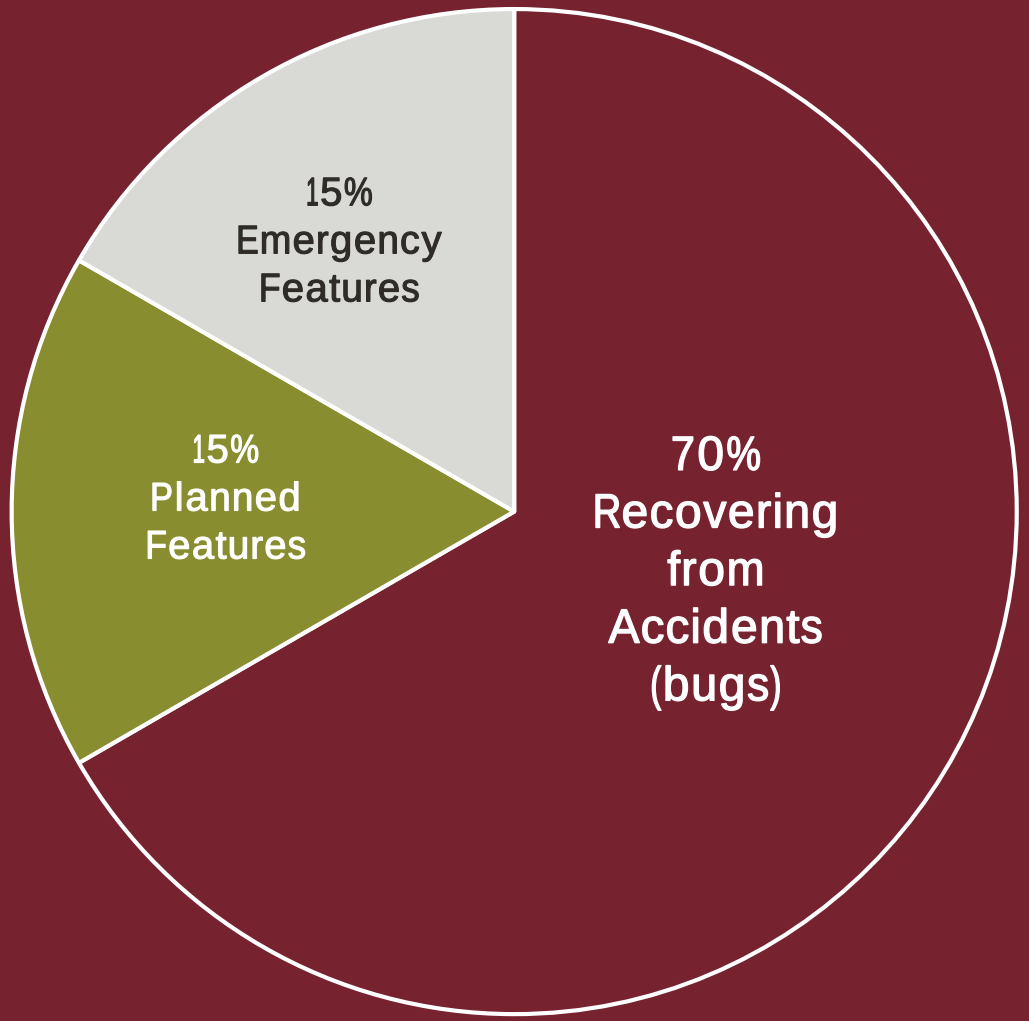
Your Path to Safe Coding that Works Every Time

Creating a hazard free environment one day at a time.

sales@digdeeproots.com

DEEP ROOTS

Where time 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?

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That’s What One Client Felt

Here’s their Zero Bug Story

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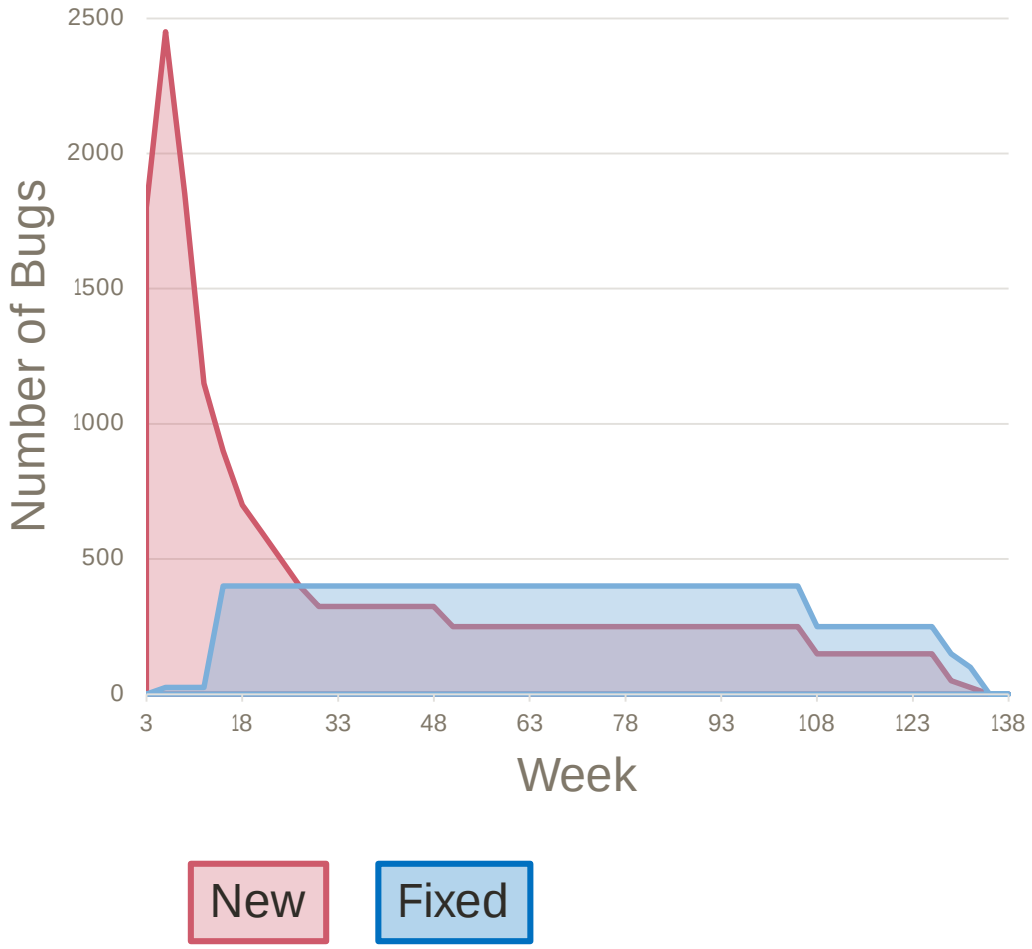
Chapter 1: Many Bugs



- Each story introduced 5-20 new bugs.
- 80% of bug fixes introduced a new bug.

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Chapter 2: Our Solution

- 1 month to shift core behavior + 7 months to shift the active code.

- Change had universal support: 100% of managers and 100% of engineers.

Focus on Safety

1. Treat bugs as Injury Accidents

2. Fix the Hazards that cause them

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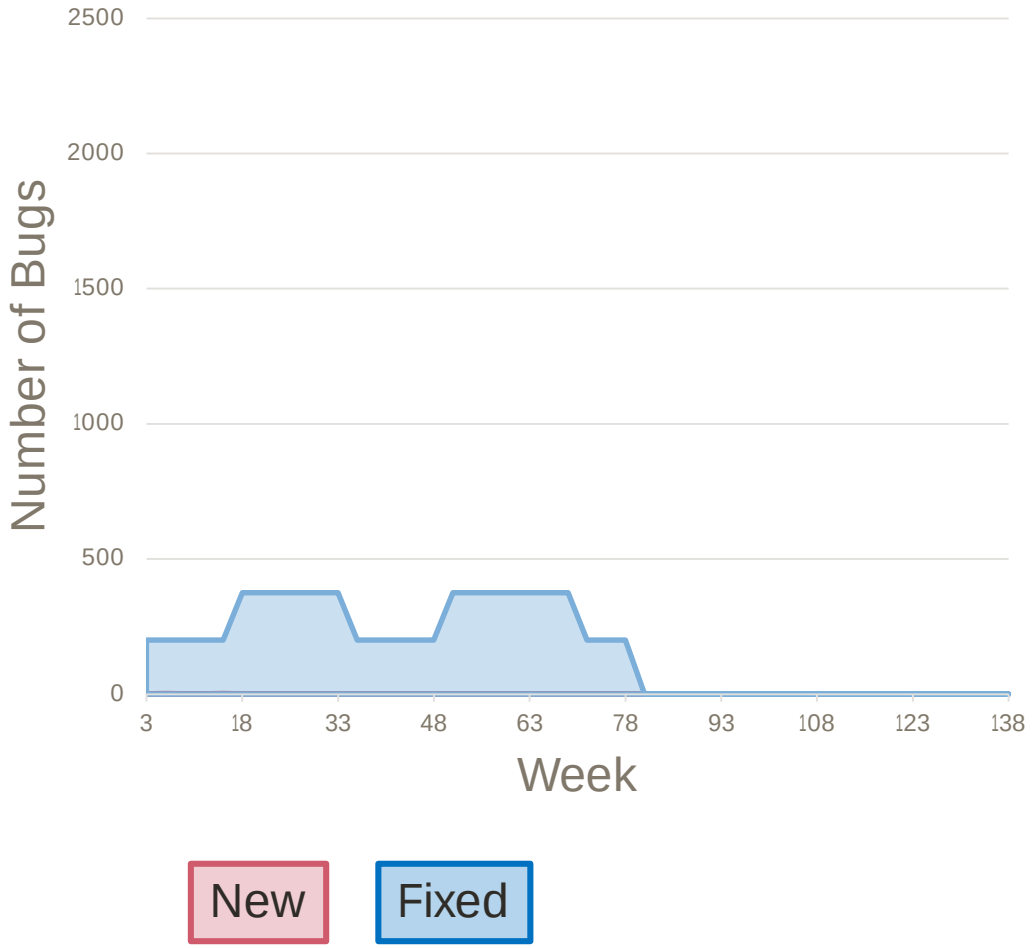
Chapter 3: After Our Solution



- No month had more than 2 new bugs
- 1% of stories had any bugs.
- <0.1% of bug fixes introduced a new bug.

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Here’s What We Did

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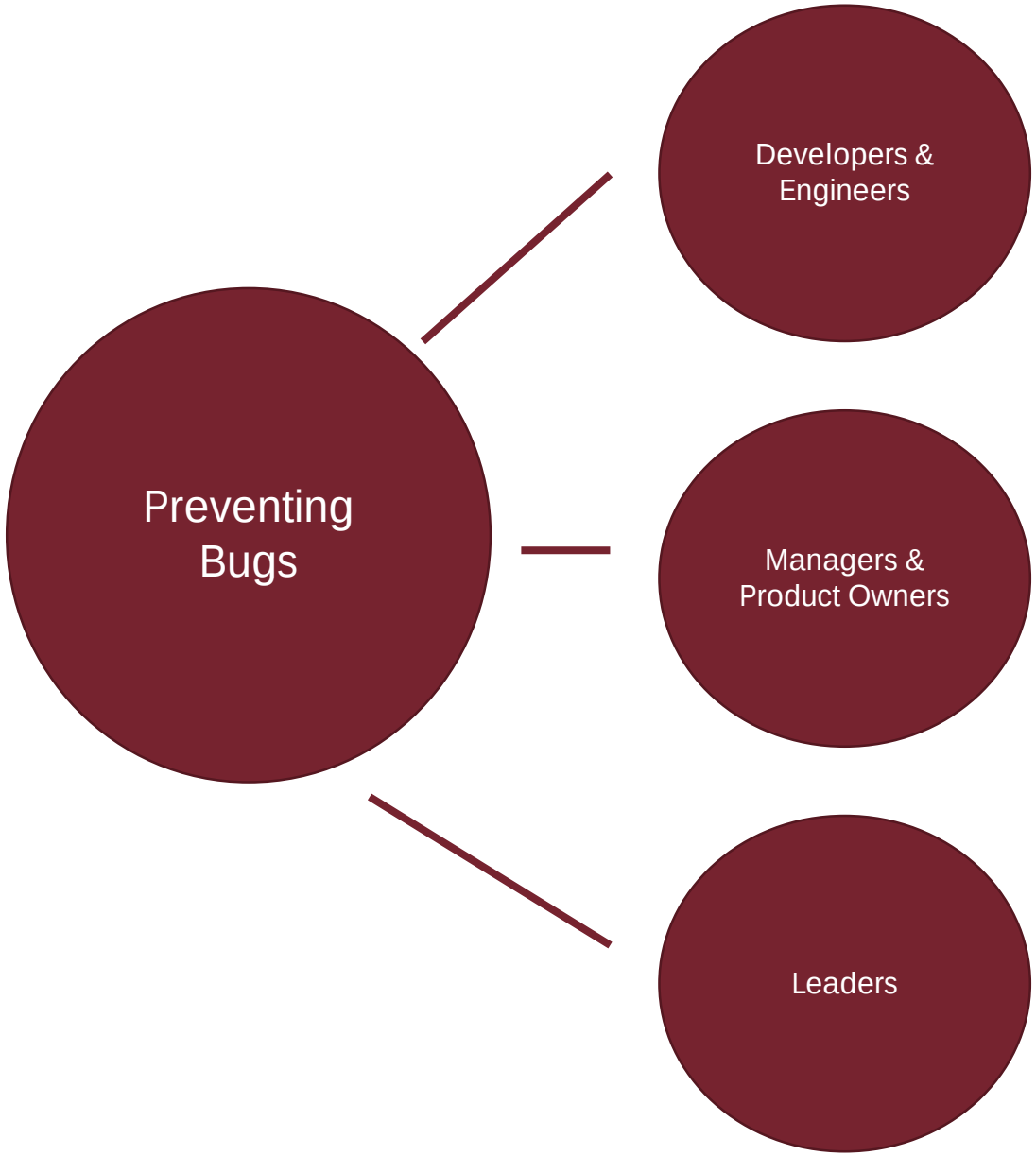

Code by Refactoring™

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.

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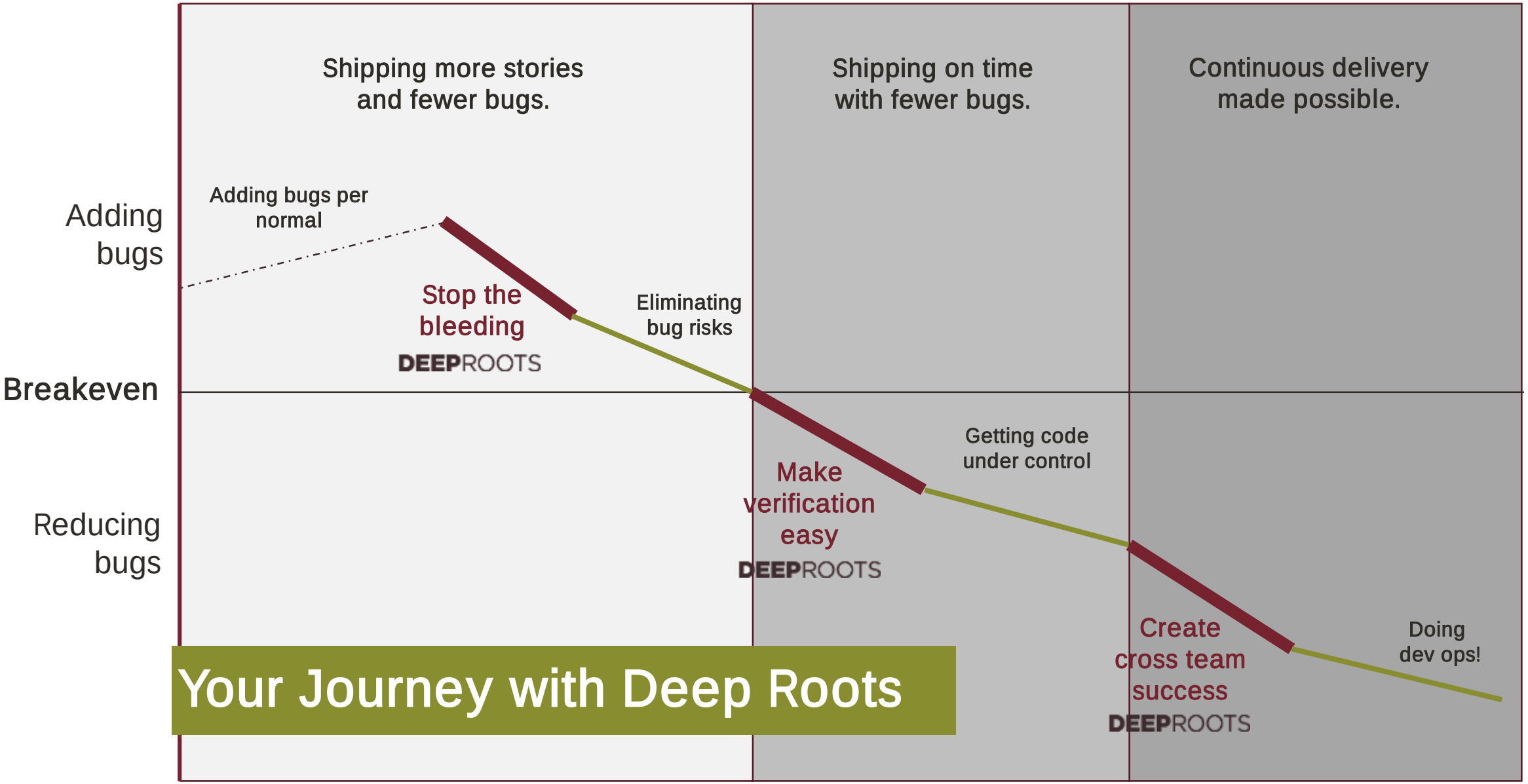
Shipping more stories and fewer bugs.
Shipping on time with fewer bugs.
Continuous delivery made possible.
Adding bugs
Breakeven
Reducing bugs
Adding bugs per normal
Stop the bleeding
DEEPROOTS
Eliminating bug risks
Make verification easy
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Getting code under control
Create cross team success
DEEPROOTS
Doing dev ops!
Your Journey with Deep Roots

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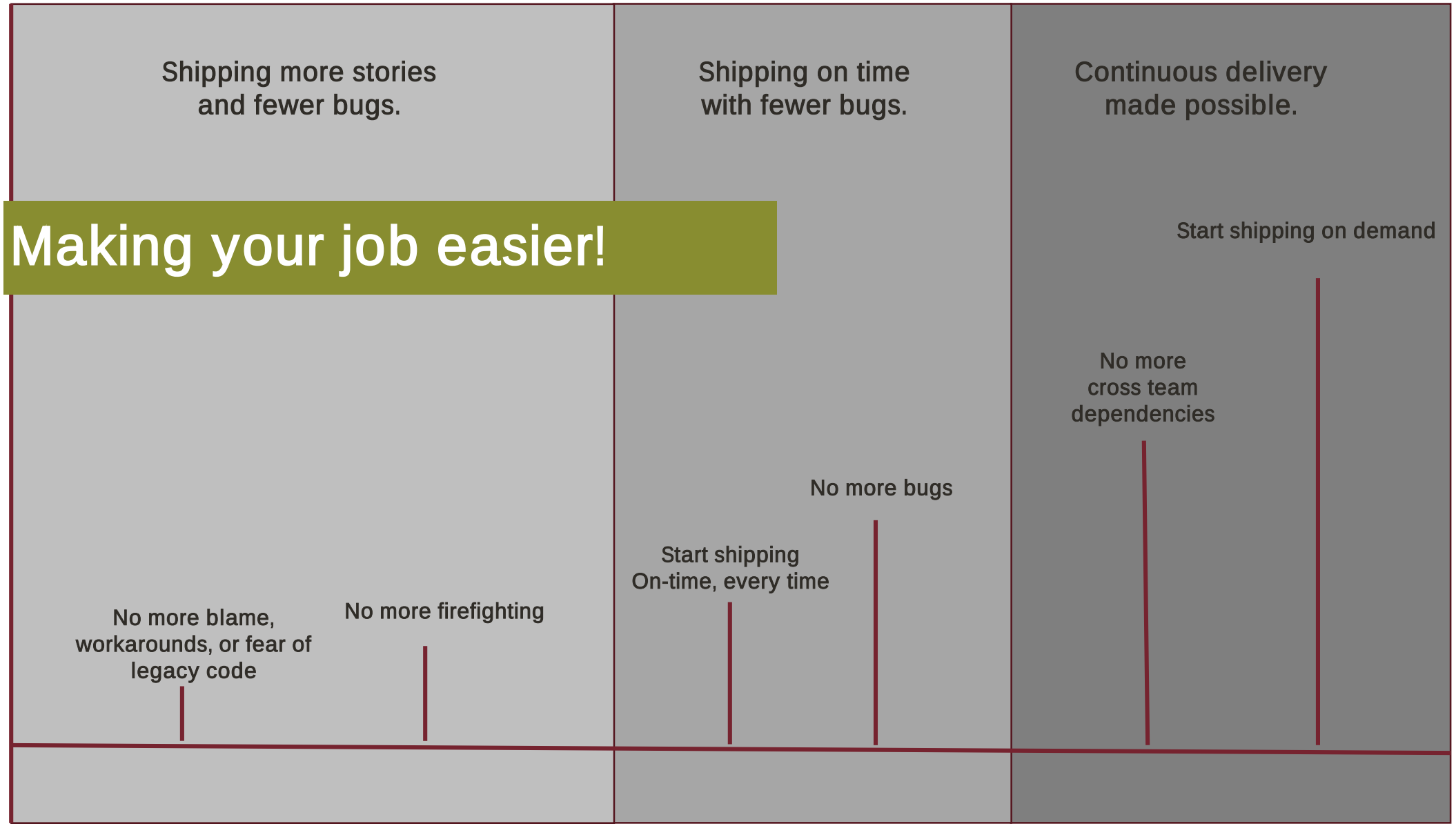
Shipping more stories
and fewer bugs.
Shipping on time
with fewer bugs.
Continuous delivery
made possible.
Making your job easier!
No more blame,
workarounds, or fear of
legacy code
No more firefighting
Start shipping
On-time, every time
No more bugs
No more
cross team
dependencies
Start shipping on demand

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Phase One: Stop the Bleeding

Shipping more stories and fewer bugs.

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

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

Phase Three: Create Cross Team Success

Continuous delivery made possible

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

4 Months		9 Months		6 Months	
1 Month Together	3 Months on your own with check-ins	3 Months Together	6 Months on your own with check-ins	3 Months Together	3 Months on your own with check-ins

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Describing the Path

Financial Debt			Technical Debt
Control the spending.	Resolve >50% of all bugs and >50% of story development time **by** refactoring hard-to-read code.	Teams begin addressing the team-specific top risks.	Stop the bleeding.
Pay off expensive credit card debts.	Resolve 25% of all bugs and enable automated verification **by** refactoring duplicate code and non-local interactions.	Teams own tech debt funding decisions and ROI.	Make shipping easy.
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 expands its quality ownership to include sustainability, secession, and other teams.	Create cross team success.

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What Makes Us Different?

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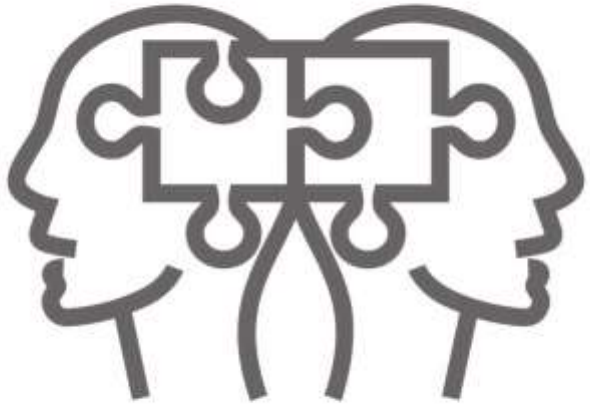
We don’t train. We change behaviors.

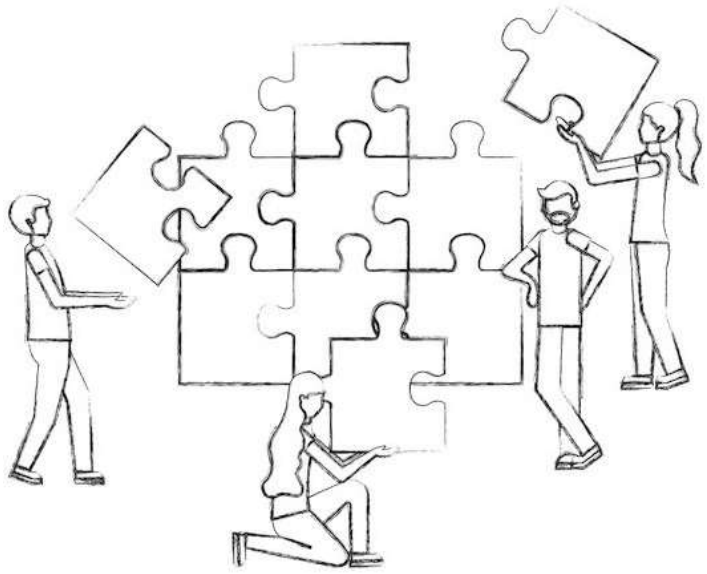
On the Job

We provide habit shifts integrated in the work every day.



Scale Across Teams

We provide structure that unlocks your in-house expertise



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Exposing

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.

Building

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.

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How we work.

One day workshop

One Month Application

WK1	Shift Habit: Demo shift, Practice shift on the job, Coach retro	Shift Habit: Demo shift, Practice shift on the job, Coach retro
WK2	Shift Habit: Demo shift, Practice shift on the job, Coach retro	Shift Habit: Demo shift, Practice shift on the job, Coach retro
WK3	Shift Habit: Demo shift, Practice shift on the job, Coach retro	Shift Habit: Demo shift, Practice shift on the job, Coach retro
WK4	Shift Habit: Demo shift, Practice shift on the job, Coach retro	Shift Habit: Demo shift, Practice shift on the job, Coach retro

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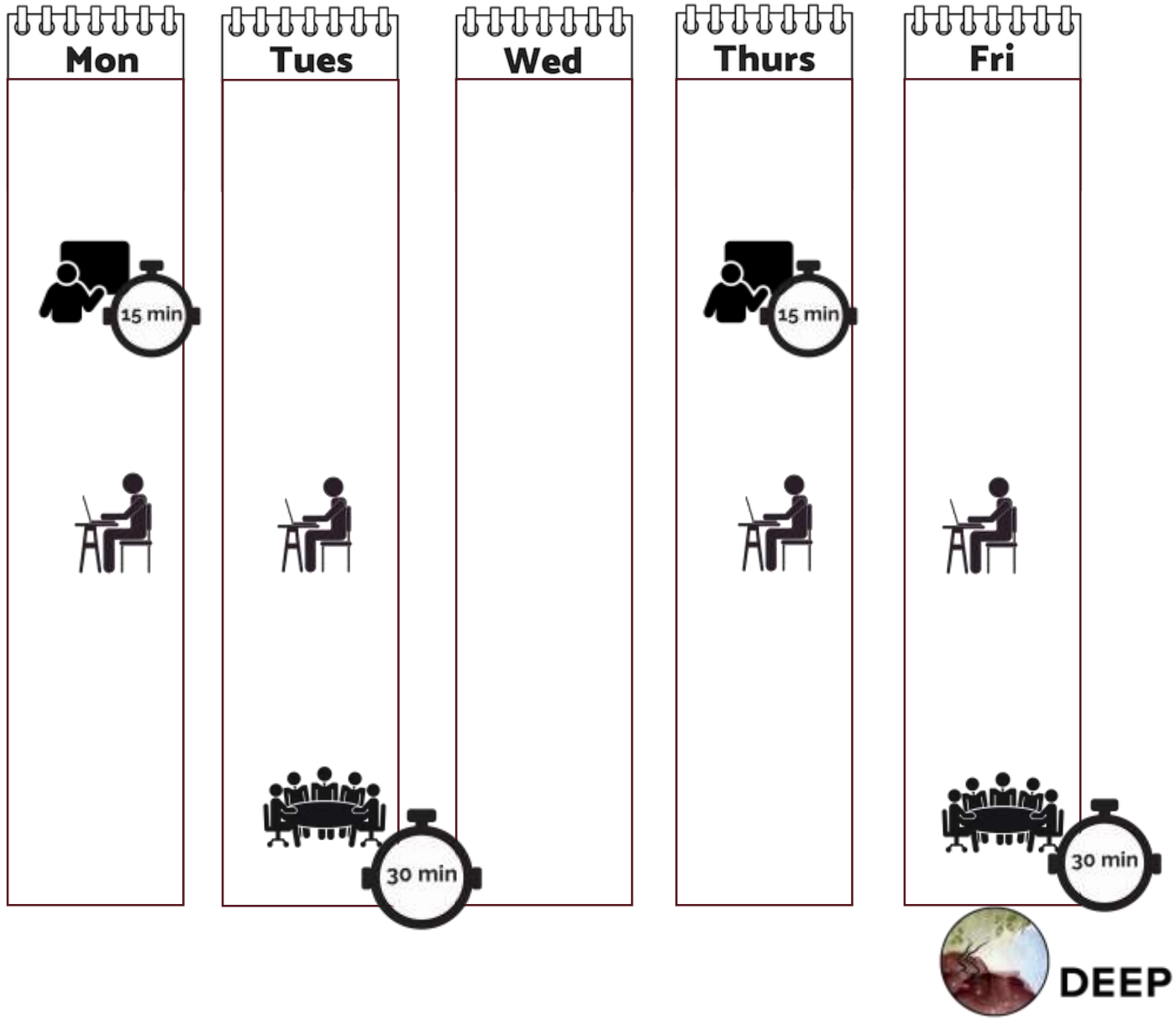
A Week in the Team's Life

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



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Ready for Zero Bugs?

Contact us for help!

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