



The ROI of Happy Developers

How Docker Business Boosts Productivity
and Makes Business Sense

The Challenge

Bottlenecks and Frustrated Developers

Today's development landscape demands speed and agility. Developers are constantly under pressure to deliver innovative solutions at breakneck speed. Traditional infrastructure and manual management tasks create bottlenecks, hindering productivity and stifling innovation. These inefficiencies negatively impact a company's bottom line.

Docker Business

The Ultimate Solution for Empowering Developers and Administrators

Docker Business tackles these challenges head-on by empowering your admins to create a secure, well-managed container management platform while providing your dev teams with a high-quality experience. Docker removes administrative burdens from developers, allowing them to focus on what they do best – writing high-value code. Here's how Docker Business unlocks developer velocity:

Streamlined Workflows Docker reduces environment setup hassles and dependency management headaches, freeing developers' time to code, iterate, and collaborate more efficiently. This translates to faster development cycles and smoother overall workflow.

Enhanced Security Robust built-in security features in Docker Business ensure a safe and reliable development environment, eliminating security worries and allowing developers to focus on building innovative features.

Simplified Code Collaboration Docker containers offer a consistent and portable environment, facilitating seamless collaboration between developers. This reduces time resolving environment-specific issues and fosters faster code review and integration cycles.

Centralized Management Docker Business provides a central location for managing Docker deployments across your organization. This simplifies administration and ensures consistency across teams.



The ROI of Docker Business

A Multifaceted Advantage

The benefits of Docker Business extend beyond developer productivity. Investing in Docker Business translates to a clear ROI for your business through several key factors:

Time Savings

Docker saves time by automating tedious tasks like environment setup, configuration management, and container deployment. This frees developers from repetitive work, allowing them to focus on writing code and building features. Additionally, Docker's consistent container environment across machines eliminates troubleshooting delays caused by environment discrepancies. This one-two punch of automation and consistency significantly reduces development time and accelerates application delivery, ultimately contributing to your bottom line.

The Warehouse Group reported an annualized saving of approximately 52,000 developer hours.

According to Matt Law, the chapter lead of DevOps for The Warehouse Group, New Zealand's largest retail store chain with some 300 stores, the company's previous software development practices experienced long setup times, inconsistent environments, and slow deployment cycles. However, starting in 2016, The Warehouse Group began working with Docker, bringing containerization technology to revamp its processes, systems, and development performance dramatically.

"One of the key benefits we have seen from using Docker is that it enables a very flexible work environment. Developers can build and test applications locally on their machines with consistency across environments, thanks to Docker's containerization approach."

Matt Law

Chapter Lead, DevOps, The Warehouse Group

Law said that was not the case with its previous VMware platform, which began a replacement with Docker about six years ago. "That was quite eye-opening because it showed that developers were used to waiting for a request to be fulfilled to create a virtual machine, and it was incredibly slow. Docker just proved that we could provide autonomy to the developers so they can experiment. That is a key philosophy here — enabling developers to experiment with tooling to help them prove or disprove their philosophies or theories."

For The Warehouse Group, one of Docker's most significant values is that its containers encapsulate the dependencies and environment so developers do not have to waste time with setup. "Docker has unlocked a lot of flexibility in how we structure our teams and workflows by abstracting away environmental inconsistencies," said Law. "The containerization technology aligns perfectly with the workspace shift we've seen towards more remote-friendly and flexible arrangements."



Reduced Time to Market

Docker Business can significantly accelerate a business's time to market by streamlining the entire software development lifecycle. Thanks to Docker's simplified application packaging and deployment, developers can spend less time on infrastructure concerns and more time coding. Lightweight and portable Docker containers make testing a breeze, allowing for frequent checks and earlier bug detection. Deployment becomes a breeze as Docker applications run on any Docker-friendly environment, eliminating the need to configure separate environments for development, testing, and production. Collaboration is also enhanced as developers can easily share applications as container images, fostering teamwork and reducing errors caused by environment inconsistencies.

75% faster deployments: **Docker slashed deployment lead times, allowing** **Ataccama to deliver features and updates quicker.**

Data management leader Ataccama faced challenges keeping pace with business growth using legacy infrastructure. To address this, they migrated to the cloud and adopted a container-based architecture with Docker at its core. Docker's suite of tools empowered Ataccama's DevOps adoption, streamlining development and ensuring security. Ataccama leverages Docker to build modular microservices, enabling independent development and efficient deployment.

"Switching to Docker has transformed things for us. It's a quantum leap regarding the velocity we can deliver."

Vladimir Mikhalev

Senior DevOps Engineer, Ataccama

By embracing Docker and containerization, Ataccama significantly improved deployment speed, scalability, and innovation. This success story highlights the power of Docker in modernizing IT infrastructure and driving business agility.



Reduced Development Costs

By providing consistent environments throughout the development lifecycle, Docker empowers developers to focus on code creation rather than wrestling with environment-specific issues. As Tabcorp has seen, this translates to faster deployments.

Additionally, Docker optimizes resource utilization by sharing the underlying operating system, translating to reduced server footprint and infrastructure costs. This is evidenced by Ataccama's 40% server footprint reduction and Tabcorp's lower overhead costs. Finally, consistent environments across development, testing, and production minimize errors that can lead to costly downtime and rework.

Reduced Overhead:

Docker eliminated the need for complex setups.

At Tabcorp, Australia's largest betting and entertainment company, with more than 5,000 employees, the use of Docker has led to new abilities to quickly test and deploy new features using containerization, giving it significant advantages in the fast-moving world of gambling and entertainment, said technical lead, Helder Vong.

Previously, the company was held down by regulatory restrictions, legacy systems, manual processes, and other challenges. However, using Docker helped Tabcorp turn those problems around, introducing environmental standardization, deployment simplification, and accelerated software delivery to drive the company's growth.

"With Docker, database management becomes effortless. It's about updating and running the image, eliminating the hassles of constant installations."

Helder Vong
Technical Lead, Tabcorp

Conclusion

Unlocking Agility and Innovation with Docker Business

Traditional development approaches create bottlenecks that stifle innovation and hinder your bottom line. Docker Business tackles these challenges head-on, empowering both developers and administrators. Developers gain a streamlined workflow, enhanced security, and simplified collaboration, leading to faster development cycles and higher-quality code. Administrators benefit from centralized management and a secure platform, allowing them to focus on strategic initiatives.

By investing in Docker Business, you unlock a powerful combination of developer agility, faster time to market, and reduced development costs. This translates to a significant competitive advantage and an apparent innovation and business growth path.

Are you ready to boost innovation and ROI?

Explore the [Docker Business Subscription](#)

