

Get to Market Faster & Outpace the Competition:

3 DevOps-Driven Moves Every Startup Must Make



Introduction

Bringing a product to market quickly, securely, and with confidence is a challenge every startup faces. From rapid iteration cycles to infrastructure concerns, the pressure is high—especially when your team is small and the stakes are big.

A critical element in navigating this journey is your DevOps function. But hiring, onboarding, and scaling an in-house DevOps team takes time — something startups often don't have. According to [GitLab's 2024 DevSecOps survey](#) of over 5,000 professionals, **71% of respondents said that it takes their company over four weeks to onboard developers.**

That's a serious bottleneck.

Enter DevOps as a **Service** – an approach where dedicated, expert DevOps engineers can get to work almost right away supporting you and your in-house colleagues, and grow or shrink flexibly depending on your evolving needs.

The power of DevOps as a Service is that it lets you focus on developing an excellent product or solution and getting it to market faster—without needing to worry about performance issues, security, infrastructure scalability, or lengthy onboarding.

This eBook walks you through three essential strategies for leveraging DevOps as a Service to go to market faster and scale with confidence:

- How DevOps as a Service works — and when it makes sense.
- What sets it apart from traditional delivery models.
- Three foundational steps to integrate DevOps into your product development, planning, and scaling strategy.

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Step 1

Focus your team on product – not on worrying about performance and stability

In the early stages, startups need to move fast— but not at the cost of reliability. Managing infrastructure, cloud provisioning, security compliance, and CI/CD pipelines can slow you down and distract you from the end goal—building the best product possible.

DevOps as a Service gives you a running start by letting seasoned experts take care of your R&D so you can focus on your product. Deploying specialized DevOps engineers to handle things like cloud migration, infrastructure modernization, software performance, security, and utilizing generative AI means your internal team can dedicate time to developing the best possible product, as quickly and efficiently as possible.

You also get access to ready-made, tried and tested automation libraries and pipeline templates, helping you establish robust, repeatable workflows from day one.

This step also involves automating your R&D processes – a key goal that your company's DevOps as a Service team can help you achieve. Once you have identified areas of recurring "toil" (e.g., repetitive manual deployments or unstable staging environments), these are prime candidates for hand-off to your DevOps partner.

Plus, these specialists can help you make sure to get precise, efficient, and cost-effective solutions within your cloud ecosystem as you grow and develop – helping prevent cloud technology costs from becoming excessively high.

By working with a Devops as a Service partner, you can:

- Shorten time to deployment
- Increase test coverage and release confidences
- Avoid infrastructure-related fire drills



Build a strategic DevOps plan– not just a quick fix

To get short-term and long-term value from DevOps as a Service, it's important to have a clear plan for how you will use this model alongside an existing or traditional setup. There are three primary DevOps models to consider:

1. In-house DevOps

Having an in-house DevOps team means your engineers deeply understand your company's goals, needs, and tech stack. And that's where their focus should be. Using that knowledge to improve the product, not getting bogged down in repetitive infrastructure tasks. However, building and maintaining an internal DevOps team requires a significant investment of time, money, and resources.

As the DevOps market continues to grow—projected to reach \$25.5 billion by 2028—competition for top talent is becoming increasingly fierce. If you're making this kind of investment, it's essential to ensure your team can focus on the high-impact work that delivers real value to your customers.

2. Fully Outsourced DevOps

Outsourcing projects to external DevOps engineers offers fast ramp-up, but often lacks context.. It creates a risk that those engineers may lack important knowledge of the company, and that they may be inexperienced in your sector in general.

3. DevOps as a Service

DevOps as a Service is a hybrid model that combines the key advantages of the first two models. You get a dedicated, experienced team that embeds with yours, aligns with your roadmap, and can scale effort up or down based on changing needs.



Work with your DevOps partner to:

- Define what success looks like (SLOs, time-to-deploy, uptime targets)
- Increase test coverage and release confidences
- Agree on which responsibilities are owned by whom
- Establish secure, observable workflows from the start
- Design flexible CI/CD pipelines tailored to your environment



Tip: Start with a quarterly roadmap that includes both quick wins and foundational improvements (e.g., cost optimization, security hardening, infrastructure automation).



In-house DevOps



DevOps as a Service



Fully Outsourced DevOps

When scale, speed, and context matter —
a hybrid DevOps model helps you get the best of all worlds.

Scale up smoothly, reliably, and efficiently

Once you've launched your MVP or core product, the challenge becomes growth. That means more users, more services, more complexity. This is where many startups stumble if their infrastructure isn't capable of handling this next step.

Your DevOps team needs to be the right size based on your company's needs, goals, and other factors. You might want to ramp up your use of DevOps as your company scales in general, as you overcome a specific challenge with your infrastructure, or as you look to integrate generative AI to streamline your workloads.

Most importantly, your DevOps team should shift from reactive support to proactive optimization: identifying bottlenecks, suggesting architectural changes, and helping your team stay ahead of growth.

DevOps as a Service can make a powerful difference here by ensuring your infrastructure is equipped to manage an increase in customer requests or data processing needs.

A DevOps as a Service team helps you:

- Implement autoscaling and container orchestration (e.g., Kubernetes)
- Build observability into every layer of your stack
- Introduce FinOps practices to manage cloud spend
- Implement advanced CI/CD for faster, safer releases

Whether you're introducing generative AI into your workflows, expanding into multi-cloud, or preparing for SOC2 or GDPR compliance, your DevOps as a Service team can help you scale without silos, rework, or burnout.

They are also well-served to proactively monitor your environment to prevent issues developing down the line. DevOps as a Service should also foster collaboration, with the in-house team learning from the dedicated team and receiving helpful guidance on a wide range of issues – from incident support and technical information to long-term planning.

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“Automat-it’s AWS expertise transformed our infrastructure and **improved our customer experience. Their team enabled us to onboard new clients **faster**, scale **efficiently**, and operate more cost-effectively.”**

Danny Zalkind
Senior Director
Infrastructure Engineering at Skai

Partnering to Build, Scale, and Thrive

Startups move fast, but velocity without stability leads to risk. Finding the right team in terms of experience, size, and knowledge is vital. DevOps as a Service bridges the gap, allowing your team to move quickly and build reliably.

Rather than replacing your internal DevOps talent, this powerful model extends it – giving your engineers the bandwidth, tools, and support to focus on high-impact work.

Making that happen involves leveraging DevOps as a Service in different ways over the course of the three major stages covered in this guide. Here’s a breakdown of those three steps:

1. Initial product development	2. Building a plan to leverage DevOps as a service going forward	3. Scaling up
Focus on making your core product offering meet the needs of your customers as effectively as possible.	Focus on choosing the ideal DevOps delivery model and scale of DevOps work to meet your startup's needs as it grows.	Focus on expanding and improving your product offering over time.
Let your dedicated DevOps team take care of issues such as cloud migration, infrastructure modernization, software performance, security, and harnessing the power of generative AI.	Let your dedicated DevOps team advise you and help you make a DevOps plan that is well suited to your company.	Let your dedicated DevOps team take care of technical issues that arise as your company scales up, as well as monitoring and proactively preventing problems.
Tip: Automating your CI/CD workflows helps streamline testing and deployment processes- increasing deployment speed and reducing errors.	Tip: Come up with a plan that serves your company well and is flexible as your needs evolve – an especially easy process if you work with a DevOps as a Service team.	Tip: As startups grow, they need to reduce manual efforts and automate their infrastructure and deployments in order to scale fast.

Who we are

Automat-it is an all-in AWS Premier Partner providing professional services with deep domain expertise to achieve your KPIs from business growth to availability and cost control.

Our DevOps DNA with deep AWS expertise ensures that we bring practical solutions that foresee opportunities and challenges to save valuable time to market and resources throughout your growth journey.

Company information:

400+

AWS certifications

600+

Customers

120+

Engineers

9.6

CSAT for 2025

Contact us

