

Abstract: Like any business, Software development companies set targets in revenue and profitability to achieve sustainable business growth. Most common business goals are to increase revenue and improve customer satisfaction. Organizations use strategic planning techniques like 'Goal flow down approach', 'Hoshin Kanri ' to derive 'Process improvement objectives' from business objective. The process objectives are those that impact the business objective. To increase revenue we have to deliver high quality product in less time and low cost. That can be achieved if we improve productivity and quality. Customer satisfaction is associated with usability and less defects (if possible 0 defects). Quality of product is depends on the quality of People, Process and Technology. Post production system testing and user acceptance test is reactive approach to ensure quality. Proactive software Engineering best practices like peer review, TDD, refactoring, retrospective (lesson learned), Risk management can be adopt across the organization to improve quality and reduce rework. CMMI® models help identify and improve the key capabilities that elevate organization's performance, quality, and profitability. Quality of people can be improved by providing adequate training, mentoring, knowledge sharing and adopting people management best practices (e.g . People CMM). Selection of appropriate software application and solution architecture ensure quality of technology. Customer satisfaction for software maintenance, SaaS, IaaS and other IT services can be improved by adopting best practices from ITIL, ISO20000 and CMMI SVC. For better security management and to reduce threat organization can adopt ISO27001. Even a simplified continues process improvement technique kaizen can help to achieve significant improvement.