



DevEx + Engineering Intelligence

From fragmented engineering
data to actionable intelligence

Turn engineering data
into decisions.

See how your engineering system is actually performing across delivery, flow, quality, and impact. All connected in one intelligence layer.

Blue Trail Software connects those signals to help engineering leaders understand how engineering is working, where friction exists, and where improvement can have the greatest impact.



DevEx Executive Dashboard

Executive view of delivery, flow, quality, risk, and AI impact



Delivery Predictability ⓘ

72%

↑ 7pp vs prior 28 days



Lead Time for Changes ⓘ

3.1 days

↓ 0.5 day vs prior 28 days



Deployment Frequency ⓘ

24 / week

↑ 4 vs prior 28 days



Change Failure Rate ⓘ

5.6%

↓ 1.4pp vs prior 28 days



Delivery Health Trend ⓘ



Flow & Bottleneck ⓘ

Average over 28 days



1. Stability & Risk ⓘ

Incident Trend
(per 28 days)

18

↓ 18%



Release Health Score
(out of 100)

81

↑ 6 pts



Rollback / Hotfix Rate
(per deploy)

6.7%

↓ 0.9pp



2. Engineering System Health ⓘ

Technical Debt Trend
(days)

28

↓ 4 days



Test Confidence
(pass rate)

89%

↑ 6pp



Integration Health
(success rate)

92%

↑ 5pp



Domain Comparison ⓘ

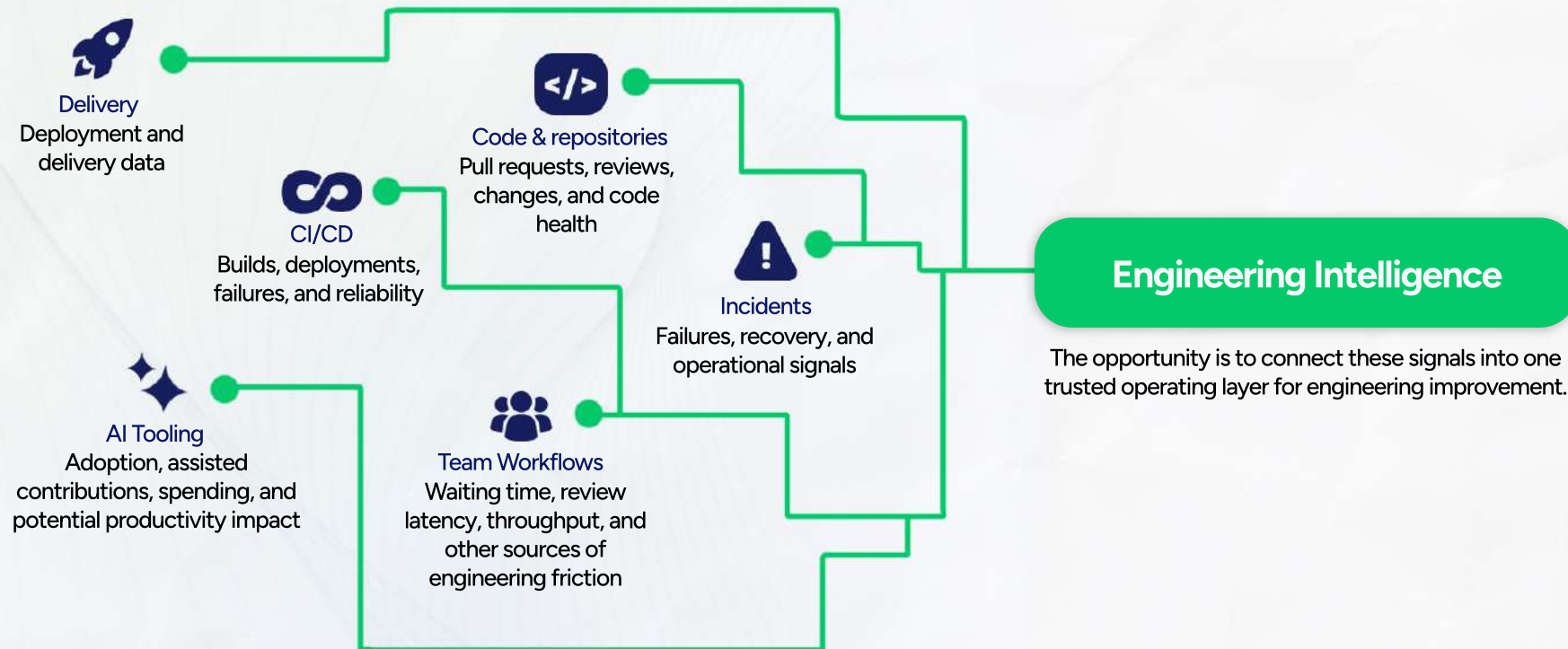
Domain	Delivery Predictability	Flow Efficiency	Code Health Index	Change Failure Rate	MTTR	AI Adoption Rate
Platform	76%	61%	71	4.8%	1.3 days	52%
Customer Experience	71%	57%	69	5.7%	1.6 days	47%
Core Products	79%	63%	74	4.1%	1.2 days	54%
Data & Analytics	65%	49%	61	6.2%	1.9 days	41%
Internal Tools	68%	53%	66	5.0%	1.4 days	46%

Very Low (0-49) Low (50-64) Moderate (65-74) High (75-89) Very High (90-100)

The Challenge

Engineering data is everywhere. Decision-quality intelligence isn't.

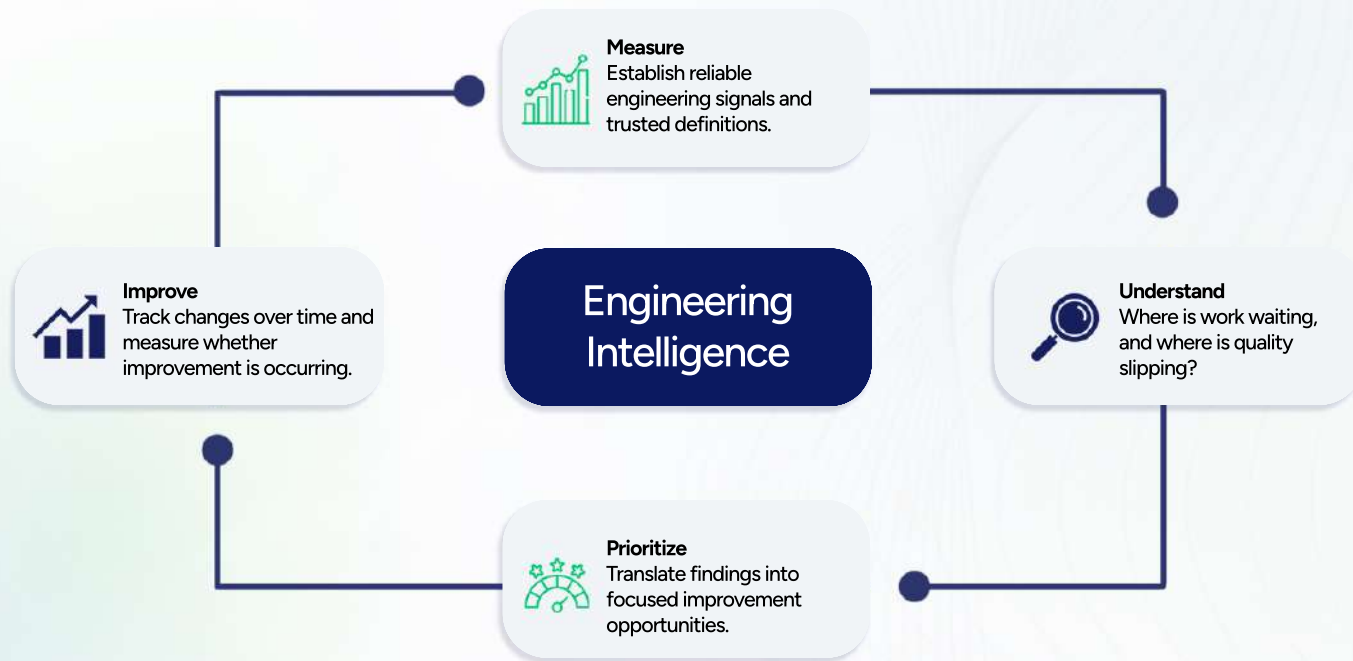
Engineering organizations already generate the raw signals. They live in separate systems, in different formats, rarely connected.



Our Approach

From data to decisions.

BTS creates a customized DevEx + Engineering Intelligence system that connects engineering signals and turns them into actionable improvement opportunities.



A repeatable engineering improvement system — not a one-time dashboard



What Engineering Leaders Can See

Four perspectives.
One engineering intelligence layer.

The BTS model connects engineering signals across four areas.

The model connects engineering speed to business impact:

Speed → Time → Quality → Business.

Delivery

Are we fast and stable?



Deployments	On-time delivery	Lead time
46	92%	18.6h

- Deployment frequency
- Change failure rate
- Lead time for changes
- Mean time to recover

FLOW

Where is engineering time being lost?



In progress	In review	Blocked	Queue time
12	7	2	6.2h

- PR cycle time
- Waiting time
- Review latency
- Throughput

Quality

Can quality hold as we move faster?



Success rate	Change failure rate	Coverage
96.3%	3.1%	78%

- Rework
- Code health
- Defects
- Architecture friction
- CI health

IMPACT

Is our engineering investment paying off?



Value delivered	Growth	Customer satisfaction
142	+19%	4.6/5

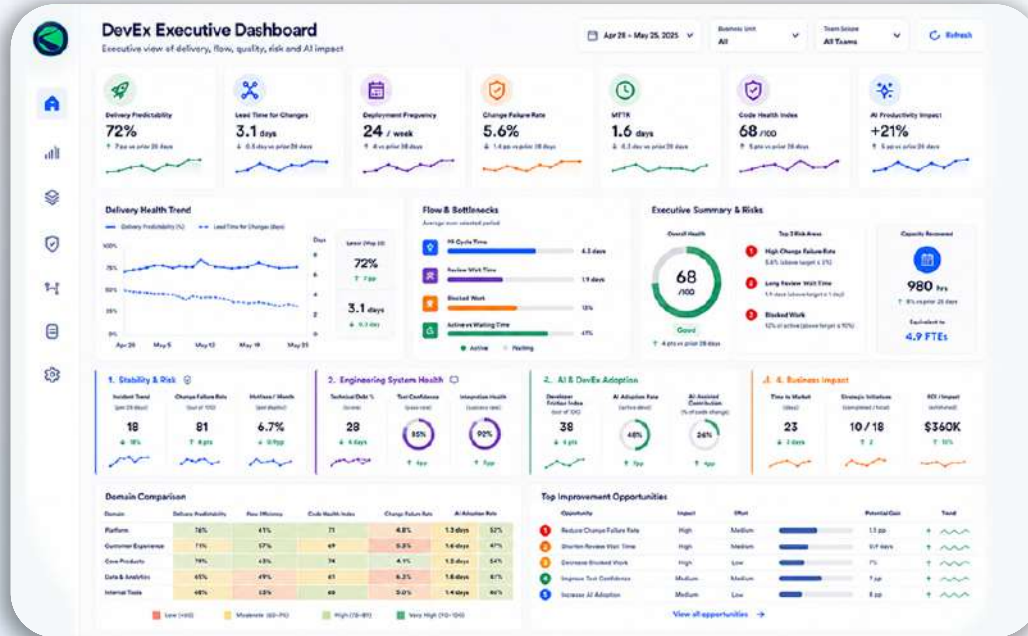
- Flow completion
- Platform leverage
- Customer value
- AI-enabled productivity



Executive Visibility

See the health of engineering at a glance.

Engineering leaders can understand the broader picture without having to manually combine information from multiple systems.



The executive view brings engineering performance and DevEx signals together to help leadership understand:

Delivery health

Are teams delivering consistently and predictably?

Flow

Where is work slowing down?

Quality

Where are engineering health or delivery risks emerging?

Impact

Is our engineering investment paying off?

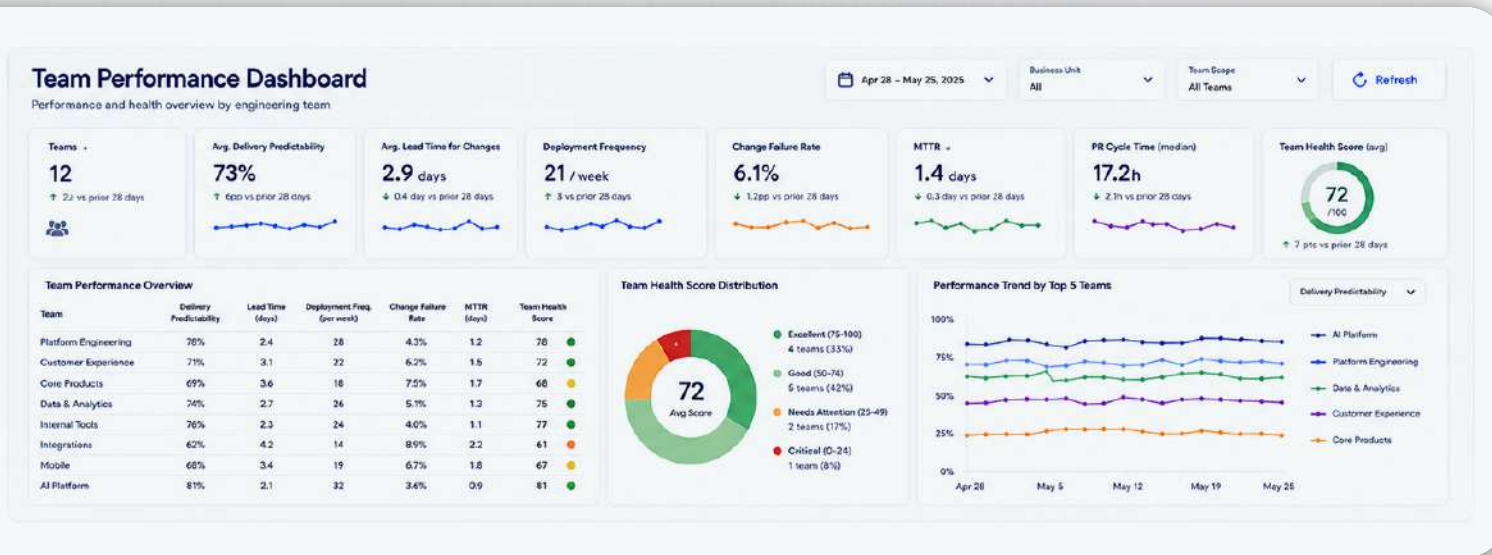
From the executive view, leaders can drill into individual metrics and explore more detailed engineering views when needed.



From Metrics To Insights

A metric tells you what happened. Intelligence helps you understand what to do next.

Engineering intelligence becomes more valuable when metrics are connected to context, trends, and potential improvement actions.



The progression

- 01 Metric**
Lead time increased.
- 02 Context**
Is the change temporary or persistent, and where does it show up?
- 03 Patterns**
What patterns and anomalies are emerging?
- 04 Insight**
What may be contributing, or which processes may be driving it?
- 05 Action**
What should we investigate, and which improvement opportunity is worth prioritizing?

Instead of stopping at:
"Lead time increased."
The analysis can help engineering leaders explore:

What changed?
Is the trend temporary or persistent?

Where is the friction?
Is work accumulating during review, waiting, delivery, or another stage of the workflow?

What might be contributing?
How does this metric correlate with other engineering signals—and what does that tell us?

What should we investigate?
Which improvement opportunity is worth prioritizing?

The result
Insights turn visibility into decisions and prioritized improvement opportunities.

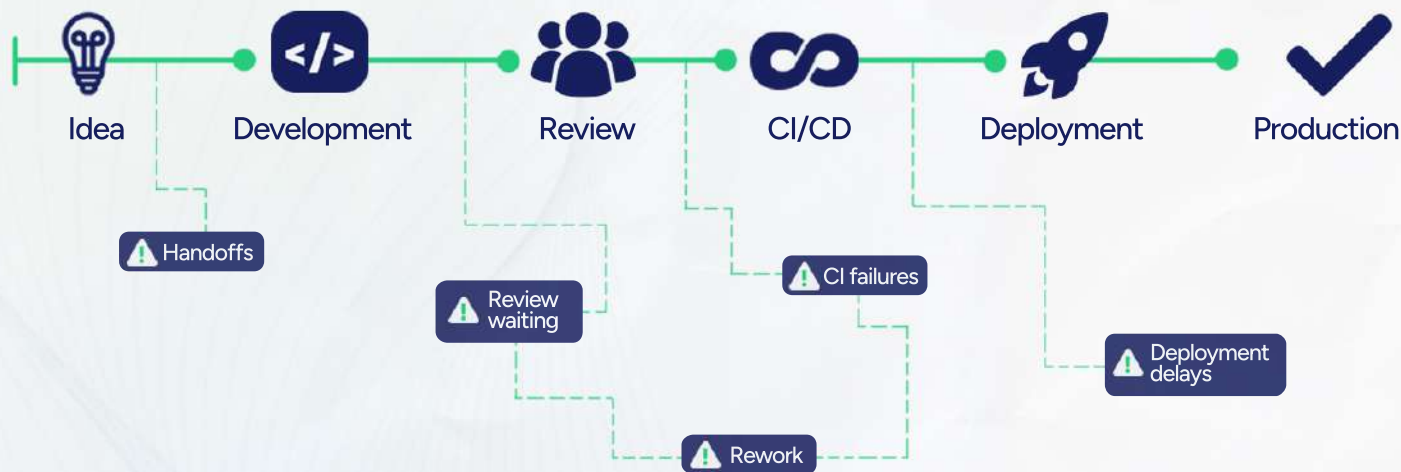


Engineering Intelligence

Understand systems and workflows—not individuals.

Engineering intelligence focuses on system-level patterns, workflows, trends, and constraints. It helps teams understand how engineering work is flowing and where the system can improve. That preserves your core message while removing the negative framing about ranking/scoring people.

The principle
Correlate and compare trends, systems, and workflows—not individuals.
This principle is explicitly stated in the current BTS metric framework.



Look for:

Workflow friction
Where is work waiting?

Process constraints
Where are handoffs or approvals slowing delivery?

System constraints
Where are tooling or infrastructure issues affecting flow?

Quality patterns
Where is rework or instability increasing?

Patterns
What patterns are emerging over time?



AI Impact

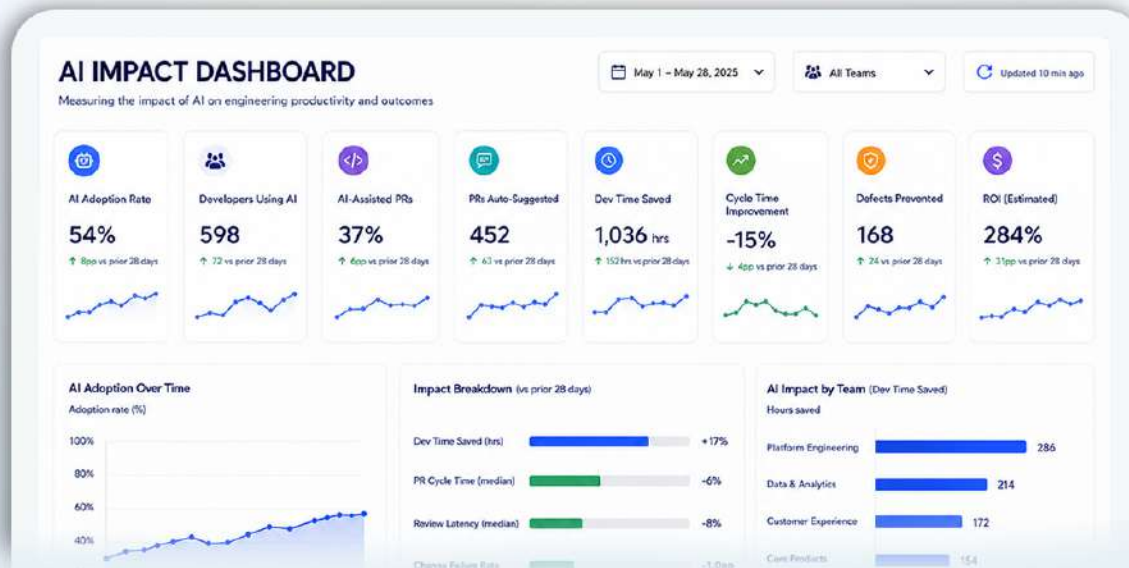
Go beyond AI adoption.

AI usage is fragmented across tools, formats, and measurement systems.

Measuring AI Adoption is easy.

Measuring whether AI is creating engineering leverage is the harder question.

BTS measures AI through the same lenses as the rest of engineering—one more signal in the same intelligence layer:



The current BTS example illustrates AI usage, PR throughput, failure reduction, and spending, with the objective of understanding how AI adoption relates to engineering outcomes.

Adoption

Where and how is ai being used?

Investment

What are we spending?

Flow

Is ai changing throughput and cycle time?

Quality

Are quality or failure signals changing?

Impact

Is ai creating measurable leverage?

The question is not “Are our engineers using AI?”

The question is
“Is AI creating measurable engineering leverage?”



Customized To Your Engineering Environment

There is no universal engineering KPI set.

Every organization has different:

- Teams
- Technology & Tooling
- Workflows
- Objectives

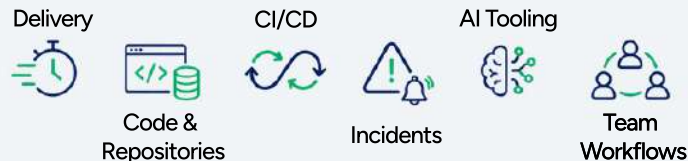
BTS builds on the frameworks your teams already respect and adapts them to your engineering environment rather than imposing a generic measurement system.

We build on established frameworks and, where appropriate, recommend and adapt them to your engineering environment:

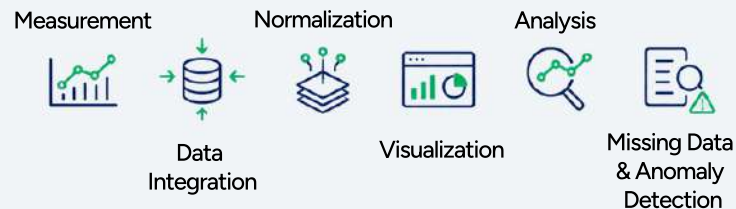
- DORA
- DevEx principles
- SPACE
- Engineering productivity models

The result is a measurement and intelligence framework aligned with your organization's environment, objectives, and sources of truth.

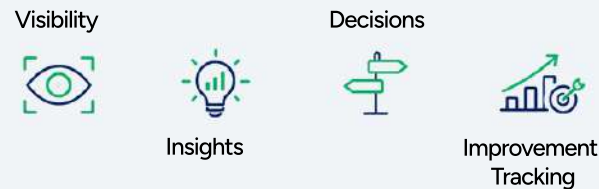
Your engineering environment



BTS intelligence layer



Your engineering decisions



What Working With The Solution Looks Like

More than dashboards. A working engineering intelligence system.

The intelligence layer continuously brings engineering signals together, surfaces what needs attention, and keeps teams and leadership informed.

See the big picture: Executive visibility into engineering performance, flow, quality, and impact.

Go deeper: Team-level views that help engineering leaders understand where work is moving, waiting, or getting stuck.

Know what the data means: Clear metric definitions, sources of truth, and documented calculation logic.

Surface what needs attention: Scheduled reports and insights highlighting bottlenecks, risks, anomalies, and emerging issues.

Catch what is missing: Identify repositories, teams, or systems that are not sending metrics so coverage gaps do not go unnoticed.

Stay vigilant: Monitoring, alerting, and scheduled notifications flag critical indicators and anomalies that need attention.

Dashboard Card



Team Views



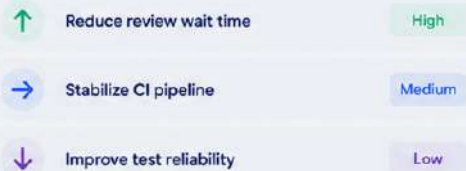
Metric Definitions



Insight Reports



Recommendation Backlog



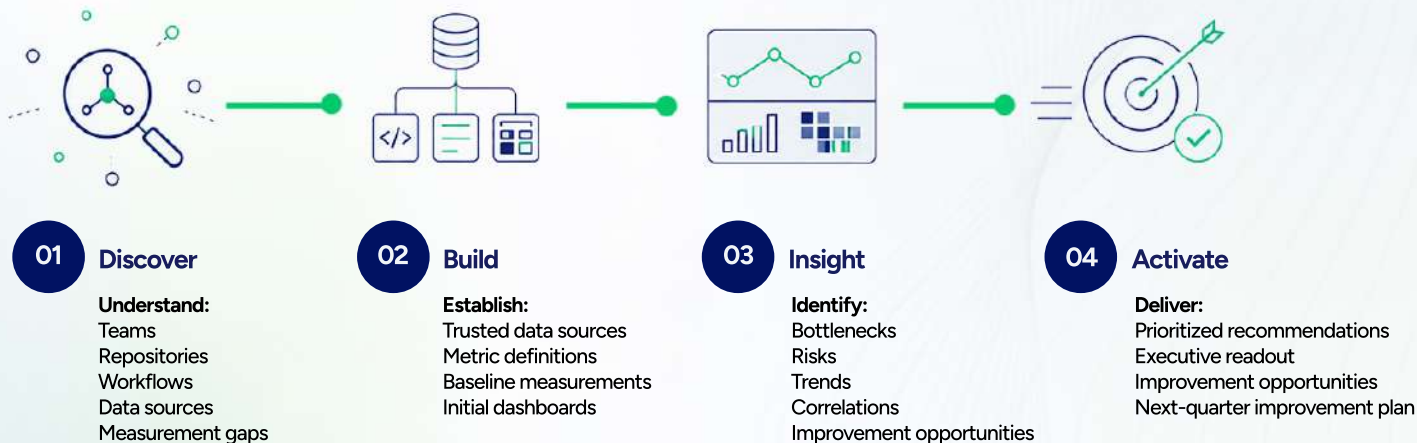
Monitoring & Alerting



How We Get There

From raw telemetry to actionable improvement.

For small to mid-sized organizations, BTS takes teams from understanding their engineering data to identifying actionable improvement opportunities.



Typical indication for organizations with a focused engineering environment; scope and investment vary based on size, teams, data complexity, and objectives.



What Success Looks Like

Engineering improvement becomes measurable.

The goal is not simply to produce more engineering data.

The goal is to improve the engineering system in ways leadership can see and track.

Delivery

Engineering delivery and flow completion signals.

Predictable delivery



On-time delivery

78%



Deployment frequency

2.1 / week



Flow

Understanding where work is moving, waiting, or getting stuck.

Efficient flow of work



Lead time

8.6 days



Work in progress (WIP)

12



Quality

Engineering health, rework, and failure signals.

Consistently high quality



Change failure rate

2.8%



Test coverage

68%



Impact

Connecting engineering performance to business value.

Measurable impact over time



Value delivered

142



Customer satisfaction

4.6 / 5



See It In Action

What could your engineering data reveal?

The best way to understand DevEx + Engineering Intelligence is to see it applied to an engineering environment.

In a technical demo, BTS can show:

The Dashboards: How engineering performance can be viewed at executive and team levels.

The Metrics: How delivery, flow, quality, and impact can be measured across your engineering environment, including AI signals.

The Insights: How patterns, bottlenecks, risks, and trends can be surfaced.

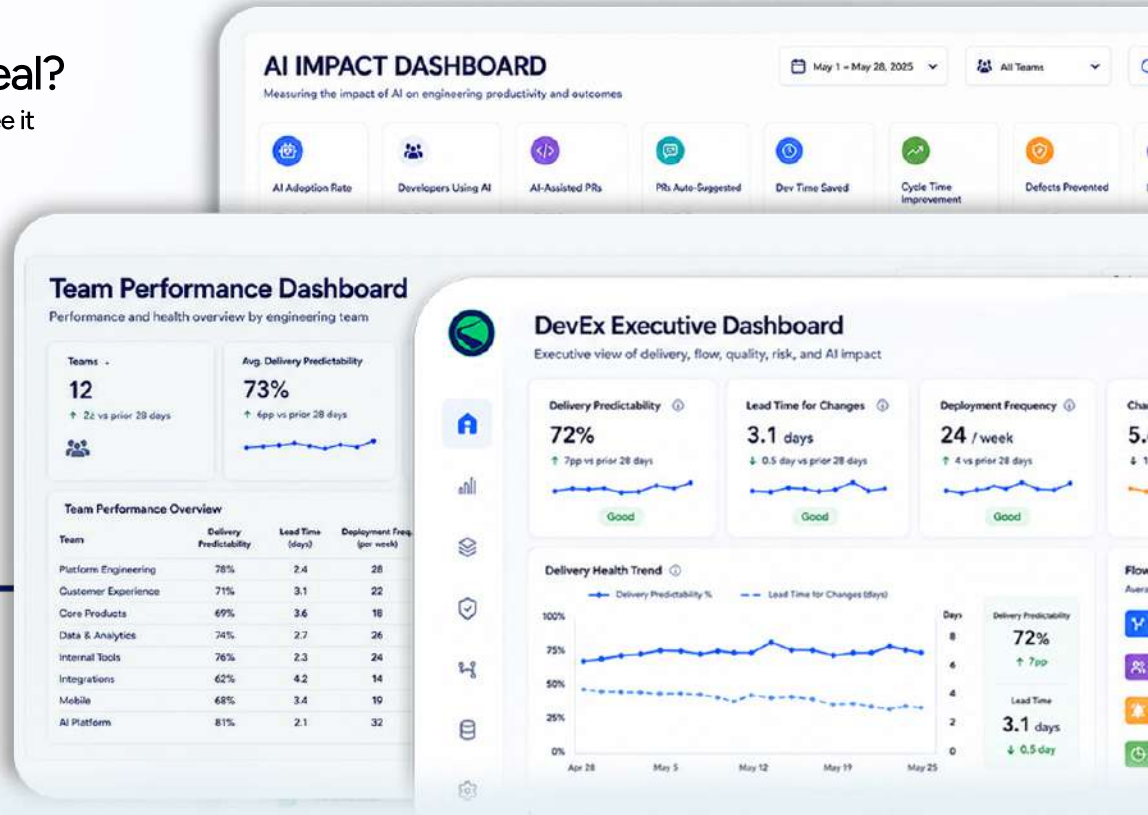
The Recommendations: How engineering data can be translated into improvement opportunities.

Your Environment: How the framework can be adapted to your teams, workflows, tooling, and objectives.

Let's look at what your engineering data can reveal.

Request a DevEx +
Engineering Intelligence
Technical Demo

Email: sales@bluetrailsoftware
www.bluetrailsoftware



Real data. Real visibility. Real engineering decisions.

