

Application Development Acceleration Strategies



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Summary Results | August 2018

Survey Summary

- ▶ **Between March and July, 2018, Gatepoint Research invited selected executives to participate in a survey themed *Application Development Acceleration Strategies*.**
- ▶ **Candidates were invited via email and 139 executives from the United States, the United Kingdom and Italy have participated to date.**
- ▶ **Management levels represented are predominantly technical senior decision makers: 5% hold the title CxO, 8% are VPs, 51% are Directors, and 36% are Managers.**
- ▶ **100% of responders from a wide variety of industries (business, financial, and telecom services, manufacturing, retail, construction, and transportation) participated voluntarily; none were engaged using telemarketing.**

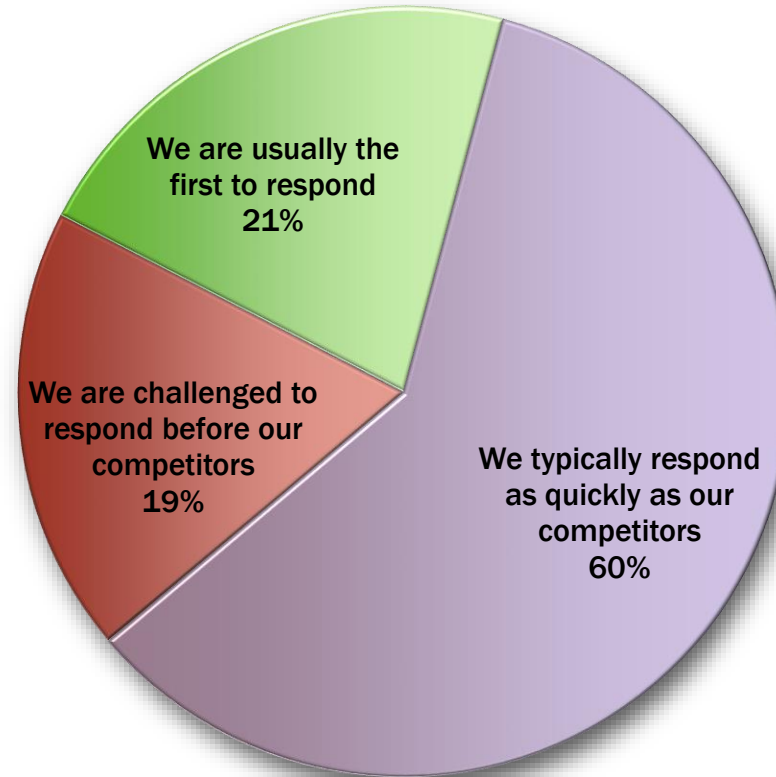
Executive Overview

Rapid response to changing market conditions and business needs is a top performance measure for organizations worldwide. The ability to succeed in the market depends on app dev speed. So, what's in the way of progress toward that goal?

This survey asks respondents to report:

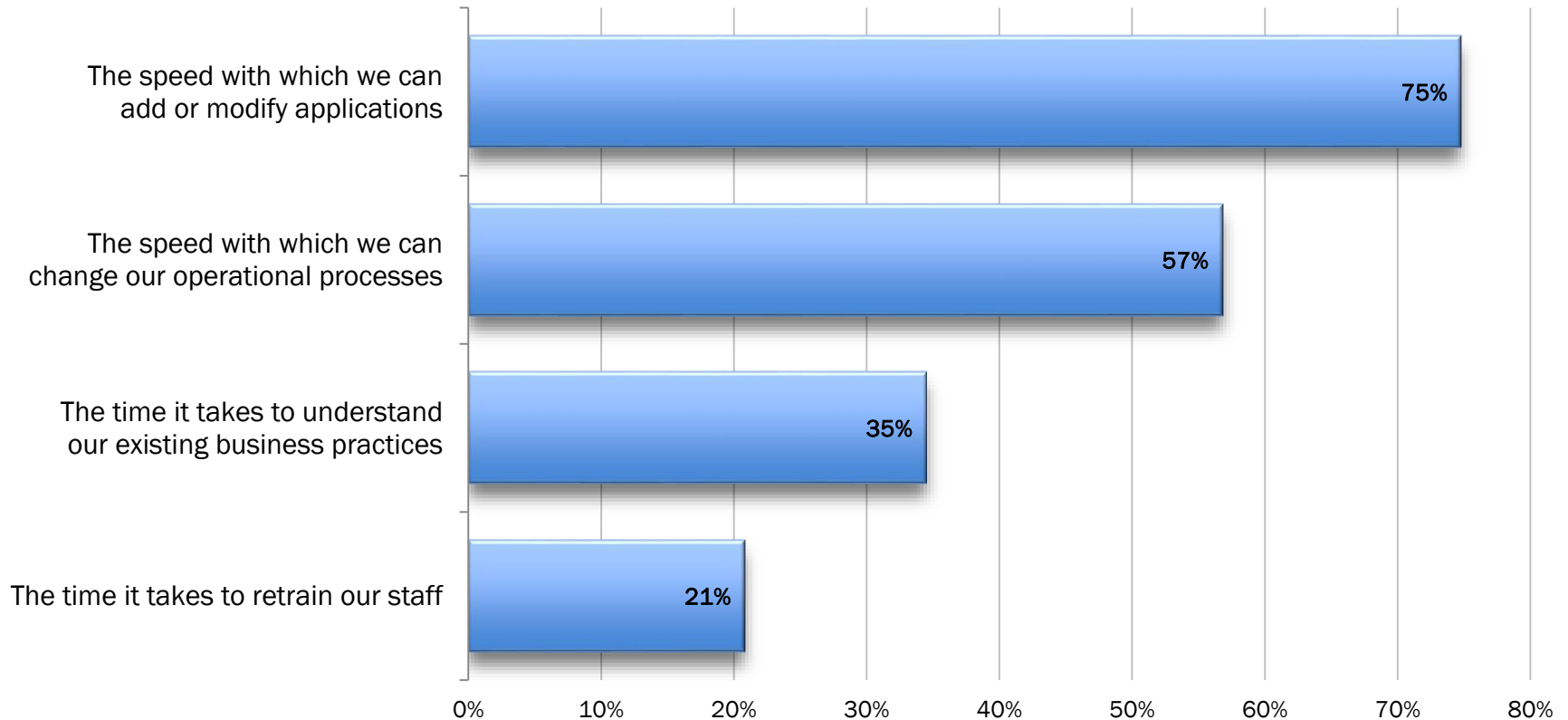
- ▶ Currently, how quickly can their organization shift to meet changing business demands?
- ▶ What performance factors would make a positive impact on the speed with which they bring new products to market?
- ▶ Do their business analysts and developers collaborate successfully?
- ▶ Are task assignments and monitoring automated? What percentage of business processes are automated?
- ▶ What changes would make their organization move faster?

How would you describe your organization's ability to react to shifts in demand?



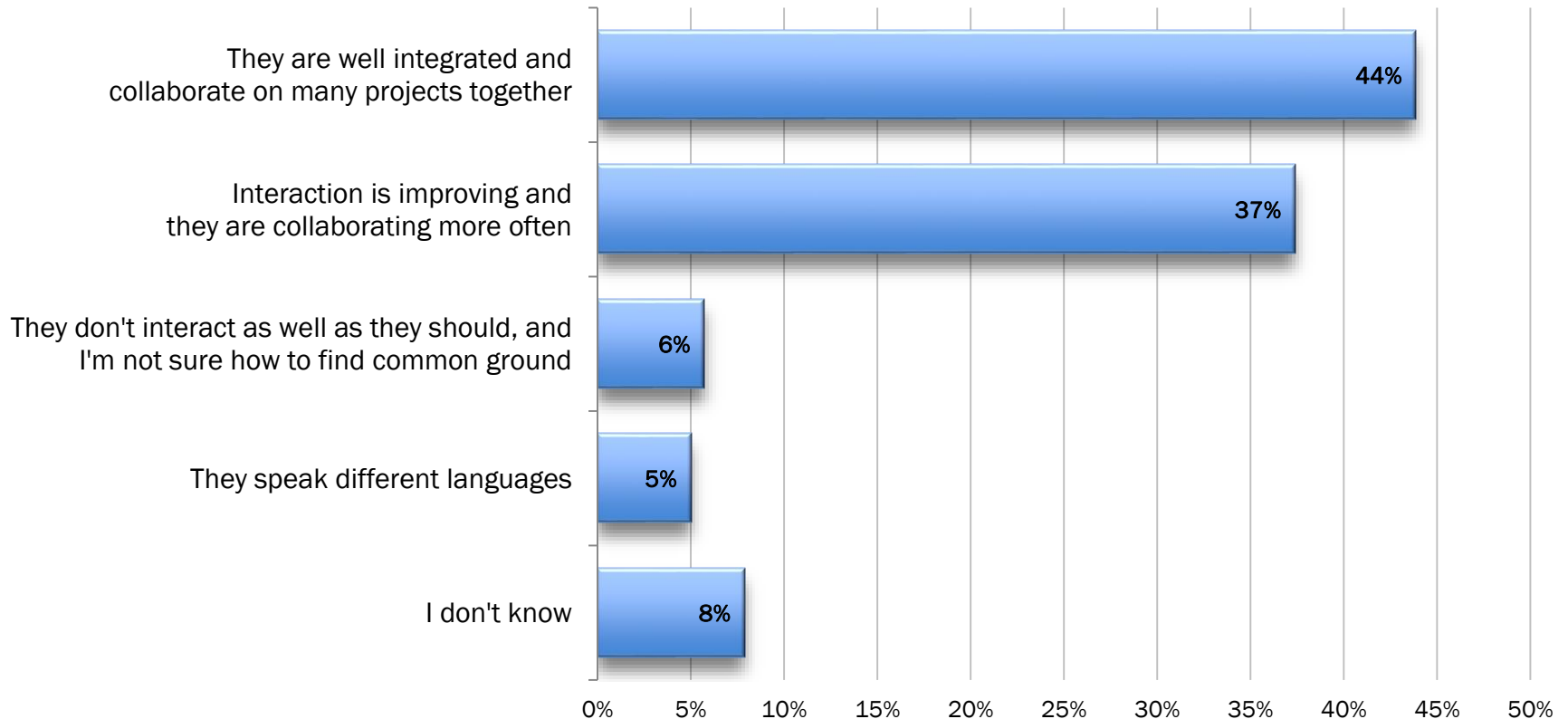
Only **21%** of responders can boast they are quicker to react to shifts in demand than the competition. The rest admit they respond only as quickly (**60%**), or are slower than their competitors (**19%**).

What top 2 factors influence how quickly you can get new products to market?



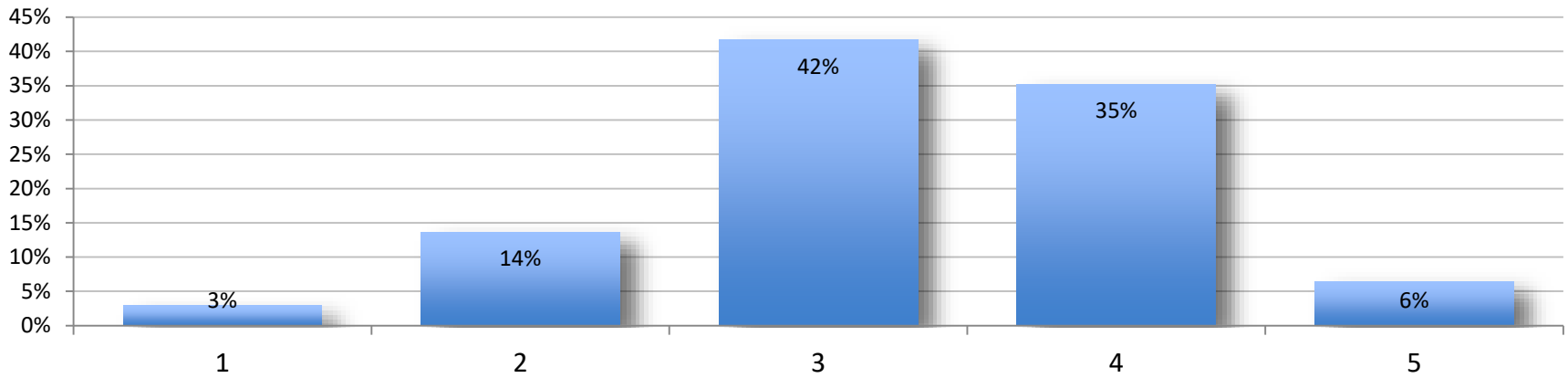
The time it takes to add or modify apps is a critical influence on speed to market, say 75% of responders. Changing process rapidly is rated second most important by 57%.

How effectively do your business analysts and developers currently interact?



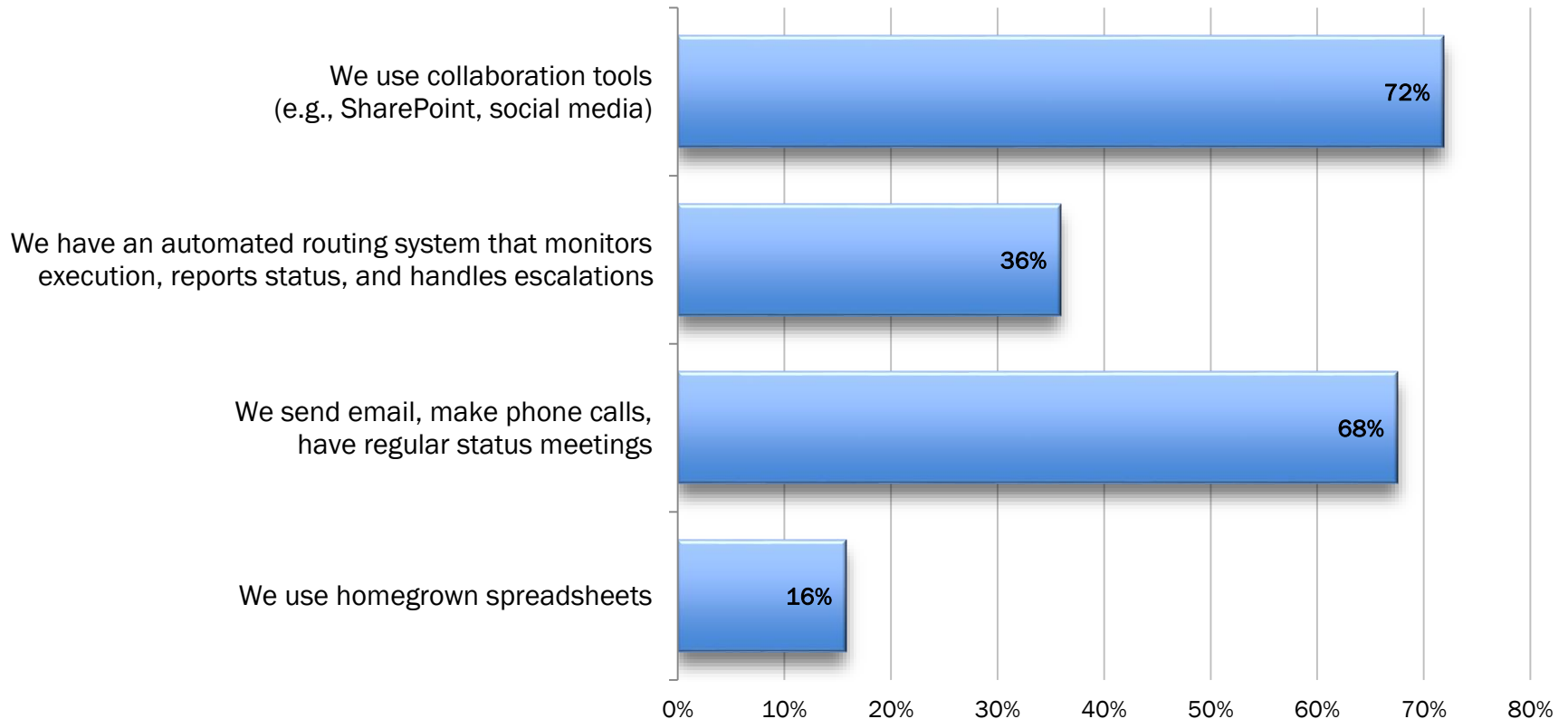
Most responders have good or improving interaction and collaboration between their business analysts and developers, but 19% indicate they don't know, or interaction between the two groups is not optimal and needs attention.

How satisfied are you with the length of time it takes to change a business application?



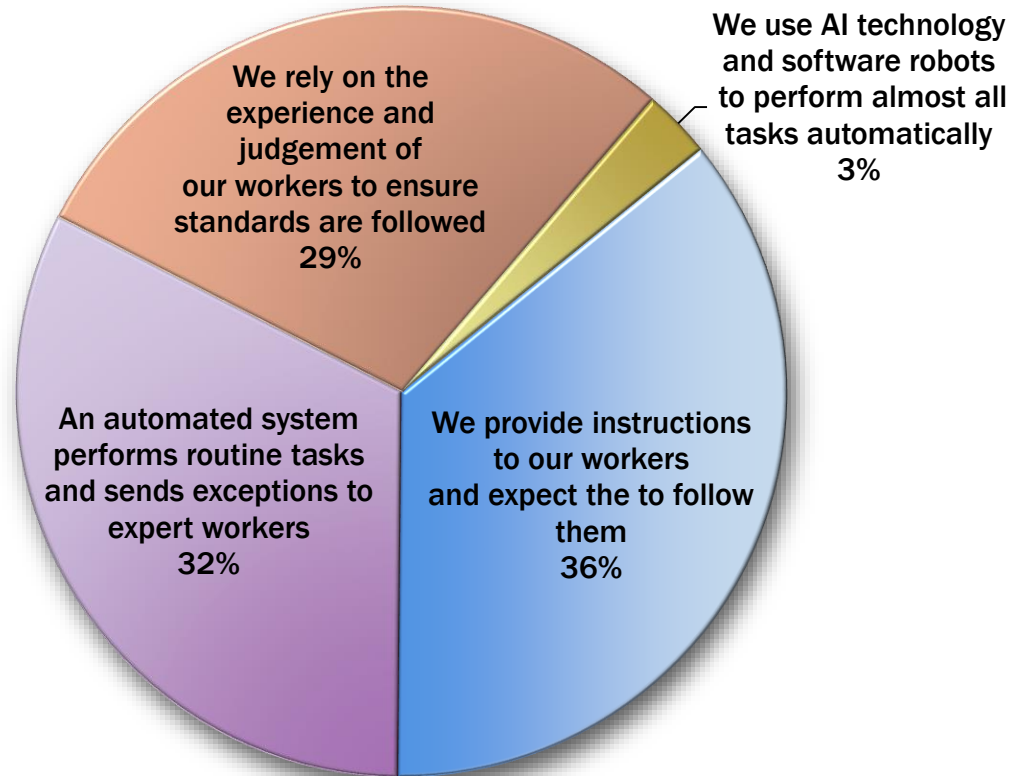
While **17%** are not satisfied, and **41%** are satisfied with the time it takes for their organization to change a business app, the rest (**42%**) indicate they are in the “middle of the road” on the topic.

How do you assign and monitor work within your organization most of the time?



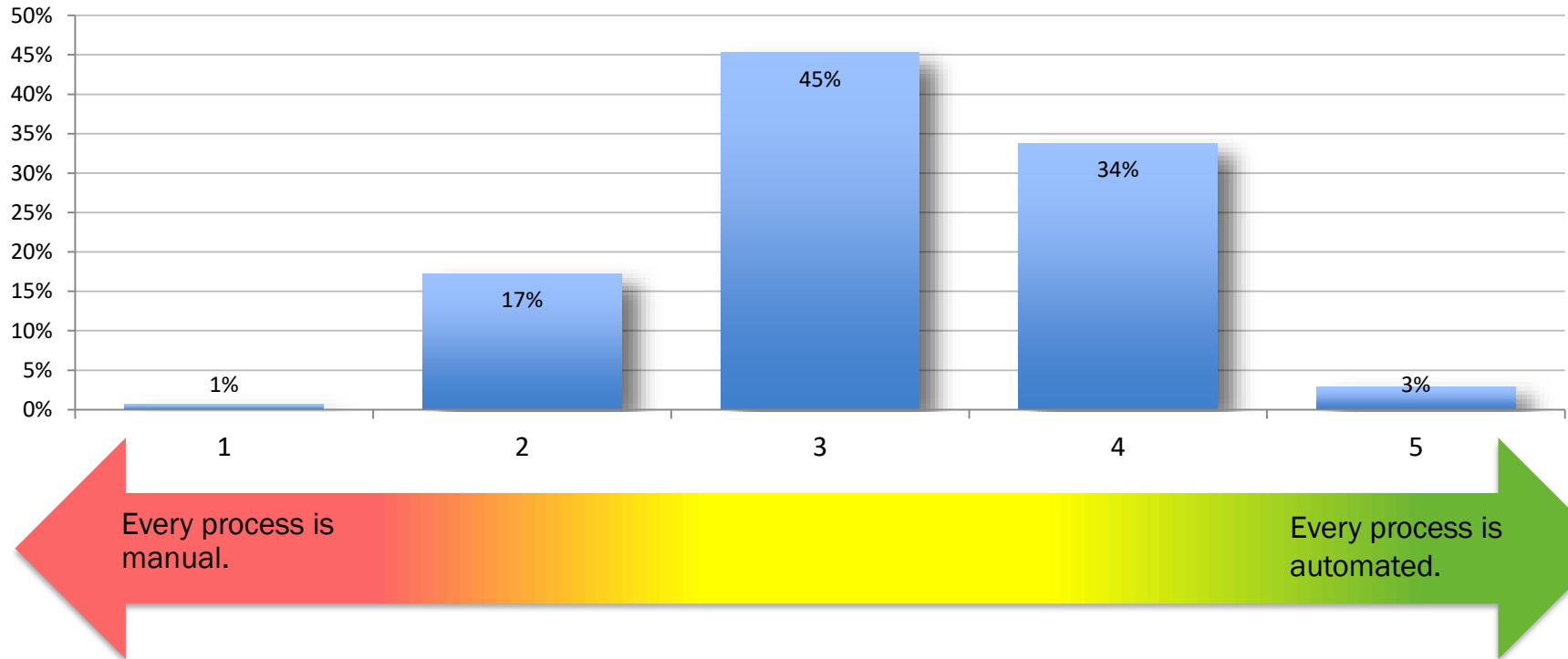
Automation of work assignment and monitoring is partially achieved by 72% who use collaboration tools, and/or automated routing systems (used by 36%). But the majority of respondents also still rely on email, phone calls, and meetings (68%) and spreadsheets (16%).

How do you most often ensure that tasks are performed consistently?



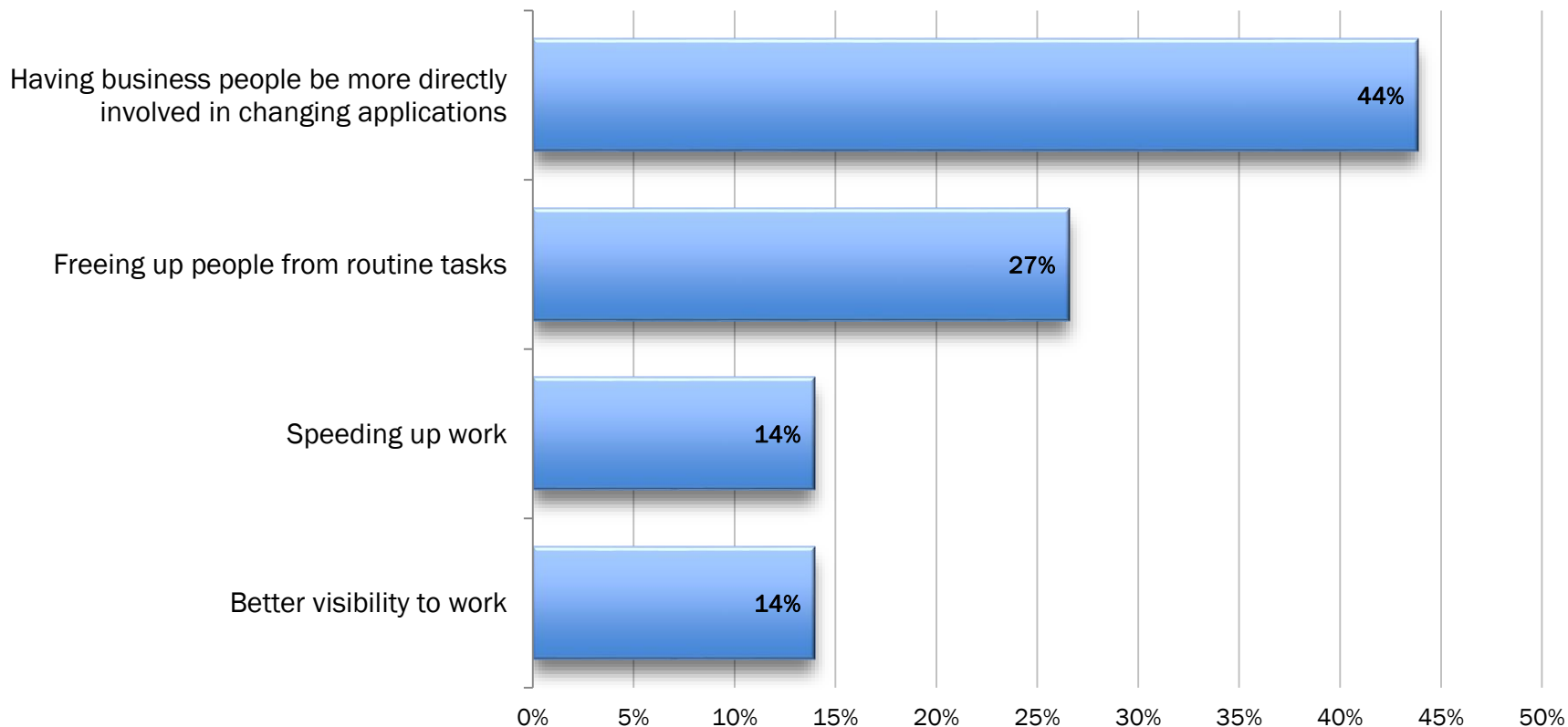
Just 3% of those surveyed are using artificial intelligence and robots to perform tasks. Nearly a third (32%) use an automated system for routine tasks with exceptions sent to skilled workers. The rest rely on workers to do the right thing.

On a scale of 1 to 5, how automated are your business processes?



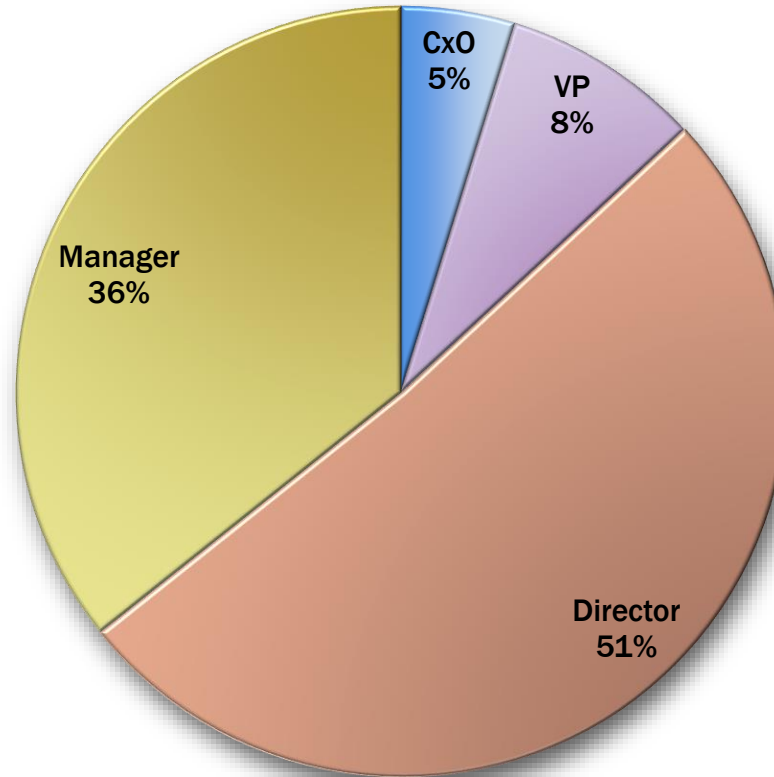
While virtually all responders have at least some automated business processes, only 3% have fully automated their processes.

What would make the most impact for quicker response to changing market conditions?



44% of those surveyed say directly involving business people in changing applications would be the most effective way to increase response time to changing market conditions.

Profile of Responders: Job Level



64% of those surveyed hold director or executive level positions in their organizations.



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