



2021

END USER COUNCIL PLAN

ACCELERATING SOFTWARE DELIVERY ADOPTION



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EXECUTIVE SUMMARY

Delivering new software features faster, while making sure that services are solid and secure is a key differentiator for every business today. Continuous delivery (CD) is critical to business agility and how teams deliver value. Nevertheless implementing continuous delivery practices remains challenging.

The Continuous Delivery Foundation seeks to improve the world's capacity to deliver software with security and speed. The end user council provides the opportunity for any organization to accelerate their CD adoption efforts and bring about organizational change. This plan outlines our approach to collaborate openly in the CDF to accelerate adoption of continuous delivery practices in our organizations and the wider industry.

GOALS

#1



Improve our end user organizations' ability to deliver software safely and securely.

KPI: End user organization technology teams share their continuous improvement journey and outcomes achieved as a result of end user council initiatives.

#2



Improve the state-of-the-art for software delivery in the industry through open practices.

KPI: End user council collateral is used or referenced by industry leaders and teams looking to improve their continuous delivery practices.

EDITORIAL CALENDAR

Measuring DevOps Success

How do we know our transformation efforts are being successful. How do we measure and evaluate our team's software delivery performance?

Q1 2021

January, February, March

Developer Productivity & Developer Experience

How effective are our teams at software delivery?
How important is the developer experience of our CD systems to team productivity?

Q2 2021

April, May, June

Tooling & Technology Choices

What does a modern software stack look like?
What things should we consider when making tooling and platform choices in 2021?

Q3 2021

July, August, September

Governance & Compliance

How do we remove friction while meeting governance & compliance requirements when operating in highly regulated industries.

Q4 2021

October, November, December

WORKFLOW

For every topic:



Deconstruct:

This is the exploration phase where we ask how do we break this amorphous topic into small, manageable pieces? What are the ideal outcomes for this topic? Which 20% of the pieces can we focus on for 80% or more of the outcome we want?



Share & Survey

We capture a realistic picture of the industry by asking each end user organization to share their team's current approach to the topic, whether it achieves their outcomes or not. We also survey our communities to understand the wider approach to this topic.



Explore & Experiment

In this stage we explore the cutting edge of this topic, inviting our members and community who are trailblazing in this field to weigh in. We compare and contrast different approaches and experiment.



Synthesize

Here we critically examine and combine the multiple sources of information to create a unified whole with either a refined approach or new ideas.



Educate

We summarize our findings, document the prior art, share our recommendations and make this available for straightforward consumption by our teams and the wider industry to move the state of the art forward.

CONTENT PLAN

For every new topic:



- Have an in-depth end user council meeting
- Run a community survey
- Host a roundtable for wider CDF community
- Host a podcast on 'The Pipeline: All things CD'
- Reach out to industry leaders on the topic
- Host an end user council discussion forum
- Make it featured topic in CDF monthly newsletter
- Host an analyst briefing



About The CDF End User Council



The Continuous Delivery Foundation (CDF) end user council provides the opportunity for end user organizations to have context-rich discussions on how various organizations pursue their modernization efforts in the most effective way. The current chair is John Mark Walker of Capital One. CDF End-User Council is open to leadership teams from CDF end-user members and invited guests. To join or for more information please visit: <https://cd.foundation/end-user-council/>

END USER MEMBERS



JPMORGAN
CHASE & CO.