



ATLAS Development Process

Digital Influencer Summit

02.19.19



Agenda

1. Project Management Philosophy
2. Review ATLAS Process
3. Roadmapping Process
4. Roadmap Update



Project Management Philosophy

Traditional
Waterfall

Rigid multi-
year
planning

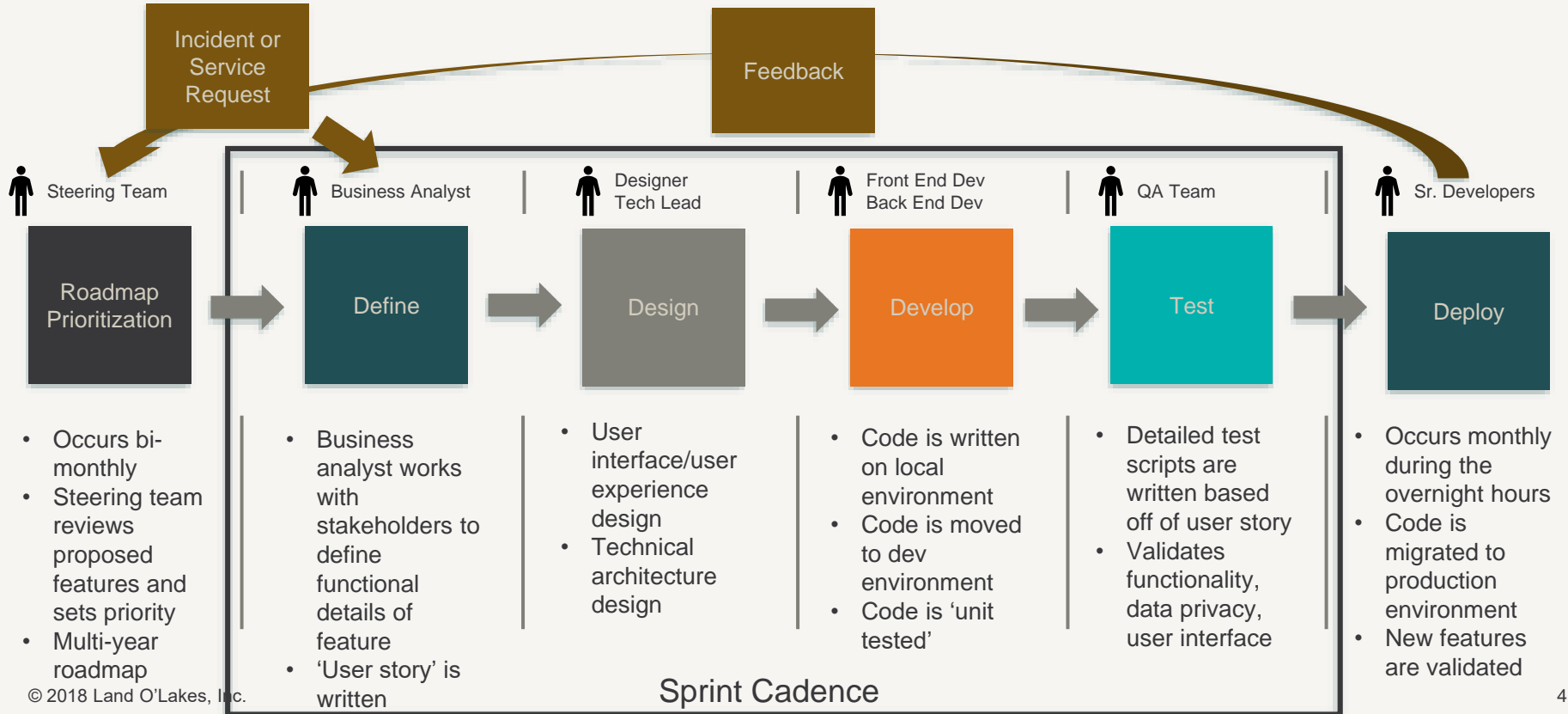
Agile
(SCRUM)

Flexible
roadmap –
constantly
reassessing
needs

ATLAS –
Iterative
development

SCRUM for ATLAS

Iterative Development as Opposed to 'True Agile'



Roadmapping Process

New Feature Idea



Large Service Request



Low Priority 'Known Issue'



Product Roadmap

- 76 open items
- Represents approx. 3 years of development
- External dependencies impact timing

Roadmap Update

Phase I

- Email marketing
- ~~New template rollouts~~
- Contact management improvements
- Blogs improvements

Phase II

- ~~Core functionality rollout~~
- User interface/User experience improvements
- Improved speed and performance
- Files
- External vendor integration efforts

Platform Infrastructure

- ~~Version and hotfix implementations~~
- ~~Application monitoring improvements~~
- ~~Code deployment automation~~
- Load testing rigor improvements
- Automated code scanning tools – security and performance built into release process



Sample Release Plan

Time in US (CST)	Time in India (IST)	Tasks	Responsible	Notes
1/22/19 – 9:30PM	1/23/19 – 9:00AM	Begin Code Release	Gaurav	
1/23/19 – 4:30AM	1/23/19 – 4:00PM	Complete Code Release	Gaurav	
1/23/19 – 5:30AM	1/23/19 – 5:00PM	Begin Validation	DTT team, Martin, Zac, Amanda, Sheila, Bryanna, Jake	Join WebEx at This Time
1/23/19 – 6:30AM	1/23/19 – 6:00PM	Complete Validation	DTT team, Martin, Zac, Amanda, Sheila, Bryanna, Jake	
1/23/19 – 6:30AM	1/23/19 – 5:00PM	Backout Changes if Needed	Gaurav	
1/23/19 – 7:00AM	1/23/19 – 6:30PM	Code Release Complete, Sites Ready for Use	All	

Thank you
