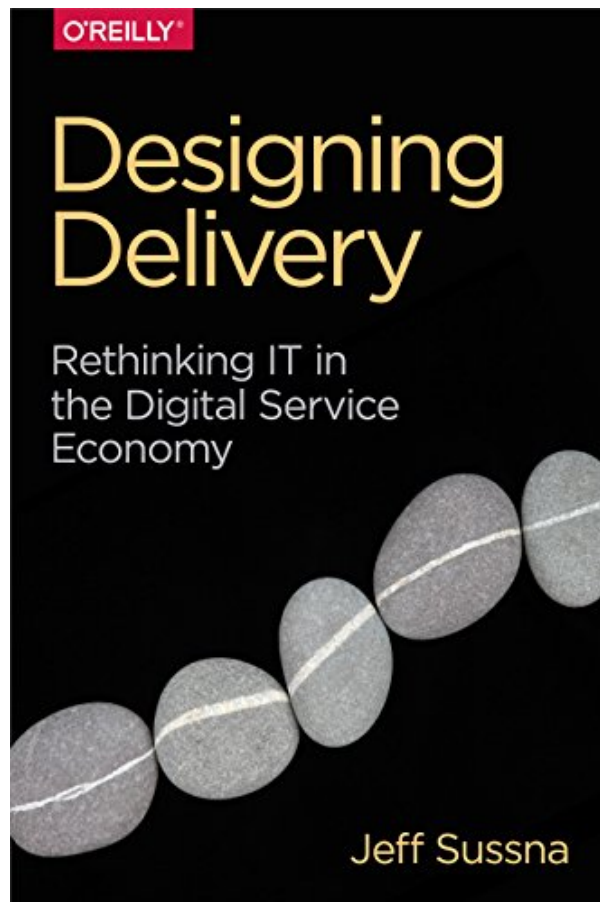


DESIGNING DELIVERY: RETHINKING IT IN THE DIGITAL SERVICE ECONOMY BY JEFF SUSSNA



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Designing Delivery

Rethinking IT in
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About the Author

Jeff Sussna is Founder and Principal of Engineering.IT, a Minneapolis consulting firm that helps companies adopt post-industrial IT practices. Jeff has nearly 25 years of IT experience. He has led high-performance teams across the Development/QA/Operations spectrum. He specializes in driving quality improvements through practical innovation. Jeff has done work for a diverse range of companies, including Fortune 500 enterprises, major technology companies, software product and service startups, and media conglomerates.

Jeff combines engineering expertise with the ability to bridge business, creative, and technical perspectives. He has the insight and experience to uncover problems and solutions other miss. He is a highly sought after speaker and writer respected for his insights on topics such as Agile, DevOps, Service Design, and cloud computing. His interests focus on the intersection of development, operations, design, and business.

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Now that we're moving from a product economy to a digital service economy, software is becoming critical for navigating our everyday lives. The quality of your service depends on how well it helps customers accomplish goals and satisfy needs. Service quality is not about designing capabilities, but about making—and keeping—promises to customers.

To help you improve customer satisfaction and create positive brand experiences, this pragmatic book introduces a transdisciplinary approach to digital service delivery. Designing a resilient service today requires a unified effort across front-office and back-office functions and technical and business perspectives. You'll learn how make IT a full partner in the ongoing conversations you have with your customers.

- Take a unique customer-centered approach to the entire service delivery lifecycle
- Apply this perspective across development, operations, QA, design, project management, and marketing
- Implement a specific quality assurance methodology that unifies those disciplines
- Use the methodology to achieve true resilience, not just stability

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Most helpful customer reviews

6 of 6 people found the following review helpful.
important call-to-action for organizations of all sizes
By Richard L. Seroter

Sussna's "Designing Delivery" is an important call-to-action for organizations of all sizes. Instead of relying on hierarchical, efficiency-oriented I.T. departments inspired by the management philosophy of Frederic Taylor, companies now need I.T. to be adaptable, responsive partners with a focus on customer empathy. Sussna traces the journey from scientific management and top-down complicated systems, to more agile, complex systems that are "sloppy ... yet highly resilient."

Sussna introduces the readers to cybernetics and the impact of assuming that our unpredictable world requires continually processing (and responding to) feedback. He intermingles the concept of empathy and contends that projects and organizations struggle when they do not learn and evolve through conversations with customers. Sussna explains the concepts of Continuous Integration, DevOps and microservices to demonstrate a responsive way of thinking.

He spends a significant portion of the book focusing on quality and the evolution of traditional QA and testing roles. Sussna sees quality as building the right thing, not just building something right. Modern QA thinking is focused on the customer and the job they are hiring the company to do. Instead of being a segregated group with an adversarial relationship with developers, QA must be a deeply embedded in all aspects of a modern service organization. They are advocates for customers and switch from "quality assurance" to "quality advocacy." Sussna explains that Promise Theory is a key part of the language of quality, and represents a more realistic framing of collaboration.

Sussna continually hammers on the changing role of I.T. and explains the transition from designing for software to designing for service. He introduces a common design language that can be used across your organization, and his easy-to-read style takes complex topics and makes them understandable. Whether you're a CIO or tester, this book is an invaluable guide for modernizing your I.T. approach.

4 of 4 people found the following review helpful.

I strongly recommend the book

By Cosimo Accoto

Designing Delivery is a marvelous book and a must read. A unique, distinctive and concrete approach combining and orchestrating different theoretical perspectives in an holistic and coherent viewpoint. From service-dominant logic to the promise theory, the present - and the future of IT (and relevant frameworks: agile, devops, design and system thinking, continuous delivery...) - is envisioned in a clear map of its mutual interconnections. I strongly recommend the book to C-level, executives and managers facing the transformation toward a digital service business and an agile organization.

3 of 3 people found the following review helpful.

He also added a nice balance of real-world stories to theory making it a ...

By Joe Dager

I was not sure what to expect from Designing Delivery as I browsed through the Table of Contents. Following @jeffsussna on Twitter for several years, I sort of expected a book more geared towards the IT world. I was pleasantly surprised that it embodied more of a Customer-Service-Centered approach that touched upon Jeff's interpretation of services as related to design. His breadth of knowledge of Cybernetics, Promise Theory, Service Design, SD-Logic, DevOps is extensive based on the simplicity of his explanations of each and ability to integrate between them. He also added a nice balance of real-world stories to theory making it a very informal read.

An IT person would be influenced by Jeff's approach to delivery of services and people outside of IT would gain an understanding of the above mentioned subject matter and the relationship they have with IT or development in general.

Michener's books always left me with a feeling to learn more about a subject. Though, I am not ready to compare him to Michener; Jeff left me with a similar feeling. I wanted to learn more about the subjects he wrote about. It is one of the best compliments; I can give an author.

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