



Developer Experience

A Key Element for Creating a Business Advantage

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.



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

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%

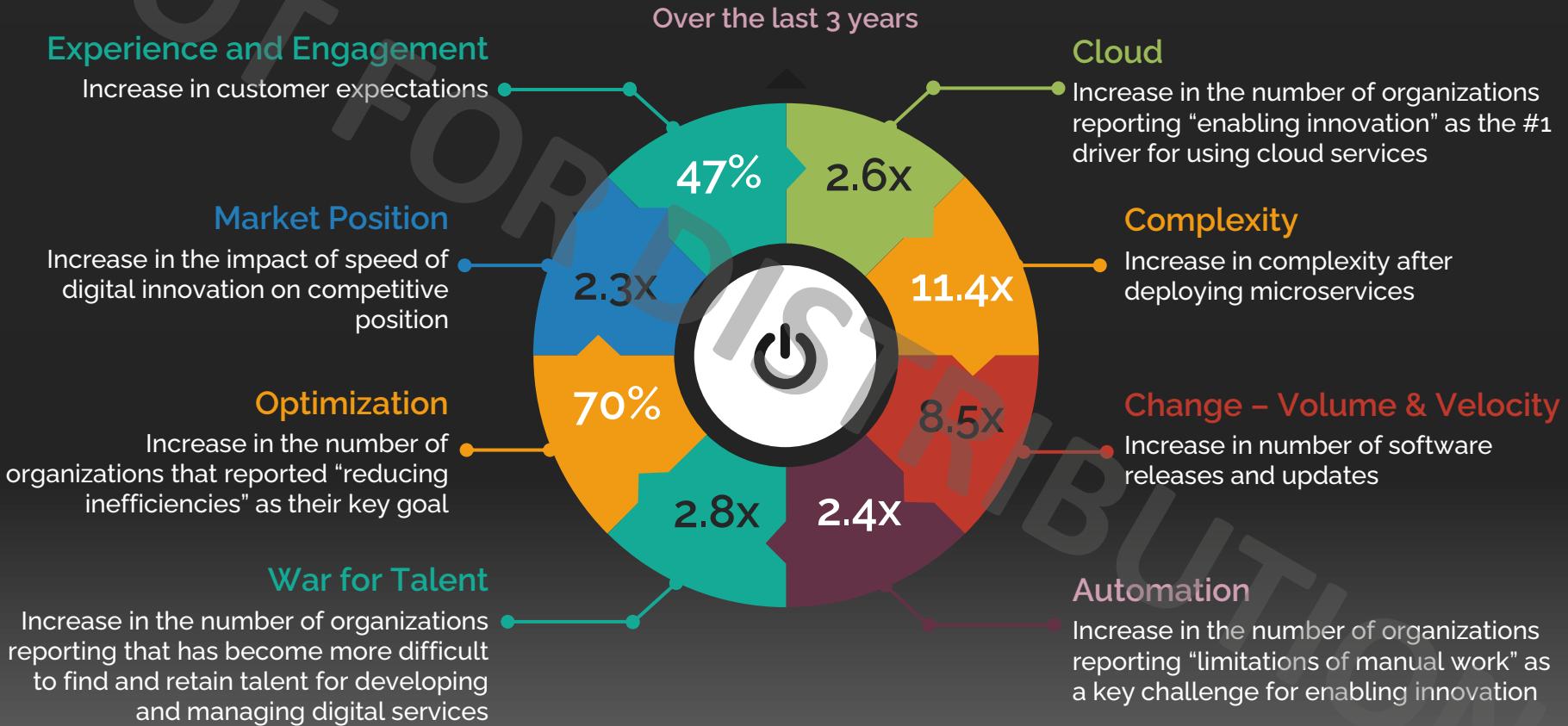
5

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

6

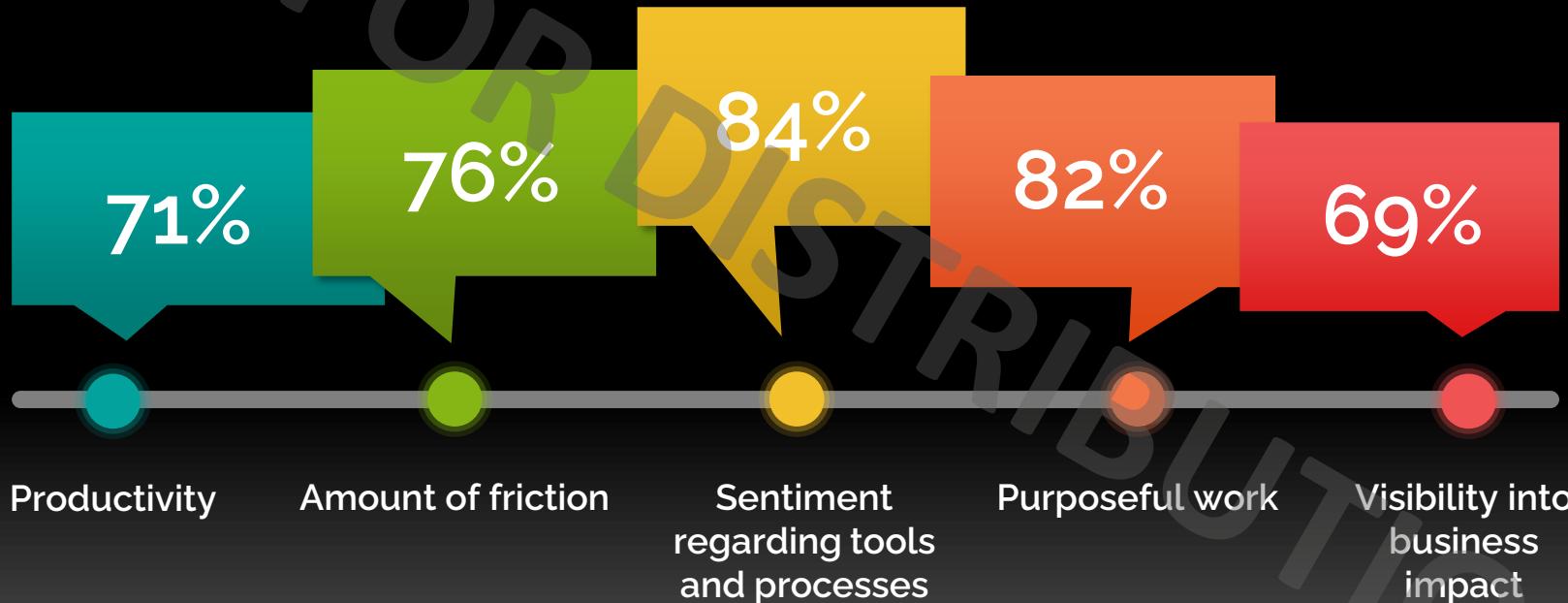
All averages calculated for the study are based on average company size of 1,093 employees.

Business and Technology Trends

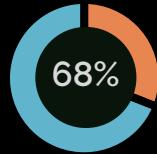


5 key pillars of developer experience

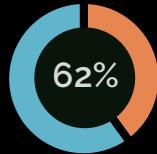
Only 27% reported that they are satisfied with developer experience



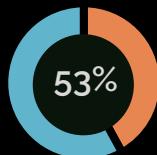
Key Goals



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

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

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

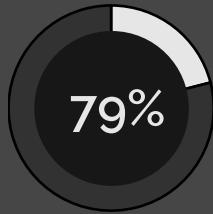
Average annual business loss due to lack of talent for modernization

\$9.14 mil

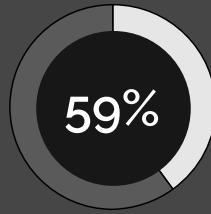
Average annual loss due to issues with developer experience related to a lack of monitoring capabilities

\$17.21 mil

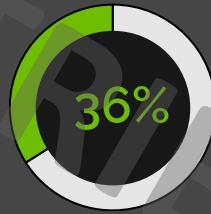
Average annual business loss due to releasing digital services too soon



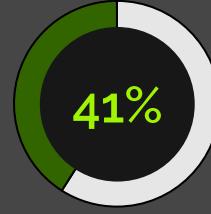
Average increase in code changes over last 12 months



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



Of Developers are suppressing errors to save time and meet deadlines

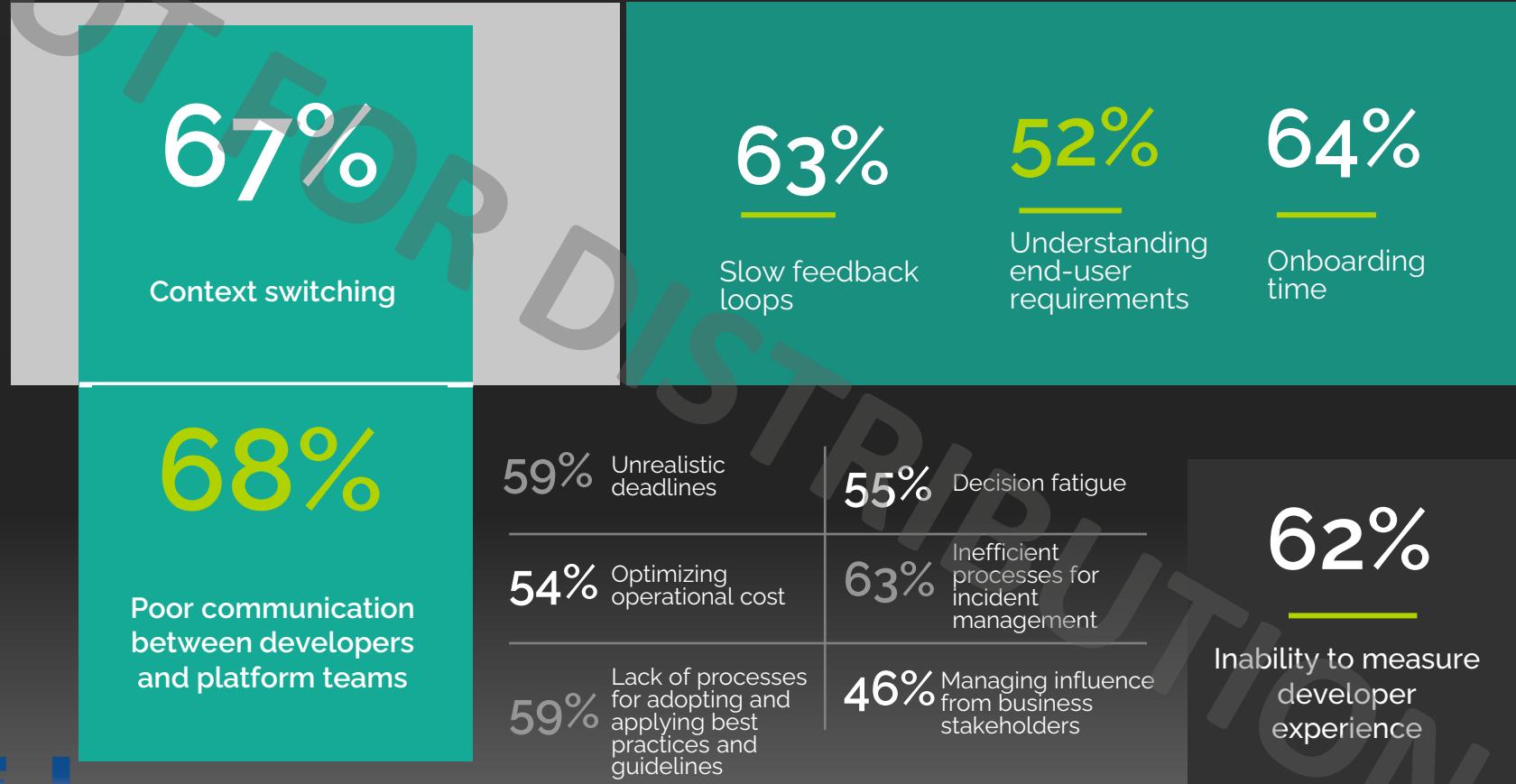


Of organizations are using tools for developers as a recruiting method

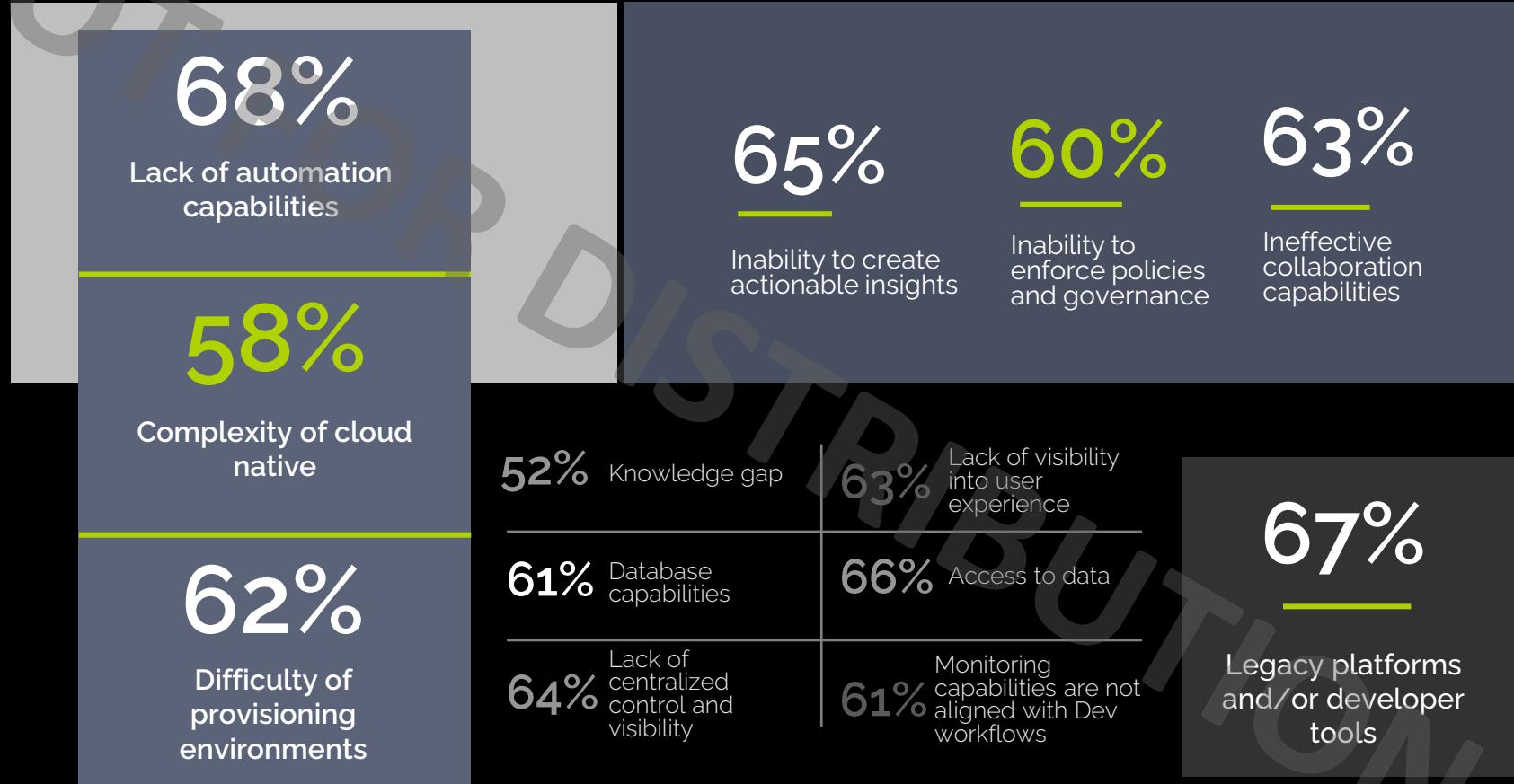
Business areas impacted by developer experience



Key challenges – organization and processes



Key challenges – technology



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



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	19%	5%
Percent of time spent on unplanned or low-value work	20%	49%
Percentage of developers satisfied with tools and processes	79%	34%

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

3.1%

2.1x

82%

84%

55%

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

More likely to be deploying solutions for cloud native observability

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

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

More likely to be deploying Observability Pipelines

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

Less technical debt

60%

2.9x

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

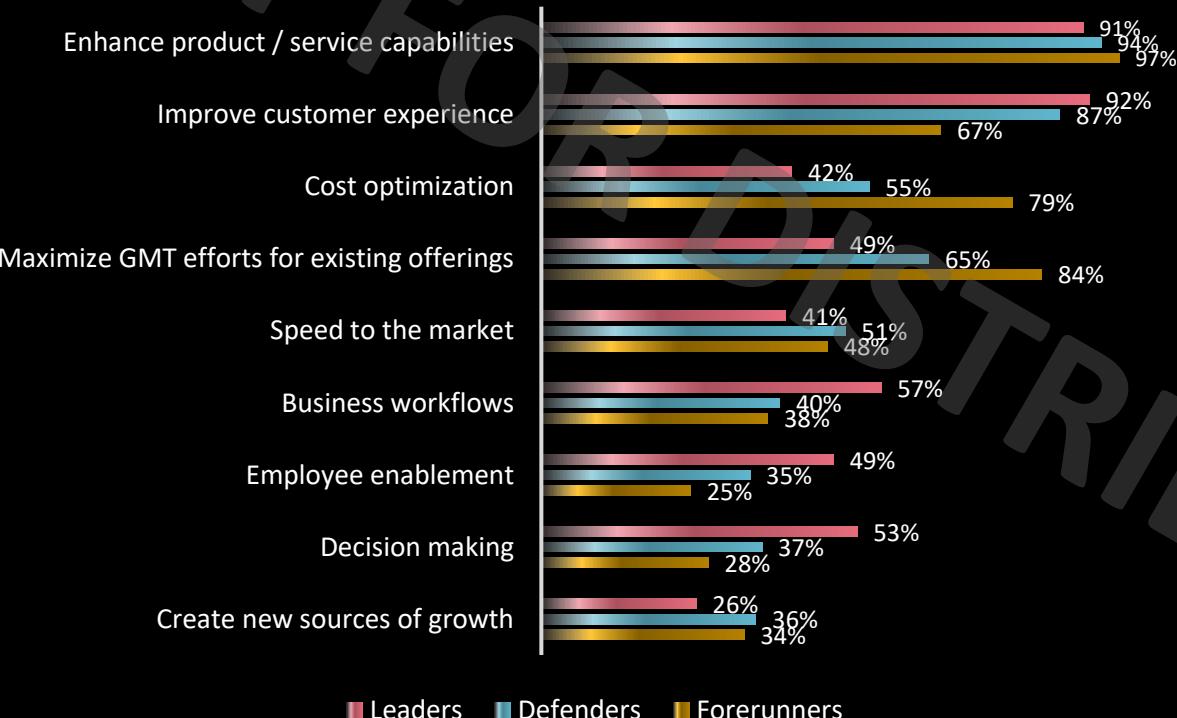
66%

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.

\$3,920,000

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

Average annual loss due to delays in releases of digital services

\$37,710,000

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.

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.

\$4,720,000

Average annual loss due to employee churn for Developers

Key Takeaways

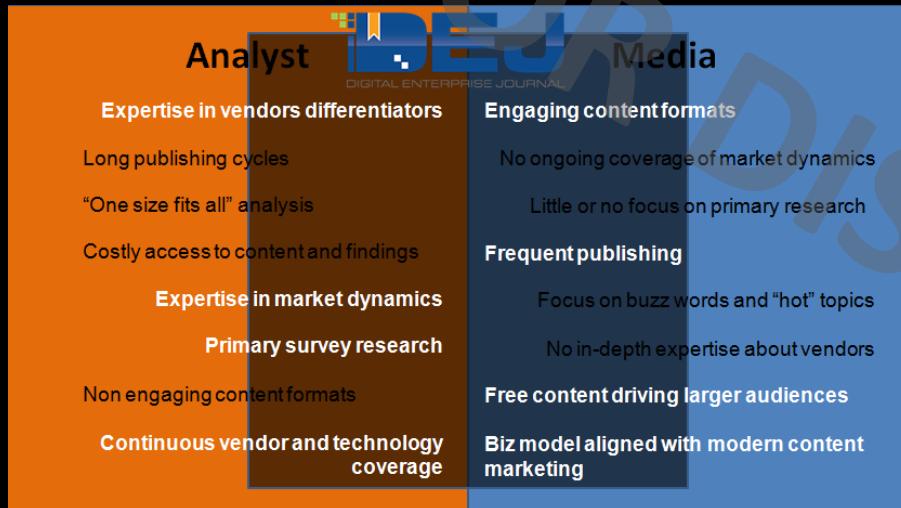
DEJ's research shows that developer experience has a significant impact on all of the key business goals. The research also shows a major gap in performance, approaches, and technology capabilities between a class of Top Performing Organizations and all others. Additionally, an alignment between developers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



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



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