Why DevOps matters to your business
If the success of your business depends on how efficiently and effectively you build, test and release software, there's a good chance you've heard about DevOps. But even though the term has been around since the 1990s, there's still tremendous confusion about what it means and, more importantly, how DevOps can meaningfully benefit companies in industries ranging from financial services to healthcare to retail.

In the most basic sense, DevOps encompasses all of the technology, processes and people involved with taking software from the concept stage through testing and into actual production. But done right, DevOps is a much bigger, more transformational idea. Indeed, while DevOps can result in the automated delivery of software features, bug fixes, new products and other enhancements, an embrace of the true power of DevOps can translate into a company that is far more innovative, nimble and collaborative. How? Because DevOps is a paradigm shift in how companies construct and manage software, one that demolishes the arbitrary walls that have long separated software developers, testers, analysts and executives and instead creates processes and a culture that drive business results through a radical change of the software development life cycle (SDLC).

When DevOps is approached in a way that emphasizes the technical, procedural and cultural aspects of creating and delivering software, the benefits to a company can be fast, substantial and sustainable. They include:

- **Increased speed, innovation and responsiveness** Whether it's an entirely new product or a tweak to meet a customer's need, DevOps helps companies tap the potential of software to compete at today's high velocity of business.
- **Reduced risk** Software changes expose companies in all industries to risk. The highly disciplined and automated approach to software deployment and testing that DevOps provides significantly reduces that risk.
- **Improved capacity** With so much automated, teams spend less time diagnosing problems and managing basic infrastructure, and can focus instead on developing improved features and managing legacy applications.
- **Increased uptime** A botched software release poses short and long-term dangers to a company, including crashed websites, security failures, failed transactions as well as financial, regulatory and reputational damage. DevOps creates confidence that procedures are in place to quickly and safely deploy, roll back or update releases.

Why choose Elyxor?
Though DevOps is now all the buzz and a familiar term, few companies combine a deep understanding of its transformative potential with the software engineering and business expertise to implement it. Elyxor, Inc. is that company.

Founded in 2010, Elyxor's team of software engineering specialists have spent the past two decades-plus building successful software firms and advising companies whose success depends on innovative and sustainable software development. The lessons Elyxor's

executive and senior technology professionals can deliver to help guide clients in everything from DevOps and test automation to strategy to the Internet of Things has been earned through their pioneering work individually and in collaboration with one another.

For example, some of Elyxor's founders and longtime software engineers built Celarix, a company that provided unprecedented levels of real-time visibility into complicated international supply chains. Elyxor team members also created the e-commerce architecture that allowed online retailer RueLaLa to seamlessly handle millions of people shopping at the same time. Both Celarix and RueLaLa were such successes that large companies eventually acquired them, and they continue to provide value today.

Elyxor utilizes the skills, insights and best practices it has learned in these high-pressure, high-stakes environments to help clients achieve their business objectives. With associates and offices in both Boston, Massachusetts and North Little Rock, Arkansas, Elyxor provides:

- A unique understanding of DevOps and how it can be leveraged across a variety of industries. Elyxor's experienced software and strategy experts work quickly to diagnose and address technical, cultural and procedural gaps in your software development process.
- A commitment to work fast and collaboratively. Though discovery is an essential part of any engagement, our goal is not to spend six months pinpointing everything that needs to be improved. Instead, we work with your team to quickly identify where the roadblocks are and immediately begin to build solutions to address them. Quick and demonstrable successes also build momentum for the kind of continuous improvement DevOps can deliver. One way we achieve this is by holding demonstrations and retrospectives with clients every two weeks. This provides frequent opportunity to tweak the direction of projects and increase executive awareness and buy-in. We demonstrate this by delivering a real-world reference model quickly that clients can use to build their own internal DevOps practices.
- The ability to guide and teach your staff. Our goal in all of our client engagements is to impart the technical skills, procedures and communication channels necessary to ensure that DevOps is self-sustaining and self-reinforcing. We accomplish that both by demonstrating its value quickly and by providing hands-on instruction with actual working models based on your production systems that allows your own business team to take over and thrive. We rely on a number of proven accelerators and models that ensure sustainable success, including the creation of a hybrid Elyxor and client team to facilitate knowledge and skill transfer.