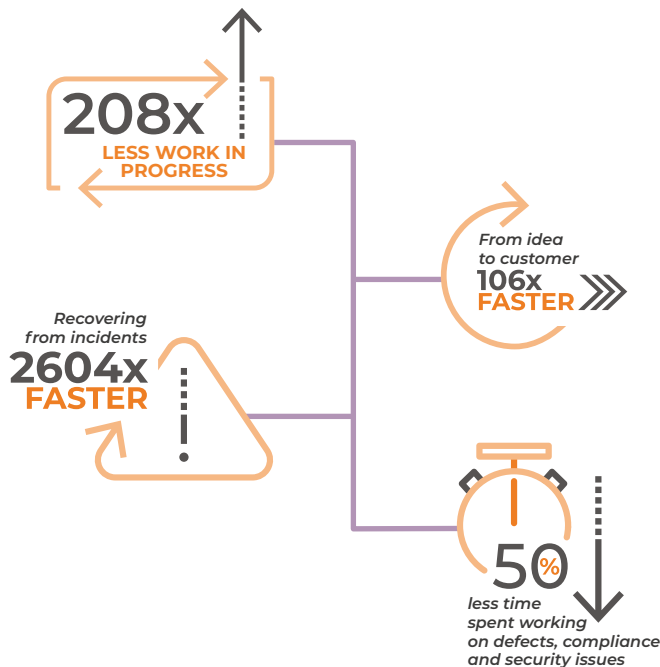


SOFTWARE DELIVERY ACCELERATION.

Wires Uncrossed *Engineering.*

Backed by seven years of DevOps research, we know that improved software delivery correlates to **doubled business performance** across productivity, profitability and market share.

Compared to low performance, elite performance looks like:



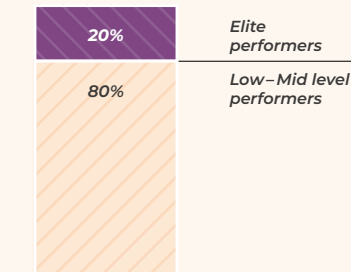
THE PROBLEM.

Stuck in the middle

Over 80% of organisations are stuck on low to mid-level delivery and operational performance.

Common challenges:

- Tooling and automation
- Team skills and experience
- Organisational barriers



THE SOLUTION.

A holistic approach

Accelerating a team's performance sustainably needs a systematic approach across people, processes, technology and product.

Key approaches:

- Applying DevOps and Lean manufacturing best practices
- Teaching new skills and habits by pairing with experienced people on delivery work
- Building Engineering culture and cohesion within and across teams and leadership

OUR APPROACH.

Embedding engineering productivity

Design and embed a systematic uplift of software delivery across three focus areas:

Focus areas:

- **Productivity:** the fast, confident flow of value to customers.
- **Reliability:** building teams and systems that are resilient to failure and change.
- **Job Satisfaction:** growing a continuous improvement culture where people can do their best work.

Our outcome is your team's increased capability.

SOFTWARE DELIVERY ACCELERATION.

How it works.

INSIGHT.

1

Advisory

We advise senior Engineering and Product leaders with patterns, tactics and methodologies for challenges they are facing.

STRATEGY.

2

Prioritisation and planning

We work with you to diagnose key constraints, opportunities and form a strategy that is specific to your needs and environment.

ACTION.

3

Team uplift

Our Principal Engineers pair with your team to co-deliver work, providing an opportunity to embed patterns, practices and processes in teams or to deliver enabling solutions like tooling.



WHY US?

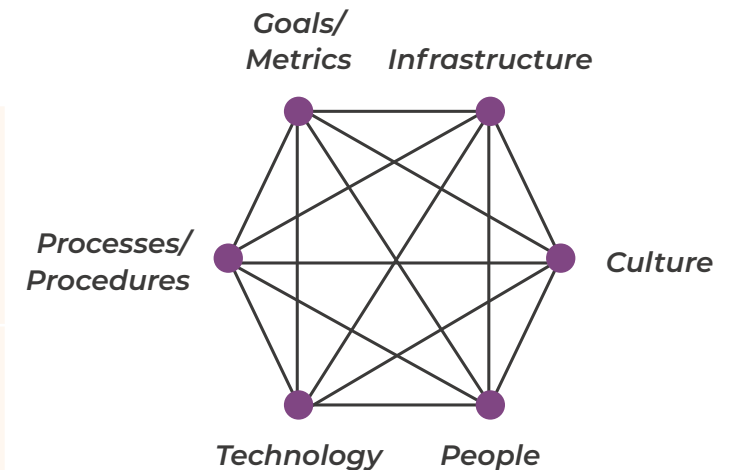
We are uniquely positioned at the intersection of **people, process and technology** to help organisations achieve holistic improvement across the key challenge areas.

OUR EXPERIENCE.

We have decades of experience working with engineering teams and the systems they operate, combined with the latest research and a coaching style that gives teams a systematic and sustainable approach.

OUR MISSION.

To build strong and sustainable connections within technical teams, so that they can find meaningful solutions to the world's biggest problems.



“Any improvements made anywhere besides the bottleneck is an illusion.”

Gene Kim