DigitalGlobe
Aligning Investments to Market Demands with Rally®

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Client Profile

Industry: Geospatial Imagery
Company: DigitalGlobe
Employees: 1,000-plus

35% reduction in software maintenance requirements

Working faster and smarter is crucial for success.
DigitalGlobe is the industry-leading provider of Earth imagery and information about our changing planet, and trusted partner to both governments and commercial customers. Its four satellites take high-resolution images of the Earth. Oil and gas companies, for example, rely on its imagery for identifying minerals and understanding landscapes around new drilling sites. Its imagery also helped the United Nations respond to the Ebola virus.

With a new satellite launch imminent and a diverse software portfolio ranging from Application Programming Interfaces (APIs) that allow customers to access its imagery archive and software for directing its satellites, to order-processing systems, DigitalGlobe's development projects were becoming overwhelming. "We had a lot of work and we were struggling to deliver on deadlines," said Tom Langer, Vice President of Solution Delivery at DigitalGlobe. "We also had new ideas we wanted to implement."

To address these challenges, DigitalGlobe deployed Rally® (formerly CA Agile Central) in 2010. The solution enables the company to accurately track and prioritize its development initiatives. "Rally provides us with the transparency we need to make informed investment decisions," Langer said.

Keeping up with mounting opportunities.
Rally supports Agile development methodologies, providing individual developers with a clear picture of their own priorities. DigitalGlobe's management has a clear picture too; individual narratives are rolled up to provide real-time, business-level visibility into progress across the company's entire portfolio.

"With Rally we have immediate access to crucial information that enables us to respond faster to market changes," Langer said.

Acting as a hub for development teams to collaboratively plan, prioritize and track work, Rally helps DigitalGlobe meet its deadlines and align development activities with its strategic plans. "We now have a clearer picture of all our work," Langer said. "We can align initiatives with budgets, which helps us meet our commitments and financial targets."

For example, prior to rolling out the solution, DigitalGlobe had initiatives managed out of multiple different systems and processes. Deploying

Rally provided centralized visibility to 150 projects and initiatives within the company, including some with dependent tasks. "Better visibility of development projects meant we were able to focus on completing key initiatives, rapidly bringing our focus to around 65 items," Langer said. "We then adapted our plans to focus on our top priorities, which included the software for the new satellite."

"Rally helps us make better strategic decisions."

Tom Langer
Vice President of Solution Delivery, DigitalGlobe

Increased visibility for smarter business decisions

Rally has helped DigitalGlobe reduce time spent on software maintenance by almost 40 percent, accelerating project delivery times. "Teams are able to track defects better now," said Langer.

Standardizing on Rally has also had a positive impact on company culture. As Langer explains, "Development teams are coming together and talking in terms of priorities for the company."

Today, DigitalGlobe knows its investments are focused on the most important business initiatives. "Rally provides us with the business-level visibility into progress we need to ensure our offerings are continually aligned with market demands," Langer said.

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As of November 2018, CA Technologies was acquired by Broadcom Inc.