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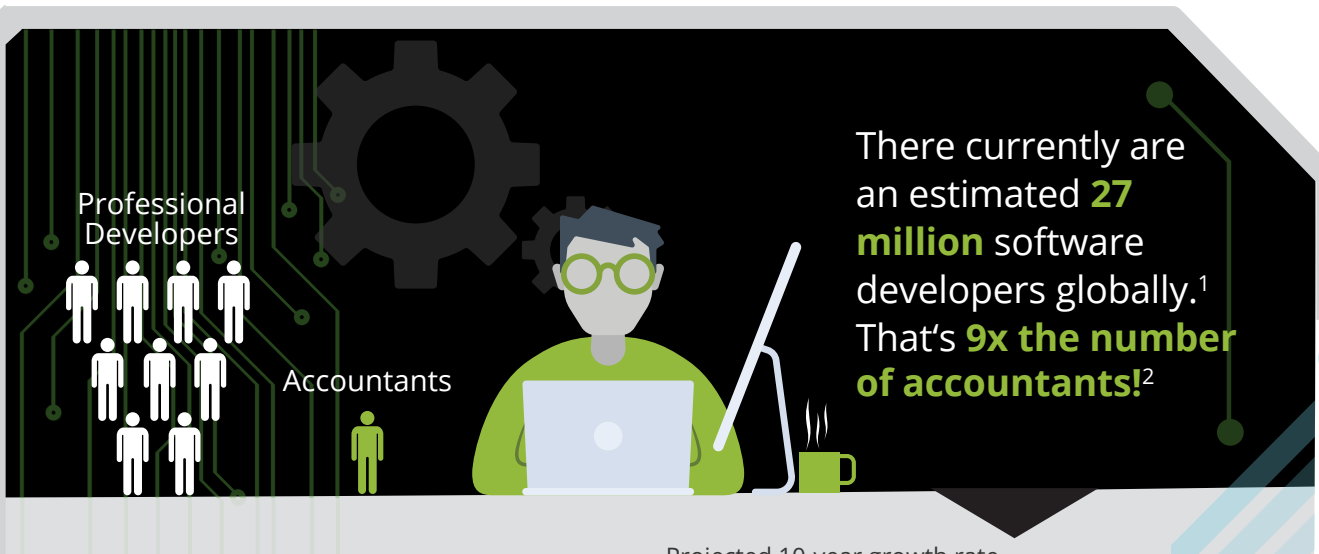
Engineering

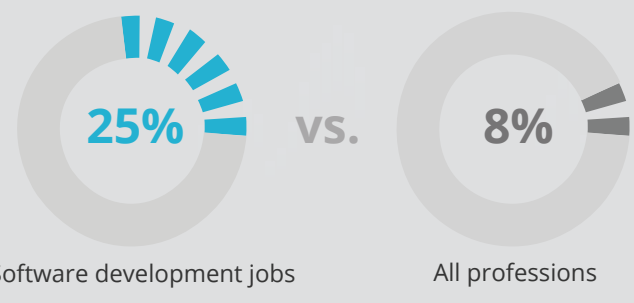
Accelerating developer experience

Why developer experience (DevEx) matters and what leaders can do to harness its potential



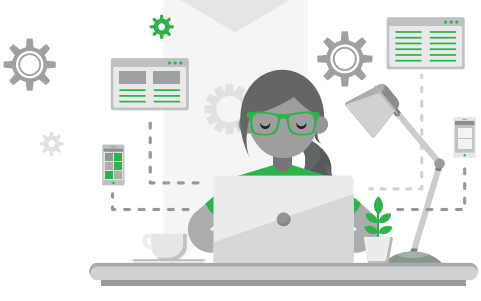
There currently are an estimated **27 million** software developers globally.[1] That's **9x the number of accountants!**[2]

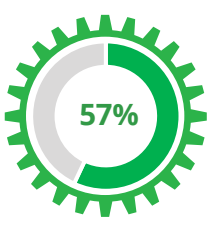
Jobs in software development across *every* industry (not just Tech) are expected to **grow by 25%** (as compared to average of 8% growth rate across all professions) within the next decade.[3]



Developers are responsible for the design, engineering, and maintenance of the software that underpins the **$880B software economy**.[4]

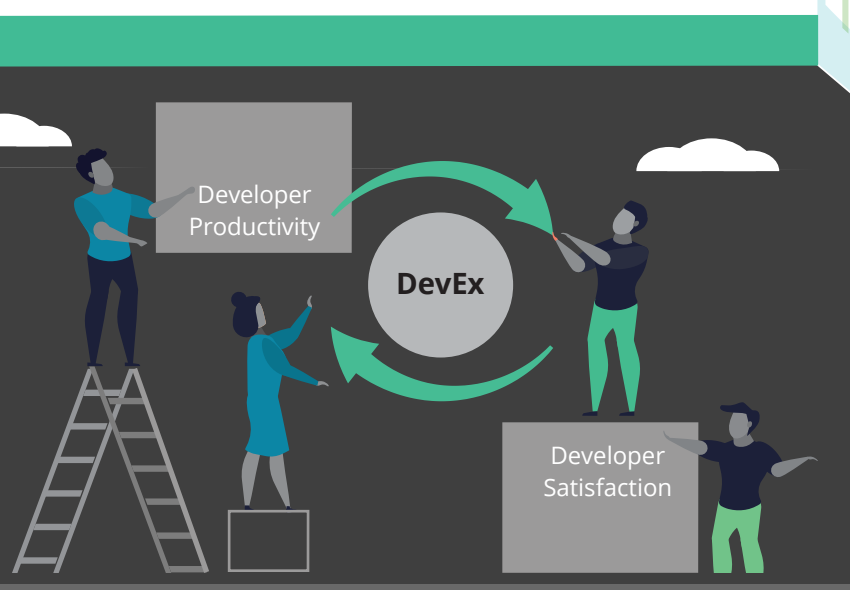
Products sold directly to, purchase-influenced, and/or consumed by developers account for $40 billion, **expected to grow at 19% annually**.[5]



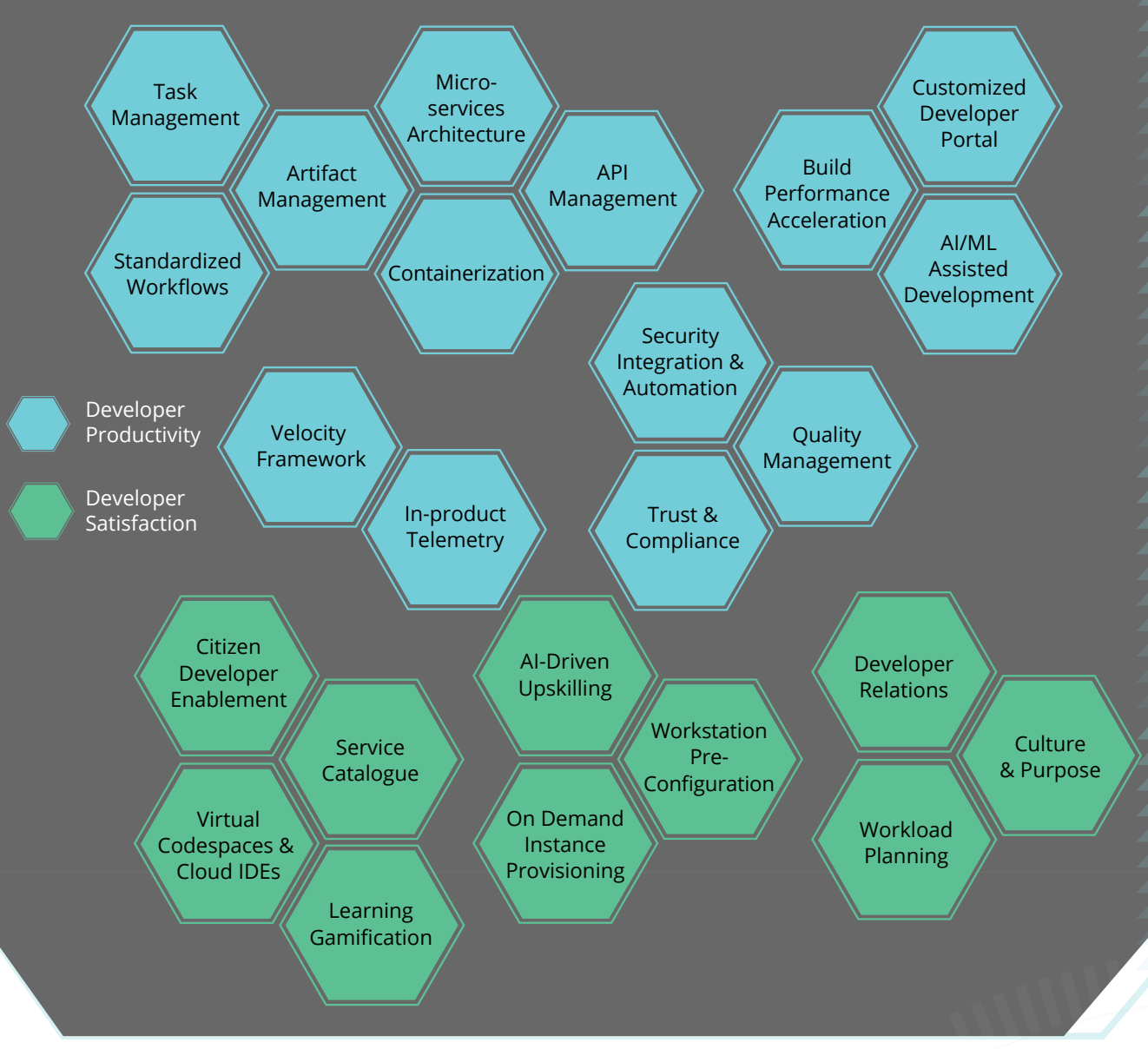


57% of developers have influence over technology purchases in their organization, often with the freedom to make their own tool purchases.[6]

DevEx consists of the range of mutually reinforcing capabilities that an organization provides to maximize developer productivity and developer satisfaction.



Sample DevEx capabilities



There are six "moves" to elevate DevEx and become more developer-centric.

1 Clarify your north star

Set an ambitious, yet actionable, north star to steer towards long-term goals that empower your developers to do their best work.

2 Place your bets

Identify target developer personas, challenges, and needs to prioritize investments for delightful experiences.

3 Articulate value

Leverage data-driven methods and clearly-defined KPIs to help quantify tangible and intangible benefits and to measure progress.

4 Re-energize culture and community

Intentionally cultivate a diverse and inclusive developer culture to accelerate productivity and improve satisfaction.

5 Anticipate and design for regulation

Adopt a proactive compliance mindset to prevent unintended risk, cost, delay, and frustration.

6 Think about convergence

Converge internal and external DevEx strategies, where possible, to leverage both developer communities for competitive advantage.

Contact us to learn more.

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Endnotes

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2. International Federation of Accountants (IFAC), Who We Are, July 2023.
3. US Bureau of Labor Statistics, Occupational Outlook Handbook, last updated February 6, 2023.
4. Gartner Forecasts Worldwide IT Spending to Grow 5.1% in 2023, October 19, 2022.
5. Tyler Jewell, The Developer-Led Landscape, September 23, 2020.
6. Stack Overflow, Discover How Developers Are Gaining Influences on Technology Purchases, May18, 2022.

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