

BizDevOps: Using KPIs to Unlock a Common Language

Outline

BizDevOps? What's that?

- Many definitions
- The elements of BDO
- Our definition

The Impact of Getting it Right

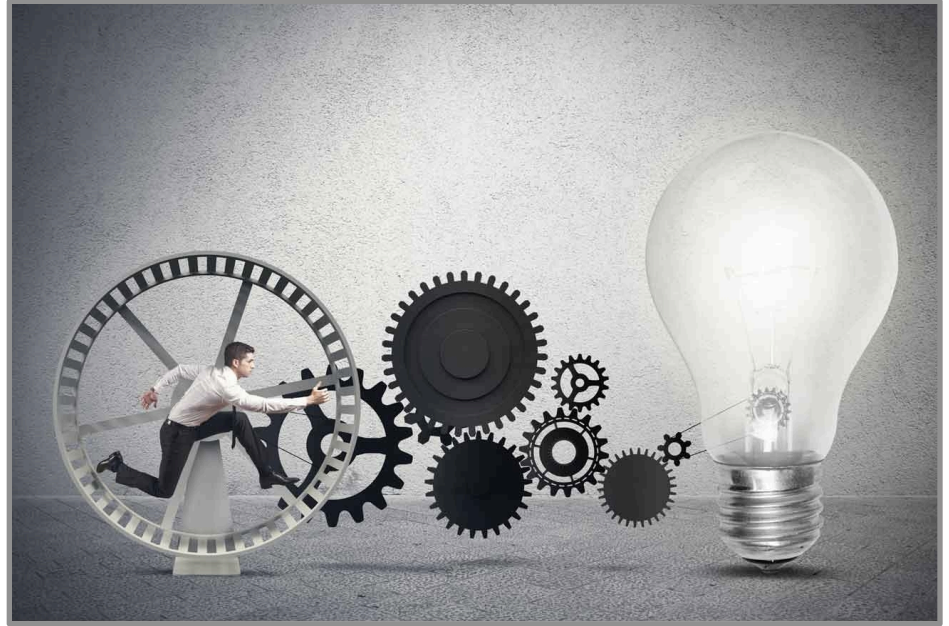
- The value of delivering the right stuff at the right time

How Can You Know?

- The value delivery cycle
- Selected Metrics Areas
- Selected Metrics

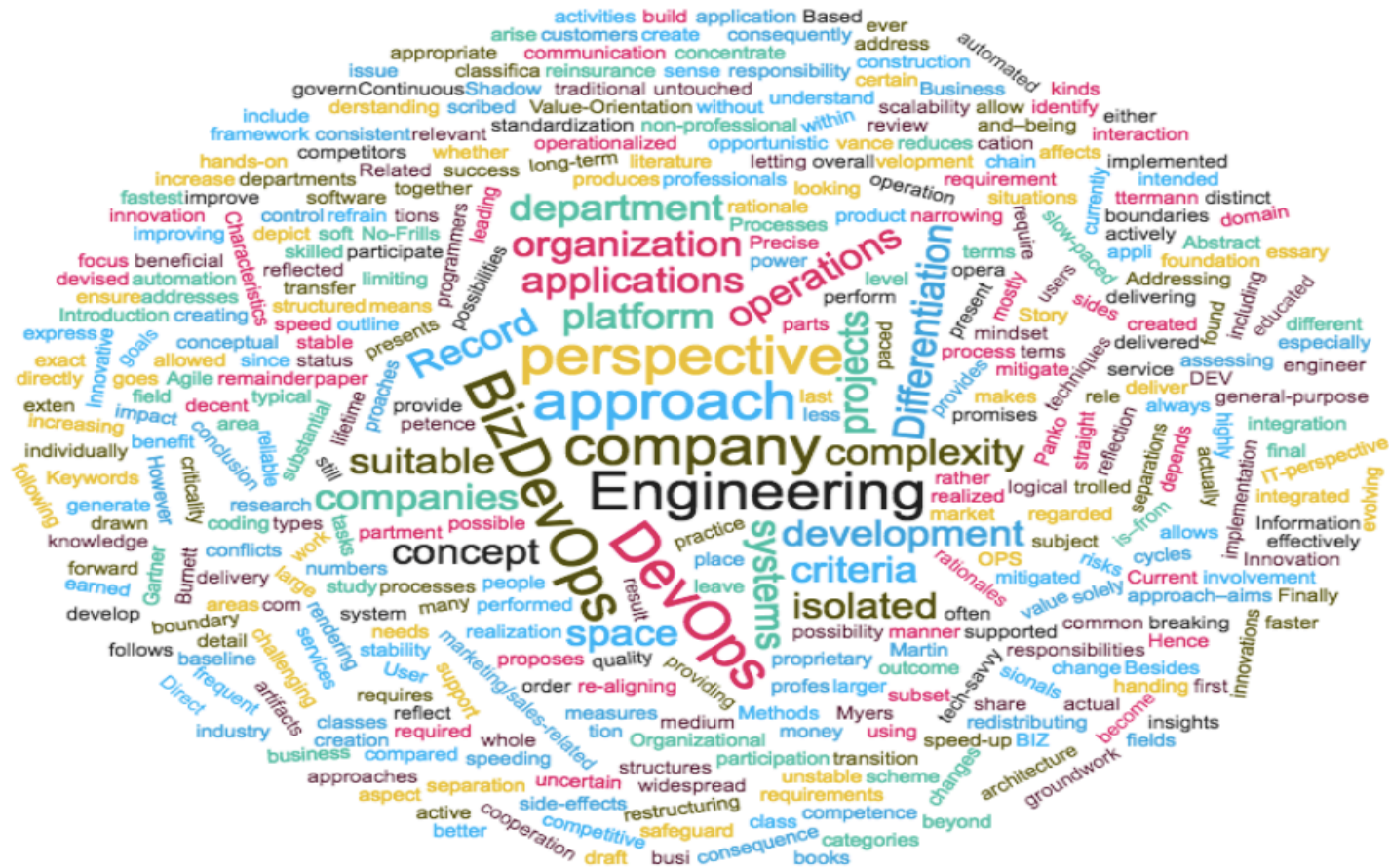
Getting The Answers

- Instrumenting for success
- Automating for success

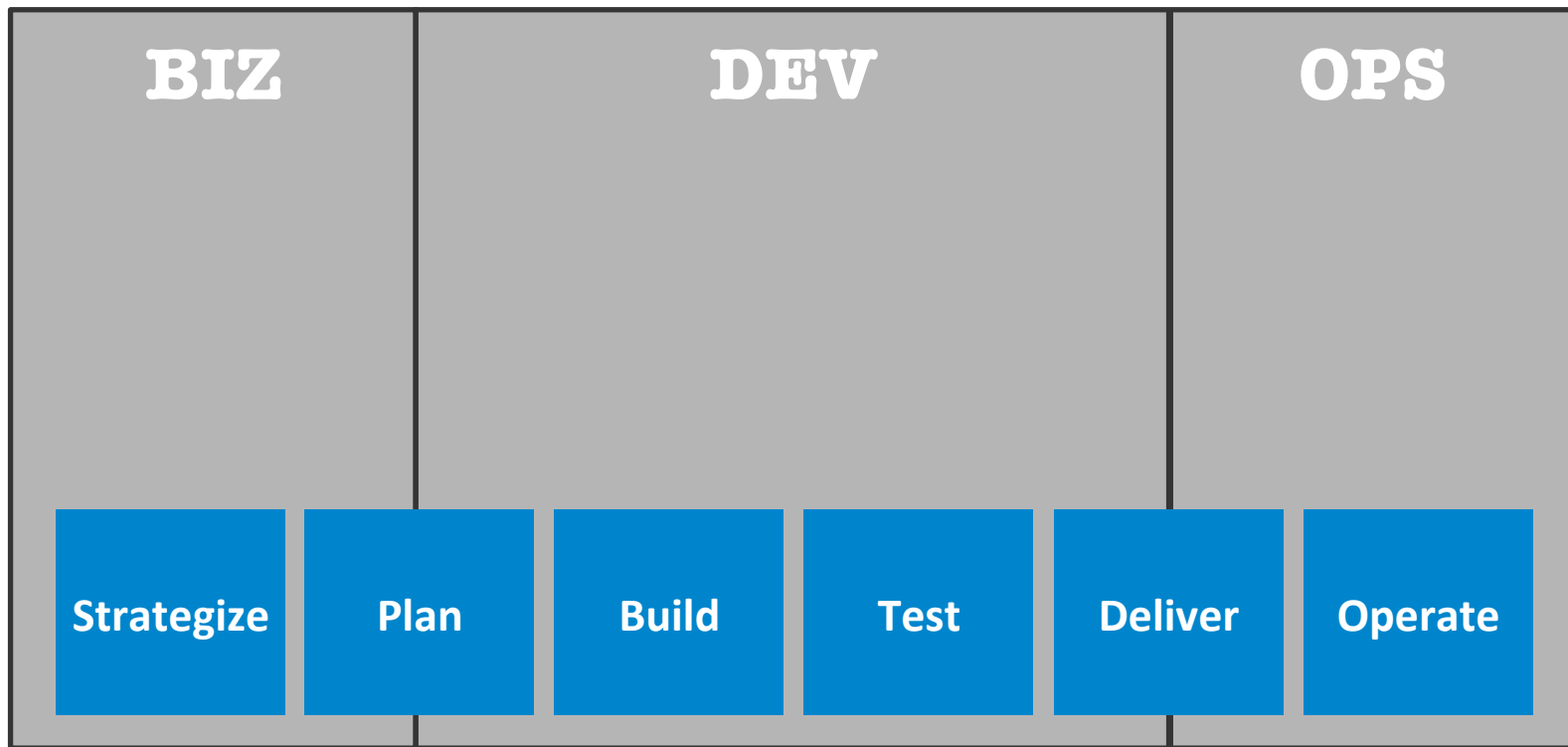


This work draws on Electric Cloud experience, Gartner Analysis, and numerous additional articles. Please see references for details.

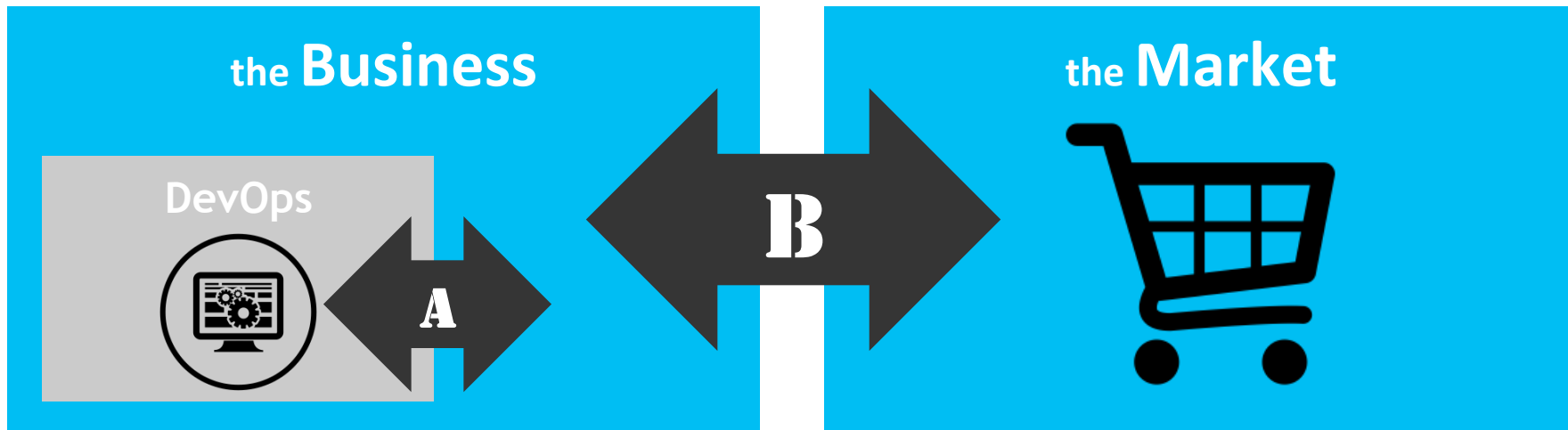
BDO: What's That? What is BizDevOps?



BDO: What's That? The Elements of BizDevOps



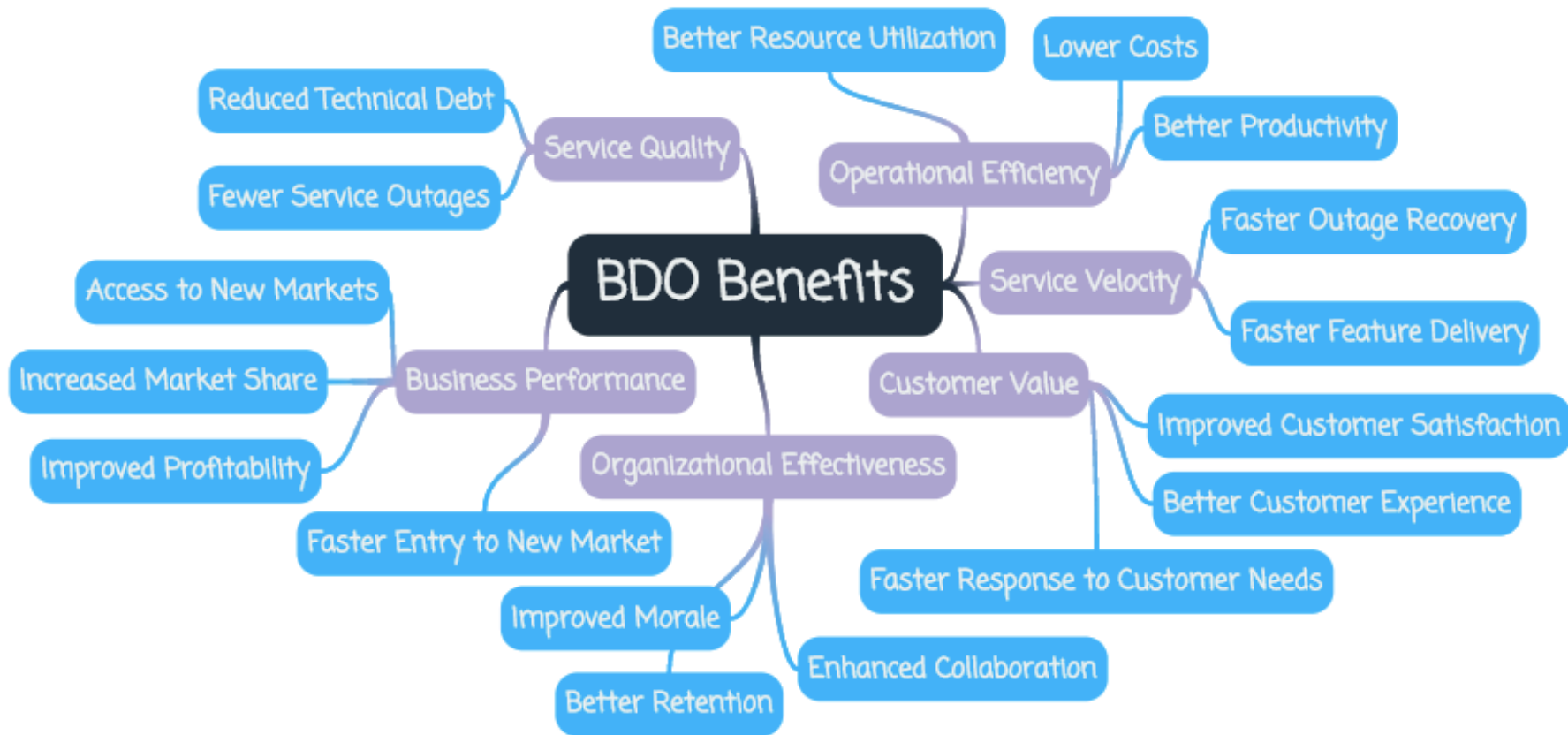
BDO: What's That? Our Definition



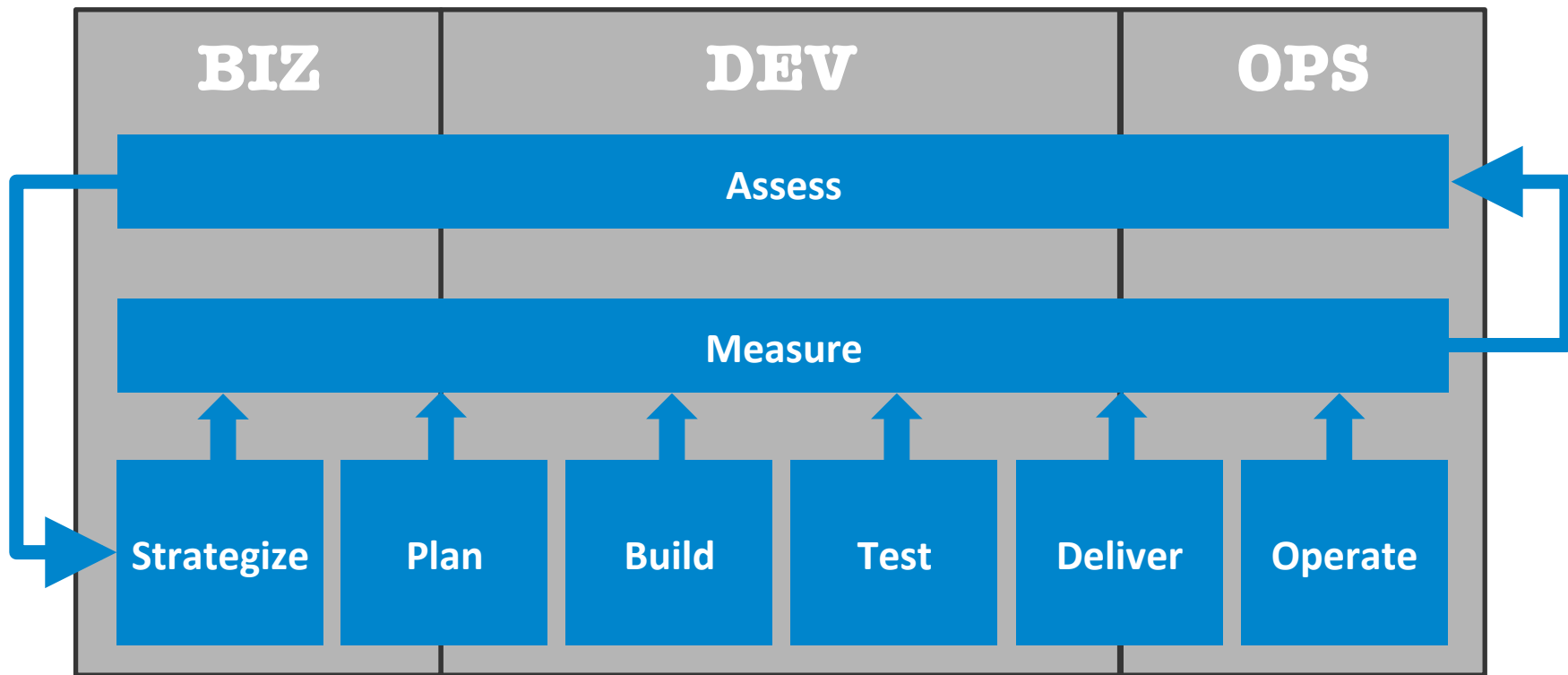
How does Value Exchange A affect Value Exchange B?

BizDevOps bridges DevOps performance data with business performance data to give a better understanding of how the DevOps team is supporting the business

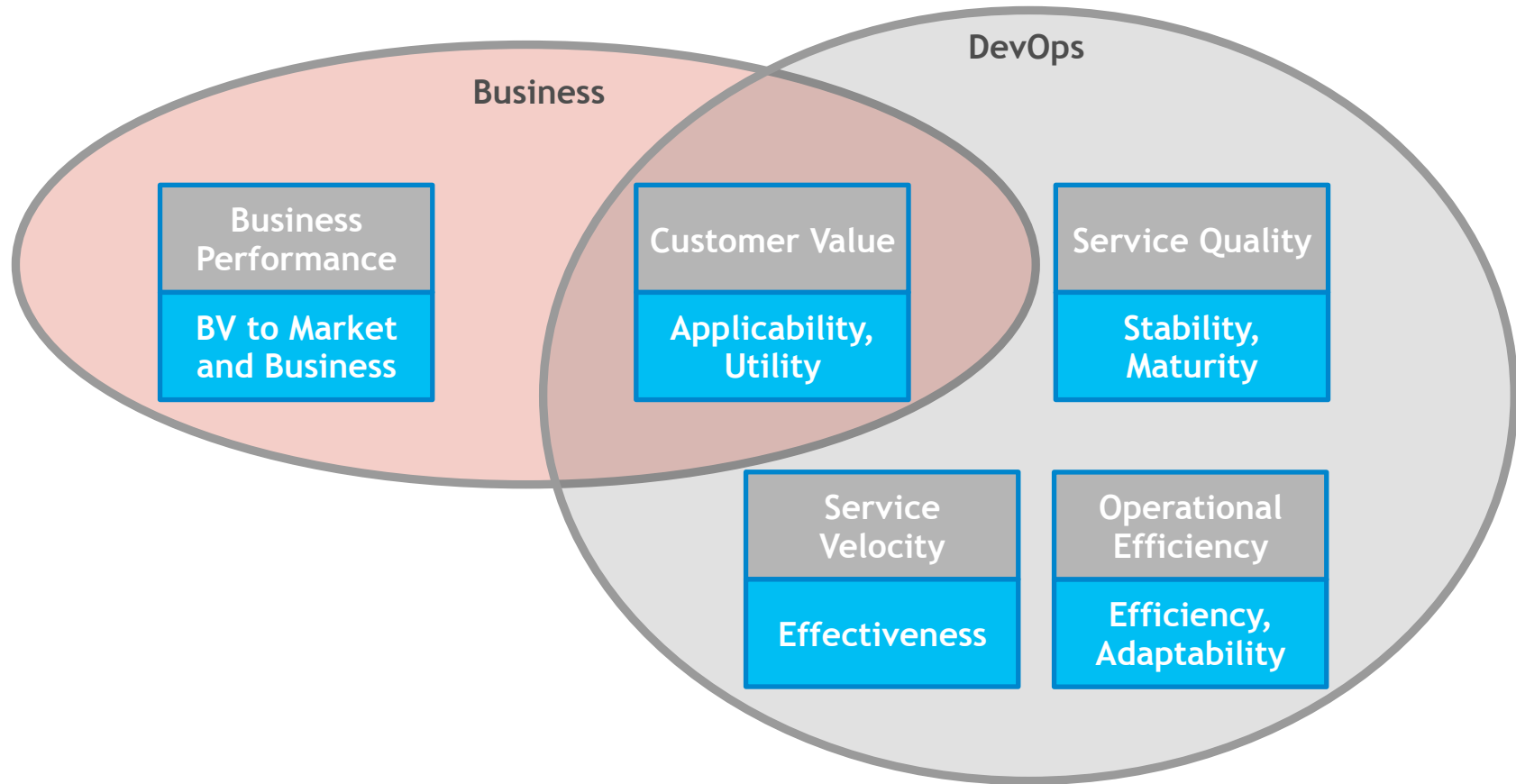
Getting BDO Right: Why Does It Matter?



How Can You Know? The Value Delivery Cycle



How Can You Know? Selected Metrics Areas



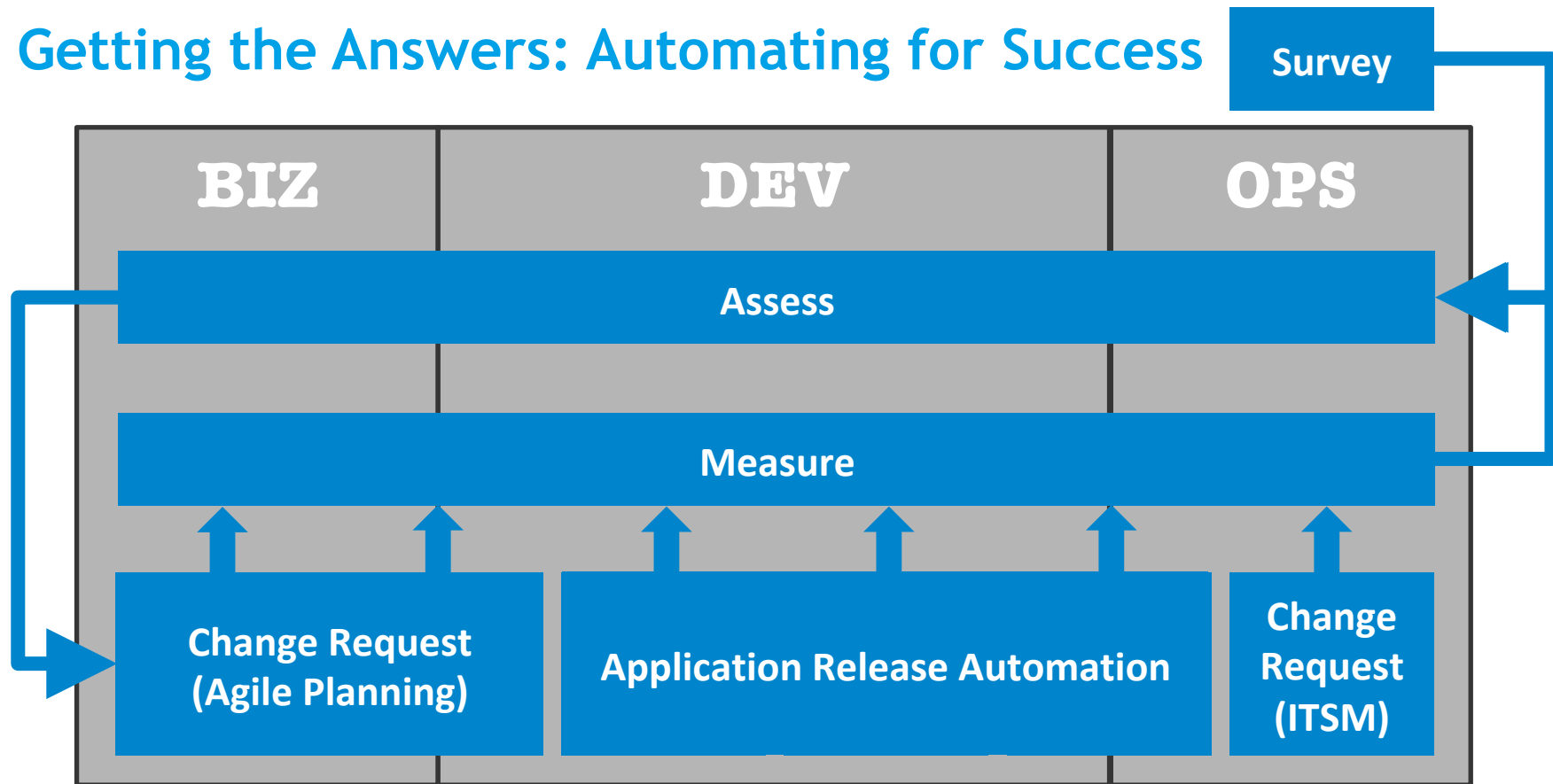
How Can You Know? Selected Metrics

Area	Selected Metrics	Concerned with...	Definition	Goal
Business Performance (BP)	Business Service Impact	BV to Market	Benefit to business of delivered digital value	Improving Earnings, Cash Flow, Market Share, Account Growth
	Business Service Delivery	BV to Business	Ability to release digital value on demand	Positive answer survey results
Customer Value (CV)	Breadth of Use	Applicability	% of users using above some frequency	Used by $\geq X$ percent of customers
	Frequency of Use	Utility	Invocations per ... (session, day, use)	High correlation to use case invocations
Service Quality (SQ)	Production Support	Stability	Ratio of effort spent fixing existing BDO automation to effort spent developing new BDO automation	Decreasing trend means increasing toolchain stability
	Found Work / Planned Work	Maturity	Ratio of effort spent addressing unforeseen demands versus progressing with new efforts	Decreasing trend means progress toward mature BDO automation
Service Velocity (SV)	MTTV	Effectiveness	Idea inception to customer value realization	Decreasing trends indicates better alignment across value exchange
	Cycle Time	Effectiveness	Receipt of deployment request to deployment	Should trend to zero
Operational Efficiency (OE)	Cost of Release	Efficiency	Cost of making production changes	Should trend to Zero
	Mean Effort For Modification	Adaptability	Effort required to modify toolchain behavior	Lowering trend indicates improving DO team efficiency

Getting the Answers: Instrumenting for Success

Area	Selected Metrics	Method	Tooling Implied
Business Performance (BP)	Business Service Impact	NPS survey: digital value.	Survey Capability
	Business Service Delivery	CV Trend SV Trend	See below
Customer Value (CV)	Breadth of Use	Instrumentation	App Activity Logging ARA Reporting
	Frequency of Use	Instrumentation	App Activity Logging ARA Reporting
Service Quality (SQ)	Production Support	BDO automation's bug fix effort over evolution effort	CR + ARA
	Found Work / Planned Work	Incident management and external request effort over evolution effort	CR + ARA
Service Velocity (SV)	MTTV	Date approved in planning to date used by customer	CR + ARA
	Cycle Time	Duration from approval of request to fulfillment of request	CR + ARA
Operational Efficiency (OE)	Cost of Release	Sum All Direct Labor per Release Action	CR + ARA
	Mean Effort For Modification	Mean (LOE for all DOTC CRs in Period)	CR + ARA

Getting the Answers: Automating for Success



Questions?

Thank you!

References

Spafford, George; Head, Ian. (2017). *Data-Driven DevOps: Use Metrics to Guide Your Journey*. Gartner.

Gruhn, V., & Schafer, C. (n.d.). BizDevOps: Because DevOps is Not the End of the Story. Retrieved 2017, from https://www.bing.com/cr?IG=5E97D19DEF9E48AF8E8591B39B936630&CID=2C1EDEAF0777660F2130D59E06716746&rd=1&h=FEe88i2CK1l4CVbV66mzu67kGbIBQz6LviDWZuWP8TU&v=1&r=https%3a%2f%2flink.springer.com%2fcontent%2fpdf%2f10.1007%2f978-3-319-22689-7_30.pdf&p=DevEx,5063.1

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Delivering Value with BizDevOps. (2015, March 30). Retrieved November 05, 2017, from https://www.appdynamics.com/lp/delivering-value-with-bizdevops/?utm_budget=digital