

# DROP

by Deloitte

LOGISTICS | CONSUMER & INDUSTRIAL PRODUCTS | BENELUX

Set-up of release management solution leads to improved time to market and reduced costs

## Large consumer client streamlines Salesforce release management with Deloitte

### Client issue

One of the biggest consumer clients in the Benelux was struggling with its release management of functionalities on the Salesforce platform. Twelve agile teams with 80+ developers work in one production environment to develop and release new functionality to its website and end users. For a landscape this large, an automated release process is necessary, which the client didn't have. That meant much error prone manual work and the need to wait for full readiness of another teams release before

releasing own features.

The time to market was long: a simple feature took weeks or even months to bring to end users. This was costly and it put the development team in a reactive position for solving production issues.

The consumer client therefore had the need to reduce the time to market and gain flexibility in its Salesforce release management.

## Solution

Following brainstorming with the clients' technical team, Deloitte developed a release management solution to bring down the time to market of the consumer client.

Deloitte's experts reviewed the current release process and identified areas that would benefit from automation. The main focus: automating as much as possible while retaining stability and overall control of development.

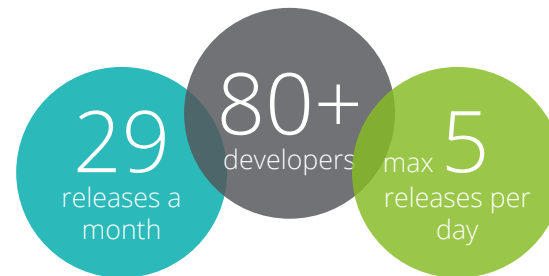
That's where the release solution's automated DevOps pipeline was set-up as the main source for release management. To operate the solution, Deloitte provided a team of trained experts, saving the client the costs and effort of hiring often costly release managers.

"The fact that you can define your own release cycle, add/remove any environment in the release street within a fraction of a minute is very cool & helpful."

## Impact

With Deloitte's release management solution, the consumer client now has a modern and streamlined release management process, reducing costs by 50 to 70 percent. It gave the client flexibility and a faster way of developing and releasing, which enables it to prioritize features and respond quickly to incidents. All twelve teams now release functionality every day when they please, making the time to market hours at most.

As such, the release amount rose to an average of 29 per month with ever better release quality than before, due to testing and deployment automation. In 2021, DROP did 468 releases for the client. Capitalizing on market developments or acting on feedback from end users is therefore much easier and quicker. Deloitte's solution made the client's agile teams, agile.



## Contact

**Jasper Stoop**

Asset Owner

[jastoop@deloitte.nl](mailto:jastoop@deloitte.nl)

**Saurabh Teotia**

Asset Manager

[steotia@deloitte.nl](mailto:steotia@deloitte.nl)

**Theo Slaats**

Asset Partner

[tslaats@deloitte.nl](mailto:tslaats@deloitte.nl)

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