SAY YES!
TO INDUSTRIAL DEVOPS:
Overcoming the 8 Most Common Objections to Drive Adoption

COPIA

GETTING STARTED

This guide is your roadmap to navigate the journey of adopting Industrial DevOps within your organization. It's designed to help you build consensus, address concerns, and ultimately, champion the transformative power of this approach.

Whether you're facing skepticism from colleagues, budgetary constraints, or concerns about security, this guide equips you with the knowledge and tools you need to make a compelling case for change.

Inside, you'll find:

- **Data-driven insights:** Discover the compelling statistics and real-world examples that highlight the tangible benefits of Industrial DevOps.
- **Effective responses:** Learn how to address common objections and concerns with clear, concise answers that resonate with decision-makers.
- **Actionable strategies:** Gain practical advice on how to build a coalition, present a persuasive case, and drive the adoption of Industrial DevOps within your organization.

With this guide as your companion, you can confidently lead the charge towards a more efficient, secure, and competitive future for your manufacturing and distribution operations.

> INDUSTRIAL DEVOPS IS THE APPLICATION OF LEAN, AGILE, AND DEVOPS PRINCIPLES TO THE PLANNING, DEVELOPMENT, MANUFACTURING, DEPLOYMENT, AND SERVICEABILITY OF SIGNIFICANT CYBER-PHYSICAL SYSTEMS.
>
> Dr. Suzette Johnson, Robin Yeman
>
> What is Industrial DevOps? - IT Revolution

OBJECTION 1

"We already have a process for managing our industrial code, and it works fine."

RESPONSE:

"I appreciate that we have a process in place, but 'fine' might not be enough to keep us competitive in today's rapidly evolving manufacturing / distribution landscape.

Think of it this way: even with a solid process, we can still face challenges. The State of Industrial DevOps Report found that **50% of downtime is attributed to industrial code issues, and companies spend 10x more time debugging code than reviewing it.** This indicates that even with a code review process, there's room for significant improvement.

An Industrial DevOps Platform can help us streamline our process, reduce errors, and improve collaboration, leading to less downtime and increased efficiency. Additionally, it helps prevent the degradation of the codebase over time by ensuring continuous integration and automated version control, allowing us to maintain a clean and reliable code repository. This upgrade to our tools and strategies gives us a crucial edge in the race for innovation."

OBJECTION 2

"Industrial DevOps Platforms sound expensive. We don't have the budget for that right now."

RESPONSE:

"Budget is always a concern, but let's consider the cost of not investing in a modern Industrial DevOps Platform. The State of Industrial DevOps Report revealed that **67% of companies say downtime costs them $1 million or more per hour**, and the average cost of downtime is a staggering **$4.2 million per hour!**

Imagine a production line where every change is meticulously tracked, every error is quickly identified and resolved, and every team member has access to the latest information. All of this maximizes productivity and reduces waste. This is the power of Industrial DevOps.

An Industrial DevOps Platform is an investment that can quickly pay for itself by doing all of this and preventing costly downtime. It can also help us optimize our resources and improve efficiency, leading to faster time-to-market. This can have a direct impact on our bottom line, generating more revenue and improving our profitability.

Think of it as an **insurance policy for our operational technology**, protecting our revenue by minimizing or eliminating costly disruptions and ensuring our production lines keep running smoothly. In the long run, it's an investment that can save us significant money and boost our competitive advantage."

OBJECTION 3

"We're not sure an Industrial DevOps Platform is necessary for our industry/company size."

RESPONSE:

"Industrial DevOps is all about adaptability and scalability. It's not a one-size-fits-all solution, but a framework that can be tailored to any organization, regardless of industry or size. It's about embracing a culture of collaboration, automation, and continuous improvement — principles that are universally beneficial.

The State of Industrial DevOps Report surveyed companies of all sizes (58% over $1B in revenue) and across various industries, and a striking **97% of respondents believe their team would benefit from using Industrial DevOps practices.**

While Industrial DevOps is especially vital for enterprise organizations with thousands of employees and complex manufacturing processes operating across multiple regional and/or global plants, an Industrial DevOps Platform can help organizations of all sizes. Think of a startup that needs to rapidly iterate and adapt to market demands. An Industrial DevOps Platform can give them the agility, efficiency, and scalability to stay ahead of the competition. Now imagine a large enterprise with complex operations and multiple teams working on the same projects.

An Industrial DevOps Platform can help them streamline their workflows, enhance collaboration, and maintain code integrity across the board. Industrial DevOps optimizes code management practices, accelerates development cycles, and empowers us to deliver on business goals.

It's about building a foundation for innovation and ensuring our operations are as dynamic as the market we serve."

OBJECTION 4

"We're concerned about security risks associated with cloud-based technologies in the OT space."

RESPONSE:

"Security is vital, and your concerns are valid. But modern Industrial DevOps Platforms are designed with robust security measures in place, including encryption, access controls, SOC2 Type 2 compliance, and alignment on other industry standards and regulations.

More importantly, an Industrial DevOps Platform can actually enhance our security posture. By providing a centralized platform for managing our code, it allows us to track changes, monitor activity, and quickly identify and address potential vulnerabilities. We gain greater visibility and control over our entire codebase, reducing the risk of unauthorized access, human error, and cyberattacks.

The State of Industrial DevOps Report found that **cybersecurity breaches are the #1 cause of unplanned downtime**, and that **42% of companies are already using or adopting industrial coding software for compliance with cybersecurity standards.** An Industrial DevOps Platform can be a key part of our defense strategy.

Moreover, the journey to comply with ISO 27001 and SOC 2 Frameworks is an organizational effort that requires continuous control adherence from various stakeholders. With some controls being more challenging than others, Industrial DevOps Platforms can help organizations automate change control and backup, fortifying disaster recovery requirements.

We can increase our level of security preparedness and return time to our engineers by leveraging an Industrial DevOps Platform to structure, document, and automate our change management process."

OBJECTION 5

"We don't have the internal expertise to implement and manage an Industrial DevOps Platform."

RESPONSE:

"That's a common concern, but rest assured, we don't have to be experts to get started. Many Industrial DevOps Platforms are designed to be user-friendly, with intuitive interfaces and comprehensive documentation. Plus, most providers offer extensive training resources and dedicated customer support to help our team get up to speed quickly.

Think of it like learning to drive a high-performance car. It might seem intimidating at first, but with the right instruction and support, we can quickly master the controls and unleash its full potential.

Here's a compelling stat: The State of Industrial DevOps Report found that companies spend **10x more time debugging code than reviewing it.** An Industrial DevOps Platform can help us reverse this trend and streamline our development process, ultimately saving us time and resources. With the right platform and support, we can successfully implement and manage it, even with our current level of expertise.

Additionally, as we think about hiring and recruiting the next generation of employees, they are likely to have exposure to DevOps practices. With Industrial DevOps in place, we become a much more attractive opportunity for them, and we empower them with the tools for success from day one."

OBJECTION 6

"Our team is already stretched thin. We don't have the time to learn and implement a new system."

RESPONSE:

"I understand that we're all busy, but an Industrial DevOps Platform can actually save us time in the long run.

Think about how much time we currently spend on manual tasks, troubleshooting errors, and dealing with downtime. An Industrial DevOps Platform automates many of those tasks, freeing up our team to focus on higher-value work.

It's like streamlining our plant floor to eliminate unnecessary steps and bottlenecks. By optimizing our workflows and improving collaboration, we can achieve more with the same amount of resources.

Consider this: The State of Industrial DevOps Report found that the average time spent resolving a downtime event is 31 hours. An Industrial DevOps Platform can help us drastically reduce this downtime and free up valuable time for our team. **It's about working smarter, not harder.**"

OBJECTION 7

"We're hesitant to change our existing systems. We've always done things this way, and it's worked for us so far."

RESPONSE:

"It's understandable to be hesitant about change, but the manufacturing and distribution landscape is changing rapidly. What worked in the past won't be enough to stay competitive in the future.

Think of it like navigating with a paper map versus using a GPS. The old way might get you there eventually, but it's slower, less efficient, and prone to errors. An Industrial DevOps Platform is like upgrading to a GPS for our manufacturing operations. It gives us real-time visibility, optimized routes, and the ability to adapt quickly to changing conditions.

By embracing new technologies and approaches, we can unlock new levels of efficiency, productivity, and innovation. It's about future-proofing our operations and ensuring we have the tools and processes we need to thrive in the years to come.

The State of Industrial DevOps Report highlighted that only **10% of respondents reported having no challenges adopting a more DevOps-oriented approach.** This means that 90% are facing challenges that an Industrial DevOps Platform can help address. It's time for us to be proactive and embrace change to gain a competitive advantage now."

OBJECTION 8

"We're still concerned about the cloud, and we're not comfortable storing our sensitive OT code in it. We prefer to keep everything on-prem."

RESPONSE:

"I understand your concerns about cloud security, especially in the OT space. It's natural to be cautious about storing sensitive code off-site. In fact, as highlighted in this whitepaper, 'Mitigating the Hidden Threat of Shadow OT in Manufacturing,' unauthorized devices and undocumented code changes — even those with benign intent — can introduce significant vulnerabilities.

That's why modern cloud-based Industrial DevOps platforms are designed with security as a top priority. They employ robust measures like:

- **Encryption:** Our code is encrypted both in transit and at rest, making it extremely difficult for unauthorized access.
- **Access Controls:** Strict access controls ensure that only authorized personnel can view, modify, or download our code.
- **Regular Audits:** Reputable cloud providers undergo regular security audits and comply with industry standards to ensure the highest level of protection.
- **Data Isolation:** Our data is securely isolated from other users' data, preventing any potential cross-contamination or breaches.

Centralizing our code and documentation in a secure cloud environment significantly reduces Shadow OT risks. We gain complete visibility of our codebase, eliminating hidden vulnerabilities, and enhance traceability to prevent unauthorized changes. Streamlined updates further minimize risks associated with outdated software.

OBJECTION 8 (CONTINUED)

Ultimately, the decision of whether to embrace a cloud-based or on-prem solution depends on our specific needs and risk tolerance. However, it's important to weigh the potential benefits of a cloud-based Industrial DevOps platform — including enhanced security and reduced Shadow OT risks — against any perceived concerns. With the right provider and security measures in place, we can confidently leverage the cloud to unlock new levels of efficiency, collaboration, and innovation."

BECOMING A CHAMPION FOR CHANGE

This guide has equipped you with the knowledge and tools to confidently advocate for Industrial DevOps within your organization. By effectively addressing objections and highlighting the compelling benefits, you can build consensus and gain buy-in from key stakeholders.

Next Steps:

1. **Share this guide:** Distribute this guide to colleagues, decision-makers, and anyone who needs to understand the value of Industrial DevOps.
2. **Start the conversation:** Initiate discussions with your team about the challenges you face and how Industrial DevOps can help you overcome them.
3. **Build a coalition:** Identify champions within your organization who can help you advocate for change and drive the adoption of Industrial DevOps.
4. **Present a compelling case:** Use the data and insights from this guide to create a persuasive presentation that highlights the benefits of Industrial DevOps for your specific organization. Resource: Copia Resources | 5 Steps to Secure Budget and Get Buy-In
5. **Explore solutions:** Research different Industrial DevOps platforms and identify the one that best meets your needs and budget. Resource: Copia Resources | Mitigating the Hidden Threat of Shadow OT
6. **Pilot the solution:** Start with a small-scale pilot project to demonstrate the value of Industrial DevOps and gain buy-in for a wider implementation.

By taking these steps, you can become a champion for change within your organization and lead the way to a more efficient, secure, and competitive future.

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Copia Automation provides unparalleled visibility and control of industrial automation code across multi-vendor devices for continuous quality control, streamlined production, and preemptive crisis management.