

## ABSTRACT

Product speed, quality and frequency are crucial factors that must be constantly improved in order to provide the best service. In the context of software development, quality and time efficiency affect all stages of the development cycle. One proposed solution is the implementation of DevOps culture, which integrates IT Developer and IT Operations teams to drive improvements. DevOps not only serves as a technical collaboration method, but also triggers innovation through changing mindsets and work approaches in the Software Engineering domain. This research aims to find additional solutions to improve product delivery, maintain performance, and service availability in the software domain. By utilizing several tools used in DevOps practices, this research also explores modifications to the innovation framework, where the new approach results in higher efficiency specifically in service delivery and environment management. In addition, there are significant improvements in business processes, where traditional processes are compared and evaluated with the new DevOps-based approach. This research will provide the results of optimizing the implementation of DevOps culture, as well as provide evidence of increased efficiency and effectiveness through DevOps-based business process improvements.

***Keywords: DevOps, Innovation, Product Delivery, Service Efficiency, Development Environment, Business Process Improvement, DevOps Framework, Service Performance***