

Listen, Learn, Grow – Constant Contact's Agile Journey

April 2017





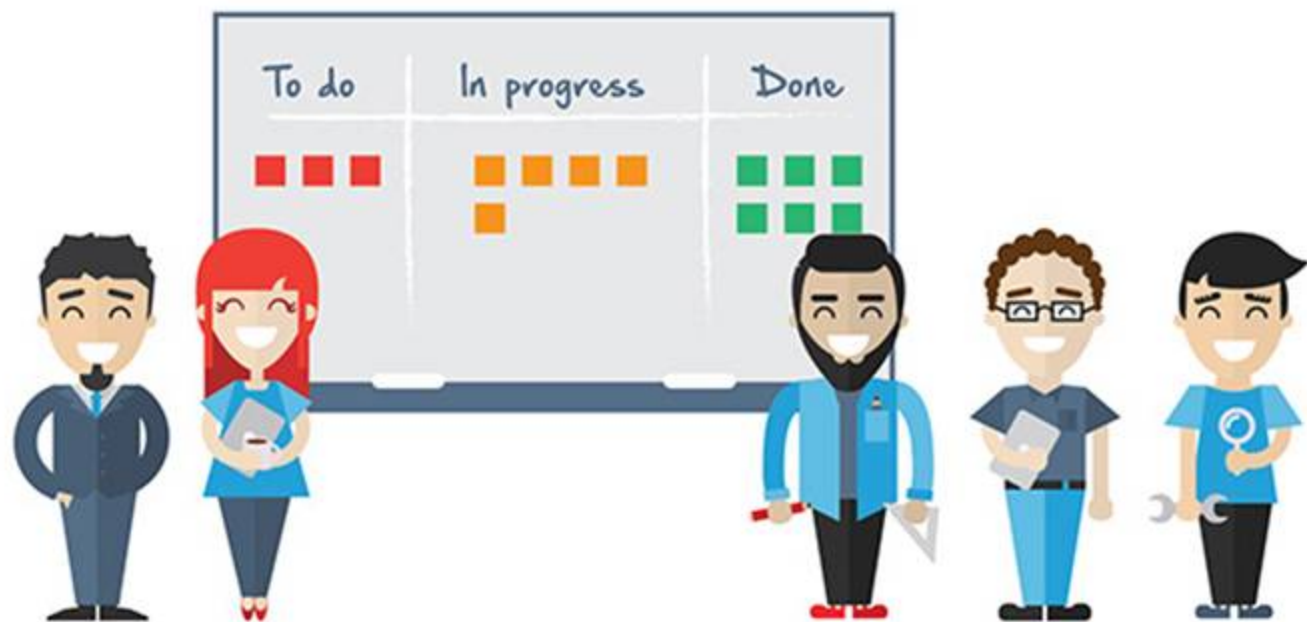


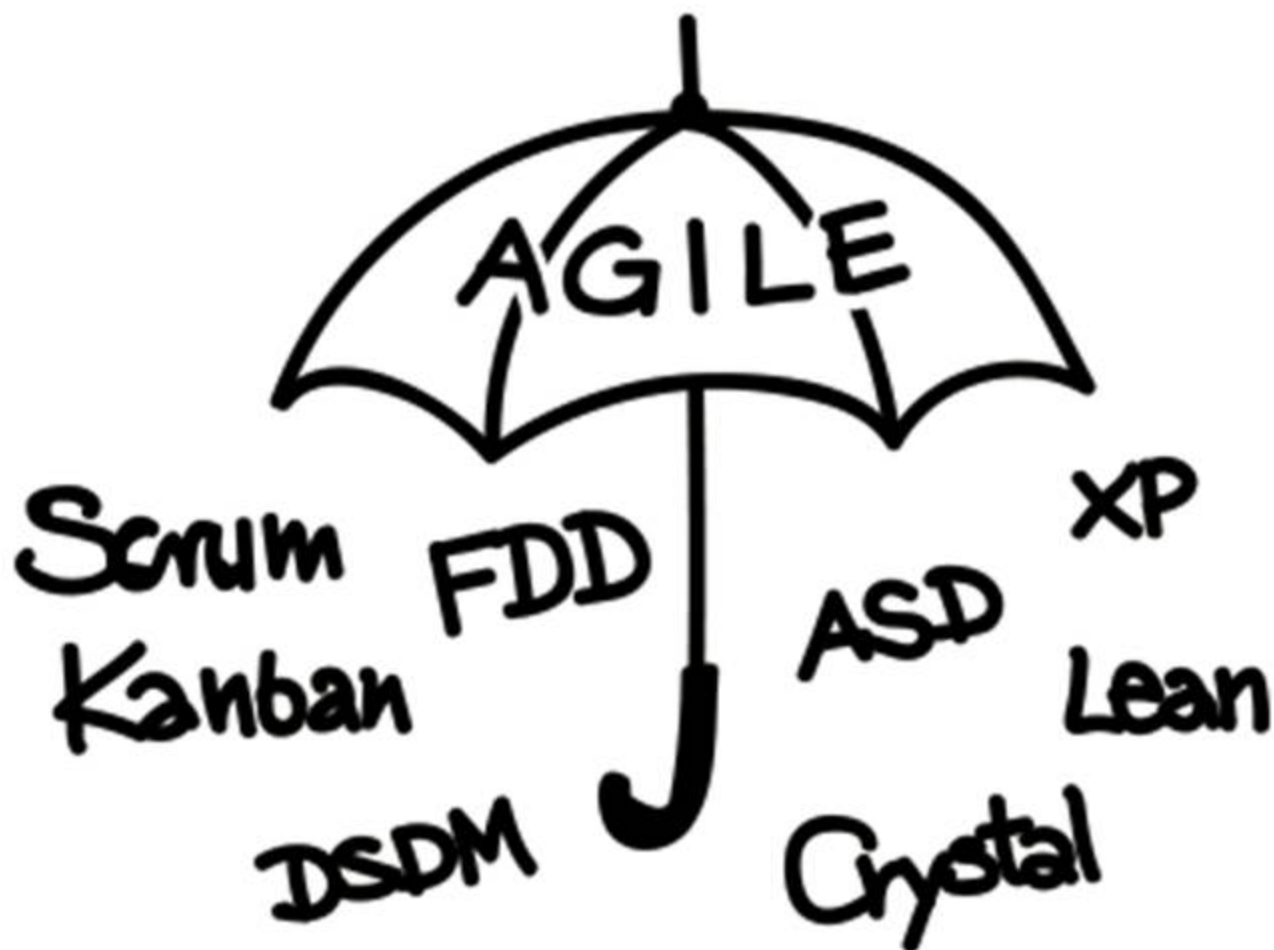




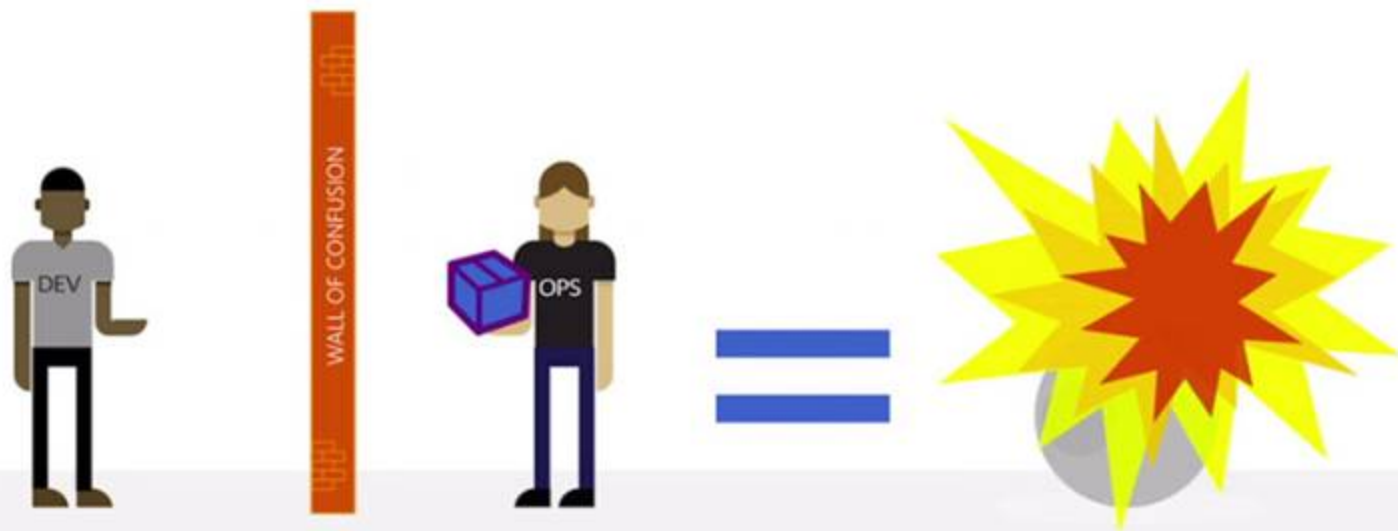


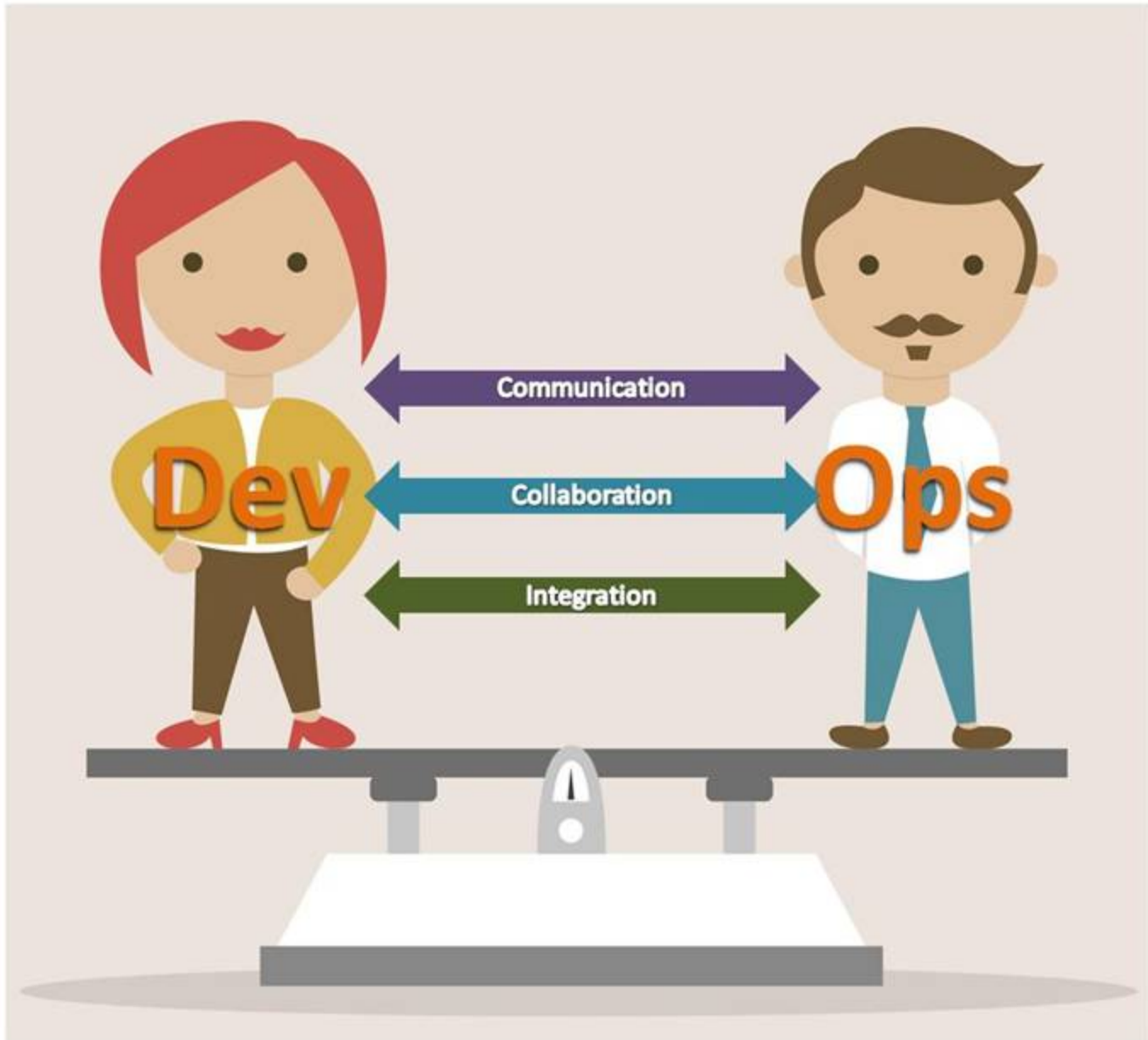
circa 2008

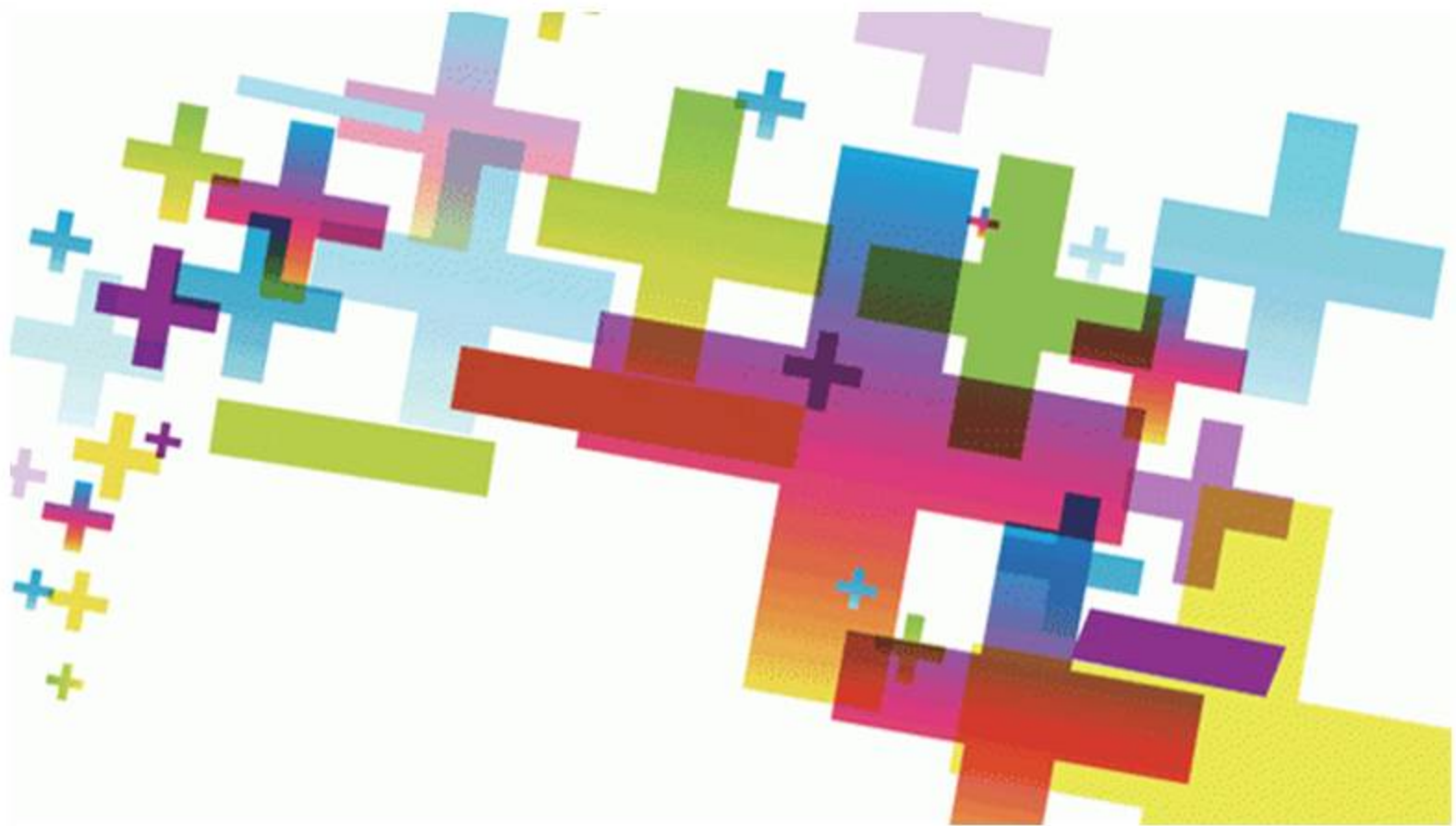




Traditional Development and Operations







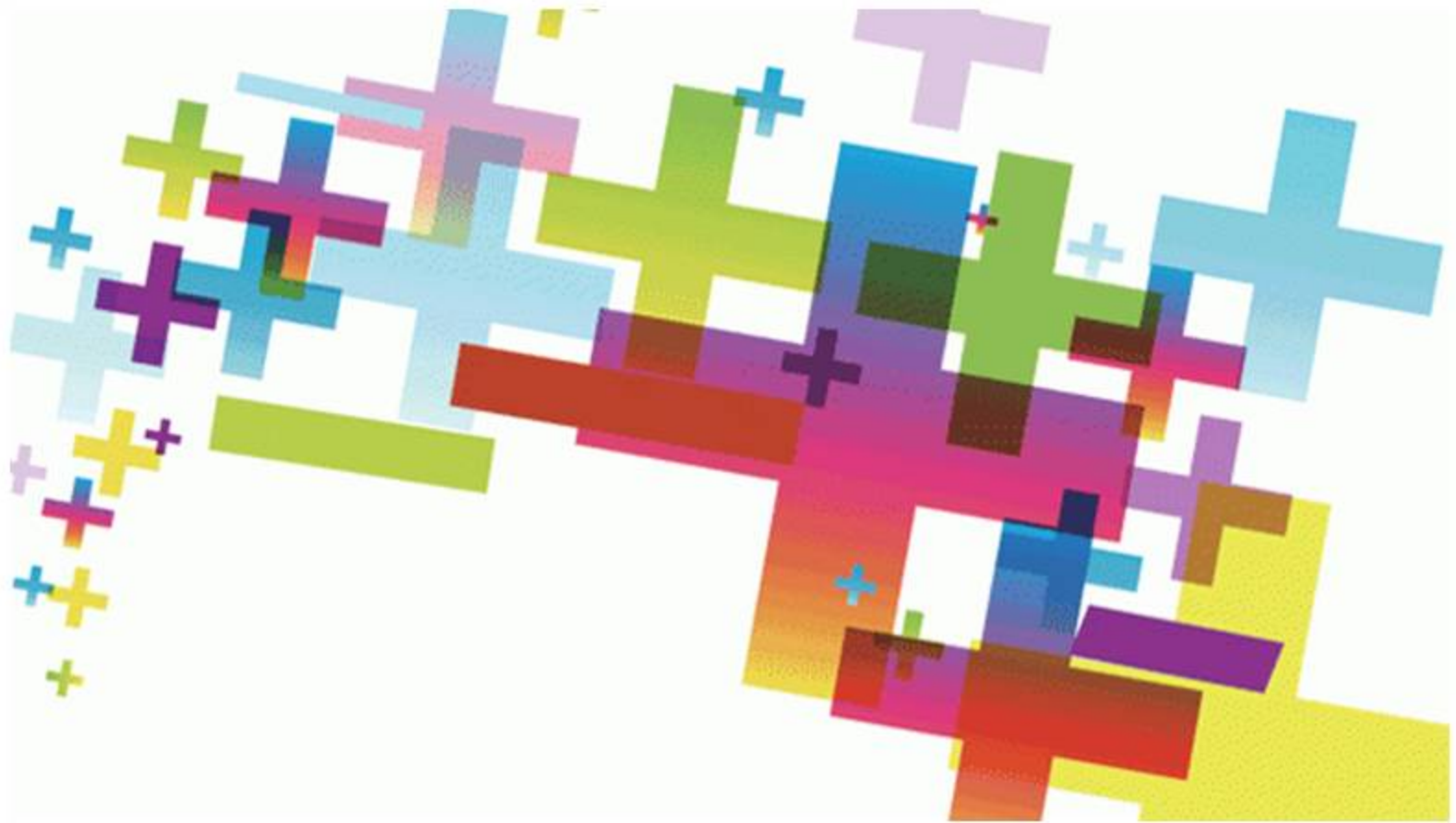
Lessons Learned

- Incorporated Operations into planning process
- Able to cut down lag time for infrastructure requests
- Allowed for iterative work – roll out to first environment to deploy/test before rolling out to rest
- Understood the cadence and language, so collaboration was stronger

2014

SAFE





Lessons Learned

- Deemed too much overhead
- Too expensive
- Tried to roll out all at once; rather than baby steps
- Worked well given the team was dispersed
- Helped with team bonding
- Not enough leadership support





