



Why we're here

March, 2020

@cote





Sources: [Sophie Selwald](#), Daimler, case study in [The Business Bottleneck](#). Pic: [Luke Kinies](#).

Old tools lead to the same old results



48%

A donut chart with a red segment representing 48% of the total. The rest of the chart is black.


Have not made app improvements in 1+ years



40%

A donut chart with a red segment representing 40% of the total. The rest of the chart is black.

Have CI in place

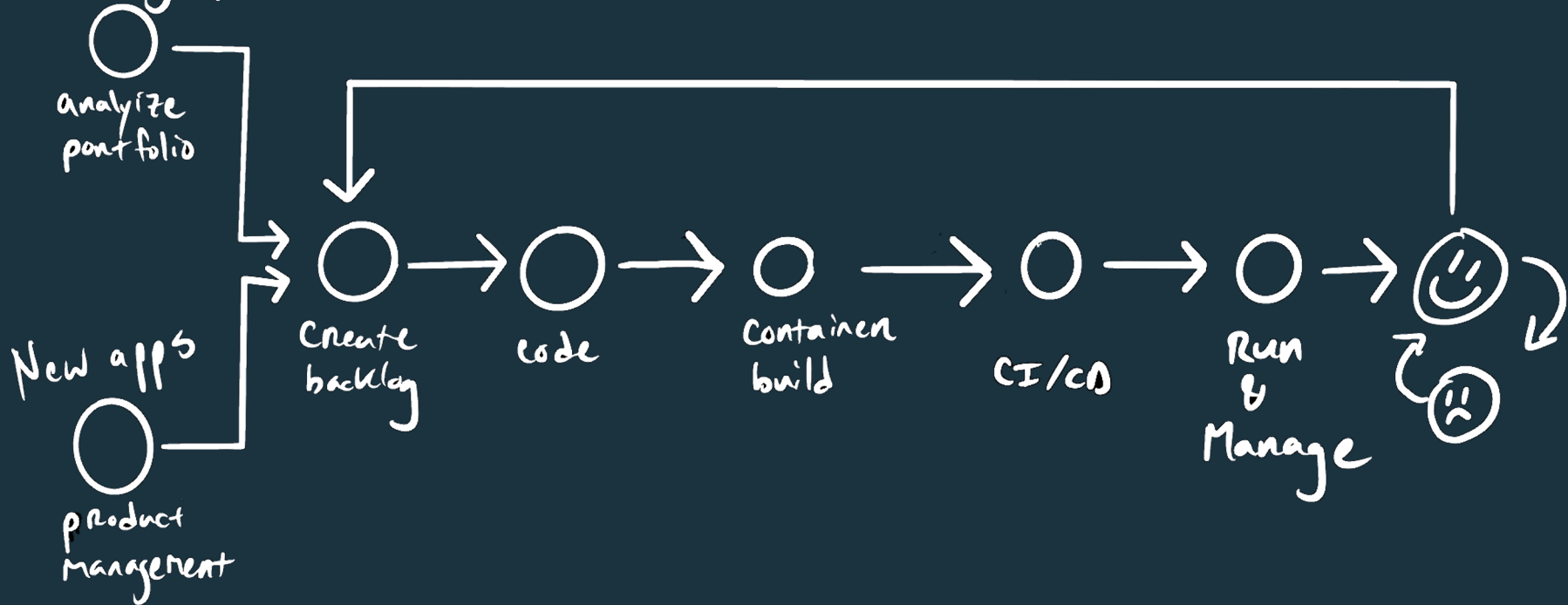


60%

A donut chart with a red segment representing 60% of the total. The rest of the chart is black.

Release apps twice a year or less

Existing apps



Technical improvements

Daily deploys

+30% developer productivity

+78% operational efficiency

No weekend work

Business improvements

11% conversion rate

40% reduced call center volume

6 months to launch a new
business

Software-driven businesses



We're here
to
make better software

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