

# 5 WAYS

Runbooks will  
transform how  
you manage  
complex work

*Join the Runbook Revolution*

**cutover**

# Work is increasingly complex and increasingly risky

When it comes to real-time execution, companies are still using ineffective processes that rely on multi-versioned documents, disparate data sources, and fragmented communications across multiple channels. This leaves organizations unable to effectively orchestrate people, and technology, gain access to real-time data-driven insights, or ensure the smooth execution of their best-laid plans. When every second of every minute counts, this is a major cause for concern.

## The pressure is on

Companies are tasked with executing increasingly complex flows of work and coordinating with colleagues all over the world, all while causing minimal disruption and risk to 'business as usual'. The more complex the flow of work, the greater the risk of delay, disruption, and failure, which has potential implications for both costs and organizational reputation.

In the UK, for example, the financial conduct authority (FCA) reported a 187% increase in technology outages from October 2017 to September 2018. Many of those outages were linked to re-platforming and outsourcing failures, arising as a consequence of necessary change activities being implemented, but not executed as well as they should have been.

So how are organizations currently executing complex flows of work? A number of similar themes emerge across the landscape:

- Reliance on static documents
- Disparate data sources that don't update in real-time
- Fragmented communication across different channels
- A lack of real-time visibility into the end-to-end flow of work



- An inability to clearly see the organization's long-term plans
- Keeping stakeholders updated pulls the team out of execution mode, and by the time updates are compiled, the corresponding data is out of date

Have you ever wasted precious execution time searching for the right version of a specific document? Have you ever wished that you had better visibility into what was happening at that very second, and could more easily access real-time data? Have you struggled to find a data source, or had to wait until long after an event was completed to analyze its performance? Have you ever had to deal with answering too many instant messages, emails, and phone calls while you're busy trying to execute a flow of work—when all you want to do is focus on the task at hand? Have you ever wanted one single source of truth for all teams involved in a particular work activity? If you answered 'yes' to one or many of these questions, you're far from alone.

### **A broken process?**

Relying on disparate, static documents to accomplish complex flows of work creates inconsistent business processes and hampers a company's ability to execute repeatable procedures. During the execution stage, full visibility is difficult, relying on time-consuming progress reports and updates that often have to be manually compiled. Fragmented communication channels mean valuable time is spent in simply moving the flow of work along, to keep the process from stalling. Then when it comes to post-event analysis, much of the valuable data—for example, a coding issue that arose along the way and the length of delay it caused—is hidden from view somewhere, such as in an email thread. This makes it difficult to extract valuable insights and drive continuous improvement. It also makes assembling reports for regulatory compliance arduous and extremely manual.





# 1

## Death of a spreadsheet

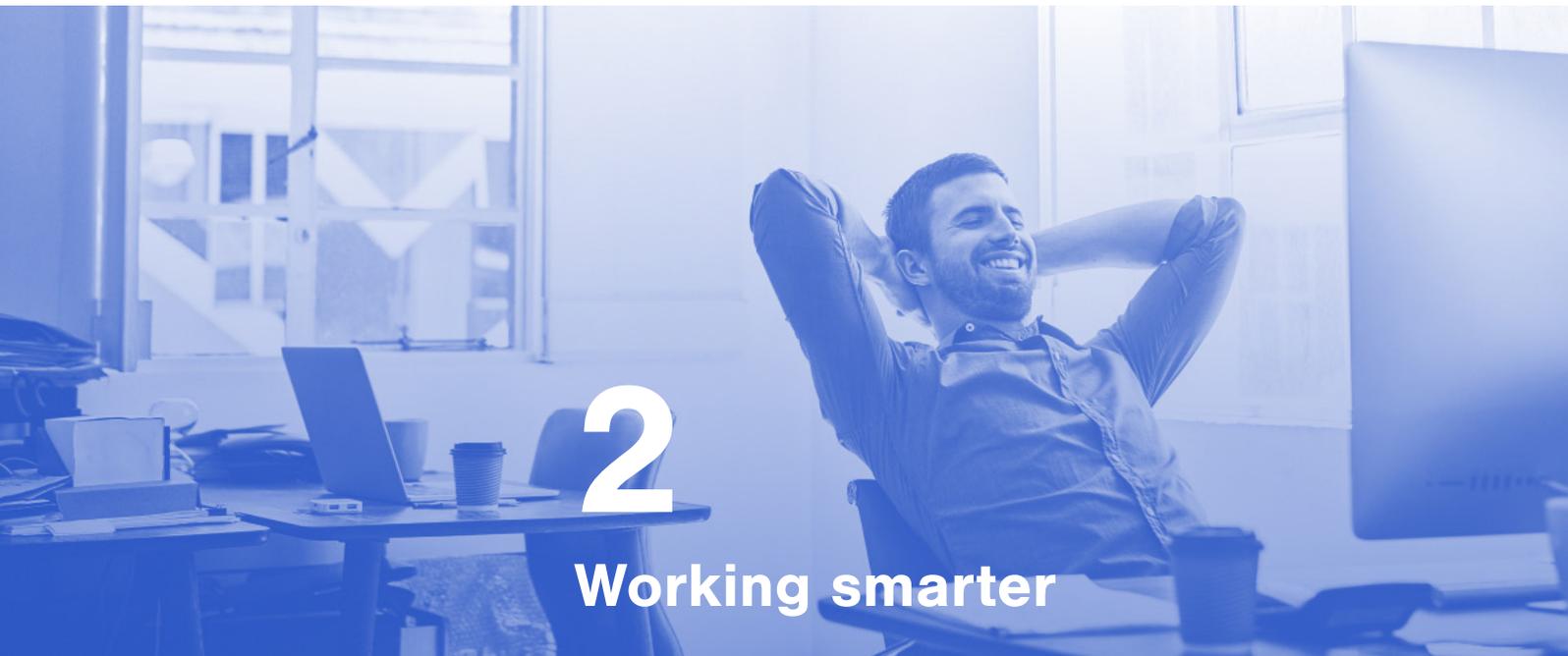
Are you still handling complex work in spreadsheets? We see this so often in the organizations we work with... complex programs like cloud migrations, and disaster recovery playbooks stored and managed through static documents and spreadsheets. This is where we see the greatest benefits when transitioning to a dynamic Runbook.

Wave goodbye to static documents, disparate communication channels, and limited visibility. Become a more process-led and productive organization by effectively orchestrating and executing complex flows of work, analyzing programs in real-time, and enabling rapid post-event analysis. Create templated runbooks that make it easier for employees to successfully devise and implement a wide range of large-scale projects in the future. The Global Payments team in a British multinational bank used Cutover to eliminate legacy internal applications—transforming their ways of working and, in the process, reducing the number of failed or delayed changes by half (leading to estimated annual savings of £15 million).

More effective planning and orchestration allow you to achieve more in less time. For instance, a British multinational bank used Cutover to reduce their time to test from twelve weeks down to two. Map out the end-to-end flow of work in runbooks, then go live and streamline the execution process by orchestrating your teams and technologies. Hit the ground running on future activity thanks to the full record of prior programs when, for



example, the time rolls around for a biennial enterprise resource planning (ERP) upgrade. Instead of creating a new flow of work from scratch, build on the template deployed when executing your previous upgrade, introducing any necessary improvements based on learnings from the previous run.



## 2 Working smarter

The teams we work with operate in very high-pressure environments, consistently working to ensure the smooth delivery of operations, change, and large-scale programs. These are the weekend warriors, the people who are pushing deployments outside of working hours to reduce disruption. They're the people who don't always know what they're coming into Monday morning, so they'll probably take a look Sunday night - 'just in case'. The lights have to stay on, incidents have to be treated rapidly, and the end customer's 'always-on' expectations have never been higher. That's just how it is

### **But how do you use technology to your advantage?**

#### **No nasty surprises**

Runbooks help you look ahead and preempt issues before they become incidents. By achieving better observability



over the entire end to end process, you are able to build and control your entire process, and all its interdependencies, in one place. There's no moving in and out of a handful of mission-critical apps - your plan, your people, your communications, and your tools are all orchestrated from one view.

## Stop 'watching' work being done

When it comes to these big change events how much time do you spend doing vs checking, watching, sitting on open bridges or calls, waiting for your 'part'? We see this as 'watching' work being done, but we know it's not as passive as it sounds: it's as stressful and time-consuming as its more active counterpart, especially when it's done out of hours or on weekends.

With automated Runbooks, integrations with your existing toolkits, and notifications that tell you when intervention is needed, you stop watching work. By giving you better oversight of the end-to-end plan, you can see exactly when your time to shine is, and you can look away safe in the knowledge that, if you're needed, you'll be notified. How many hours would that give you back?

## Don't be a hero

If everyone has access to the details they need, and can see what's happening in real-time, in one place - there is absolutely no need for heroics from one individual. Yes, we all love to be seen as the know-all, go-to person when it's crunch time, the one person who knows how to do 'x' or holds the keys for 'y'. But you know what, it's exhausting, inefficient, risky and quite often completely thankless. You can hang up your cape without worrying that the minute you log off everything will go up in flames.

## Automate your status updates

We're willing to bet that these are three of the most disruptive questions out there:

- 'What's the status of this?'
- 'Can I have a progress report on that?'
- 'How are we tracking against X?'



Tools are dropped, data is exported, spreadsheets are opened, and the live execution is paused while data is collected for stakeholder reports and updates. Pulling data like this takes time, and it's frustrating because it is immediately out of date, and, as we all know, it's never a one-time request.

We're not saying progress updates aren't important, but we are saying it's a massive time drain, not that effective, and dare we say irritating? So we made it simple. With Cutover, you can share a dashboard that highlights all the key details needed to understand progress with whoever needs them. It takes less than a minute. By our calculations, we've saved you about 2-3 hours right there, of course there are some variables, including how speedy your excel skills are...

# 3

## Single source of truth

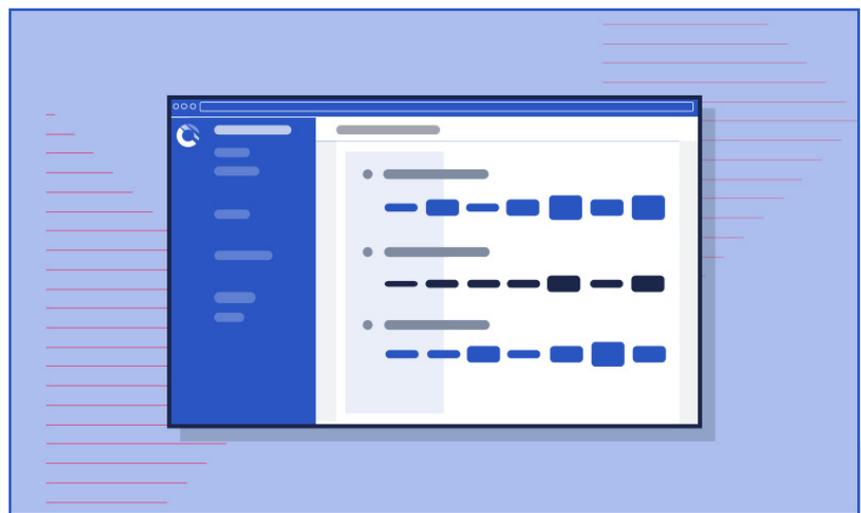
By implementing a single control panel for complex work, companies have one single system of record for all initiatives - and one source of truth. This drastically reduces the resources required for maintaining compliance, providing an irrefutable audit log, mapping out the precise steps taken when executing any specific activity, including precise timings.

One organization was heavily fined year after year for failing regulatory checks. While they weren't technically



doing anything wrong, they couldn't articulate their internal processes to regulators - so they couldn't prove that they were being compliant. After introducing Cutover, the company became able to show regulators the precise steps that they took to complete each action, and they are no longer being fined.

It's impossible to swiftly and effectively deal with an incident if you don't know what's happening. By using automated audit logs and activity feeds, you can keep up to speed in real-time. Get a blow-by-blow account of everything that's happening during execution. If there is one hymn sheet everyone is singing from, then the choir is taking a step in the right direction.



*Get real time oversight with the events view*

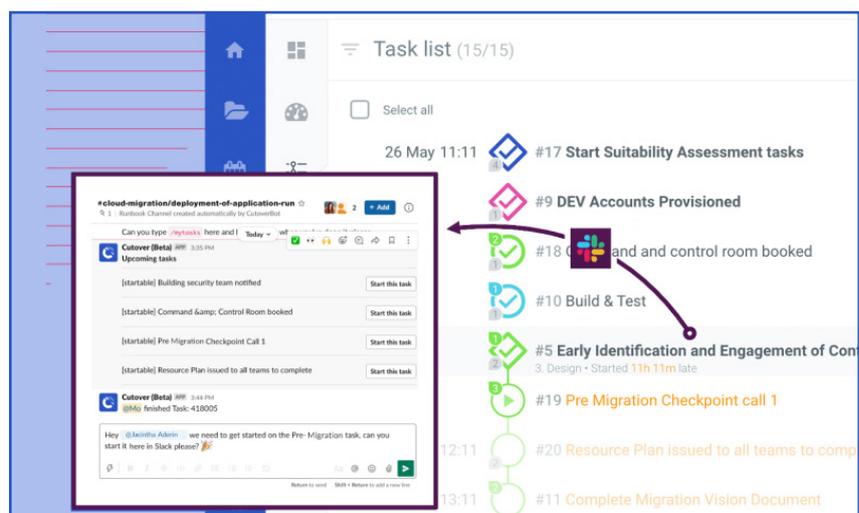


# 4

## Real-time analytics

### Exec dashboards - leaner reporting, real-time, views for different personas

A Runbook allows you to integrate all communications within one single view and channel, streamlining conversations and saving crucial seconds and minutes when executing complex flows of work. Automated notifications keep the flow of work moving, freeing up program leaders and team members from the repetitive job of manually alerting the next user to start their task. As a result of Cutover's built-in communication capabilities, one British multinational bank managed to entirely do away with conference calls during the process of executing operational resilience tests—saving countless hours across multiple teams.



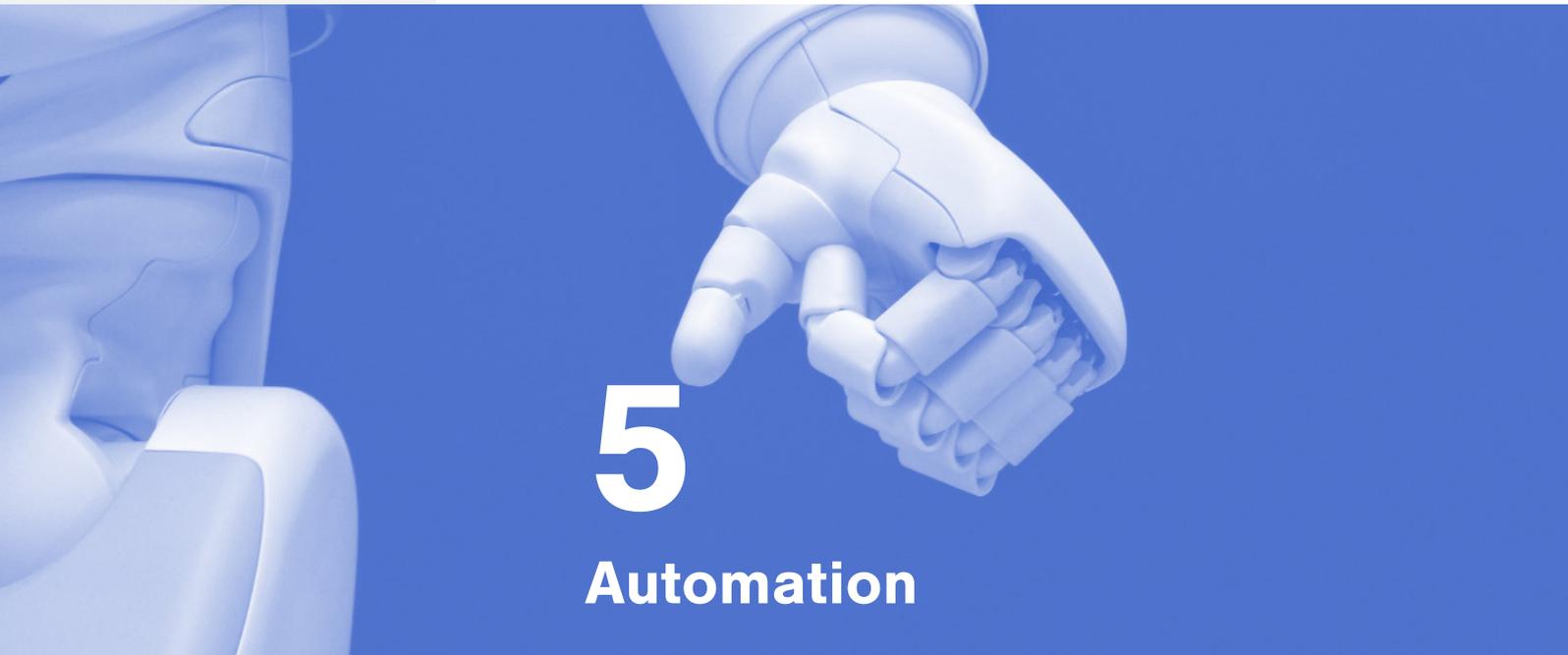
streamline slack conversations within Cutovers runbook



## Communicate with impact

Having all activities orchestrated in one single platform - whether that's communication, plans and runbooks, or details of previous campaigns - greatly enhances observability. Adopting a Runbook approach grants visibility to everyone involved, including key stakeholders. They can view progress and status in real-time, removing the need for teams to pause their 'execution mode' and spend valuable time compiling manual progress reports.

One British financial institution used Cutover to give stakeholders real-time insights into major technology releases, enabling them to manage change consistently for the first time, and increase business confidence in a successful delivery



# 5

## Automation

Automation gives teams the opportunity to focus on what they do best, rather than being bogged down with time-consuming, manual processes. Whether you're operating in the cloud or on-premises, Cutover has created an environment where automated tasks and human-driven actions work side-by-side, so teams can move quickly with confidence.

Integrate with over 20 tools across IT service management,



DevOps, Agile, monitoring, automation, and collaboration tools, so you can work more efficiently while reducing risk. Cutover acts as a central orchestrator to your existing tools. Connect your entire ecosystem for faster execution, cross-platform automation, unparalleled visibility, and total control.



*Full platform integrations with Cutover*

Once you have all your go-to tools integrated with Cutover, you can create and run fully automated runbooks that incorporate tasks, tickets, communications, and data from across your stack - bringing everything into one dynamic, automated view.

Tasks with integrations are surfaced in your runbook so you can manage all your work in one central place. From project management tools like Jira, to build tools such as Ansible, and marketing and sales tools such as Salesforce and Hubspot, Cutover's automation runbooks streamline your operations by enabling you to work in one place.

Teams can work productively, by enhancing the collaboration between teams and technology, enabling teams to think bigger, aim higher, and achieve more. There are many tools out there that let your teams automate in silos. Cutover brings all your teams and automation together to deliver great releases from the first concept to campaigns completed.



# Runbooks will transform how you manage complex work in 5 distinct ways

1. Replace static documents and spreadsheets with a dynamic way of working
2. Working smarter in a stressful environment, and doing more with your limited time
3. Having a single source of truth for your complex projects
4. Access analytics in real-time, and avoid needing to pull manual reports to answer “what’s the status on x?”
5. Automate work using your existing tech stack allowing you to move away from manual repetitive tasks

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Contact us to join the  
**Runbook Revolution**



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