



## voke Innovator

A voke Innovator demonstrates significant and profound market impact while advancing innovation and transforming the global software lifecycle.

Market impact and innovation is determined by acceptance, usefulness, and creativity of the solution.

Lifecycle transformation is determined by ongoing communication, collaboration, and connectivity across constituents within the global lifecycle.

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## 2009 voke Innovator

### StreamStep: Taking Control of IT's Checklists

By Theresa Lanowitz, Lisa Dronzek | June 16, 2009

#### ⊙ How StreamStep is Transforming the Global Lifecycle

StreamStep, a software company emerging into the market spotlight, is using its collaborative process solutions to deliver more software releases in a more timely fashion while improving efficiency. All of this equates to better and more effective IT and line of business alignment.

The vision behind StreamStep's solution is to deliver a lightweight, horizontal solution that automates the checklists that every IT organization manages by and relies on. StreamStep believes that these pervasive checklists are a substitute for processes. With automated checklists, real processes are codified, and the results are delivered through the StreamStep process collaboration server.

The process collaboration server is at the core of StreamStep's offerings:

- smart|release — designed for release management to deliver more visibility into the deployment and release phase of the application lifecycle
- smart|virtual — designed for server virtualization to deliver simplicity to a complex myriad of physical and virtual environments. Managing and tracking server virtualization for multiple physical to virtual (P2V) environment migrations is a complex task that often overwhelms project teams. All assets related to migration efforts, and the status of each server and application in the project, are handled in one place.
- smart|migration — designed to migrate IT infrastructures in complex environments. Understanding who is on the critical path to the success of a migration, the accuracy of the completion plan, and confidence in the estimated time for completion are key components.

## StreamStep Fast Facts

**URL:** [www.streamstep.com](http://www.streamstep.com)

**Worldwide Headquarters:**  
Austin, TX

**Founded:** 2008

**CEO:** Duane Tharp

**Founders:** Clyde Logue and Duane Tharp

**Partners:** BMC Bladelogic, Splunk

StreamStep enables the collaboration, automation, and management of the application release process. The complexity of software is accelerating, and as organizations attempt to retreat from a waterfall approach and embrace all or portions of agile development, the need to shatter silos and enable streamlined communication and collaboration is essential to transforming the application lifecycle. Effectively and efficiently managing complexity and heterogeneity will be the hallmark of success for IT organizations of the future.

### ☉ Innovation

StreamStep is focusing on delivering a solution to the classic dilemma of IT service management (ITSM)—as both features and time increase, heavyweight solutions quickly migrate out of the customer's utility band. Therefore, the customer moves to lightweight solutions.

StreamStep delivers a lightweight solution to a complex issue, enabling globally distributed organizations to codify and automate IT processes across the lifecycle. Its solution is available as either a hosted or customer installed solution. Customer installed options enable users to take advantage of fine-grained process automation capabilities and deliver rapid deployment and fast configuration.

StreamStep's philosophy is that IT checklists are not going away; this is how projects are managed, maintained, and monitored. New technologies such as virtualization and the cloud require solid release management capabilities.

StreamStep delivers release management capabilities in a lightweight fashion to assist with the release and migration from physical to virtual environments for new applications, upgrades, and maintenance.

### ☉ Market Mover Potential

StreamStep needs to continue to invest in research and development and foster partnerships with complementary software and service providers to continue becoming more visible as an enterprise solution provider.

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Streamlining complexity and managing heterogeneity in the IT environment is a necessity for successful enterprises. It is essential to understand the direction of each application lifecycle vendor and how collaboration, automation, and management of the application release process factors in to its product portfolios.

Watch for StreamStep's innovation to act as a catalyst for at least one of the core application lifecycle vendors to strengthen its message about enabling agile practices and the application release process.

### ☉ Who Should Consider This Solution

No organization is immune to suffering the consequences of delayed time-to-market, lost productivity, and looming application complexity.

The research conducted for *voke Market Snapshot™ Report: Software Production Management* (November 19, 2007) found that:

- 60% of organizations have between 1 to 5 full time employees dedicated to the build and release process.
- 34% of organizations are managing 4 to 5 million lines of code.
- 46% of organizations identify the need to more efficiently manage the release as the primary motivator for addressing build and release issues.

Organizations that have shattered the classic silos of development, quality assurance, and operations need to include proper, automated, and commercially available release management solutions.

Release management solutions save resources, increase productivity, and optimize headcount usage. IT organizations struggling to move from a defined and comfortable waterfall process of development to an agile environment will benefit from release management solutions.

**StreamStep is a 2009 voke Innovator!**

voke is a modern analyst firm focused on the edge of innovation. voke's primary coverage area is the application lifecycle and its global transformation, including virtualization, cloud computing, embedded systems and device software. voke looks at how existing and installed technology can benefit from innovation and provides in-depth coverage of core vendors and innovators. Please visit [www.vokeinc.com](http://www.vokeinc.com) for additional information.

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