



Onward and Upward

Three Ways **Application Release Automation**
Can Give Lift to Your Continuous Delivery Journey

Deliver Software Like Your Business Depends on It—Because It Does

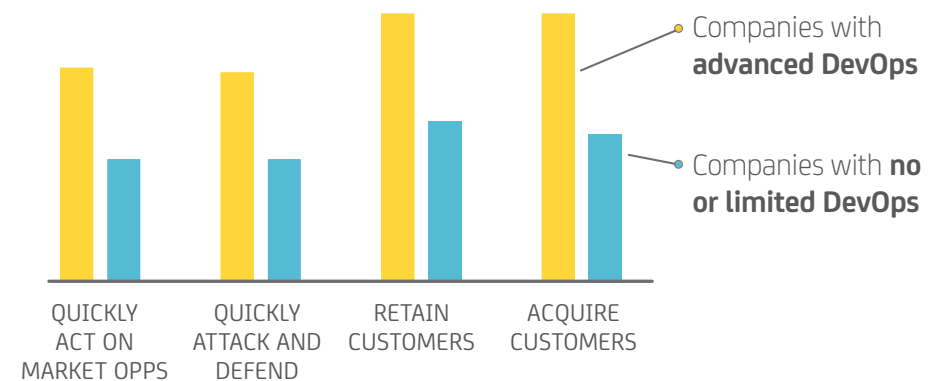
Because most companies today have a digital interface with their customers, virtually every company is striving to become a software company. This means that delivering the best customer experience becomes priority number one.

By almost every metric, companies that master this application economy create a competitive advantage over companies that lag. Yet, remarkably few companies actually are set up to effectively develop and deliver applications at the volume, velocity and quality level required to remain competitive.



57% of organizations are dissatisfied with the time it takes to release new features and changes¹

Impact of DevOps Capabilities²

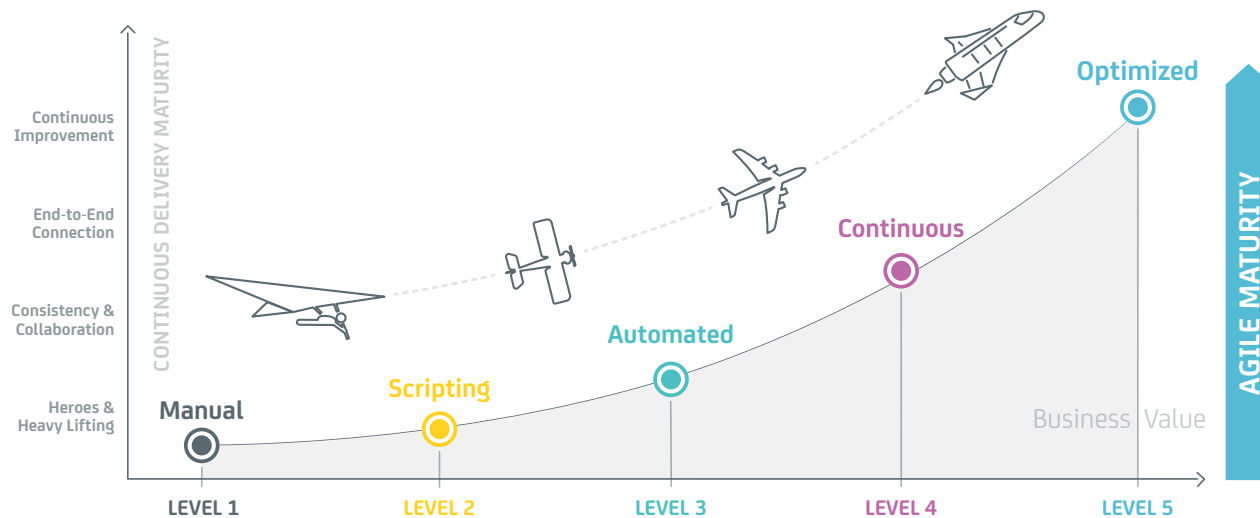


To keep pace with the demands for new features and updates, digital transformation must be driven by continuous delivery—the ability to rapidly and reliably release high-quality software at any time.

1. Six Trends That Will Shape DevOps Adoption In 2015 And Beyond, Forrester, April 2015

2. *Assembling the DevOps Jigsaw*, Freeform Dynamics, 2015

Continuous Delivery and the Application Release Process



Continuous delivery is a journey that takes teams from manual, scripted processes to more automated, standardized, efficient and agile processes across the enterprise—while improving quality of releases and applications. Along the journey, teams become more productive, focusing on delivering new, innovative features versus firefighting and maintenance tasks.

It's also a journey of scale, where many companies start small, automating releases for a single project or team and then scale to apply continuous delivery practices to multiple, composite apps and teams enterprise-wide.

Where are you on the journey to accelerating your release pipeline with fewer errors and better quality?

Early in the Journey

Perhaps you're dealing with slow, manual handovers and no repeatable release or deployment processes. You struggle to make your deployments less error-prone and are unable to release more frequently.

Or maybe you're automating application delivery processes with continuous integration tools and custom scripts. But no end-to-end process or standard is in place, delays from development to production persist, scripts create an inflexible, maintenance-heavy process, and scaling your release volume, velocity and cadence is a challenge.

How do you take your application releases to the next level?

The First Way: Connect the End-to-End Release Management System

AUTOMATED



The adoption of an **application release automation (ARA)** solution typically drives a major inflection point in your continuous delivery journey. You implement automated, standardized and reusable application delivery processes—from development to test to production. You are able to provision and configure environments consistently across the SDLC for each application. And you gain control and visibility of the entire release pipeline—looking at the release process systematically versus as various silos.

Taking the step to end-to-end release automation can ignite DevOps adoption, making it easier for teams to have the transparency, communication and consistency needed to collaborate effectively.

Soon, the benefits of automating releases become visible:



**FASTER
DEPLOYMENT TIMES**



**FASTER TIME TO
RECOVER FROM ERRORS**



**FEWER
RELEASE ERRORS**



**INCREASED
PRODUCTIVITY**

This typically stimulates wider adoption of the ARA solution across more applications and teams in the enterprise.

“One of our core application deployments was done twice a week due to lack of automation, intensive manpower, and complicated deployment procedure. After automating this application deployment in CA Release Automation, the application is **being deployed at least 50 times in a week** all the way from continuous integration to production.”

— Manager, DevOps enterprise release and deployment, Fortune 100 financial services firm¹

72%



of advanced DevOps adopters say they are fully using release automation tools to orchestrate overall delivery.²

1. The Total Economic Impact™ of CA Release Automation, a commissioned study conducted by Forrester Consulting on behalf of CA Technologies, December 2015.

2. *Assembling the DevOps Jigsaw*, Freeform Dynamics, 2015

You've taken the first step toward continuous delivery

Now New Pressure Points Are Creating the Need for More Advanced Capabilities

With automated end-to-end release automation firmly entrenched, new release challenges emerge for companies to advance their continuous delivery journey. So what are the new pressure points for continuous delivery that, individually or as a whole, typically drive the shift to better pipeline management?

APPLICATION CONTENT COMPLEXITY

Infusing releases with feedback more quickly

Prioritizing deployment of the right content

Demonstrating implementation against business requirements

Preventing 'dirty' content from reaching production

THE MULTIPLIER EFFECT ON THE PIPELINE

Planning, tracking and prioritizing many, complex multi-level applications and independently developed services

Managing dependencies and avoiding conflicts

Sharing resources between multiple teams, projects and timelines

EXPANSION OF PIPELINE TOOLING

Juggling a growing breadth of open-source, home-grown and third-party commercial tools used across the enterprise by different teams

The Second Way: Operationalize the Feedback Loop

CONTINUOUS



As the multiplier effect on the pipeline takes off, you need to develop processes for agilely executing multi-team, cross-app, composite releases. The proliferation of moving parts requires that you establish a 'big picture' view of the pipeline to maintain throughput, contain issues and ensure fast feedback.

Your continuous delivery pipeline is becoming the single control point and application delivery is becoming streamlined, predictable and risk-free. You're now orchestrating tools and technologies beyond deployment, including ALM and change management, to close and shorten feedback loops and to make more informed decisions.

Now you can efficiently release complex, multi-team, multi-app releases while ensuring all dependencies are being met. For example, App B has a dependency on App A, so A must be deployed before B. You also get insight into the entire release pipeline to ensure that two deployments are not vying for the same resources at the same time.

Many more organizations in the enterprise are now running apps through the single control point. And with your growing expertise, you are able to establish a framework for true best practice for continuous delivery and enforce it across teams.

71% 

of IT and business professionals agree or strongly agree their businesses need to shift from fixed product cycles to more continuous innovation¹



High-performing IT organizations:

Deploy 30x
more frequently²

Require 200x
shorter lead times²

1. *Assembling the DevOps Jigsaw*, Freeform Dynamics, 2015

2. 2015 State of DevOps Report, Puppet Labs in partnership with IT Revolution

The Third Way:

Optimize the Continuous Delivery Pipeline



You will reach a point in your journey where your continuous delivery pipeline is too important to fail. You have achieved great agility and are in control of the significant scale of your application releases. You can now turn your attention toward making the pipeline that so many teams are depending upon as efficient, stable and resilient as possible.

You'll want to shift your focus toward mastering the art of releasing multi-app, cross-app, multi-team applications, becoming more predictable and efficient. Improving business execution through accelerated feedback loops will be another benefit you'll pursue. By establishing a culture of continuous improvement, you'll embrace the ability to "fail fast" and then apply the lessons learned to prevent future issues.

Few companies are currently operating at this level—the pinnacle of the continuous delivery journey.

"Agile and continuous delivery can be nothing but a journey. You are never done; you are constantly moving the needle. There is always something you can do. Through it all, the CA Release Automation tool is relatively bulletproof."

— Director, DevOps tools management,
Fortune 100 financial services firm¹



High-performing IT organizations:

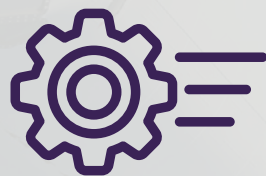
60x	168x
fewer failures ²	faster recovery ²

1. The Total Economic Impact™ of CA Release Automation, a commissioned study conducted by Forrester Consulting on behalf of CA Technologies, December 2015.

2. 2015 State of DevOps Report, Puppet Labs in partnership with IT Revolution

Ignite and Advance Your Continuous Delivery Journey with CA Release Automation

CA Release Automation is a proven end-to-end application release management solution for executing a successful DevOps, continuous delivery strategy. With this powerful platform, you can automate and standardize application releases from development to production—stabilizing releases and improving deployment time by 20x.¹ Advanced capabilities can help you plan, manage and optimize the continuous delivery pipeline to improve release throughput, quality and efficiency—reducing production errors by 98 percent.¹ This enterprise-ready solution easily integrates with your continuous delivery toolchain and agilely scales as the volume, velocity and complexity of applications grow.



CA Release Automation is ready to help your teams **deliver high-quality applications faster** than ever before, continuously.

Learn how **CA Release Automation** can ignite and advance your continuous delivery journey.

Visit: ca.com/releaseautomation

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate – across mobile, private and public cloud, distributed and mainframe environments. Learn more at ca.com.

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