Other Real-World Examples of Agile in Action

[**TransferWise**](http://transferwise.com/)

TransferWise 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 TransferWise like something similar to Western Union 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 customers’ 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 that perform over 200 releases of code per day? No kidding. Check it out here:

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

[**Trello**](https://trello.com/)

Trello is one of my favorite Agile tools out there (if not *the* favorite). It’s basic, intuitive, and super easy to use. In itself, as a product, it lives and breathes Agile principles and fundamentals. Therefore, many Agile enthusiasts make this their de facto Agile tool. And no, it’s not perfect, but it’s pretty good. Now, if you are thinking about Jira, well, Trello is also from the same Australian company, Atlassian. When you think of Atlassian, think of Google, Amazon, Apple, but the Australian version. They are so good that their products and services are widely used worldwide.

Trello is one of them and here are two real-world examples of Agile in action that I created for myself (and for my students). I use these on a daily basis.

**Agile Kanban Board**

[**https://trello.com/b/ELfGM7YN/agile-kanban-board**](https://trello.com/b/ELfGM7YN/agile-kanban-board)

**Product Roadmap**

[**https://trello.com/b/168mYikX/product-roadmap**](https://trello.com/b/168mYikX/product-roadmap)

[**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 at 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 such as 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.

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

**Customer Feedback**

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

**Product Roadmap**

[**https://www.notion.so/Roadmap-ce2ad07c483046e7941227ad7810730d**](https://www.notion.so/Roadmap-ce2ad07c483046e7941227ad7810730d)

[**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 and 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!

I have personally met with some of the top minds at Microsoft and I can tell you that they have gone fully Agile in many things that they do. Not everything, of course, but 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.

**UserVoice Forums**

[**https://office365.uservoice.com/**](https://office365.uservoice.com/)

On the UserVoice Forums:

* Microsoft tells users where things are at
* Users get notified when their requests get addressed
* Users have direct and significant input on prioritization 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, and so on.

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)