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'Introducing Continuous Experimentation in Large Software-Intensive Product and Service Organizations

Sezin Gizem Yaman , Myriam Munezero , Jürgen Münch ,
Fabian Fagerholm , Ossi Syd , Mika Aaltola , Christina Palmu ,
Tomi Männistö

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Highlights

- Activities involved when starting experimentation-driven development are identified
- Introduction process is easier with a focus on small development teams and features
- Benefits to starting are many, including better support for development decisions
- Challenges faced depend on the context, e.g., complex company stakeholder structures

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