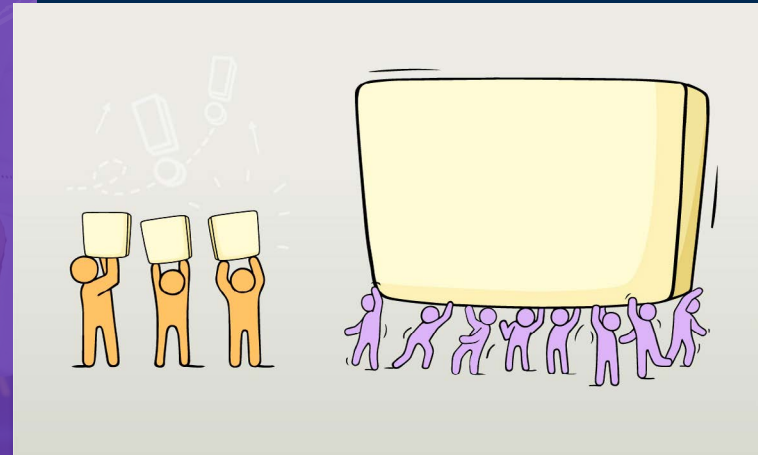


Micro Releases, Major Impact

When bigger isn't better,
unlock superior speed with
frequent deliveries.



Extreme Programming principles aren't just for radicals anymore.

We've seen product teams at all kinds of enterprises, SMBs, and non-profits achieve big benefits by truly embracing small releases:

- Increase new feature delivery speed by 400%.
- Reduce refinement and UI design time from weeks to days.
- Improve feature acceptance by 75%.

EMBRACE SMALL RELEASES AND SIMPLE DESIGNS TO...



**Shrink Delivery
Timelines**



**Improve Code
Quality**



**Reduce Technical
Debt**



**Adapt to Market
Changes**

Supercharge your delivery process and technical capabilities with a Micro Releases Program

Is your delivery cycle spiraling out of control?

Big, inflexible releases are harder to steer and less likely to fit into your timelines. Simply demanding smaller releases with no additional changes will only make the problem worse.

Most groups have to improve in four key areas to change their release habits:

PRODUCT

TEAMWORK

PIPELINE

PROCESS

Let's start with an exploration to identify opportunities for improvement in your technical practices and your value stream. We'll meet you wherever you are today, then guide you to the skills, disciplines, and methodologies you need to move forward.

Embed Sketch's software delivery consultants within your team to perform micro-releases that actually make an impact in production.

Faster deliveries. Better outcomes.

..... Micro releasing is a core capability, and can positively affect all 8 outcomes.

- Faster Speed to Market** - Get to "done" more often. That means more opportunities to respond to feedback and changing priorities.
- More Satisfied Customers** - Don't keep them waiting for your semiannual release. Get them more of the features they need, more often.
- Better Predictability** - Smaller releases make it easier to deliver on a consistent cadence. Automating and streamlining the process takes variables out of the equation.



Processes and Practices

- Streamline E2E "cash-to-concept"
- Value stream mapping
- Story Mapping
- Prioritization
- Limiting scope
- Story slicing
- Simplicity

Techniques

- Without changing **how** you deploy, you can't change **how often** you deploy. Automate and accelerate the process to avoid wasted time and human error.
- Simple design
 - Automated testing*
 - DB schema migration
 - Continuous integration/automated deployments*

*Ask about our Automated Testing and CI/CD Techcelerators.

