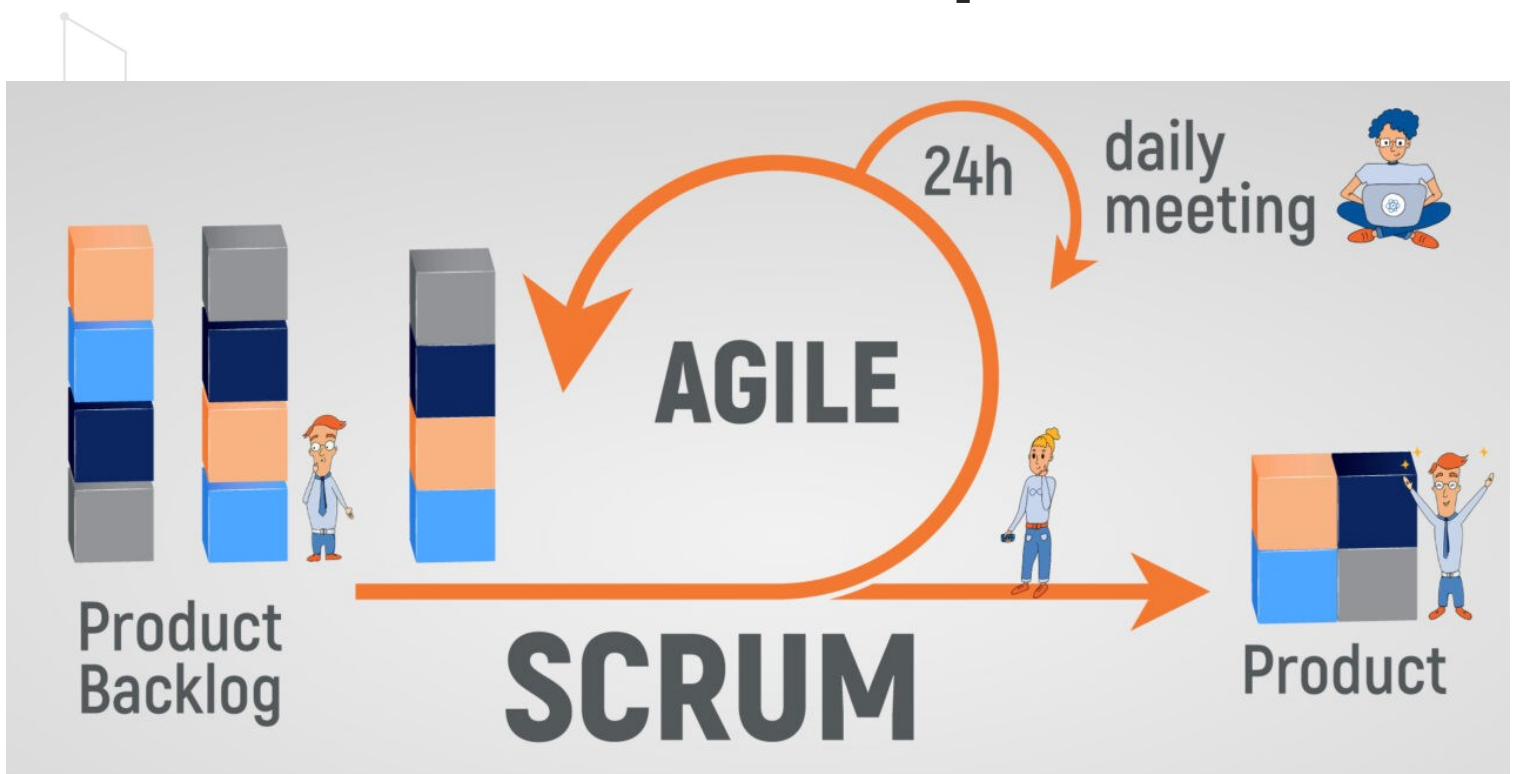


Why Scrum is being followed by almost all fortune 500 companies?



Who uses Scrum?

Scrum has been around for more than 25 years as a framework for team collaboration on products. You'll discover that a significant number of the businesses, use Scrum or Agile in some capacity. The following are some prominent organizations that use Scrum:

1. Google
2. Apple
3. Facebook
4. Spotify
5. Amazon



What makes Scrum Popular in Companies?

I. Handling Risks in a Scrum Environment

⇒ **FLEXIBILITY** reduces risk associated with the corporate environment.

Scrum's flexibility in allowing requirements to be added or changed at any point during the project lifecycle greatly reduces risk. This enables the firm to respond to threats or opportunities from the business environment as well as unforeseen requirements whenever they arise.

⇒ **REGULAR FEEDBACK** reduces the risk associated with expectations.

The Scrum framework offers several opportunities to gather feedback and establish expectations over the course of a project because it is iterative. This guarantees that miscommunicated requirements won't catch the team and the project stakeholders off guard.

⇒ **ITERATIVE DELIVERY** reduces risks in investments

Given that potentially shippable deliverables are produced after each Sprint, the customer's investment risk is decreased by the Scrum project lifecycle's continuous delivery of value.

II. Business Impacts of Scrum

⇒ **Return on Investment (ROI)**

Scrum's frequent product increments enable early ROI verification. This helps evaluate the justification of continuous value. Early results and value delivery create reinvestment opportunities and prove the project's value to stakeholders.



⇒ **Adaption**

Scrum emphasizes continuous adaptation rather than extensive pre-project planning. This makes it perfect for fast-paced settings with projects that are constantly changing. For instance, having an online setup posed challenges. Many Scrum Masters decided to integrate new collaboration tools into their process. Another solution is building your team and setting meetings where they can get to know each other more.

⇒ **Team-Focused**

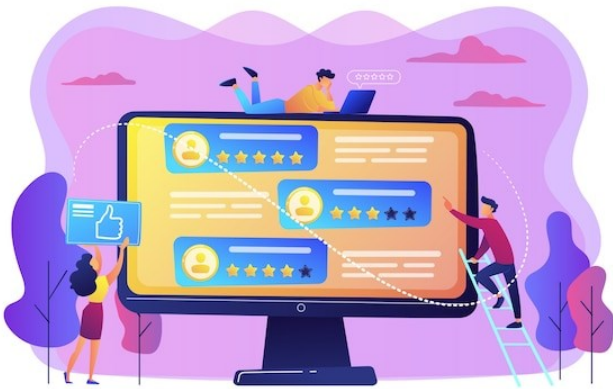
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III. Guaranteed Customer Satisfaction

⇒ Value Delivery

Teams are able to provide value to the client early and regularly over the course of a project because of the way Scrum is structured. Sprints, the shorter activity bursts that are the foundation of Scrum, consistently and early deliver benefits. As a result, risk is reduced and stakeholder relationships are improved.



⇒ Quality

Defects are recovered in early stages with Scrum. This ensures the quality of products and services which may result in excellent references.

⇒ Transparency

Scrum encourages a high degree of visibility on the development of tasks and activities. This lessens potential duplication and misunderstanding.

