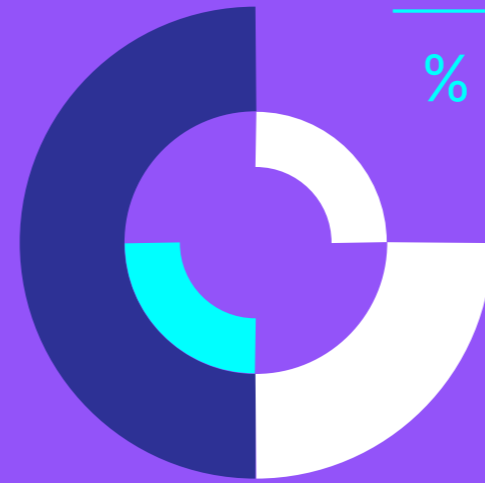




INDUSTRY REPORT

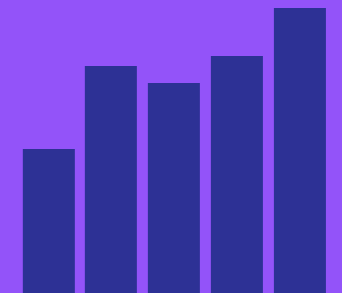
# The State of Salesforce DevOps 2023



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# Foreword



**Wade Wegner**

Chief Product Officer, Rapid

## **It's an honor to present you with the State of Salesforce DevOps 2023.**

For years, I worked at Salesforce building a platform that developers use to drive continuous integration and delivery in their software development lifecycle. We knew that by making it easier to work with Salesforce metadata, code, and data, developers from many backgrounds would drive serious efficiencies around their processes.

And the strategy has played out, as we've seen an explosion of DevOps capabilities built to speed up the delivery of software projects, reduce time-to-market, and increase the frequency of releases. While some of these solutions have come from Salesforce, most have come from the rich ecosystem of partners and developers who continue to drive innovation.

Acting now as the Chief Product Officer of Rapid — the world's largest API hub to find, test, and connect to thousands of APIs — I'm keenly aware of how important it is to adopt a DevOps culture across product engineering organizations.

This year's report showcases the continued growth of Salesforce's importance to businesses, and I'm not at all surprised. Salesforce, built on a foundation of configurable metadata with more clouds than you can count, is an ideal choice for digital transformation initiatives, but comes with profound complexity to release management. A DevOps culture, combined with the right tools, is vital for Salesforce teams to keep pace with the increasing demand and complexity of deployments while never losing customer trust.

I encourage you to read, learn, and find inspiration in this report. The State of Salesforce DevOps for 2023 provides valuable insights for businesses and Salesforce teams looking to improve their release processes and increase efficiency. It also highlights the importance of embracing a DevOps culture, continuous learning, and training to achieve success.

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# Executive summary

The State of Salesforce DevOps remains the largest annual survey of its kind. This year 1,254 respondents shared insights on their current release process and plans for 2023.

Answering questions on a wide variety of topics — from which Salesforce clouds they use, to the training that they receive — these teams provide us with an in-depth look at what trends are emerging and which ones are well established in the world of Salesforce DevOps. Comparing the latest results to previous years' data, we've identified **four key findings**.

## 1

### Salesforce is critical for business goals

Salesforce has long been the CRM of choice for a huge number of companies, but it's increasingly integral to their plans. Almost all survey respondents (**98%**) say Salesforce is critical for at least some of their business goals.

With its constant evolution, high level of configurability, and active ecosystem of third-party apps, Salesforce is the ideal platform for digital transformation initiatives. Businesses are bringing more processes onto the platform than ever before, making Salesforce a strategic priority.

However, as businesses deepen their reliance on Salesforce and adopt more clouds and packages to meet their industry-specific challenges, this adds complexity to their release process. Multiple work streams and parallel projects have to be managed carefully to prevent bottlenecks. Failure to address this release management challenge undermines Salesforce's potential to meet high expectations.

## 2

### Increased demand makes DevOps urgent

Given the central role Salesforce plays in many businesses' plans for digital transformation, it's no surprise that **90%** of respondents say demand on their team has increased over the last year.

To keep pace with the workload, handle complex deployments reliably, and deliver for the business, Salesforce teams are turning to DevOps as a way to streamline their release processes and increase efficiency.

DevOps has become vital for Salesforce. This year we've seen the upward trend of DevOps adoption continue, with **83%** of teams currently using or planning to adopt CI/CD. And the investment in DevOps is paying off, as more and more teams improve their performance. Almost all (**98%**) respondents report seeing ROI on Salesforce DevOps.

# 3

## Data protection is now a high priority

The myth that Salesforce data doesn't need to be backed up because it's 'in the cloud' is being dispelled: most businesses faced multiple data loss incidents last year. With the growing reliance on Salesforce, businesses won't risk losing critical data sets and configuration. Scrutiny of security and compliance, and a renewed focus on disaster recovery, is all making business more resilient.

More teams than ever (**86%**) are backing up their Salesforce data and metadata, and a similar proportion (**87%**) now have a disaster recovery plan. Just a small number of businesses lag behind when it comes to safeguarding Salesforce.

# 4

## Culture and training underpin DevOps success

Adopting DevOps can be difficult, but it's made even more difficult without the support of the wider company. If the development team wants to begin releasing iteratively, but the business insists on large, infrequent releases, this can cause friction. Where businesses align themselves with the culture of DevOps, development teams perform better.

Regular training helps to create the essential traits of a DevOps culture. Most teams (**80%**) who train once a month rate their team's collaboration as 'good' or 'excellent'. These teams work in an environment that promotes continuous improvement and personal development, and they outperform all others across every DevOps metric.

According to a Gartner® report,



*Successful DevOps organizations embrace continuous learning. The most important characteristic of high-performing teams is that they are never satisfied: They always strive to get better.*

**Gartner, Keys to DevOps Success,**  
**Bill Holz**, February 23 2023

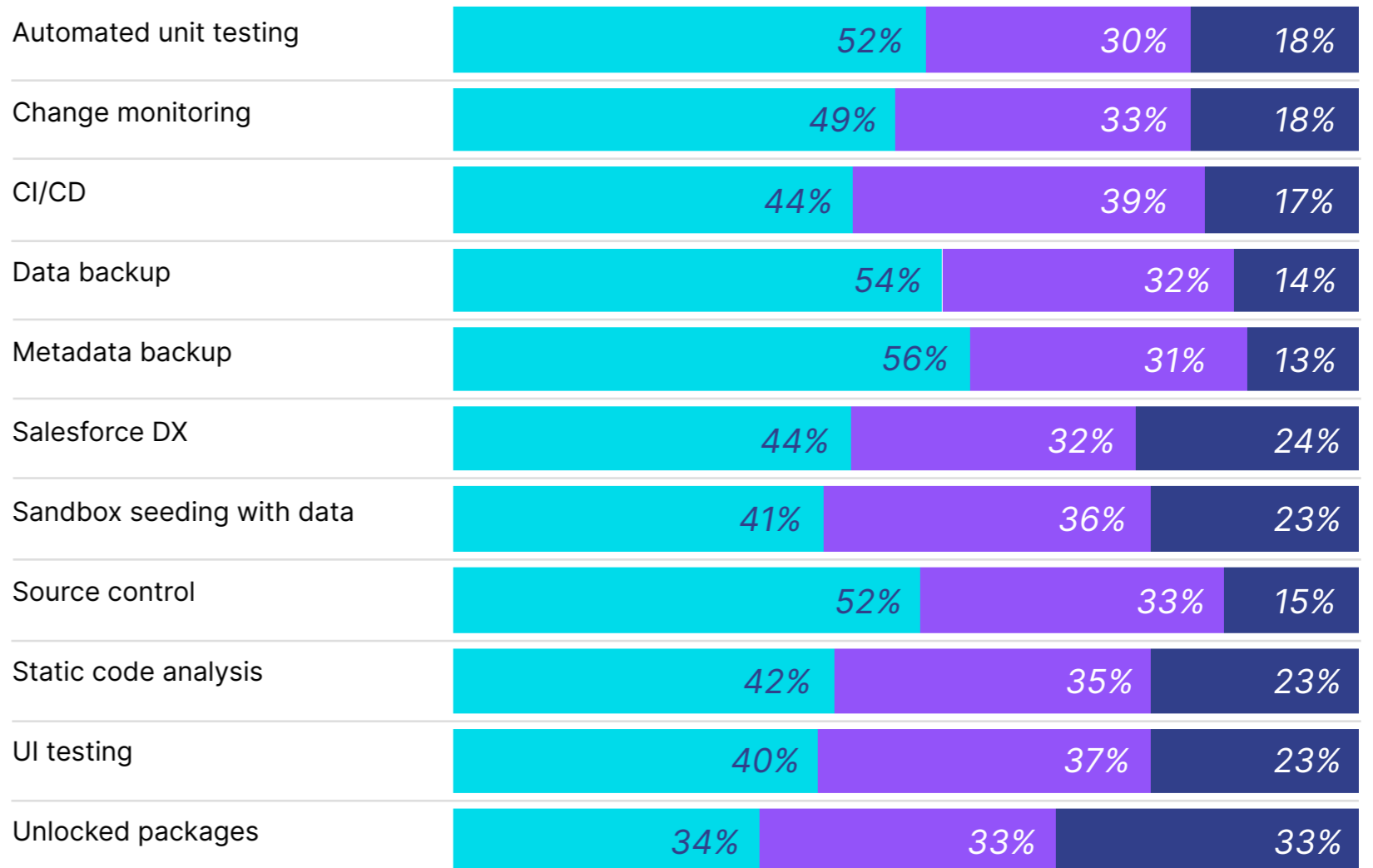
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# DevOps adoption

Salesforce DevOps is increasingly being seen as the smartest and quickest way for companies to maximize the return they see on their Salesforce investment. By implementing DevOps, Salesforce teams are able to build, test and release faster and more reliably than ever before.

There's still huge enthusiasm for DevOps in the Salesforce ecosystem. DevOps is more popular than ever with teams wanting a way to solve their problematic releases and unlock all of the opportunities that Salesforce has on offer. A record number of teams are planning to adopt all aspects of DevOps throughout 2023 as they look to mature their processes.

## Which of the following do you use?



■ Currently use

■ Plan to adopt in 2023

■ Not planning to adopt

# Teams are readying themselves to implement automation this year

Teams are laying the groundwork for building automated workflows. The first step in this is source control, which has been more widely adopted in recent years. Source-driven workflows are now high on priority lists, with **85%** of respondents currently using or planning to use source control over the next 12 months.

Teams are very optimistic about replacing their manual workflows with automated ones. A substantial **83%** say they're using CI/CD right now, or plan to later this year.

Taking the leap and adopting automation can be hard, requiring cultural change as well as learning unfamiliar concepts. But once implemented, the benefits are clear, unlocking the most valuable benefits that DevOps has to offer.

## DevOps in larger teams

Larger teams (teams of 20+) have been leading the way in DevOps adoption with around **50%** adopting all of the DevOps tools and processes we asked about. In terms of how adopting DevOps translates into business benefits, **42%** of larger teams are seeing a monthly ROI of **over \$50k**, with **18%** of these seeing **more than \$100k** ROI.

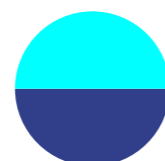
As well as seeing a solid increase in ROI over the last year, teams of 20+ have been working collaboratively to reach their release goals. Larger teams are **40% more likely** than other teams to rate their collaboration on releases as 'excellent'.

Larger teams are also more serious about disaster recovery, with **76%** of them testing their restore plan at least every quarter, and half of these testing every month. This reflects the way large enterprises are more protective of their data and metadata and have more stringent checks in place to secure their instances from a loss of important data.



# 83%

say they're using CI/CD right now, or plan to later this year



# The benefits of DevOps

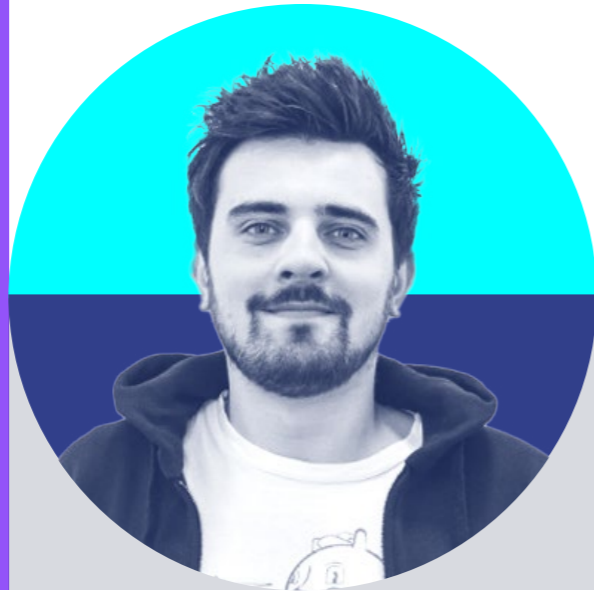
The steady upward trend of DevOps adoption is helped vastly by teams seeing the positive impact of maturing their DevOps processes. Making the shift within the company towards new and unknown tooling is rewarded quickly, with teams reaping the benefits almost immediately.

This year time savings are the benefit teams see most often and are most aware of. Release frequency and the quality of releases are also a key improvement that teams have observed since their adoption of DevOps.

Teams who experience these benefits are maturing their process and are in a better position to add other tooling such as CI/CD into their workflows.







**Jack McCurdy,**  
DevOps Advocate, Gearset

“

*It's hugely exciting to see such a large proportion of the ecosystem looking to adopt more advanced processes with automation. Teams are clearly starting to understand, as well as being able to articulate, the ROI of investing in a solid DevOps process — with larger teams paving the way. What's more is that the organizations that understand this will see their ROI of Salesforce holistically increase with the ability to deliver changes to the platform faster, with more satisfied end users and senior stakeholders.*

# DevOps performance

This year, we've benchmarked teams against six metrics. Four of these metrics are taken from DORA and we've added another two to focus our analysis specifically towards Salesforce.

The DORA (DevOps Research and Assessment) metrics are a set of performance measurements for development teams, created by a Google research group. These metrics can be used to evaluate the performance of Salesforce DevOps teams.

## The DORA metrics are:

### Deployment frequency

The number of times per day that code is released to production.

### Change fail percentage

The percentage of deployments that result in a failure.

### Lead time for changes

The time it takes for code changes to go from being committed to being deployed in production.

### Mean time to recover

The time it takes to recover from a failed deployment.

High scores on these metrics mean that teams are able to deliver value faster and respond quickly to changing business needs.

We've added 'Deployment time' because deployments on Salesforce are more difficult and time-consuming and we've also added 'Time to restore' as we consider backup a natural fit with the other pillars of Salesforce DevOps.

- 1 Deployment time
- 2 Release frequency
- 3 Lead time
- 4 Change failure rate
- 5 Time to recover (after releasing a bug or error)
- 6 Time to restore (from data or metadata loss)

# 1

## Deployment time

The time it takes to deploy changes from one environment to another is a vital metric for Salesforce teams. Arduous deployments that take — in some cases — longer than a day slow down productivity, reduce lead times and incur huge costs for the business over time.

It's promising that 72% of respondents say they're deploying within four hours, and 39% of this group are able to complete a deployment in less than an hour. The remaining respondents are taking more than 5 hours to complete one deployment, which makes it difficult to consider upping release frequency.

Fast deployments aren't necessarily a sign of DevOps maturity — the amount of metadata being deployed is a significant factor.

How long does it usually take to deploy changes from one environment to another?

Longer than a day

4%

5 hours to a day

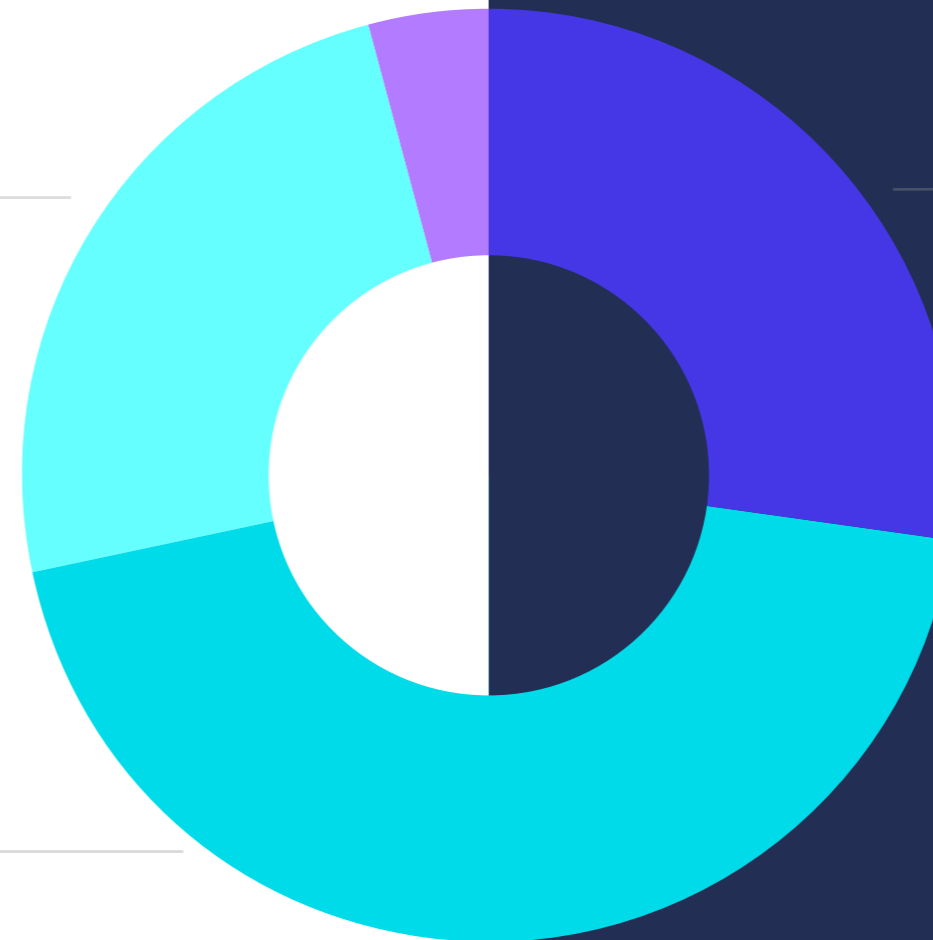
25%

1 to 4 hours

44%

Less than an hour

27%



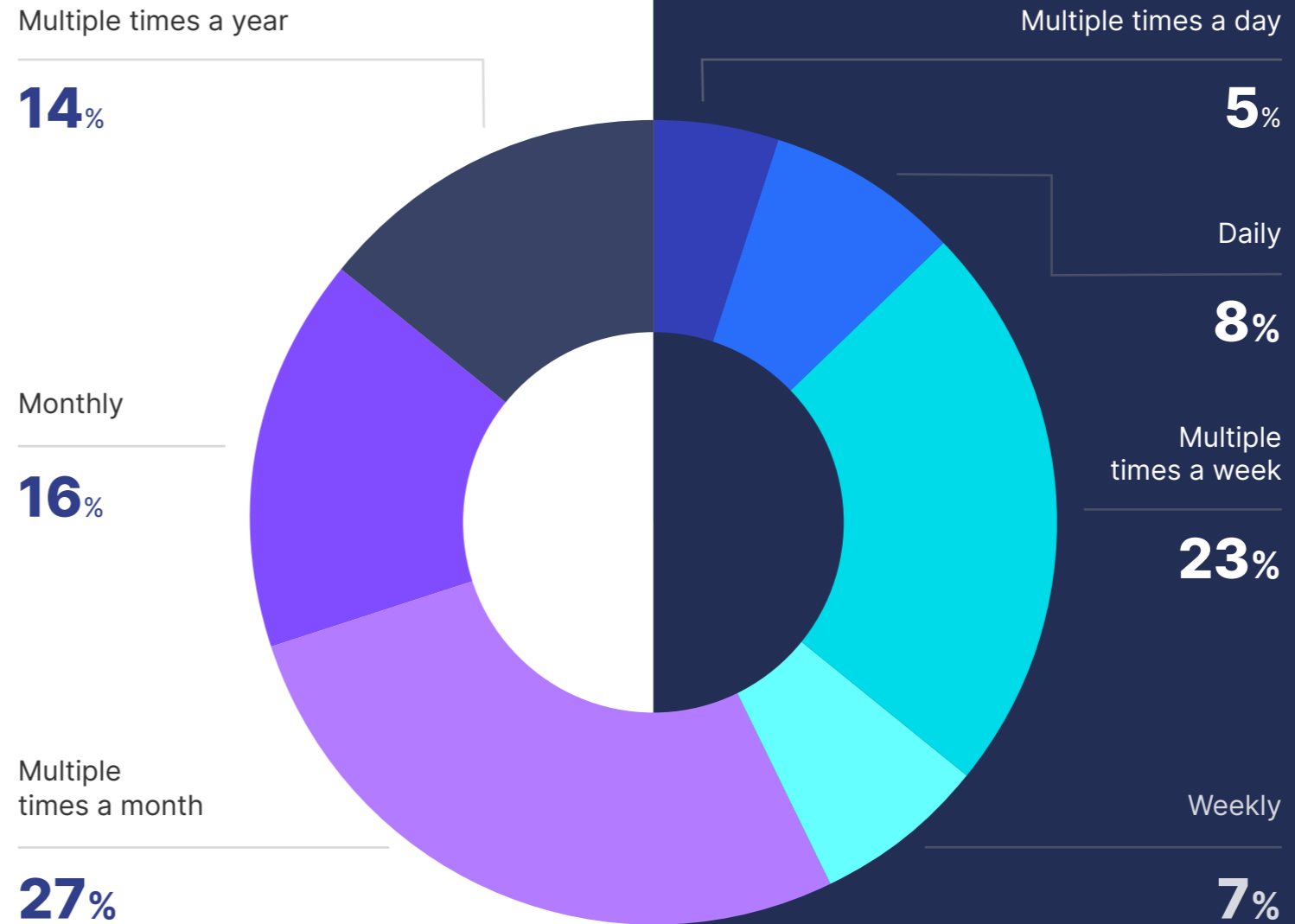
# 2

## Release frequency

Compared to last year, release frequency has increased. Teams releasing at least multiple times a week have grown by 10%, and twice as many teams are releasing daily. This is a significant rise: twice as many teams are releasing daily. Many teams have taken a sizable step towards DevOps maturity, since releasing small packages frequently and reliably is a key aim of DevOps. When teams shorten the time it takes to get feedback on changes, they're able to quickly and efficiently implement improvements.

There are still 14% of companies releasing just a few times a year. These are often larger teams for whom production is a restricted environment. Compliance with legislation or concerns around sensitive customer data lead these companies to require several sign offs for each release.

### How often does your organization release to production?



# 3

## Lead time

Faster deployments and more frequent releases contribute to shorter lead times once work has been completed. Encouraging a flexible DevOps process which allows teams to release work as soon as it's finished will bring down lead times. Only 18% of respondents are able to release a new feature to production in less than a day, with nearly half able to complete the release within a day and a week.

For some teams, lead times are much longer. Being able to quickly and efficiently release updates is a hallmark of a top-performing DevOps team. For larger projects, it's about knowing how to deliver in small, but meaningful, slices of work. As well as having a fast and reliable release process, shipping iteratively is a particular characteristic of DevOps.

How long does it usually take to release a new feature to production after it has been built?

Longer than a month

7%

Between a week and a month

25%

Less than a day

18%

Between a day and a week

50%



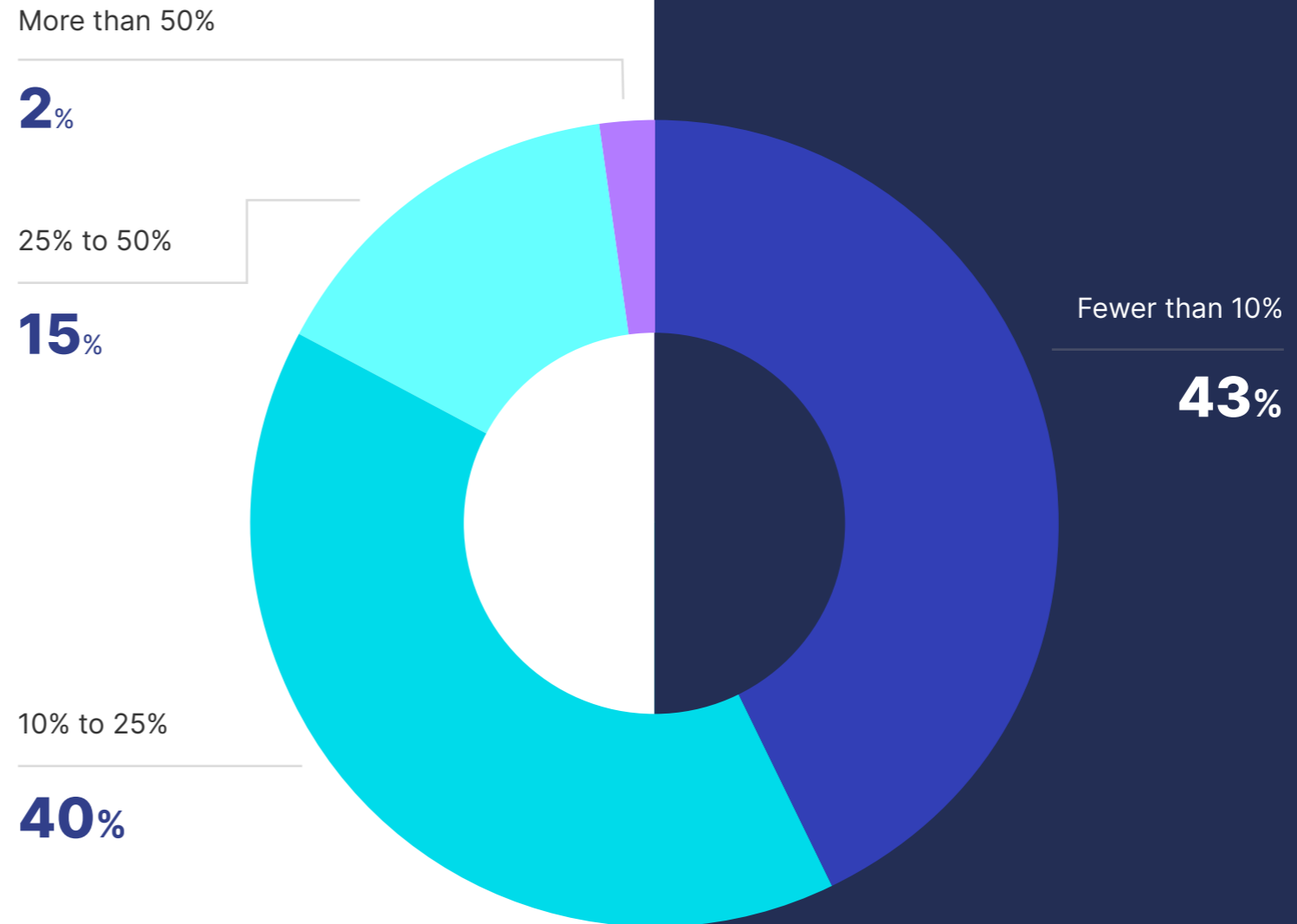
# 4

## Change failure rate

The proportion of releases with bugs and errors is an important indicator of release quality. By extension, change failure rate shows how effective teams are when it comes to testing and reviews.

This year's results are an incredible step up from last year, with teams releasing fewer bugs and errors than ever before. Last year only 23% of all respondents had a change failure rate of under 10%. This year an unexpected 43% say that less than 10% of releases include a bug or error.

What percentage of releases include a bug or error?



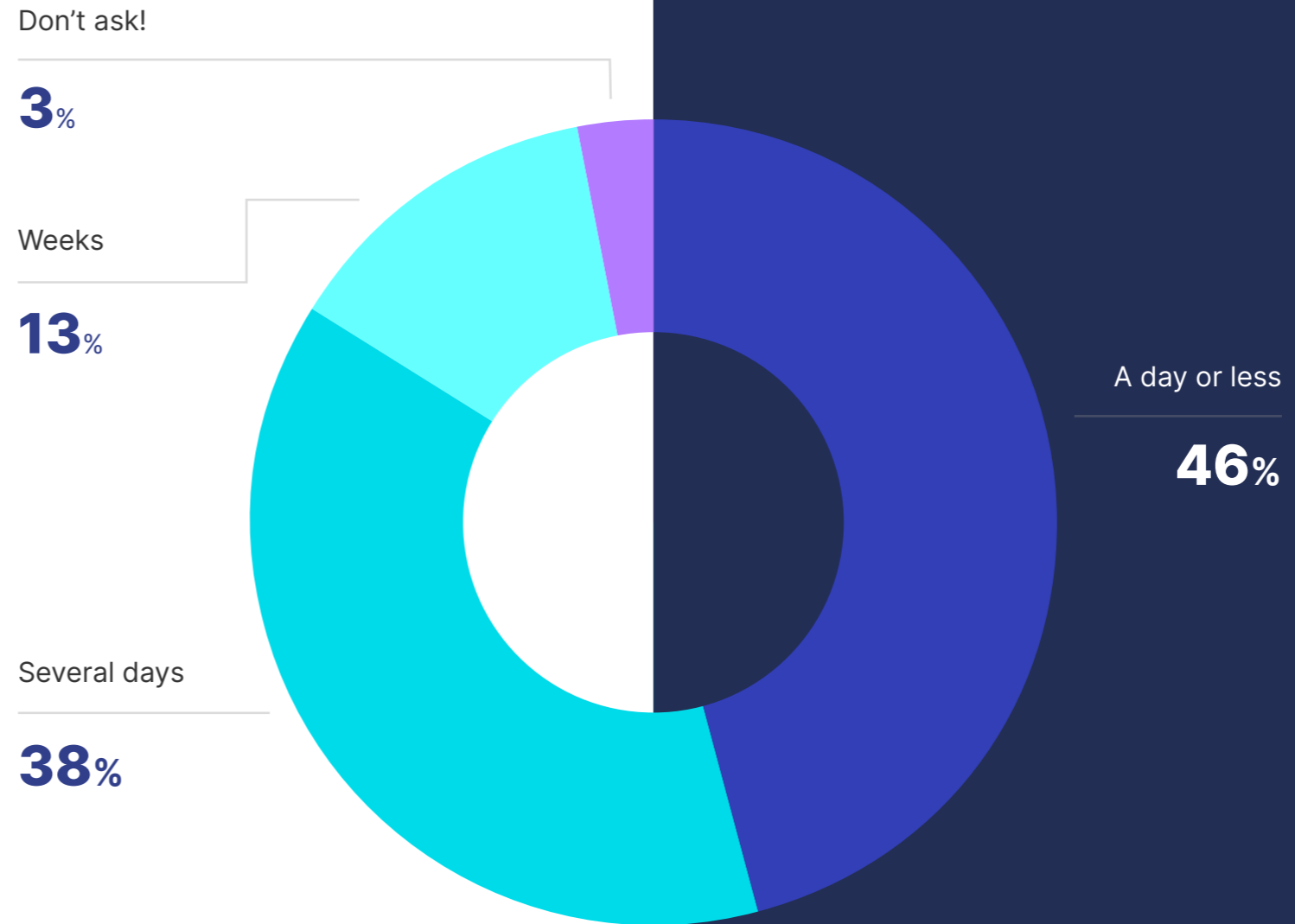
# 5

## Time to recover

Recovery time is a crucial metric for teams. When trying to safeguard Salesforce environments, teams want to avoid allowing bugs and errors to linger for extended periods.

Rollback is the vital functionality that teams need to recover quickly. Once an issue has been spotted, a rollback enables teams to quickly get rid of the problem and restore service as quickly as possible. Some teams take several weeks to fix their last bug or error, and some teams who took part in the survey didn't want to disclose how long it took them.

How long did it take to fix the last bug or error you found?



# 6

## Time to restore (from data or metadata loss)

Having a robust backup and restore process in place is crucial for any team, and it's even more effective when it's tightly integrated within your DevOps workflow. Elite DevOps teams are able to restore their data and metadata from a backup almost as quickly as they can recover from releasing a bug or error, which gives them an added layer of protection.

Roughly one third of respondents (34%) are able to restore in a day or less. This year's data shows a slight improvement compared to last year's results. More teams are implementing backup solutions and testing their plans, improving disaster recovery performances across the ecosystem.

How quickly did you manage to restore from your last data or metadata loss?

We have never experienced data or metadata loss

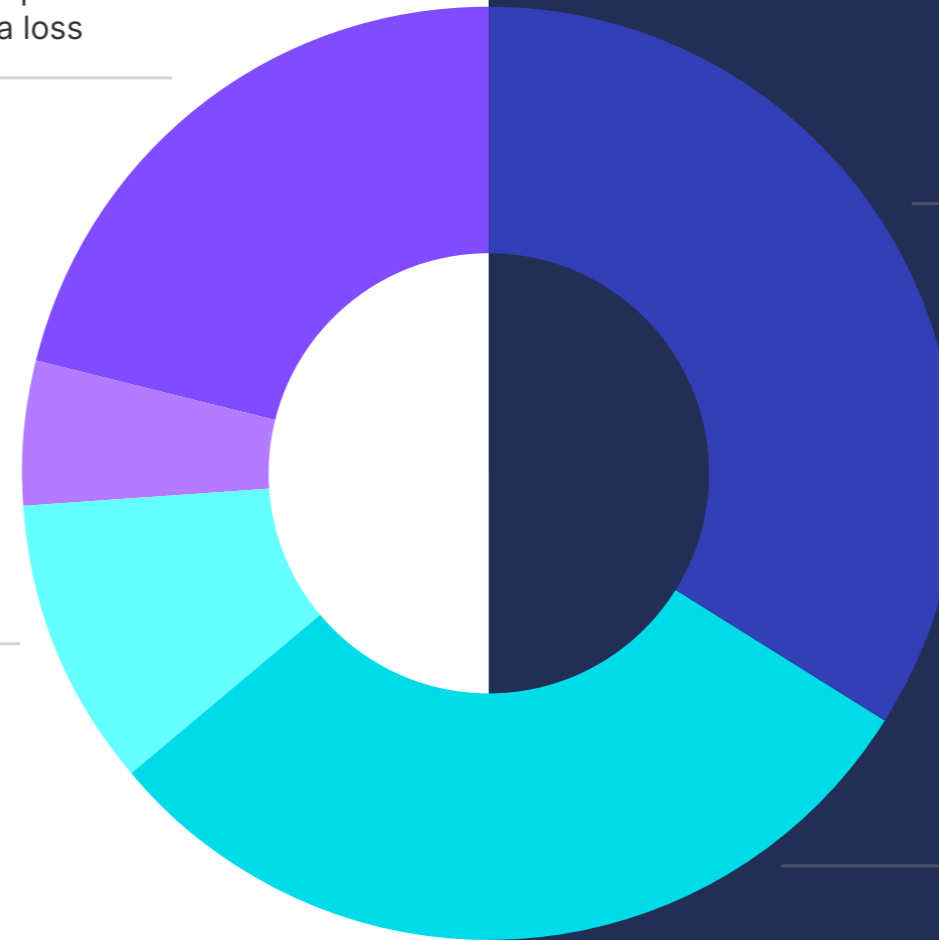
21%

Months

5%

Weeks

10%



A day or less

34%

Several days

30%





**Andy Barrick,**  
DevOps Architect, Gearset

“

*There's been tremendous progress in release reliability over the last year. Getting quality right before applying speed is far more preferable to rapid releases of unstable applications, so teams with quality releases can now start to focus on improving deployment time via process and architectural adjustments.*

*Backup being considered critical by the vast majority of teams of all sizes and maturity is no surprise, and a backup solution is clearly now a non-negotiable part of any application.*

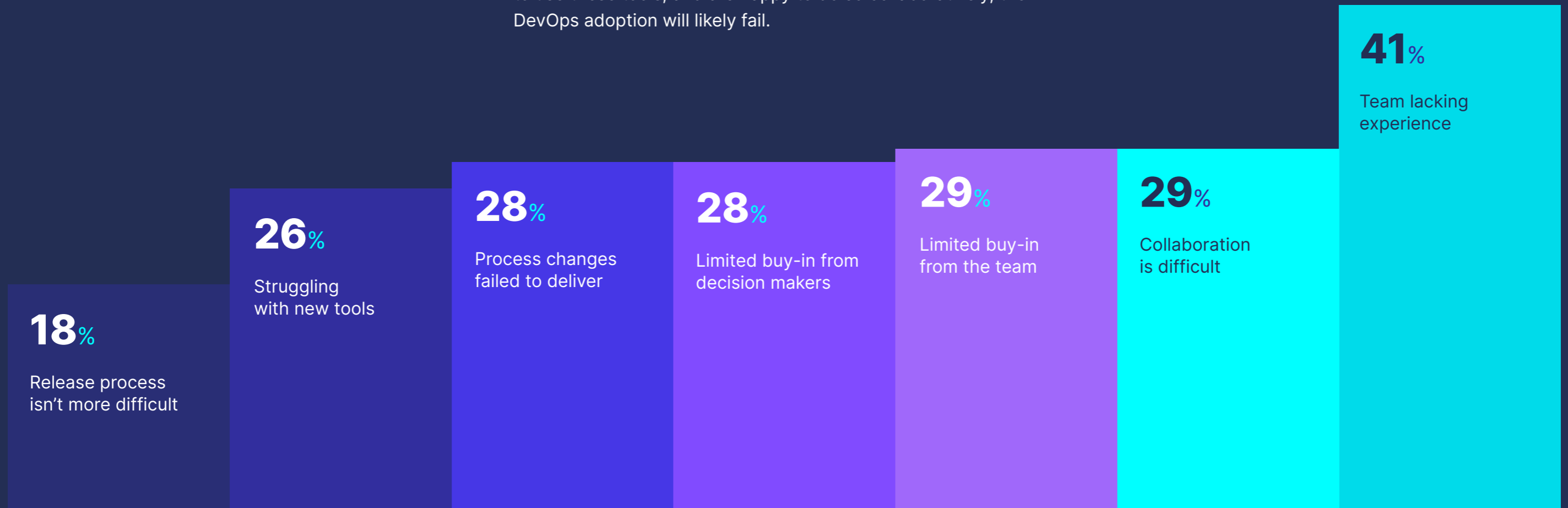
*Team collaboration can be tricky in a remote or hybrid world, but connected, engaged teams will spot and resolve issues even earlier in the development process.*

# Teams held back by a lack of experience

While DevOps continues to be at the forefront of teams' minds for 2023, there are still obstacles that could block success.

Lack of team experience is a common complaint, with **41%** of teams identifying it as a major obstacle to DevOps adoption. It's a common misconception that technology alone will result in a successful DevOps workflow — missing the importance of culture and leadership. Unless the whole team feels empowered to use these tools, and are happy to do so collaboratively, then DevOps adoption will likely fail.

Nearly a third (**29%**) of respondents report that difficulties with collaboration have made releases more difficult and another **29%** said they are suffering from limited buy-in from the rest of the team. This not only sets teams up to fail, but will stall performance and drain morale.



What has made your release process more difficult to manage?

## Who are this year's Elite teams?

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This year we've identified a small group of 'elite' DevOps performers: teams that have adopted DevOps and rate their collaboration as 'excellent'. Just 9% of respondents fall into this category, and their DevOps performance far surpasses everyone else's.

**61%**

are more likely than average to deploy in under an hour

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**56%**

are more likely to have a lead time of less than a day

---

**15%**

more likely to release daily or more often

---

**35%**

more likely to have change failure rate under 10%

**30%**

more likely to recover within a day

**21%**

more likely to restore in under a day

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# Expert analysis of the latest data

Each year there are particular themes that emerge from the data, and this year we're delving deep into **four emerging trends** that have come to light.

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**1** Salesforce DevOps accelerates digital transformation

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**2** Rising complexity of Salesforce creates a challenge

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**3** Focus on disaster recovery cuts restore times

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**4** Training builds a culture of collaboration

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# 1

## Salesforce DevOps accelerates digital transformation

A wide range of business goals are underpinned by the Salesforce platform, but achieving them isn't possible with slow and error-prone project delivery. Adopting DevOps unleashes Salesforce's potential and accelerates progress towards these strategic objectives.

### Digital transformation is a key priority

The top strategic goals for businesses in 2023 all relate to digital transformation, which is a first order objective because it paves the way for other objectives.

Almost half (**43%**) of businesses say that digital transformation is a top priority, and it's an especially high priority in the healthcare, communications, and energy sectors. Upgrading from legacy systems and replacing outdated, inefficient ways of working is essential for future-proofing any organization. Not only does it reduce labor costs, but iterative release cycles enable Salesforce teams to roll out digital transformation projects and process optimizations quickly — with maximum stakeholder engagement.

Embracing digital technology is a crucial first step, as it allows for greater efficiency and accessibility of information and resources. However, it's important to note that this step alone isn't sufficient for long-term success, and organizations must continue to adapt and innovate in order to stay competitive in a rapidly changing digital landscape. Consolidating and streamlining existing processes to achieve an efficient and robust enterprise architecture is also a top priority.

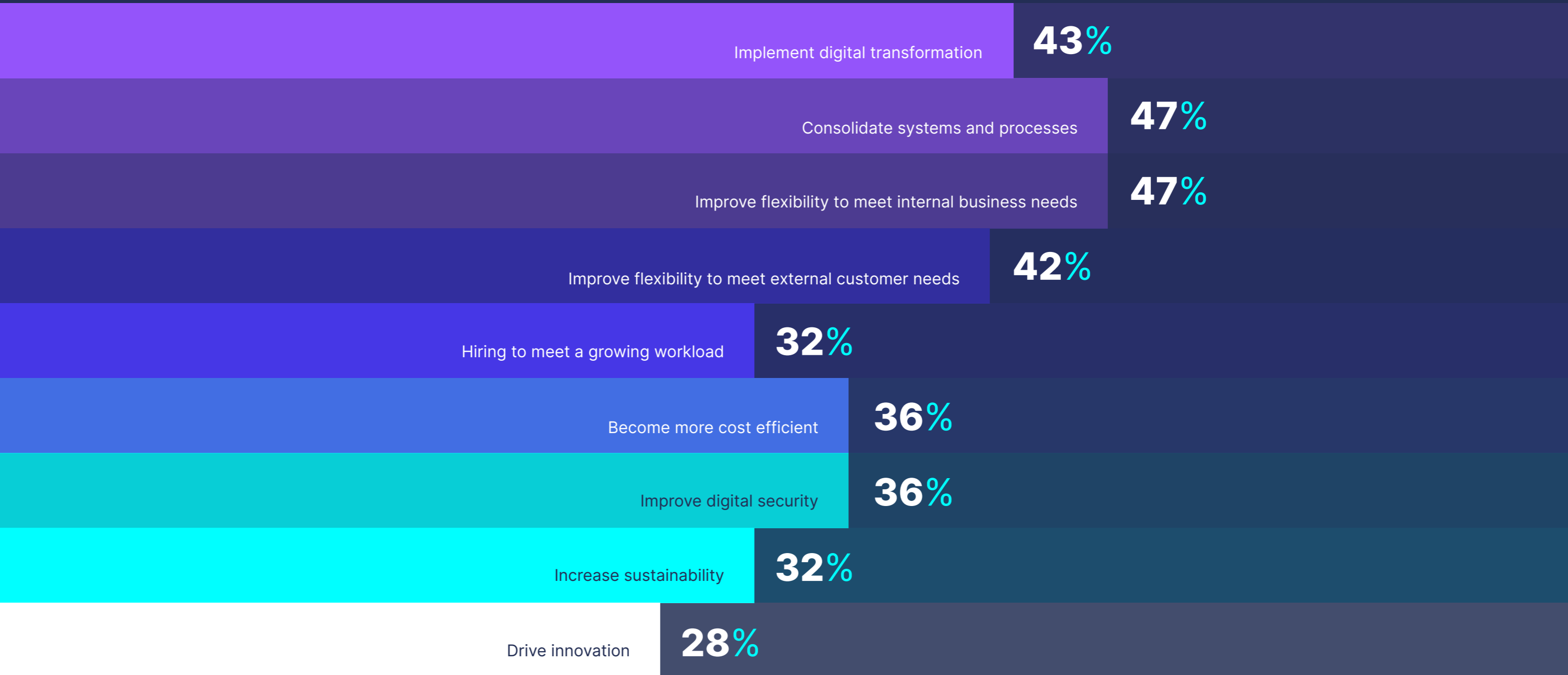
According to a Gartner® report,

“Digital demands continue to accelerate, prompting an increase in technology investments beyond corporate IT, and also creating new disruption risks. To help their organizations succeed, leading enterprise architects are concentrating on enabling distributed delivery across the enterprise, while ensuring organizational resilience.

**Gartner, 13 Best Enterprise Architecture Practices to Ensure Program Success, Saul Brand & Marcus Blosch, April 27 2022.**

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## What are the top priorities for your wider business over the next 12 months?

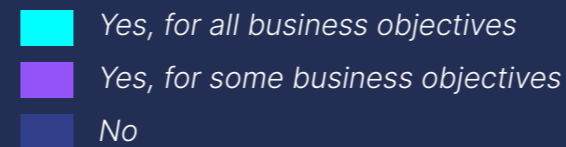
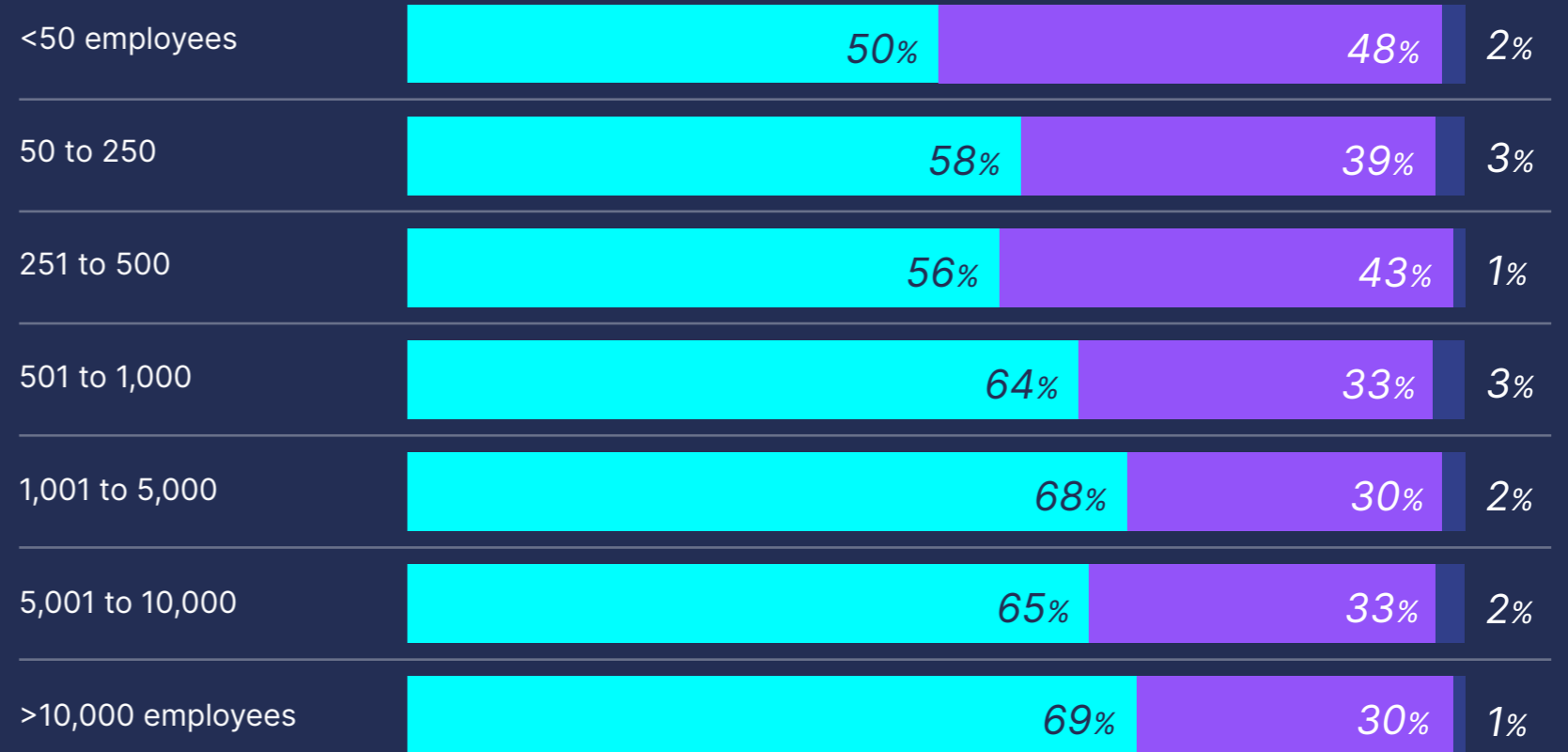


## Salesforce is mission-critical for businesses

Salesforce is particularly well-suited to digital transformation projects because it's extremely configurable, making it possible to create the exact workflows and process automations your business needs.

So it's no surprise that Salesforce is critical to business's objectives — **98%** say Salesforce is critical for at least some of their business goals. For **61%**, it's critical for all their objectives. And the larger the business, the more likely that Salesforce is critical to all strategic goals.

### Is Salesforce a key component in achieving these business goals?



# Reliable DevOps ROI

Most business goals are ultimately about cutting costs and opening up new revenue streams. And since DevOps accelerates digital transformation, investing in DevOps produces a healthy return.

**98%** of respondents report a return on Salesforce DevOps investment.

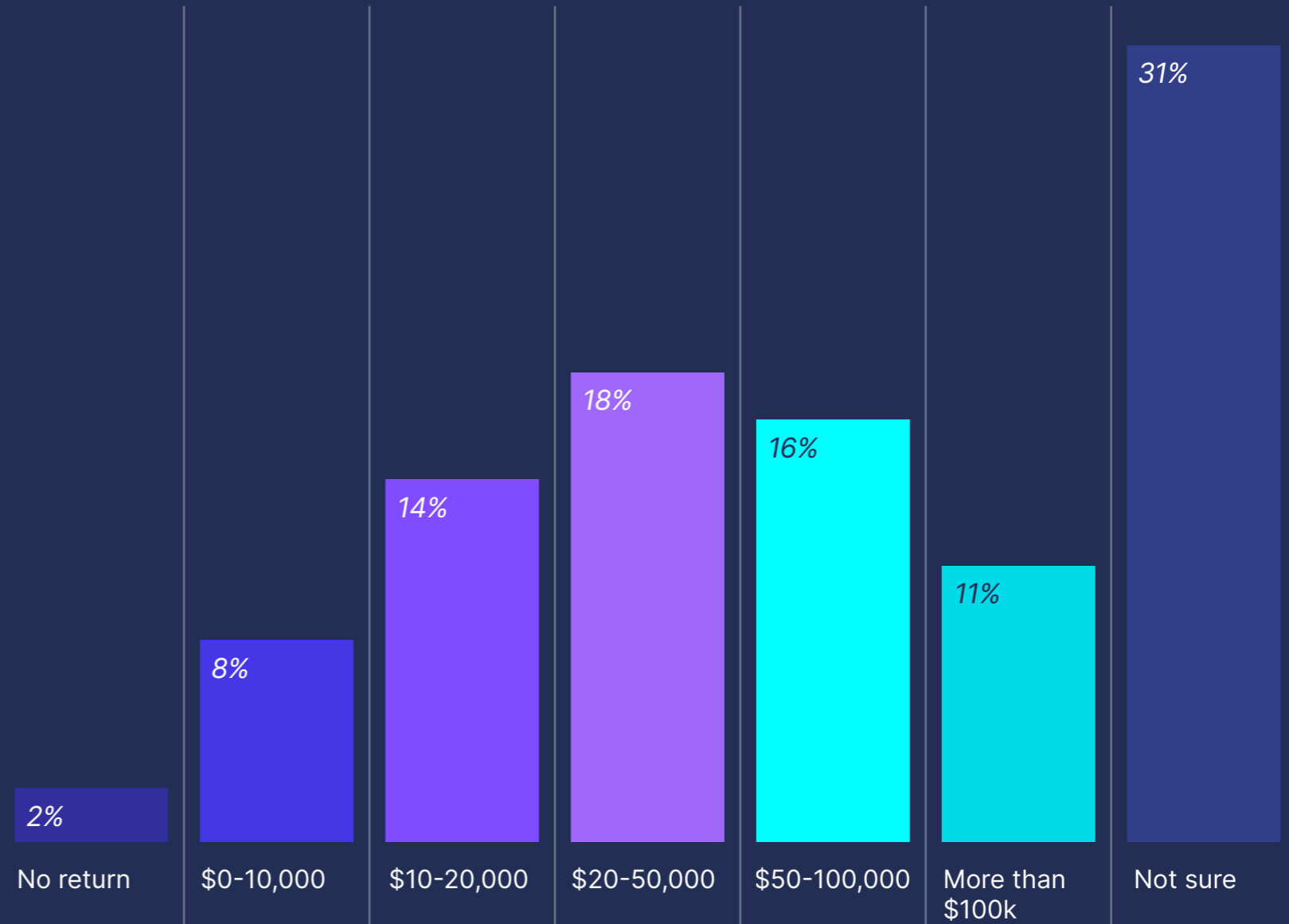
**59%** of Salesforce teams report returns of over \$10k per month, up from 37% last year.

**27%** report more than \$50k per month, up from 10% last year.

Larger businesses see a larger return, as we'd expect. But they're also less likely to have calculated ROI. This most likely reflects the complexity of calculating returns in a large enterprise.

Small teams often calculate DevOps ROI by looking only at efficiency savings: the avoided cost of developer or consultant time. But for the world's largest IT departments, the primary value of DevOps is accelerating digital transformation, and it's harder to attribute a dollar value to the part DevOps plays.

## What is your estimated monthly ROI from Salesforce DevOps?







**Forrester**, *The Future Of DevOps*  
**Charles Betz & Christopher Condo**  
June 8th 2022



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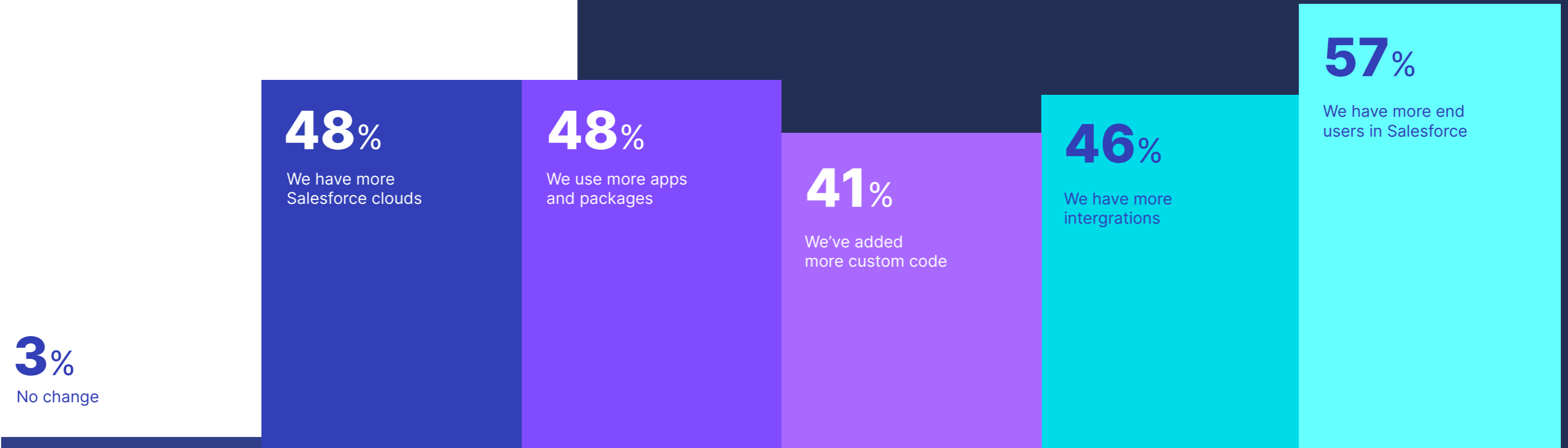
*DevOps is about people. High-trust cultures perform better, and employees are more likely to endorse organizations that engage in flow-promoting DevOps practices. To help facilitate this major transformation, enterprises are investing in immersion training via dojos; breaking down silos through cross-functional product teams; and investing in culture, automation, and learning to drive agile-plus-DevOps success. The future will bring nuance to these pivots as leading organizations discover the important fine-tuning they'll need to do to land this transformation.*

# 2

## Rising complexity of Salesforce creates a challenge

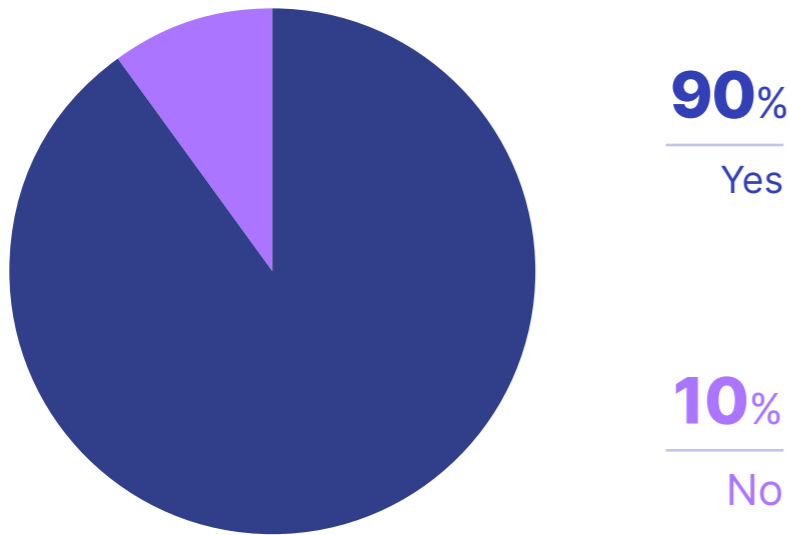
Almost all (**97%**) of the respondents to this year's survey said that their organization's use of Salesforce has evolved. Whether it's implementing more apps and integrations or supporting more end users, Salesforce is increasingly complex for teams to manage.

How has your organization's use of Salesforce changed over the last year?



As the complexity of Salesforce increases, so too does the demand on development teams. A staggering **90%** of respondents reported that the workload on their team has grown in the past year. The top three reasons for this were: using more apps and packages, handling more intricate business needs, and an increase in the number of users.

### Has demand on the Salesforce development team increased in the last year?



### Why is the demand on your team growing?

More apps and packages **60%**

More complex business needs **58%**

More end users **54%**

Staffing issues **30%**

A radical business change **16%**

Not enough training **13%**

Teams are spending an average of **9 hours** each month deploying outside their contracted working hours.

Respondents also said that their dependence on Salesforce has increased in the past year, with **85%** saying that their dependence has increased significantly. As a business-critical platform, Salesforce has to be maintained and protected like other parts of the infrastructure.

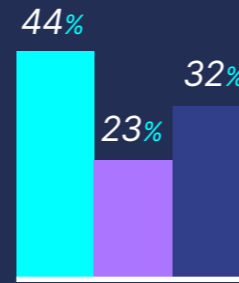
Many companies have ambitious plans to increase their usage of Salesforce clouds in 2023. This is a sign that businesses are trusting Salesforce to handle a growing variety of business processes. Those who used to only rely on one or two clouds are looking to branch out and try more specialized platforms to fit their specific needs.

**32%** intend to adopt Mulesoft and CRM Analytics

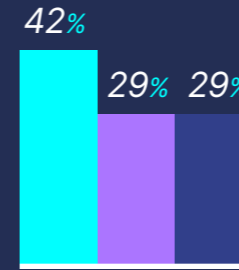
**31%** intend to adopt Experience Cloud

**30%** intend to adopt Field Service, Marketing Cloud, Salesforce Industries (Vlocity) and Revenue Cloud (CPQ)

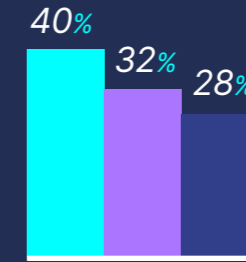
### Which of these Salesforce clouds and packages do you use?



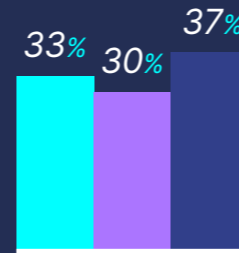
Commerce Cloud



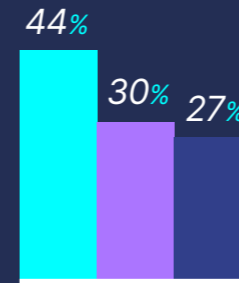
CPQ/Revenue Cloud



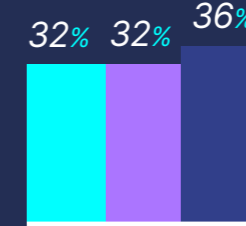
CRM Analytics



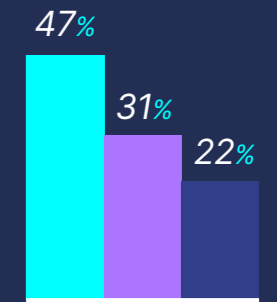
Field Service



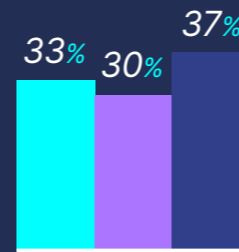
Marketing Cloud



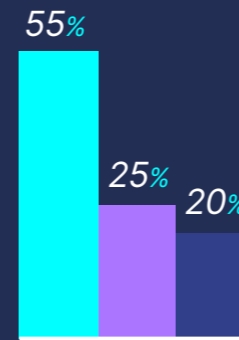
Mulesoft



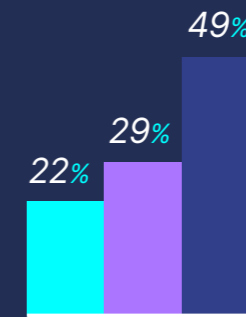
Experience Cloud



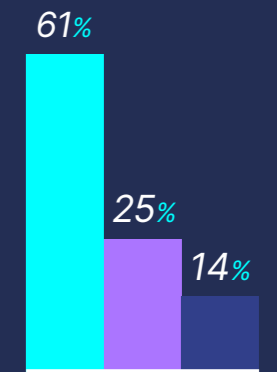
Salesforce Industries (Vlocity)



Service Cloud



nCino



Sales Cloud

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## DevOps is a key solution for reducing complexity

Salesforce is taking this complexity head-on by introducing Genie, which they announced at Dreamforce '22. Genie will help bring together all the different cloud services, and when combined with Hyperforce, it will create a smoother experience for companies that are currently managing several clouds.

Increasing complexity and demand makes Salesforce DevOps even more crucial. Development teams need release pipelines that can accommodate multiple workstreams and support the variety of Salesforce products.

Salesforce DevOps solutions need to adapt to meet the growing demands of multi-cloud setups. Whether that's delivering the same functionality for different teams, or providing integrated workflows across clouds, these solutions will be pivotal in maintaining DevOps success on more complex infrastructure.



*Organizations are trying to do more with less on orgs where complexity is increasing year on year. This complexity has come from years of unstructured adding and changing processes and logic from potentially many different people with different ideas of how the changes should be implemented 'because it is easy'. Yet the orgs have become the critical beating heart of the organization. Organizations now realize DevOps is a necessity to really understand how to streamline their operations and focus on value-driving changes. The skills gap is also becoming more obvious. There needs to be a greater understanding and skill in interpreting what exists and how to manage the increasing complexity of code and declarative functionality reliably and efficiently.*

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**Francis Pindar,**  
Salesforce Expert,  
[AdminToArchitect.com](https://www.admin-to-architect.com)

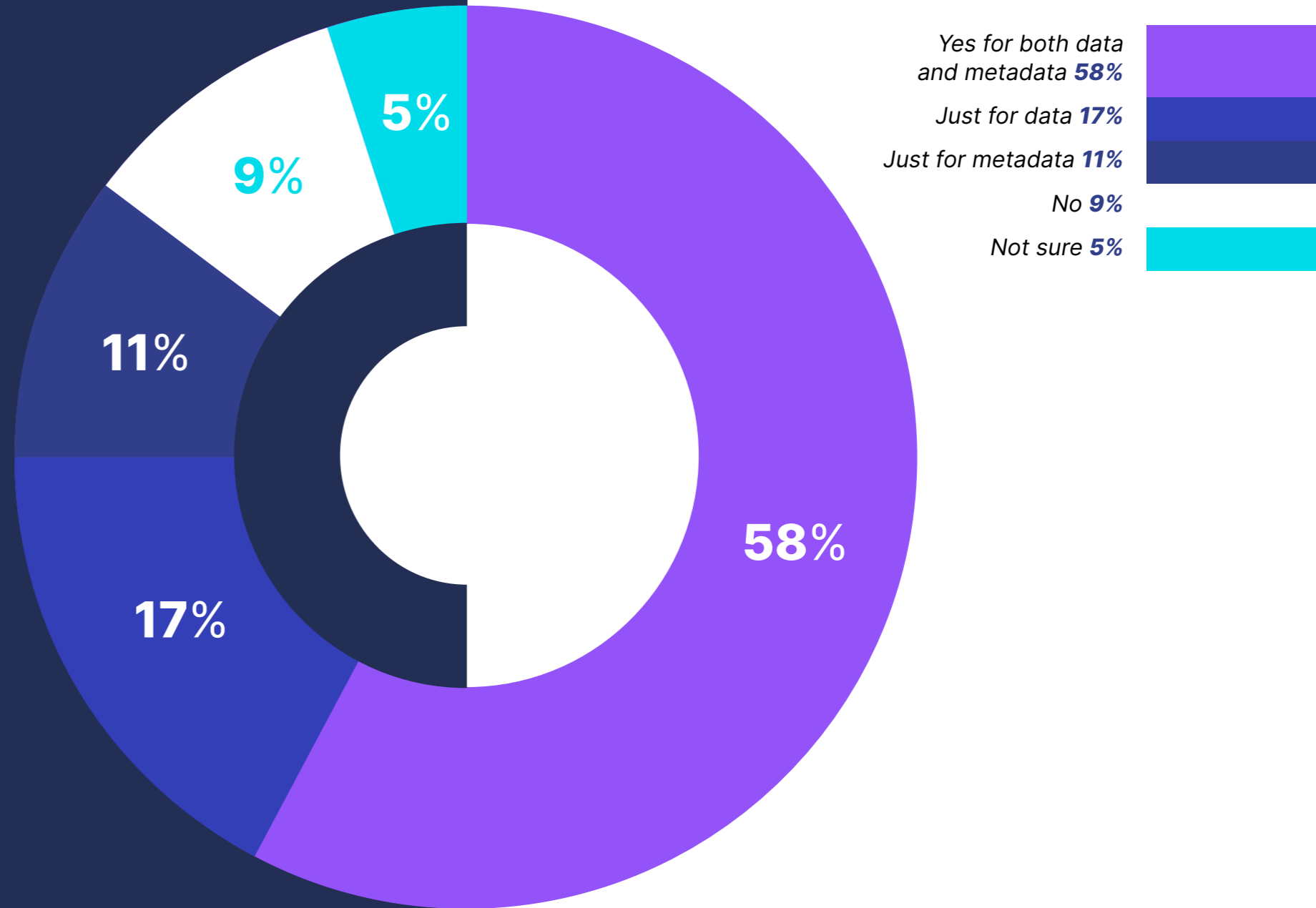
# 3

## Disaster recovery plans boost resilience

Salesforce backups are crucial. The majority (67%) of respondents said their business had suffered metadata or data loss in 2022, with 6% saying they don't know if they had or not.

But backup adoption is rising, and the majority of Salesforce teams now believe they're responsible for backups, with just 9% saying it's someone else's responsibility and 5% admitting they're not sure. This contrasts with the finding last year that ownership for disaster recovery was unclear.

Are you/your team responsible for your Salesforce backups?





86%

**of businesses  
back up their data  
or metadata**

**Most respondents** say they are currently using, or plan to adopt a backup solution over the coming year. This confirms that teams are increasingly aware of the need to protect their data and metadata, and secure their environments should disaster strike. In contrast to the low adoption of backup solutions just a few years ago, **86% of businesses** currently back up their data or metadata.

# Businesses are increasingly resilient to Salesforce data loss

Once again, we asked teams how they perform in terms of the disaster recovery metrics RPO and RTO, so that we can see how resilient businesses are to data loss from Salesforce.

## RPO

A team's recovery point objective (RPO) dictates how frequently they need to back up their business-critical data. RPO is directly related to backup frequency — if the business can't lose more than a day's worth of data, then daily backups are needed to ensure that recent data is available for recovery in the event of a disruption.

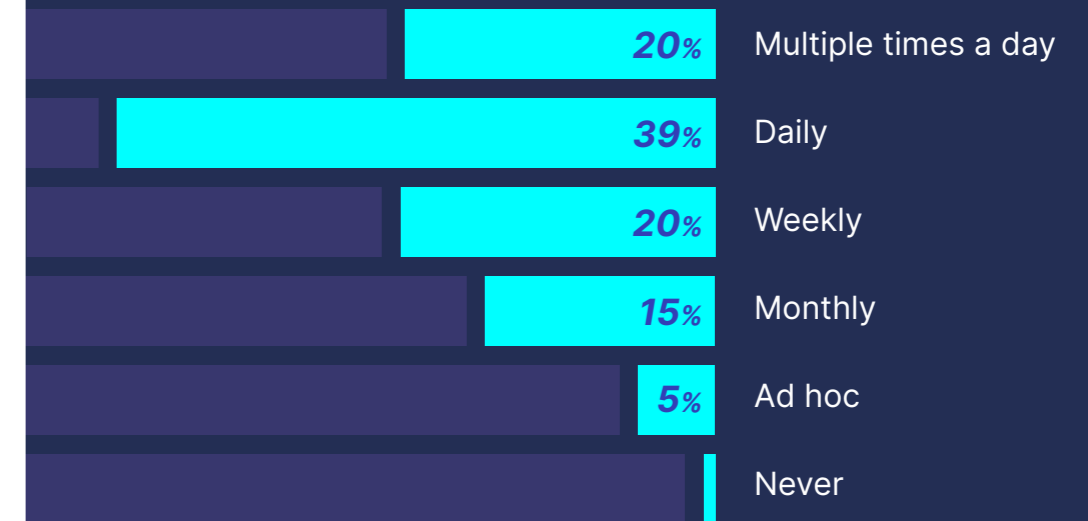
Compared to last year, more businesses are backing up Salesforce multiple times a day: up from **8%** to **19%**. The percentage of teams running daily backups also rose from **33%** to **39%**.

## RTO

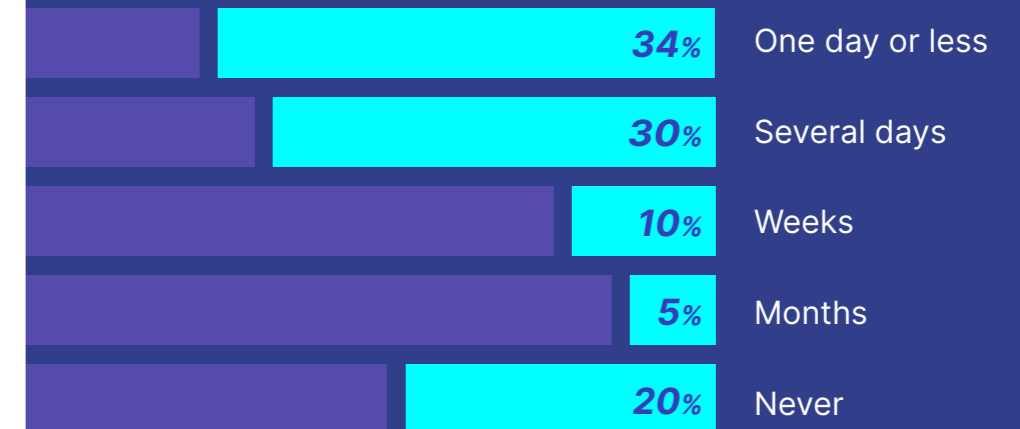
The recovery time objective (RTO) is a measure of how quickly a business needs to be able to restore its operations after a disaster or other disruption. To achieve a shorter RTO, teams need to have an effective monitoring system, an efficient restore process, and a well-tested disaster recovery plan.

Teams are more aware of the practical steps needed to recover from incidents, and have improved their ability to restore. Of those businesses that suffered data or metadata loss last year, the majority recovered quickly — within a day or less.

### Backup frequency (RPO)



### Restore time (RTO)





## The ability to bounce back

To carve out a clear course of action during and after a significant incident, many companies establish incident response and disaster recovery plans outlining the responsibilities of individual team members. Only 13% of teams admitted they didn't have a disaster recovery plan. Most teams test their plan regularly.

Evidently, a significant change is underway in the perception of backups and the process of recovering and restoring. Organizations that have implemented backup solutions are treating them with a greater sense of importance. Backup is now viewed as a crucial component of the DevOps process, rather than a checkbox exercise.

How often do you test your disaster recovery plan?

We don't have a disaster recovery plan

13%

Ad hoc

14%

Once a year

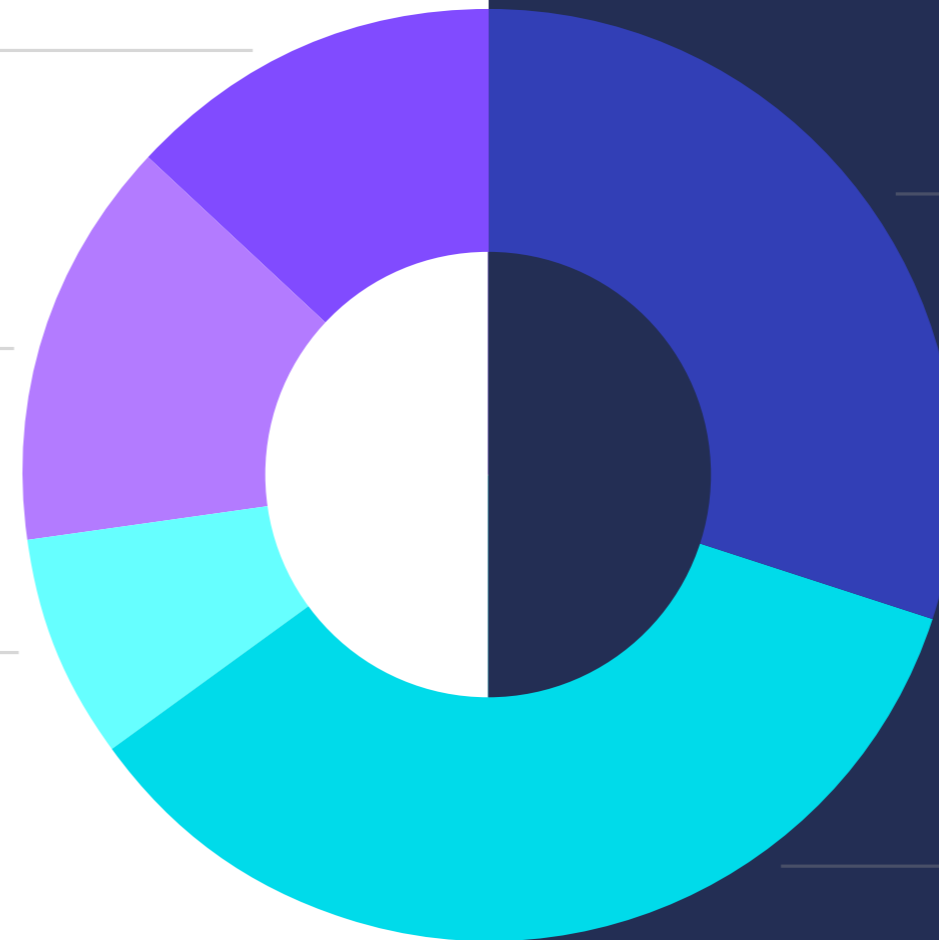
8%

Every month

30%

Every quarter

35%





**Charlotte Christopherson,**  
Editor in Chief, DevOps Launchpad

“

*It's great to see that many teams are learning how to integrate backups into their release workflows and many teams are putting their hands up and taking ownership of the need to secure their organization's data. Companies are proactively protecting business-critical data and Salesforce teams now see it as one of their top priorities. Not only that, but teams have woken up to the fact that it's not just how you protect your data, but how quickly you can recover if (and when!) disaster strikes.*

# 4

## Training builds a culture of collaboration

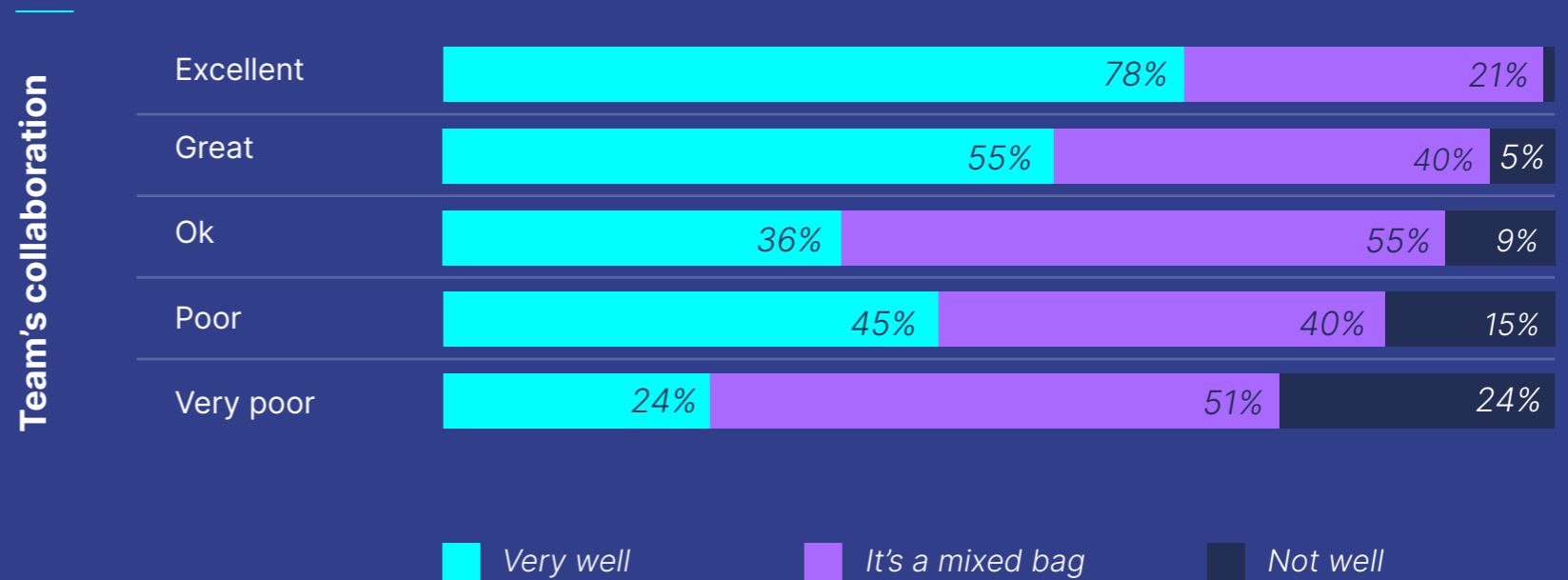
DevOps is as much about people as processes. Providing teams with the opportunity to upskill through proper DevOps training helps those working closely with Salesforce understand and apply the principles and tools for successful DevOps implementation. This includes learning about how they can become more agile, tackle new concepts like source control and begin implementing automation tools like CI/CD.

### Collaboration is the key to improved performance

DevOps culture always puts the emphasis on collaboration, and this mindset produces real results. Teams that rate their collaboration as 'great' or 'excellent' perform much better than those who rate it as 'poor'. Effective collaborators run more frequent releases, and see fewer data and metadata loss incidents.

The reverse is also true: cultural resistance to DevOps hinders progress, and the wider company culture can be a challenge. Teams that rated their collaboration as 'very poor' also say that DevOps doesn't align well with the wider company's culture.

How well does DevOps align with your wider company culture?





**Blanca Leon-Carter,**

DevOps Architect, Slalom, VP of Community Engagement, RAD Women

“

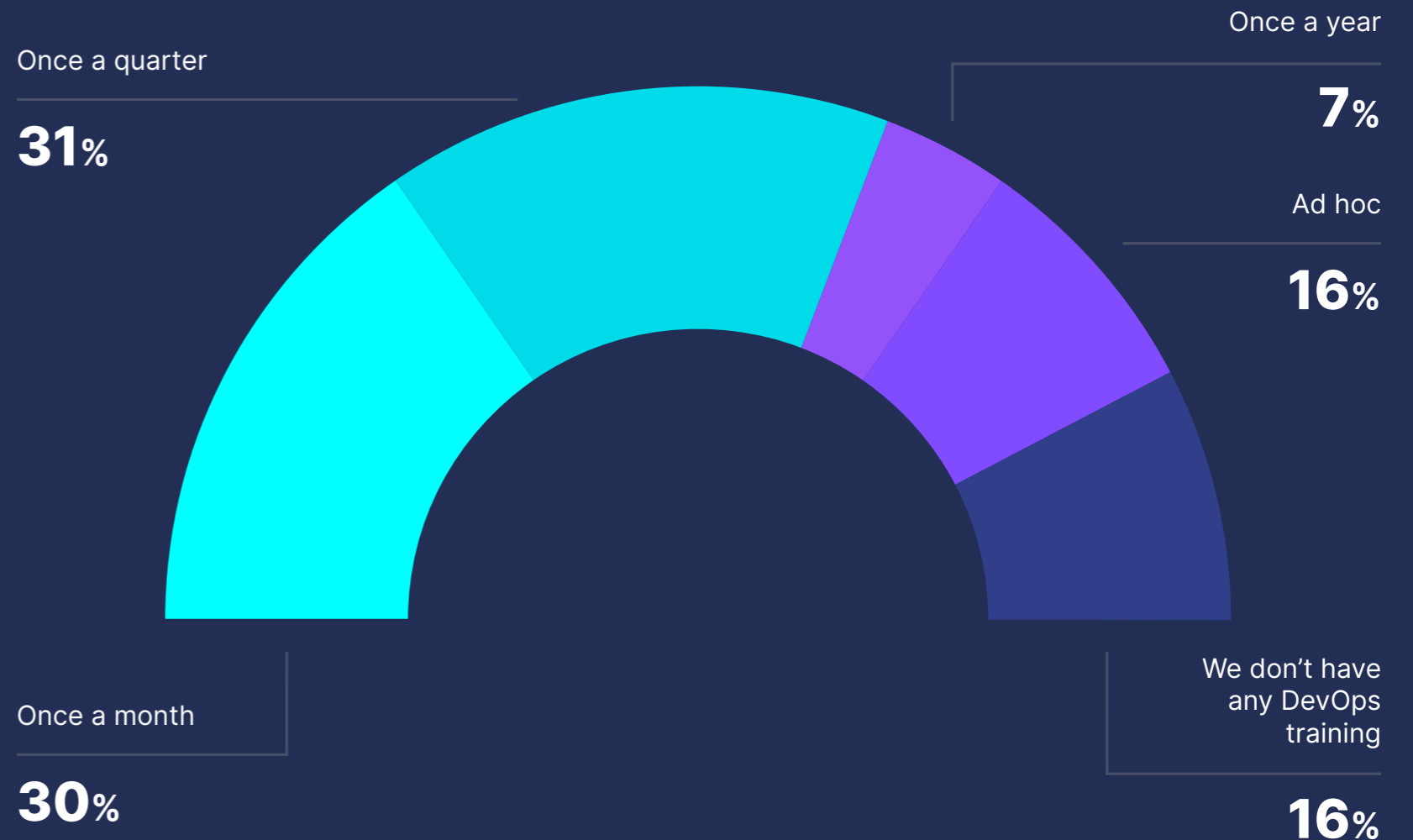
*The companies who are successful with DevOps invest in educating and empowering their people, continuous improvement, and most importantly instill a shared alignment with the company's culture. It's great to see the top three listed (Business value of DevOps, CI/CD and automation, and collaboration and teamwork) as training areas teams most consider as valuable because they are integral for healthier teams, better DevOps practices and outcomes, and overall success.*

## Teams who train regularly outperform those who don't

Training in DevOps can help organizations foster a culture of collaboration, experimentation, and learning, which is crucial for the success of DevOps initiatives. Only **16%** receive no DevOps training at all, with the majority being offered training once a month or once a quarter.

When asked which areas of training they would benefit from the most, respondents gave a range of answers. The results tally with our DevOps adoption figures, showing that teams are increasingly comfortable with version control, and are now looking to automate their release pipelines.

### How often do you receive training about your Salesforce release processes?



Which areas of training would your team most benefit from in order to succeed in 2023?



CI/CD & automation

**50%**



Collaboration & teamwork

**44%**



Business value of DevOps

**40%**



General aims of DevOps

**34%**



Performance reporting

**34%**



Disaster recovery

**33%**



Sandbox seeding

**33%**



Testing

**33%**



Troubleshooting deployments

**28%**



Version control (Git)

**28%**

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## A culture of continuous improvement

The highest performing DevOps teams make small, incremental changes to processes, systems, and strategies in order to improve overall performance and achieve organizational success. To maintain this culture of continuous improvement, it's important to establish clear team goals, provide regular training and development opportunities, encourage employee participation and feedback, and create a system for tracking and measuring progress.

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## Training helps teams reach DevOps success

When comparing the teams who train once a month to those who have no training at all, the results are clear across the board: there's an obvious connection between the frequency of training and success in DevOps.

Frequently trained teams release more frequently and ship fewer bugs. They make significantly fewer mistakes to begin with, and recover much faster when things do go wrong. **Only 11%** of them suffered data or metadata loss in the previous year, and they are much more likely to back up their data than teams with no training — **93% versus 67%**.

Most respondents who train once a month also say that DevOps aligns with the wider company culture (**68%**), compared to a minority of those who receive no training (**42%**). And **45%** of teams who train once a month rate their team's collaboration as 'excellent' compared with **only 13%** of untrained teams.

In summary, there's a clear correlation between regular training, effective collaboration and cultural acceptance of DevOps.



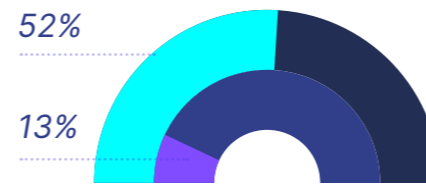
# Gearset vs other vendors

This year 27% of respondents who took the survey use Gearset as their main way to deploy data and metadata. At Gearset, we're constantly working to make our users even more successful, so we're delighted to see that **teams using Gearset are trailblazing** to DevOps success.

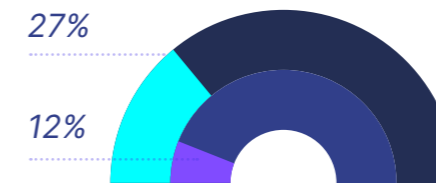
## DevOps performance: Gearset users significantly ahead

Gearset users

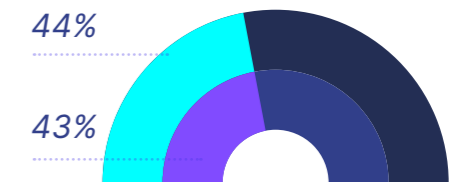
All other respondents



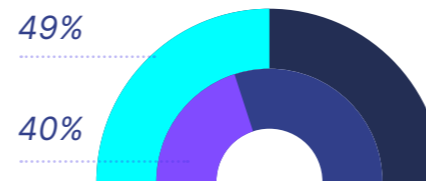
Deploy in less than 1 hour



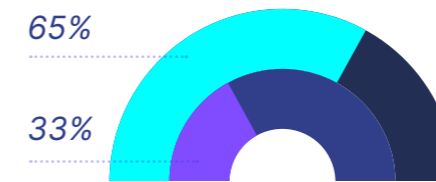
Lead times of less than 1 day



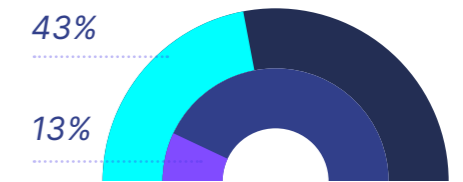
Release at least once per week



Bugs in fewer than 10% of releases



Back up data daily



Can usually restore within 4 hours

“

*Gearset has helped us take control of our platform, our releases, our products and ultimately enable us to keep in line with the demands of our customers and stakeholders at a much reduced cost.*



**Paul Watkeys**, Head of Digital Products, Veolia UK & IRE



# The future of your Salesforce DevOps

## Assess your strengths and weaknesses

Interested to learn where your team measures on the DevOps maturity scale? Every team progresses at different speeds on their DevOps journey. Whether you've just got to the point of repeatable and reliable releases or you're taking the leap into automation, you'll land somewhere on the matrix. Take our [DevOps Assessment](#) now to see how well your team is currently performing and what the next steps are.

## Understand the importance of DevOps culture

People are just as important as the processes in DevOps and understanding how culture underpins the success of any team is crucial when taking the next steps of adoption. Want to learn more about how to build a DevOps culture in your company? Watch Dan Appleman give his talk on [The Challenge of Building a DevOps Culture in the Salesforce Ecosystem](#).

## Free training for the whole team

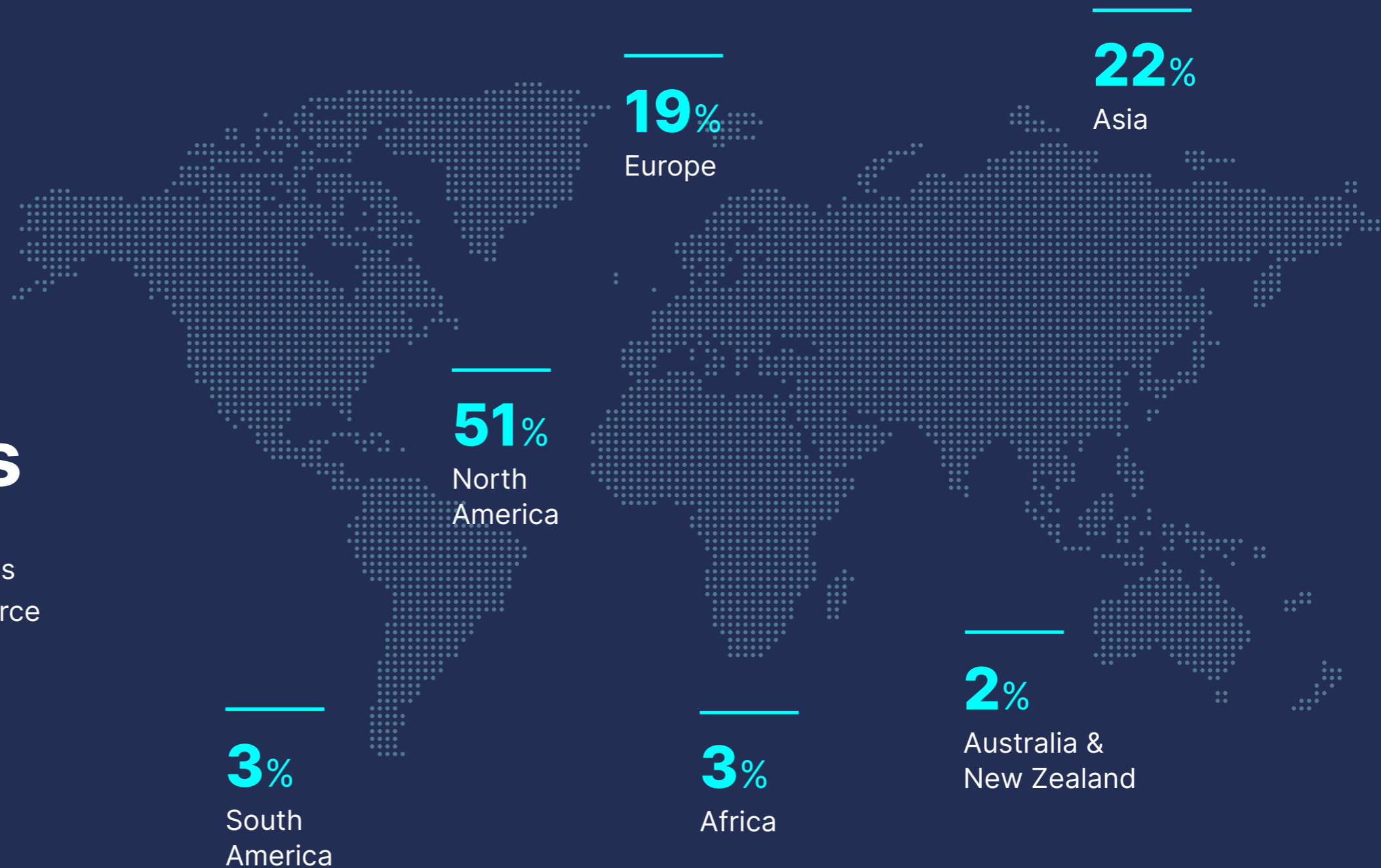
There's an obvious connection between the frequency of training and a team's success in DevOps. Those who undertake regular DevOps training are proven to be better able to collaborate as a team and a company's cultural acceptance of DevOps. **DevOps Launchpad** is a free learning platform for any Salesforce team. Build your Salesforce DevOps skills, from version control to backups. [Sign up now to start your learning journey.](#)

## The complete Salesforce DevOps solution

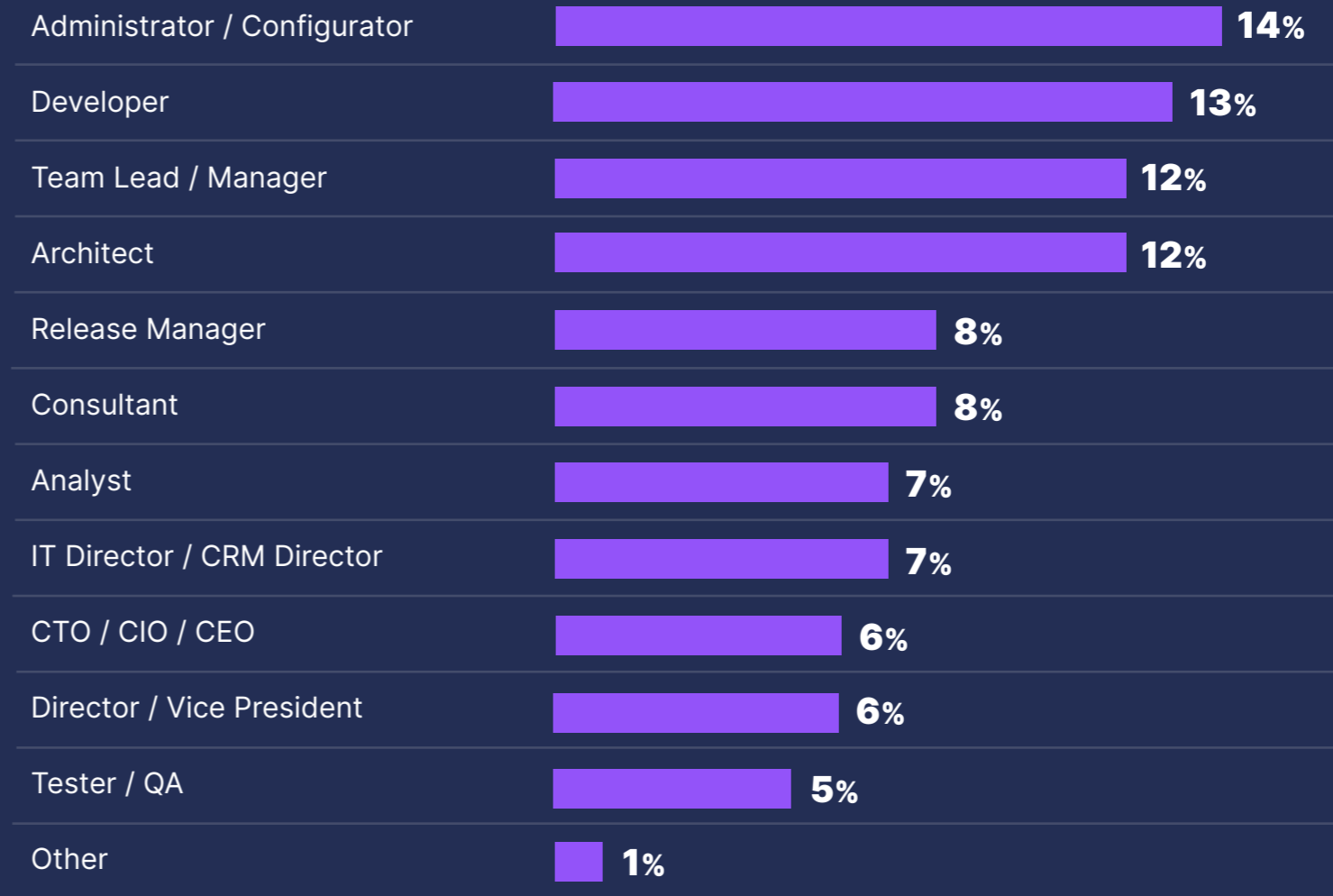
Looking to kickstart your journey into Salesforce DevOps? **Gearset** removes a lot of the complexity and make it really easy for you to adopt each of the DevOps practices one at a time — as soon as your team is ready to take the next step. [Start your free trial now](#) for unparalleled deployment success, continuous delivery, automated testing and backups.

# Survey demographics

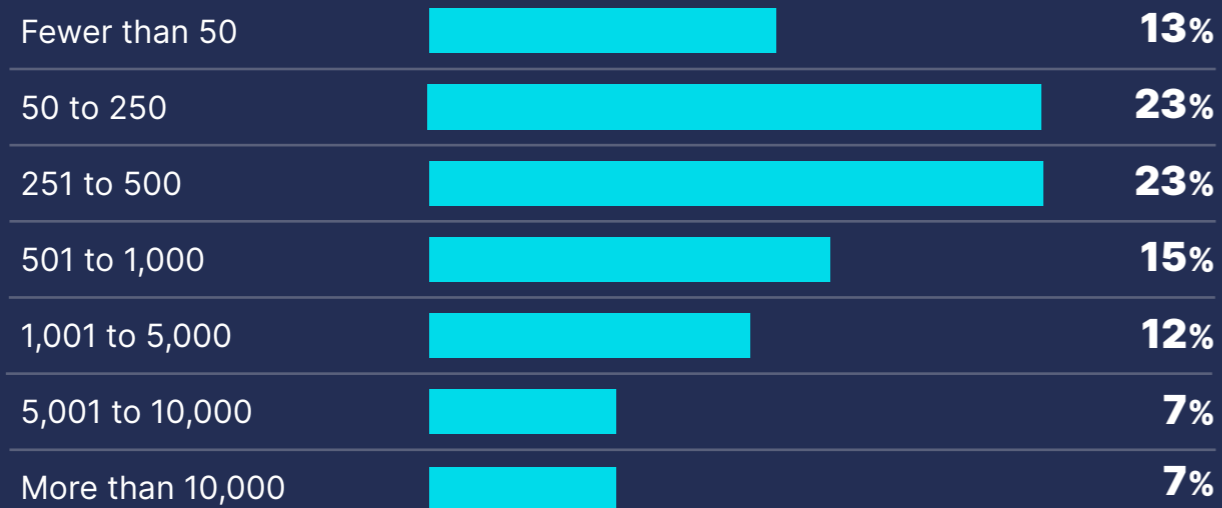
This year **1,254** Salesforce professionals participated in the The State of Salesforce DevOps 2023 survey.



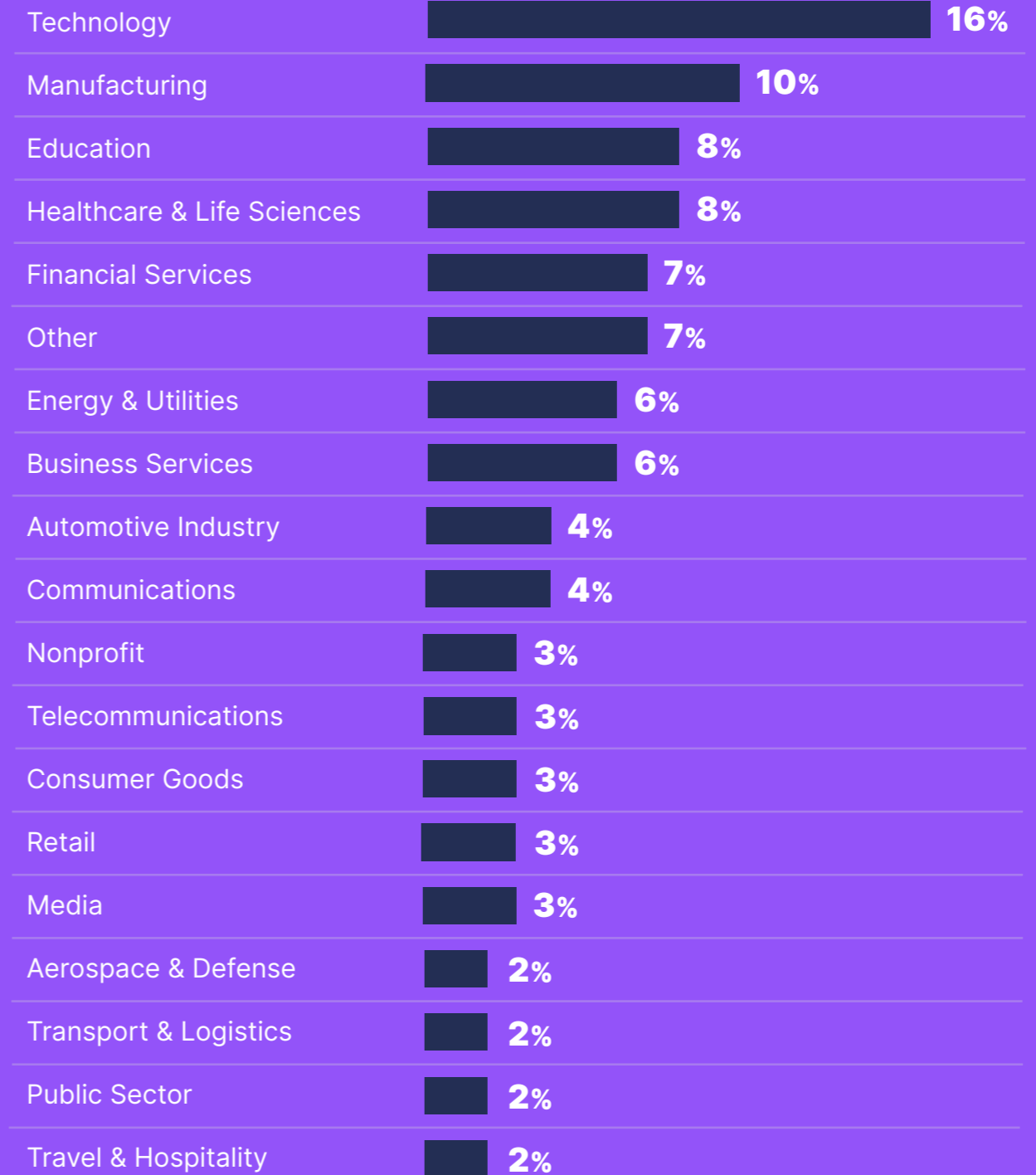
## Respondents' roles



## Company sizes



## Industry representation



# Get started with Gearset

Learn how to deploy faster, ship fewer bugs and release more often. Discuss your Salesforce DevOps ambitions with one of Gearset's experts today.

[Book your DevOps Consultation](#)





**Gearset**