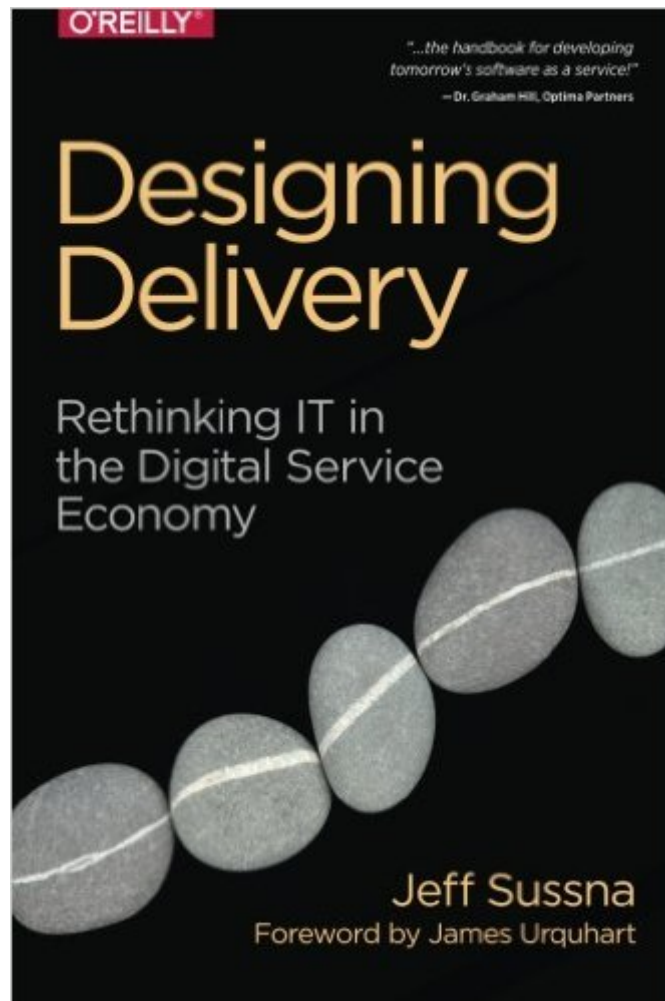# Designing Delivery: Rethinking IT In The Digital Service Economy

Synopsis

Now that weâ ™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 makingâ ”and keepingâ ”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. Youâ ™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 lifecycleApply this perspective across development, operations, QA, design, project management, and marketingImplement a specific quality assurance methodology that unifies those disciplinesUse the methodology to achieve true resilience, not just stability

Book Information

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Customer Reviews

SussnaÃ¢Â ™s Ã¢Â ÂœDesigning DeliveryÃ¢Â Â• 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 â œsloppy â | yet highly resilient.â •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 â œquality assuranceâ • to â œquality advocacy.â • 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 youâ ™re a CIO or tester, this book is an invaluable guide for modernizing your I.T. approach.

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 Jeffâ ™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 Jeffâ ™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.Michenerâ ™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.

This will book will save me tons of time explaining to people how the traditional IT has to change in order to live (and survive) in the digital world. Drawing from cybernetic systems, complex systems, UX design, and technology changes, the book builds a logical and coherent story that explains why agile, devops, cloud, and design thinking make the perfect combination for IT delivery and how organizations can move closer to that model. Examples are drawn from the usual suspects (, Netlfix and co), but they fit well into the storyline.The writing style is logical and walks a very good line between presenting foundations (cybernetics, autopoiesis), storytelling and actionable advice. I will get a few more copies to hand to my colleagues.

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.

This book is blazingly important. Why?Two revolutions have occurred in technology today. One is in general IT and business technology and is well-documented as it continues to radically transform lives, destroy industries and businesses and generally make things interesting.The other revolution is customer expectations. Deming wrote, "the customer is a rapid learner." That is proving an understatement. It is hard to convey how radically the second revolution is changing the demand side of the business landscape. It is also non-trivial and it is easy for anyone to overlook the implications.This book explores those implications in simple and compelling fashion.

I picked this up because I noticed it on the reading list of Gregor Hohpe (of eaipatterns.com and co-author of the Enterprise Integration Patterrns books).Jeff does a good job of presenting the "why" behind several of the software industry's most effective practices. Agile, DevOps, and microservices are components of what I believe makes software successful, and this book does a good job of explaining how they do that for an organization. Beyond that, it ties in some of what intrigues me so much about the Lean Startup movement.I'm posting this review about 2/3 of the way through the book, because I'm enjoying it enough that I'd like to discuss the ideas with my colleagues and friends with a software interest. I've bought it for 2 of them already.

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