

## THE CONSUMERIZATION OF ENTERPRISE SOFTWARE AND CONTINUOUS DELIVERY

### Electric Cloud Blog

The consumerization of IT is here. The blending of personal and business mobile devices and apps has created a new demand among enterprise users. Feature effective software that looks like the products we use at home, at the gym or during the work commute are exactly what employees are expecting their business applications to look and feel like. Today's software market is now defined by the end user. Users want sleek interfaces and maximum simplicity which they've become accustomed to from their mobile apps.

### Meeting Demands

The software delivery process is evolving as firms rush to meet the consumerized demands and expectations from clients. Software development teams must bring new applications to market faster than ever – to keep in time with demand and the competition. The traditional roles of enterprise independent software vendors (ISVs) are changing as a result. Those that employ Continuous Delivery (CD) in their software development process will be poised to deliver in this new age of consumerized enterprise software.

Enterprise software companies are making more of an effort to improve their interfaces to satisfy the demand for well-designed products. Over the past few years, mobility has skyrocketed changing enterprise users expectations. Employees respond better and work more productively on software interfaces that are easy to use. Most sales teams have already stopped using desktops and pull out their tablets and iPads daily instead. Software will be designed for these touchscreens. It's what businesses seek and what software companies must deliver.

### The Effect

A survey by Avanade took a closer look at the consumerization of IT and the results showed there has been a great effect on the application development process. According to the results, 80 percent of firms develop their own apps and most with the help of external developers. More than 90 percent of IT professionals surveyed want to accelerate the time it takes to bring new applications to market. Lastly, they are demanding transformational digital applications. About 85 percent believe that good user interface and design are important to provide client satisfaction and productivity. IT professionals admitted that finding the right skills in user design is a challenge they face.

Avande's research points to the need for reliable software development processes. Continuous Delivery can be deployed to effectively create the next generation apps that businesses need. However, there are challenges that lay ahead for those new to CD. It isn't a product, rather it's

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a delivery process that requires software development organizations to align their technology, process, people and values. Software development teams achieve CD by continuously building executables and by running automated tests to detect problems. The automation of all possible parts of the delivery is a key part of the process. With CD, there are many production deployments every day. This attention to detail and process is a secure way to deliver consumerized, innovative products. At the end of the day, developers and their teams will innovate at a faster pace than they ever thought while ensuring the development of a quality product.

### **The New Interface**

In today's age of consumerized enterprise software, users expect great interfaces that are easy and even fun to use. Software developers will be tasked more and more to design applications that are based on ease of use, efficiency and give users a smooth transition from personal apps to business apps. The opportunity for software teams to deliver lies in the use of CD practices that ensure the smartest and quickest delivery of mission-critical applications today.

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