



# ReleaseTEAM

September



Welcome to our September 2014 Newsletter!

Summer is almost over and ReleaseTEAM has a lot to tell you this month.

## Inside This Issue

[Welcome](#)

[ReleaseTEAM Spotlight](#)

[Perforce Merge 2014](#)

[Perforce DevOps Article](#)

[Atlassian Summit 2014](#)

[Boosting Confluence](#)

[Adoption](#)

[The Puzzler](#)

Technical Debt is still the major challenge for mature companies and organizations. Why do we say mature? Let's suggest an example of a new company that was formed in early 2014. They bought Windows 8 for all of their employees and got new servers, laptops and other equipment. They won't have to worry about end of life on Windows 8 until January 9, 2018. They could have an extended support Window through Jan 10 of 2023. In this example the company has little Technical Debt.

A mature company, in business since 2005 or earlier and started with Windows XP for their end users. Those mature companies held on to XP at least to the 'End of Mainstream support' until April 14, 2009. Many other companies held on to XP until 'End of extended support' on April 8, 2014. One large company we are aware of had their employees do their own upgrade to Win 7. For this example it is fair to say that having business level employees upgrade their own OS on each machine with little or no technical help is a GREAT example of Technical Debt. The number of things that could go wrong, did go wrong and still are going wrong is countless. The cost/debt payment resulting from lack of productivity, new sales, new marketing, missed phone calls due to an individual employee being tasked with this OS upgrade cannot be calculated. The IT department had no ability to upgrade that many employees computers, back them up, test that all the old business processes and systems still worked. So they decided to push the upgrade to the users. In this example the Technical Debt has not been paid down. The problem is only growing.

Consider the Technical Debt associated to Windows Server. Server 2003 had a mainstream Support End Date of approximately July 2013 and extended Support Date of July '15. Any given flavor of MS Windows Server 2008 is going to hit the initial end of support in early 2015. No pun intended but the Window to address this Technical Debt is getting smaller! Faster! The impact is going to be greater and even harder to calculate. The manager that decides to not upgrade these servers in an effort to save money does not have a good understanding of the true cost to the business.

Technical Debt needs to be paid down now.

Let ReleaseTEAM help you with yours.

---

## 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



### Kate Van Der Riet- Perforce Senior Inside Sales Team Lead

Although ReleaseTEAM has been a Perforce Business Partner for a while, in March of 2014 we began working with their Government clients and prospects. Our Perforce Channel Partner Manager did an outstanding job going over their process and setting us up with an account in their data base prior to going on a 2 month sabbatical. But until you are “thrown into the fire”, one does not realize how much help and assistance is needed at the beginning of this type of commitment. I want to give a huge shout out to my hero, Kate Van Der Riet!

Kate is Perforce's Senior Inside Sales Team Lead and she is also my guardian angel! I rapidly became inundated with questions, issues, special circumstances, and things that were not clear to me but without my Channel Partner Manager I was lost. Kate quickly realized I was struggling and insisted on being my main point of contact while I ramped up. She never made me feel like my questions were dumb or not important, was always prompt at replying to my calls and emails, explained things thoroughly, and is always kind and pleasant.

Kate has been with Perforce for 5 years now, 4 of which have been in the sales department. She is very passionate about what she does and enjoys not only the sales process, working with prospects and clients, but she also thrives on resolving issues; working out kinks. The issues can be related to people puzzles or problems, organizational challenges, departmental processes, missing data; you name it- Kate is there to take on anything challenge! Hence the reason she was more than happy to help me out and is also the Team Lead. Prior to working at Perforce she spent several years as a Manager at San Francisco's iconic messenger bag company Timbuk2, playing a major part of the development and implementation of their flagship retail store.

Kate grew up in Canada and graduated from the University of Guelph with degrees in Occupational Psychology and Fine Arts. Outside of work Kate's interest revolve around the arts, social justice and action work, food security, water security and climate change. She loves spending time outdoors with her husband and her dog, hiking, swimming, and gardening.

If you ever have the privilege of working with Kate you will quickly realize she is truly passionate about what she does and is there to ensure that everyone involved in the Perforce sales experience is happy and the process goes smoothly. Thank you Kate for all you do!



ReleaseTEAM is a sponsor of Perforce MERGE 2014



We are sponsors at MERGE 2014 this year. The conference will kick-off Tuesday, September 16th with a welcome reception at the InterContinental, followed by two and a half days of sessions, networking and fun in San Francisco. This three day conference will bring together Perforce users from around the globe including developers, executives, administrators, tools developers, integrators and more. Hope to see you there.

For DevOps, Version Control is even more  
Important for Ops than for Dev!

I've been researching high-performing technology organizations since 1999. For the last two years, I've had the privilege of helping design the State of DevOps research study, along with Jez Humble (co-author of the "Continuous Delivery" book) and Dr. Nicole Forsgren Velasquez, in collaboration with Puppet Labs.

One of the most startling findings this year studying over 9,200 survey responses was that version control was consistently one of the highest predictors of performance. And furthermore, that version controlling the production environment was an even higher predictor of performance than version controlling code!

[See more of this article by Gene Kim here.](#)



ReleaseTEAM will be attending Atlassian Summit 2014



SEPTEMBER 9, 10, 11, 2014 | SAN JOSE CONVENTION CENTER, CA

We are also proud to be attending the Atlassian Summit 2014. With something for everyone, we are excited to offer 10% off of admission to the Atlassian Summit. Please email [hmorgan@releaseteam.com](mailto:hmorgan@releaseteam.com) for your 10% off discount code. The Summit is a great place to learn, network, and collaborate on JIRA, Confluence, FishEye/Crucible, Stash, Bitbucket and HipChat.



## Boosting Confluence Adoption Among Non-Technical Users

Perhaps you have this problem. Your organization has invested in a new, enabling, collaboration technology such as Atlassian Confluence. And you've seen good traction among technical users (typically representing up to 10% of the organization). But broader user adoption, particularly among non-technical audiences (the other 90%), is lagging far, far behind. Worse, with very slow uptake, some early users stop using it as they either don't experience the promised benefits (their peers are absent), or see the "writing on the wall" as failure to reap the promised return on investment (ROI) often means the new technology will be short-lived.

As it turns out, the root causes of slow adoption aren't technical, but cultural. Let's look at the four drivers of people's behavior that we see most often.

[Click here to see those four drivers and the rest of the article](#)

## The Puzzler

The winner of August's puzzler was Pat O.! Email us at [puzzler@releaseteam.com](mailto:puzzler@releaseteam.com) and let us know where to send your \$27 gift card!

Here is last month's question:

Mr. Cherry, Mr. Apple and Mr. Pumpkin are fighting over who bakes the best pies. They each get some pies and take turns throwing them at one another until only one person is left without pie on them. Mr. Cherry, who hits his target  $1/3$  of the time, gets to throw first. Mr. Apple, who hits his target  $2/3$  of the time, gets to throw next, assuming he is still clean. Mr. Pumpkin, who hits his target all the time, throws next, assuming he is also clean. The cycle repeats. If you are Mr. Cherry, where should you throw your first pie for the highest chance of survival?

### Solution:

If you are throwing first, the best place to throw your pie is on the ground. The next person would more likely hit the person who is going third, allowing you another turn and your best chance at winning.

### Now for this month's puzzler:

ReleaseTEAM is ordering branded water bottles to hand out during these September conferences and summits. The problem is, they can only be delivered one at a time! **If it takes 5 trucks to deliver 5 bottles in 5 hours, how many trucks will it take to deliver 200 bottles in 200 hours?**

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](mailto:puzzler@releaseteam.com).