

# Developer Experience

A Key Element for Creating a Business Advantage

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Research study – key findings



# About the Study

This research study is based on insights from 1,422 technology and business professionals.

The study leverages DEJ's Maturity Framework which identifies a class of Top Performing Organizations (TPOs – leading 20% of the survey pull based on performance), analyzes their practices and provides actionable data-backed recommendations.

1

The study doesn't mention any technology vendors \*

2

All recommendations included in the study are based on the analysis of survey data.

3

The study will be promoted to 500-700K end-users

4

Participants by company size – Large – 51%; Medium – 33%

5

Participants by geography – NA – 58%; EMEA – 24%.

6

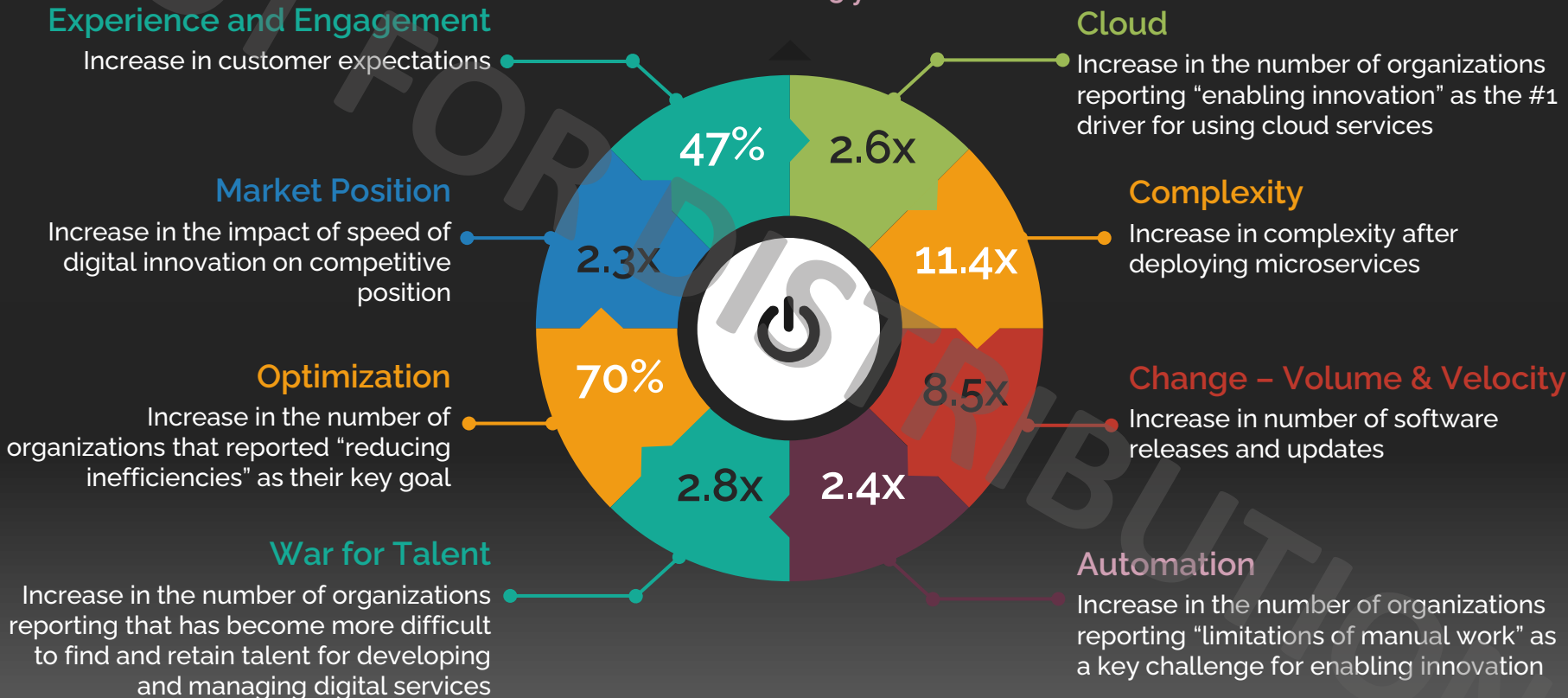
All averages calculated for the study are based on average company size of 1,093 employees.



The findings of this study will be used as a foundation for DEJ's upcoming Visibility COREscape report that will provide an in-depth vendor evaluation

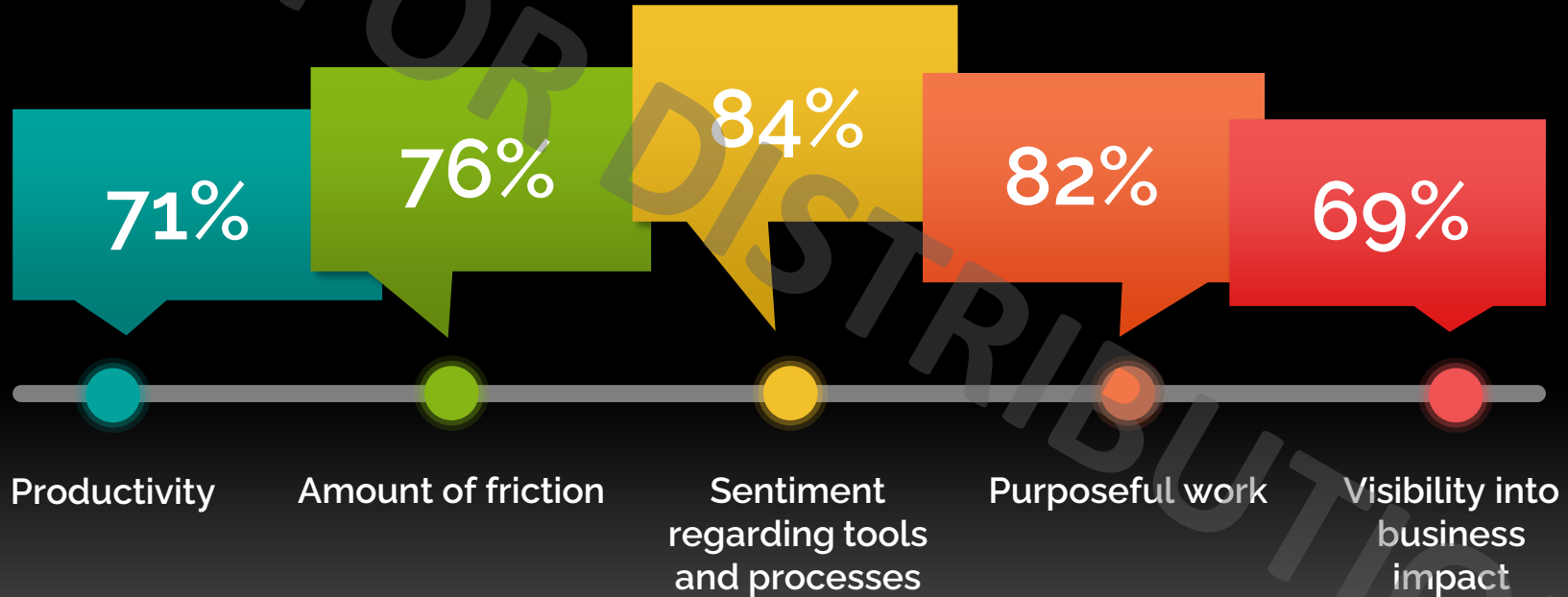
# Business and Technology Trends

Over the last 3 years



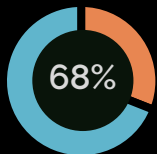
# 5 key pillars of developer experience

Only 27% reported that they are satisfied with developer experience

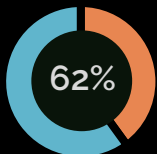


# Key Goals

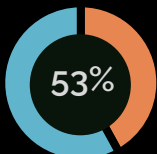
67% - Reduce number of operational tasks from idea to production



Find the right balance between speed of releases and reliability



Reduce time spent on low value tasks



Reduce amount of expertise required for building and managing digital services

71%

Improve velocity of digital services' delivery

59%

Provide developers with more autonomy to make decisions

55%

Create differentiating customer experiences

51%

Enable full-service ownership for developers

62%

Make new developer tools easier to integrate

# By the numbers

**81%**

Of organizations do not have visibility into developer experience

**\$13.74 mil**

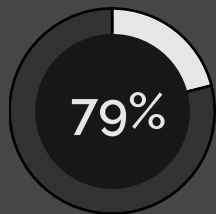
Average annual business loss due to lack of talent for modernization

**\$9.14 mil**

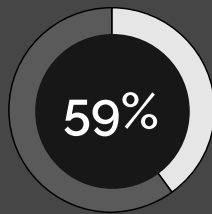
Average annual loss due issues with developer experience related to a lack of monitoring capabilities

**\$17.21 mil**

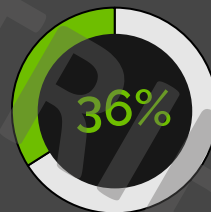
Average annual business loss due to releasing digital services too soon



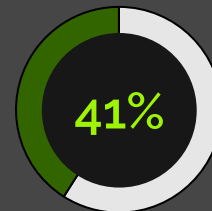
Average increase in code changes over last 12 months



Of Developers reported constant changing of requirements as a key reason for frustration

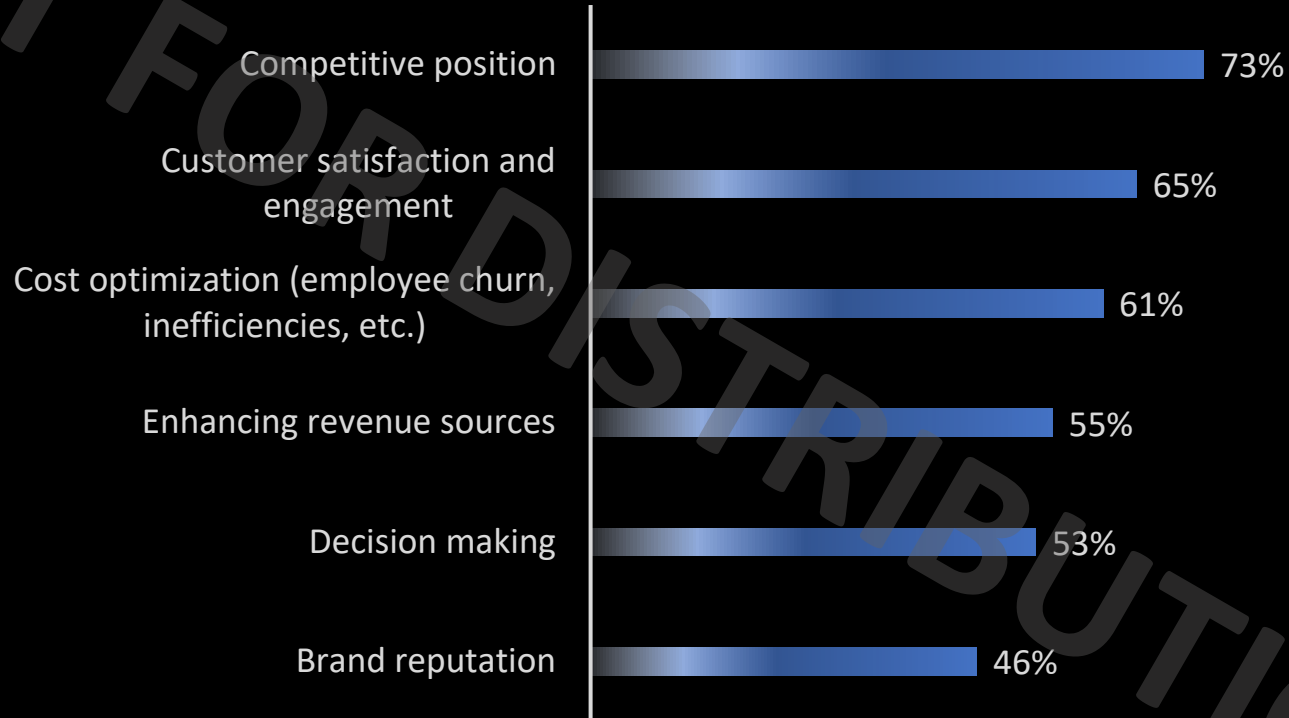


Of Developers are suppressing errors to save time and meet deadlines



Of organizations are using tools for developers as a recruiting method

# Business areas impacted by developer experience



# Key challenges – organization and processes

67%

Context switching

63%

Slow feedback loops

52%

Understanding end-user requirements

64%

Onboarding time

68%

Poor communication between developers and platform teams

59% Unrealistic deadlines

55% Decision fatigue

54% Optimizing operational cost

63% Inefficient processes for incident management

59% Lack of processes for adopting and applying best practices and guidelines

46% Managing influence from business stakeholders

62%

Inability to measure developer experience



# Key challenges – technology

68%

Lack of automation capabilities

58%

Complexity of cloud native

62%

Difficulty of provisioning environments

65%

Inability to create actionable insights

60%

Inability to enforce policies and governance

63%

Ineffective collaboration capabilities

52% Knowledge gap

63% Lack of visibility into user experience

61% Database capabilities

66% Access to data

64% Lack of centralized control and visibility

61% Monitoring capabilities are not aligned with Dev workflows

67%

Legacy platforms and/or developer tools

# Business view

Three hundred twenty-one (321) research participants identified themselves as business managers, Line-of-Business (LoB) owners and VP-level or above business executives

**\$30.44 mil**

Estimated average annual business impact due to issues with developer experience

**67%**

Of organizations view developer experience as a competitive differentiator

**61%**

Of business leaders reported that they need to better understand the application development and delivery process

**69%**

Of business executives are looking to invest more in developer experience

**53%**

Of organizations are looking to align software and business cycles

Key obstacles for investing more in improving developer experience are: 1) a lack of well-defined strategy and 2) organizations are unsure which areas impacting DevEx should be priorities



# Maturity Framework

DEJ identified a class of top performing organizations (TPO) which represents the top 20% of the survey pool.

# Definition of Top Performing Organizations (TPO)

	Top Performing Organizations (20%)	All others
Percent of revenue generated from new digital services	<b>19%</b>	<b>5%</b>
Percent of time spent on unplanned or low-value work	<b>20%</b>	<b>49%</b>
Percentage of developers satisfied with tools and processes	<b>79%</b>	<b>34%</b>

1

TPO class is defined with the goal to identify practices of these organizations that allow them to outperform their peers

2

To provide recommendations to "all other" organizations, DEJ identified TPOs capabilities that have the strongest impact on their performance

3

All key TPO capabilities are grouped in 4 categories - Strategy, Process, Organization and Technology

DEJ's research shows no correlation between companies' sizes, industry sectors or geographical location and their representation in the TPO class

## Different approaches – TPOs vs. All others

Top Performing Organizations (TPOs)	More likely	All Others	More likely
Evaluates whether developers' tools in use are optimal for the current tasks and if not, replaces them	3.6x	Forcing developers to use specific tools or old technologies	2.8x
Prioritizes balance between speed and reliability and/or user experience over velocity	84%	Velocity as the #1 goal	2.3x
More likely to perceive AI capabilities as an enabler for improve developer experience	57%	More likely to believe that AI capabilities will reduce the need to manage developer experience	65%
Taking a proactive approach to ensure that frequent code changes don't deteriorate user experience	2.6x	Reactive approach – dealing with performance issues in production as they happen	93%
Using impact on business outcomes as a key measure of developers' effectiveness	55%	Using DORA metrics as a key measure of developers' effectiveness	57%

# Attributes of TPOs – Technology

As a result of having these capabilities, TPOs are more likely to report measurable benefits

Lower Mean Time Between Failures

52%

68%

Higher success rate in preventing performance issues before users are impacted

2.6x

More likely to be leveraging developer portals for unified coordination of key activities

3.1%

More likely to be deploying solutions for cloud native observability

2.1x

More likely to have capabilities for Self-service cloud and infrastructure deployments

82%

More likely to have ability to decouple and centrally manage the authorization logic

84%

More likely to be deploying Observability Pipelines

55%

More likely to have centralized visibility into software delivery performance and progress

# Attributes of TPOs – Strategy and Processes

As a result of having these strategies, TPOs are more likely to report measurable benefits

**2.9x**

Less technical debt

**60%**

Faster time from code completed to production

**77%**

More likely to establish and enforce best practices throughout entire software delivery process

**2.4%**

More likely to establish a postmortem analysis of performance incidents

**69%**

More likely to have the ability to understand gaps in developer experience

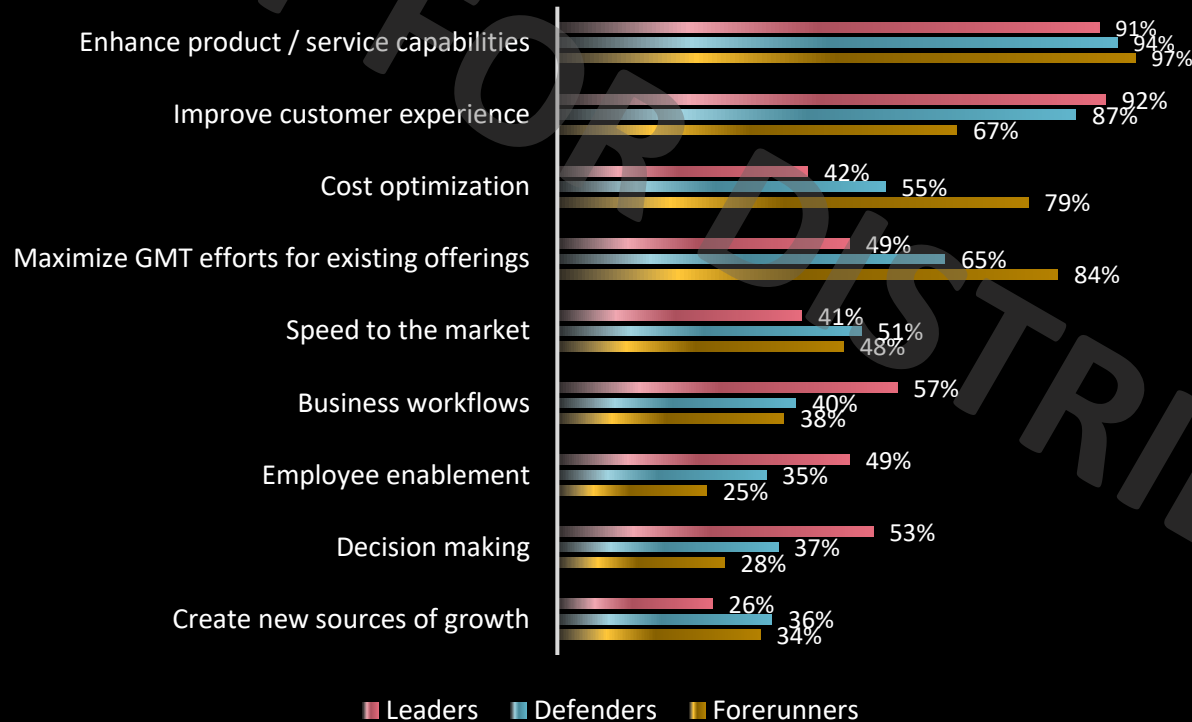
**66%**

More likely to perform analysis of usability of digital services

**71%**

More likely to have a job role that constantly evaluates whether the tools in use are optimal for the current tasks

# Key focus areas for creating a competitive advantage



This chart from DEJ's study, "The State of Technology as a Competitive Advantage (TaCA)" shows that "Speed to the market" is not a strong area of differentiation (although it has a very strong impact in preventing deterioration of a competitive position). The areas that are driving competitive advantage are:

- Business workflows
- Employee enablement
- Customer experience
- Decision making

Focus on improving developer experience touches each of these key areas which shows the importance of taking a strategic approach of managing DevEx.



# Cost of not acting

## Inefficiencies

Some of the contributing factors include: amount of unplanned work and toil, lack of processes for aligning with business objectives, market opportunities and changes in customer expectations, etc.

Average annual loss due to delays in releases of digital services

**\$37,710,000**

## Cost

Some of the contributing factors include: frustration due to workflows and tools used, growth opportunities, difficulty of finding the right talent for modernization, cost of employee acquisition and onboarding, etc.

**\$3,920,000**

Average annual loss due to Developers not focusing on high-value tasks

## Revenue

Some of the contributing factors include: missed revenue opportunities, changes in customer expectations, inability to create new revenue streams from digital services, inability to identify the root cause of delays, etc.

**\$4,720,000**

Average annual loss due to employee churn for Developers

# Key Takeaways

DEJ's research shows that developer experience has a significant impact on all of the key business goals. The research also shows a major gap in performance, approaches, and technology capabilities between a class of Top Performing Organizations and all others. Additionally, an alignment between developers and business leaders is a key prerequisite for improving developer experience.

1

"Fighting" their own tools and internal processes are the key reasons for declines in developer experience.

2

Developer experience goes well beyond improving productivity and reducing friction, as developers are becoming increasingly interested about their impact on business outcomes.

3

Monitoring and ensuring optimal performance of digital services is critical and needs to be adjusted to dev workflows

4

Reducing operational tasks and enabling developers to have a full-service ownership should be one of the goals for improving developer experience

5

Eliminating obstacles to improving velocity is the key goal for majority of organization, but organizations also need to find the right balance between speed of releases and reliability and user experience

6

Simplifying developers' work and reducing the amount of technical expertise required is one of the key requirements



Ensuring optimal developer experience is an ongoing process and requires a strategic, measured approach and timely adjustments to change.



Bringing everyone together is a key for developer experience. That requires strong collaboration capabilities, developer portals, data and knowledge management capabilities, etc.

# About DEJ

Bringing together the most advanced concepts from analyst research and media industries

Analyst	Media
<b>Expertise in vendors differentiators</b> Long publishing cycles "One size fits all" analysis Costly access to content and findings	<b>Engaging content formats</b> No ongoing coverage of market dynamics Little or no focus on primary research
<b>Expertise in market dynamics</b> <b>Primary survey research</b> Non engaging content formats	<b>Frequent publishing</b> Focus on buzz words and "hot" topics No in-depth expertise about vendors
<b>Continuous vendor and technology coverage</b>	<b>Free content driving larger audiences</b> <b>Biz model aligned with modern content marketing</b>

[Contact DEJ](#)



## Focus on business outcomes

Methodology framework leveraging a multi-step approach to connect vendor's differentiators with business outcomes



## Situational analysis

Providing actionable recommendations to user organizations based on their individual requirements



## User Insight Platform

Ongoing, personalized approach for research data collection and analysis



## Business model

Ability to continuously leverage up-to-date research in each stage of the buying cycle & sales funnel