# Title: Freshsales Engineering Goals 2019

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| Goals | Metrics (current if applicable) | [Q1](https://docs.google.com/document/d/1ECX6r_sHATVAHuMkplPqihFRSGfNHnhpfPWLcV2Owpg/edit?usp=sharing) | Q2 | Q3 | Q4 |
| Growth | * ARR - 6M * Number of roadmap items (features, enhancements & tech debts) to be shipped per quarter | * 6.95M * 22 H&M features & enhanced shipped * 12 tech debts shipped | * 8.9M * 31 H&M features & enhanced shipped * 20 tech debts shipped |  |  |
| Mid Market Readiness | * Uptime based on [https://updates.freshsales.io](https://updates.freshsales.io/) * Delight metrics * % API Coverage | * Uptime : 99.98% | * Uptime : 99.8 % * Central Down : 3 hours 52 mins * Search : 24 mins * [Freshsales July Aspirations](https://confluence.freshworks.com/pages/viewpage.action?pageId=223779309) |  |  |
| AI/ML First CRM | * Deliver ML roadmap items |  | * Dedupe - beta |  |  |
| Engineering Efficiency | * Automation   + Web : 75 %   + Mobile : 10 % * RSpec : 68 % * Ember test cases : 56 % * Reduce over all run time in CI : 1:45hr * Platform adoption * Development to Production time | * Web : 70% * Android : 15% * iOS : 50% * RSpec : 68% * Ember : 54% * Didn't focus on backlog * QA Automation suit 1:15hr * Search onboarded - Global search use case * Mailbox & Reports delayed | * Web : 64% * Android : 20% * iOS : 23% * RSpec : 72% * Ember: 52%   Platform adoption:   * Completely [migrated](https://docs.google.com/document/d/1-nmKZ3rJyGJW3aH6S_nIudPok_IPNnLqh_LNwtV8QAM/edit) to Email platform * Search platform - Delay in onboarding filter use case * Reports onboarding * Formserv : formula field |  |  |
| Quality Focus | * No of bugs raised by customers * No of bugs identified in staging * **Security issues fixed** |  | * Customer raised bugs : 21+ * Bugs raised in staging : 18 * Bugs raised in production : 222 * Security issues fixed : 3 |  |  |
| Scaling Engineering Team | * Fully functional squad, 5 * Hire as per the plan * Groom Tech Leads and Engineering Managers | * Squads 5 * Joined : IC2 SDET - 2, interns - 5 * Offered : IC2 - 1 * Groom TLs update * IC3 backend hiring is challenging (2 offers rejected so far) | * Add 2 more squads from existing squads * Joined : IC2 Frontend - 1 * Offered : IC2 Backend - 4, IC2 SDET - 1, PM4 - 1 * Graduate Trainees : 4 + 4 + 2 (open) |  |  |
| Customer Focus | * FS Immediate (bugs and minor enhancements) * Establish customer connect * L2 * L4 * L6 | * FS Immediate : 32 * L2 : 330 | * L2 : 429 * L4 : 21 * L6 : 49 |  |  |

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| Goals | Description | Metrics (current if applicable) | Target | Action Plan |
| Growth | * Partner with business to achieve revenue goals * Product feature velocity | * ARR - 6M * Number of roadmap items (features, enhancements & tech debts) to be shipped per quarter | * 18M * By quarter   + Q1 : 40   + Q2 : 50   + Q3 : 70   + Q4 : 80 | * Accommodate ad hoc items * Ship fast and ship frequently * Biweekly sync up for all features and major enhancements * Follow i2P to arrive at solution * Increase number of deployments per month |
| Mid Market Readiness | * Ensure HA and performance * API coverage & adhere standards * Product capabilities and customization * App security * Compliance and certification | * Uptime based on [https://updates.freshsales.io](https://updates.freshsales.io/) * Delight metrics * % API Coverage | * 99.9% availability * Resolve bugs identified in delight metrics within SLA * Ensuring API for all new features shipped & clearing backlogs | * Identified controllers to be in green * Fix identified issues within SLA * Benchmark public APIs * All public APIs to adhere standards * Build MM features in roadmap with ability to extend and customize * Fix security issues with SLA * Periodic internal and external VAPT * HIPPA and other business/market asks |
| AI/ML First CRM | * Deliver ML roadmap items |  |  | [Freddy for Freshsales - 2019 goals](https://confluence.freshworks.com/pages/viewpage.action?pageId=206574339) |
| Engineering Efficiency | * Make engineering team efficient by     + CI & CD   + Platform adoption   + How fast are the code pushed to production from the time its development ready | * Automation   + Web : 75 %   + Mobile : 10 % * RSpec : 68 % * Ember test cases : 56 % * Reduce over all run time in CI * Platform adoption * Development to Production time | * Test cases coverage   + Web : 100 % in test rail   + Mobile : 100 % * Automation :   + Web Q1 P0 & P1 : 85 %   + Web Q2 P0 & P1 : 100 %   + Web Q4 P2 : 50 % & P3 : 25 %   + Mobile Q1 P0 & P1 : 25 %   + Mobile Q2 P0 & P1 : 50 %   + Mobile Q3 P0 & P1 : 75 %   + Mobile Q4 P0 & P1 : 100 % * Complete on boarding of email, reports, Org, FreshID and search services by Q2 * Dev to prod in 2 weeks | * Hire IC 3 SDET and form squad with 2 IC1 to clear all backlogs * Quarterly exercise to block 2 days and address backlogs and false failure * Improve run time by breaking the automation cases by splitting into multiple accounts in Jenkins * Identify and adopt existing platform services * Engineering productivity sessions * Collaborate with platform teams to come up with newer services as and when required |
| Quality Focus | * Building quality software product | * No of bugs raised by customers * No of bugs identified in staging | * 0 P0 & P1 bugs from customer * 0 bugs in staging | * 100% pass automation suite for every release * Continuously fixing the automation failures introduced by new features/enhancements to maintain 100% pass in staging * Testing the app in all aspects which includes Performance, Security, I18N, Cross browsers etc., * Monitoring the iteration bugs in the development cycle of a feature and course correct it by taking lessons from those iterations * Manually verify all release items once after deployment or by post production suite * Tracking the bug count reported by customers * Conducting internal retro meetings to improve the Impact coverage and Use case thinking |
| Scaling Engineering Team | * Self sufficient squads * Achieve hiring targets * Onboard new joinees and ramp up quickly * Motivated team and work like startup * Up skill training | * Fully functional squad, 5 * Hire as per the plan * Groom Tech Leads and Engineering Managers | * 9 squads * Add 33 engineers to team | * Hire more engineers across levels and functions * Groom more interviewers * Participate tech drives * Mentor IC 1 and IC 2 to step up for challenges * Motivate the team by sharing the big picture and business goals |
| Customer Focus | * Understand customer problem statements * Collaborate with presales and support teams to cater customer asks and issues | * FS Immediate (bugs and minor enhancements) * Establish customer connect * L2 within SLA * L4 * L5 | * FS Immediate prioritized : 100 % * L2 : 100 % | * Deliver on prioritized FS immediate items periodically to control churn * Encourage engineers to participate in customer calls during ideation and debugging sessions * Monthly TGIF * Demo and knowledge of on boarded MM customers * Biweekly sync up with GTM folks * Setup tool and help engineers to resolve L2 issues within SLA |