**Other Real World Examples of Agile in Action**



[**Microsoft**](https://www.microsoft.com/)

When people think about Agile, they don't tend to think about a company like Microsoft. A company like this is generally seen as a mammoth & also a bit old school and from the old guard. And at some point in time that was probably true... but things changed at Microsoft many years ago. They went from taking years to deliver new products to months, weeks, days and now even hours!

Microsoft have gone full Agile in many things that they do. Not everything of course, but in a lot. And that is in big part the incredible success they currently have in the hyper connected world.

To give a specific example, the Product Manager for Microsoft Teams at Microsoft is constantly and regularly iterating and delivering new product features, enhancements and improvements in record time. Every week they ship a new version of Microsoft Teams and it is pretty much fully transparent and seamless to the end user, the Agile Way! But don't take my word for it, here is how Microsoft is applying Agile:

**Microsoft Feedback Portal**

[**https://feedbackportal.microsoft.com/feedback**](https://feedbackportal.microsoft.com/feedback)

* Microsoft tells users where things are at
* User get notified when their request gets addressed
* Users have direct and significant input on prioritisation by voting and upvoting.

**Microsoft 365 Roadmap**

[**https://www.microsoft.com/en-us/microsoft-365/roadmap?filters=**](https://www.microsoft.com/en-us/microsoft-365/roadmap?filters=)

[**Atlassian**](https://www.atlassian.com/)

Who better than Atlassian to practice what they preach? I wouldn't expect less from the founders of Jira. They obviously not only assist companies in making the transition to Agile but also work on a day to day basis with their own Agile tools to experience first hand what they develop, how it works, etc.

Get an inside view on the latest and upcoming features they’re building in the cloud for the products you love most - Jira Software, Jira Service Desk, Confluence, and Bitbucket Cloud

**Cloud Roadmap**

[**https://www.atlassian.com/roadmap/cloud**](https://www.atlassian.com/roadmap/cloud)

[**Wise**](https://wise.com/)

Wise is a company that allows you to receive or transfer money anywhere in the world. They are one of the fastest growing companies in the UK and are also considered a Unicorn (a term used to describe companies worth Billions of dollars). At a glance you might think of Wise like something similar to WesternUnion or Paypal, but they are far from it. I would say they are a thousand times better than those companies. They are cheaper, faster and very Agile.

In fact, a big part of their success is just how Agile they truly are. They are constantly innovating, launching new features, product lines, services and most importantly they have a strong focus on making customer's lives easier. Better. When I say they are Agile, I truly mean Agile in the pure sense of the word. Or how many companies do you know of that perform over 200 releases of code per day!? No kidding. Check it out:

[**https://twitter.com/kaarmann/status/1217818818292207616?s=20**](https://twitter.com/kaarmann/status/1217818818292207616?s=20)

[**Gumroad**](https://gumroad.com/)

Gumroad is an online platform that facilitates the sale of products by creators directly to consumers. This is a truly fascinating and fully Agile company. The customer (in this case content creators), are the forefront of all decisions made around product development and prioritization -as it should be!

Creators such as authors, comedians, designers, filmmakers, musicians, and software developers use Gumroad to sell products directly to consumers; mostly digital content like albums, comics, ebooks, films, games, music, or tutorials. Gumroad is built as a plug-and-play product that offers payment processing, file hosting and delivery, marketing and communications tools, and consumption experiences for a diverse array of verticals.

Below are two really good examples of how Gumroad applies Agile principles in the way they work, by involving the customer throughout the entire life cycle, from inception to launch, with transparency, collaboration and agility.

**Customer Feedback**

[**https://gumroad.nolt.io/**](https://gumroad.nolt.io/)