

2025

# The State of Salesforce DevOps

 Flosum



# Exec Summary

**DevOps professionals are not newcomers to pressure. Or change. Or changing technology. And the rate of evolution has never been higher than in 2025, with industry-altering technologies such as Artificial Intelligence (AI) starting to deliver on their promise.**

But for organizations yet to take advantage of these technologies – and still working in the same ways they’ve always done –there are trials and tribulations that come with their goals of efficient, tangible DevOps impact.

There has to be another way – especially for teams operating in established software environments such as Salesforce.

To explore this further, we took a look at the Salesforce DevOps landscape, to understand how it is changing with developments such as AI-powered solutions. We also examine the ways professionals can better streamline operations by working in familiar environments – because great things can happen in your comfort zone.

This is **“The State of Salesforce DevOps 2025”**, a snapshot of Salesforce DevOps from the frontline, where we’ve asked those working within it to reflect on their work and results.

## 5 talking points you need to know

Our research on the state of Salesforce DevOps in 2025 led to 5 key takeaways:

- 1** There are unique characteristics in Salesforce development, such as cloud-based architecture and pre-built apps.

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- 2** DevOps maturity levels show that many are still in the early stages of DevOps adoption and need to focus on core principles like CI/CD.

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- 3** Meeting the expectations of faster deployments and efficiency is hindered by misaligned development processes.

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- 4** AI offerings are being introduced by leading DevOps providers to help with these development process issues. However, more training and upskilling in AI is needed.

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- 5** Collaboration and security need to improve with better collaboration tools and version control to avoid issues like out-of-sync sandboxes and deployments in production environments.

With this guide, our aim is to provide you with insights that will help you deploy high-quality applications more effectively and efficiently.

# 01

## Section 1:

What is driving  
change throughout  
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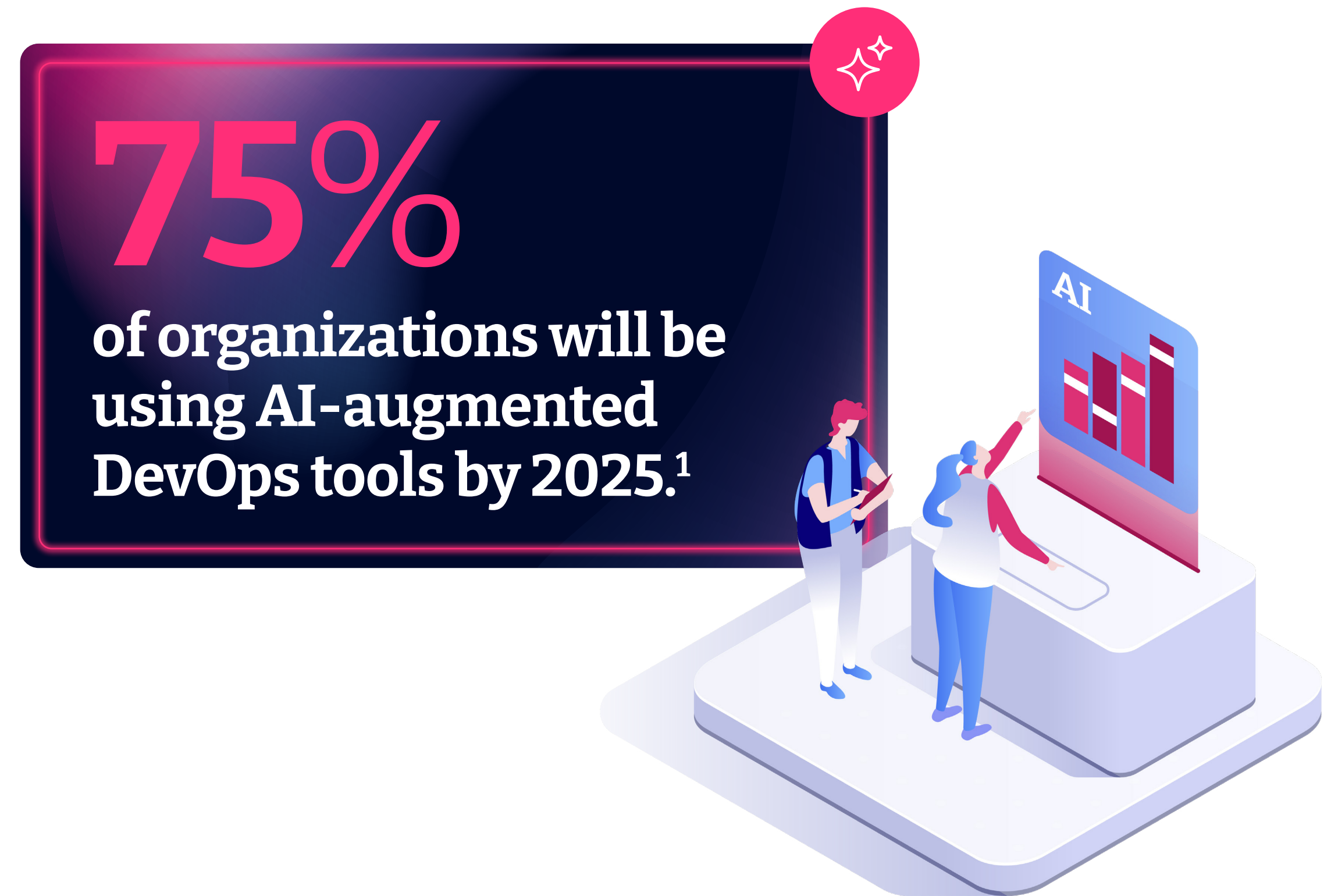
It's no surprise that operating at the forefront of development means rapid change. But for every new technology or methodology breakthrough, there are new challenges and risks to mitigate.

2025 is full of influential macro trends that could fundamentally alter DevOps. Let's look at which of these trends you'll need to prioritize.

## AI is sending shockwaves through the industry

There's no bigger, more influential trend in DevOps right now than AI and its impact. Technical professionals such as software engineers, web developers, and DevOps pros are already seeing a major shift in their workflows.

Across code reviews, process streamlining, and error flagging are two major areas where AI holds the most promise: automation and monitoring<sup>2</sup>.



<sup>1</sup> Results from the 2024 Techstrong Research and Tricentis survey, Tricentis, <https://www.tricentis.com/resources/ai-augmented-devops-trends-shaping-the-future>, August 2024

<sup>2</sup> How Can a DevOps Team Take Advantage of Artificial Intelligence (AI)?, Duplocloud, <https://duplocloud.com/blog/ai-for-devops/#:~:text=AI%20is%2C%20in%20effect%2C%20intelligent%20automation.%20It,machine%20learning%20to%20perform%20many%20basic%20tasks>, April 2024

## Automation

An ongoing DevOps challenge is the enormous number of data tasks that it contains. It's these manual processes, with oversight from AI-trained experts, that represent a major opportunity for teams, allowing them to focus on more strategic tasks.

## Monitoring

Software development, deployment, and operations also need a reliable, 24/7 monitoring and altering process<sup>3</sup>, both for issues introduced through deployment and for security risks. AI has the capacity to stand guard within these existing systems, aiding DevOps teams with identifying and solving issues as they arise.

But AI is like strapping a jet engine to a bi-plane – without the expertise to guide it, and the infrastructure in place to utilize and scale it, the results can be extremely damaging. As a result, DevOps leaders will need to upskill themselves to take full advantage of its potential.

## DevSecOps is widespread – but so are attack vectors



**AI-driven API vulnerabilities have skyrocketed by 1205% in the past year.<sup>4</sup>**

Since the DevSecOps discipline emerged, the idea of security being embedded into DevOps has continued to grow<sup>5</sup>. Much of this is in response to the heightened risk and fallout of security vulnerabilities in our connected lives.

A current priority is risk via APIs<sup>6</sup>, which can provide an easy entry point for attackers to gain access to networks. Recent research has shown that 99% of AI-related vulnerabilities are tied to API flaws<sup>7</sup>. APIs are often the foundation of integrating AI technologies into other systems, so industry leaders are tackling these issues through zero trust architectures.

DevSecOps teams must continue to leverage established security practices while investing in new upskilling to effectively combat these risks. For example, this means following traditional processes such as API connection reviews and authentication, while ensuring DevOps personnel have the expertise needed to safely use AI.

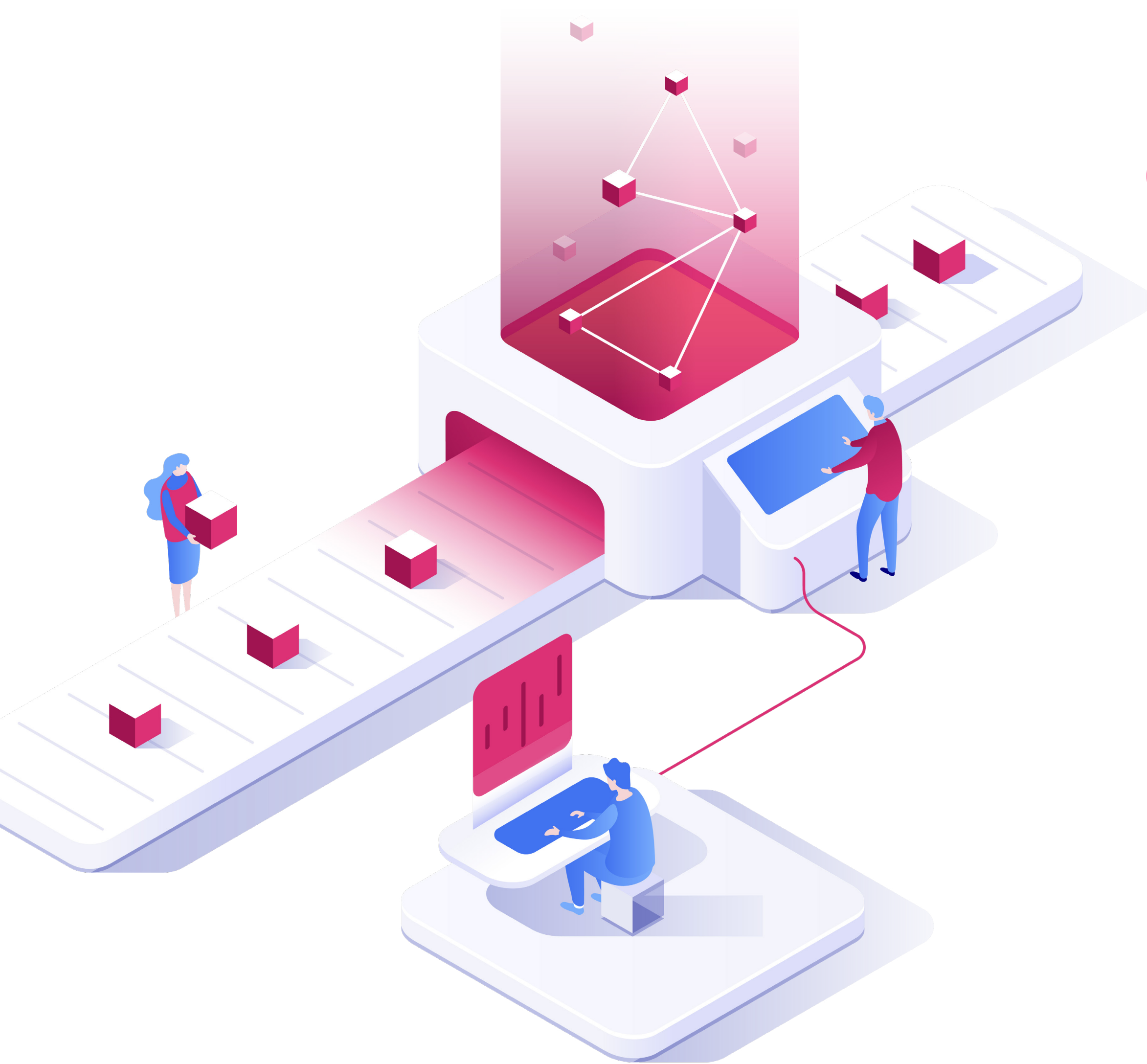
<sup>3</sup> The role of AI in DevOps, GitLab, <https://about.gitlab.com/topics/devops/the-role-of-ai-in-devops/>, 2024

<sup>4</sup> AI Surge Drives Record 1205% Increase in API Vulnerabilities, Infosecurity Magazine, <https://www.infosecurity-magazine.com/news/ai-surge-record-1205-increase-api/#:~:text=AI%2Ddriven%20API%20vulnerabilities%20have,vulnerabilities%20tied%20to%20API%20flaws>, January 2025

<sup>5</sup> What is DevSecOps? A Comprehensive Look at DevSecOps, <https://dev.to/gauri1504/what-is-devsecops-a-comprehensive-look-at-devsecops-4892>, DEV Community, June 2024

<sup>6</sup> What are API Security threats?, Akamai, <https://www.akamai.com/glossary/what-are-api-security-threats>, 2024

<sup>7</sup> AI Surge Drives Record 1205% Increase in API Vulnerabilities, Infosecurity Magazine, <https://www.infosecurity-magazine.com/news/ai-surge-record-1205-increase-api/#:~:text=AI%2Ddriven%20API%20vulnerabilities%20have,vulnerabilities%20tied%20to%20API%20flaws>, January 2025



## Faster deployment and efficiency continue to be a priority



**Platform engineering is rapidly emerging as the predominant term among cloud-native professionals, outpacing DevOps in defining their identity and approach.**

Scalability and efficiency continue to be at the forefront of DevOps leaders’ minds – these two words were leading responses we received to the question, “What are your expectations from your Salesforce DevOps?” Often, this uptake of platform engineering comes from frontline DevOps teams to drive that scale and efficiency.

The uptake in platform engineering speaks to a key driver DevOps teams are searching for – an environment they feel confident in, to unify and accelerate their output. It’s the force behind much of the AI adoption we are currently seeing, automating manual tasks to streamline DevOps workflows.

### So what’s stopping this efficiency increase from happening?

<sup>8</sup> Platform engineering is the new DevOps, Forbes, <https://www.forbes.com/sites/justinwarren/2024/11/21/platform-engineering-is-the-new-devops/>, November 2024

02

**Section 2:**

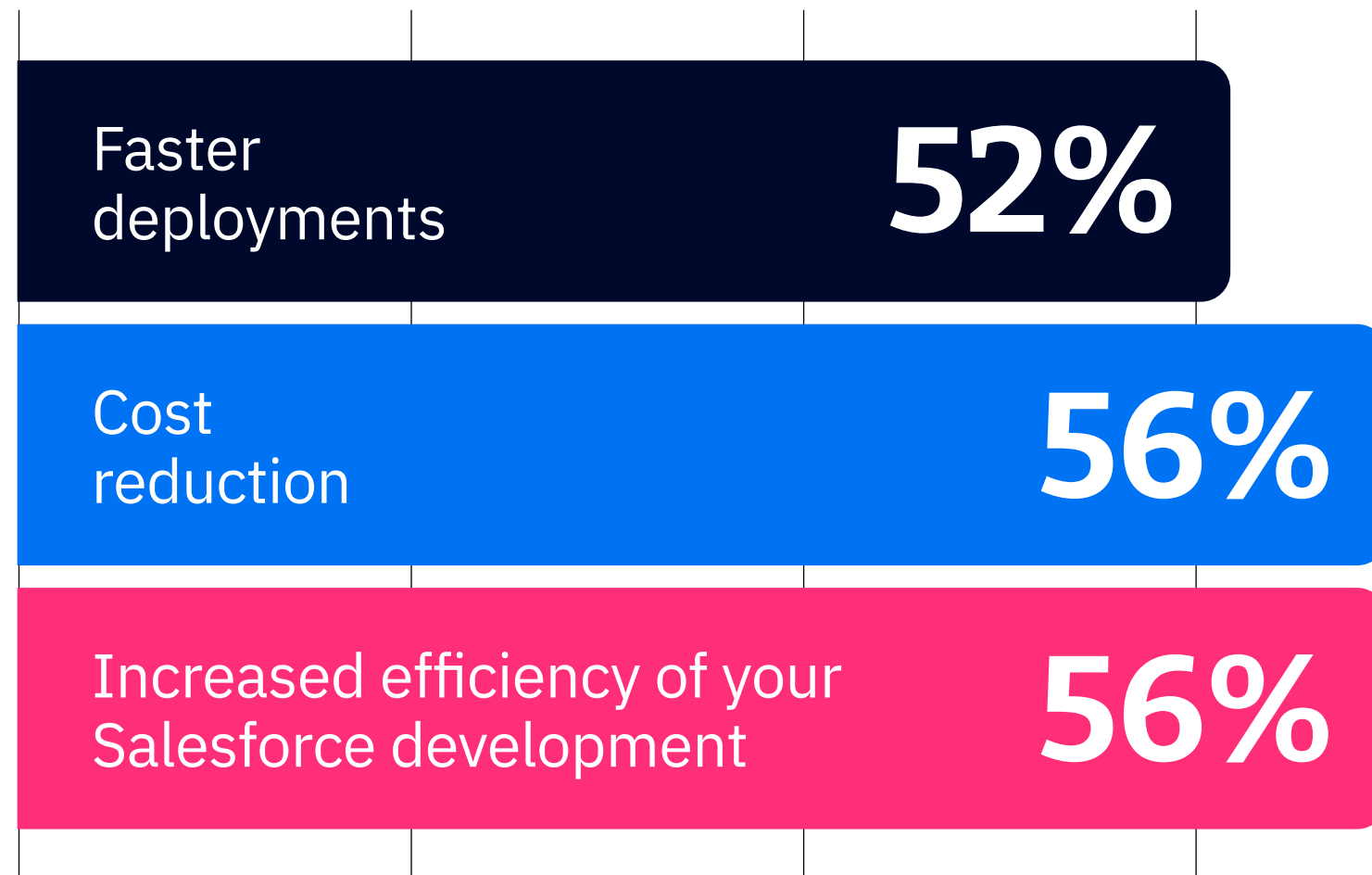
**Exploring the top  
Salesforce DevOps  
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## Section 2:

# Exploring the top Salesforce DevOps roadblocks

## What business outcomes do you expect but aren't able to achieve with your Salesforce DevOps?

Nearly half of all respondents identified faster deployments (52%), increased efficiency (56%), and cost reduction (56%) as their top unmet needs.





Its clear from our research that key priorities for DevOps leaders are not being met. Nearly half of respondents identified faster deployments, increased efficiency, and cost reductions as priority focuses they couldn't yet reach.

The reason these needs aren't being met is that DevOps processes, such as working in out-of-sync sandboxes and deploying changes directly in production environments, are inefficient. Professionals are also struggling with merge conflicts when making organizational changes, which only adds to the complexity and stress. As a result, it is becoming more and more difficult to coordinate effort, align teams, and communicate issues.

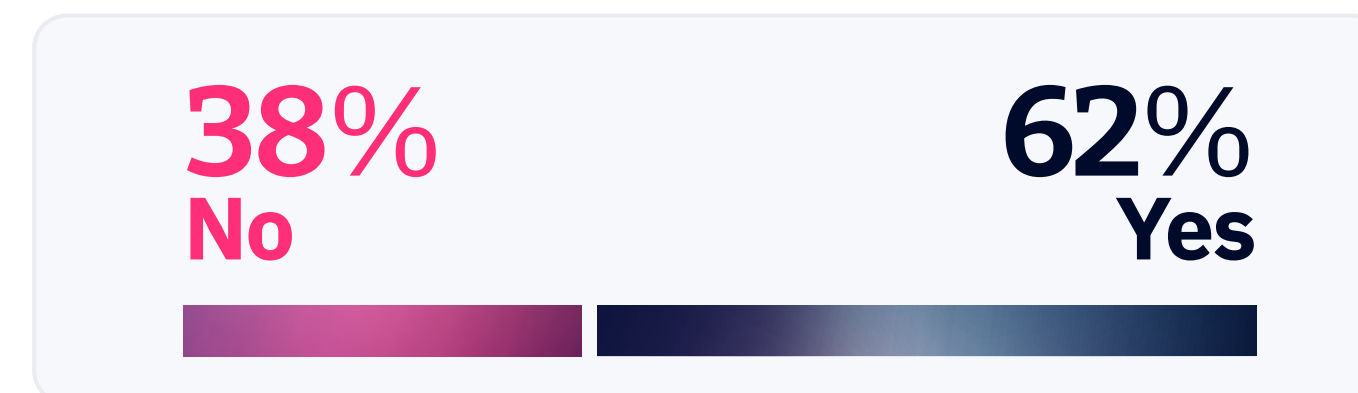
These common growing pains will continue to disrupt the efforts of Salesforce DevOps teams if no intervention is taken.

## 1. Are you often working in out-of-sync sandboxes?

Working in out-of-sync sandboxes is a significant challenge. Addressing these issues is essential for improving the efficiency and reliability of Salesforce DevOps processes.

An out-of-sync sandbox can lead to several problems:

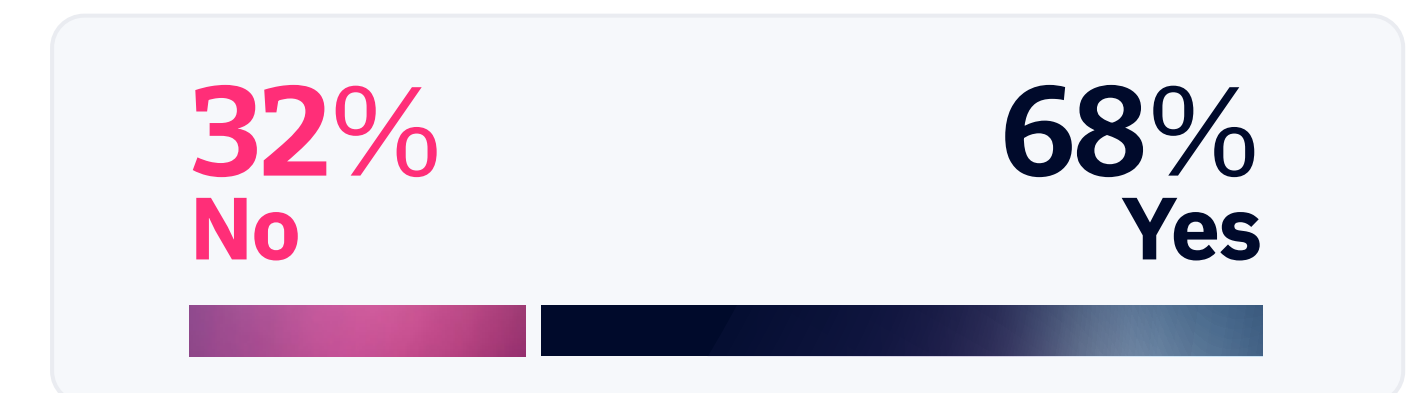
- **Testing inaccuracies:** Features or bug fixes tested in an out-of-sync sandbox might not work as expected in production.
- **Deployment delays:** Merging changes from an out-of-sync sandbox back to production can be complex and time-consuming.
- **Integration issues:** If different sandboxes are out of sync with each other, integrating features developed in them can be difficult.



## 2. Do you struggle with merge conflicts when making org changes?

Deployment practices vary widely among organizations. While some implement changes directly in production, others use more sophisticated tools and methodologies. Continuous improvement in deployment practices is necessary for achieving optimal results.

With Salesforce, that's doubly true: the source of truth may be an environment, or it may be version control. Having a strategy to deal with conflicts, keeping these factors in mind, makes conflicts less of a problem.





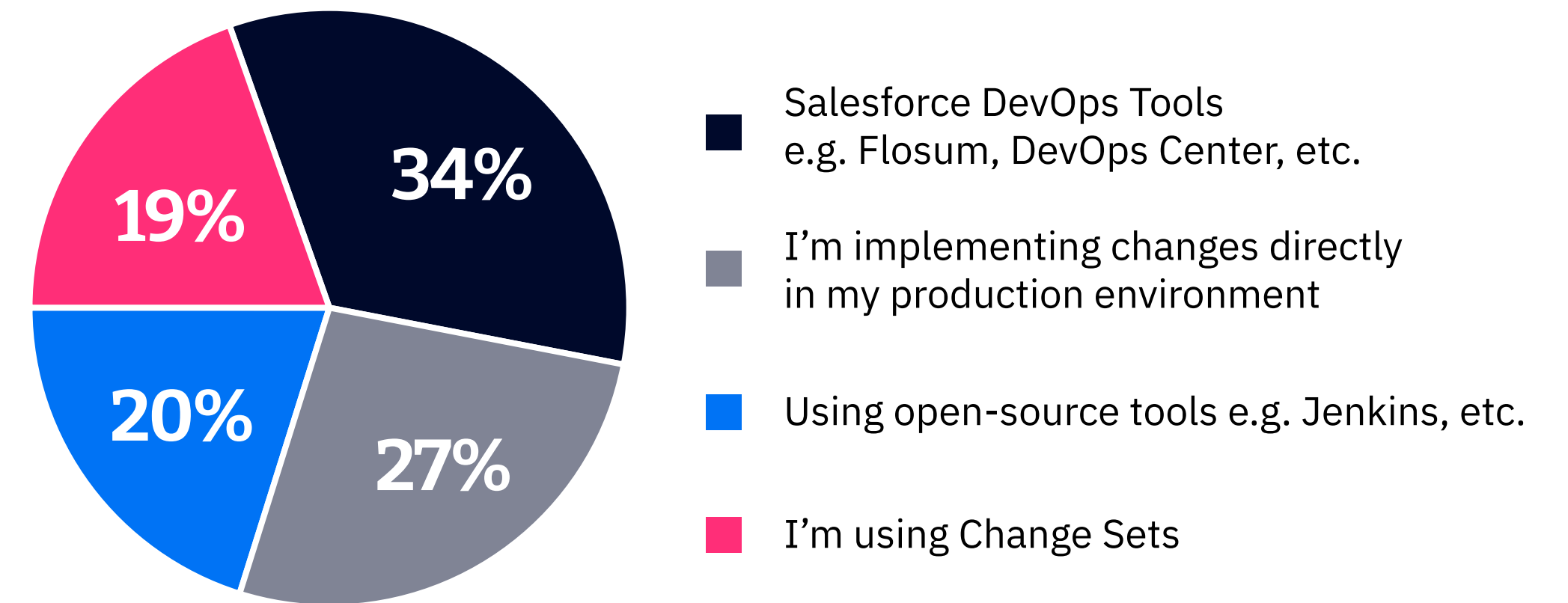
## The impact of DevOps solution choices

**It appears that many DevOps professionals are not equipped with the tools and environments needed to allow them to work effectively. But there is hope on the horizon for dealing with the most pressing issues encountered by DevOps teams in 2025.**

Firstly, by removing and replacing unfamiliar, disjointed solutions, DevOps teams will feel more comfortable in their processes and progress faster against their targets.

And secondly, industry-leading DevOps solutions are allowing teams to build AI-powered workflows. This means teams can build custom AI processes that are tailored to be as efficient, logical, and structured as possible.

## How are you deploying changes?



These answers highlight common growing pains within Salesforce DevOps teams. As they grow, it becomes more and more difficult to coordinate efforts. This leads to the processes above, misaligned and characterized by communication issues.

## What to look for in your Salesforce DevOps solution

To help you overcome deployment, efficiency, and cost challenges, you need a solution that helps your team to work comfortably and securely. To guide your decision to the right solutions – ones that will help you excel in 2025 – we've created this practical checklist.

### ✓ AI-driven

Modern DevOps solutions need to let teams utilize AI, whether that's for task automation, security oversight, or for specific tasks such as code reviews.

### ✓ Support-led

Even the most intuitive solutions have a learning curve. Choose a provider that has a dedicated customer success manager with firsthand DevOps expertise – and a system that prioritizes intuitive UX.

### ✓ Security and compliance

Security needs to be baked into your DevOps solution. Look for a provider that can offer features like zero trust compliance and automated remediation for problems that occur.

### ✓ Visibility and rollbacks

A lack of visibility is one of the biggest issues within Salesforce DevOps. Ensure your provider gives you forensic oversight across every change, update, and workflow. In-built rollback capabilities are also important for maintaining momentum.

# 03

## Section 3:

# Measuring the maturity and ROI of DevOps

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One of the most striking insights from our data is that 40% of organizations are only just getting started or looking to operationalize their DevOps.

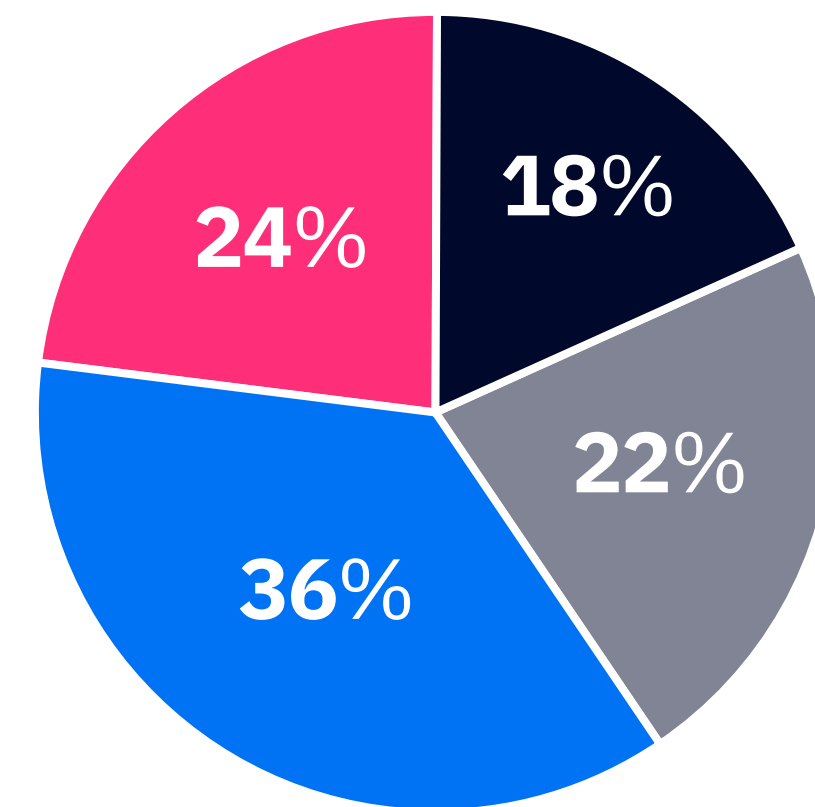


**With a large percentage in the early stages of development, it makes sense that the common roadblocks of out-of-sync sandboxes, merge issues, and changes being deployed in production environments occur.**

To build streamlined and efficient processes, organizations should focus on core principles, such as continuous integration and continuous deployment (CI/CD), finetuning the foundations of DevOps to empower their teams.

Applying AI is a useful resource for this, especially for those organizations who are in the Operationalizing Stage of maturity. AI tools can help relieve the burden of more manual tasks, allowing teams to focus on growth.

## Which of the following best describes your organization's current level of DevOps maturity?



- Getting started: We are doing code reviews and have improved collaboration, dev/test experience and productivity
- Operationalizing DevOps: We are practicing CI/CD, with automated deployments and automated testing
- Refining DevOps: We are fully utilizing DevOps for regular data backups, regression testing, analytics, data protection, compliance, and proactive innovation to prepare us for future
- DevSecOps Leader: We've seamlessly integrated key elements such as Security Posture Management, enhanced DevOps processes, and full DevSecOps compliance (multi-cloud, flexible infrastructure; infrastructure-as-code)

# The 5 stages of DevOps maturity

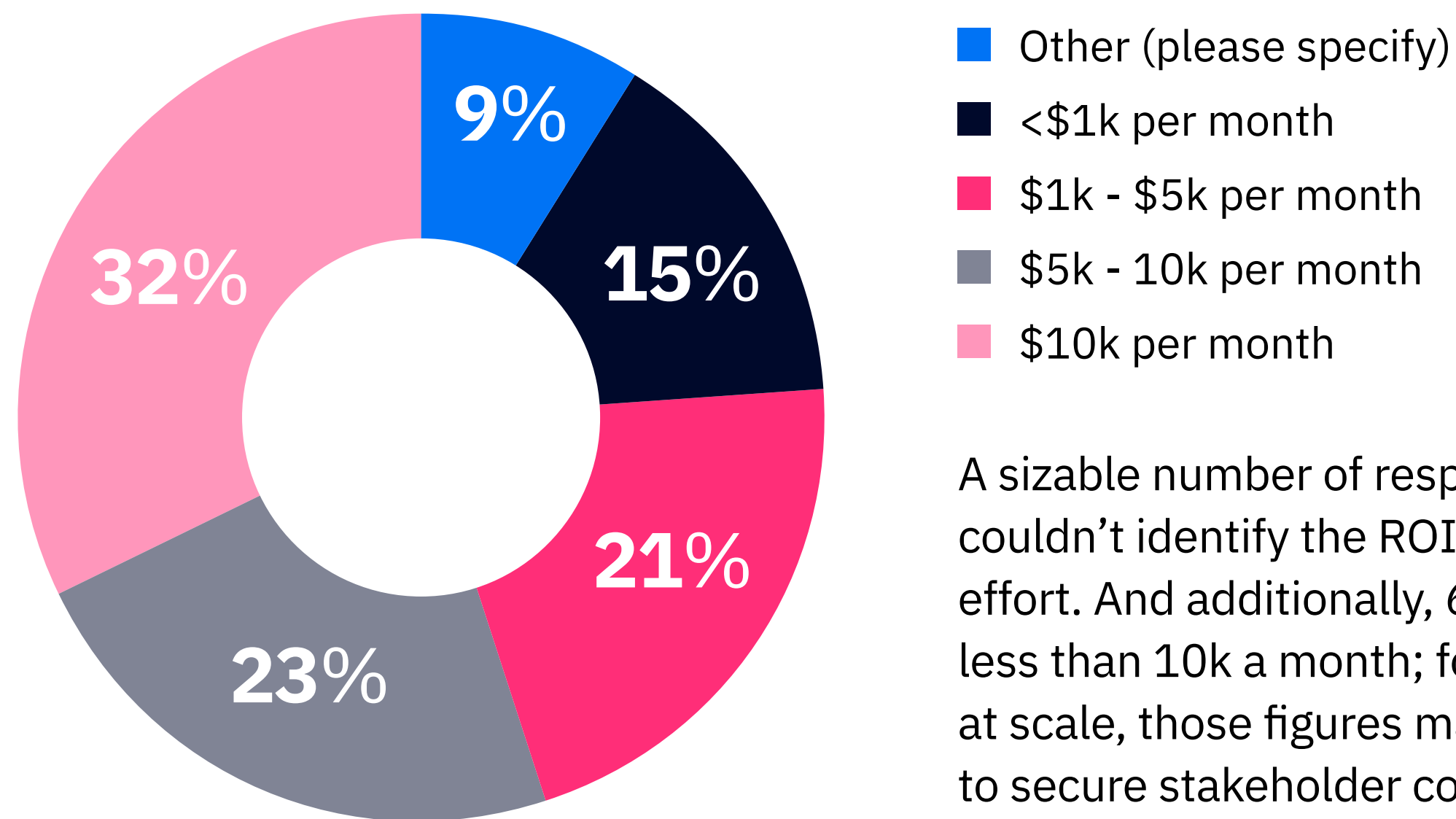
It can be difficult to gauge DevOps maturity as there aren't industry-wide definitions for it. We've developed the following to help you to understand what stage of the journey you are at, and where your focus should be to accelerate progress:



# Evidencing DevOps success through ROI

Identifying the ROI from DevOps practices is crucial.

Development needs substantial resources and expertise, which makes getting accurate ROI figures important not just for the wider business, but also to examine your processes.



A sizable number of respondents (9%) couldn't identify the ROI on their DevOps effort. And additionally, 68% see ROI of less than 10k a month; for development at scale, those figures may not be enough to secure stakeholder confidence.

**Without being able to show the tangible ROI of solutions, DevOps teams are unlikely to secure funding for advancements such as AI, as they won't have the buy-in needed. They'll also likely have budgets reduced.**

This can stop transformation in its tracks and mean teams are stuck with the same challenges, using outdated solutions.

When choosing a DevOps solution, it's therefore critical to select one that contains accurate, transparent ROI information, allowing you to increase stakeholder support. It's the difference between progression and stasis.

# 04

**Section 4:**  
**How Flosum  
helps you win  
comfortably**



## Section 4:

# How Flosum helps you win comfortably

After surveying the industry and examining the DevOps landscape, it's apparent that future-focused organizations have numerous opportunities to explore.

The continuing development of AI is going to fundamentally change how DevOps teams operate, giving them more power than ever before to deal with increased security risk and the ever-present need for faster deployment and efficiencies.

In order to utilize AI and navigate common roadblocks, businesses need to build a more powerful and intuitive operation for Salesforce DevOps. The question is how to do this in a way that doesn't stretch teams or budgets to breaking point.

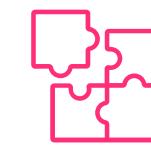
At Flosum, this is the question that we've always looked to answer. By creating a system that mirrors the tools and workflows found within Salesforce, we can help you:



Accelerate productivity



Reduce complexity



Make integration effortless



Automate innovation



Deliver ROI recognition

Our solution gives you the power to deliver evolution from within an environment you feel comfortable in. Tech that empowers you, rather than being an additional resource to wrestle with.

## Looking toward an AI-driven future

Our DevOps solutions are developed and aligned with the latest technology to help empower our customers. The next generation of Flosum introduces AI agents, built with the same UX focus and secure environment containment, for seamless operations within Salesforce. There are four distinct agents we are launching:



**Branch Deployment Agent:** automatically analyzes deployments and identifies issues



**Code Review Agent:** Flags potential security risks within code and suggests ways to improve it



**Security Analyst Agent:** Detects security vulnerabilities and suggests mitigations



**Test Creation Agent:** Covers every line of your Apex code through generative AI

In the ever-evolving DevOps landscape, scalability plays a crucial role. That's why we have built AI capabilities that give you the ability to create your own AI-driven solutions directly on Agentforce. Recognizable, powerful systems, harnessing AI's potential, all within a secure environment. That's our vision of a comfort zone, fueling DevOps teams onwards towards their goals.



You can read more about our AI approach here



Explore our wider DevOps solution on our website.



Or if you'd like to talk to one of our experts, we'd love to talk.

