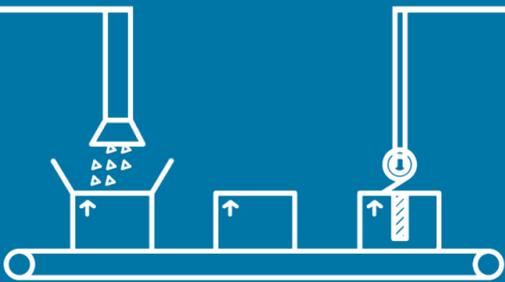


# State of Software Delivery

## Trends in the market now and in the future



# XebiaLabs



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## Executive Summary

Organizations continue to invest more in automating the process of application delivery, but increasingly there is a realization that deployment is only one piece of the full process and more investment is needed in processes and tooling to gain the full benefit. XebiaLabs polled thousands of professionals in the IT community about their current delivery process, release process pain points, and what they most urgently need to accelerate delivery.

Survey respondents included Dev, Ops Managers and C-level executives across a broad variety of industries.

### **The top findings were:**

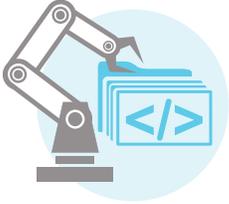
- **Delivering higher quality software is the main priority of IT organizations in 2014**
- **The majority feel the release process is largely manual and error-prone and is causing delay in the delivery of software**
- **Automation and Continuous Delivery are the top 2 projects planned for 2014**

## Methodology

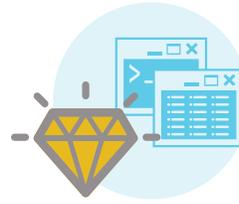
In order to gain accurate insight into the market, we shared the survey with a diverse membership of global IT professionals across a variety of vertical markets.



## Key Takeaways



Clear market drive toward automation in the software delivery process.



While cost and time to market are important factors, the quality of software delivery is the top priority for IT organizations.



Organizations expect to have to deliver up to 20% more application this year and do not expect to have additional headcount to support this increase.



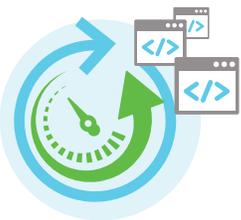
The release process is a manual, error-ridden process and most organizations do not have proper tooling in place to manage it.



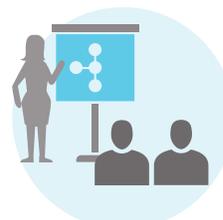
Lack of automated deployment, testing and manual actions within the release process along with misconfigured environments remain the top issues for most release organizations.



Organizations anticipate an increase in mobile app development or plan to undertake it for the first time this year.



**Continuous Delivery** is the leading initiative for IT organizations this year.



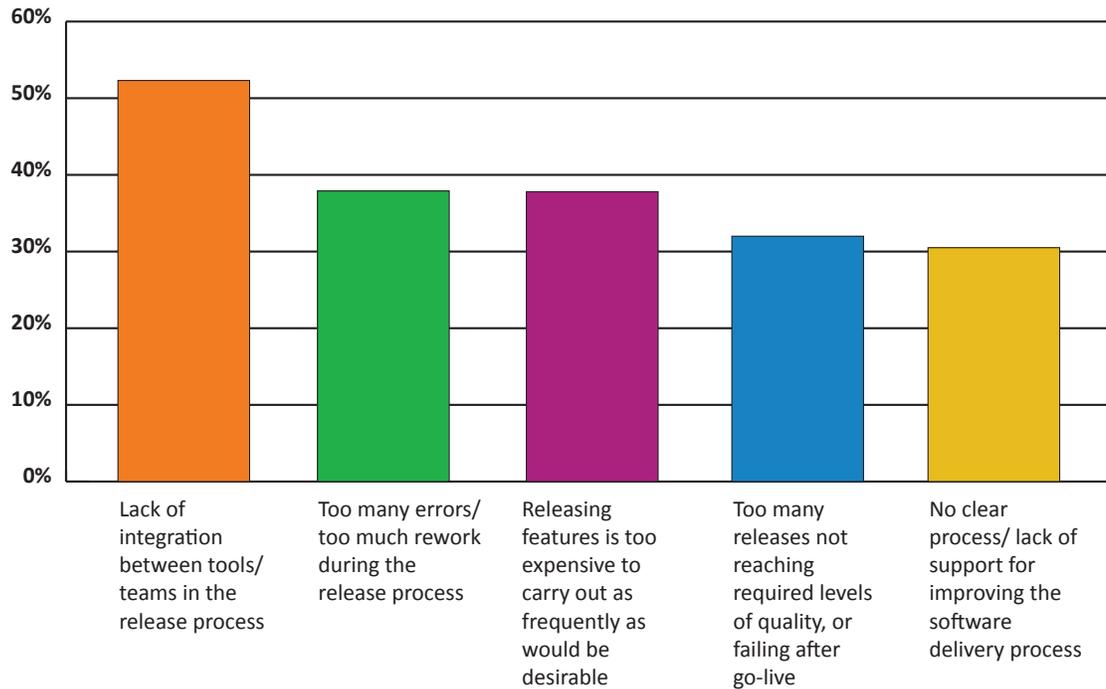
Organizations should consider how to factor education/ training into IT projects to ensure their success in 2014.



## Survey Results

**What challenges is your organization facing when it comes to software delivery?**

[click all that apply]

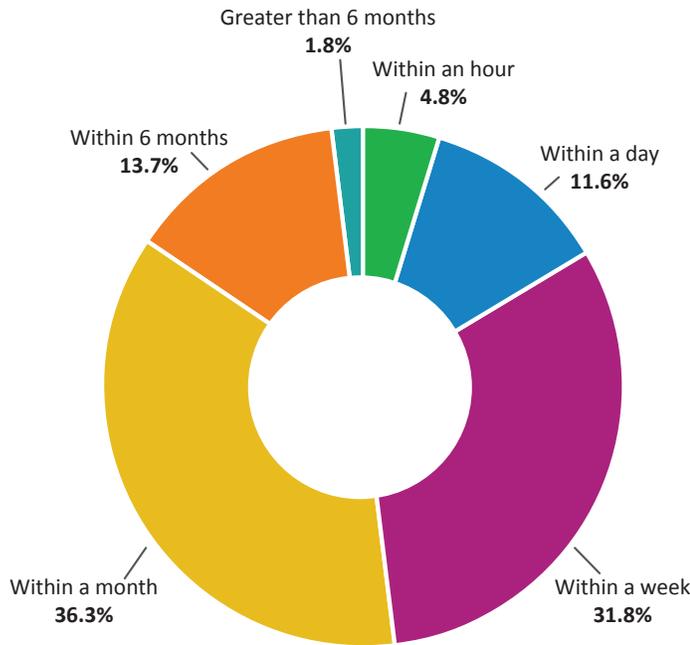


### Key Findings:

- ***“Lack of integration between tools and teams”, “Too many errors/ too much rework during the release process” and “Releasing features is too expensive to carry out as frequently as would be desirable”*** were the chief challenges.
- In the “Other” Category, respondents noted time to market and costliness of process and challenges.



**Once development of a feature or fix is complete, how long does it take on average to go live?**

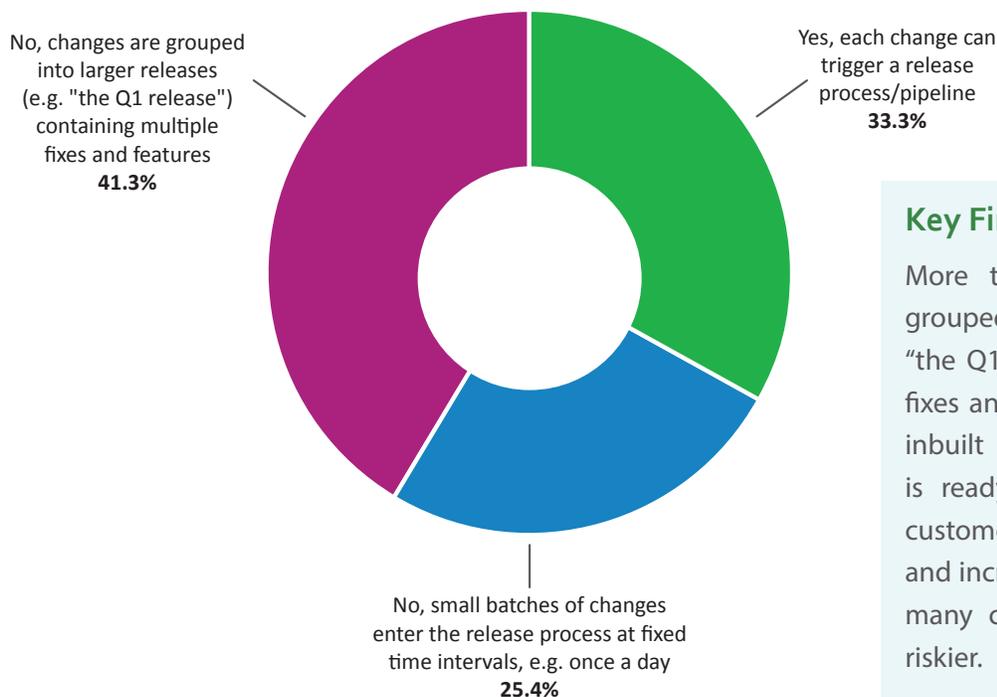


**Key Findings:**

Majority are able to go live on average within a week (31.85) to within a month (36.3%)

For approximately 50%, it still takes at least a week to go live.

**For the majority of your applications, once a feature or fix has been completed, can it enter the release process immediately?**



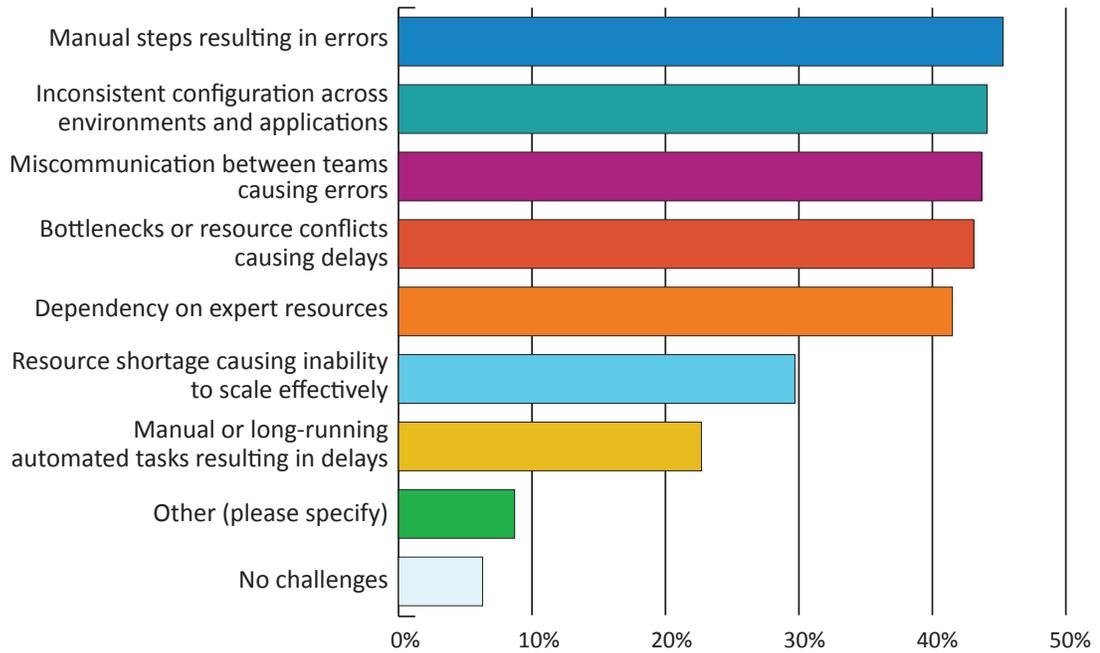
**Key Findings:**

More than 40% said changes are grouped into larger releases (e.g. "the Q1 release") containing multiple fixes and features. This group has an inbuilt lag between when a feature is ready and when it goes to the customer, delaying time-to-market and increasing risk because deploying many changes in one go is always riskier.



### What are the main factors causing software delivery challenges?

[click all that apply]



#### Other Responses:

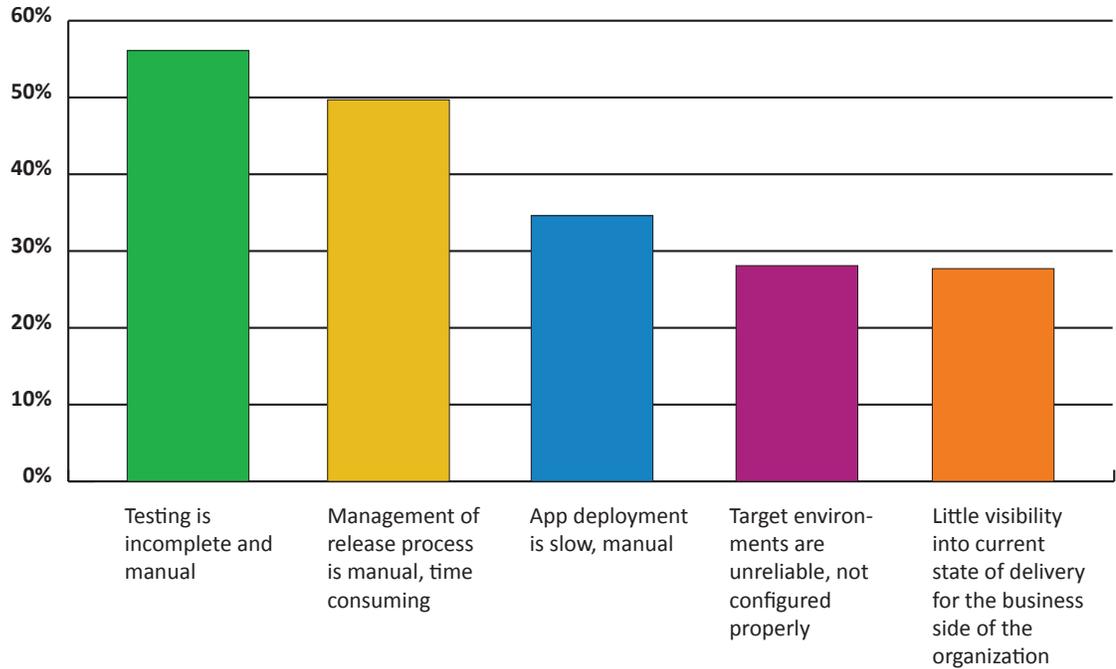
In the "Other" category, many respondents noted the lack of automated testing and regulatory compliance and security processes were the chief challenges.

#### Key Findings:

Both human/process/communication and technical issues still present significant challenges.



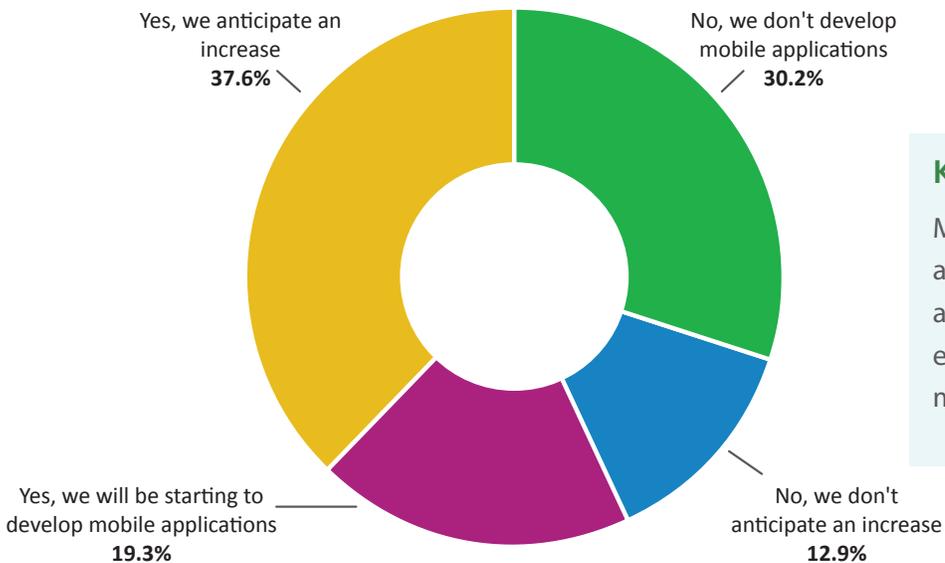
**Once code has been developed, do you face challenges in the following parts of the release process?**



**Key Findings:**

*“Testing that is incomplete and manual”* and *“Management of release process is manual, time consuming”* were the leading challenges.

**Do you anticipate an increase in the number of mobile applications in your app development portfolio in 2014?**

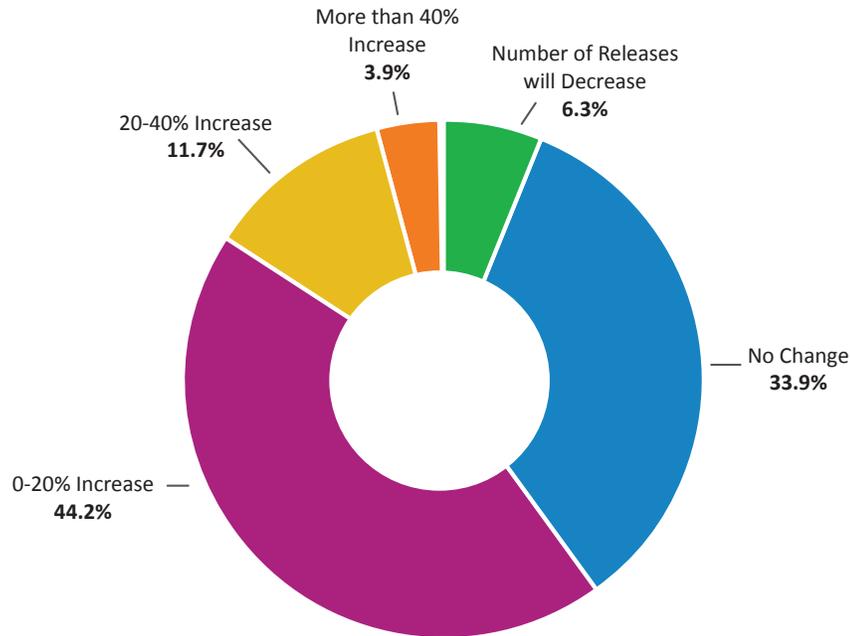


**Key Findings:**

Majority said they expect an increase in mobile apps in their portfolio or expect to begin to develop mobile apps this year.



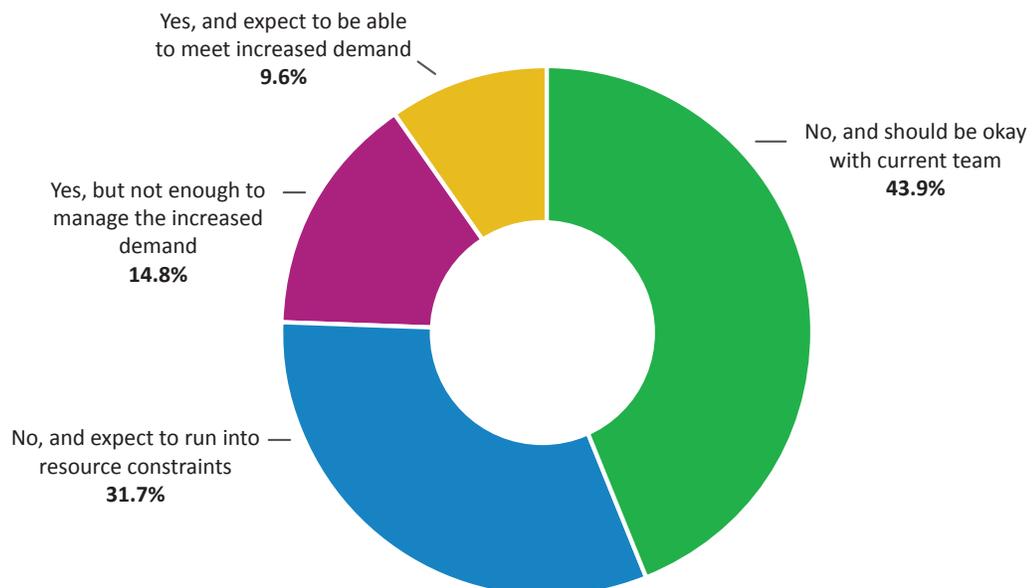
### How many more releases per month across all applications will you need to manage in 2014 vs. 2013?



#### Key Findings:

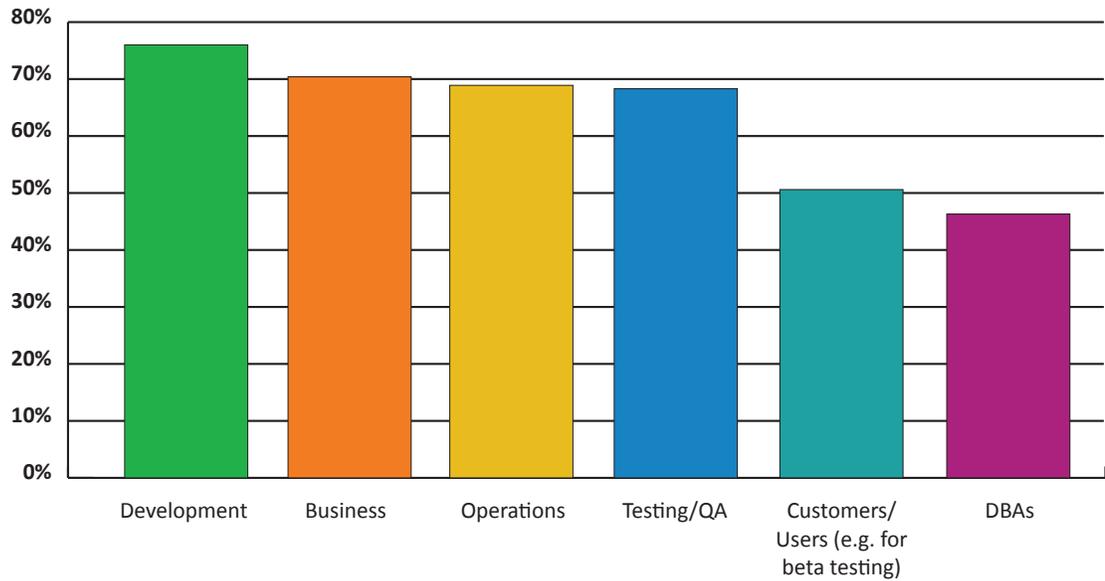
- Majority expect up to a 20% increase in releases this year.
- Majority also said they do not plan to hire additional resources to support the increase in releases. Without additional resources, teams will need to increase efficiency or they will have no capacity for growth/acceleration.

### Are you planning to hire more people to cope with the increasing number of releases?





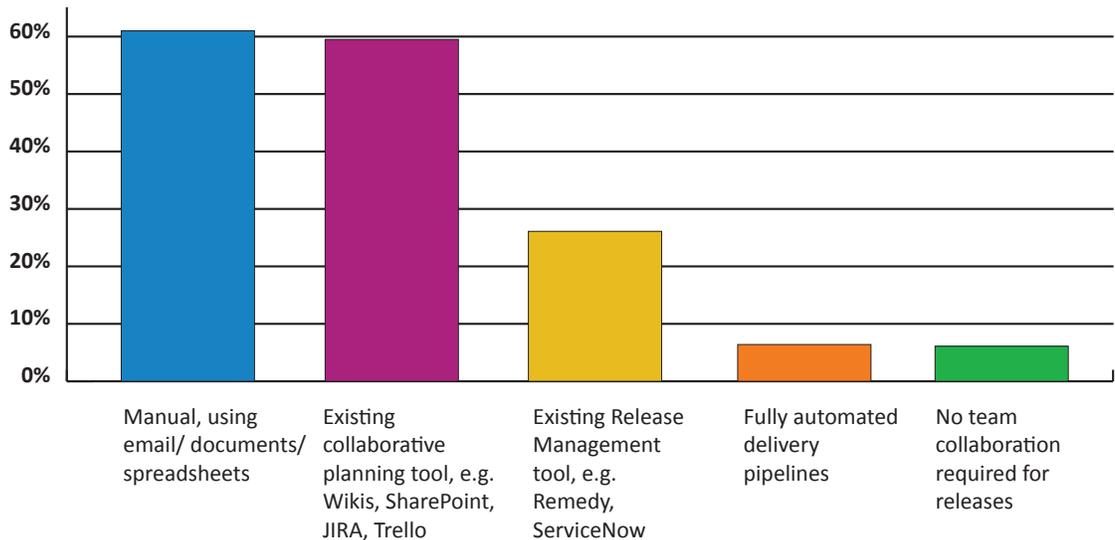
**Who are the stakeholders in your delivery process?** [click all that apply]



**Key Findings:**

Increasingly, organizations are acknowledging that the release process has stakeholders across the organization and out to the business, so insight is important.

**How do you handle team collaboration and cooperation during the release process?** [click all that apply]

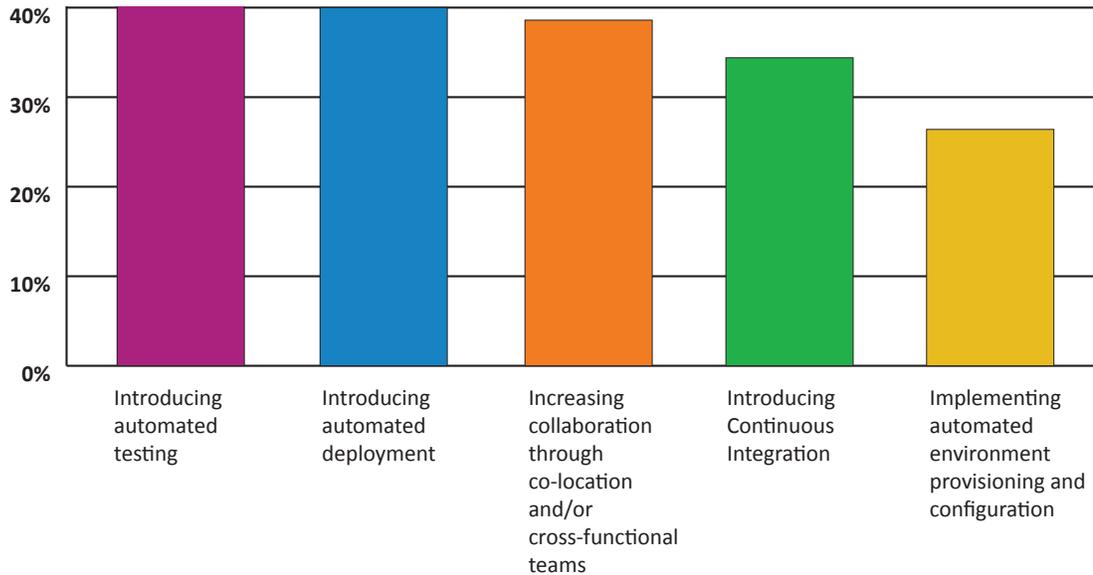


**Key Findings:**

- Majority take a manual approach to managing the release process - using email/ documents/ spreadsheets or use a tool that does not support automation, such as a Wiki or Sharepoint.
- Only 7% said they have a fully automated delivery pipeline.



**What projects did you undertake in 2013?** [click all that apply]:



**Key Findings:**

Increasing level of automation across the board was a common theme. This includes testing, indicating a realization of the importance of good automated tests as part of a CD pipeline.

**Which metrics did you define to measure the success of these projects?**

[please rank]

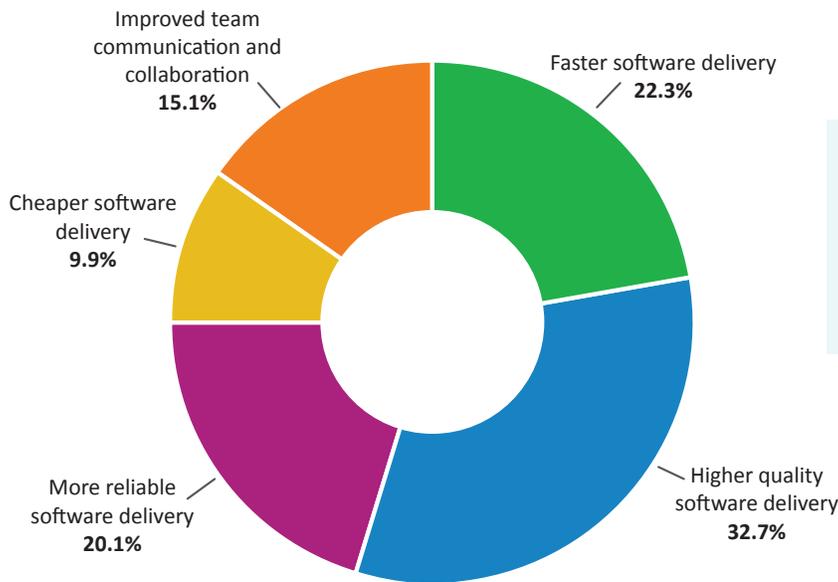


**Key Findings:**

Majority said **“Increased quality as measured by customer satisfaction/revenue”** and **“Reduced re-work at handover points”** were the key metrics used to determine success of software delivery automation projects.



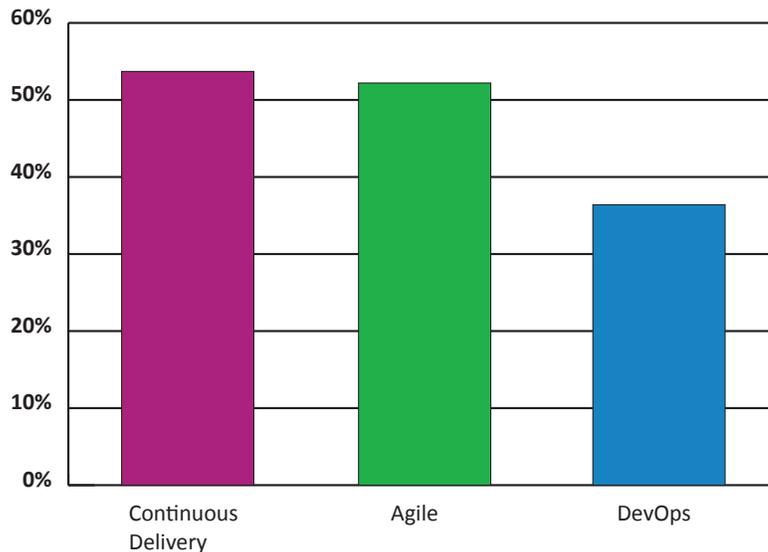
### What is your IT organization's top priority for 2014?



**Key Findings:**  
Majority feels that it's about the delivery of reliable quality applications quickly.

### Which initiatives is your organization looking to implement in 2014?

[click all that apply]:



**Key Findings:**

- Continuous Delivery takes the lead, with Agile a close second. 36.4% said DevOps was an initiative for 2014.
- 64% said their initiatives have executive level visibility and sponsorship within their organization

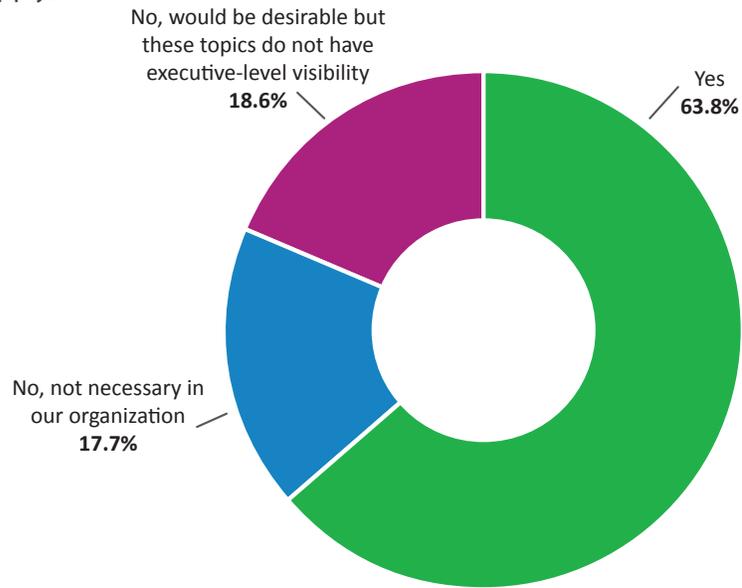
### Other Responses:

In the other group, the majority of respondents indicated they were working on automation projects (deployment and test)



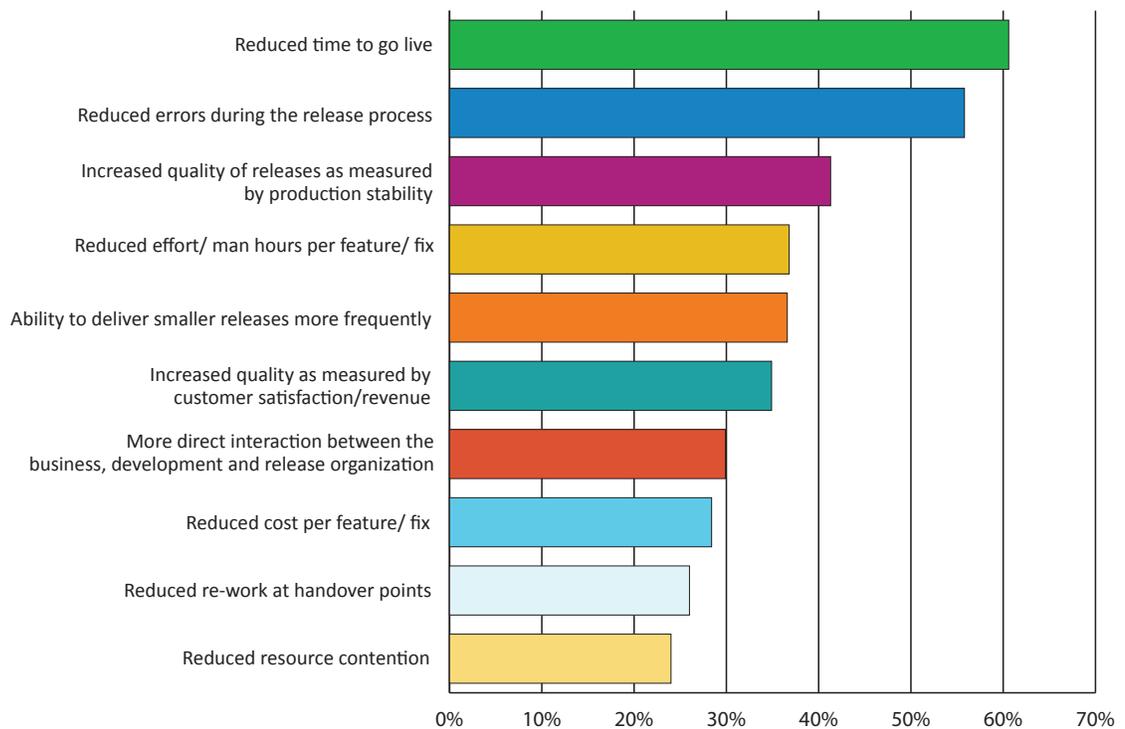
### Do these initiatives have executive visibility and sponsorship?

[click all that apply]



### What key metrics have you defined to measure the success of the initiative(s)?

[click all that apply]

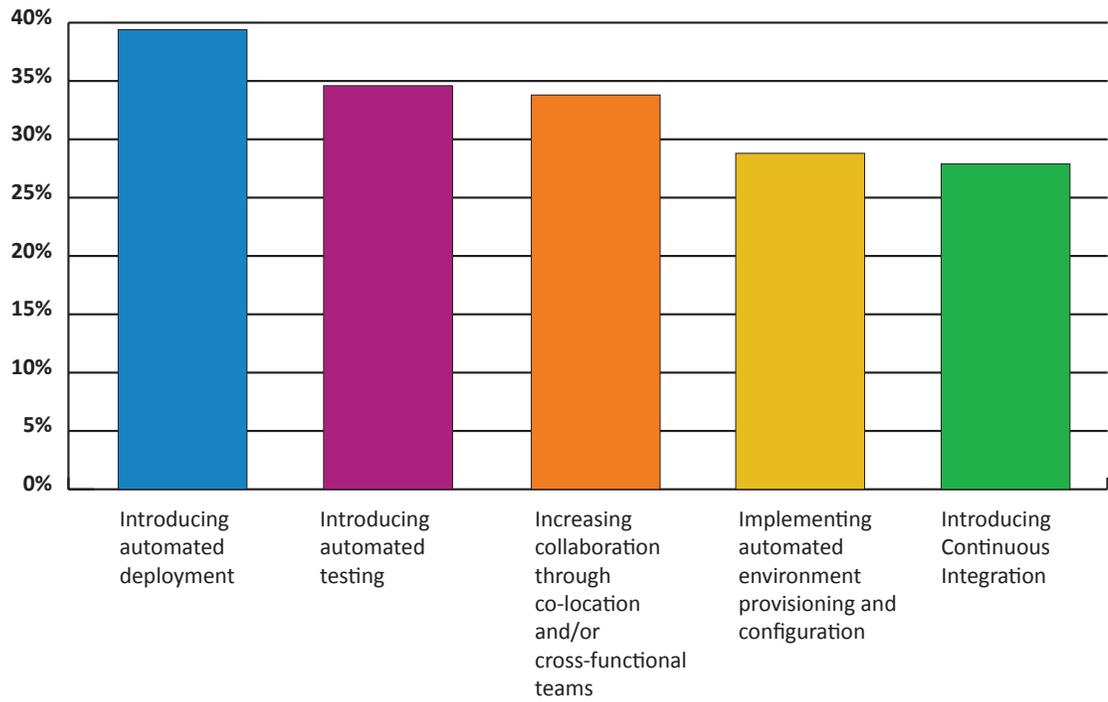


#### Key Findings:

Main metrics to measure success of 2014 software delivery automation projects: Reduced time to market and reduced error during the release process.



### What concrete projects do you have planned and budgeted for 2014?



#### Key Findings:

40% have automated deployment projects planned and budgeted for 2014 - no significant differences vs. 2013



### Which major challenges to implementing your projects do you anticipate?

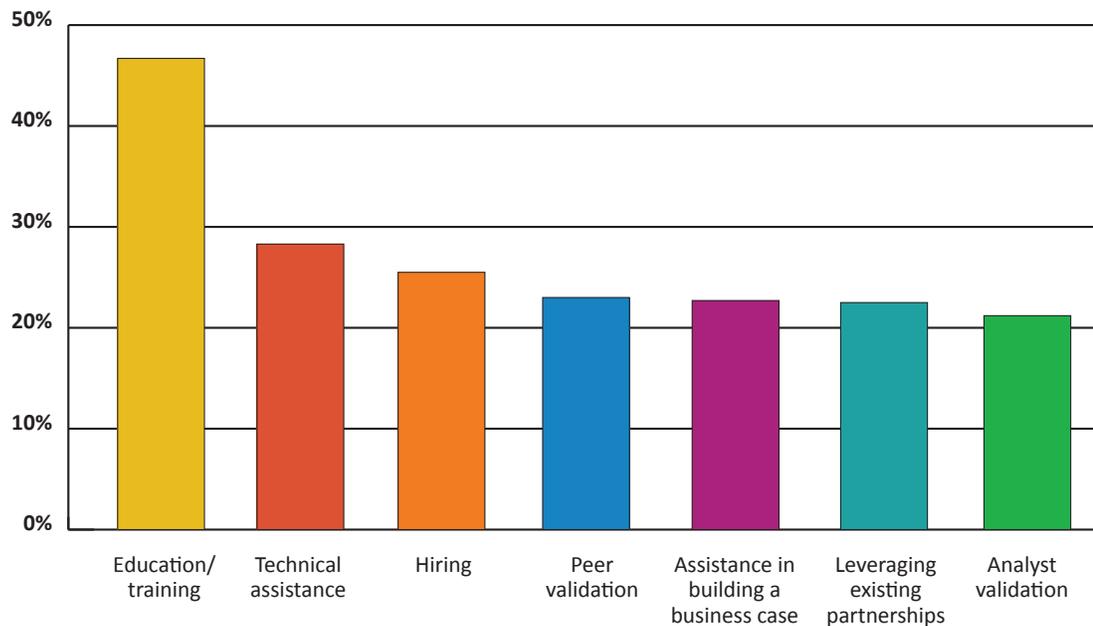


#### Key Findings:

- Budget and lack of internal knowledge/ expertise were identified as the potential risks to 2014 projects
- Despite executive level visibility, there is still a lot of perceived risk of delay due to operational priorities
- Majority of respondents said that education and training would help mitigate the risk of these challenges

### What actions/ resources would most help to address these challenges?

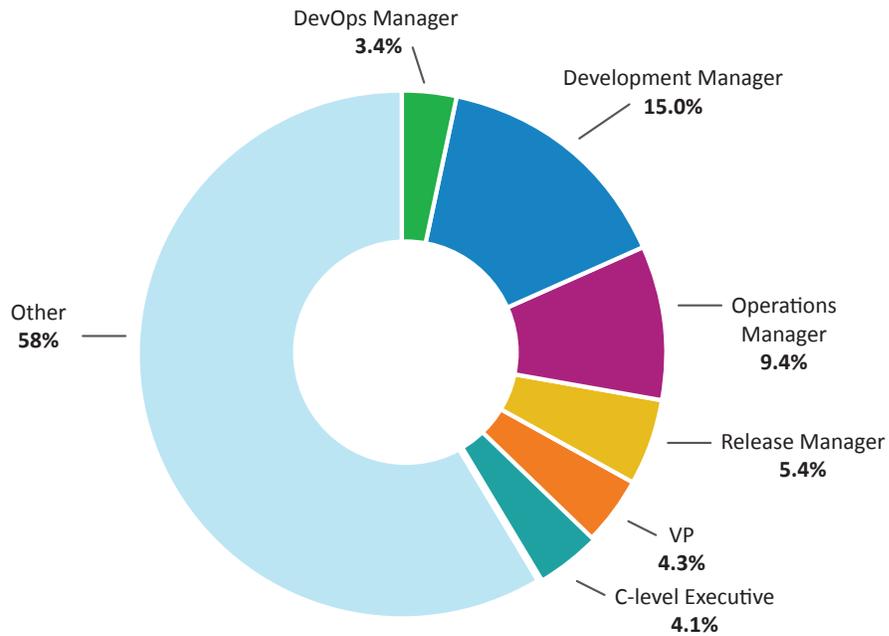
[click all that apply]



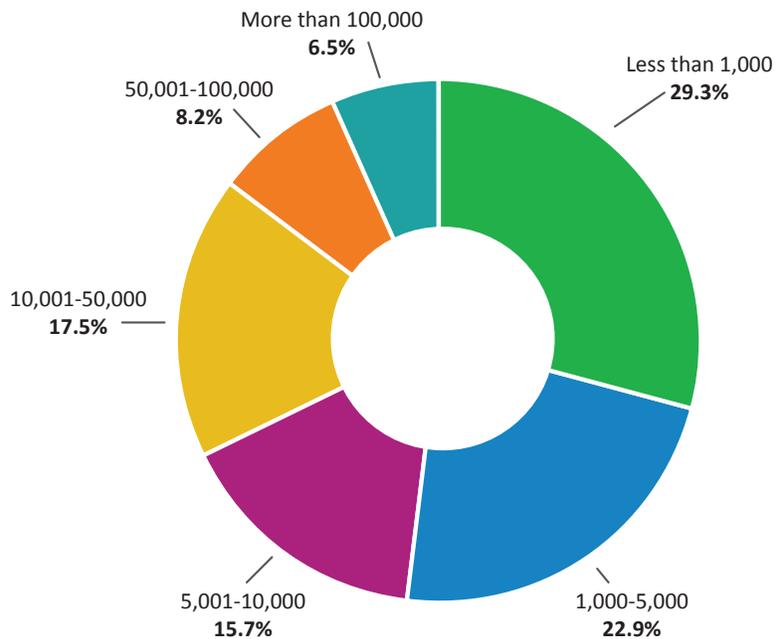


## Description of Survey Respondents

*What is your job title?*

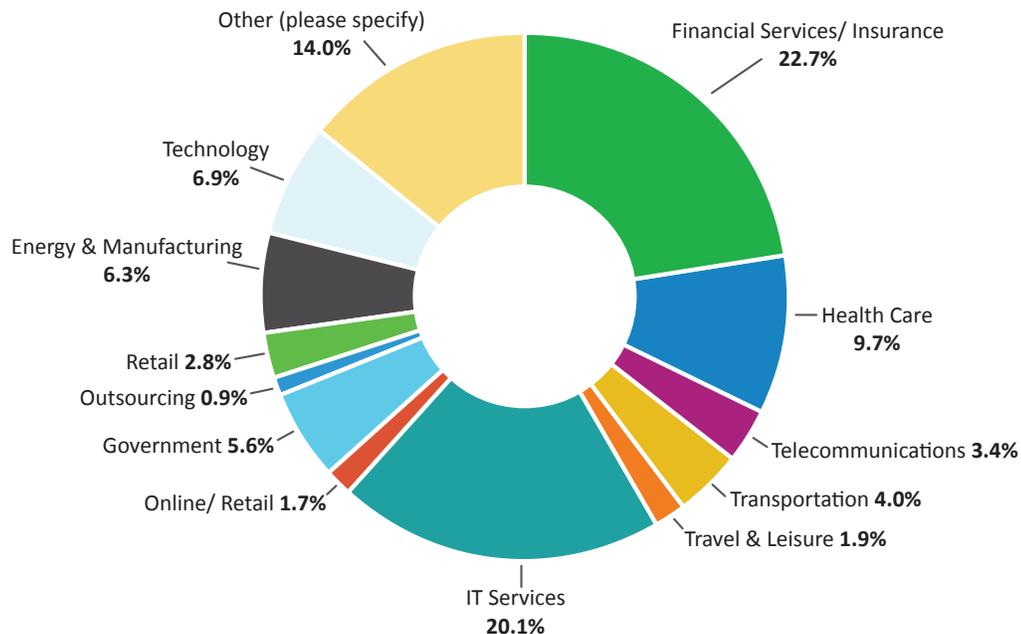


*How many people does your company employ?*





### Which industry do you work in?



## About XebiaLabs

XebiaLabs is the leading provider of delivery automation software that helps enterprises deliver higher quality software faster and more efficiently. XL Platform combines deployment automation, on-demand environment provisioning, Agile test management and enterprise release management for DevOps and Continuous Delivery. Using XL Platform, organizations reduce development applications costs, accelerate application time to market and bridge the gap between Development and Operations. Headquartered in the U.S., XebiaLabs has a world-wide network of sales offices and partners.

For more information about XebiaLabs, or to request a trial of our delivery automation software, please visit [www.xebialabs.com](http://www.xebialabs.com) or [go.xebialabs.com/try-xl-platform](http://go.xebialabs.com/try-xl-platform) respectively.