



ReleaseTEAM

November 2014



Welcome to our November 2014 Newsletter!

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DevOps has been the underlying topic of our newsletters for almost all of 2014. One month the topic was technical debt and another Continuous Integration. Continuous Delivery was discussed when we tried to peel back the layers and take a deeper look. In the long run, everything in a software development business should get down to the return on investment (ROI) of creating a DevOps environment at that company.

*We pay \$1m a month for our SW development organization.
How long does it take to deliver new business functionality?*

Most organizations spend an enormous portion of their annual budget on IT, Operations, Software Development and some even on testing their software. The simplest concepts, ideas, and business plans often are written on napkins and whiteboards. We suggest the speed with which an organization can take an idea from whiteboard to production is the key to having a respectable ROI.

In some ways, and if we take the concept to the extreme, it almost does not matter if the idea is good or not. The quicker an organization can prove if one idea is right or wrong, the better. Everyone and every company makes mistakes. The faster you find them, the quicker you can resolve them.

It is always key to *reduce costs* and when an organization calculates the new ROI from reducing costs by implementing DevOps it is always a benefit. However, reducing costs should not be the first action item or the most important item in an attempt to change the ROI calculation. *Enhanced Productivity* could be the golden nugget that a DevOps environment showcases in the ROI analysis presented to your directors for approval. *Faster time to revenue* sounds like the most important result that would be part of a proposal in front of a board of directors. Don't forget to mention better regulation/requirements compliance, operational efficiencies, fewer quality issues, customer satisfaction and retention etc.

Finally, ReleaseTEAM suggests that you include 'Morale' as the number one factor in your DevOps proposal to the board. People want to work at a successful company and those companies that can implement an effective DevOps process and environment are going to recruit and retain the best people in the market.

Quick Links

[ReleaseTEAM Website](#)

[IBM Rational Website](#)

[Colorado Rational Users Group](#)

[ReleaseTEAM's Rational Users Group Page](#)

IBM Technotes



To see the latest IBM Rational TechNotes

[CLICK HERE](#)

ReleaseTEAM's Spotlight



Steve Cross - Partner Manager for Atlassian

Being a business partner with several different vendors within the software development environment is very rewarding but can also prove to be difficult at times. One of the many challenges of working with new vendors is making the on-boarding process as smooth and painless as possible. Of course if you are assigned a Channel Partner Manager that is good at what he or she does, not only does the on-boarding process become much easier, but the entire partner relationship will be more successful. It took ReleaseTEAM no time at all to realize our partnership with Atlassian was the right move after we met Steve Cross.

Anyone that can quadruple his channel revenue in two years is a Partner Manager everyone would love to work with! During the infancy stage of our relationship we not only had a lot of questions, but also found ourselves bouncing several ideas off of him. He was always responsive, gave us explanations in great detail, and continually helped us come up with the perfect solution for each client. He is a pleasure to work with and is known to be the most positive person in any room. Steve has very relevant, up to date, and practical insights on what makes resellers/business partners tick and how to drive maximum sales via channel partners.

You may be asking yourself, how can one person be that good? He is not Superman after all.....

He just may be some type of Super Hero! Prior to his 2 years at Atlassian Steve has been in Sales and Channel Partner Management for 21 years at various companies. Besides quadrupling the partner revenue at Atlassian, other major accomplishments during his career are:

- VP Sales for a consumer start-up company. From near-zero to about \$100M within a 5 year time span; facilitating sale to Logitech.
- Drove company XYZ turnaround as VP S&M Consumer Group - \$65 million annual revenue.
- President's Club at company ABC- 150% of quota.
- Doubled European retail sales for company JKL in one year.

Prior to Steve's successful sales career he was busy at college, obtaining a Bachelors in Biology at Oakland University. In his spare time Steve enjoys music, British murder mysteries, the outdoors, and selling! I hope you all get a chance to work with Steve and us (ReleaseTEAM) someday; we promise you will be delighted with the outcome!



ReleaseTEAM at DevOps Enterprise Summit

Electric Cloud, presenters of DevOps Enterprise Summit 2014, powers Continuous Delivery. They help organizations developing mobile, embedded systems and enterprise web/IT applications deliver better software faster by automating and accelerating build, test and deployment processes at scale. Industry leaders like Qualcomm, SpaceX, Cisco, GE, Gap and E*TRADE use Electric Cloud solutions and services to boost DevOps productivity and Agile throughout.

With key presentations from companies like Target, Disney, and Netflix, we can see major adoption of the still relatively young DevOps movement. A recurring theme of many presentations was showing DevOps as a way to work across teams, roles, values, and culture within an organization. This, as well as complete automation of everything including builds, tests, and deployment, is what is required to become truly DevOps aware.

Twitter and IBM partner on data analytics; tweet databases to be used to track trends



Twitter and IBM are partnering to integrate Twitter's data into IBM's analytics services for businesses, the two companies announced jointly Wednesday.

The new partnership is intended to provide IBM's business customers with access to Twitter's database of tweets, helping them gauge customer sentiment and behavioral patterns, among other trends, according to the two companies. IBM also plans to integrate tweets into analytics services powered by Watson, the cognitive computing system the company has been aggressively marketing this year to businesses in various industries including health care, finance and retail, among others.

[Check out the rest of the story here](#)

GRUC Webcast: Agile test-driven development with IBM Rational Rhapsody

Model-based development using UML2 and SysML is a recognized way to improve collaboration and understanding in complex systems engineering and software development projects. In parallel, as organizations face increasing pressures to deliver high quality results faster, and to be more responsive to changing requirements, many teams are adopting agile approaches. By combining model-driven development with an automated test-driven approach, teams can achieve agile's goals of efficiency and predictability through rapid verification of incremental deliverables.

In this webcast on **November 20 at 11:00am CST**, Dr Marc Lettrari of BTC AG will show how the IBM Rational Rhapsody Automatic Test Generation and TestConductor addons can:

- Automatically generate test frameworks and test cases from Rational Rhapsody models
- Automatically execute and document testing

The webcast will include a demonstration of the Rational Rhapsody Automatic Test Generation and TestConductor addons.

[Register for the webinar by clicking here.](#)

Using Complexity Measurements to Improve Software Quality

Complexity measurements can be used to estimate development and test activities and to decide where refactoring is needed to improve quality and prevent problems. At the QA&Test 2014 conference Shashi Katiyar from Intel presented about effective use of complexity metrics for software quality improvement.

Complexity is a measure of the interactions of various elements of the software. According to Shashi software complexity is a direct indicator of software quality and costs: if the complexity for any code is high, the quality of that code will be lower and it will cost more to manage it.

Shashi stated the issues organizations are facing when their software product are having complex code:

- Higher risk of defects
- Difficult to add new functionality
- Difficult to understand/maintain the code
- Difficult to validate

[Click here to read the rest of this article](#)

The Puzzler

The winner of October's puzzler was Andy Z.! Email us at puzzler@releaseteam.com and let us know where to send your \$27 gift card!

Here is last month's question:

In a contest, four treats (a chocolate bar, a gumball, a caramel apple, and a pumpkin) have been placed in four closed boxes (one treat per box). People may guess which treat is in which box. 188 people participate in the contest. When the boxes are opened, it turns out that 66 people have guessed none of the treats correctly, 47 people have guessed one treat correctly, and 39 people have guessed two treats correctly.

How many people will have guessed three correctly? How many will guess four correctly?

Solution:

It's not possible to guess only 3 fruits, as there would be the one basket remaining which is a guaranteed 4 correct guesses. So using simple subtraction $188 - 66 - 47 - 39 = 36$ will guess four correct and **0** will guess 3 correct.

Now for this month's puzzler:

Shawn is on a dangerous adventure in Minnesota. Suddenly an extremely poisonous snake bites him. Luckily, he has his medicines with him against this deadly snake poison: two bottles, labeled A and B, containing three pills each. Exactly three times, with an interval of 2 hours, he needs to swallow simultaneously both a pill A and a pill B. In a rush, he takes a pill from bottle A and then shakes a pill from bottle B with it... However, unfortunately two pills B fall from the bottle and they look completely identical to pill A. He cannot tell which pill was A, and which two are B pills... Shawn is desperate: if he does not take the pills exactly as prescribed, it will be fatal.

How can Shawn be sure to take the right pills?

Send us in your answers and we will randomly pick a winner from all the correct answers to win a \$27 ReleaseTEAM gift card. If you'd like to send us puzzlers of your own, feel free to do so!

Send your answers to puzzler@releaseteam.com.