Accelerate the development cycle

4 ways to increase your development team's productivity and retention

Intro

Why you need to focus on your development team now

Organizations across industries are under pressure to deliver services more quickly and securely than ever before.[1]

Developers are the epicenter for creating solutions to meet these rising demands, but not having the right tools and technology can be a bottleneck.

The solution for this issue can often be found by focusing on two key areas: software and support.

Many organizations use container technologies to develop and run their applications to respond to changing ecosystems.

Containers help accelerate the development and deployment processes, make workloads portable between different servers and clouds, and are ideal to build software-defined infrastructure.

However, developers are both in high demand and in limited supply. Timely access to the right container-based software can help your development teams deliver new applications more frequently and in less time, including across multicloud environments and on-premise.

According to ESG, **86%** of organizations polled say they are under pressure to accelerate development and launch new products and services.[1]

Availability of and access to container-based software can help organizations move forward, faster:

Easy access to software enables developers to be more responsive by:

- Greatly increasing the pace of software development.

- Iterating faster with more predictability.

- Reserving more time for innovation.

- Improving control and governance.

Nearly every major cloud vendor has a marketplace that offers a broad collection of open source software. Even some third-party consultants and resellers have software marketplaces, and some customers have their own portals to provision preapproved solutions for their employees.

The right marketplace solution not only provides the software your development teams are looking for, but also enterprise-ready support that they can rely on when they need it most.

[1] Bowker, Mark. "Streamlining DevOps in Hybrid, Multi-cloud, On-premises, and Edge Environments." ESG, Oct. 2020.

01

When developers respond quickly, organizations are more agile

IDC research demonstrates the value of Red Hat OpenShift:

20%

higher productivity

29%

faster development of new applications

33%

faster development of new features [2]

Red Hat OpenShift helps unify operations and development teams to speed processes and respond faster to change.

According to IDC research, organizations using Red Hat OpenShift **experience 33% faster development of new applications.**[2]

Custom software applications are a major part of developing solutions. Whether innovating to offer new services, discovering untapped revenue streams, enhancing the customer experience, or expanding into new markets, your development teams are under pressure to respond faster to ensure the organization stays competitive.

So what is holding developers up—and how can you help streamline the development process?

The following four approaches can increase agility and help developers respond quickly:

1 Access the software that developers need, now

Less time spent searching for the right software, the right version, and the right entitlements means a shorter time to deploy new solutions and a faster time to market.

2 Streamline the approval process

When developers have to go through a central IT group to provision new software, it can create a bottleneck. With self-service access to certified software that runs on a container-based solution, developers don't have to slow down to wait for approvals.

3 Build in a CI/CD environment with containers

Container-based solutions fit into your continuous integration and continuous delivery (CI/CD) and DevOps world. The right marketplace will make pulling certified software a standard operating procedure—no need to adapt to something new for every solution iteration.

4 Let developers focus on code

Developers want to spend more time doing what they do best—developing innovative solutions. Kubernetes capabilities help developers focus on the code that differentiates—not maintaining infrastructure.

02

Developers need to do more with less

As organizations navigate the new realities of the enterprise ecosystem, working within restricted budgets and limited timeframes have become commonplace for development teams.

Many organizations need to do more with the resources they have. To succeed, it is important to identify and remove the hurdles that hinder your development teams' ability to respond quickly and focus on the aspects of their job that will yield the greatest value.

IDC expects that by 2025, **57% of business and services will be delivered using digital infrastructure.**[3]

Traditional roadblocks that hinder developer productivity:

- Updating and maintaining development runtime components, or waiting for central IT to manage updates.

- Not having a clear source for trusted software solutions—and the resulting lost time spent searching.

- Lack of consistent access to support for open source software.

- Continually monitoring upstream open source software for new features, updates, and migrations.
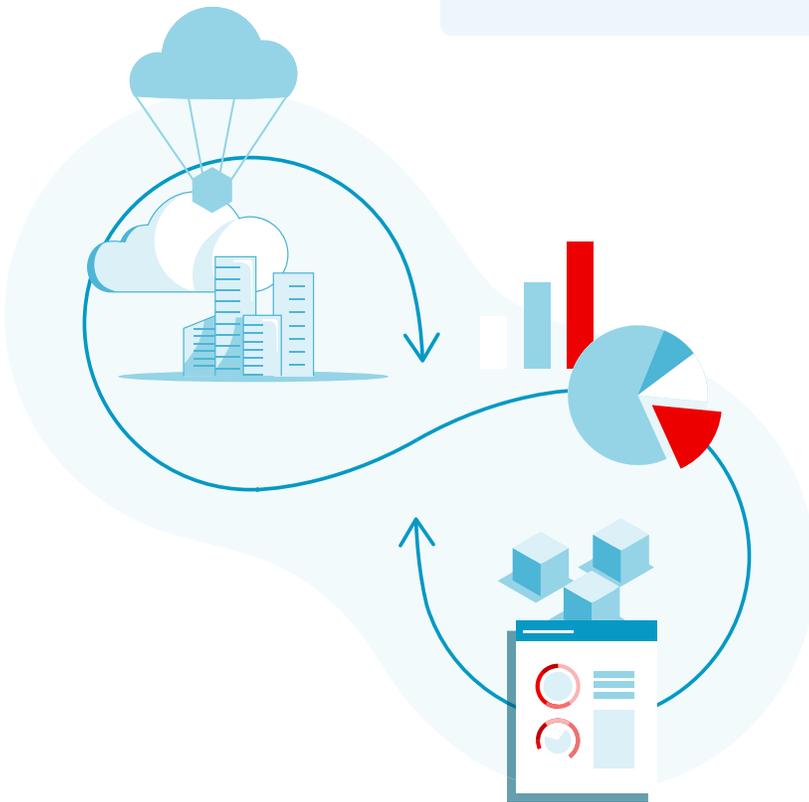
[3] IDC Technology Spotlight, sponsored by Red Hat. "Digital Business Success Depends on Effective Multicluster Kubernetes Management." #US47479221, Feb. 2021.

Do more with containers and Kubernetes

Modern business requires agility and scalability, and container-based, cloud-native systems are the best way to achieve these goals.[3]

IDC research shows that worldwide, 97% of enterprises expect to take advantage of connected hybrid and multicloud infrastructure spanning both on-premise resources and one or more public cloud platforms to support cloud-native applications.[3]

The power of containers became clear with the availability of orchestration. Kubernetes, an open source platform that automates container operations, helps developers configure containers across systems.

According to IDC research:

99% of organizations are using or are evaluating the use of containers and microservices to enable future application development activities.[3]

As organizations expand the use and scale of containers and microservices to enable development activities, this orchestration layer becomes vital for:

- Reducing manual processes for deploying and scaling containerized applications.

- Automatically allocating and managing storage used by containers.

- Continually and automatically checking the health of containers and restarts or removes unresponsive containers.

- Giving developers more time to focus on code, not infrastructure.

Maintaining consistent security, performance, and control across multiple Kubernetes platforms is critical to ensuring business resiliency.

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[3] IDC Technology Spotlight, sponsored by Red Hat. "Digital Business Success Depends on Effective Multicluster Kubernetes Management." #US47479221, Feb. 2021.

03

Even developers need support

As the experts, developers are often expected to know it all, but spending time searching for solutions and support for community projects can be a major drain on time and resources.

Virtually every marketplace will offer a variety of open source software, but without support, developers can be left searching for answers when they have an issue or a question. Dedicating time for your team to learn how to operate a piece of open source software well is just the beginning. The continual process of keeping track of migrations required from one version to the next, or if a key feature is deprecated, can impede progress and take time away from your core business.

Seek support that simplifies

For developers to move quickly, they need certified software they can trust and consistent support they can rely on.

Enterprise-ready support should provide:

- A single point of entry for any software purchased in the marketplace so developers know exactly where to go with questions, comments, or concerns.

- A consistent support experience across all clouds and vendors.

- Increased visibility of deployments so developers know what they have deployed across clouds or on-premise environments.

- A stringent service-level agreement (SLA) between the marketplace provider and any of its partners.

04

Empower your development team with Red Hat Marketplace
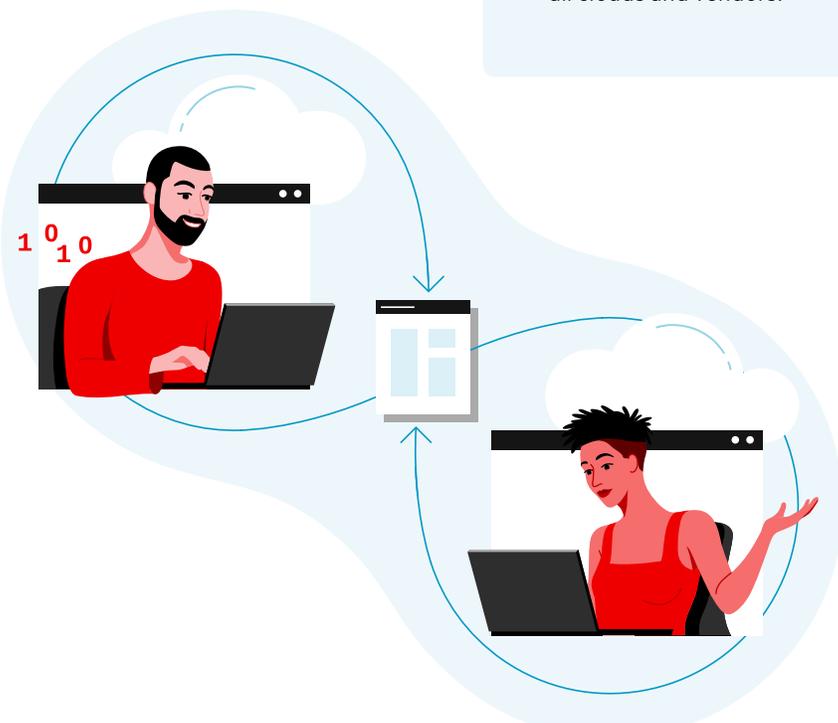
Red Hat Marketplace is a single source to find, try, buy, and deploy certified software that runs on Red Hat OpenShift.

Access and manage enterprise software, with automated deployment to any cloud running Red Hat OpenShift.

Red Hat® Marketplace makes it easier to discover and access certified software for container-based environments in public clouds and on-premise.

Developers can focus on scaling code that differentiates—not the infrastructure. Automate software deployments to any Red Hat OpenShift® cluster or set up a CI/CD pipeline.

Empower developers to do more

To get the job done, developers need access to commercial-quality, certified solutions that are easy to find, simple to acquire, and can run consistently across the organization because they are certified to work.

Red Hat Marketplace was created to help developers use Red Hat OpenShift with:

- **Certified software at your fingertips.**

  A single source to find, try, buy, deploy, and manage certified software that runs on Red Hat OpenShift.

- **Seamless software integration.**

  Discover and access certified enterprise software with all the technical documentation and community reviews for partner products—and eliminate going through central IT to provision new software.

- **Solutions that are CI/CD or DevOps environment ready.**

  Container-based solutions fit into your CI/CD and DevOps world. Pulling certified software becomes standard operating procedure—no need to adapt to something new.

- **Solutions built for hybrid clouds.**

  Red Hat OpenShift cluster admins and developers get a modern, consistent software discovery, purchasing, and deployment experience across any cloud or on-premise infrastructure.

- **Self-sufficient infrastructure.**

  Kubernetes Operators self update, which means there is no need to maintain development runtime components—or wait for IT groups to make updates.

Greater control and governanace

Find and deploy certified software faster with **Red Hat Marketplace Select**

Red Hat Marketplace Select is a premium, paid edition of Red Hat Marketplace for enterprise organizations that want even greater control and governance of curated certified software, while speeding innovation and improving cost management.

Create and manage a custom marketplace, and streamline software management and deployment across clouds.

Red Hat Marketplace Select features:

- A curated selection of preapproved software.
- License and spend tracking by department.
- Single sign-on integration through enterprise federation.
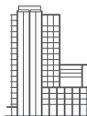- Upgraded support for faster response times.
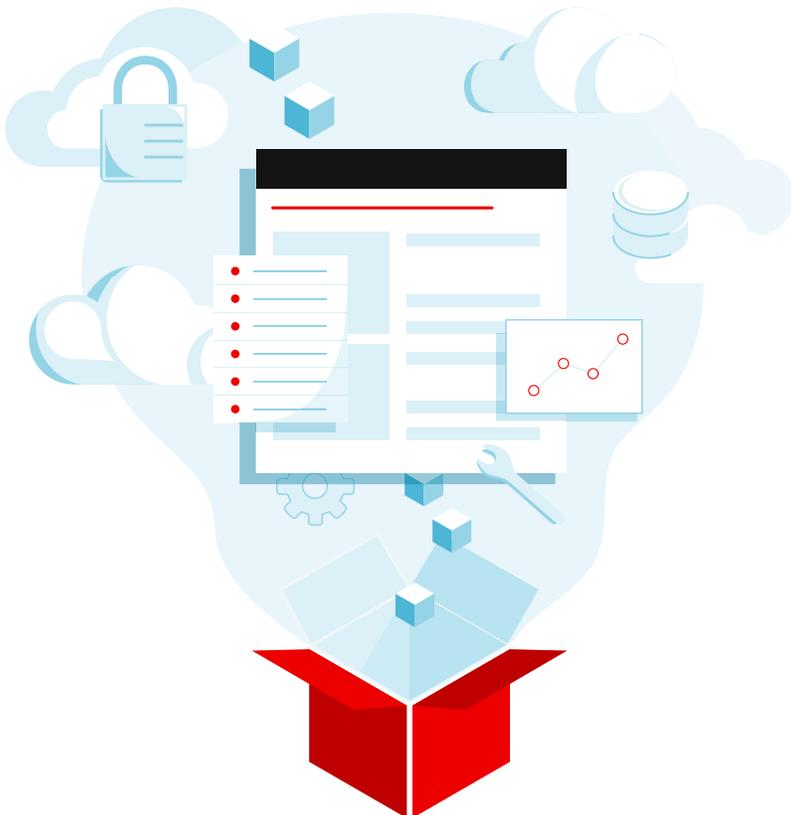
Ready to get started?

Discover, try, play, procure, build, deploy, optimize, repeat.

Empower your developers with an easier way to discover and access the certified software they need to accelerate innovation and delivery.

Learn more at **marketplace.redhat.com**

About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.

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