Designing Delivery: Rethinking IT in the Digital Service Economy

By Jeff Sussna

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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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Editorial Review

About the Author

Jeff Sussna is Founder and Principal of Ingineering.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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