



Transforming App Delivery Into an Engine for Business Value

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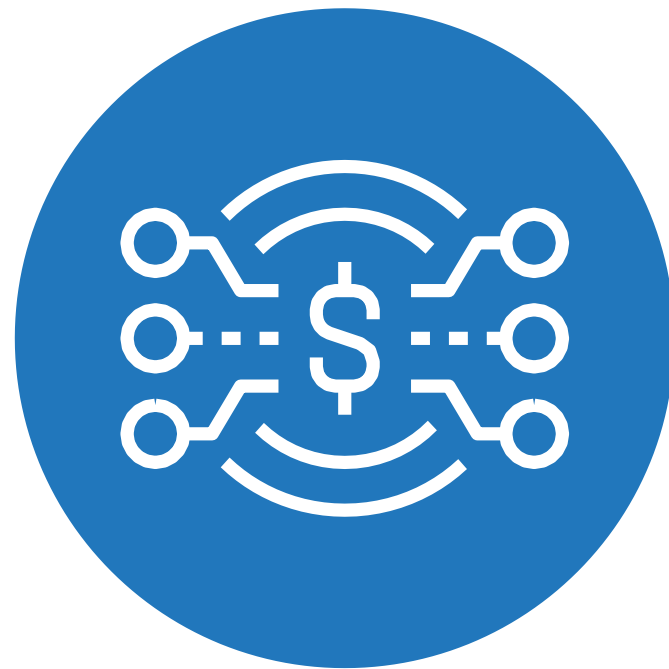
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Software is critical to drive business growth, competitiveness, and operational efficiency

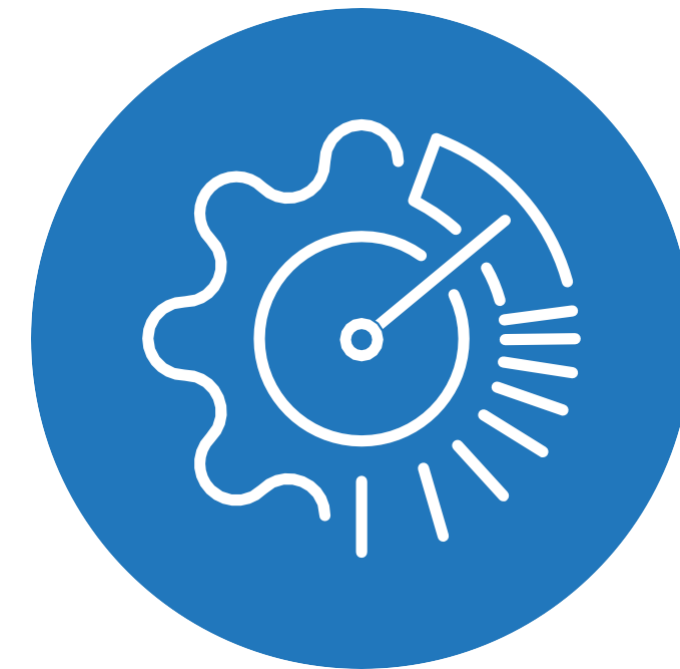
Top 3 software dev/delivery investment drivers



Scale digital distribution and monetization



Increase competitiveness



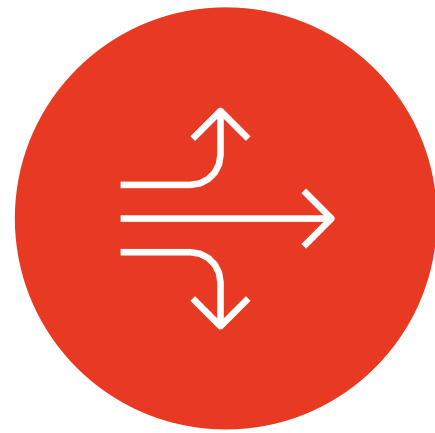
Drive efficiencies

Avoiding market disruption requires a software innovation framework



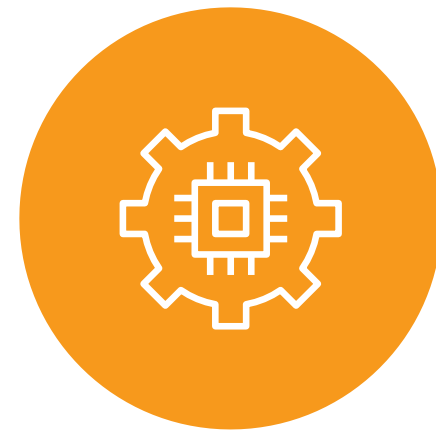
Staying ahead of competition is dependent on how well organizations are set up to drive innovation through software at speed and scale. Implementing an innovation engine to drive value add in the business becomes a strategic capability to compete in the market.

Operationalizing the innovation engine demands a realignment and convergence of app development and delivery with a view on:



Speed and flexibility

Cloud native
Low code
API centricity



Automation

DevOps
GitOps
Dev productivity
Value flow metrics



Intentional innovation

Culture
Organizational design
Collaboration
Skills



Performance and scale

Observability
Security
SRE/reliability
Governance

Deliver at the speed of the business

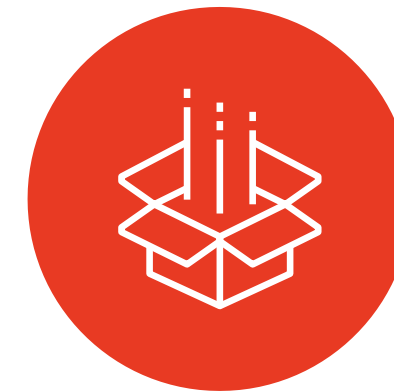


**Time-to-innovation accelerates.
Hyper agility is essential to ensure you're not beaten to market.**



65% of organizations have moderate to widespread cloud-native development activities

Areas to achieve immediate business gains on the back of dev productivity increase:



#1

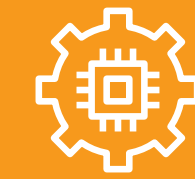
Faster innovation/product development cycles



#2

Agility/responsiveness to business requests

To maximize business value, focus on unified DevOps automation



AUTOMATION

Automation in DevOps pipelines drives:



#1

Enhanced customer experience



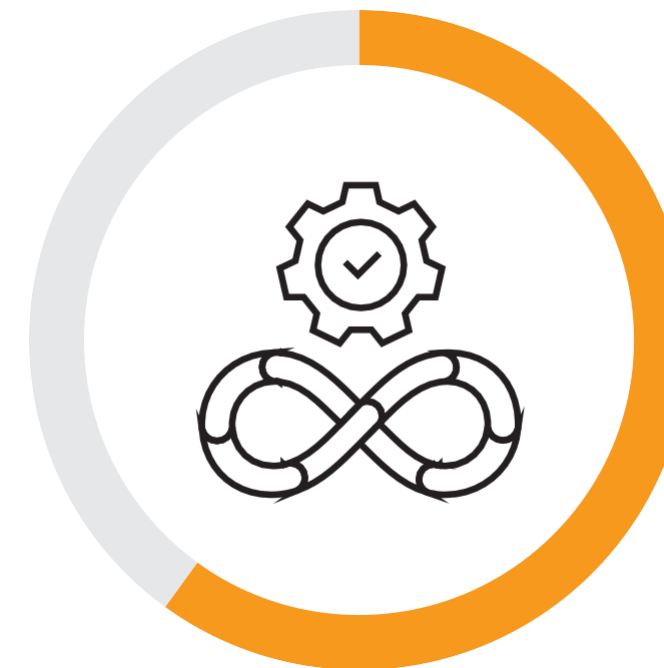
#2

More effective biz innovation



#3

Business agility



60%

of DevOps workflows remain manual

Ingrain innovation as a continuous, customer-centric loop with a culture of experimentation and learning



INTENTIONAL
INNOVATION



Think observability, security, and governance at scale for high-performance software dev/delivery



PERFORMANCE AND SCALE

2023 software pipeline investment priorities



#1

Security



#2

Performance, monitoring,
and improvement

Top DevSecOps adoption challenges



#1

Implementing
security in
CI/CD



#2

Limited
knowledge/
awareness



#3

Integration/
alignment
across roles and
responsibilities



#4

Tools
integration

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