Automic – 360° CRM Programm

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2 **What** & **Why**

3 **How**

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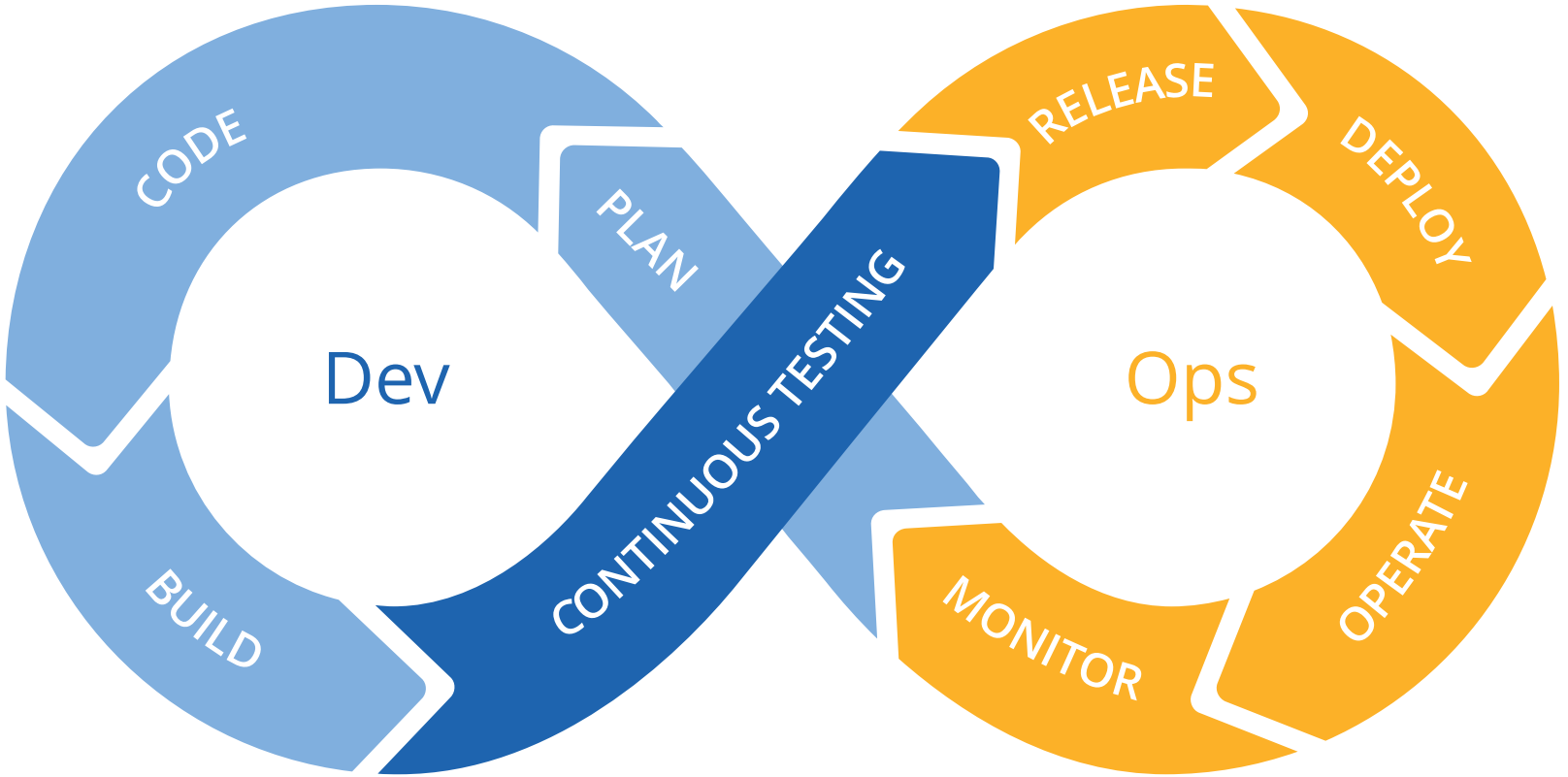
Bridging the Chasm between **Dev** and **Test**

Agile Dev *meets* Operations



*"DevOps is all about **Continuous Testing**!"*

http://devops.com/2015/02/02/devops-continuous-testing/

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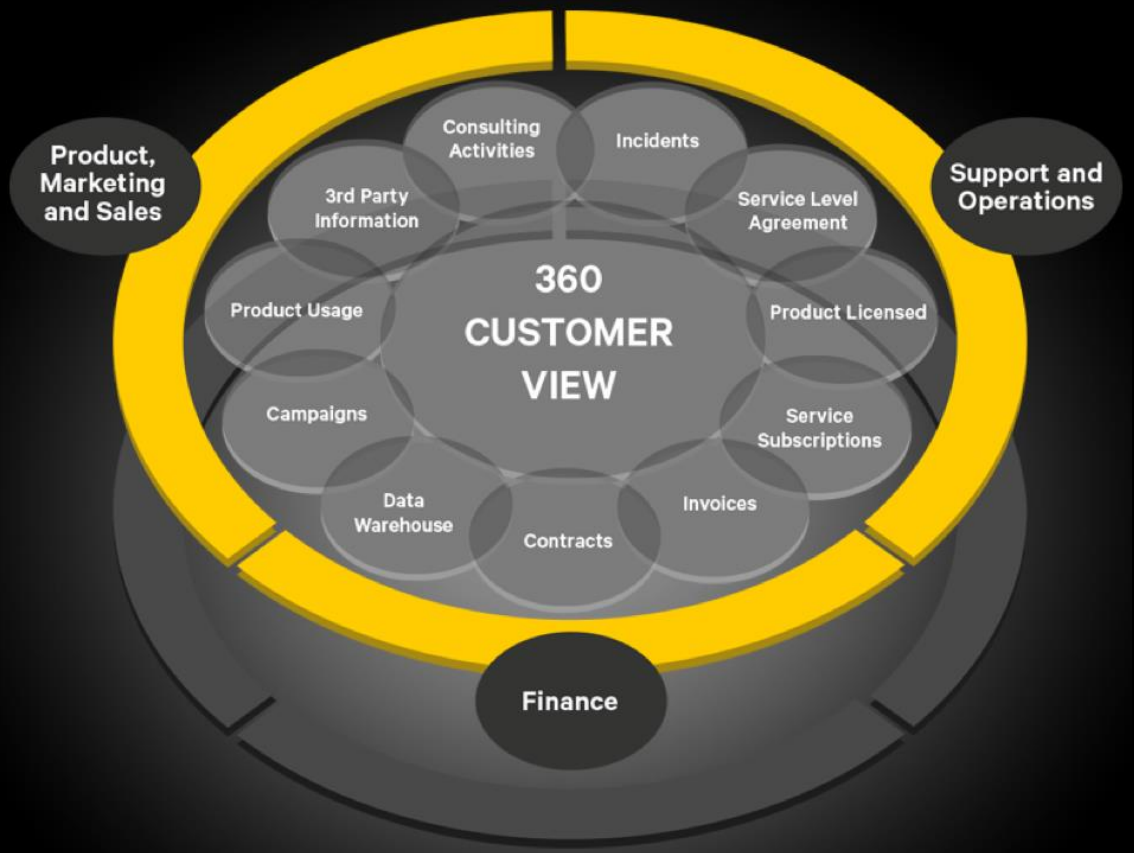
- **„Software Cowboy“ Agile Approach**
  - Redo instead of MVP deliveries
  - Integrations? – Can‘t do!
  - Data Migration? – Ooops…
- **I’ll know it when I’ll see it**
  - Lack of Process Definitions
- **Missing user onboarding**
  - Lack of User Adoption



What

360° **Customer View**

Growth

Above market average growth

Customer Centricity

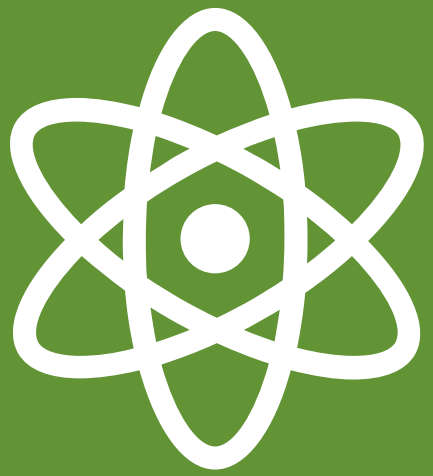
Customer interaction at the core

Data-driven Decision Making

X-Functional Analytics

Why

The **Strategy**



Challenges

The **Sourcing Criteria**

Agile Delivery Model

- Iterative Capability Development
- Continuous Delivery

Business Process Enablement

- Leverage Platform Capabilities
- Best Practice Sharing

Integration & Migration

- Middleware / Webservices
- Outstanding Diligence

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Hybrid Offshoring

The **Approach**

Hybrid

- Onsite Onboarding of Key Resources
- Cultural-fit

Communication

- You can‘t over-communicate!
- Daily Stand-Ups - be prepared
- Feature Presentations

Team

- Manage Actively
- Onboard Domain Experts

Thank You for your attention

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