

Salesforce.com Adaptive Delivery Methodology & Lifecycle

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What is ADM?



ADM (Adaptive Delivery Methodology) is an Agile discipline that is specific to salesforce.com. It employs Scrum project management framework, adopts certain extreme programming practices and is based on lean principles.



140+

Scrum Teams @ Salesforce use ADM

Lets dive in !



Why ADM?

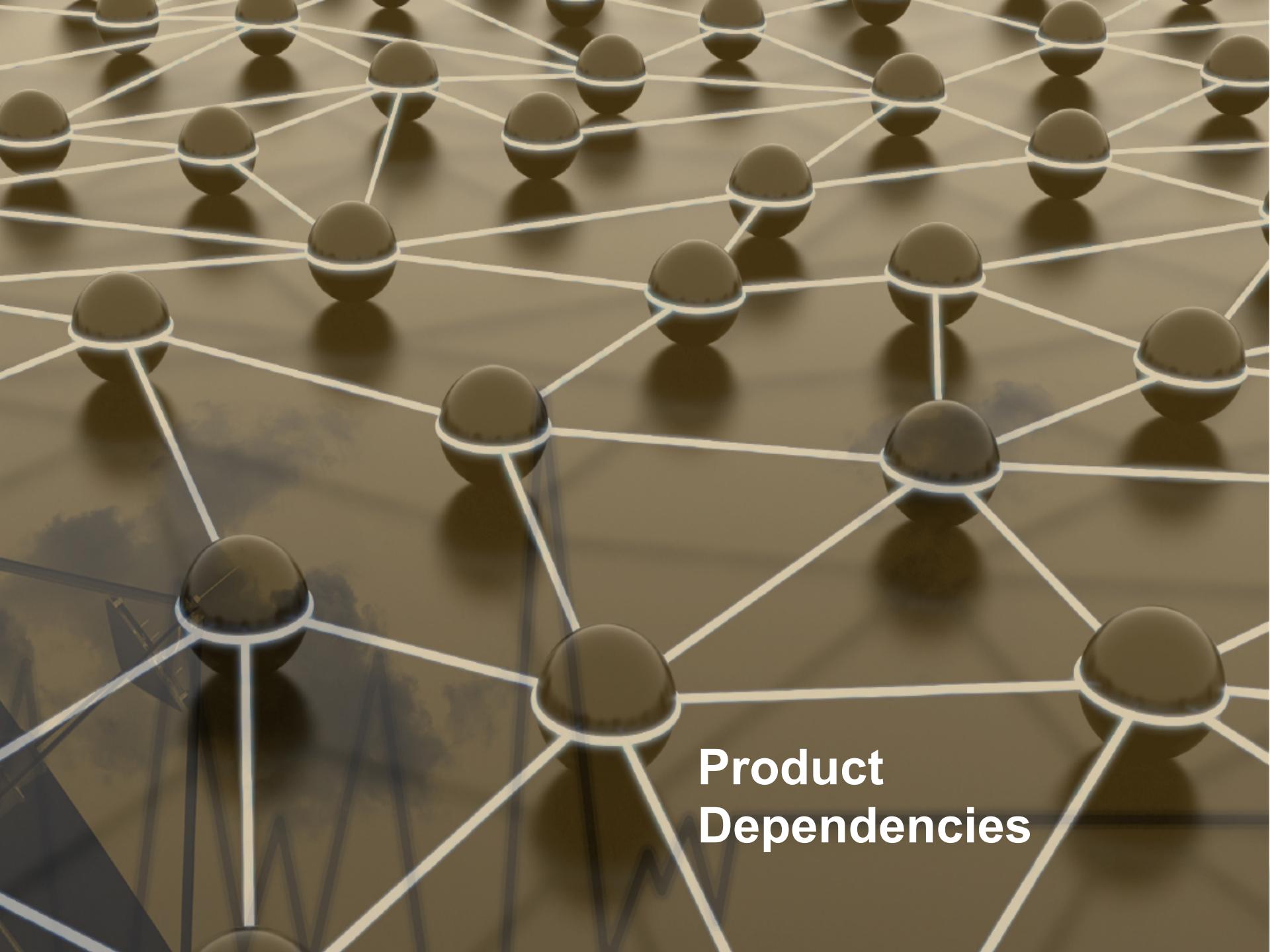


Incredible Growth ... Unpredictable Releases



Lack of Visibility





A dense network graph consisting of numerous dark, reflective spheres (nodes) interconnected by a web of thin white lines (edges). The nodes are scattered across the frame, with some forming small local clusters and others being more isolated. The lighting creates highlights on the nodes, emphasizing their three-dimensional form and the complexity of the connections.

Product Dependencies



Resource Bottlenecks

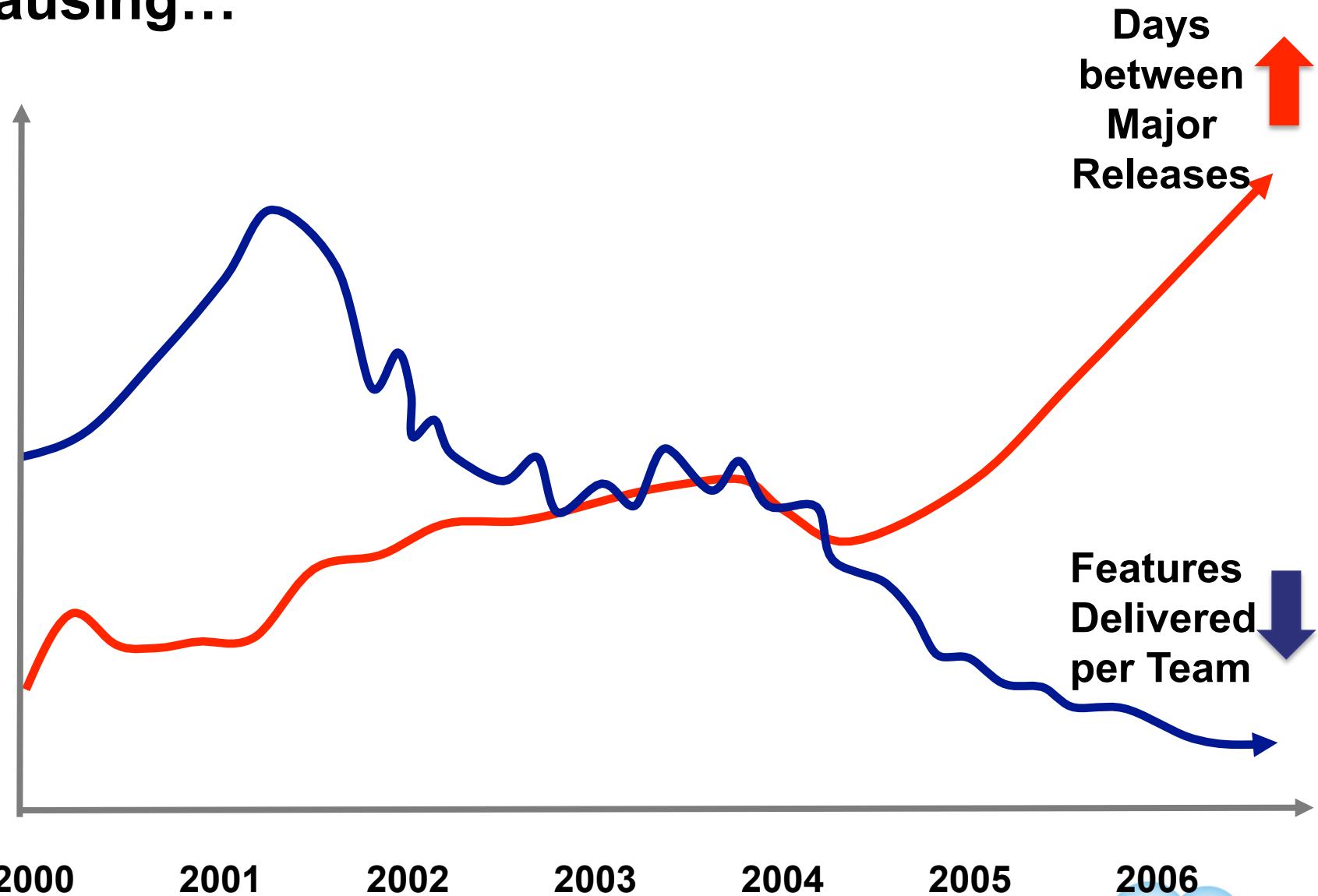
Changing Priorities



A close-up photograph showing the lower halves of many men's faces and their hands joined together in a circle. The men are diverse in skin tone, from dark to light. Some are wearing hats, and several have visible beards and mustaches. They are all wearing short-sleeved shirts. The hands are clasped firmly, creating a sense of community and shared effort.

One
Codeline

Causing...



Back to What Worked & Scale for the Future



What is ADM?



1

Eliminate Waste



2

Build Quality In



A blue-toned silhouette of several business people standing in front of a world map. The map shows the outlines of continents against a grid background.

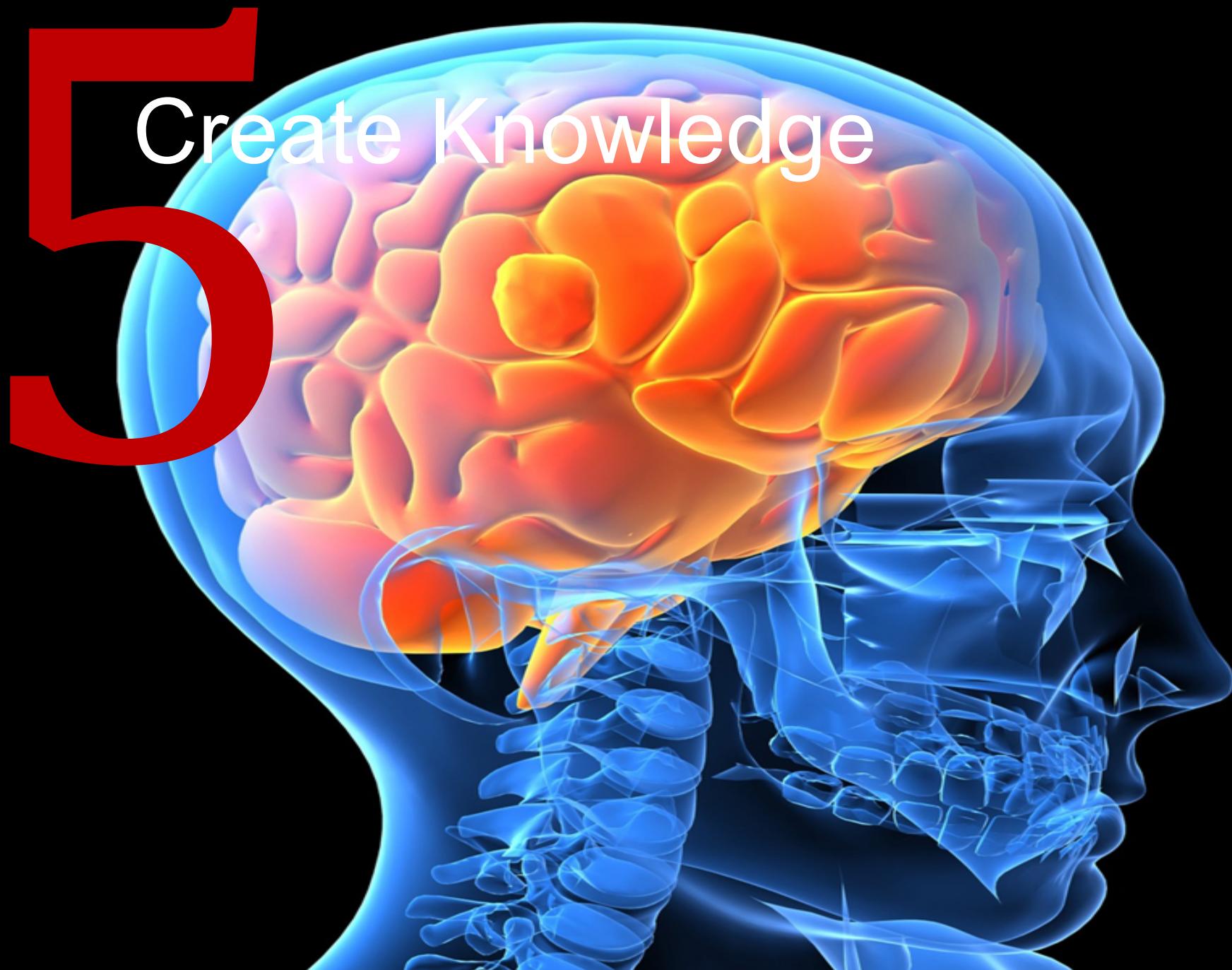
Respect People

3

Optimize the Whole

4





Create Knowledge



Just-in-time Decisions

6



Deliver Fast

7

ADM Value Proposition

Self-organizing
Continuous-Improvement
Early-Feedback Just-in-time
Continuous-Integration Agile
Collective-Ownership Lean Re-factoring
Transparent Debt-free
Always-Potentially-Releasable
Predictable Iterative
Self-correcting Code-reviews
Time-boxed Ftest-Selenium

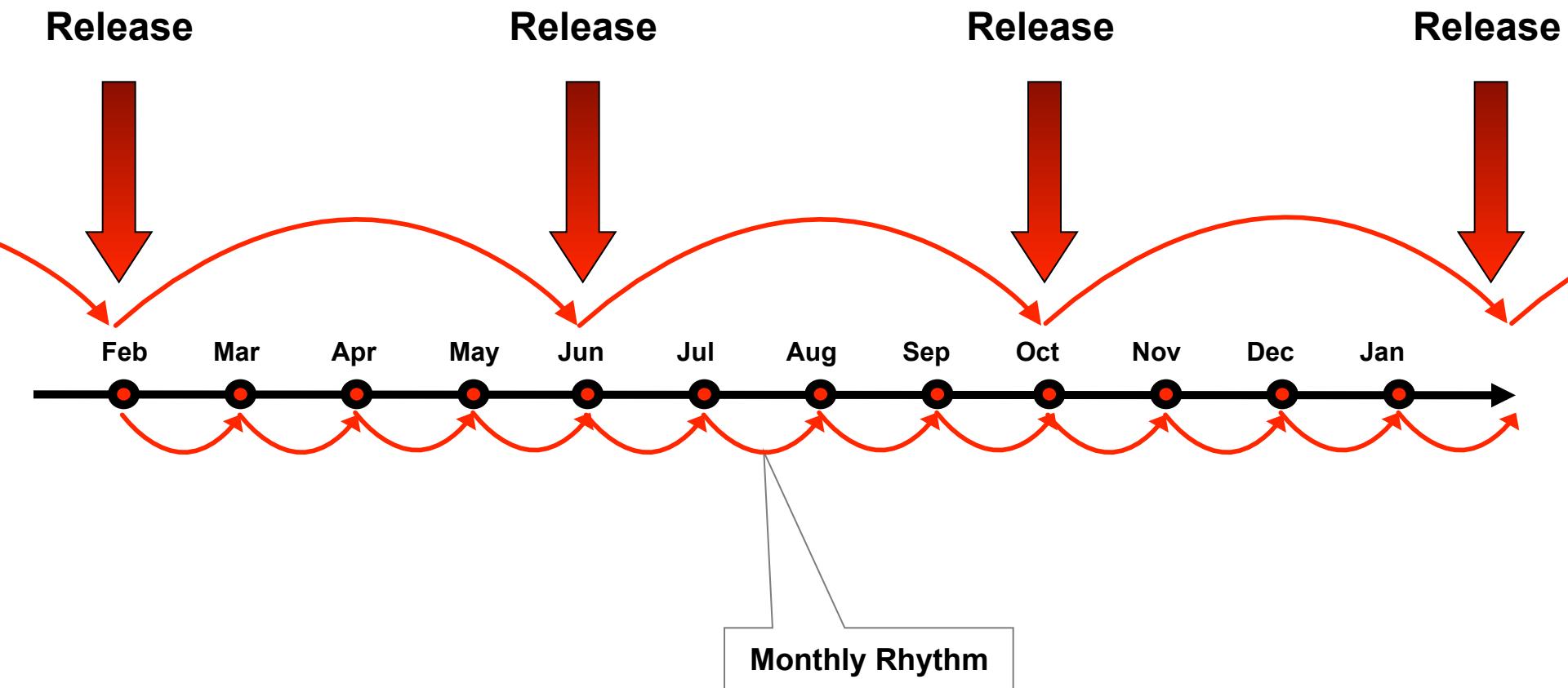
How do we do it?



Time-boxed Execution

Mon	Tue	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 Apr Jun Sept Nov	31	Month: JANUARY			

ADM Release Rhythm & Release Cadence



Transparency



Roadmap Planning - 3X/year

 Search People, Teams... [Search](#)

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 **Steve Greene** Here is the Product Roadmap Summary deck for 176-180. Consolidated one slide per cloud, content from the product line managers, can be used for customer roadmap conversations. We will refresh this every release after the Release Plans are complete, next rev in January for 178.

 **SFDC Product Roadmap - 176-180**
Following [Share File](#) More Actions ▾

Two Days Ago at 3:19 PM · [Comment](#) · [Like](#)

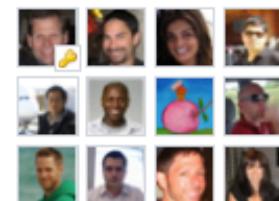
 **Ron Pragides** Release Plan Summaries across:

- Collaboration Cloud
- Sales Cloud
- Service Cloud
- Mobile ... More

 **Tech & Products: 176 Release Plans**
<https://sites.google.com/a/salesforce.com/tech-products-success-portal/Home/176-release-plans>

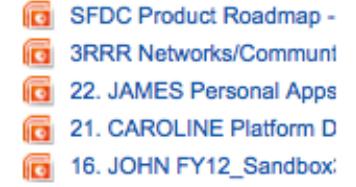
Owner

Members [Show All \(194\)](#)



[Add/Remove Members](#) [Change Roles](#)

Group Files [Show All \(90\)](#)



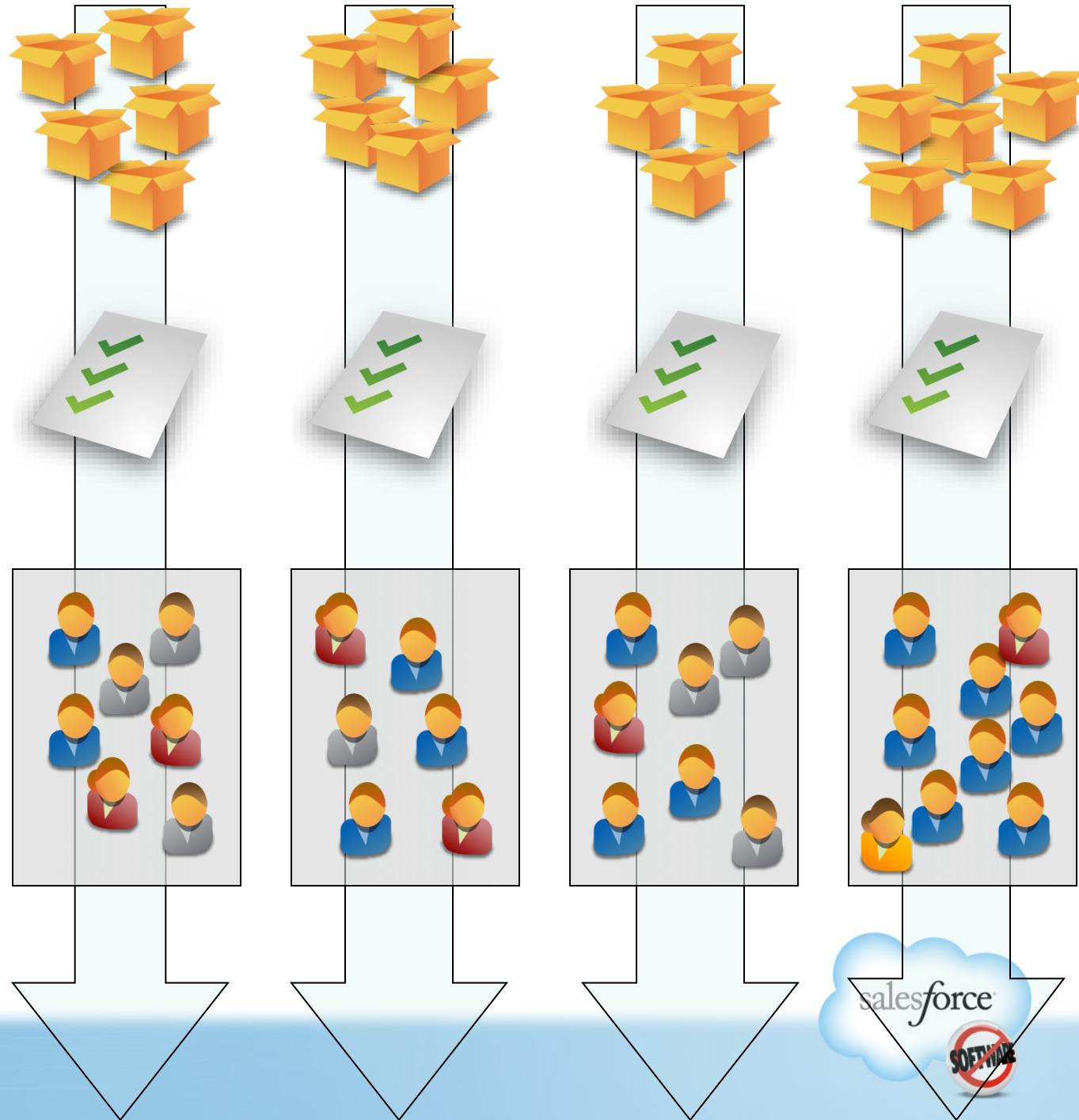
Supernova

Features

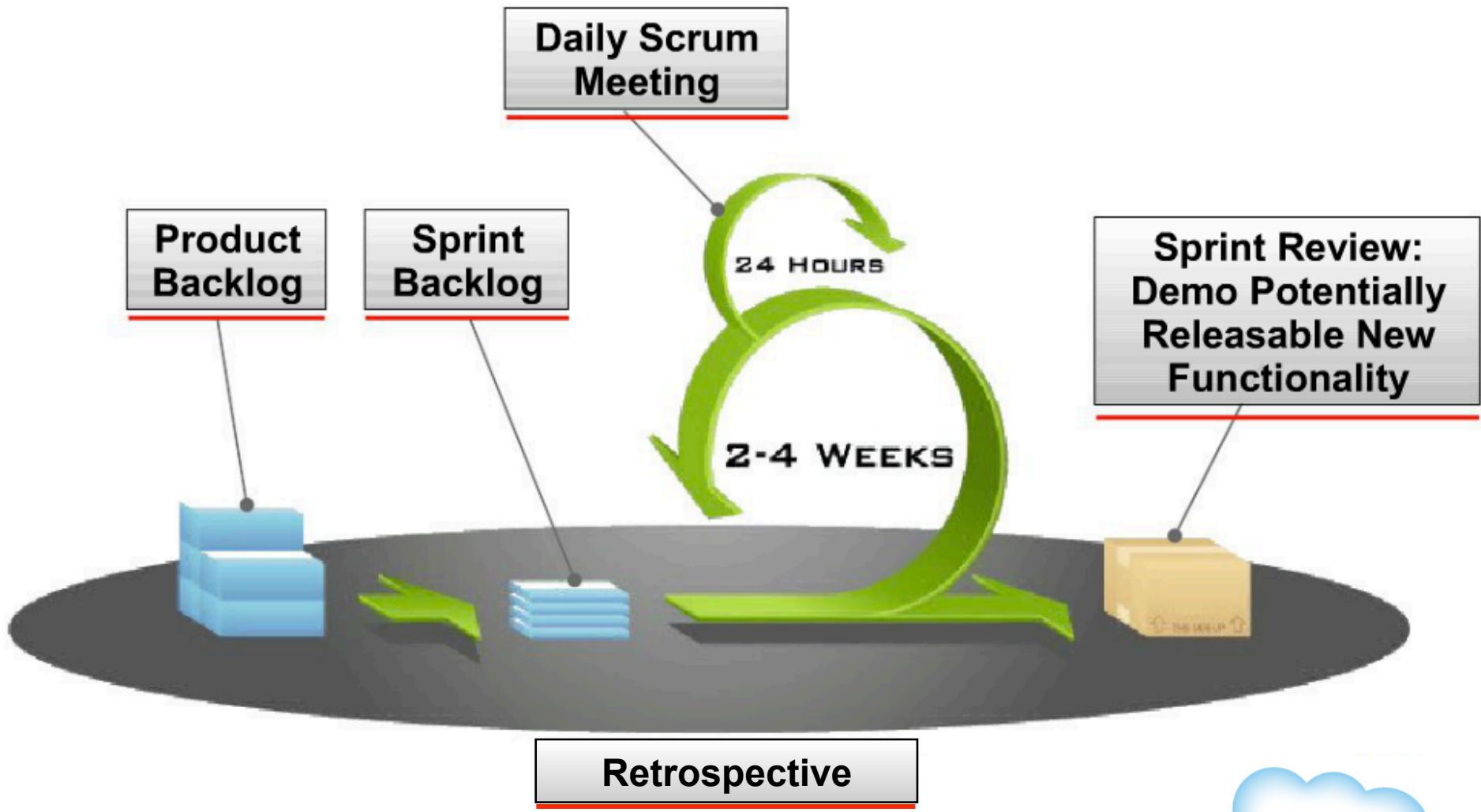
Prioritized Backlogs

Self-organized Scrum Teams

(x-functional dedicated
Dev, QE, UE, Doc, Perf,
PO, SM)



ADM/SCRUM Lifecycle





Priorities

Prioritized Product Backlog

Backlog

- ▶ 1 SPIKE: Fix batch processing of votes
- ▶ 2 SPIKE: Rollback from IdeaBPOs to old Ideas
- ▶ 3 SPIKE: Random other tasks
- ▶ 4 SPIKE: Multiple categories pref (assign one or multiple categories to an idea)
- ▶ 5 Do Something About The Multiple Categories Pref (assign one or multiple categories to an idea)
- ▶ 6 SPIKE: Two level summary fields (total vote)
- ▶ 7 SPIKE: Add Log Lines to existing Ideas Pages
- ▶ 8 SPIKE: Associate Ideas to Idea Challenges
- ▶ 9 SPIKE: Enable private Challenges -- TBD HOW THIS WILL WORK
- ▶ 10 SPIKE: Change master-detail field on Ideas from single lookup (to setup Communities) to polymorphic
- ▼ 11 UI - Icons for Idea Challenges

Save **Cancel**

Name W-1227495

Subject UI - Icons for Idea Challenges

Description New icons for Idea Campaigns!

Backburner

- SPIKE: Turn IdeaComments into BPOs
- Agent Console: Create new page layout for ideas with page layout setup page

Cancel

W-1253200

Agent Console: Create new page layout for ideas with page la

Create new page layout for ideas with page layout setup page

New

ed Build 180

- Agent Console: Add comment related list to idea detail page

Save **Cancel**

Name W-1253199

Subject Agent Console: Add comment related list to idea detail page

Description

Daily Verbal Collaboration



Monthly Sprint Reviews



A photograph of five male athletes on a running track. Two athletes in the foreground are in a starting position, holding their race numbers. The other three athletes are further back on the track. The track has white lane lines and a red surface.

Create a
Single
Definition
of Done

TRUST is our # 1 Value

**Build Quality Into
everything we do**

Single definition of Done. In ADM Quality is built into the product every day rather than at the end of the release.

Quality includes all aspects of the product functionality (correctness, performance, scalability, usability, usefulness of functionality)

All Quality and Testing activities are done incrementally and synchronized with all software development (test planning, automation, execution, code reviews, etc.)

Automated Test development and execution are key to the success of agile development

Incremental feedback after each sprint is also crucial for success



Stop the codeline when test failures are too high



Continuously Release-able

- ✓ 100,000+ automated functional tests run on every checkin
- ✓ 70%+ code coverage across the breadth of the service
- ✓ 99%+ standard passing rate target everyday
- ✓ Dedicated Build Master responsible daily management of build and automation results
- ✓ Automated tests built and passing before checkin



ADM delivers Innovation

- Team Empowerment
 - Build powerful, small, cross-functional scrum teams
 - Empowered to decide “what & how”
- Build Quality In
 - Debt free Automation = 100K ftests, 99% passing every day
 - Continuous Build & Integration = continuously releasable
- Eliminate Waste
 - Everything is Prioritized – only build top customer needs
 - Continuous Improvement after every iteration



ADM delivers Innovation

- Just-in-time Decisions
 - Make decisions at the last possible responsible moment
 - Decisions based on latest, rich, relevant knowledge
- Transparency
 - Daily team engagement, Monthly public Sprint Reviews
 - Continuous valuable feedback, product improvement, recalibration
- Deliver Fast
 - Build features in small increments
 - Fail Fast = Deliver quickly for immediate feedback



