

Your Path to Lower Defects and Shipping at Will

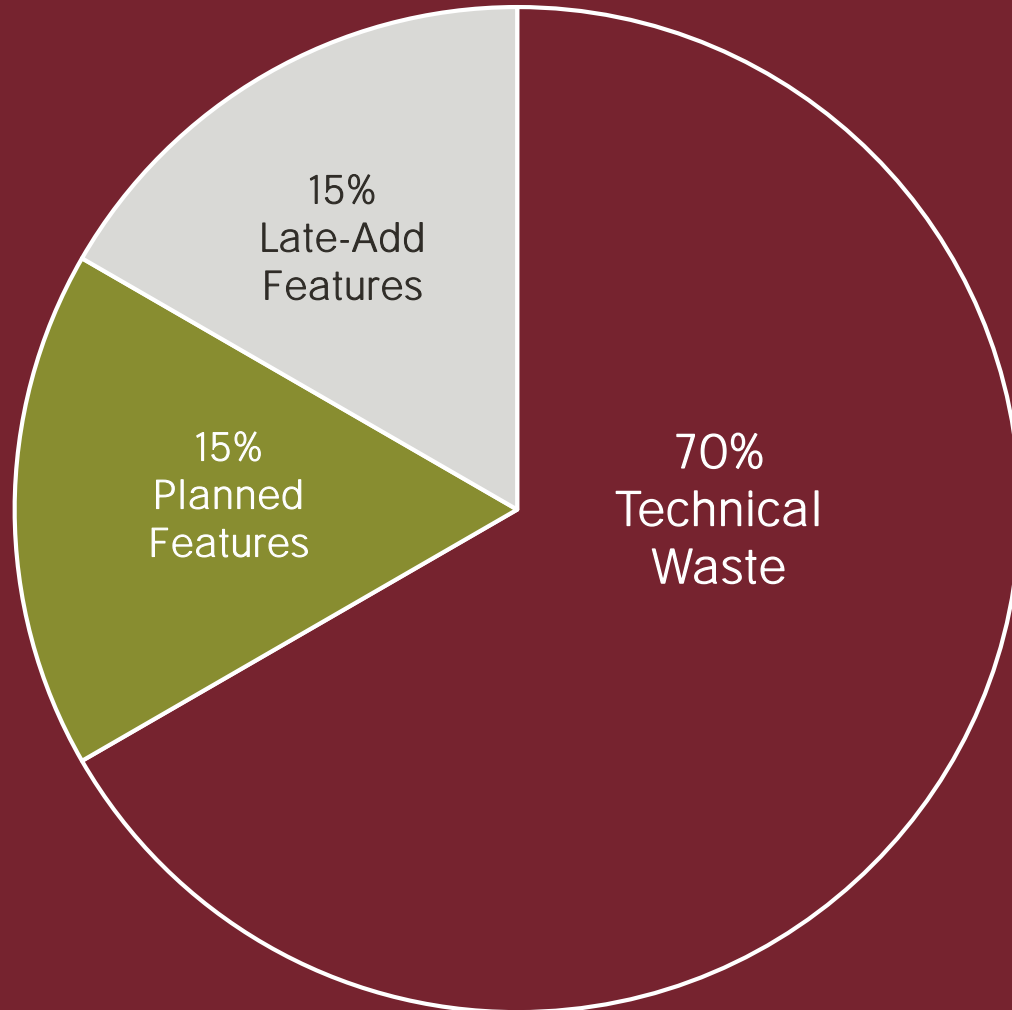
Creating a continuous delivery environment one day at a time.

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DEEP ROOTS

Where money is spent in product development...



Does this seem too high?

Consider time spent on...

- Triage meetings
- Bugs (in all the ways)
- Stories that creep into next week
- Constraining features to cost
- Stabilization weeks
- Integrating legacy code

Also, did you think about downstream?



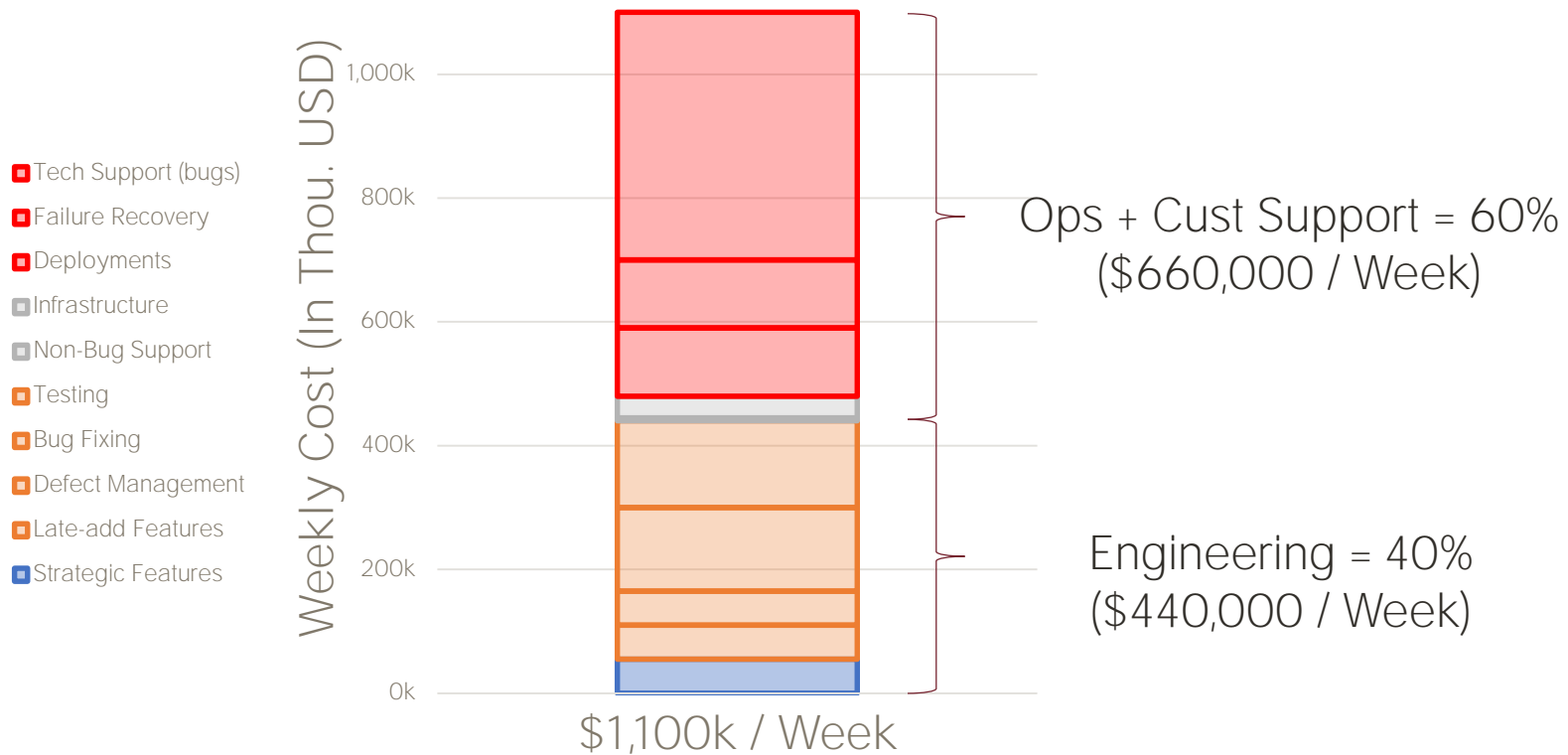
DEEP ROOTS

That's What One Client Felt

Here's their Zero Bug Story



Chapter 1: Many Bugs

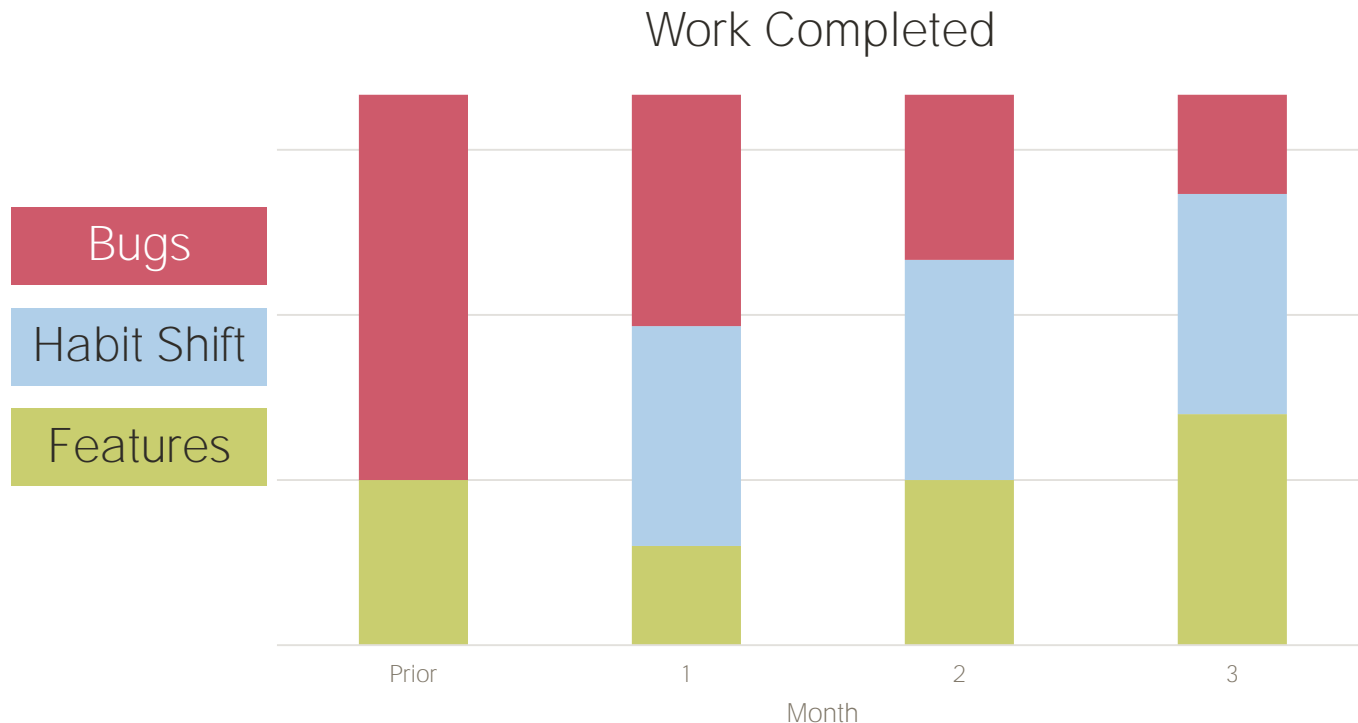


Spending:

- 85% Bugs
- 5% Planned Features
- 5% Emergencies
- 5% Overhead

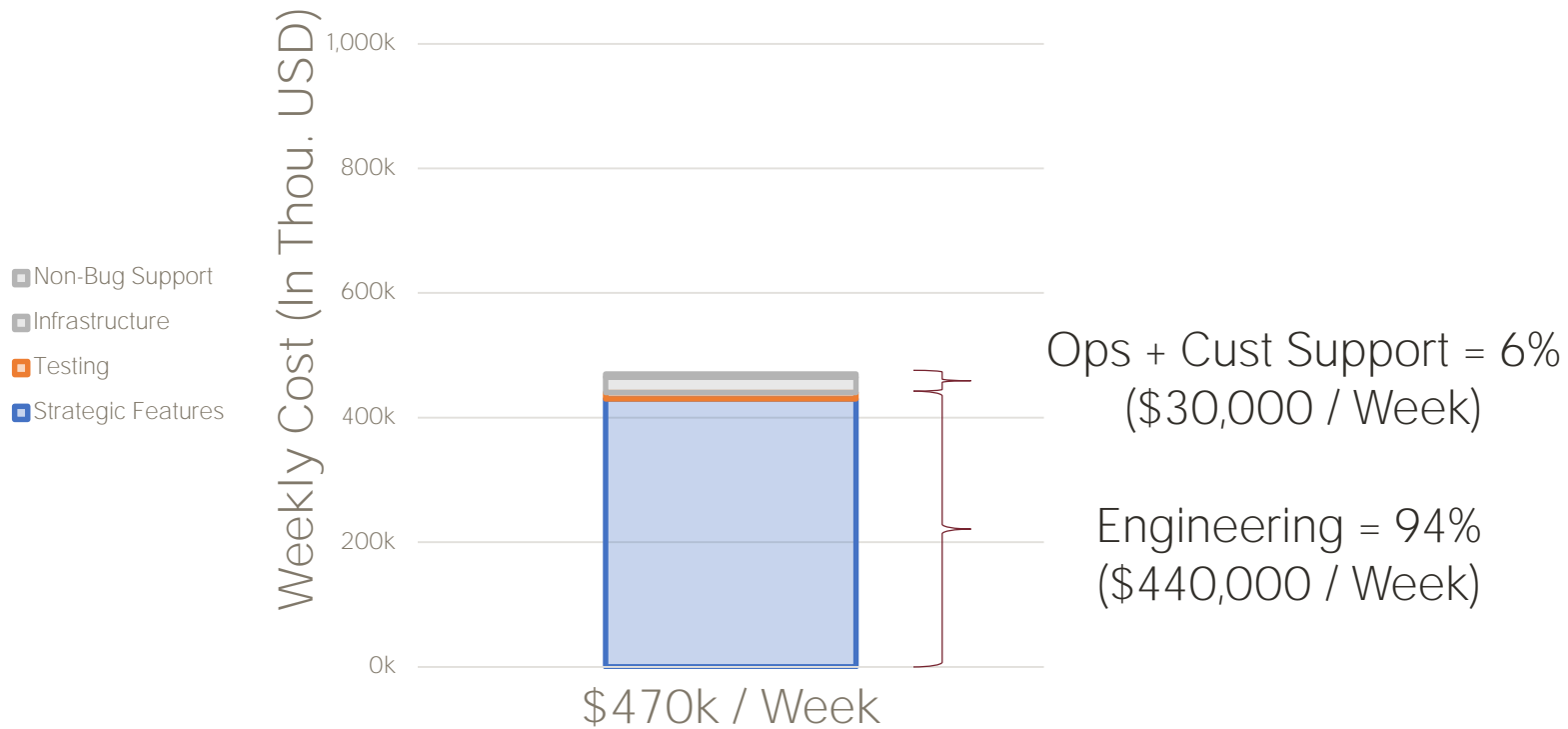
Chapter 2: Our Solution

- 1 mo. to shift core behavior + 7 mo. to shift the active code.
- Change had universal support: 100% of managers and 100% of engineers.



Even the 1st Quarter was Breakeven!

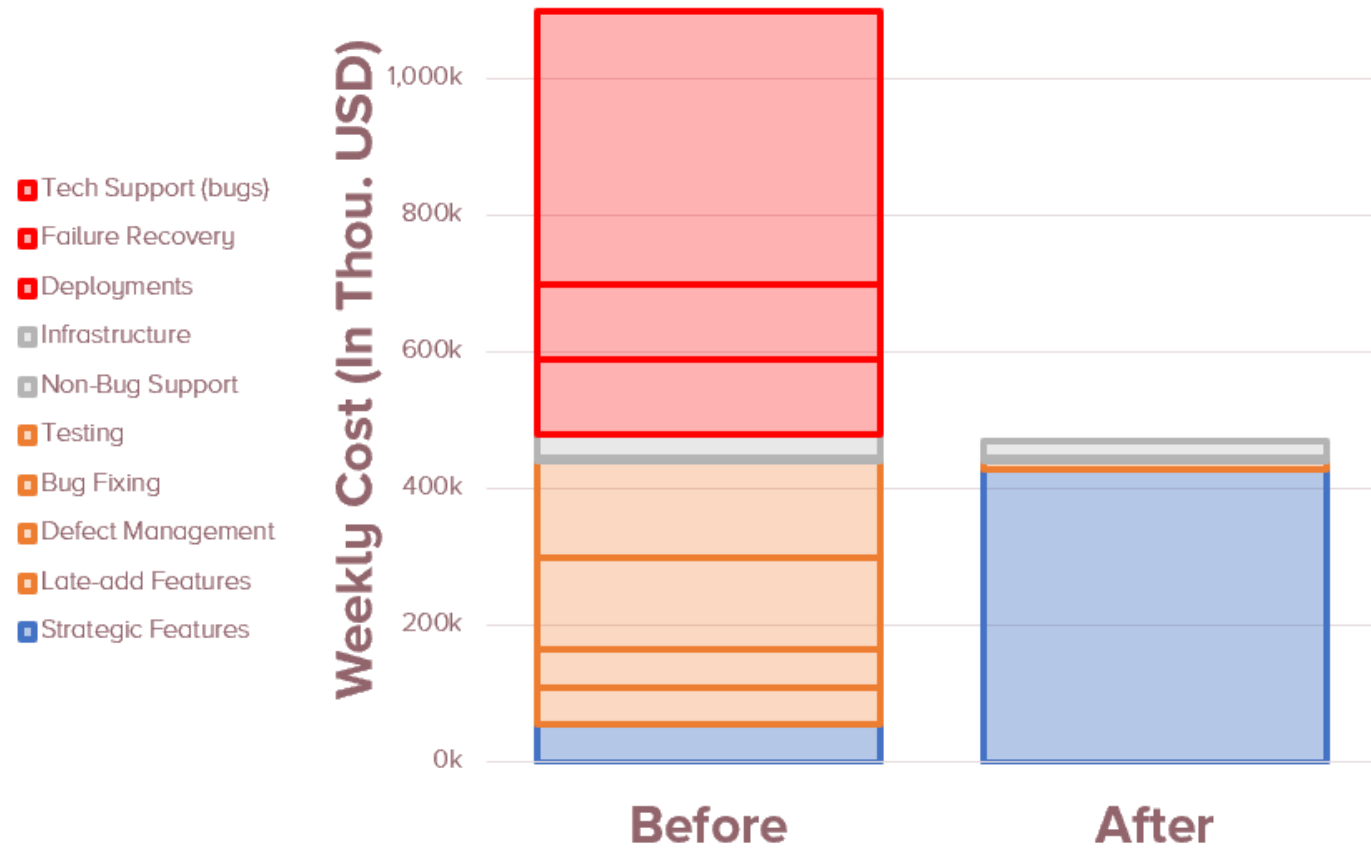
Chapter 3: After Our Solution



Spending:

- 2% Bugs
- 92% Planned Features
- 0% Emergencies
- 6% Overhead

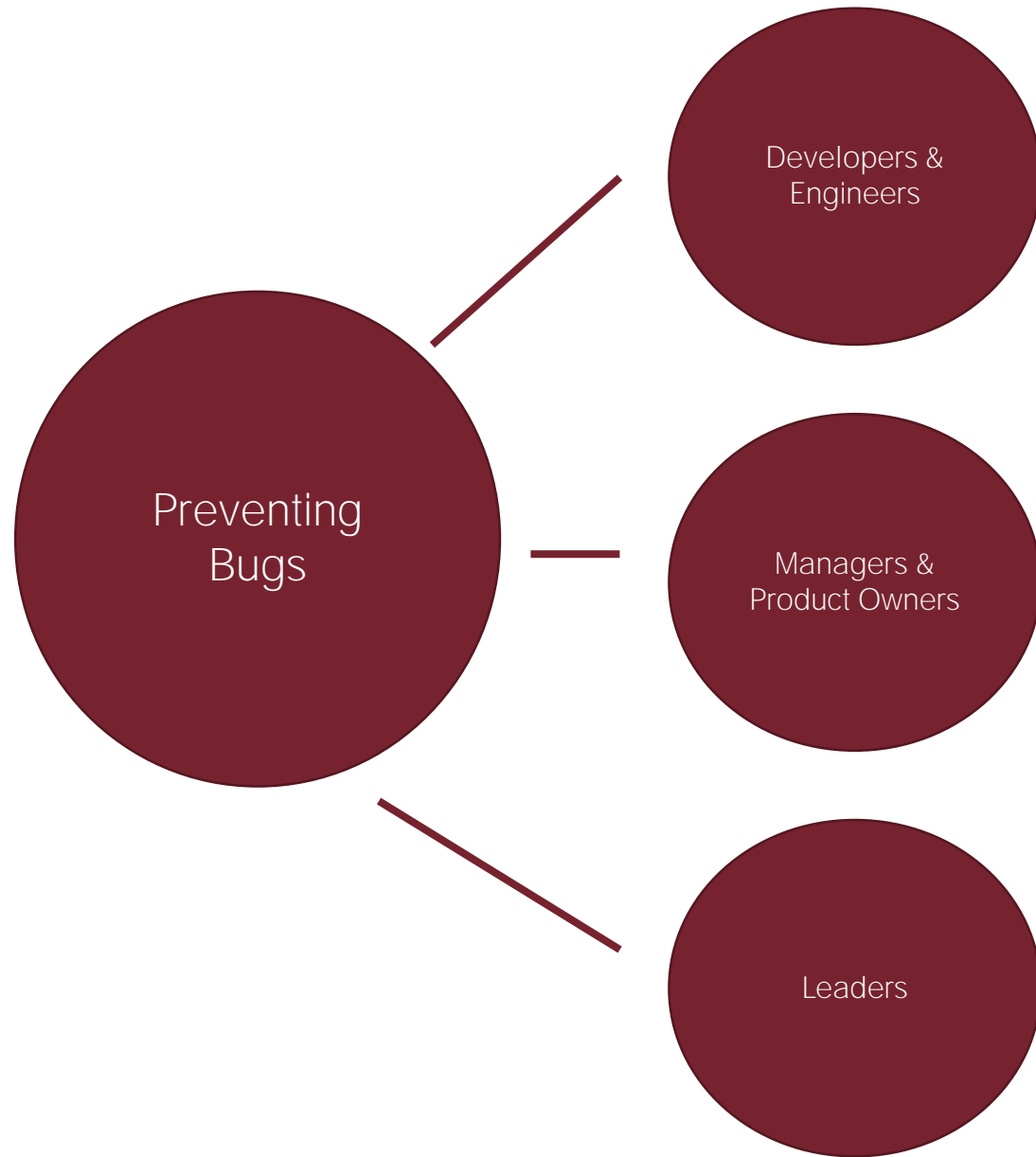
Then and Now



The Savings!



Here's What We Did



Code by Refactoring™

Progressively add practices that reduce the number of bugs written and allow preventing future bugs without paying more now.

Safeguarding™

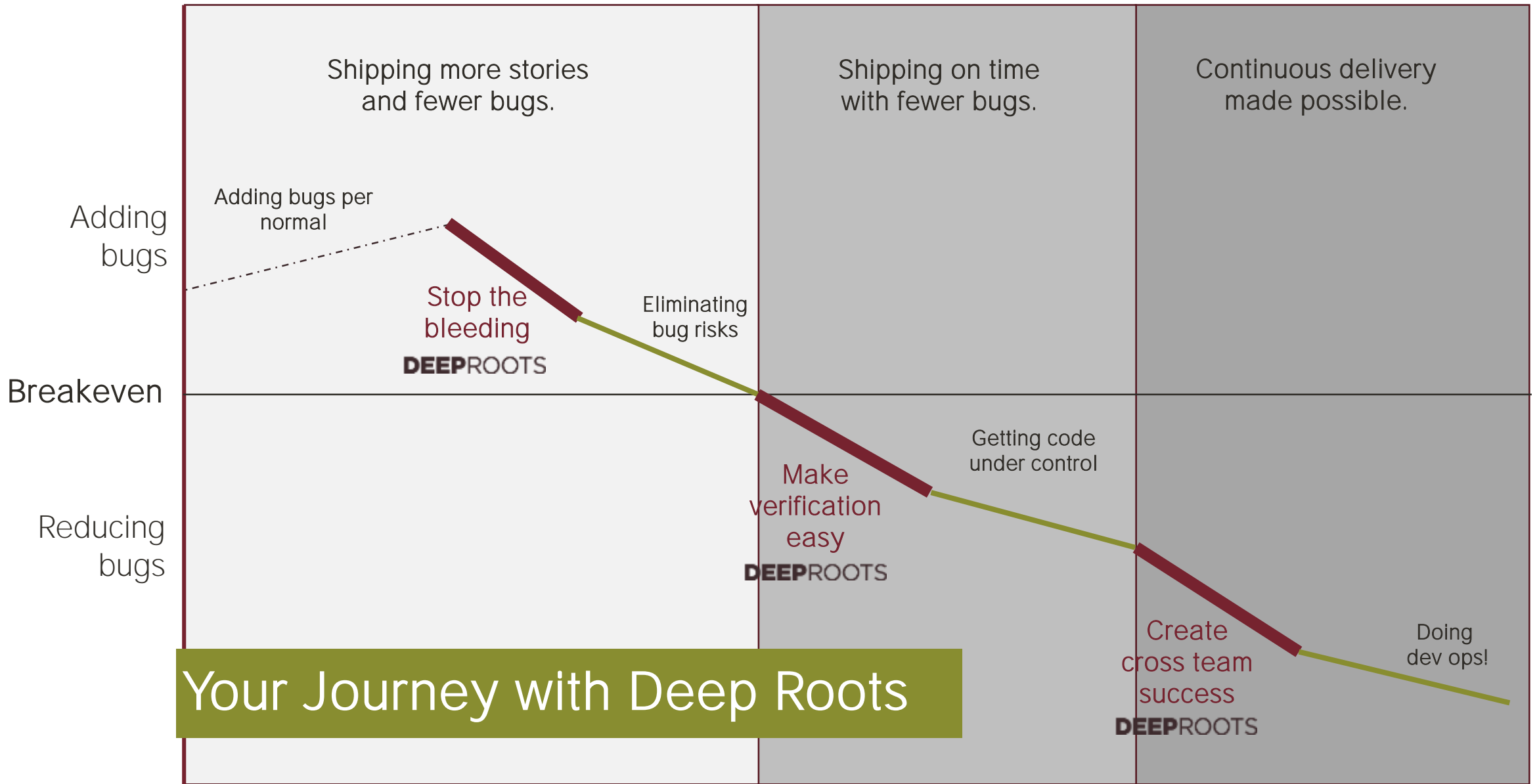
Amplify your existing bug-fixing habits with practices that identify and eliminate the hazards that led to those bugs in the first place.

Growing Responsible Ownership™

Create an organization that owns their technical debt and solves more problems than the leaders can simultaneously track.



DEEP ROOTS



Making your job easier!

Shipping more stories
and fewer bugs.

Shipping on time
with fewer bugs.

Continuous delivery
made possible.

No more blame,
workarounds, or fear of
legacy code

No more firefighting

Start shipping
On-time, every time

No more bugs

No more
cross team
dependencies

Start shipping on demand



DEEP ROOTS

Phase One: Stop the Bleeding

Shipping more stories
and fewer bugs.

- Less firefighting
- Less time on defects
- Aligned prioritization
between features and tech
debt

4 Months

1 Month
Together

3 Months
on your own
with check-ins

Phase Two: Make Shipping Easy

Shipping on time
with fewer bugs.

- Automatically verify whole
product at every commit
- Less in-team stress
- Ship on time

9 Months

3 Months
Together

6 Months
on your own
with check-ins

Phase Three: Create Cross Team Success

Continuous delivery
made possible

- Not blocked by
other teams
- Ignore technical
constraints when
prioritizing work
- Sustained technical
excellence

6 Months

3 Months
Together

3 Months
on your own
with check-ins



DEEP ROOTS

Describing the Path

Financial Debt



Control the spending.

Resolve >50% of all bugs and >50% of story development time **by** refactoring hard-to-read code.

Pay off expensive credit card debts.

Resolve 25% of all bugs and enable automated verification **by** refactoring duplicate code and non-local interactions.

Pay off less expensive personal loan debts.

Eliminate schedule dependencies, the need for release-level stabilization, and 10% of all bugs **by** refactoring cross team code dependencies.



Teams begin addressing the team-specific top risks.

Teams own tech debt funding decisions and ROI.

Teams expands its quality ownership to include sustainability, secession, and other teams.

Technical Debt

Stop the bleeding.

Make shipping easy.

Create cross team success.



DEEP ROOTS

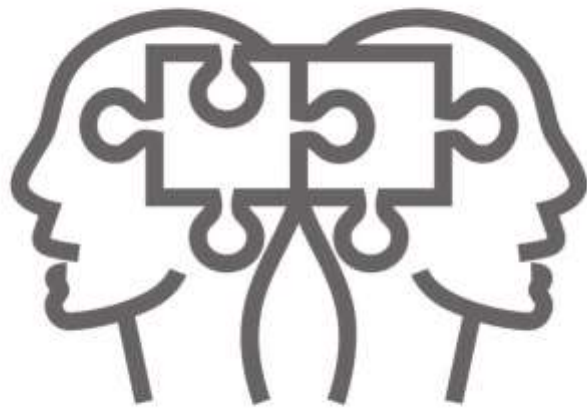
What Makes Us Different?



We don't train. We change behaviors.

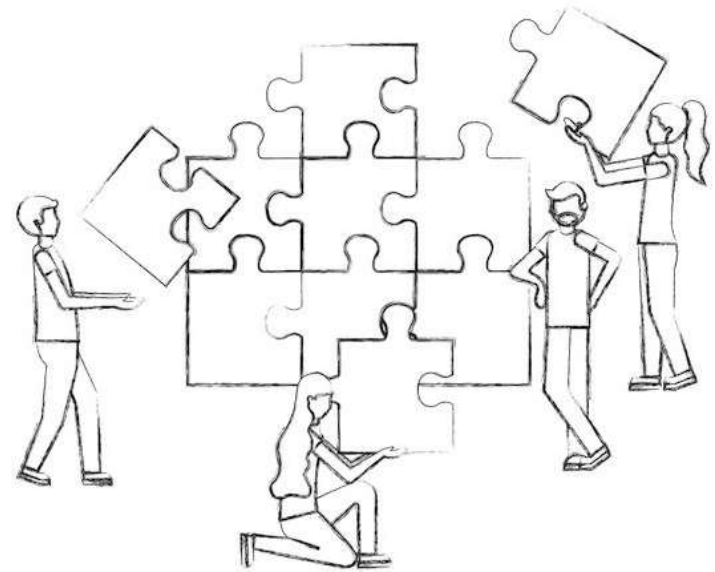
On the Job

We provide habit shifts integrated in the work every day.



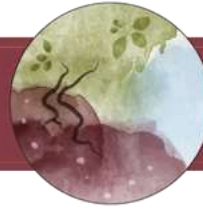
Scale Across Teams

We provide structure that unlocks your in-house expertise



DEEP ROOTS

Exposing



Building

Training exposes people to new ideas.

Trying new concept on simple problem out of context.



Learning a pre-defined set of slides and topics.



Engaging in a fun workshop for the day.



A learning culture helps people change behaviors.

Learning on the job in your real context in small batches.



Experimenting with targeted feedback.



Engaging behavioral change that lasts.



How we work.

One day workshop

One Month Application

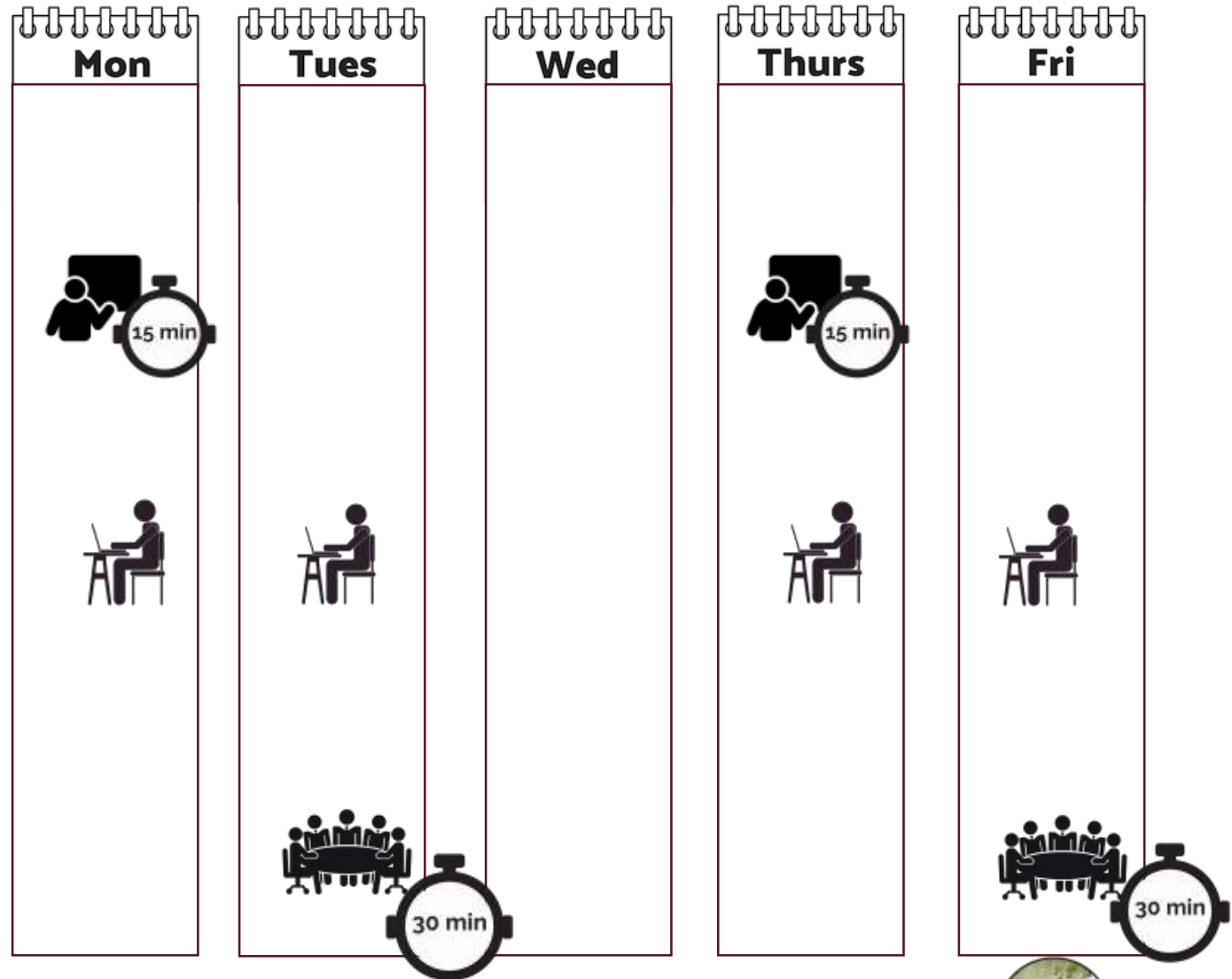


A Week in the Team's Life

Experience demo with Deep Roots
to identify what to shift

Integrate daily practice on the job
to apply and make change real

Share stories with Deep Roots
to make it sustainable



Ready for Zero Bugs?

Contact us for help!



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