

# Let's Get Ship Done!

**LDX London 2026**

Unlocking ROI through Development, Release, and Experimentation Velocity



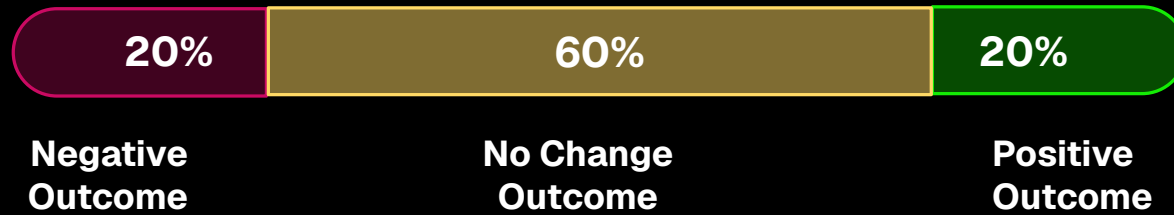
# The Future of Software Delivery is Here



Experimentation at its core is trying to answer....

## Does your **new feature** help your customers or generate revenue?

**% of product releases that drive commercial/customer success**



**~80% of the products we build are at best, neutral. At worst, it's burning money.**

**→ This is why experimentation exists.**

**Not as a nice-to-have. As the only honest feedback loop between "we built a thing" and "did the thing work."**

**"Win Rate"**



8%



10%

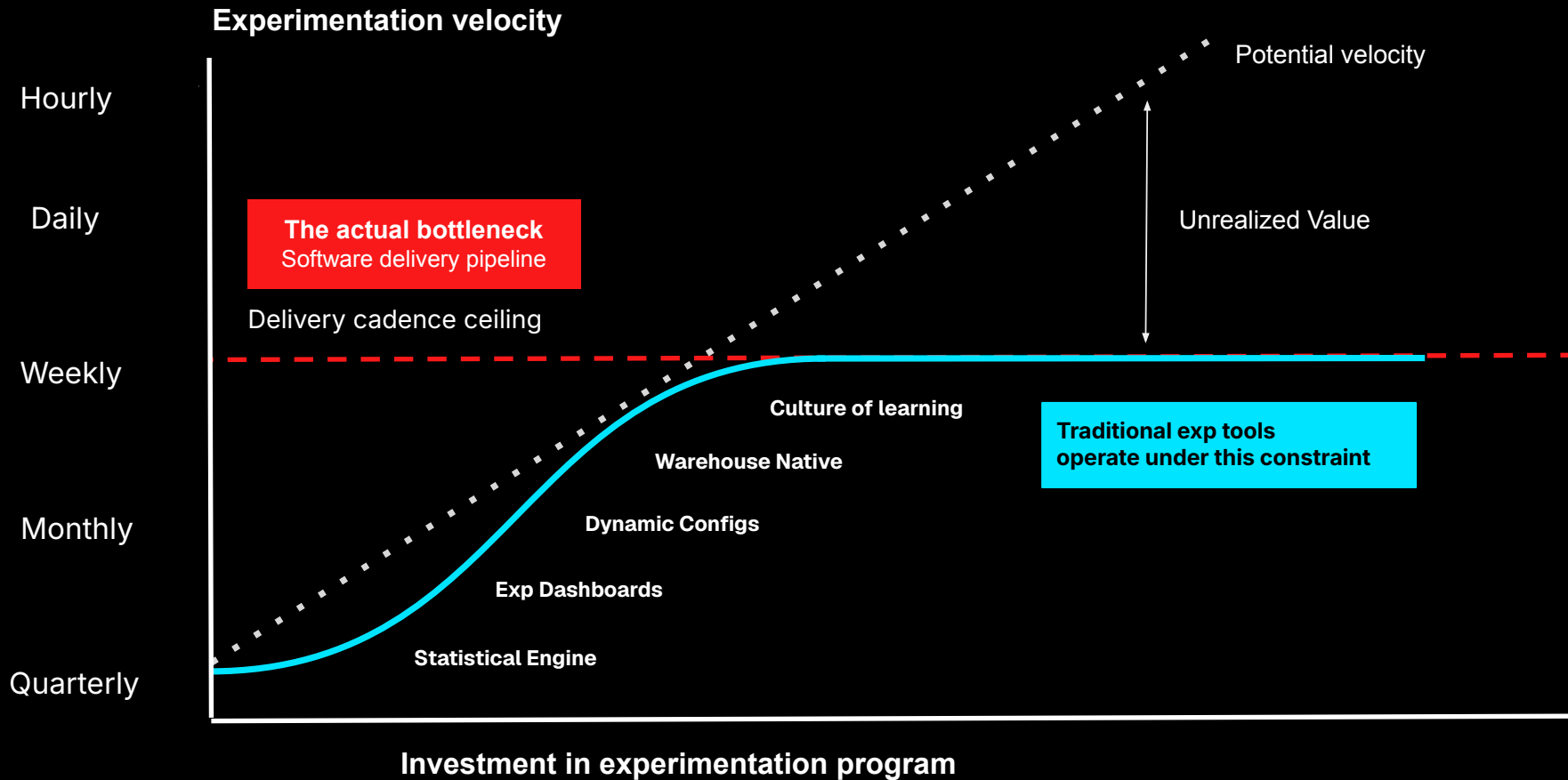


30%



12%

# Where is the real experimentation **bottleneck**?



# Software Delivery involves **30+ complex workflows**

A single experiment has 21+ "gates" between hypothesis & result

↻ Outer Loop of Software Engineering



TEST

- ✓ Unit Testing
- ✓ Integration Testing
- ✓ Functional Testing
- ✓ UI End-to-End Testing
- ✓ API Testing
- ✓ Load Testing
- ✓ Resiliency Testing



SECURE

- ✓ Code Vulnerability Scans
- ✓ Open-Source Vulnerabilities
- ✓ Change Management Approvals
- ✓ Compliance Enforcement
- ✓ Supply Chain Security
- ✓ API Vulnerability Scans
- ✓ AI/LLM Vulnerability Scans



DEPLOY

- ✓ Code Deployments
- ✓ Infrastructure Deployments
- ✓ **Feature Experiments**
- ✓ Database Deployments
- ✓ Artifact Management
- ✓ Deployment Verification
- ✓ Rollbacks



OPTIMIZE

- ✓ Cloud Cost Optimization
- ✓ Data & AI Costs
- ✓ Engineering Metrics
- ✓ Developer Onboarding Time
- ✓ Cost Planning & Allocation
- ✓ **Experimentation**

Developers are promised **productivity**.  
**Instead, they are getting complexity.**

## THE PROMISE



AI coding tools  
10x more code  
Faster code generation

**Writing code has never been easier.**

## THE REALITY



More code to test  
More code to secure  
More code to deploy

**Shipping it safely has never been harder.**

# Where do Developers spend their time?

↻ Inner Loop

↻ Outer Loop



PLAN



CODE



TEST



SECURE



DEPLOY



OPTIMIZE

Software Development

**30-40% time**

Software Delivery

**60-70% time**

# AI is making the **problem worse**

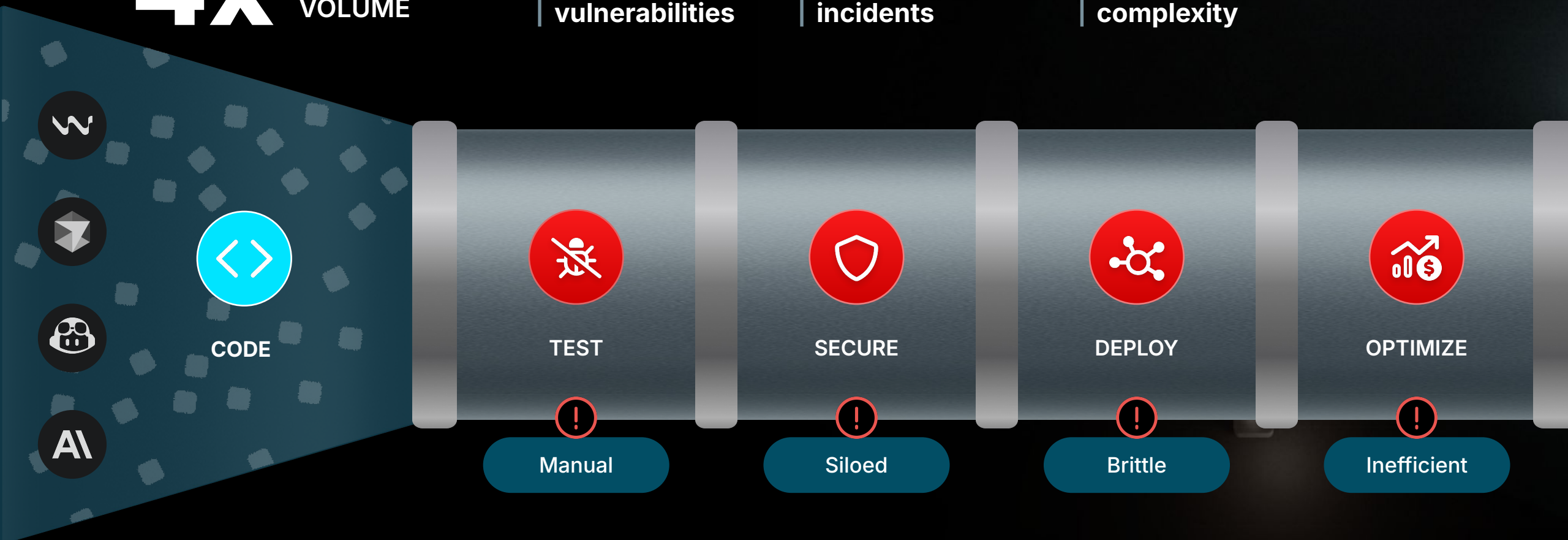
Exacerbates downstream issues:

**4x** CODE VOLUME

... has more **vulnerabilities**

... causes more **incidents**

... increases deployment **complexity**



Change is the **atomic unit of risk**

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**Every outage starts with a change.**

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**Every security breach starts with a change.**

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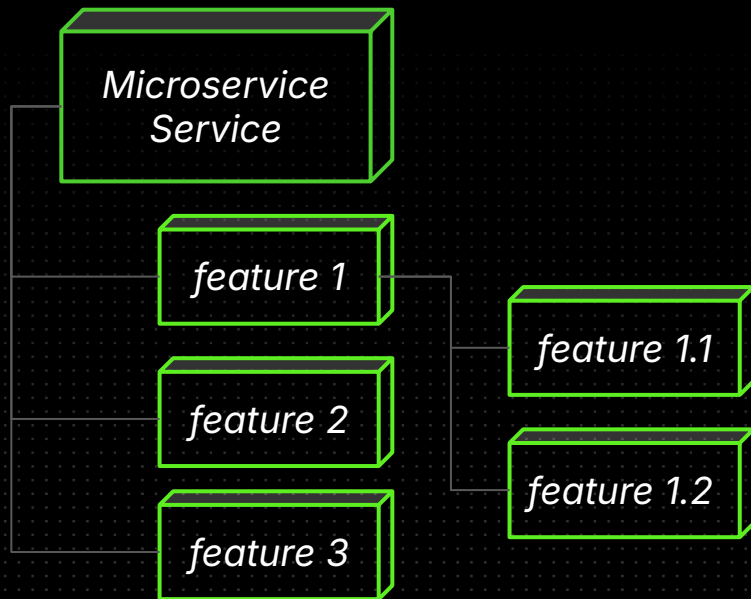
**Every incident starts with a change.**

The question isn't how fast you can write code.  
It's how fast you can ship it to production — **safely, securely, at scale.**

# Derisking & Accelerating software delivery using FME & CD

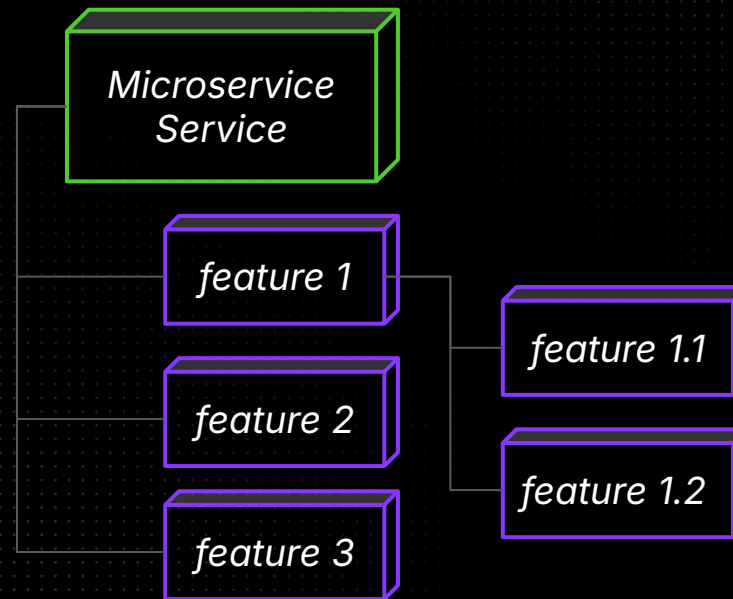


## CD Only



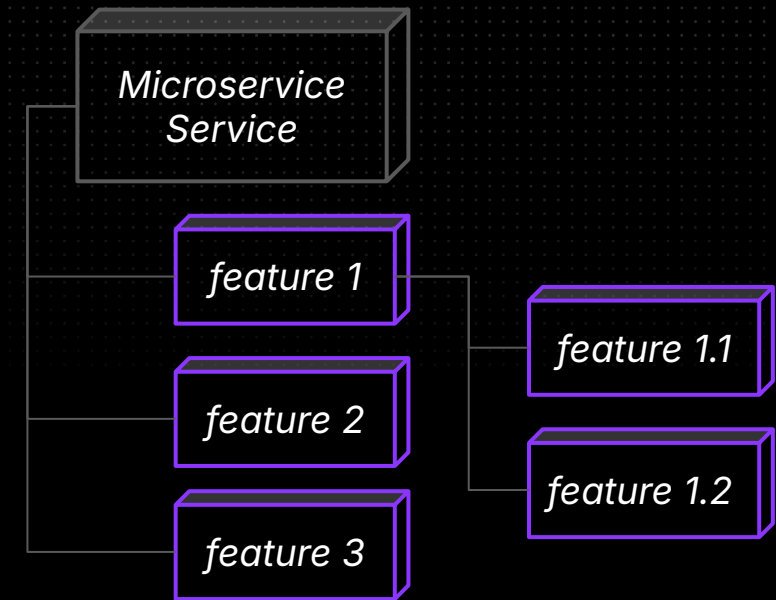
High level controllable software delivery on a **deployment level**

## CD + Feature Management & Experimentation



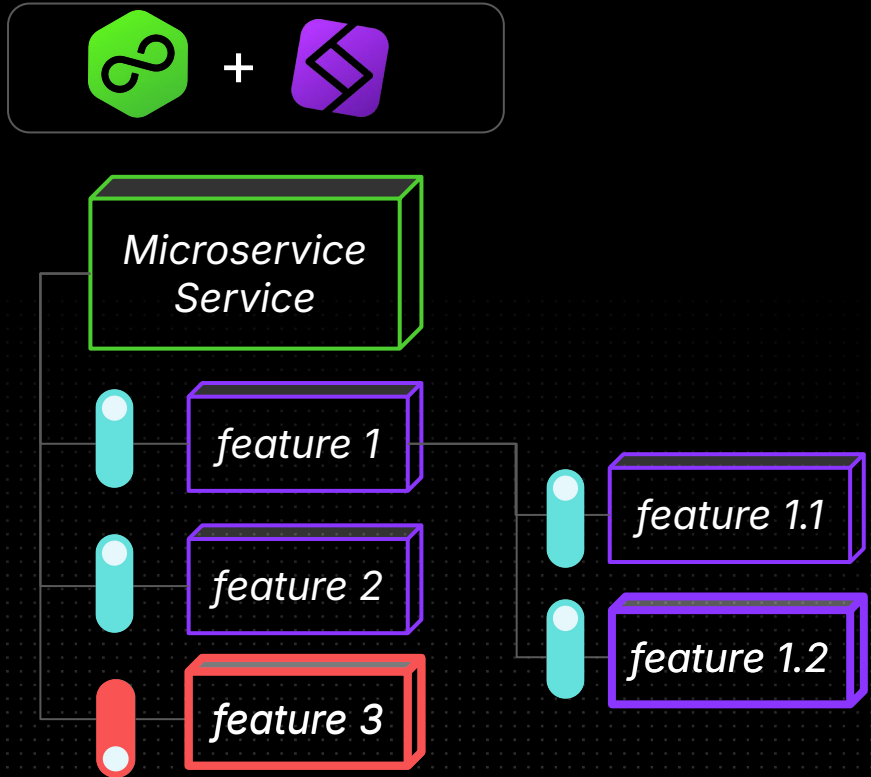
Fully measurable, granular & controllable software delivery for **deployments** and **releases**

## Feature Management & Experimentation Only



Measurable & granular controllable software delivery for **releases only**

# De-risking software delivery



Fully measurable, granular & controllable software delivery for a **deployments** and **releases**

Deployed to 100% of users

Canary Release & Automated Release & Experiment Monitoring

Highly granular release targeting

Goal Release of feature 3 to 100% of Users

Goal Release of feature 1.2 to 50% of Users



Degradation in performance or user metric found in feature 3



# Building capabilities for control & impact

Built on top of a best-in-class enterprise-first platform

## Feature Management & Experimentation

NEW



**Config  
Management**

NEW



**AI Config  
Management**



**Flag  
Management**



**Flag Release  
Monitoring**

NEW



**AI Config  
Monitoring**



**Cloud  
Experimentation**



**Warehouse  
Experimentation**

**Harness AI**

 **harness**

**Platform Governance and Security · Developer Experience · Pipelines · Policies**

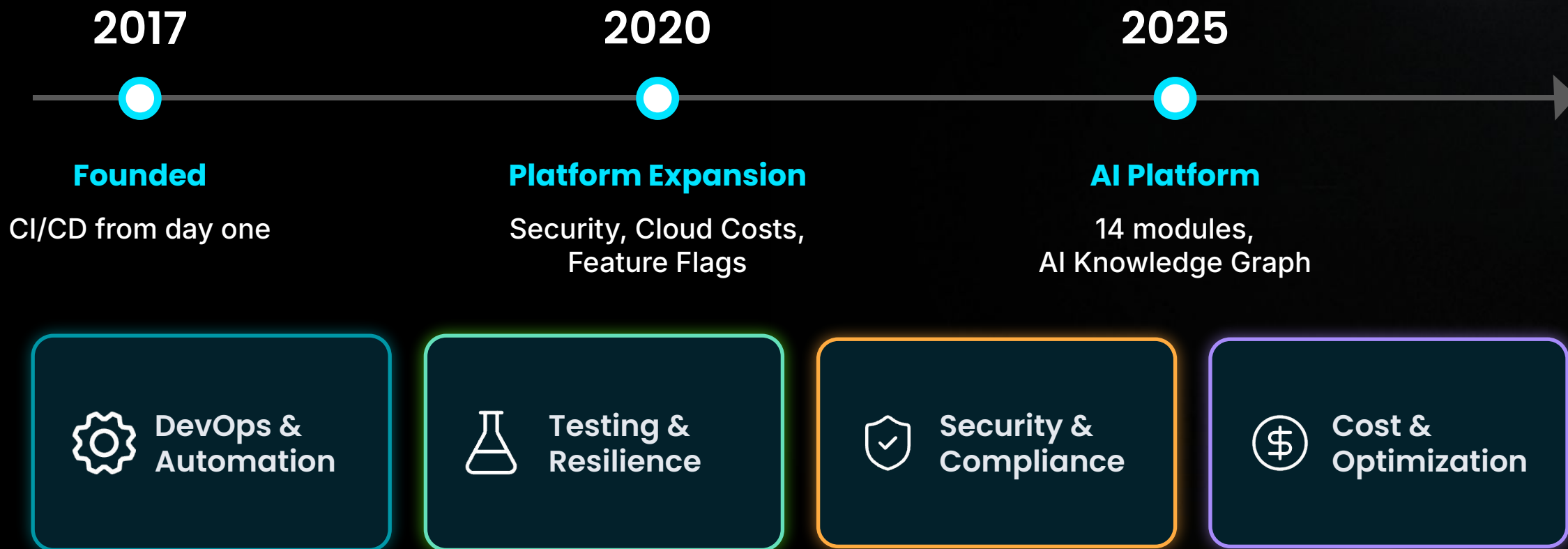
## OUR MISSION

**Enable the world's  
37 million software  
developers (*and  
countless agents*)  
to deliver code  
quickly, reliably,  
efficiently, and  
securely.**



# What we've built

The broadest AI software delivery platform in the industry.



# Let's Get Ship Done

Code **Pipeline** Release **Experiment** Outcome

That's the loop. Close it.

