



# Business Agility Global Conference

Staying sane through  
the pandemic and  
delivering at warp  
speed!

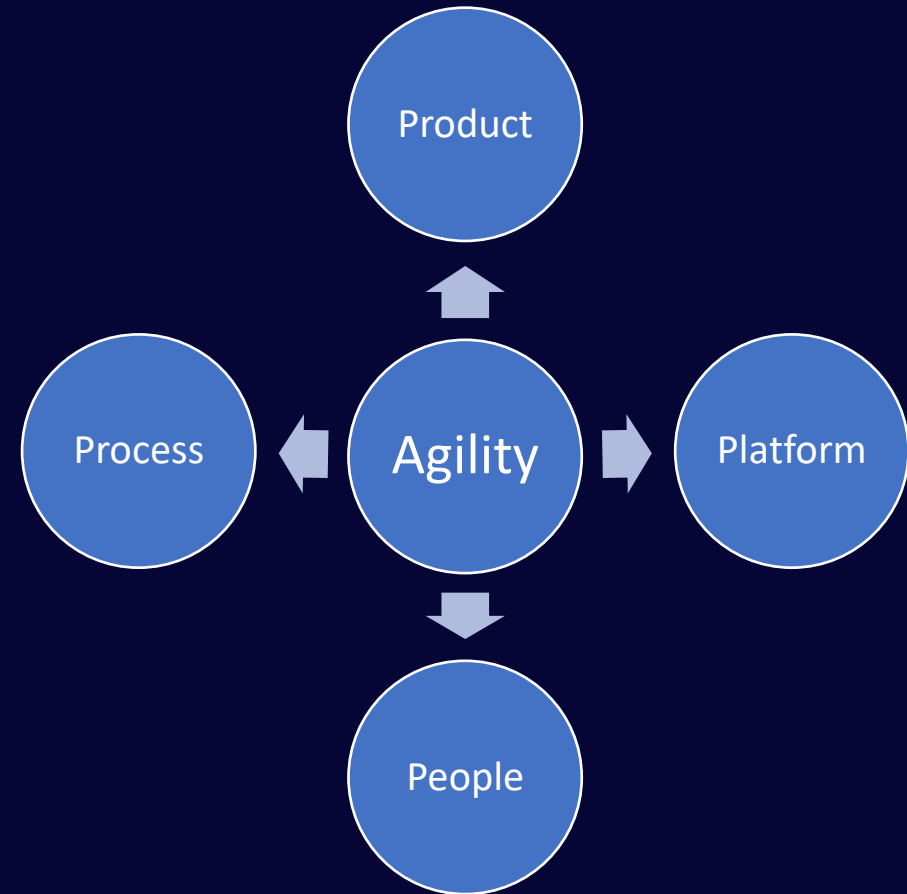
[www.zing.work](http://www.zing.work)

Paul Cameron  
Phil Abernathy  
March 2021





- ➔
1. The ZING challenge
  2. Product
  3. Platform
  4. People
  5. Process
  6. Covid +/-
  7. Summary



Memberships  
Promotions  
Gift cards  
Loyalty  
Packages  
Campaigns  
Web site

Multi-locations  
Bookings

Multi-currency  
Buying

Multi-language

E-commerce  
E-payments  
Point of sale  
Refunds  
Credit

SRM

CRM

HRM



Products Services Classes Courses Events

Commissions

Email

Inventory Management  
Notes Documents

Finance Integration  
Contracts

Alerts Notifications

Forms

Projects

Analytics & Intelligence



Home > Admin > Company

Shenton Way

 Dashboard	 <b>Company Basic Info</b>	 <b>Company Config Settings</b>	 <b>Locations</b>	 <b>Staff</b>
 Calendar	 <b>Services</b>	 <b>Classes/Events</b>	 <b>Products</b>	 <b>Suppliers</b>
 Sales	 <b>Form &amp; Email Templates</b>	 <b>Website Builder</b>	 <b>Marketing Campaigns</b>	 <b>Memberships</b>
 Customer	 <b>Contracts</b> Coming soon	 <b>Project</b> Coming soon	 <b>Virtual Assistant</b> Coming soon	 <b>Marketplace</b> Coming soon
 Inventory				
 Finance				
 Reports				
 Admin				
 Amy				
 Log Out				

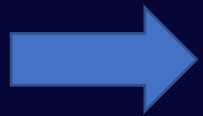
SkinFitnessBrands

Powered by ZING

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1. The ZING challenge



2. Product

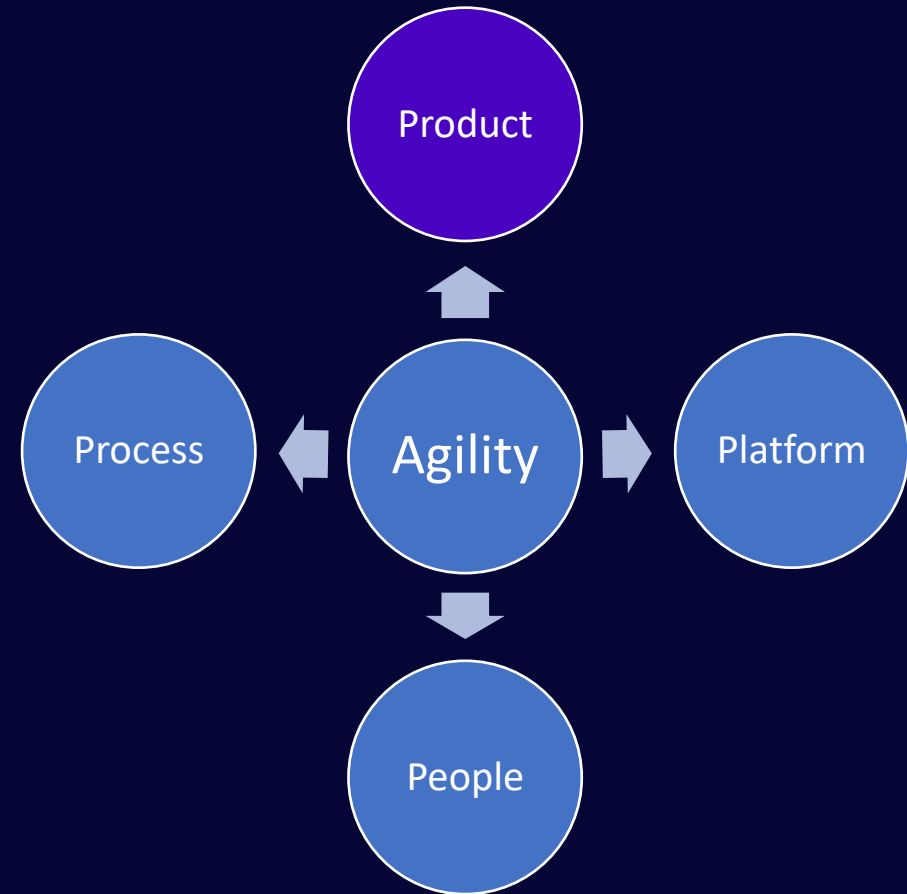
3. Platform

4. People

5. Process

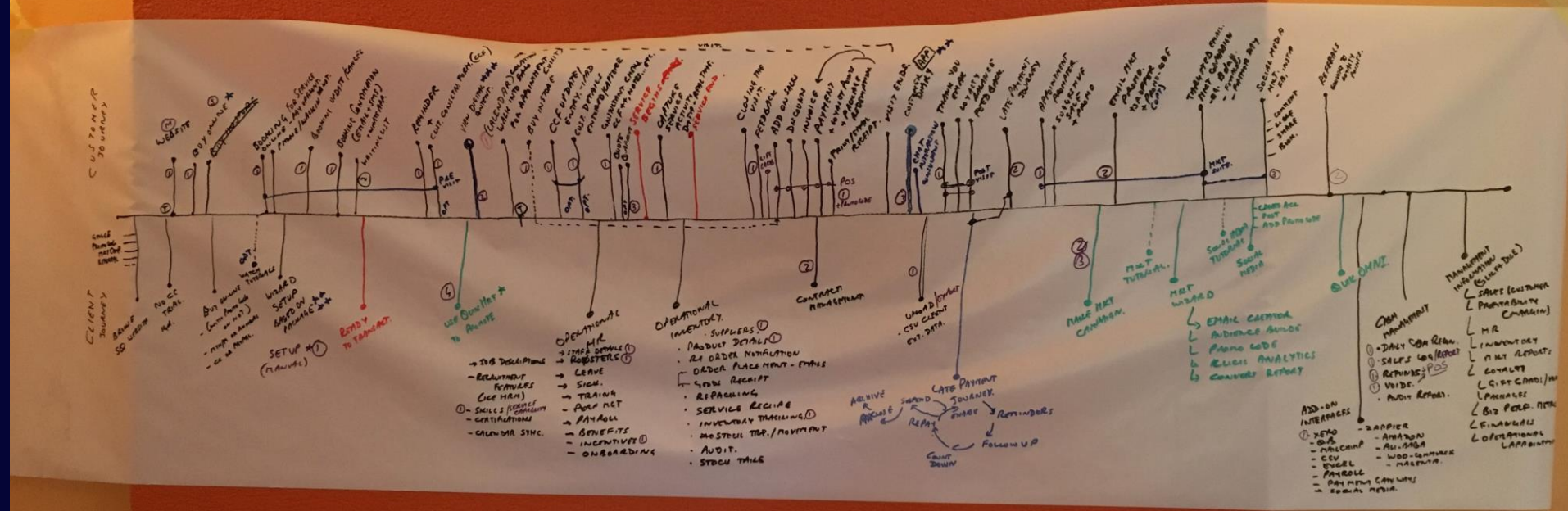
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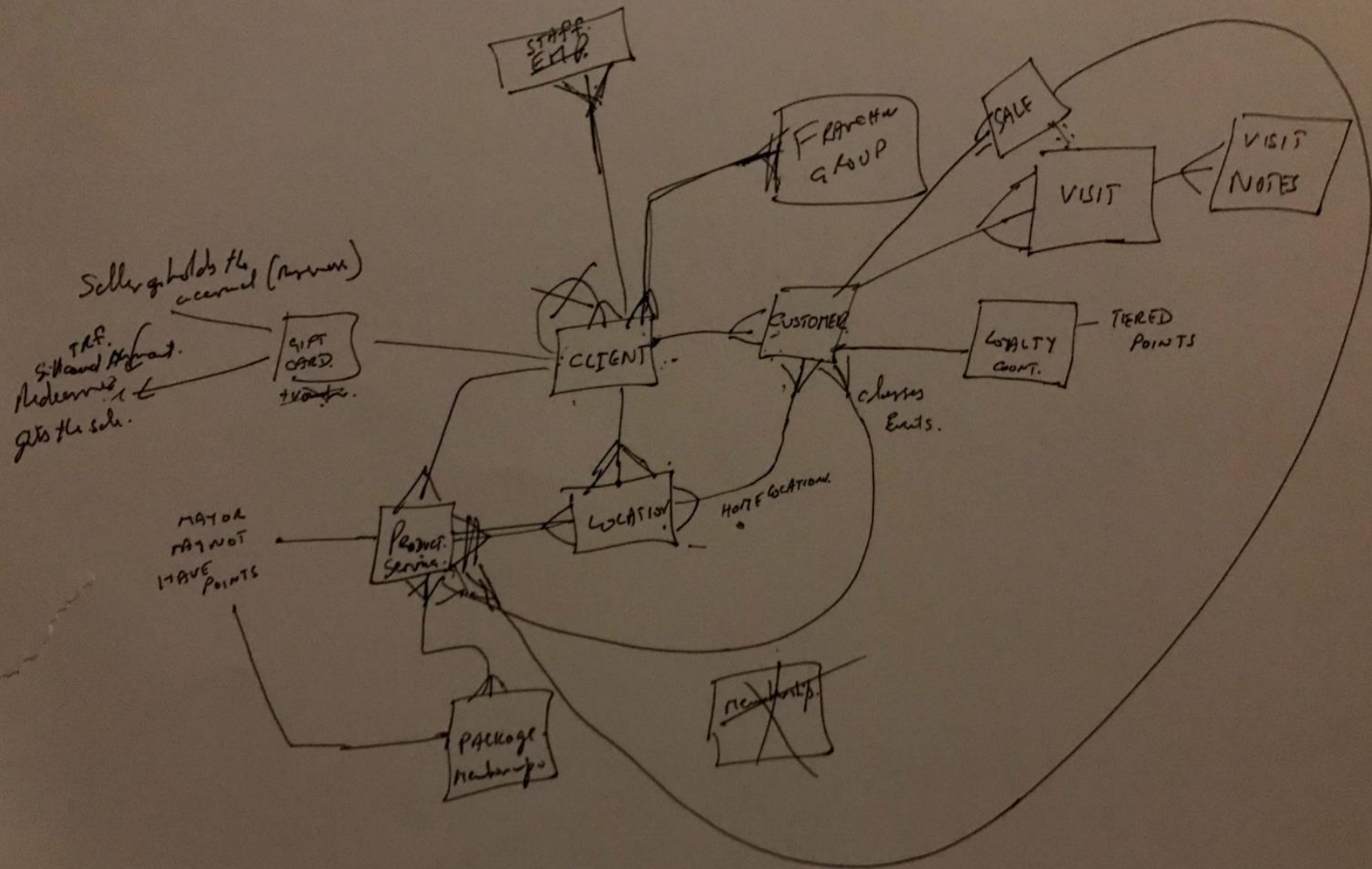
Clarity  
of  
vision







# Evolutionary 'just enough' design







Design is a team sport





Testing with  
real  
customers





## PRODUCT

+++

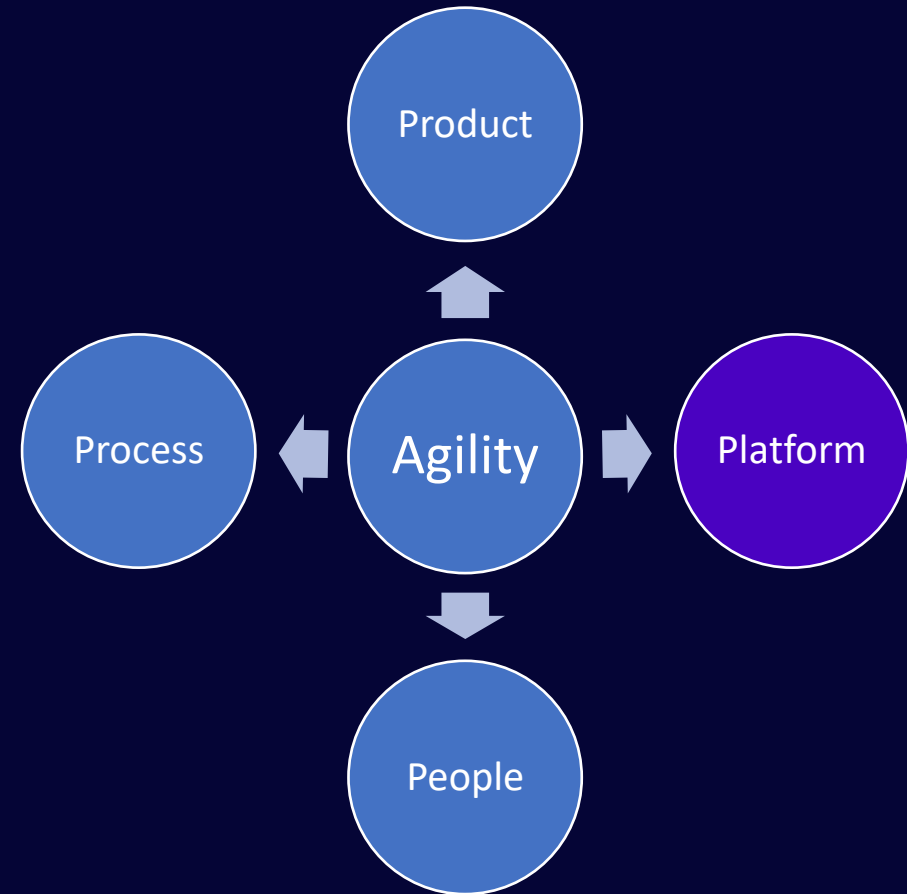
- Clarity of vision
- Evolutionary design
- Testing with real customers

## Pitfalls

- The devil is in the detail
- \$\$ vs Scope
- Constant BL tuning



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## PLATFORM

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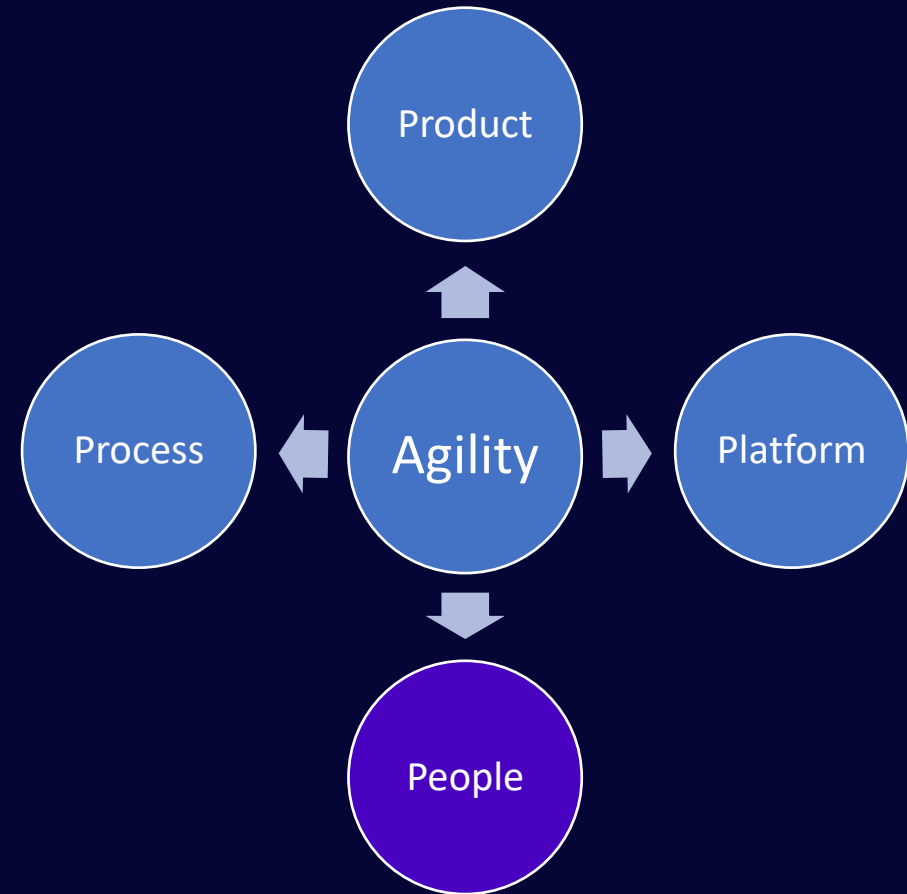
- Cloud native
- Design for scale
- Open

## Pitfalls

- Complexity
- Refactoring
- Testing & alerting



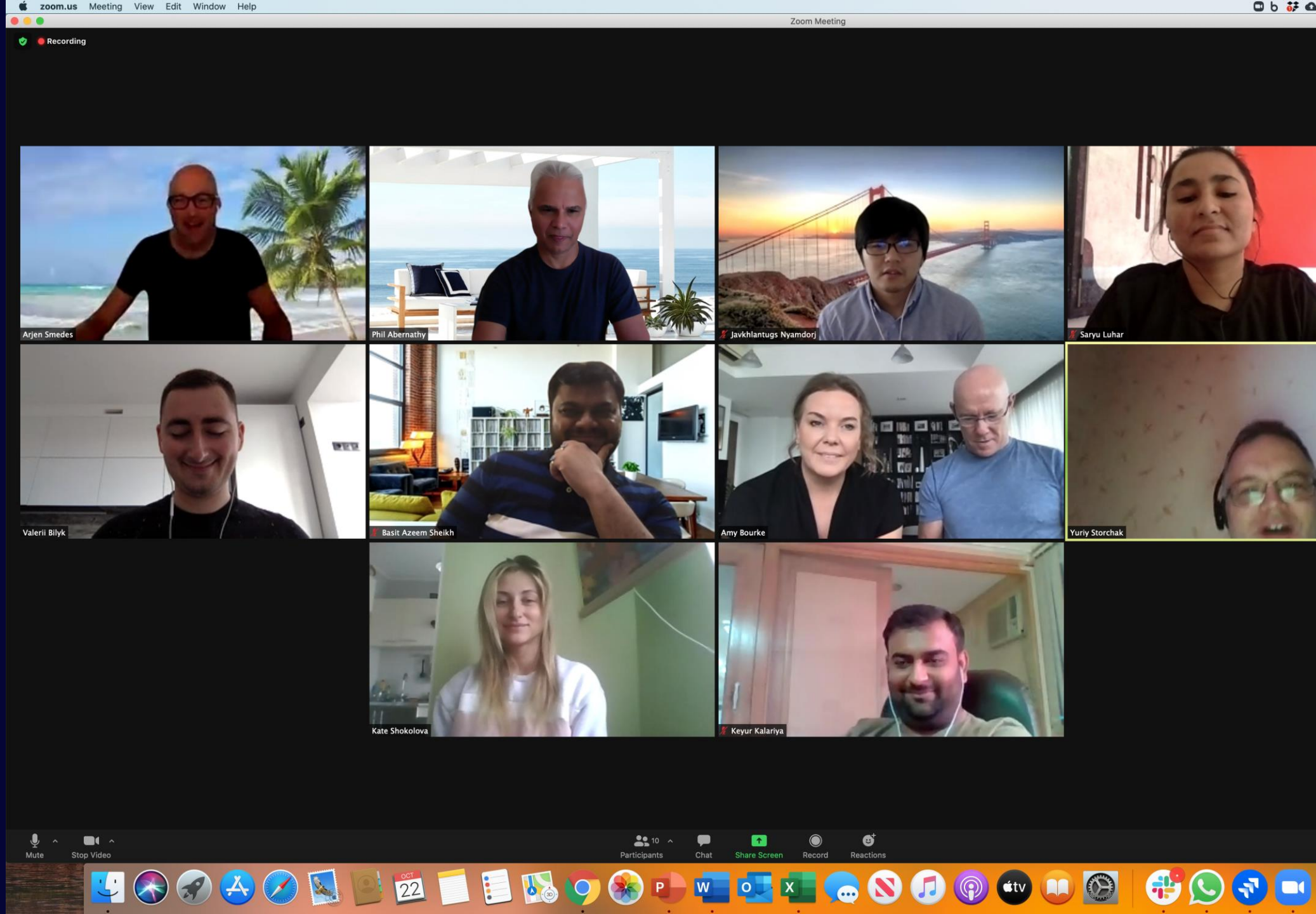
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Wales  
Holland  
Slovakia  
Serbia  
Macedonia  
Ukraine  
Armenia  
Mongolia  
India  
Philippines  
Singapore





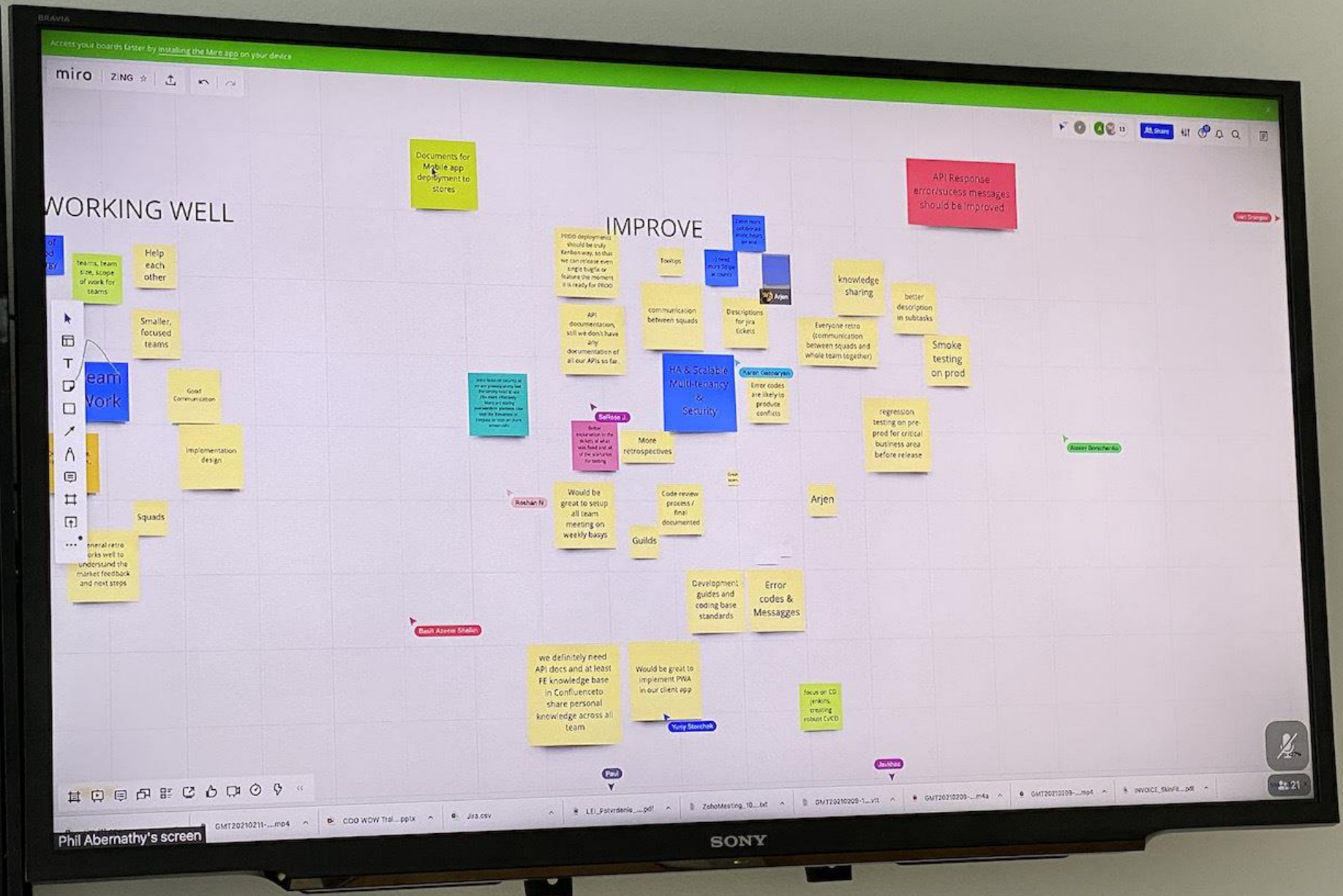
Setting  
a high  
bar







- Collaborative
- Iterative
- Empowered
- Continuous Improvement







## PEOPLE

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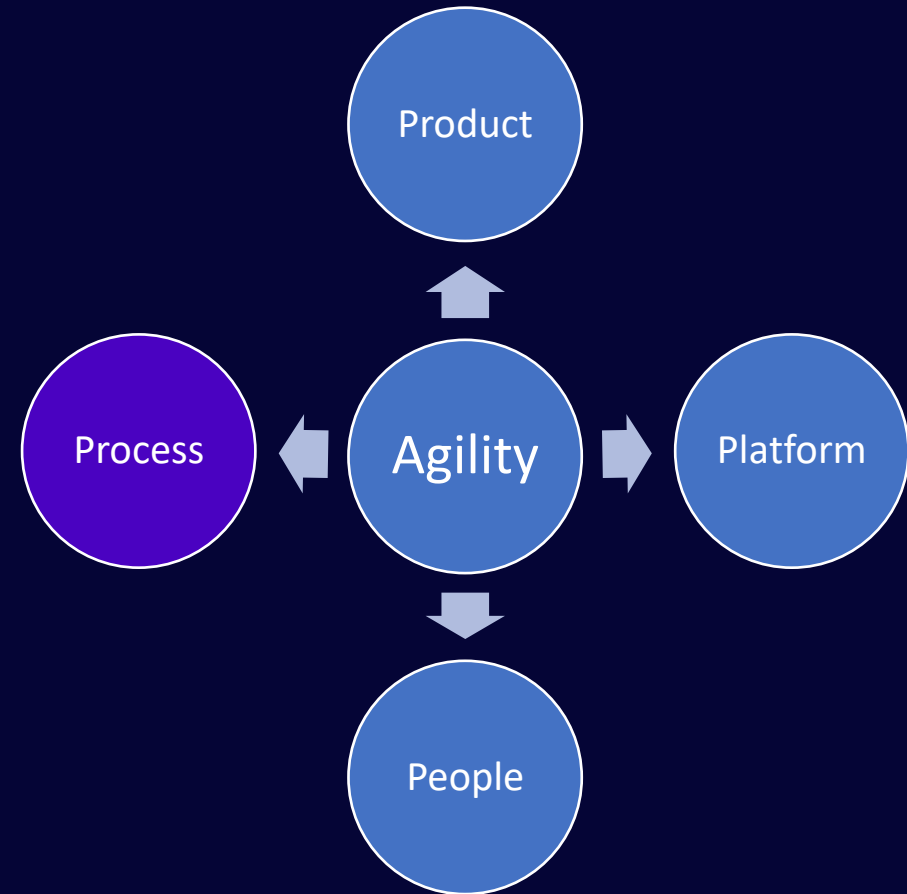
- **Global talent pool**
- **High bar**
- **Culture**

## Pitfalls

- **Part time work**
- **Gemstones?**
- **Discipline**



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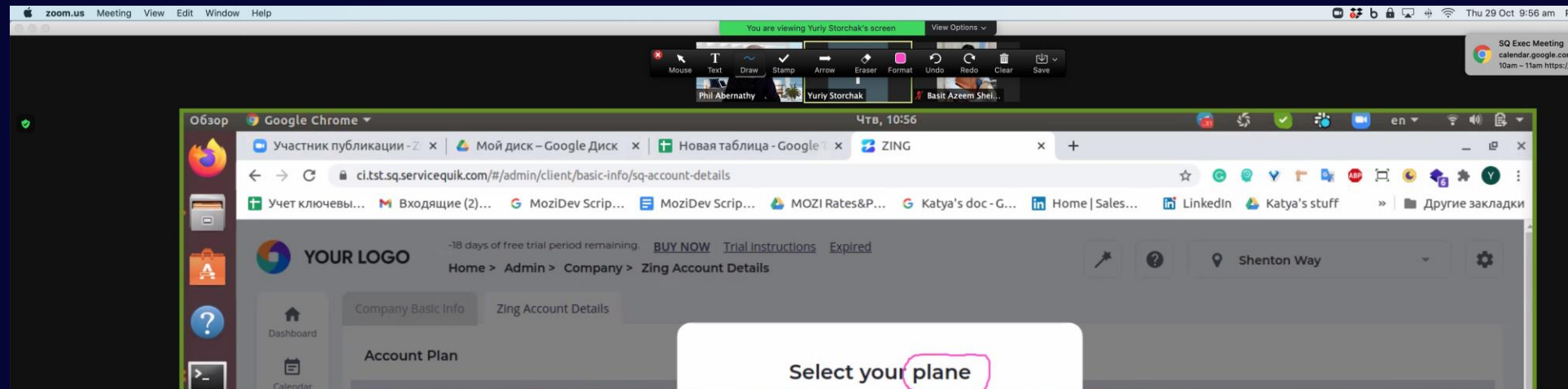
Agile  
to the  
core





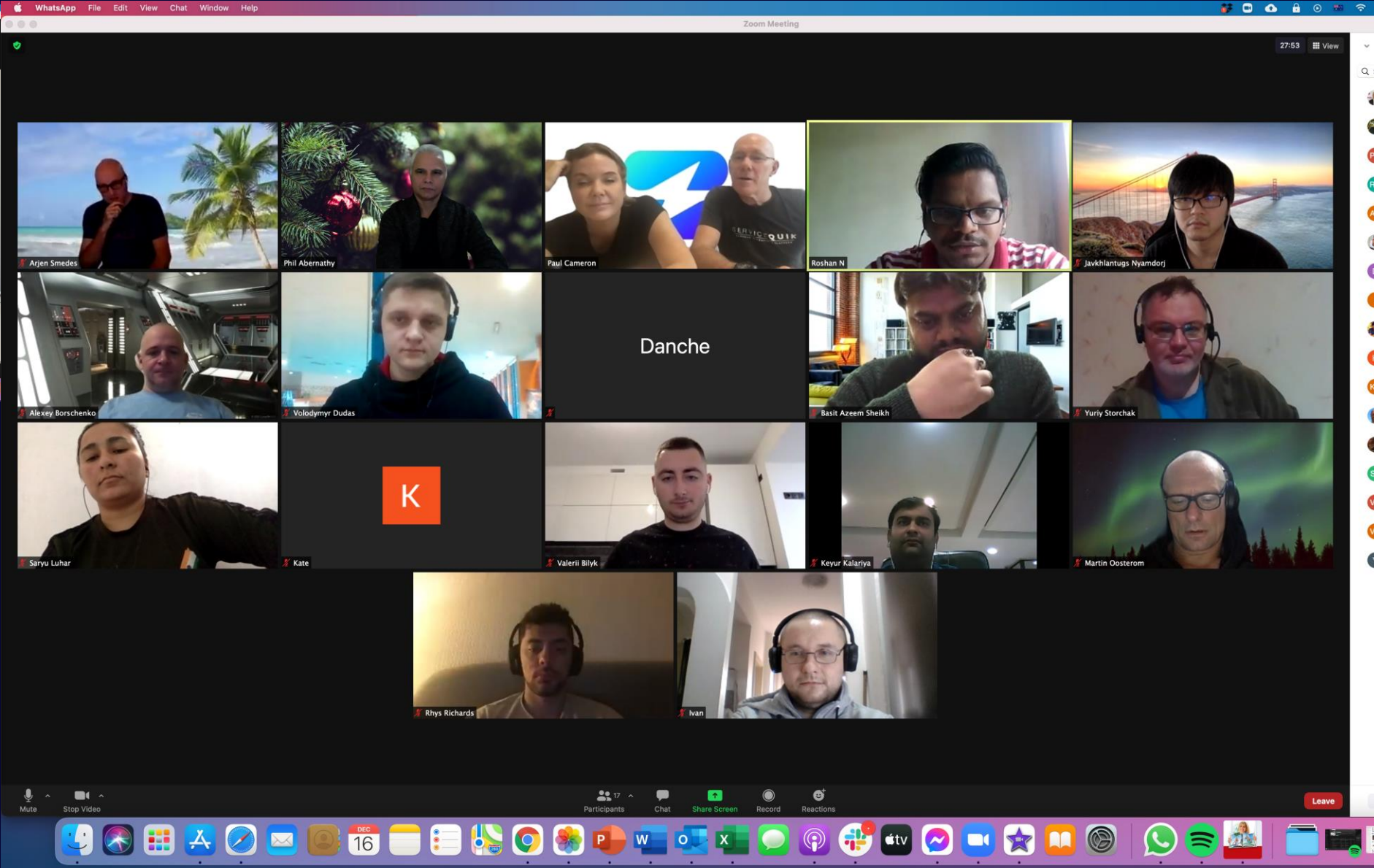


Dev-Ops  
mentality





Small  
feature  
pods





## PROCESS

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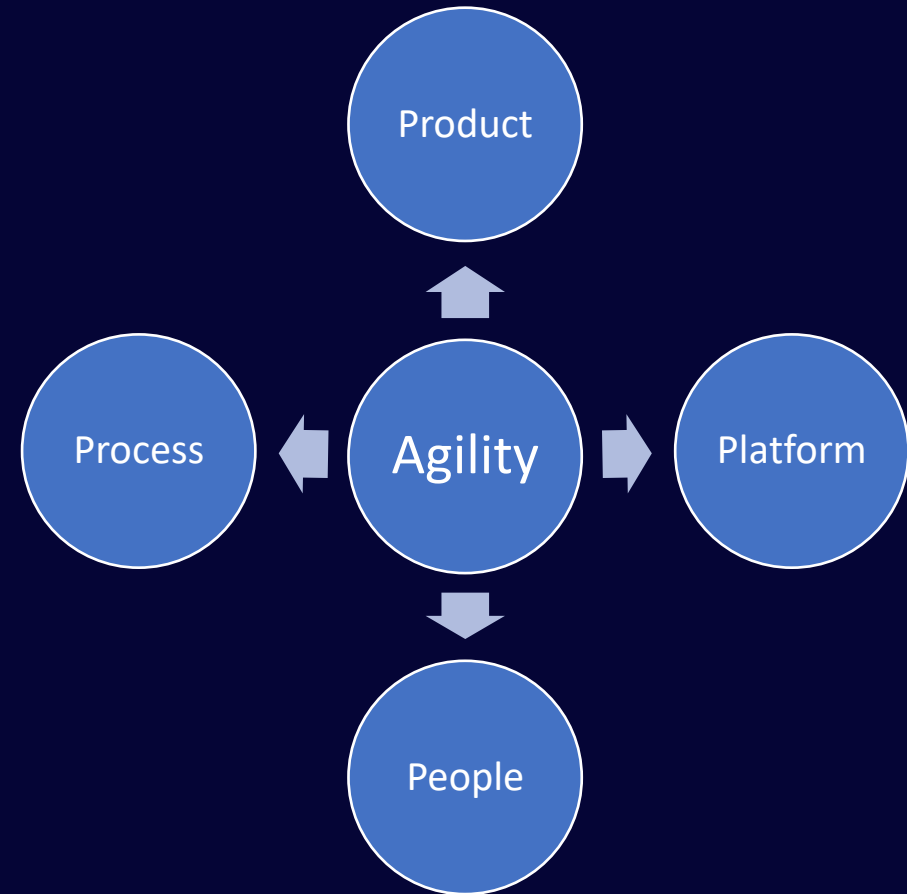
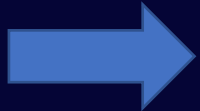
- Agile to the core
- Dev-Ops mentality
- Small pods

## Pitfalls

- Breaking work down
- Agile theory
- Process rigidity



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- Digital imperative
- All remote
- Global talent





COVID

+++

- Digital imperative
- All remote
- Global talent

## Pitfalls

- Collaboration
- Morale swings
- Customer visits
- < Fun



Staying sane through the pandemic and delivering at warp speed!

- **Customer focus**
- **Great people**
- **Agile to the core**

Thank you!

Paul Cameron  
Phil Abernathy



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**Q&A**

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