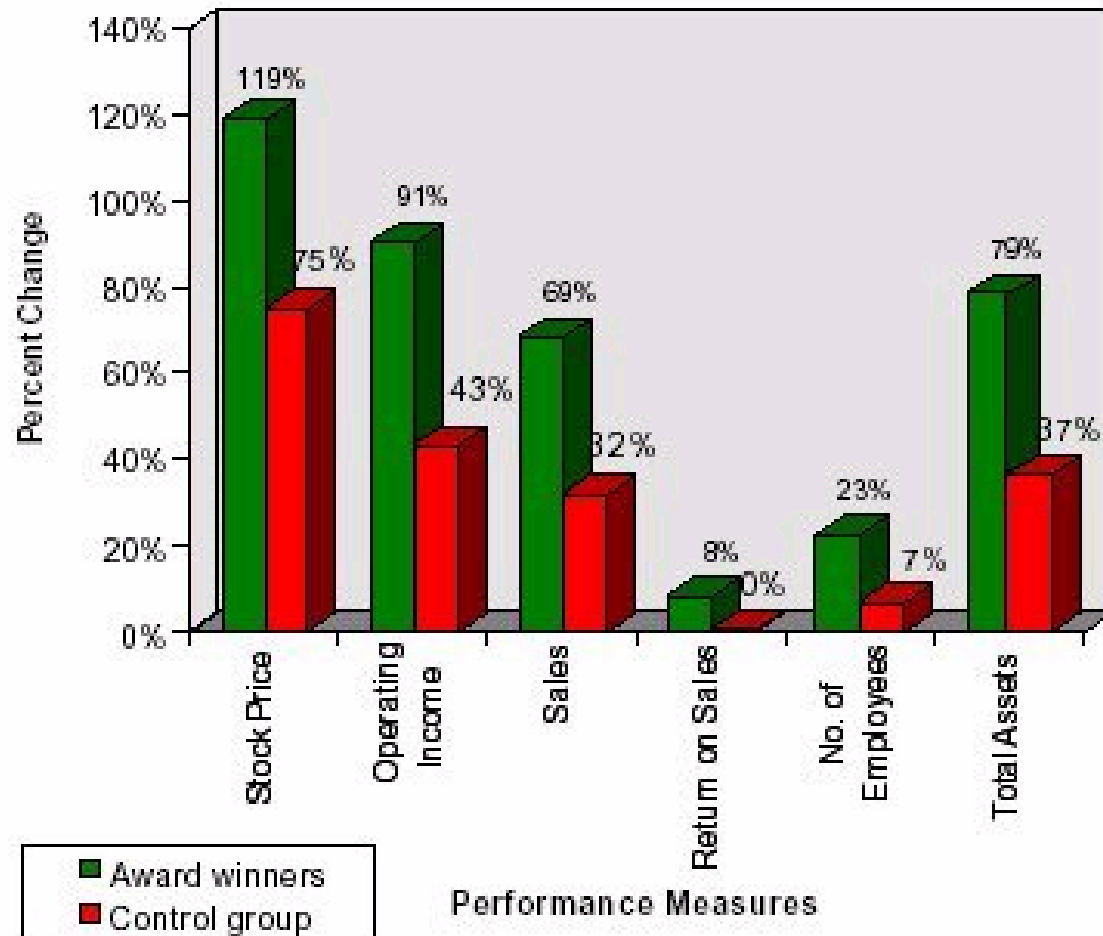
## Gewinn durch Qualität



Die 16 **Gewinner** des Malcolm Baldrige National Quality Awards von 1995 - 98 übertrafen beim Return on Investment die Ergebnisse der anderen, im **Standard & Poor's 500** gelisteten Unternehmen um Faktor drei.

Die 48 **Finalisten** des MBNQA übertrafen den Mittelwert der S&P 500 noch um Faktor zwei. Unternehmen mit **radikalem Personalabbau** zeigten praktisch keinen Zuwachs des Aktienwertes im Gegensatz zum S&P 500 - Wachstum von 29% im gleichen Zeitraum.

Average % Change in Performance Measures (Figure 1)



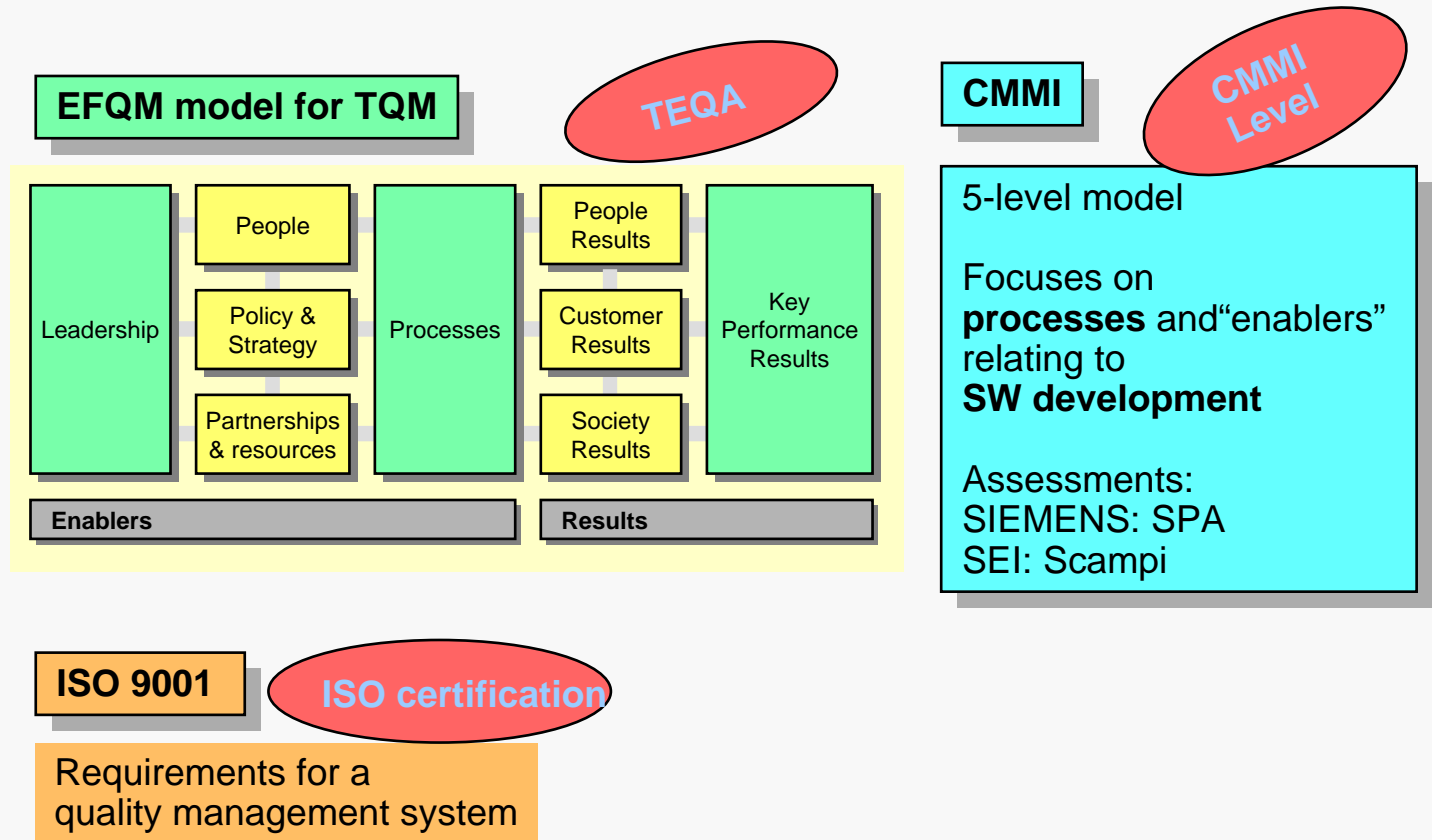
Hendricks,  
Singhal, 2000

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# Quality management models

## Quality management models



## ISO 9000:2000 series of standards for Quality management systems

ISO 9000:2000 Fundamentals and Vocabulary

ISO 9001:2000 Requirements

ISO 9004:2000 Guidelines for Performance Improvement

ISO 90003      Software engineering – Guidelines to the  
application of ISO 9001:2000 to computer software

Certification is to inspire confidence in the customer regarding  
the **supplier's capability for quality**

Often, certification exists even though requirements are only formally met

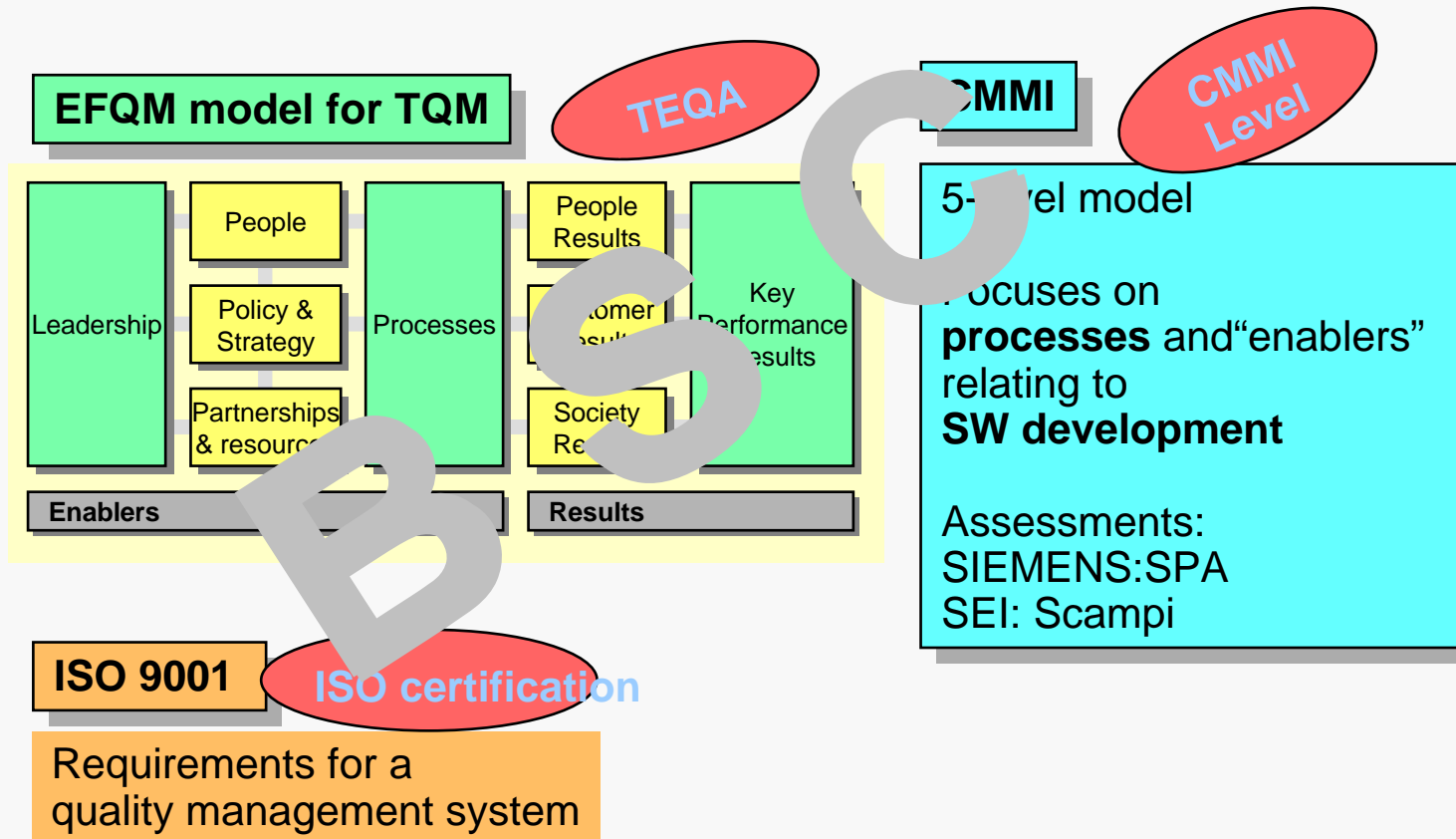
Therefore, the value of certification is frequently being questioned today

Value of a "living" QM system is undisputed

<b>ISO 9000</b> Quality management principals	
<b>Customer focus</b>	
<b>Leadership</b>	
<b>System approach to management</b>	
<b>Process approach</b>	
<b>Factual approach to decision making</b>	
<b>Involvement of people</b>	
<b>Continual improvement</b>	
<b>Mutually beneficial supplier relationship</b>	

ISO 9000 Quality management principals	EFQM Fundamental concepts of excellence
	<b>Results orientation</b>
<b>Customer focus</b>	<b>Customer focus</b>
<b>Leadership</b>	<b>Leadership &amp; constancy of purpose</b>
<b>System approach to management</b>	<b>Management by processes and facts</b>
<b>Process approach</b>	
<b>Factual approach to decision making</b>	
<b>Involvement of people</b>	<b>People development &amp; involvement</b>
<b>Continual improvement</b>	<b>Continuos learning, innovation &amp; improvement</b>
<b>Mutually beneficial supplier relationship</b>	<b>Partnership development</b>
	<b>Public responsibility</b>

## Quality management models





## Balanced scorecard (BSC)

Kaplan and Norton, Harvard Business School, 1992:

- Managing based on balance sheets (i.e. outcomes, post facto) is too inert
- It is necessary to address the factors that lead to outcomes:
  - Identify impacting factors (drivers)
  - Strategically define objectives
  - Monitor achievement (metrics)
- Not just keep an eye on finances, but also on
  - Customers/market
  - People / innovation
  - Internal processes
- The focus is on business strategy

## Balanced Scorecard (BSC) at PSE

- ***Joint definition*** of strategic goals, related objectives and their interrelations (strategy map) by the management
  - Overall BSC at the PSE level
  - Business-specific BSCs in the subdivisions and business units
  
- ***Ongoing monitoring*** of a limited number of quantities at all levels
  - "BSC cockpit" with traffic light representation, early warning indicators, need for action

## PSE's strategy map

