

Salesforce.com Adaptive Delivery Methodology & Lifecycle

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What is ADM?

ADM (Adaptive Delivery Methodology) is an Agile discipline that is specific to salesforce.com. It employs Scrum project management framework, adopts certain extreme programming practices and is based on lean principles.

140+

Scrum Teams @ Salesforce use ADM

Lets dive in !



Why ADM?



Incredible Growth ... Unpredictable Releases



Lack of Visibility





**Product
Dependencies**



Resource Bottlenecks

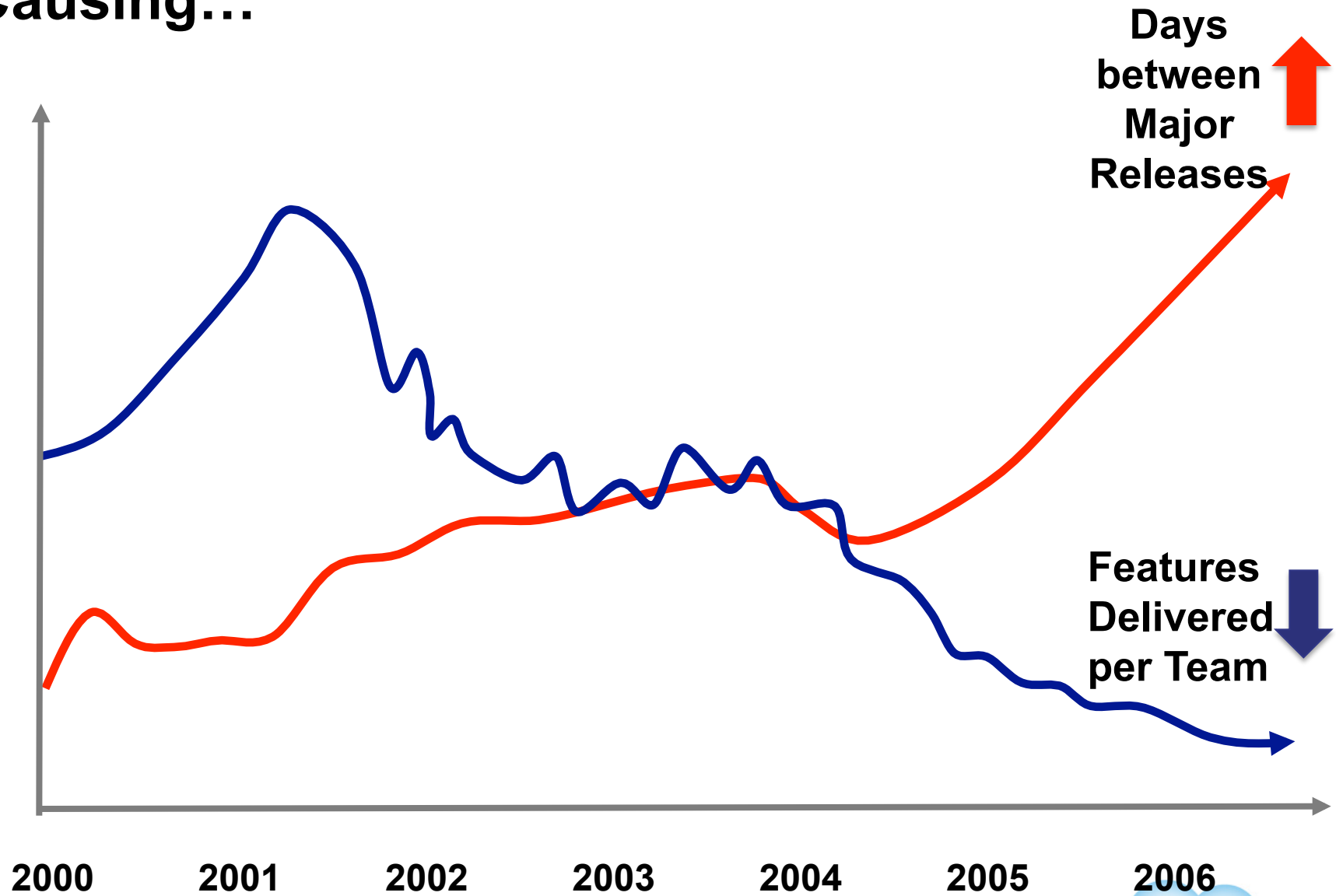
Changing Priorities



A photograph showing a long line of men of various ethnicities standing outdoors. They are all looking down at their hands, which are clasped together in a unified gesture. The men are wearing casual clothing, including t-shirts and button-down shirts. The background is a plain, light-colored wall. The text "One Codeline" is overlaid on the left side of the image.

**One
Codeline**

Causing...



Back to What Worked & Scale for the Future



What is ADM?



1

Eliminate Waste



2

Build Quality In



The image features a blue background with a faint world map and a grid pattern. In the foreground, there are black silhouettes of five business professionals: two men on the left, one man in the center holding a briefcase, and two women on the right. Their reflections are visible on the floor. A large, bold red number '3' is positioned on the right side of the image, partially overlapping the silhouettes of the women. The text 'Respect People' is written in white, sans-serif font across the middle of the image.

Respect People

Optimize the Whole

4



Create Knowledge

5





Just-in-time Decisions

Deliver Fast

7



ADM Value Proposition

Self-organizing
Continuous-Improvement
Early-Feedback Just-in-time
Continuous-Integration
Agile
Collective-Ownership
Lean Re-factoring
Transparent Debt-free
Always-Potentially-Releasable
Predictable Iterative
Self-correcting Code-reviews
Time-boxed
Ftest-Selenium

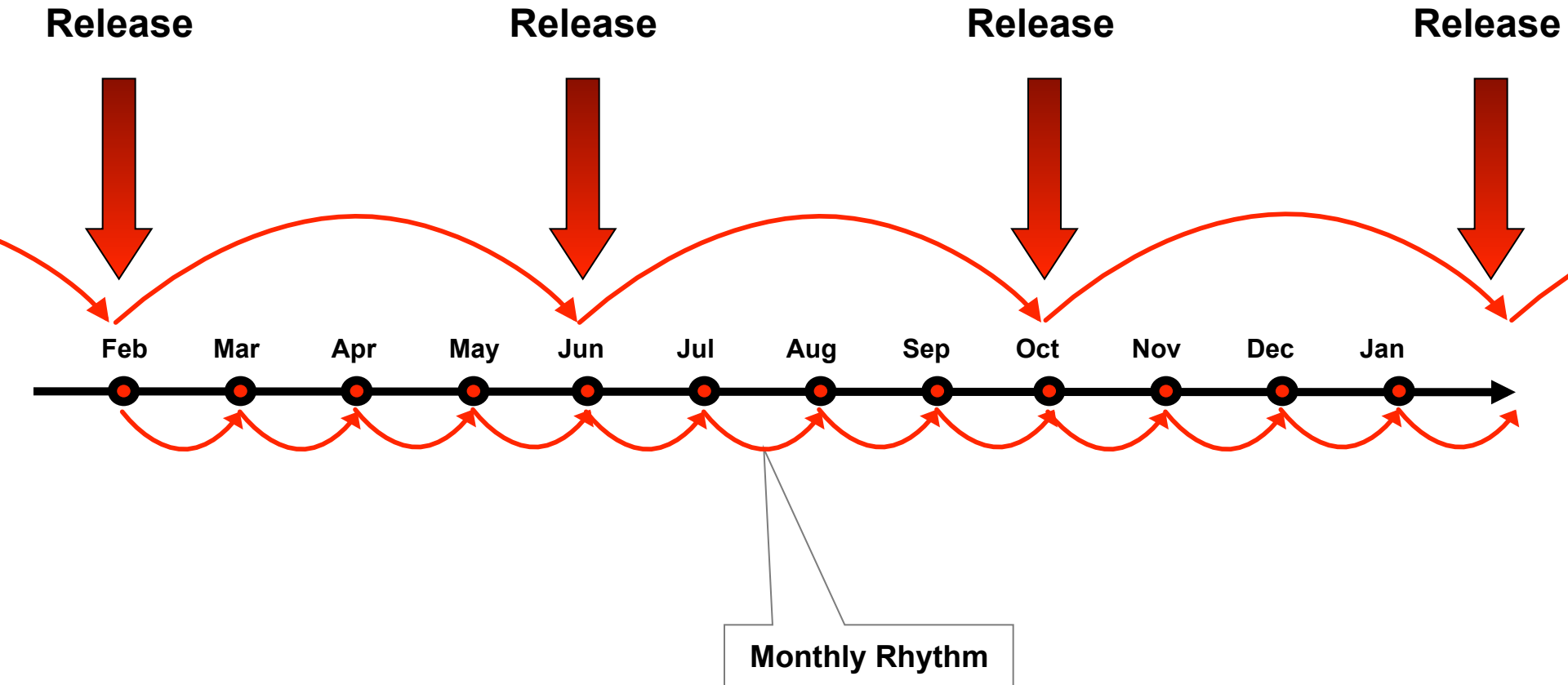
How do we do it?



Time-boxed Execution

Mon	Tue	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 <small>Apr Jun Sept Nov</small>	31	Month: <u>JANUARY</u>			

ADM Release Rhythm & Release Cadence





Transparency

Roadmap Planning - 3X/year



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Chatter > Groups > 3 Release Roadmap Planning - Products

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Information 

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Description 

This group is dedicated to the 3X per year Executive Roadmap planning process for Products in R&D that occurs ~2 weeks prior to codeline open. This process aligns the executive leadership team across clouds on roadmap investments, business goals, priorities.

Share with 3 Release Roadmap Planning - Products

Attach  File  Link

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Steve Greene Here is the Product Roadmap Summary deck for 176-180. Consolidated one slide per cloud, content from the product line managers, can be used for customer roadmap conversations. We will refresh this every release after the Release Plans are complete, next rev in January for 178.



SFDC Product Roadmap - 176-180

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Ron Pragides Release Plan Summaries across:

- Collaboration Cloud
- Sales Cloud
- Service Cloud
- Mobile ... [More](#)

 **Tech & Products: 176 Release Plans**
<https://sites.google.com/a/salesforce.com/tech-products-success-portal/Home/176-release-plans>

 Owner

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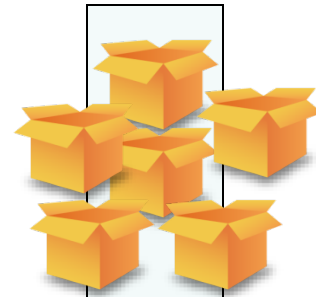
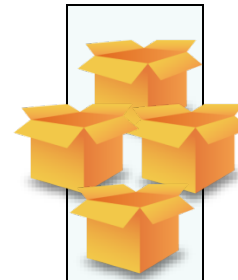
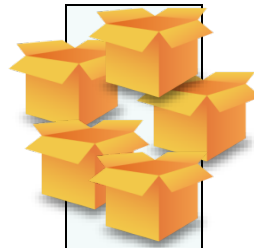
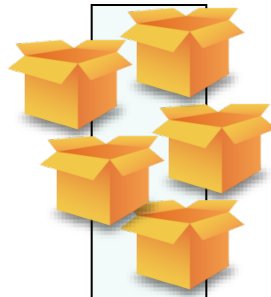
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 [16. JOHN FY12_Sandbox:](#)



Features

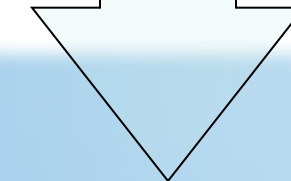
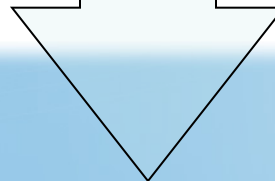
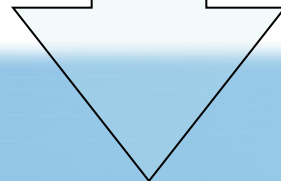
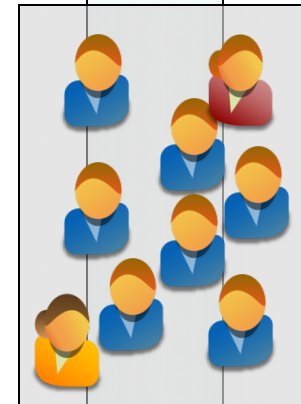
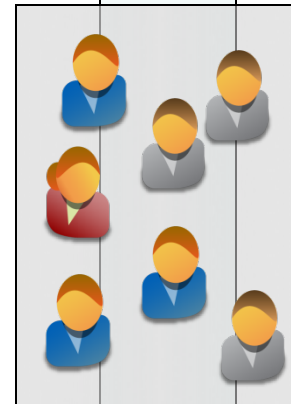
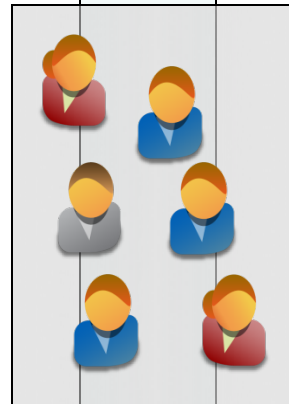
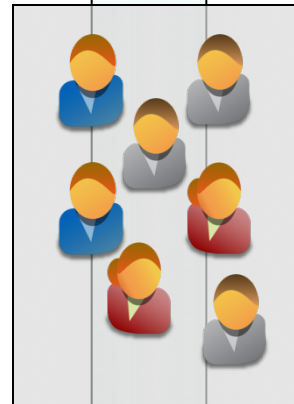


Prioritized Backlogs

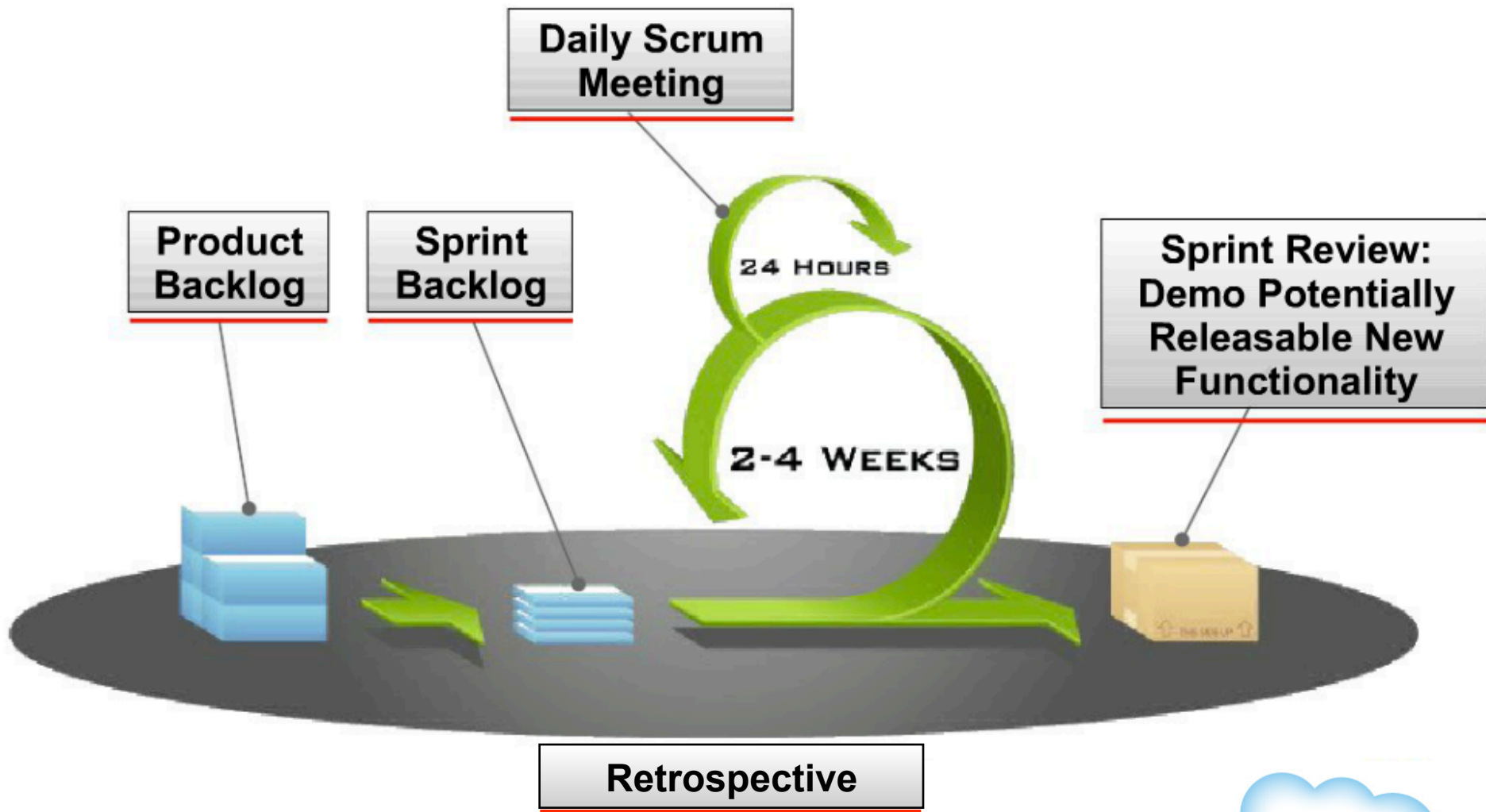


Self-organized Scrum Teams

(x-functional dedicated
Dev, QE, UE, Doc, Perf,
PO, SM)



ADM/SCRUM Lifecycle



A green rectangular road sign with rounded corners and a white border, mounted on two wooden posts. The sign features the word "Priorities" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

Priorities

Prioritized Product Backlog

Backlog		
1	SPIKE: Fix batch processing of votes	
2	SPIKE: Rollback from IdeaBPOs to old Ideas	
3	SPIKE: Random other tasks	1
4	SPIKE: Multiple categories pref (assign one or multiple categories to an idea)	
5	Do Something About The Multiple Categories Pref (assign one or multiple categories to an idea)	
6	SPIKE: Two level summary fields (total vote)	
7	SPIKE: Add Log Lines to existing Ideas Pages	
8	SPIKE: Associate Ideas to Idea Challenges	
9	SPIKE: Enable private Challenges -- TBD HOW THIS WILL WORK	
10	SPIKE: Change master-detail field on Ideas from single lookup (to setup Communities) to polymorphic	
11	UI - Icons for Idea Challenges	

Save

Cancel

NameW-1227495

SubjectUI - Icons for Idea Challenges

DescriptionNew icons for Idea Campaigns!

Backburner		
SPIKE: Turn IdeaComments into BPOs		
Agent Console: Create new page layout for ideas with page layout setup page		
Cancel		
W-1253200		
Agent Console: Create new page layout for ideas with page la		
ion		
Create new page layout for ideas with page layout setup page		
New		
ed Build 180		
Agent Console: Add comment related list to idea detail page		

Save

Cancel

NameW-1253199

SubjectAgent Console: Add comment related list to idea detail page

Description

Daily Verbal Collaboration





Monthly Sprint Reviews



**Create a
Single
Definition
of Done**

TRUST is our # 1 Value

Build Quality Into everything we do

Single definition of Done. In ADM Quality is built into the product every day rather than at the end of the release.

Quality includes all aspects of the product functionality (correctness, performance, scalability, usability, usefulness of functionality)

All Quality and Testing activities are done incrementally and synchronized with all software development (test planning, automation, execution, code reviews, etc.)

Automated Test development and execution are key to the success of agile development

Incremental feedback after each sprint is also crucial for success



**Stop the codeline
when test failures are too high**



Continuously Release-able

- ✓ 100,000+ automated functional tests run on every checkin
- ✓ 70%+ code coverage across the breadth of the service
- ✓ 99%+ standard passing rate target everyday
- ✓ Dedicated Build Master responsible daily management of build and automation results
- ✓ Automated tests built and passing before checkin



ADM delivers Innovation

- Team Empowerment
 - Build powerful, small, cross-functional scrum teams
 - Empowered to decide “what & how”
- Build Quality In
 - Debt free Automation = 100K ftests, 99% passing every day
 - Continuous Build & Integration = continuously releasable
- Eliminate Waste
 - Everything is Prioritized – only build top customer needs
 - Continuous Improvement after every iteration



ADM delivers Innovation

- Just-in-time Decisions
 - Make decisions at the last possible responsible moment
 - Decisions based on latest, rich, relevant knowledge
- Transparency
 - Daily team engagement, Monthly public Sprint Reviews
 - Continuous valuable feedback, product improvement, recalibration
- Deliver Fast
 - Build features in small increments
 - Fail Fast = Deliver quickly for immediate feedback



