Extending the "Development Pipeline" Towards Continuous Deployment and Continuous Experimentation: A Case Study in the B2B Domain

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Työn nimi — Arbetets titel — Title			
Extending the "Development Pipeline" Towards Continuous Deployment and Continuous Experimentation: A Case Study			
Oppiaine — Läroämne — Subject			
Computer Science			
Työn laji — Arbetets art — Level	Aika — Datum — Month and year	Sivumäärä — Sidoantal — Number of pages	
Master's thesis	April 7, 2014	1	
Tiivistelmä — Referat — Abstract			

Abstract.

Avainsanat — Nyckelord — Keywords	
Continuous delivery, Continuous experimentation, Development pipeline	
Säilytyspaikka — Förvaringsställe — Where deposited	
Muita tietoja — Övriga uppgifter — Additional information	

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It's hard to argue that Tiger Woods is pretty darn good at what he does. But even he is not perfect. Imagine if he were allowed to hit four balls each time and then choose the shot that worked the best. Scary good. – Michael Egan, Sr. Director, Content Solutions, Yahoo (Egan, 2007)

1 Introduction

-motivation -research question -approach

2 Theory

-continuous delivery -continuous experimentation -state of the art practices
-short summary

3 Methods, materials

-current state at steeri -short summary

4 Analysis

5 Discussion

6 Conclusion

Sample text and a reference [**?**].

References