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
Let's dive in!
Why ADM?
Incredible Growth ... Unpredictable Releases
Lack of Visibility
Product Dependencies
Resource Bottlenecks
Changing Priorities
Causing...
Back to What Worked & Scale for the Future
What is ADM?
1 Eliminate Waste
Build Quality In
Respect People
Optimize the Whole
Create Knowledge
Just-in-time Decisions
ADM Value Proposition

- Self-organizing
- Continuous Improvement
- Early Feedback
- Just in time
- Continuous Integration
- Collective Ownership
- Agile
- 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
Transparency
Roadmap Planning - 3X/year
Self-organized Scrum Teams
(x-functional dedicated Dev, QE, UE, Doc, Perf, PO, SM)

Features

Prioritized Backlogs
ADM/SCRUM Lifecycle

- Product Backlog
- Sprint Backlog
- Daily Scrum Meeting
- Sprint Review: Demo Potentially Releasable New Functionality
- Retrospective
Prioritized Product Backlog

1. SPIKE: Fix batch processing of votes
2. SPIKE: Rollback from IdeaBPOs to old Ideas
3. SPIKE: Random other tasks
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
Name W-1227495
Subject UI - Icons for Idea Challenges
Description New icons for Idea Campaigns!

Save Cancel
Name W-1253200
Subject Agent Console: Create new page layout for ideas with page layout setup page
Description Create new page layout for ideas with page layout setup page

Save Cancel
Name W-1253199
Subject Agent Console: Add comment related list to idea detail page
Description Add comment related list to idea detail page.
Monthly Sprint Reviews
Create a Single Definition of Done
Build Quality Into everything we do

TRUST is our #1 Value

- 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