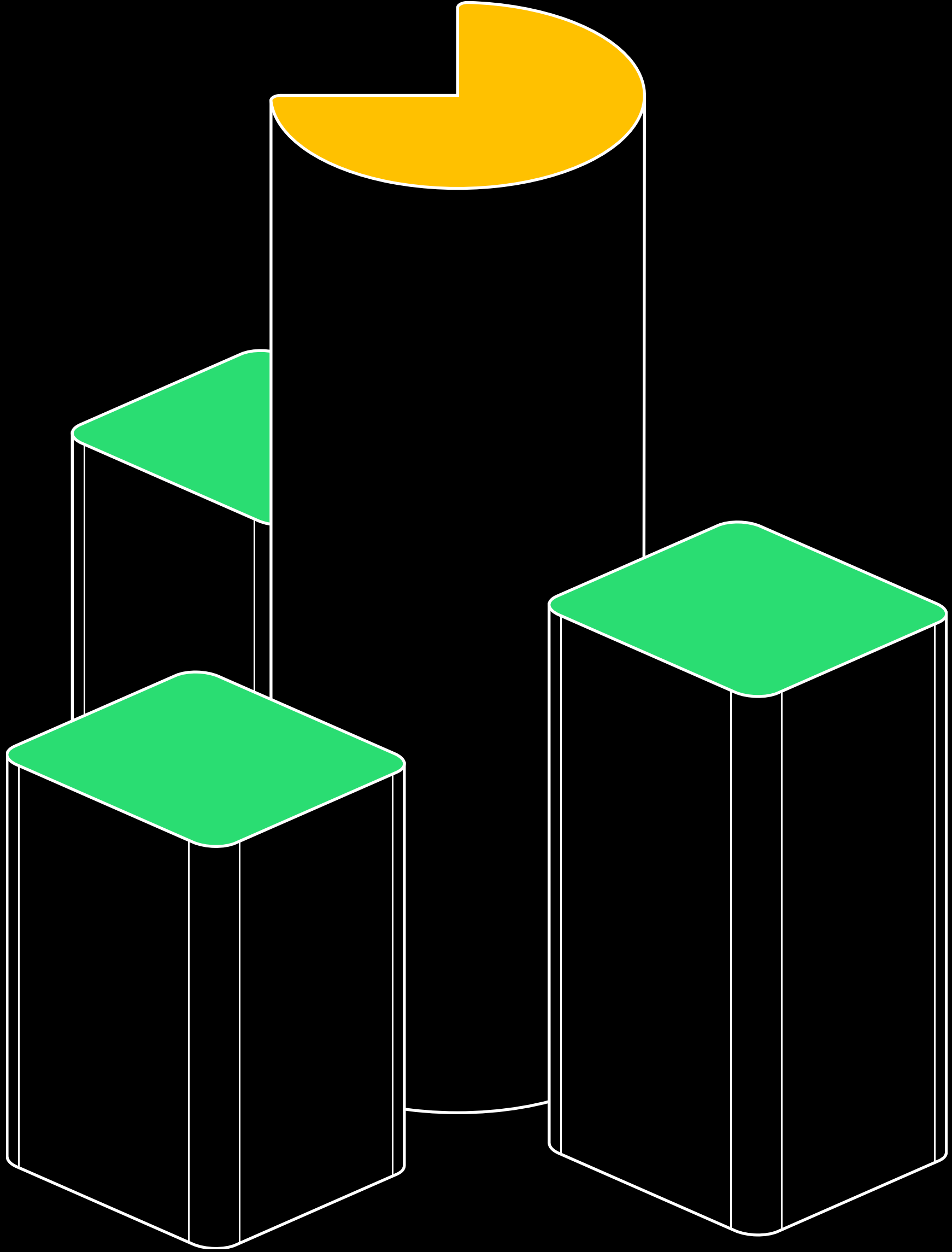


You have Jira.
You like Slack.
You'll love DevRev.

Life owes itself to the magic of two parts hydrogen and one part oxygen.



You have Jira

Almost 20 years ago, Jira redefined work for developers. The magical ticket management system fueled an era that was increasingly powered by the web browser, open source, and offshore development. Atlassian, the company behind Jira, not only changed how we built software, but also how software companies worked.

Over the years, Jira went from being a bug tracking tool to a platform for workflows and product management. Companies went from monolithic waterfall release planning to agile development methodologies with sprints, epics, and stories.

Agile became a necessity. Process became king.

Soon work became continuous and even more bite-sized, powered by informal chats and social conversations. Tickets became the new waterfall, and developers became loath to update them, while managers worried about the accuracy of their dashboards.

Work needed to be more than a chore, more than a mere statistic.

¹ That lack of purpose is summed by a stark comment posted on Reddit recently

"That's when tickets are awful. You're doing a ticket because somebody you don't know raised it for reasons you don't know at some point in the past. Having "delivered" the ticket, you've no idea whether you've made any impact on anybody's life, so everything feels like a waste of time."

You like Slack

In the last decade, as B2B companies went SaaS, startups started to care about **real-time collaboration**, including with customers, end users and partners.

When Slack was introduced it quickly became a master of all things informal.

From emojis and reactions to grassroots channels and search, the social tool made collaboration real-time, delightful, and mobile. Even machines could participate via their bots!

Process, product, customer object models had to take a backseat – to achieve the “work os” moniker. And that clean canvas thinking required creating a parallel universe of channels, one for every “mundane” work item recorded by legacy systems of record.

Work, though, is beyond the walled garden of companies. The success of the cloud model has proven beyond doubt that work will increasingly be done in partnership with others.

Users of a product, through their community, will play an increasingly important role in improving product experiences, championing products, and mutually benefiting from the brand’s success through web3 tokenomics.

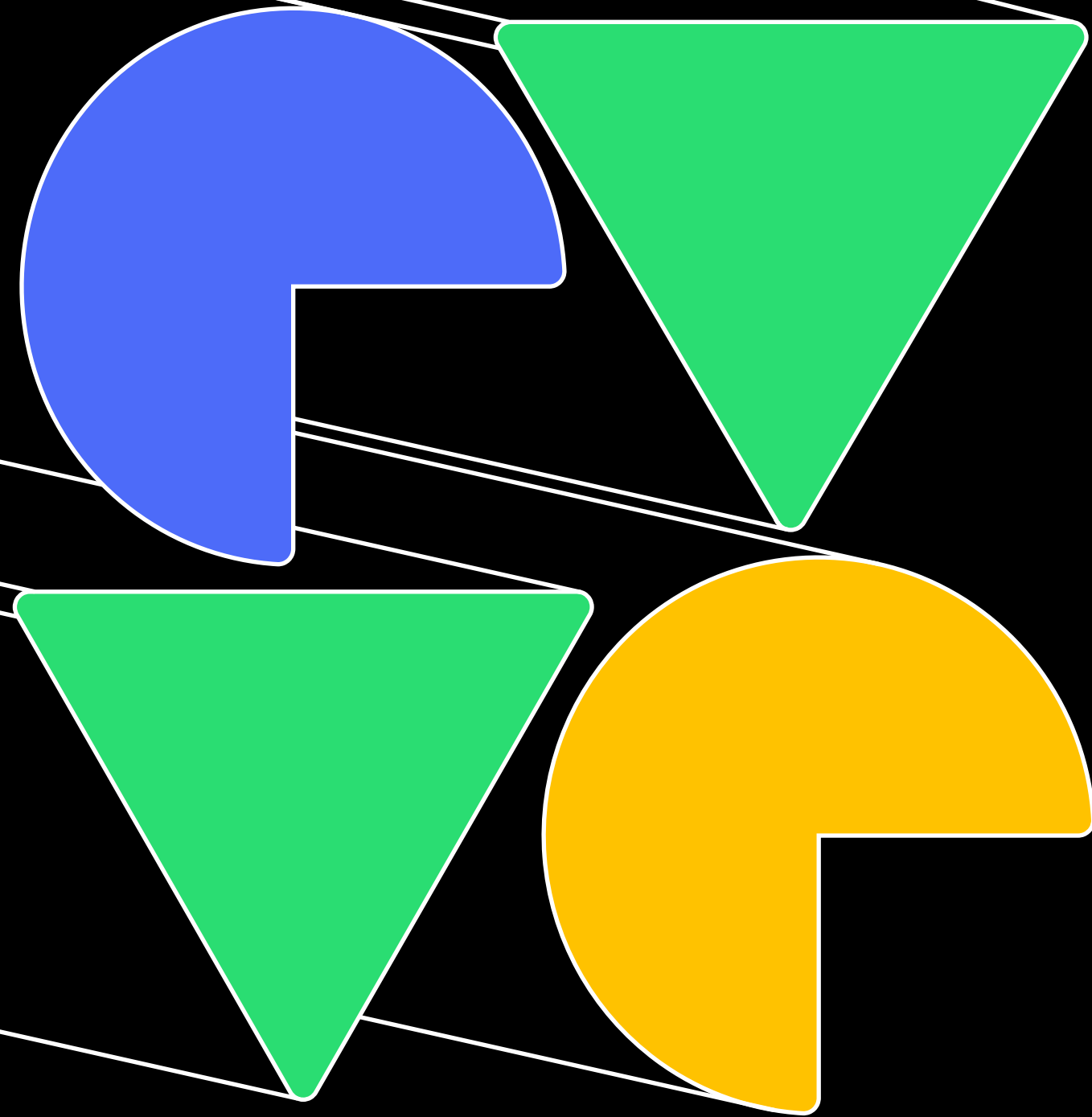
Work also needs insights, which needs metadata around **product**, user activity, and **customer** transactions.

So the key question is:

How do you keep work social, while still preserving product- and user-centricity? What else can one make with one part oxygen, and two parts hydrogen?

Enter DevRev

Those two parts of hydrogen are **product-centricity** and **user-centricity**, and **social** provides the oxygen to bind the product, the user, and work together. DevRev today has three key main capabilities that we believe are center to building product-led companies.



² PLuG: product-led user growth, product-led user groups, product-led user goals, product-led user guide, product-led user gems, product-led user gurus... G is repurposable!

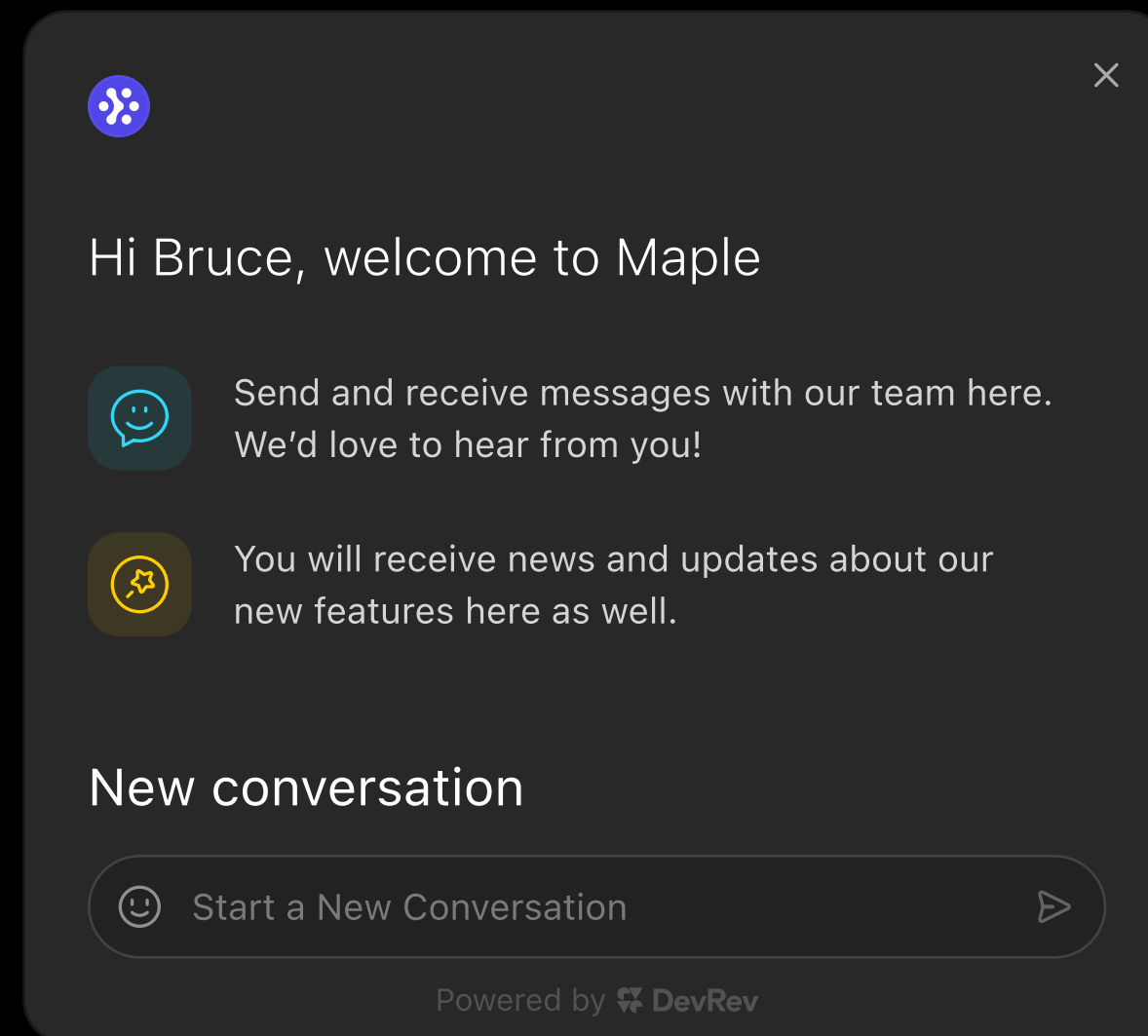
1. PLuG (and Play!)

Imagine you could add five lines of code into your application and now your app comes alive with an exhilaratingly simple real-time conversation widget to add social touch to all interactions.

We call it **Product-led User Growth (PLuG)**.

What separates PLuG from other business messengers, though, is not just the ease of use in how you install and configure it, but also what happens when your customer success team is having real-time conversations with your users. Every conversation that is a customer problem immediately gets connected to a ticket that is linked to the right product “part” and connected with the right developer or PM who owns that piece of code or feature. We think this is the future of customer relationship management – real-time, maker-aware, and product-centric.

PLuG, over time, will help Product Managers(PMs) bypass spam marketing emails to educate, notify, and reward end users right in the application. The widget will also capture anonymized data around user behavior and error diagnostics to share with developers. The last mile of PLG will need all makers to be totally plugged in!



2. Real-time work, meet Play!

We designed a work management system built for the social product-led era. This is where Jira meets Slack and then some.

The screenshot displays a work management interface. On the left, there's a sidebar with navigation options like 'Updates', 'Trails', 'Parts', 'Works', and 'Customer Inbox'. The main area is divided into two panels. The left panel shows a list of tasks with columns for ID, Title, and Tags. The right panel shows a detailed view of a task titled 'Request: Reward Expiration' with a status of 'In progress', owner 'bt', and severity 'Minor'. Below the task details, there's a chat conversation with two messages: one from 'bt' asking if a feature applies to all rewards or just points, and a response from 'aa' stating it should apply to the API for all types of rewards.

ID	Title	Tags
ISS-14	devrev/microflows-examples/fix-1099-error	-
TKT-4	Customer 1099 request resulting in HTTP 500	-
ISS-12	Add Buy Now, Pay Later feature to Pay	-
ISS-11	Pagination for 1099s is broken	-
ISS-10	Update end-user reward widget to support expiration	reward-exp, UI
ISS-9	Add notification reminders when reward expirations are ...	reward-exp
ISS-8	Veracode PoC for widget	PoC
ISS-7	Revamp penetration tests	-
ISS-6	Add option for AES-512 bit encryption	-
ISS-5	Fix new reward expiration micro service security alerts	reward-exp
TKT-3	Cards API returning XML instead of JSON	-
TKT-2	Request: Reward Expiration	-
TKT-1	Bank transfers from Russia are failing	-
ISS-3	Implement UI for setting/modifying expiration in rewards c...	reward-exp, UI
ISS-2	Support reward expiration in API	reward-exp

Command line tools to create and update tasks from Github?

Sure.

Slack like channels for issues, tickets, features, and capabilities?

No problem.

Notifications to make sure you find and fix something even before your customers know about them?

Why not?

All work items connected to your customers on one end and your code/product on the other?

Now, we are talking.

Self-healing code?

Keep guessing...

3. Product-led. Customer-centered. Catalog-ready.

We built an exhilaratingly simple system of record for your product that shows you the full picture of features and capabilities of your product “catalog” and connected them back to your work items including real-time conversations.

We call it Trails.

The screenshot displays the Trails interface, which is a system of record for product development. The main view shows a hierarchical diagram of product components. At the center is 'Product One'. To its left, under 'Runnables', are several 'Runnable' items. To its right, under 'Capabilities', are several 'Capability' items. Further right, under 'Features', are several 'Feature' items. The diagram uses lines and 'part of' labels to show the relationships between these components. On the left side of the interface, there is a navigation menu with options like 'Search', 'Updates', 'Trails', 'Customer Inbox', and 'My Tasks'. On the right side, there is a 'Payment Plans' panel with various charts and a conversation thread. The conversation thread shows a user named Pietro updating a description and another user named Maureen asking for clarification. The interface is dark-themed and includes a search bar at the top.

Trails ties the dev parts (what devs work on) with the rev parts (what user interacts with) bringing the devs closer to the revs.

An Operating System for PLG

The world's first DevCRM platform – with its design, data, and machine intelligence – will make PLG come to life. With a freemium distribution model, we hope to make it as ubiquitous as water!

You've code
You want Product-Market Fit
You'll love DevRev.

You've product
You want Product-Led Growth
You'll love DevRev.

You've Jira
You like Slack
You'll love DevRev.

Sign up and become a part of the next revolution that brings your work, catalog, and customers in one place.

A place called DevRev.