



April 27, 2010

Distributive Management Invited to Speak at Orlando INCOSE

Presentation Title:

Get Organized!! How to Focus Measurement on the Systems Engineering Organization

Distributive Management has been active in various INCOSE chapters, frequent content contributor and has presented in multiple regions in past year. The next speaking engagement will be May 20, 2010.

Peter Baxter, President of Distributive Management will speak to the crucial importance of focused measurement and its impact on systems engineering, especially software-intensive product development. Organizations implementing measurement for systems engineering invariably try to apply measurement at the organization level. They do this to gain valuable insight into their ability to satisfy customers and stockholders as well as to stay competitive in their industry.

In this presentation, Mr. Baxter explains that using measurement at the organizational level requires a clear understanding of goals. He defines four uses of organizational measurement that require a different approach (other than conventional measurement), and points out areas where current measurement guidance needs slight adjustment to enable measurement to be effective. Mr. Baxter describes each organizational use of measurement with specific examples, explaining the techniques and how it differs from process or performance measurement.

To learn more about the Orlando INCOSE chapter, please visit: <http://www.incose.org/orlando/>

About Distributive Management and DataDrill

Distributive Management is the leading provider of quantitative management and performance measurement solutions for use in projects and across the enterprise. Our metrics dashboard software, DataDrill, enables companies to more easily and more effectively implement measurement and dashboards in support of project management, performance reporting, process improvement and initiatives such as CMMI. DataDrill is being used in a wide range of industries, including defense, software/IT, technology, telecommunications, banking, and insurance. DataDrill's customers include Arbitron, Boeing, BAE Systems, Booz Allen Hamilton, GEICO, GE, Hewlett Packard, Lockheed Martin, NASA, Northrop Grumman, Rockwell Automation, Raytheon, SAIC, and Spansion.

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