

# SERVICEROCKET SIGNS PARTNERSHIP WITH DIGITAL.AI ADDING SCALABLE VALUE STREAM MANAGEMENT SOLUTIONS AND SUPPORT TO ACCELERATE ENTERPRISE DIGITAL INITIATIVES AND ACHIEVE GREATER CUSTOMER VALUE

Global strategic partnership ensures local availability and consolidated implementation and support services for Digital.ai's complete value stream management technology portfolio in Australia and New Zealand

Sydney, Australia and Auckland, New Zealand -- ServiceRocket, an industry leader in ecosystem development and tech-enabled services delivery, is pleased to announce its new strategic partnership with Digital.ai in Australia and New Zealand. The partnership combines the strengths of the two companies' product and services offerings into a local practice to help enterprises successfully scale and optimise software delivery. This will enable end-to-end orchestration from product concept through delivery and leverages artificial intelligence (AI)- powered predictive insights, visibility, and reporting.

Under the agreement, ServiceRocket is selling and implementing the Digital.ai Platform, a next-generation intelligent value stream solution for enterprise customers looking to scale and optimise their software development and delivery efforts so they can deliver greater levels of customer value in less time. In addition, ServiceRocket operates as the services arm for Digital.ai in Australia and New Zealand, providing first-level support as well as implementation, consulting, and training services for Digital.ai resellers and other end users in the region.

"In the work we've done with large financial, insurance, and telecom institutions, we know these organisations require scalable, truly end-to-end value stream-focused solutions to reap the benefits they know digital transformation can bring," says José Ramón Peña, VP of Channels, Digital.ai. "We're excited to partner with ServiceRocket and leverage agile development capabilities to enable enterprises to take their software delivery to a higher level. We believe the ServiceRocket team's industry leadership and expertise will be critical as we grow our ecosystem in this region."

Many organisations have improved development operations at a team level through agile development and other iterative development approaches, but they often struggle to effectively scale those efforts. In addition, the testing and deployment functions often fail to operate at that same rapid pace, thereby slowing down the entire value flow. The intelligent Digital.ai Platform aligns agile planning, software delivery, and application security, enabling organisations to move their digital initiatives into production and out to market faster, more efficiently, and in a more controlled and secure way. The platform's predictive AI layer collects and analyses information and data from many different sources to provide actionable intelligence and recommendations, which includes measuring and reporting on the value achieved from the digital transformation efforts.

"We are delighted to be partnering with Digital.ai. In addition to the local capability we have on the ground here in ANZ, ServiceRocket operates as a global, scalable services team, allowing our business to operate 24x7 with the ability to call on the expertise or skill sets needed for specific projects from wherever our people are based," said Peter John Marquez, Chief Customer Officer at ServiceRocket. "The strength of Digital.ai's end-to-end value stream platform combined with our development expertise will help our clients increase operational efficiency and accelerate their customer-focused innovation."

For more information on the ServiceRocket and Digital.ai partnership, please visit <https://www.servicerocket.com/digital-ai>.

Notes for editors

About Value Stream Management (VSM): organisations typically operate in silos, with separate departments and disciplines, and software delivery itself is also siloed with different systems stovepiped, which makes visibility across the entire business very difficult. VSM connects the multiple silos and disciplines that sit in software delivery processes and in the planning processes, to provide visibility to the enterprise, increase auditability and control, and to optimise, and improve all functions.

Digital.ai combines the strength of two established value stream management (VSM) market leaders – CollabNet VersionOne and XebiaLabs – with AI-powered analytics from Numerify, application security from Arxan, and continuous testing from Experitest. Together, these technologies form an end-to-end value stream platform designed to help global enterprises drive digital transformation. As Forrester recognised in its recent report, The Forrester Wave™: Value Stream Management Solutions, Q3 2020, "Digital.ai has a product strategy that aligns well with customers' needs. Reference customers remarked that Digital.ai is highly collaborative, working with them to build needed capabilities into the platform."

See further <https://digital.ai/value-stream-platform>

About ServiceRocket

Using a "whole product" approach to ecosystem development and tech-enabled services delivery, ServiceRocket empowers companies to build unstoppable businesses. Headquartered in Palo Alto with offices around the world, ServiceRocket is a trusted resource for thousands of enterprises.

ServiceRocket helps companies get the most from their software, enabling them to transform the way they do business. Learn more at <http://www.servicerocket.com>.

### **Contacts**

Martin Aungle

+61 2 48724981

mailto: [maungle@explorecomms.com.au](mailto:maungle@explorecomms.com.au)