

Public note

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A year after BetterCloud implemented Blameless, by revitalizing their incident management and adopting SRE practices, they saw 10% reduced customer churn.

Found on How Engineering Drives Revenue in an Economic Downturn - The New Stack on 2022-10-18 16:01:31.

Tags: #api-first #leadership #argumentation #motivation

It's interesting seeing this approach to provide business-related arguments for improving a purely technical function. In this case, the article promotes SRE and incident management. However, the same approach could be followed for API-related promotion material.