

Mobile release management ROI

A quantitative overview

RUNWAY
runway.team

The mobile release
management platform

What's the cost of not prioritizing mobile release management?

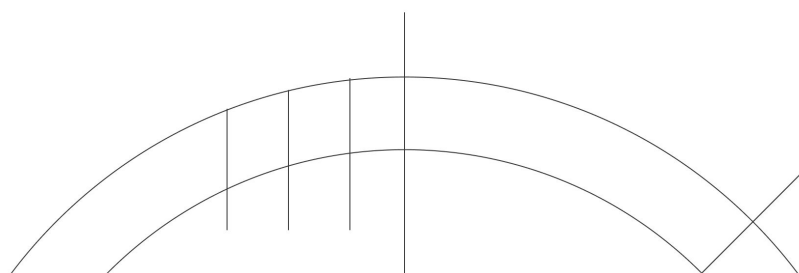
What does your mobile team stand to gain if you focus on maturing your release process?

Mobile releases are complex exercises: they involve many fragmented tools, and many different stakeholders and teams across your org.

More time and effort is wasted on releases than most teams realize, and mobile teams are slower to ship value to users and recover from production issues due to the complexity involved. All of this comes at a cost to the product and the business.

Effective mobile release management can help your team devote more time to your product, get value to users more quickly, and safeguard app health.

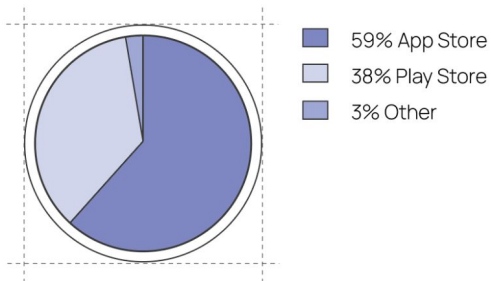
In this report, we'll share hard numbers on just some of the ROI Runway customers have gained by prioritizing mobile release management.



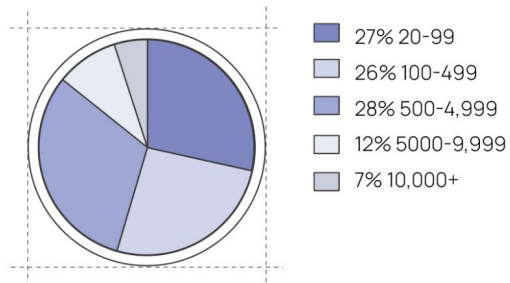
About the data

To build this report, we drew on real data spanning tens of thousands of mobile releases run through Runway. Represented are mobile teams of various shapes and sizes.

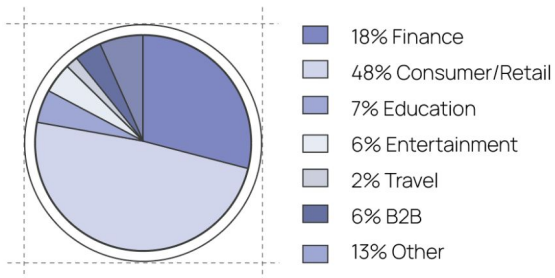
Store



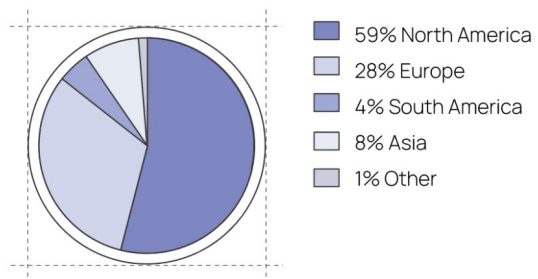
Company Size



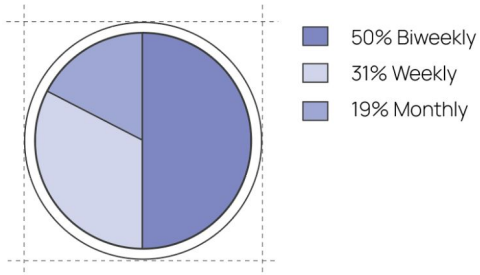
Vertical



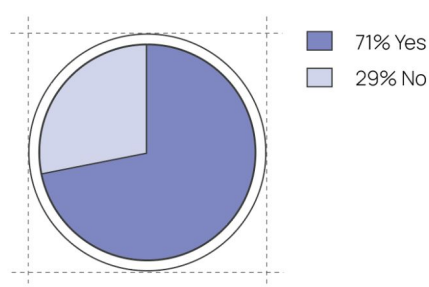
Company Location



Release Frequency



Use Versioned Release Branches



Methodology

Because mobile teams are so diverse in how they release, we mainly focus on *changes* in key metrics starting from a team's first release with Runway onwards, instead of on absolute amounts (which we wouldn't be able to aggregate).

You'll see this reflected in the y-axis values on the first set of charts that follow. For a given data point, we are showing a *multiple* relative to that team's average over the period. For example, a value of 1.5 indicates that that data point is one and a half times the team's overall average for that metric.

The x-axis represents the number of releases since the team's first release with Runway. This allows us to aggregate data across teams, regardless of when they started using the platform. We group by every five releases, to smooth the graphs.

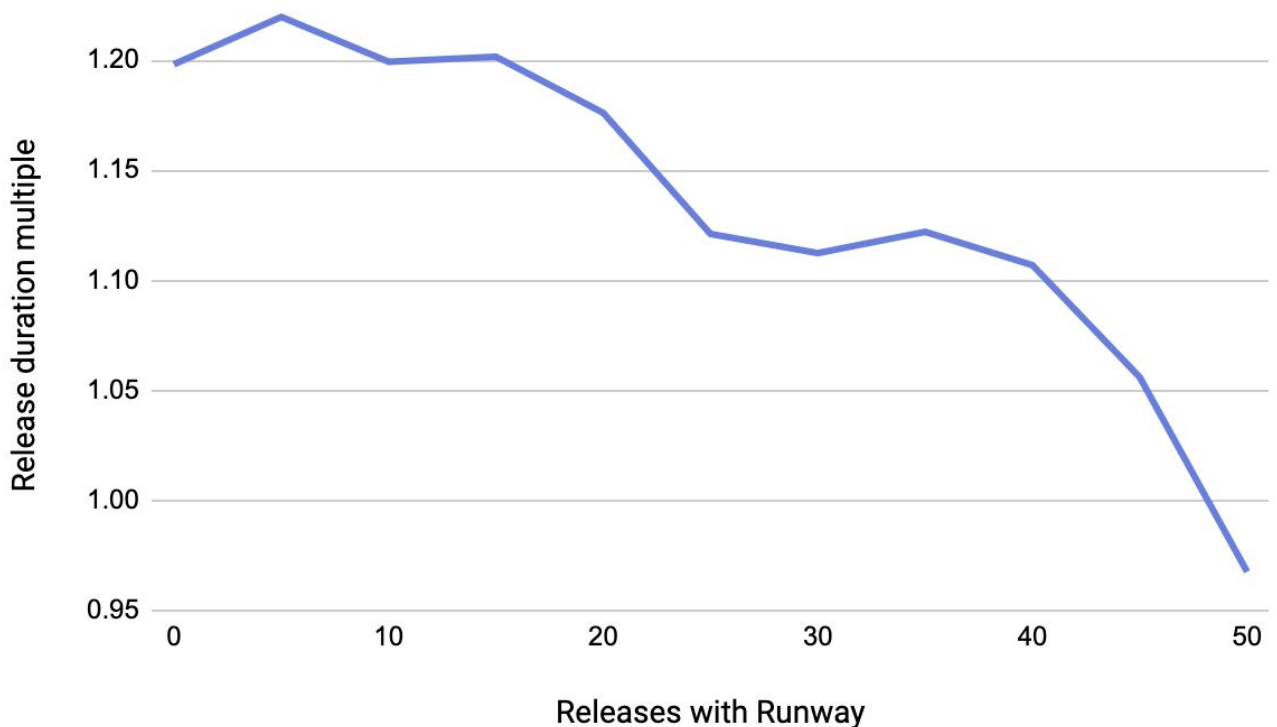
In the last set of data, we also compare teams using Runway to the top 20 apps across all categories in the App Store and Play Store. Data on the latter is tricky, but we use a combination of scraping and inference about certain things like hotfixes (where possible) to piece together a picture.

Waste less time on releases

Time and effort spent dealing with releases is time and effort not devoted to core work and your product. Not only do manual release tasks eat up bandwidth, but there's cognitive overhead involved any time a release is in progress and on your team's mind.

With Runway, teams spend 19% less time on releases.

Measured as the duration between release kickoff (e.g. branch cut) and submission to the app store.

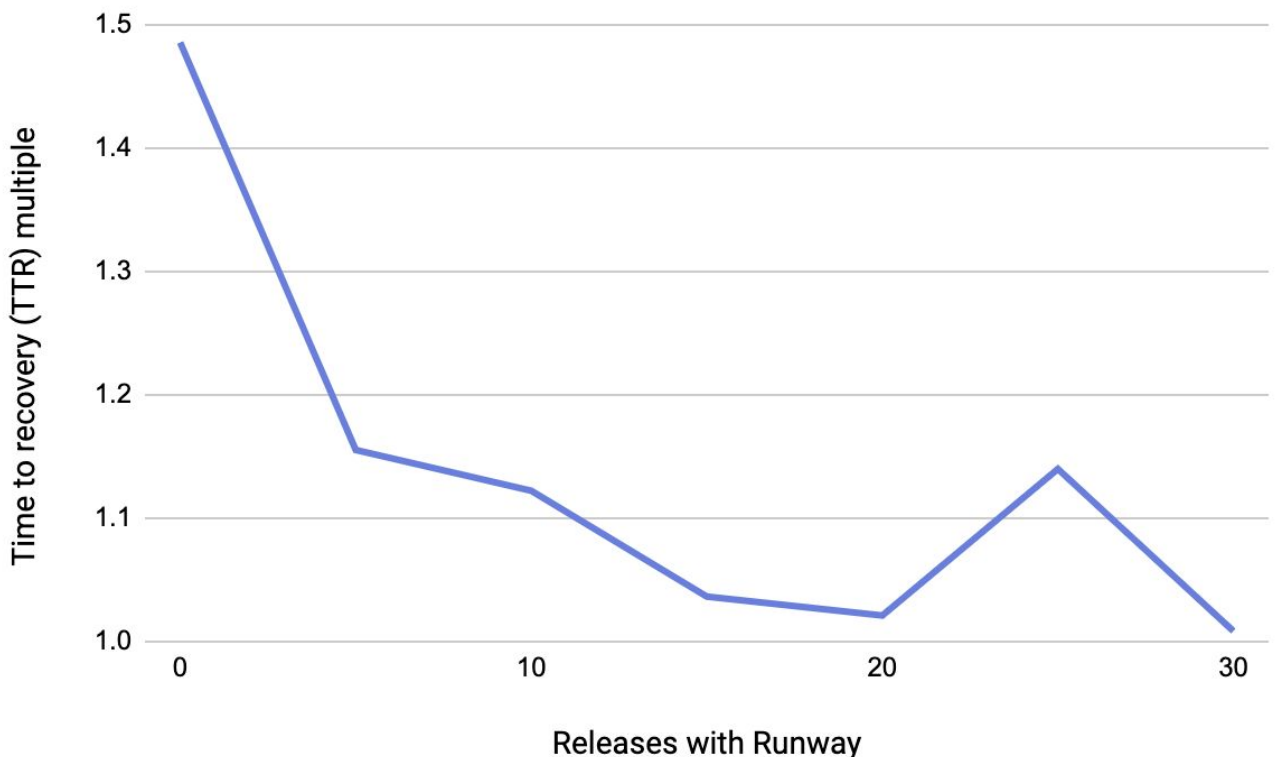


Recover more quickly from bad releases

Issues in production are inevitable, but how fast your team can identify and then recover from them has a big impact. Each additional hour an unhealthy version is live means more unhappy users and lost revenue.

With Runway, teams recover from unhealthy releases 32% more quickly.

Measured as the duration between the submission of a hotfix and the time at which the preceding release went live. This captures not only the speed of the hotfix itself, but also the team's ability to catch and act on issues in unhealthy releases.

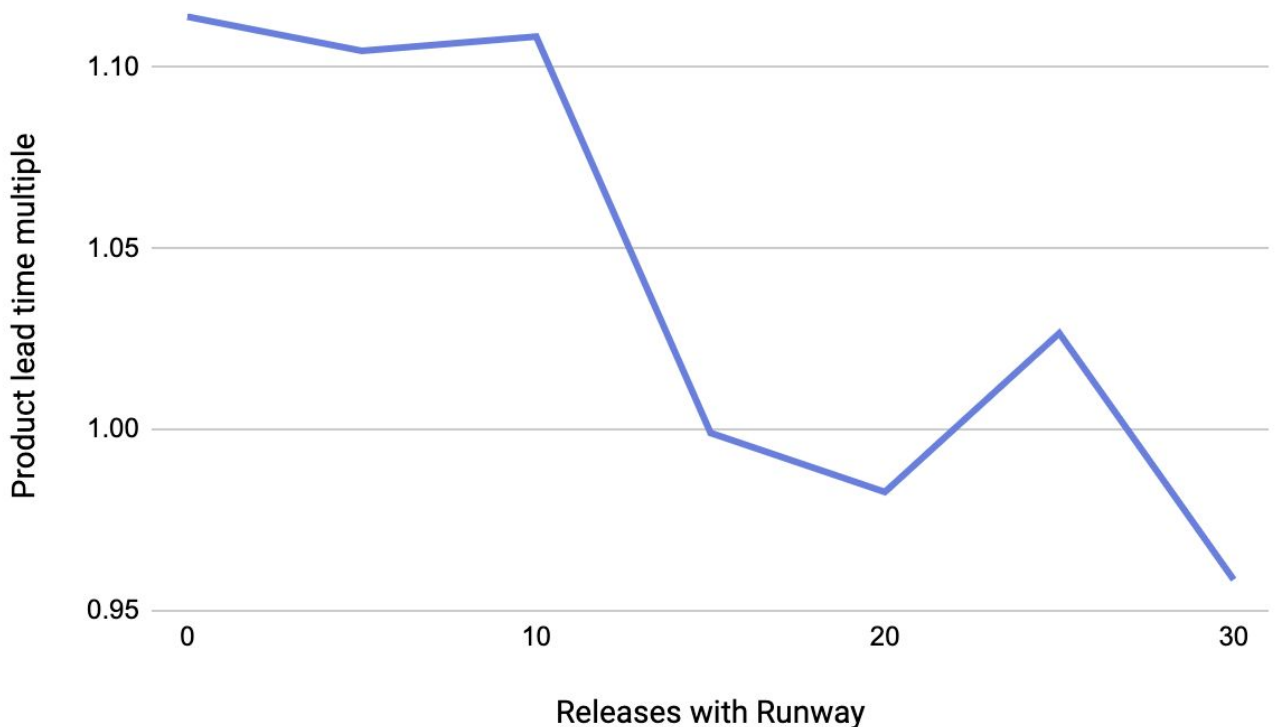


Get value to users more quickly

Subpar release practices don't just cause slowness *within* releases themselves. Delays and slowness between releases mean your team isn't able to get new work to users as quickly or as often as you should.

With Runway, teams ship changes to users 14% more quickly.

Measured as "product lead time" - time between ticket creation and release.

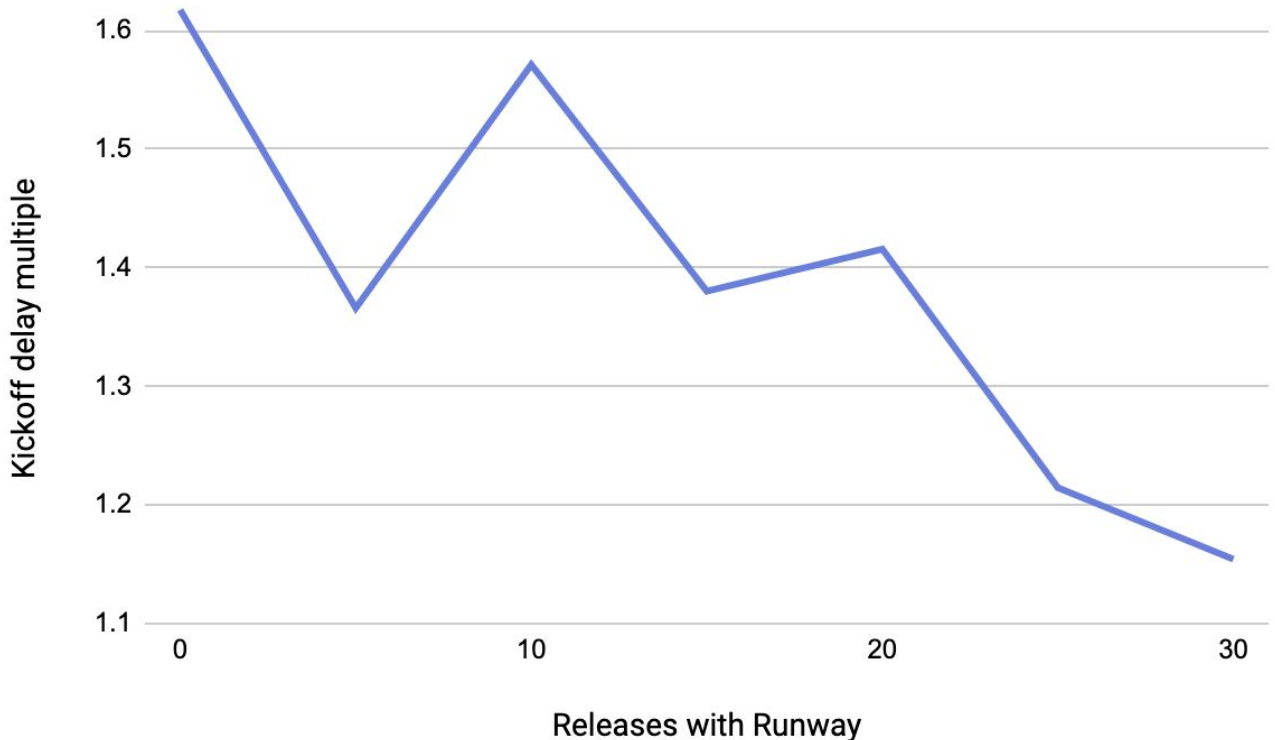


Release on-time and more predictably

Missing a scheduled release cut has a domino effect, delaying the entire release cycle and potentially jeopardizing the following release. It also creates uncertainty and risk, with stakeholders unsure of status and contributing teams vying to squeeze more changes in – which delays the release further.

With Runway, releases kick off on-time 29% more often.

Measured as the elapsed time between a scheduled release kickoff (e.g. branch cut) and the actual kickoff time.

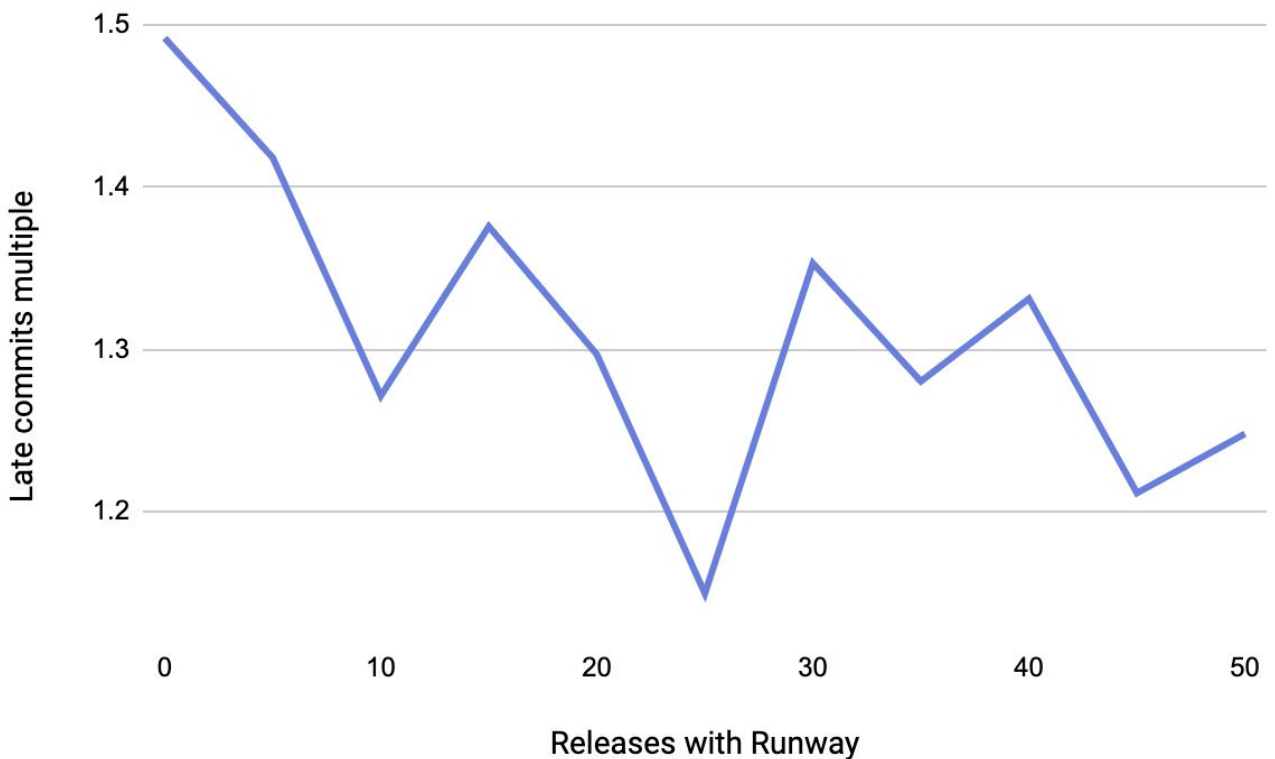


Safeguard release diffs

Late-arriving changes to a release add stress and overhead, as the team has to scramble to rebuild and retest the app with each late change. This in turn introduces delays and extra risk to quality.

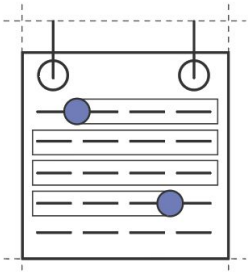
With Runway, late-arriving commits decrease by 16%.

Measured as commits landing after release kickoff (e.g. post branch cut).



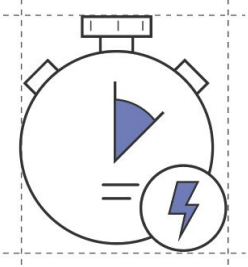
Runway apps vs Top 20s

Of course, many of the top charting apps in the app stores use Runway! But here's how Runway teams stack up compared to non-Runway apps in the top 20 charts across all categories in the App Store and Play Store:



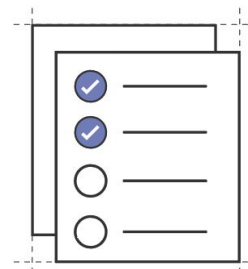
Release Frequency

27% Higher



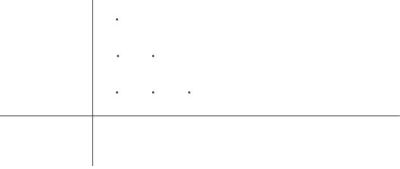
Time to Recover

10% Faster



Hotfixes Per Release

24% Fewer



Questions? Get in touch with us at
hello@runway.team

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