

TOTAL COST OF OWNERSHIP - TEAM PRODUCTIVITY METRICS



EXECUTIVE SUMMARY

INTRODUCTION

The growing adoption of Accelerate/DORA team productivity metrics by software teams has resulted in demand for improved tooling for the collection, aggregation, presentation and sharing of metrics dashboards. However, the complexity and variability of the modern software toolchain means that the data required to provide consistent and correct values for the metrics often exists across multiple services, requiring either: a) manual, repetitive pulling of data, which can be error-prone and not supportive of deeper analysis, or b) home-grown scripts / apps to integrate the information, which are often brittle due to changes in APIs, require ongoing integration work and maintenance, and ultimately are not representative of the core competency of the team(s) performing the work.

This document intends to summarize the TCO of the build vs buy decision for software team productivity metrics.

BUILD

The Sleuth team polled a number of customers in April 2022 to understand the perceived efforts of a) manually pulling productivity metrics data on a regular basis or b) building an internal tool to aggregate team productivity metrics. All of the respondents had, prior to adopting Sleuth, performed either or a combination of these processes. The median number of development team members for the customers polled was 97, with a low bound of 50 developers and a high of 650. While we did not ask customers to provide salary data, we are generally assuming a fully-burdened cost of \$96 per hour (\$200kpa) for developer hours contributed.

Internal Tool

Description	Developer Hours	Cost
Core Development ¹ - Year One	4992	\$479,232
Ongoing Development ² - Years Two+	980	\$94,080
Cost of service - infrastructure, backups, etc.		\$18,000
Three Year Total	6952	\$721,392

¹ Average response of 2.4 developers per year to build and maintain internal tooling

² Includes ongoing updates to functionality, maintaining existing integrations & building new ones, access control, etc.

BUY

The cost of Sleuth for 100 developers is \$42,000 per year. Approximately 4-6 hours of configuration is generally expected, adding another \$500 per year. Over three years, this represents a TCO of \$127,500.