



## PRESS RELEASE

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### **Salesforce survey by Gearset: DevOps ambitions at all-time high but cultural challenges remain**

Cambridge, UK, March 9th, 2022 — [Gearset](#), a leading DevOps solutions provider for Salesforce, announced the results of its second industry survey (N=1,062) today. Most Salesforce teams have adopted source control, CI/CD, change monitoring, metadata and data backups, and many more plan to follow suit. Salesforce teams are highly confident that DevOps brings many business benefits, with 99 percent saying it boosts productivity. 85 percent of respondents report that DevOps has increased their company's Salesforce ROI. But teams face obstacles to DevOps adoption, including cultural challenges within teams and persuading other stakeholders and decision-makers to invest. These and more results from the survey were presented at Gearset's *Future of Salesforce DevOps* summit.

Gearset's industry survey (N=1,062) of Salesforce professionals represents the largest of its kind to date, with participants from around the world in all major industries and companies of all sizes. Respondents included Salesforce developers (29 percent), Salesforce architects (17 percent), Salesforce administrators (17 percent), and those in management roles (20 percent).

#### **Salesforce DevOps tools sought after**

Salesforce teams are keen to adopt DevOps tools. Source control is the most widely used (66 percent), while roughly half of teams have automated their release pipeline using CI/CD (51 percent). Where teams have not yet adopted tools, the general trend is that most hope to adopt them in 2022.

## DevOps tools in use (N:944)

	Currently Use	Plan to Adopt in 2022	No Plan to Adopt
Source control	66%	23%	11%
CI/CD	51%	31%	18%
Automated unit testing	43%	33%	23%
Static code analysis	45%	29%	26%
UI testing	48%	27%	25%
Change monitoring	55%	27%	18%
Sandbox seeding with data	42%	33%	25%
Metadata backup	61%	25%	14%
Data backup	59%	25%	16%
Unlocked packages	31%	26%	43%

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[Table 1: DevOps tools in use](#)

## DevOps benefits appreciated by Salesforce teams

The new survey probed the benefits of applying Salesforce DevOps. The vast majority of respondents expect DevOps to deliver a series of valuable benefits. Improved release quality is the most valued benefit, followed by increased productivity and improved release quality.

## Perceived benefits of DevOps (N:887)

	Percentage Say Important	Already Achieved	Expect to Achieve
Benefit	99%	45%	54%
Increased productivity	97%	43%	54%
Improved release quality	97%	48%	49%
Better collaboration	96%	44%	52%
More value to customers	93%	36%	57%
Enhanced security	91%	39%	52%
Reduced lead times	90%	47%	43%
More frequent releases	88%	33%	55%

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[Table 2: Perceived benefits of DevOps](#)

### Cultural challenges inhibit DevOps

This year's survey highlights key obstacles that teams encountered. When compared to the previous year, 63 percent of Salesforce teams report that their DevOps process improved during 2021 and 24 percent report no significant change.

Among the 13 percent struggling with a process that has become more difficult to manage, the main culprits identified were: a lack of experience in the team (53 percent) and difficulties collaborating (53 percent).

## Causes of more difficult DevOps process management in 2021 (N:119)

Cause	Percentage
Team lacking experience	53%
Collaboration is difficult	53%
Struggling with new tools	40%
No buy-in from the team	15%
No buy-in from decision-makers	20%
Process changes failed to deliver	31%
Other	15%

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[Table 3: Causes of more difficult DevOps process management in 2021](#)

The teams who are struggling with increasingly difficult processes aren't the only ones who need better collaboration. Teams highly value collaboration, but only 49 percent say they have achieved it, and 54 percent admit to working outside the defined release process some or most of the time.

This cultural challenge seems to be a factor that inhibits further DevOps adoption and performance improvements for teams. There has been a modest improvement in the number of Salesforce teams releasing more frequently: 10 percent release at least once a day compared to 8 percent last year. As DevOps becomes the norm for Salesforce development, a cultural shift must accompany the rise of new tools and processes if more teams are to achieve continuous delivery.

## How often Salesforce teams release to production (N:786)

Release frequency	Percentage
Multiple times a day	6%
Daily	4%
Multiple times a week	18%
Weekly	14%
Multiple times a month	29%
Monthly	16%

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[Table 4: How often Salesforce teams release to production](#)

## Business challenges and plans

When asked what the most significant challenge the Salesforce team will face in 2022, most respondents dread the increased demand on the team (45 percent), followed by difficulties hiring (19 percent), and remote work (13 percent).

## Biggest challenges teams will face in 2022 (N:772)

Challenge	Percentage
Increased demand on team	45%
Difficulty hiring	19%
Remote work	13%
Lack of business growth	4%
Security/compliance	9%
Other	2%

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[Table 5: Biggest challenges teams will face in 2022](#)

When teams are asked how they plan to meet these challenges, we hear a familiar theme: 61 percent report that they will mostly rely on training and upskilling, 59 percent plan to focus on improved processes, and 38 percent will double down on improving collaboration.

### How 2022 challenges will be tackled (N:772)

Solution	Percentage
Training / Upskilling	61%
Improved processes	59%
Improved collaboration	38%
Increase team size	34%
New tools	31%
Outside expertise	20%

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[Table 6: How challenges will be tackled in 2022](#)

Salesforce teams recognize that DevOps delivers many of these solutions, but they lack support from the rest of the business in maturing their DevOps processes. Respondents identified these as the main obstacles to DevOps adoption. 33 percent say that DevOps is not a business priority or they've struggled to persuade decision-makers to invest.

Developers need to be equipped to make the business case for DevOps, beginning with ROI calculations. While 85 percent of teams are confident that DevOps has increased their Salesforce ROI and many save a significant amount of money each month, 46 percent of respondents can't put a figure on their ROI.

### **"After tools, now focus on people."**

At this year's *The Future of Salesforce DevOps*, one of Gearset's regular summits for which more than 1,000 people registered, Kevin Boyle (Gearset CEO) commented on the survey findings.

"In the last few years, Salesforce teams have started to adopt DevOps at a fast clip. It's fantastic to see that they're getting the right tools in place and working towards better processes. Now teams are facing the same cultural challenges familiar in the world of DevOps. Leaders must recognize the value of DevOps to their businesses and support their Salesforce teams as they mature into their processes, collaborating more efficiently and making the very best use of the tools at their disposal."

"Time and again, we've seen Salesforce teams using our DevOps solution to make that shift to high-frequency releases of high-quality work, with security baked into the process, so their businesses get so much more out of the Salesforce platform," concludes Boyle.

### **Note to editors**

A link to Datawrapper can be found under each table and includes a downloadable Excel sheet containing relevant data.

### **About Gearset**

[Gearset](#) is the complete Salesforce DevOps solution, with powerful tools for unparalleled deployment success, continuous delivery, automated testing, and backups. Thousands of Salesforce professionals have already used Gearset to run millions of deployments, back up billions of records, and save billions of dollars through productivity improvements.

Founded in 2015 by DevOps experts, Gearset has 150 employees and offices in Chicago (U.S.), Cambridge (UK headquarters) and Belfast. Its cloud-based app is designed to help every Salesforce team apply DevOps best practices to their development and release process, so they can rapidly and securely deliver higher-quality projects. With inbuilt intelligence that solves the fundamental challenges of Salesforce DevOps, Gearset is a uniquely reliable solution trusted by more than 1000 companies, including McKesson, Accenture, and IBM.