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What We Do

Optimizely's platform helps teams move fast with confidence

Progressive Delivery

Principle adapted from agile development methods

The process of releasing smaller incremental experience changes and utilizing data to measure their impact, while in production



Experimentation

Applying the principles of A/B and multivariate test/learn to digital UX

Continuously collecting and analyzing statistically valid customer data to optimize the actual impact of experience or campaign changes



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New Features & Products

Change History

Optimizely Agent

Change History

App Performance Improvements

Full Stack Project Config APIs

Sites & Touchpoint Management

Comments Usability

Analysis Libraries

Tag Management

Enriched Events Export

Performance Edge

Go SDK

JS SDK 4.0

Performance Edge IP/Geo Targeting

Teams Management

JS Validator

Performance Edge Subdomain

Adaptive Recommendations

IntelliJ plugin

User Friendly Names

VS Code Plugins

Improved Attachments

Sequential SRM Library

Feature JSON

Data Export Auth Service

First Flag Onboarding

Multi-Armed Bandits

Impressions Visualization

Optimizely Data & Attribution (DNA) for Salesforce

Roles & responsibilities



**Working better,
together.**





The role of product management



The role of engineering



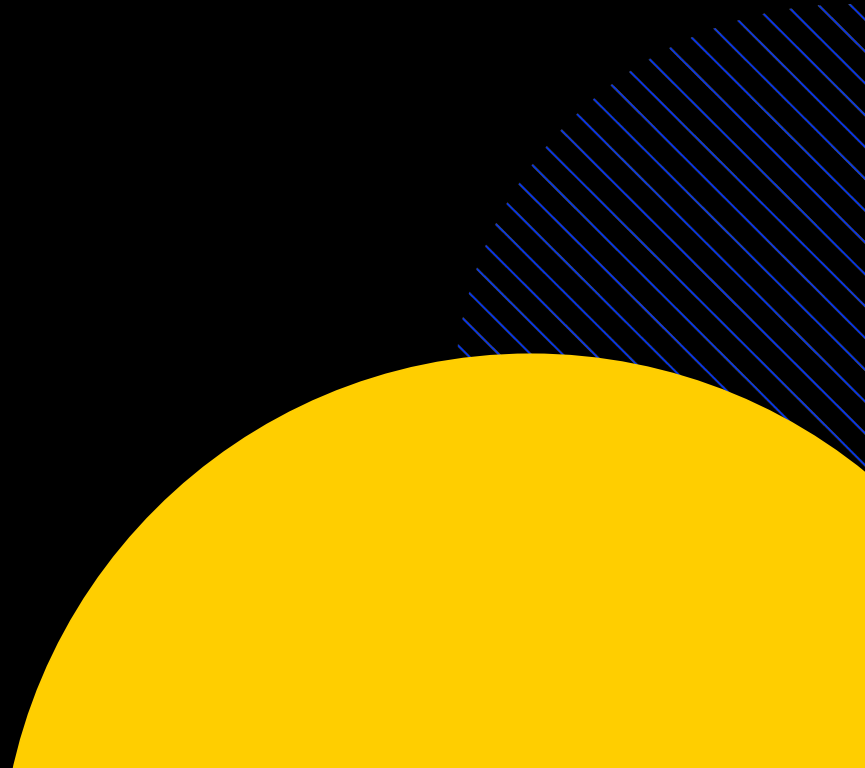
How we *aim* to align

- ✓ Shared goals and KPIs
- ✓ Customer-centric
- ✓ Data-driven
- ✓ Agile + DevOps



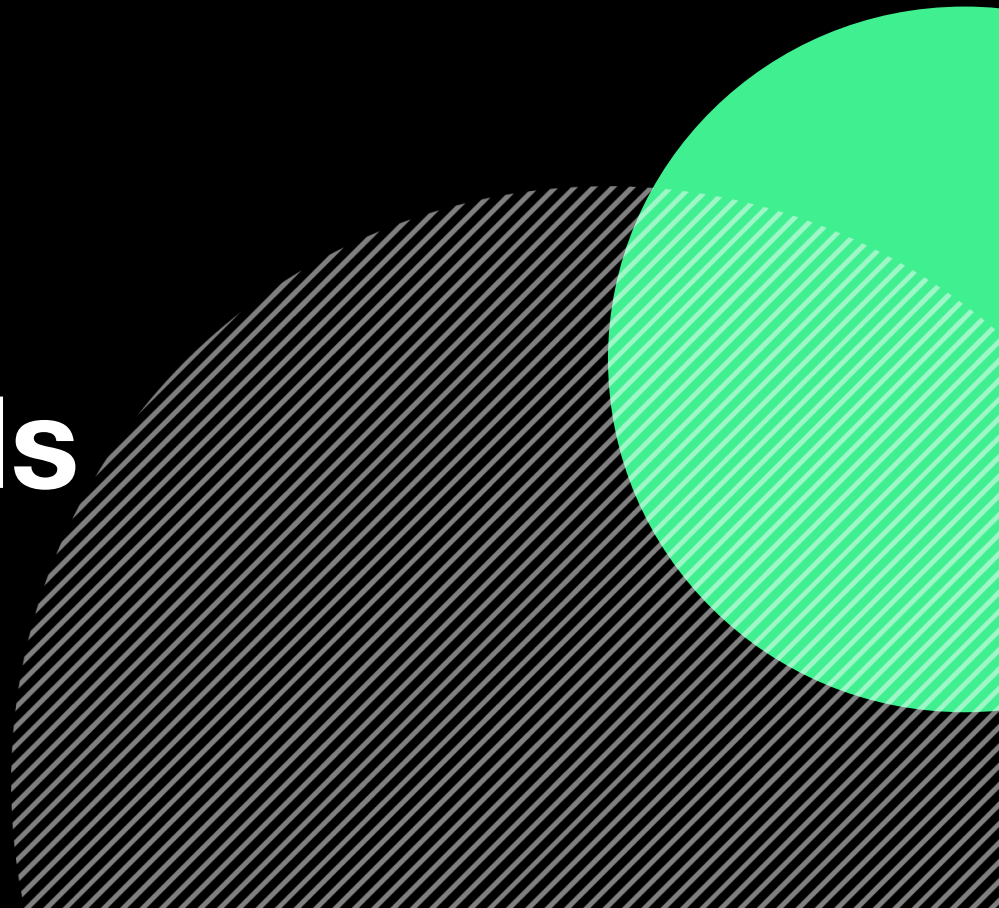


**But sometimes
ship happens**





What to do when things go off the rails





**Reducing friction is
an iterative process.**



Thank you!

Join us on Slack for Q&A