

“CRAWL” METRICS

<p>Deployment Frequency (DORA) P E D</p> <p>What How often an organization successfully releases to production</p> <p>Measurement Deployments per Day</p> <p>Source Value Stream Delivery Platform</p> <p>Impact potential Increase customer value by reduced Time-to-Market</p>
<p>Lead Time for Changes (DORA) P E D</p> <p>What The amount of time it takes a commit to get into production</p> <p>Measurement Lead Time in Days</p> <p>Source Value Stream Delivery Platform + Agile Planning Tool</p> <p>Impact potential Increase developer efficiency</p>
<p>Change Failure Rate (DORA) P E D</p> <p>What The percentage of deployments leading to a degradation in service that must be addressed</p> <p>Measurement Number of incidents / number of deployments</p> <p>Source Value Stream Delivery Platform + Incident Management System</p> <p>Impact potential Increase customer satisfaction by decreased number of outages</p>
<p>Time to Restore Service (DORA) P E D</p> <p>What How long it takes an organization to recover from a failure in production</p> <p>Measurement Restore Time in hours</p> <p>Source Value Stream Delivery Platform + Incident Management System</p> <p>Impact potential Increase customer satisfaction by decreased duration of outages</p>
<p>Monthly Active Users (MAU) P E D</p> <p>What Adoption rates for features, products or services</p> <p>Measurement Monthly active users per feature, product or service</p> <p>Source Application Monitoring</p> <p>Impact potential Alignment of features and user needs</p>

“RUN” METRICS

<p>Flow Time C P E</p> <p>What Time it takes a work item from customer request to production</p> <p>Measurement Time in Days</p> <p>Source Value Stream Delivery Platform + Agile Planning</p> <p>Impact potential Uncover process bottlenecks</p>	<p>Team Health C P E D</p> <p>What Distribution of work among team members</p> <p>Measurement Work items distribution in terms of type and quantity</p> <p>Source Agile Planning Tool</p> <p>Impact potential Create an even team workload distribution</p>
<p>Flow Velocity C P E</p> <p>What Completed work items over a given period of time</p> <p>Measurement Number of work items per time period</p> <p>Source Value Stream Delivery Platform + Agile Planning Tool</p> <p>Impact potential Accelerate value delivery</p>	<p>Return on Investment (ROI) C P</p> <p>What Quantifiable business value produced by development efforts</p> <p>Measurement Expenses vs Gains over time; Number of new customers</p> <p>Source Business Process Software + CRM</p> <p>Impact potential Improve planning; increase overall business value of spend</p>
<p>Flow Load C P E</p> <p>What Number of work items in progress</p> <p>Measurement Number of active work items</p> <p>Source Value Stream Delivery Platform + Agile Planning Tool</p> <p>Impact potential Improve over and under-utilization</p>	<p>Number of Vulnerabilities C P E D</p> <p>What Software quality from the security standpoint</p> <p>Measurement Number of vulnerabilities per product or service</p> <p>Source Application Security</p> <p>Impact potential Increase product or service security and limit work on Defects, Risks and Debt</p>
<p>Flow Efficiency C P E</p> <p>What The distribution of work items in work and waiting states</p> <p>Measurement Active work time / total time of flow</p> <p>Source Value Stream Delivery Platform + Agile Planning Tool</p> <p>Impact potential Identify waste</p>	<p>Team Satisfaction C E</p> <p>What Employee satisfaction</p> <p>Measurement Employee Net Promoter Score (eNPS)</p> <p>Source Employee engagement tools</p> <p>Impact potential Increase Developer engagement</p>
<p>Flow Distribution C P E</p> <p>What Categorizing the types of work being done at any given time</p> <p>Measurement Percentage distribution between Features, Defects, Risks and Debts work items</p> <p>Source Value Stream Delivery Platform + Agile Planning Tool</p> <p>Impact potential Improve the level of innovation and ensure you are covering security, tech debt and other issues</p>	

“WALK” METRICS

<p>Customer NPS C P E D</p> <p>What Customer satisfaction with new products and features</p> <p>Measurement Net Promoter Score</p> <p>Source Customer Success Management Platforms</p> <p>Impact potential Delivery of the right features at the right time</p>
<p>Service Level Indicator (SLI) C P E</p> <p>What Performance against stated Service Level Objectives (SLO) and Agreements (SLA)</p> <p>Measurement Actual availability</p> <p>Source Application Monitoring</p> <p>Impact potential Increased customer satisfaction and retention</p>
<p>Cloud Costs C P E</p> <p>What Cloud spend per product or service</p> <p>Measurement Costs in local currency</p> <p>Source Cloud Provider Cost Management</p> <p>Impact potential Reduce run costs by increased visibility and accountability (FinOps)</p>

- D DevOps Teams
- C CTO / Product Operations
- P Product Manager
- E Engineering Leader

5 Tips for using metrics successfully

- Always define your own base and target levels for metrics on product, team or company level
- Do not track metrics on a developer level
- Do not compare apples and oranges. A mobile app is not the same as a backend service
- Metrics should be used to measure the improvement of DevOps teams, not to micromanage
- Learn from top-performing teams. You can even gamify the improvement process between teams