



EBOOK

Every Minute Counts

Expediting Time to Value with
Intentional Salesforce DevOps Practices

INTRODUCTION

For most enterprise companies, customizing and building applications on the Salesforce platform is a massive investment. You're putting in the time and resources up front with the goal of seeing benefits down the road—not to mention the substantial license costs of Salesforce and other Salesforce platform applications. And the sooner you can begin seeing the business benefits of your investment, the better. This requires producing and deploying reliable updates and applications.

Every single aspect of a project impacts your ability to begin seeing returns on your investment, either positively or negatively. Errors, wasted time, improper tooling, and anything else that impacts productivity reduces the value you see and extends the amount of time it takes to make back your initial investment in software, training, and infrastructure.

The good news is that intentional practices and consistent attention to detail can shorten the time it takes to make back your initial Salesforce investment and leverage it to offer value to your end users.

Here are six ways organizations can fast-track greater returns from their Salesforce investment:

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01

Invest in the Right DevOps Tooling to Shorten Time to Value with Salesforce

INVEST IN THE RIGHT DEVOPS TOOLING TO SHORTEN TIME TO VALUE WITH SALESFORCE

Salesforce is expensive. Organizations are willing to make this investment because they believe the platform will pay off through streamlined management of critical business functions.

However, the upfront costs can be daunting— licenses, implementation, customization, user training, and ongoing administrative support add up quickly. Factoring in additional integrations and applications and the complexity that comes with it compounds these costs, making it more challenging to quickly realize a return on your investment.

Salesforce wouldn't be the massive success it is today if these start-up costs didn't pay off for their users. Shortening the amount of time it takes to see the benefits of this system helps organizations achieve their ROI goals while streamlining important processes that better help them serve their customers.

Benefits for Both You and Your Customers

Investing in the right Salesforce DevOps processes and tools can accelerate value creation by enabling faster delivery of new services and updates by 20% or more. Optimizing your development resources to deliver features and capabilities faster not only speeds up innovation but also ensures your solutions evolve with customer needs.

The tangible and measurable benefits that each organization will see from their investment will vary depending on your goals, but faster implementation and streamlined ongoing maintenance and updates can reduce the total cost of ownership of Salesforce and help you realize value sooner.

02

Prioritize High-Impact Features



PRIORITIZE HIGH-IMPACT FEATURES

You don't have to climb a massive mountain the moment you buy hiking boots. Quick wins not only make you feel good, but they also deliver immediate value to your end users.

Assess the projects you need to accomplish both for the resources they will require to produce them as well as what the expected returns will be from these efforts. Identify high-impact features for their ability to provide real-world results without requiring massive amounts of developer time.

Nice-to-have features that don't significantly contribute to organizational goals can be put off for later.

What To Expect

We mentioned how company stakeholders need to see results to justify the expenditure on new ventures. The ability to quickly achieve valuable outcomes demonstrates progress and builds confidence in the team's ability to deliver.

But besides making you look good, it sets you up to streamline future projects by generating meaningful feedback. This enables teams to iterate their approach and refine processes based on what they've learned along the way.

This all boils down to business goals. Identifying and pursuing projects that support these goals ensures your DevOps team is directly supporting key objectives. Increasing revenue, improving user experience, and enhancing operational efficiency all need to be consistent targets for each project.

03

Automate Everything You Can →

AUTOMATE EVERYTHING YOU CAN

People are slow compared to computers. Think about how much more quickly a calculator can solve math equations.

There are aspects of the application lifecycle that require human ingenuity—feature innovation, UX design, thoughtful planning, and so on. However, there are also numerous functions that are monotonous, repetitive, and incredibly time-consuming when performed manually.

Human error is only avoidable through automation. Taking these repetitive tasks out of your teams' hands will free them up to focus on more creative and complex processes while expediting and improving the results.

Implementing automation for tasks like code reviews, security scans, and feature integration sets you up for smooth expansion of services and greater returns from every DevOps project.

Areas for Improvement

Reducing delays and eliminating rework by flagging errors early in the pipeline are reliable ways to drastically reduce the lag time between your initial Salesforce investment and offering real value.

These types of automation do just that as they also make your applications and updates more secure and reliable:



Continuous Integration and Delivery (CI/CD): These pipelines allow code to flow seamlessly from development to production, reducing delays.



Automated Testing: Quality gates ensure only tested, reliable code progresses through the pipeline.



Version Control Automation: Automated merges and conflict resolution speed up collaboration.



Metadata Management: Tools automatically track, package, and deploy metadata changes across environments.



Environment Provisioning: This ensures teams have consistent, up-to-date environments for development and testing.



Static Code Analysis: Performing scans reduces risk and ensures faster, trouble-free releases.



Release Scheduling and Monitoring: Automation ensures consistent deployment processes, even during off-hours.



Data Management Automation: Automated processes ensure production-like test data is available without manual intervention.

04

Test Early and Test Often →

TEST EARLY AND TEST OFTEN

Nothing slows down a DevOps project like the need to go back through work that's already been completed. Incongruous coding updates, improper structures, and data security vulnerabilities all have the potential to sink an update if they aren't found and fixed as early as possible.

Repetition can either be a blessing or a curse depending on what you are repeating. If you're repeating sound testing practices across numerous DevOps projects, ROI will drastically increase as your release cycles become faster. However, repeating your mistakes will sink ROI and make your developers' workdays miserable.

Automated testing—and multiple rounds of it throughout the application lifecycle—is critical for quick, consistent production of reliable updates.

Shifting Left

Errors become much more expensive and complicated to fix the later they are found in the development pipeline. This is why it's critical to implement the right tools to ensure these errors don't make it through deployment to preserve quality results.

Static code analysis is a critical aspect of this. This tool will flag an error the moment it is committed to the repository, so the developer can fix it in real time.

Along with that, automated testing pipelines as part of a CI/CD approach ensure the efforts of your development team work together seamlessly. Tests are triggered automatically on code commits, deployments, or schedule, ensuring continuous validation.

05

Target Small, Manageable Releases

TEST EARLY AND TEST OFTEN

We mentioned the need to prioritize high-impact features for expediting time to value. This idea can be taken a step further when considering a long-term DevOps strategy by targeting smaller releases compared to massive, overarching updates and products.

This approach focuses on delivering functional increments of value quickly, while minimizing risk and complexity. You don't build a house all at once—you approach it piece by piece. Large DevOps projects can be approached the same way, by breaking down large projects into smaller, digestible chunks.

This helps organizations release features more frequently, gather feedback, and adapt more quickly:

- Smaller releases allow teams to deliver functional features or improvements faster, providing immediate value to users or stakeholders.
- Shorter release cycles mean value is realized sooner, rather than waiting months for a large release.

Bringing Value Forward

DevOps tools that assist with seamless collaboration have a huge impact on your team's ability to quickly spin up reliable releases. Version control is an indispensable part of achieving this. By segmenting and versioning small releases, teams can ensure each change is captured, tracked, and validated without overwhelming the codebase.

Proper management of development environments and sandboxes increases efficiency by reducing confusion. Automate the creation and synchronization of development and testing environments to ensure that small features can be tested and validated quickly before deployment.

Tracking your DevOps efforts over time not only provides proof of processes, improving the rate of seeing returns, but it also provides detailed tracking of each release's performance in real time. This allows teams to assess the impact of each small release, monitor any issues, and quickly make adjustments without waiting for a massive release cycle.

06

Track Metrics for Data-Driven Decisions

TRACK METRICS FOR DATA-DRIVEN DECISIONS

You can't fix a problem if you don't know it exists. The decisions that drive your DevOps approach need to be based on proven data points to ensure the returns on your teams' efforts remain high.

Analyzing dashboards and reports from DevOps tools allows teams to identify bottlenecks, optimize processes, and align development efforts with business objectives. These tools offer robust data collection, analysis, and reporting to make informed decisions faster and more effectively.

One such decision is where to devote resources. Metrics like feature usage and developer productivity help teams focus resources on the most impactful areas. This prevents wasted effort on features or processes that don't contribute to business goals.

Refining your focus by analyzing critical metrics ensures your team is focused on providing the most value possible.

Key Metrics to Track

These metrics provide a continuous overview of the successes and potential areas for improvement within your Salesforce DevOps pipeline:



Lead Time for Changes: Measures the time from code commit to deployment.



Deployment Frequency: Tracks how often changes are released to production.



Change Failure Rate: Monitors the percentage of deployments that result in errors or require rollback.



Mean Time to Recover (MTTR): Measures how quickly teams can resolve incidents.



Test Coverage: Assesses the percentage of code covered by automated tests.



Cycle Time: Tracks the duration of individual development tasks or stories.



Feature Adoption Rates: Measures how often and effectively end users use new features.



Release Impact Metrics: Tracks KPIs tied to business outcomes, such as increased sales or user engagement.

CONCLUSION

Every aspect of your Salesforce DevOps pipeline needs to be working smoothly to ensure you see the greatest possible returns from your efforts. And when it comes to working your way out of your initial investment to realize actual gains, an intentional approach with automated DevOps tools will help shorten that journey.

AutoRABIT's comprehensive Salesforce DevSecOps platform offers everything you need to achieve these goals, along with a robust support system that ensures your team has the insights they need to effectively utilize these tools. AutoRABIT LearningHub offers frequently updated courses to walk users through every feature, eliminating confusion and expediting your time to value.

Your Salesforce investment has the potential to provide your end users—whether internal or external—with real value. An optimized DevSecOps pipeline gives you the tools and processes you need to expedite your ability to achieve this. Ample testing, intentional processes, and sourcing a complete DevSecOps platform all help your team stay focused, productive, and secure.

ABOUT AUTORABIT

AutoRABIT is a DevSecOps suite for SaaS platforms that automates and accelerates the entire application development and release process. This enables continuous integration and delivery by providing fast, simple, and secure end-to-end automation across all Salesforce implementations. AutoRABIT tools help enterprises achieve higher release velocity and faster time to market.

Features include static code analysis, automated metadata deployment, version control, advanced data loading, orgs, sandbox management, test automation, and reporting. Its services complement and extend Salesforce DX.

AutoRABIT ARM accelerates the delivery of business innovation with automated release management tools, including CI/CD automation, Data Loader Pro, and version control integration.

AutoRABIT Vault is a backup and recovery solution that streamlines Salesforce data, simplifies data backup challenges, offers disaster recovery, and provides end-point data protection in the cloud.

CodeScan gives Salesforce developers and administrators full visibility into code health from the first line written through final deployment into production, along with automated checks of Salesforce policies.

Visit us at www.autorabit.com to learn more. 

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“AutoRABIT has helped us add a lot of automation to our software development lifecycle. I highly recommend it!”

- FORREST COOK