



OUBEYA CASE STUDY

Gittigidiyor (eBay) Enabled Continuous Inspection On Software Quality And Established A Data-Driven Engineering Culture With Oobeya

ABOUT CLIENT

GittiGidiyor (eBay company), which started its operations as the first online marketplace of Turkey in 2001, came to the fore with its technological infrastructure in 2011 and started to work under the name of **eBay**, one of the global leaders of e-commerce. Celebrating its 20th anniversary, GittiGidiyor hosts 34.5 million registered users and 25 million products.

TECHNICAL OVERVIEW

Having a high technological and cultural maturity, GittiGidiyor (eBay) uses various technologies and tools in its **software development life cycle** (SDLC).

With the addons on **Oobeya Marketplace**, GittiGidiyor's each SDLC tool connected to Oobeya as **data sources**. Seven tools from the following SDLC tool categories have been integrated with Oobeya **for two years**: Source Code Management, Code Quality & Security Analysis, CI/CD, Test & QA, Application Performance Management, Project & Issue Management, Communication & Collaboration.

CHALLENGES

While GittiGidiyor has grown rapidly as a **20-year tech company** and increased its market share, its technological infrastructure has also undergone **large-scale transformations**. In addition to the rapid growth and scaling of the company, **maintaining** and **improving quality** became one of the priority areas. Therefore, the management team has invested a lot of tools and technologies into the SDLC over time. However, the **expected efficiency** from these tools for continuous inspection and improvement has not always been fully achieved. Centrally used tools and produced reports remained **idle** within the organization.

Despite the management's quality **awareness** and the **investments** made, it was seen as a problem that the **overall application quality** could not be improved to the desired extent.

Organization:

GittiGidiyor.com (eBay)

Industry:

E-commerce

Founded in:

2001

eBay Acquisition:

2011

Registered Users:

34.5 Million

Company Size:

300+ employees

Dev Teams:

15+ Teams

Work Type:

Remote / WFH



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“ Using many tools in SDLC, we have **invested effort** and also **money** to keep the development process of our products high quality, safe, agile, and efficient. We realized that we were experiencing **interruptions** due to **too many tools and processes**, that we **could not focus on common goals** and make **effective improvements**, and that we could not use these tools in the effectiveness we wanted. We felt the need for a product where data and metrics in the software development process can be tracked and reported from a central point, and where important points of all processes can be made visible on a single platform. ”

Head of Software Development @GittiGidiyor / eBay

SOLUTIONS

GittiGidiyor decided to work with **Oobeya**, which offers a platform that focuses on **end-to-end visibility, accountability, and improvement**.

With the quick and easy on-premise installation, Oobeya began presenting the data from several tools and environments in the SDLC. In various screens on individual, team, and system levels, GittiGidiyor collected and produced its own **actionable metrics** through Oobeya.

How Did Team & Individual Scorecards Help GittiGidiyor?

1

Developers started to examine and track areas of **improvement** on their Individual Scorecards.

By making the pending tasks and issues **visible**, individuals were directed to **take action** for a solution.

2

Technical leaders had real-time and transparent data to **better mentor** the developers in their teams and began engaging in **data-driven 1:1** interviews.

During the periodic meetings, **improvement areas** were determined by means of objective data, and the improvements were made visible.

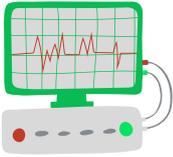
3

Oobeya **Team Scorecards** were reviewed at the **Sprint Review meetings** attended by the **IT managers** (from team leads to CTO), and **continuous inspection and improvement** were made to be followed at the C-level. Thanks to Oobeya, making **investment plans based on data** at the required points for IT Managers was possible.

Metrics such as technical debt, code quality issues, development efficiency, and impact were **tracked on Scorecards by all the stakeholders**. The management's "vision of improving technical quality" was **shared with all the teams and individuals regularly**. Awareness was raised to a higher level.



How Did Oobeya's Gitwiser Help GittiGidiyor's Tech Leads?



Hearing the Symptoms of the Development Lifecycle

Oobeya's Gitwiser (Git Analytics module) analyzes **software development activities** (commits & PRs) in detail and produces **metrics at the individual, team, and system levels**.

These metrics reveal the entire software development practices and efficiency of the teams. With Gitwiser, the **bottlenecks** and **problematic units** in the development lifecycle were **made visible** in GittiGidiyor.

GittiGidiyor's 10+ years of software development activities (3M+ commits) were analyzed by Gitwiser and the development practices of the organization were revealed.

The metrics produced by Gitwiser enabled technical leads to periodically examine the **health status** of their **teams** and **code repositories** to **identify the symptoms** that occur in the development cycle.

RESULTS AND BENEFITS

Two years ago, there was no **complete visibility, traceability, transparency, and accountability** in GittiGidiyor's software development life cycle. With the positioning of Oobeya, both a technical infrastructure and a new culture were provided within the organization for **data-driven decision-making**. It was ensured that **all stakeholders embraced the significance of software quality** and their awareness was raised to the highest level.

It was challenging to determine **technical goals** and provide the required **motivation** to the teams for the desired improvements in the software development processes. Oobeya helped overcome these challenges **by making the improvements visible** to all stakeholders in real-time.

The Key Benefits of Oobeya For GittiGidiyor (eBay)



Increased the Performance of Development Teams



Enabled Continuous Inspection On Quality



Established A Data-Driven Management Culture



Provided Efficiency In The Usage of SDLC Tools

