



Frictionless Cost Accounting: Ending the 'Tax' on Your Product Teams

Your Guides:

Matt Gorbsky (Broadcom)
Melissa Johnston (Broadcom)

Sponsored by

ValueOps™
by Broadcom

Clarity™
by Broadcom

Rally™
by Broadcom

ConnectALL
by Broadcom

Insights
by Broadcom

Frictionless Cost Accounting: Ending the 'Tax' on Your Product Teams

Cost accounting is usually the 'tax' we pay to get work done—manual time entries, disputed allocations, and the monthly scramble to close the books. But what if your financial data was a byproduct of work, not an interruption to it?

We're moving toward a frictionless future where Clarity and Rally automate the capitalization of labor. Join us as we share the journey of one client through this automation.

Through their success story, you'll see firsthand how to give Finance the precision they demand while giving your teams their time back.



Agenda

0:00 - 0:05

Introduction & The Core Conflict

Matt / Melissa

0:05 - 0:15

The Worldpay Case Study: Sourcing Customer Reality

Melissa

0:15 - 0:25

The Indispensable Hub: Why Rally Powers the Solution

Matt

0:25 - 0:35

The Financial Engine: Clarity Configuration & Gotchas

Melissa

0:35 - 0:40

ValueOps Results at Scale & Lessons Learned

Melissa / Matt

0:40 - 0:45

Interactive Q&A

All

Narrative Flow: Melissa walks through the agenda, preparing the audience for a balance of high-level strategic alignment and bottom-up technical configuration.

Speaker Introductions & Welcome

Your Presenters

Matt Gorbsky

Head of Product for Rally, Broadcom

Melissa Johnston

ValueOps Solution Engineer, Broadcom

Supporting ValueOps

- **Clarity** – Enterprise Portfolio Management
- **Rally** – Enterprise Agile Planning
- **ConnectALL** – Value Stream Integration
- **Insights** - Deep Analytics & Reporting

What to Expect

Interactive & Practical Session

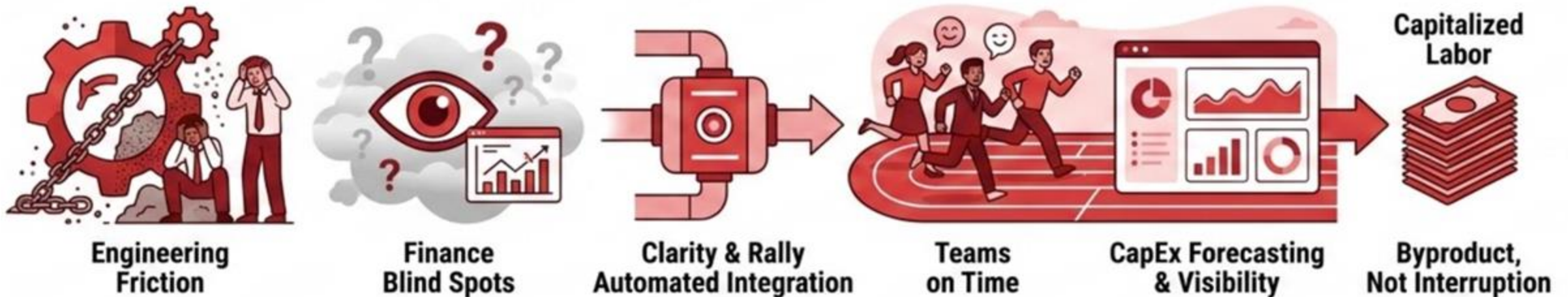
This is designed to be an engaging learning experience, not just a passive lecture. Please feel free to participate and ask questions.

Actionable Best Practices

Leave today's session with concrete, real-world strategies and relatable customer experiences that you can immediately apply to your organization's value stream.

The Administrative "Tax" & Core Conflict

- **Engineering Friction:** Pressure to deliver innovation at speed is interrupted by manual time tracking, dragging down productivity and hurting morale.
- **Finance & Governance Blind Spots:** Manual entry leads to lagging, inaccurate data that distorts actual effort and hinders CapEx forecasting.
- **The Vision:** Turning financial cost capture into an automatic byproduct of day-to-day work, not an interruption to execution.



Sourcing Reality: Sizing up Worldpay's Challenge

6

hub The Scale

Reconciling capital allocations across hundreds of teams executing in Jira.

pending_actions The Burden

Release Train Engineers (RTEs) spending hours correcting records, while the Business Management Office (BMO) manually validates CapEx/OpEx splits.

assignment_turned_in The Mandate

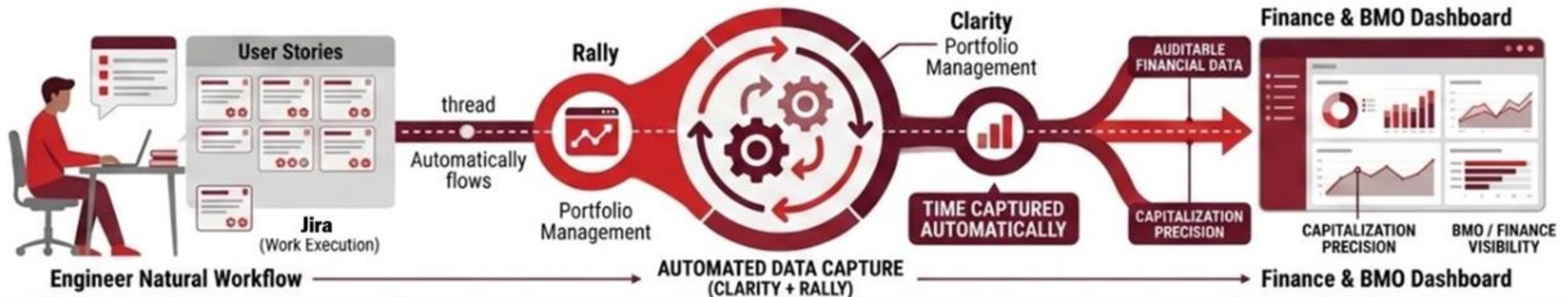
Create a native, auditable financial actualization engine developers never have to touch.



The Shift to Frictionless Cost Accounting

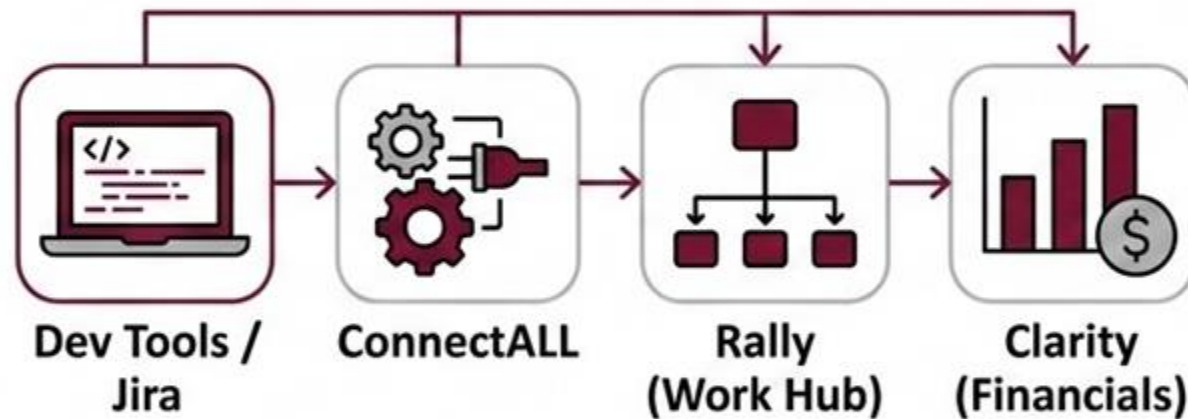
The Shift: ValueOps Frictionless Cost Accounting in Action:

- Rolled out automated cost capture using ValueOps (Clarity + Rally).
- Time is captured automatically based on work already managed in work execution tools.
- Engineers stay in their natural workflow while Finance receives auditable financial data.
 - Delivery teams no longer manually track time, providing BMO/Finance with



The Proven Path Architecture - (Matt Gorbisky)

The Proven Path: Connecting Work Execution to Financials

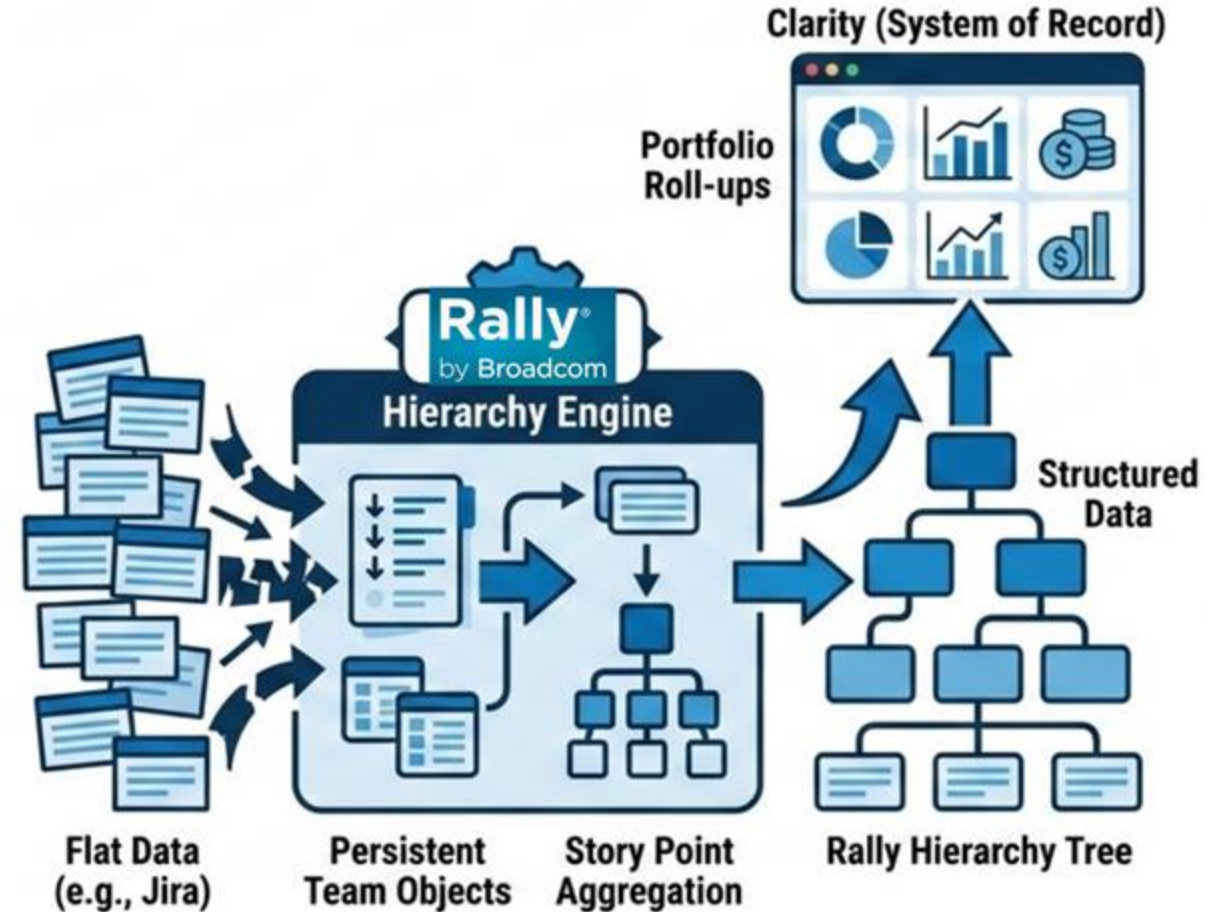


- **Jira / Dev Tools:** Where work happens uninterrupted.
- **ConnectALL:** The no-code transformation engine mapping Jira statuses and fields to Rally.
- **Rally (The Hierarchy Hub):** Creates structured parent-child containers, aggregates story points, and handles work ratios.
- **Clarity (System of Record):** Consumes structured data and applies enterprise financial rules.

Why Rally is the Essential "Hierarchy Hub"

Why Rally? Resolving Flat Agile Data

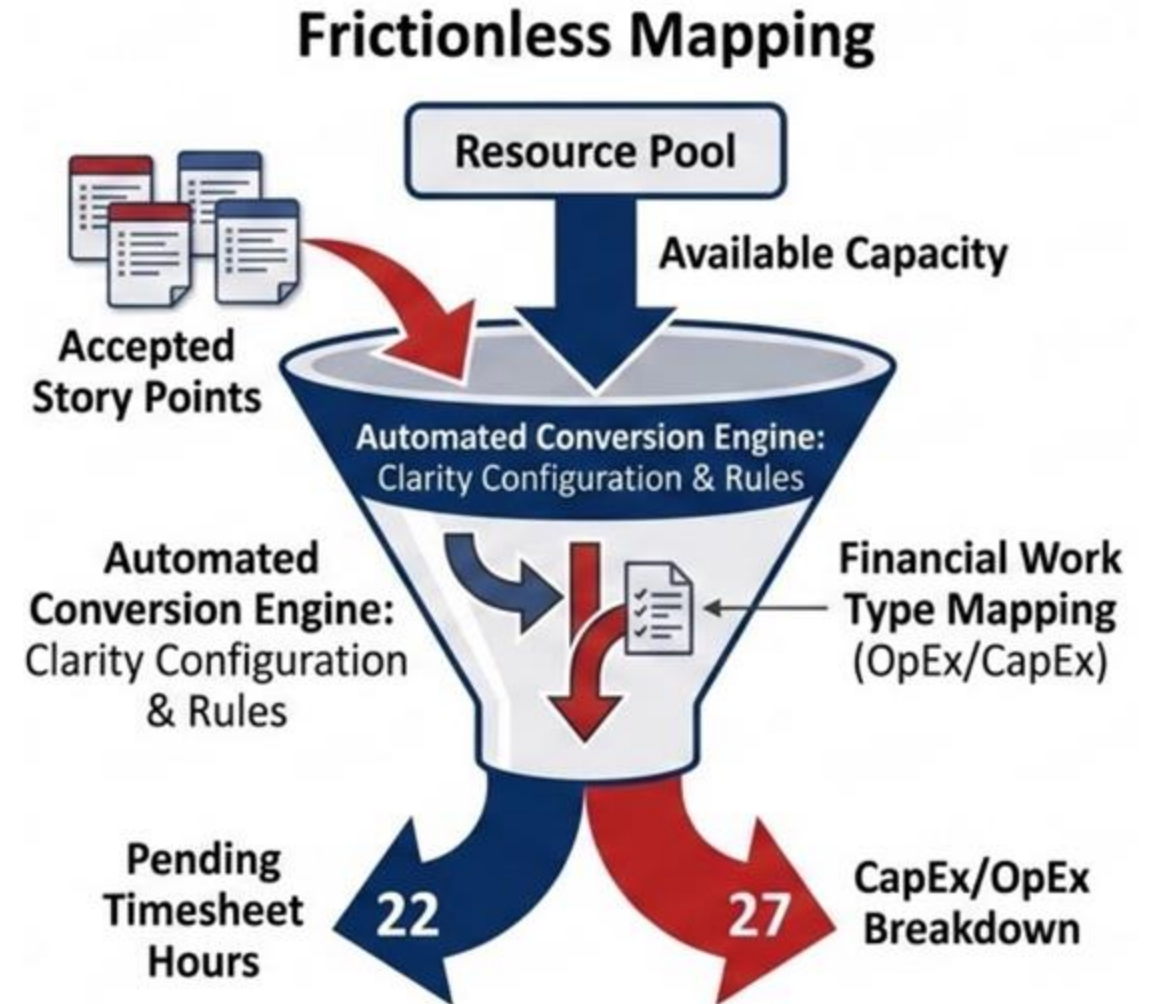
- Addresses the common question: *"Why do we need Rally if we execute in Jira?"*
- **Flat Data Challenge:** Team-level tools often lack native portfolio hierarchy and persistent team structure objects required for portfolio roll-ups.
- **Pre-Built Middleware:** Rally acts as the invisible middleware layer, providing out-of-the-box hierarchy and transformation logic—saving customers from building brittle, custom SQL/Oracle middleware.



Mechanics of Frictionless Time & Data Mapping

The Financial Engine: Clarity Configuration & Rules

- **Team & Resource Alignment:** Centralizing team profiles, allocations, and calendars to establish available capacity.
- **Financial Work Types:** Mapping Jira/Rally activities (e.g., *New Feature Development* to CapEx; *Technical Debt/Research* to OpEx).
- **Automated Hour Generation:** Converts accepted story points into pending timesheet hours dynamically.

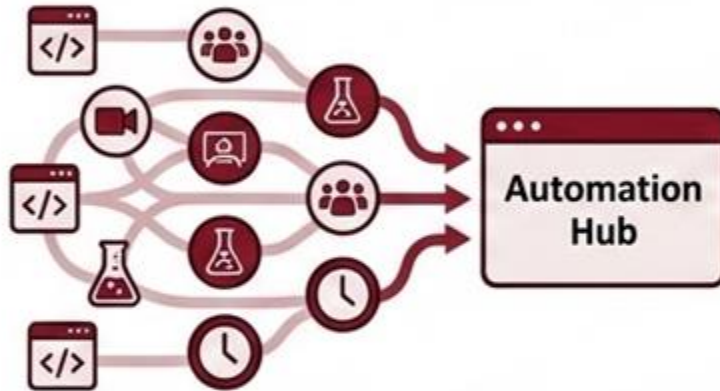


Surprising Realities & Data Precision

Hyper-Accurate Actuals

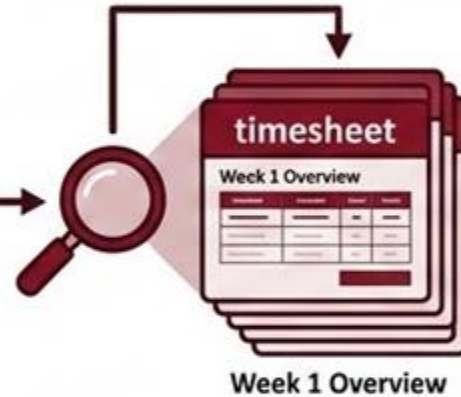
Granular Traceability

Automation captures exact developer activity, surfacing real-world work habits.



High Fidelity

Initial rollouts revealed automated timesheets generating over 50 line items for single users in a week.

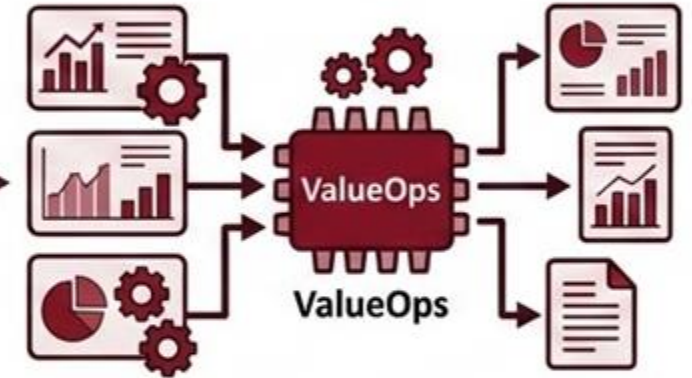


Weekly Timesheet		
Feature Dev	1	0min
QA Support	1	0min
API Support	1	0min
API Design	1	0min
Bug Fix	1	0min
Bug Fix	1	0min
Feature Dev	1	0min
QA Support	1	0min
Hardtore Dev	1	0min
Bug Fix	1	0min
QA Support	1	0min
API Design	1	0min
Bug Fix	1	0min

High-Fidelity Automated Weekly Timesheet

Enterprise Optimization

ValueOps processes high-density actuals cleanly without user burden.



Surprising Realities: Hyper-Accurate Actuals

- **Granular Traceability:** Automation captures exact developer activity, surfacing real-world work habits.
- **High Fidelity:** Initial rollouts revealed automated timesheets generating over 50 line items for single users in a week.
- **Enterprise Optimization:** ValueOps processes high-density actuals cleanly without user burden.

Worldpay Results at Scale

Scale: Automated integration jobs successfully processing up to 360 teams simultaneously.

In Production:

- **60,000+ Features** mapped directly into Clarity.
- **1,800+ Frictionless Users** across 250+ teams tracking time automatically.

Quantifiable Impact:

- 5 minutes saved per developer per timesheet.
- **116 days of productivity recovered quarterly.**
- Projected **\$556,800 annual savings.**

Reclaiming Capacity & Lessons Learned

Reclaiming Strategic Capacity Across Roles

- **Finance:** Faster month-end close and confident, auditable capitalization compliance.
- **PMOs:** Shifted focus from chasing data to Strategic Portfolio Analysis.
- **Developers:** Time returned to coding and innovation.

Lesson Learned: Process friction hides in small daily tasks; eliminating it turns cost accounting into a real-time strategic asset.

Questions & Answers

for
um

Audience Q&A

The floor is open for your questions.

We invite you to share your thoughts, ask about Frictionless Cost Accounting, or discuss organizational challenges.

cont
act_
mail

Presenter Contacts:

Matt Gorbsky

matthew.gorbsky@broadcom.com

Melissa Johnston

melissa.johnston@broadcom.com

sto
ref
ro
nt

Broadcom Booth

Visit us at our main exhibition booth!

We are hosting one-on-one deep dives, custom platform walkthroughs, and technical live demonstrations.

Questions?



Survey

Please take a few moments to fill out the class survey.

Your feedback is extremely important for future events.



Thank You For Attending Rego University

Instructions for PMI credits

- Access your account at pmi.org
- Click on **Certifications**
- Click on **Maintain My Certification**
- Click on **Visit CCR's** button under the **Report PDU's**
- Click on **Report PDU's**
- Click on **Course or Training**
- Class Provider = **Rego Consulting**
- Class Name = **regoUniversity**
- Course **Description**
- Date Started = **Today's Date**
- Date Completed = **Today's Date**
- Hours Completed = **1 PDU per hour of class time**
- Training classes = **Technical**
- Click on **I agree** and **Submit**

Let us know how we can improve!
Don't forget to fill out the class survey.

Phone

888.813.0444

Email

info@regoconsulting.com

Website

www.regouniversity.com