



## PRESS RELEASE

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### **Gearset unveils key insights from the State of Salesforce DevOps 2024 survey**

**Cambridge, UK — August 20th, 2024** — Gearset, the world's largest Salesforce DevOps platform, has released its highly anticipated annual [State of Salesforce DevOps 2024](#) survey. Conducted with a record 1,296 Salesforce DevOps professionals, the survey provides a comprehensive overview of current trends, practices, and priorities in Salesforce DevOps.

#### **Democratization of Salesforce DevOps**

A significant finding this year is the democratization of Salesforce DevOps: 73% of respondents reported that all metadata changes are built and deployed uniformly across their teams, rather than based on unique roles. This unified approach not only streamlines operations but also enhances efficiency. Notably, 60% of teams with a unified deployment process report a monthly Salesforce ROI exceeding \$20,000 — more than double the number of teams without a unified release process.

#### **DevOps adoption on the rise**

The survey reveals a continued rise in DevOps adoption, with 86% of respondents having already adopted or planning to adopt version control, and 81% embracing CI/CD (Continuous Integration/Continuous Deployment). This widespread adoption

underscores the confidence Salesforce teams have in their DevOps investments, driven by the need for better change-tracking and visibility over release pipelines.

## **Measuring DevOps ROI and performance**

DevOps tools have proven their value, with 54% of teams reporting improved release quality and 46% noting better collaboration. Interestingly, the focus has shifted from the number of releases to the quality of releases, leading to fewer failed deployments and better business outcomes. However, 11% of teams still report significant issues with bugs and errors, indicating areas for improvement.

## **Training and ROI**

Continuous learning remains crucial, with 57% of teams seeking release management training and 55% aiming to build a strong DevOps culture. The link between training and higher Salesforce ROI is evident — 43% of teams who receive training more than once a month report Salesforce ROI of over \$50,000 per month, compared to only 28% of teams who get training less frequently. Of those receiving frequent training, 43% report a Salesforce ROI of over \$50,000 per month.

## **Importance of Salesforce-specialist backup solutions**

The survey emphasizes the role of specialized backup solutions in safeguarding Salesforce data. Teams using third-party, Salesforce-specialist backup solutions report more frequent backups and better recovery outcomes. Currently, 87% of teams back up their Salesforce orgs or plan to do so in 2024, highlighting the need for robust backup strategies.

## **About Gearset**

[Gearset](#) is the leading Salesforce DevOps platform, with powerful solutions for metadata, data and CPQ deployments, CI/CD, automated testing, sandbox seeding, archiving and backups. It helps Salesforce teams apply DevOps best practices to their development and release process, so they can rapidly and securely deliver higher-quality projects. Gearset is a uniquely reliable solution trusted by thousands of global enterprises, including McKesson, Accenture, and IBM.