

## PRODUCT BRIEF

# VALUEOPS INSIGHTS

Measure and Improve Value Stream Performance

### BENEFITS

Eliminate information silos and gain access to consolidated, relevant metrics across the tools spanning your value streams.

Transition from measuring completed tasks to evaluating the real impact on stakeholders, customers, and the Business.

Role-based dashboards that represent normalized data from all your tools in your value streams.

Organize data and display metrics around products as part of project to product transformation.

Leaders can gauge and optimize the degree to which software delivery aligns with product investment objectives.

### Overview

Data paints a vivid portrait of an organization, revealing how happy customers are, how quickly the organization can respond to market demands, and how much value their software or service is delivering to the company.

However, navigating the complexities of data collection and interpretation presents significant challenges. With an average of 40 distinct tools utilized in each value stream (source: [CIODive](#)) and an estimated 2,000 information silos (source: [Entrepreneur.com](#)), data exists in diverse formats and isolated pockets within various tools. The prospect of real-time visualization across all value streams, presented in a unified view accessible to all decision-makers, seems daunting.

ValueOps™ Insights offers a solution to these challenges. It serves as an analytics platform designed to align enterprises by measuring and enhancing the performance of their digital value streams, leading to improved business outcomes. This solution collects data from various sources, organizes it using a common data model, and presents actionable metrics through a clear and concise set of dashboards. Decision-makers gain real-time, actionable insights into the health of their teams and organization.

Leadership, managers, and software development teams can monitor enterprise-wide DevOps and Flow metrics, assess how well investment decisions align with a product's intended outcomes, and confirm that planned product capabilities translate into tangible investment outcomes. Alignment between investment intent and execution capability is an essential step towards ensuring successful value realization. According to [Gartner](#), more than 60% of strategic portfolio leaders will transition from overseeing delivery execution to overseeing value realization as their primary objective.

With ValueOps Insights, your data will weave a comprehensive narrative from development to delivery, monitoring the alignment of software delivery with product investment goals across all your value streams.



Understand your business across all of your value streams, in one place, anytime and real-time, tool agnostic and same data set.

## RELATED SOLUTION

### ValueOps ConnectALL:

Integrate data from an unlimited number of tools in the software value stream for seamless collaboration, bi-directional information capture and exchange, automated event triggering, and much more. The product works on top of the value stream, synchronizing comments, statuses, attachments, moving issues, epics, and defects. Artifacts appear in the queue, and users do not have to log in to multiple applications for cutting/pasting data.

## Business Challenges

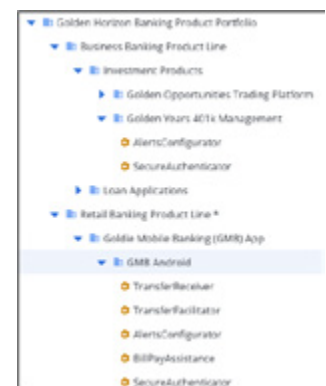
In many organizations, functional divisions or departments often work in isolation from one another, creating silos. This segregation leads to a lack of cohesive communication, shared objectives, and a comprehensive view of operations across the entire organization. Complicating matters, teams operate in silos using their preferred tools, each with its own distinct dashboards and data formats. Most departments use an average of over 200 applications (source: [CIODive](#)). Integrating data from different sources takes time, is error prone and is outdated, hindering effective business decision-making. Data gaps are persistent. 95% of organizations suffer from a data decision gap. The absence of comprehensive data views often results in decisions being based on assumptions rather than facts (source: [Dataversity](#)). Finally, poor data quality, which refers to inaccuracies, inconsistencies, or inadequacies within datasets, affect their reliability, completeness, and usefulness for decision-making. According to Gartner, poor data quality is estimated to cost businesses approximately \$12.9 million annually (source: [Gartner](#)). Closing the data gap is imperative to delivering value and facilitating digital transformation.

## Solution Overview

ValueOps Insights is designed to capture, aggregate, and normalize data from various tools and applications used across an organization's value streams, effectively removing information silos. It presents this data in comprehensive and personalized dashboards, enabling users to access unified, consistent, and actionable insights across different sources, aiding in informed decision-making and streamlined communication. Executives, portfolio leaders, program and product leaders, as well as engineering teams, will each possess the capability to analyze metrics, from the same dataset, tailored to their specific levels.

Highlights of ValueOps Insights include:

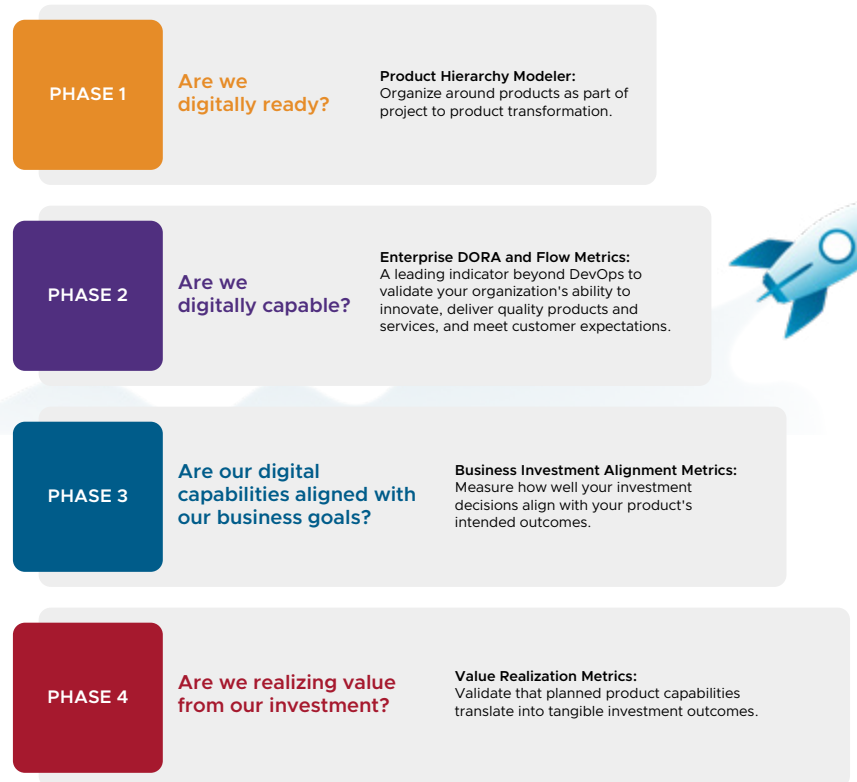
**Product Hierarchy Modeler:** Transitioning from a project-based to a product-centric approach is necessary for digital transformation. This shift redirects focus from task-oriented measurements to product-centric evaluations, aligning with revenue generation and prioritized stakeholder interests. ValueOps Insights organizes data and displays metrics around products as part of project to product transformation. For instance, selecting a product within the hierarchy allows users to access comprehensive data aggregated from all associated components. Users can explore a tree-like hierarchical structure, where components at the lowest level correspond to sub-products, aligning with products, product groups, and portfolios consisting of multiple product groups. The product hierarchy not only accommodates the diverse needs of organizations, but also serves as the foundation for viewing all ValueOps Insights metrics.



**Enterprise DORA and Flow Metrics for Everyone:** DORA and Flow measurements across the enterprise offer leading indicators extending beyond team-level DevOps, validating an organization's capacity to innovate, deliver high-quality products and services, and fulfill customer expectations. While most organizations utilize DORA and Flow metrics at a team level, it's difficult to make sense of what the big picture represents. ValueOps Insights consolidates DORA and Flow data at all levels of the product hierarchy to provide a comprehensive overview reflecting the overall health of the organization. Executives gain insight into the organization's broader maturity, while product management attains a more granular understanding of maturity at the sub-product level, with the option to delve into component-level details if necessary. Teams see specific insights at the component level, enabling them to pinpoint areas for time reduction or identify opportunities for enhancing capabilities aligned with product objectives.

**Enterprise Business Alignment:** Enterprise business alignment enables leaders to gauge and optimize the degree to which software delivery aligns with product investment objectives. The Enterprise Business Alignment dashboard displays a product score using algorithms tailored based on several factors such as DORA and Flow, which serve as the cornerstone for determining the business alignment score. For instance, the goal for innovative products hinges on fast changes that lead to aggressive revenue growth and new customer acquisition; in this case, the alignment score would favor a low lead time to change and high deployment frequency. Likewise, the alignment score for retain and sustain products, characterized by stable revenue and high margin, would hinge more heavily on having a low incident to deployment rate. Scale products, identified by their profitable growth and balanced revenue-to-margin ratio, would be weighted based on measures in between. This comprehensive approach equips executives and leaders with the insights necessary to ensure team alignment and identify indicators signaling the need for shifts in priorities.

**Value Realization (In Development):** Value Realization Metrics play a crucial role in tracking the early and ongoing realization of value from digital investments, ultimately leading to improved outcomes and reduced business risk. These metrics provide insights into how effectively digital initiatives are translating into tangible benefits for the organization. For instance, critical lagging metrics such as market share, revenue, and margin require leading indicators to inform executives about the progress towards achieving strategic goals. By continuously monitoring the leading indicator metrics, organizations can proactively identify areas of success and areas needing improvement, enabling them to make data-driven decisions to optimize their digital investments before it's too late.



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