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The SDLC Transformation Playbook: Tailoring AI to Your Reality

September 23-25, 2025
ETLS, Las Vegas

Introduction

MODERATOR

Brian LeDuc

Principal Higher Education
Consultant, Design Strategist

Opening Remarks

SPEAKERS

Rahul Bindlish
SVP of Global Partnerships & Marketing

Vladimir Kondraschenko
Head of Modern Application Development Practice

Sergey Plastinkin
Distinguished CTO Architect

Pavel Azaletskiy
Head of Cloud & DevOps

MODERATOR

Brian LeDuc
Principal Higher Education Consultant, Design Strategist

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Agenda

2:30   **Welcome and introduction.**

2:40   **SDLC: A walk on the beach?** Breaking down the strategy with a system built for impact.

2:45   **Riding the WAVE.** Framing the SDLC challenge that we'll work through together.

2:50   **SDLC Bottleneck! (The game).** Roll up your sleeves and start tackling the challenge head-on.

3:00   **Insights.** Open dialogue about lessons learned.

3:10   **Diving into the WAVE.** Visual talk, case study, and a live demo — see the magic in action.

3:35   **Ask me anything.** Your chance to dig deeper, poke holes, or expand ideas.

3:45   **Closing and summary.** (And prizes too!)

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Who we are | Grid Dynamics at a glance

We are a leading provider of technology consulting, product and platform engineering, AI, and advanced analytics for global enterprises undergoing digital transformation.

Market leading expertise

**AI
CLOUD
DATA
ANALYTICS
USER EXPERIENCE**

+ Proprietary accelerators
(e.g., microservices platform, analytical data platform, AI use cases)

Leading Fortune 1,000 clients

194
CUSTOMERS

Global scale

HEADQUARTER
SAN RAMON CA, USA

Q2 2025 REVENUE
$101.1M

Q3 2025
REVENUE EXPECTATIONS
$103.0M to
$105.0M

Q2 2025 GAAP/non-GAAP EPS
$0.06/$0.10

Strategic M&A

JUXT
September 2024

mobile computing
October 2024

NextSphere technologies
April 2023

mutualmobile
December 2022

TACIT KNOWLEDGE
May 2021

DAXX
December 2020

Skilled technical talent

5,000+ Employees

+26.6% YoY growth*

Partnership

aws partner network

Google Cloud Partner

Microsoft Partner

commercetools

NVIDIA

CONTENTSTACK

Temporal

snowflake

* Compared to 3,961 employees in Q2 2024

The AI Paradox: Why 95% of Projects Fail While SDLC Transformation Accelerates

The SDLC Revolution

76%

Developers using or planning to use AI coding tools

81% developers say productivity is biggest benefit

90% of Fortune 100 adopting

20M+ users of github co-pilot

Stack Overflow Developer Survey 2024 | techcrunch.

The Enterprise Reality

95%

of GenAI initiatives fail to scale or impact P&L

Majority never reached production

Fragmented use-cases

ROI undermined by data, cost, processes

MIT NANDA Initiative, 2025 | BCG AI Radar 2025

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Your Enterprise Reality: A Heterogeneous Ecosystem

Your SDLC Ecosystem

Mobile teams
2-weeks sprints
App store gates
Platform-specific testing
UX reviews

ML/AI Teams
Experimental cycles
Data pipelines
Model training
Continuous learning

Cloud-Native
CI/CD
Microservices
Daily deploys
Container orchestration

Legacy Systems
Quarterly releases
CAB approvals
Extensive testing
Risk mitigation

Shared Services and Dependencies

Security Reviews	Infrastructure	Data Governance
API Gateway	Shared Services	Compliance

Complexity Multipliers

Organizational Silos
Departments with different priorities & metrics

Geographic Distribution
Teams across timezones & cultures
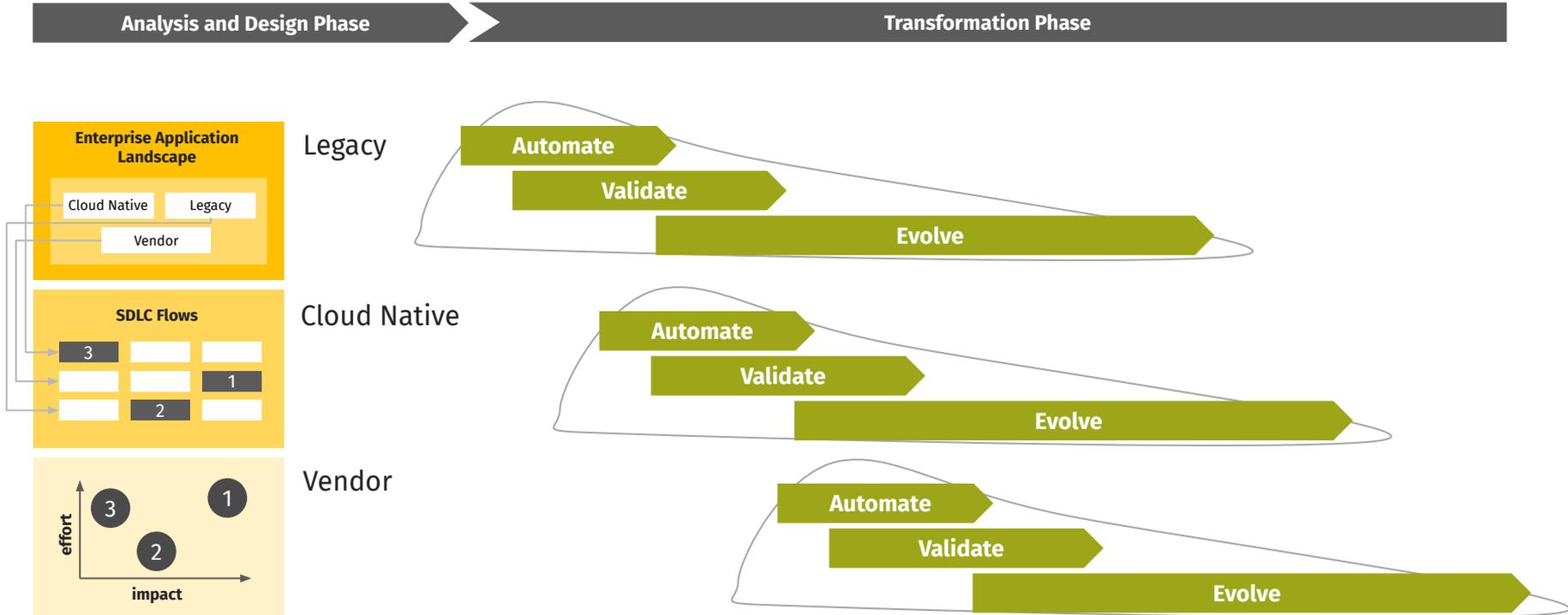
Multi-Vendor Reality
Different tools, contracts & SLAs

Tribal Knowledge
Undocumented process & expertise

"An hour saved at a non-bottleneck is a mirage"

—Eliyahu M. Goldratt

WAVE

Transformation Phase

Enterprise Application Landscape

Cloud Native | Legacy

Vendor

SDLC Flows

3		
		1
	2	

effort / impact

1 / 2 / 3

Legacy

Automate

Validate

Evolve

Cloud Native

Automate

Validate

Evolve

Vendor

Automate

Validate

Evolve

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"W"AVE: What to improve?
Table exercise

Problem Situation

You're consulting for MidCorp, a mid-sized enterprise with a typical product delivery pipeline.

Objective

1. **Find the problem area where AI can help**

2. **Select the appropriate AI solution**

3. **Understand impact** of that solution to the entire process

If you had to pick ONE stage of your SDLC to enhance with AI, what would it be?
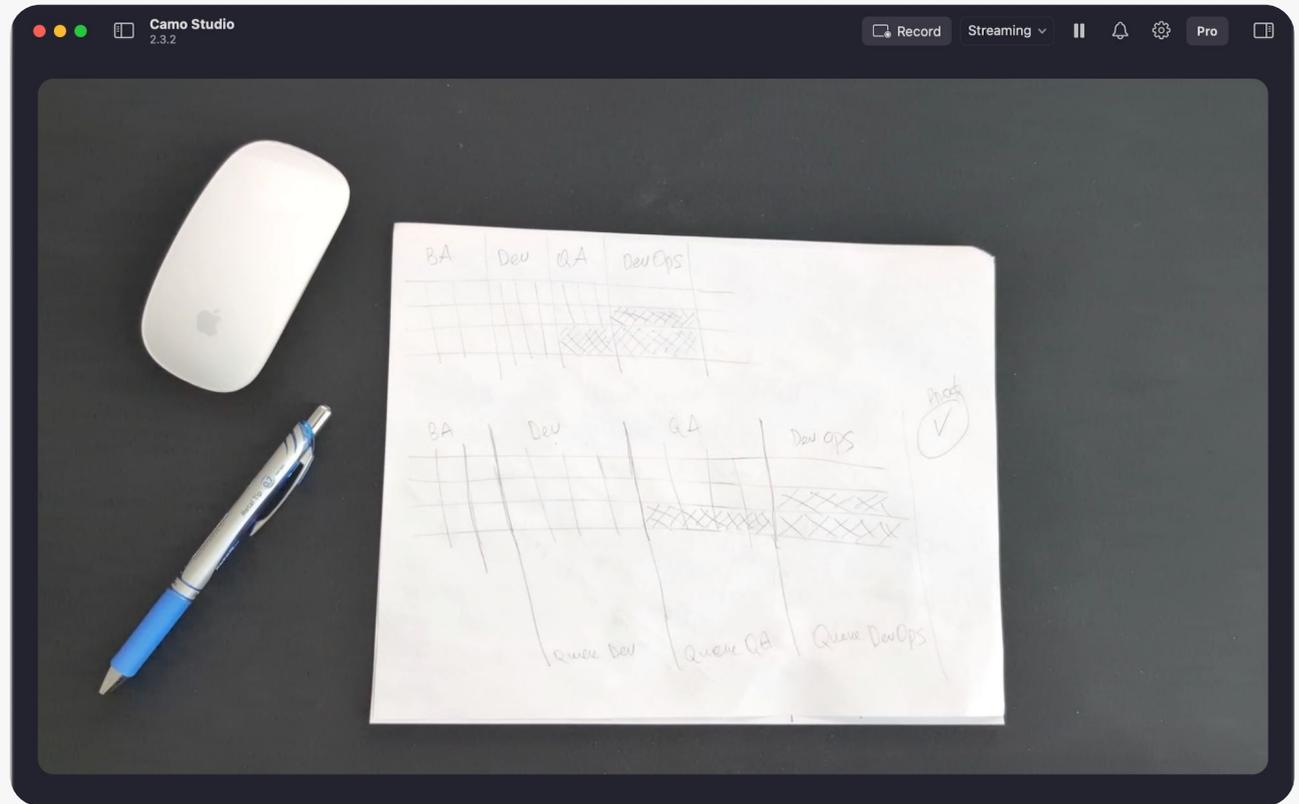
SDLC Bottleneck!

Game Day

1

Daily sequence

1. Add new tokens for BA queue
2. Move all active tokens
3. Take tokens from the queues

Game Timer
00:24

Next Day »

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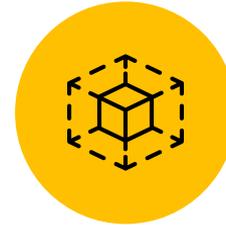
How AI Impacts the SDLC Steps

Increase capacity

Reduce execution time

Generate additional volume for the downstream tasks

Process Intelligence to Grasp The Reality As It Is

1 │ Real-World Activities

2 │ Product Delivery Systems

Plan → Code → Deploy → Operate

JIRA — GIT — Jenkins — Service Now

Logs — Logs — Logs — Logs
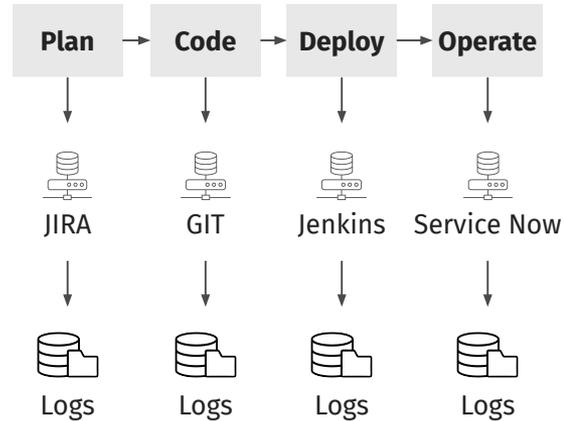
3 │ Process Simulation Model

DEMO
→ → →

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W"AVE": Let's Talk Tech
A Closer Look at Real-World AI SDLC

Internal Business Tools SDLC at Grid Dynamics

BE | DEV + QA | DEV | DevOps | QA | Release manager

Requirements → Refinement → Development → Deployment → Feature Testing → Regression → Release

Jira
Confluence

CURSOR
CLAUDE CODE
CodeRabbit

TestRail
Gemini

Staffing Tool

Management | Recruitment

Manager | Sourcer | Recruiter

Review — Create
Create — Add
Create

Demans | Candidates | Hiring Tickets

Employees | Job Posts → Tasks
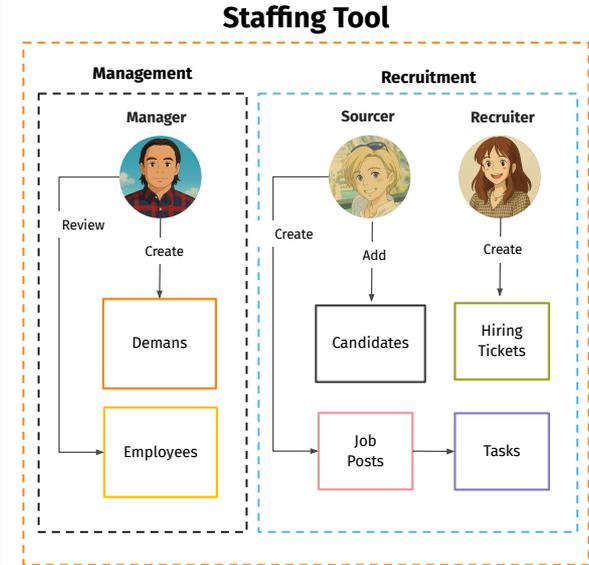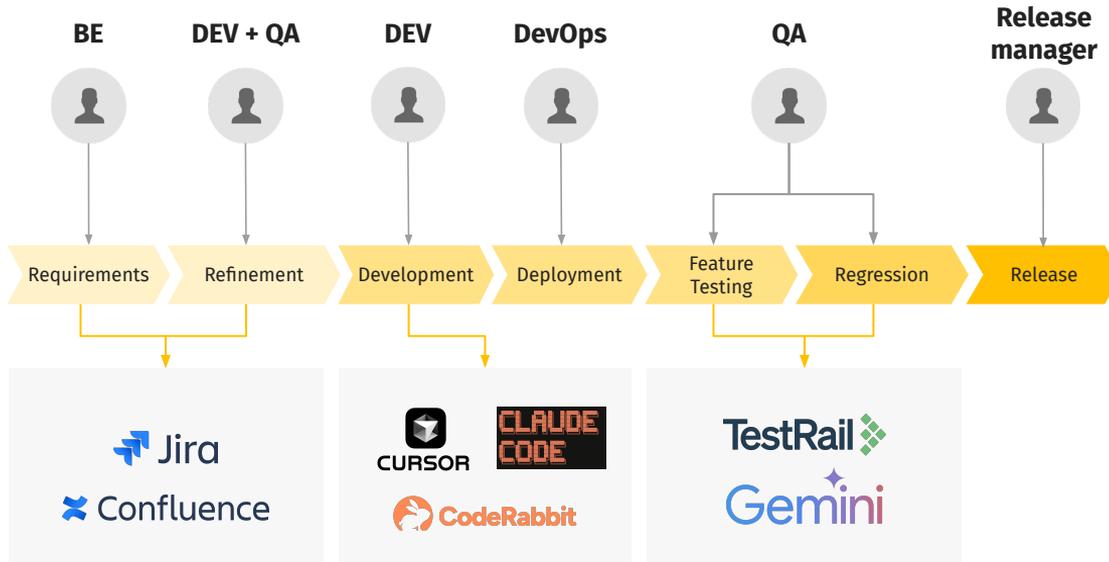
What is the Situation with QA?

Max: Are you creating test cases on your project?

Dariia: We have only 2 QA on this HUGE project. **We do not have time for this.**

Max: Our AI tool can update documentation. Would it be helpful?

Dariia: Yes, we have many documents, and they are inconsistent. **Some documents haven't been updated for the last couple of years.**

Max: What about requirements? Are requirements good to use as documentation?

Dariia: The **requirements** are **not** always **clear** and **consistent,** and the **ticket contradicts** the **documentation**. I have to spend time clarifying the user stories.

Expected Outcome

▲ Test Coverage

▲ Requirements Quality
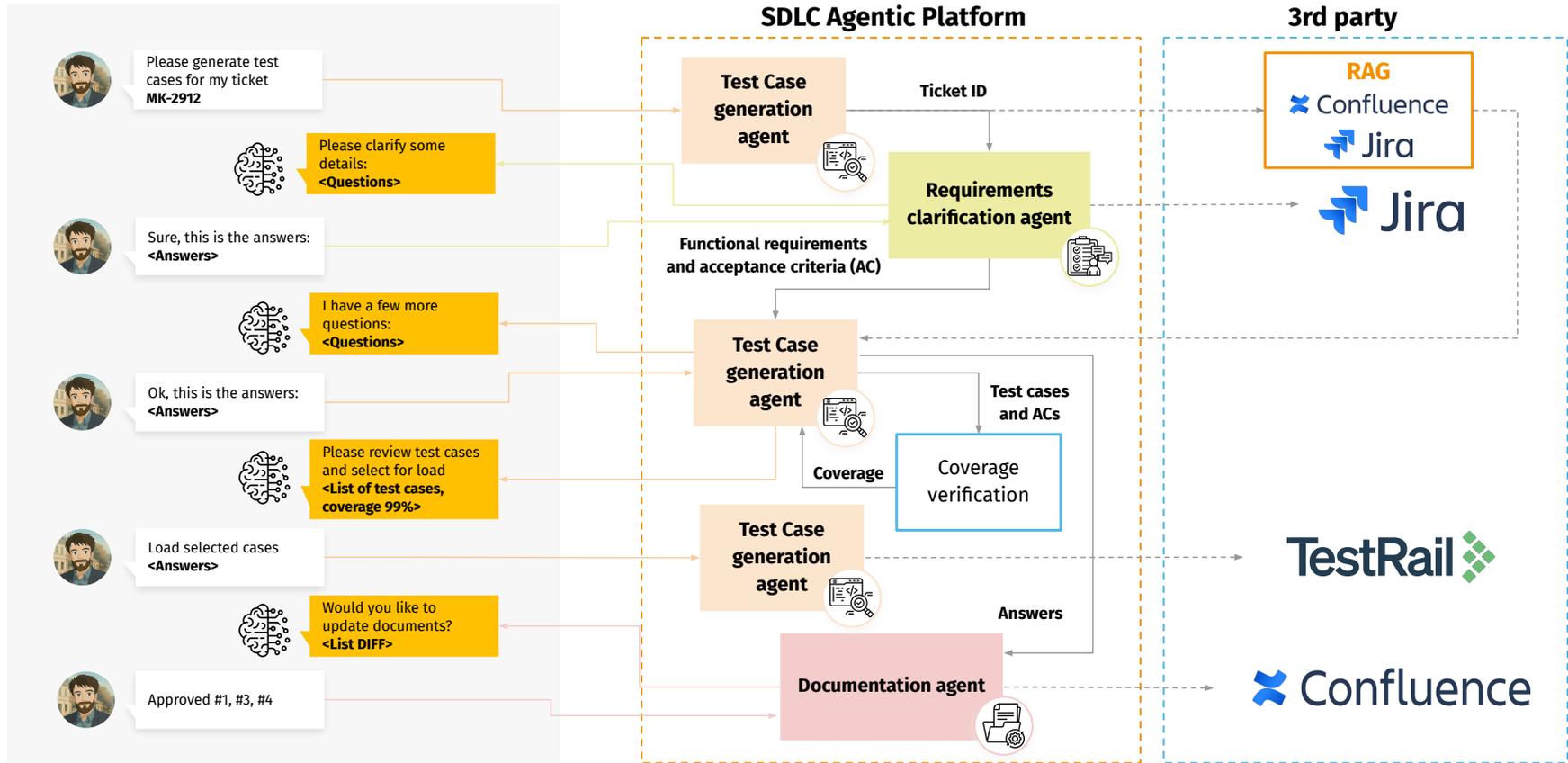
▲ Time for exploratory testing

▲ Documentation quality

▲ Test case creation speed

DEMO

Agentic Flow of AI-assisted Test Case Creation

SDLC Agentic Platform

3rd party

Please generate test cases for my ticket **MK-2912**

Please clarify some details: **<Questions>**

Sure, this is the answers: **<Answers>**

I have a few more questions: **<Questions>**

Ok, this is the answers: **<Answers>**

Please review test cases and select for load **<List of test cases, coverage 99%>**

Load selected cases **<Answers>**

Would you like to update documents? **<List DIFF>**

Approved #1, #3, #4

Test Case generation agent

Ticket ID

Requirements clarification agent

Functional requirements and acceptance criteria (AC)

Test Case generation agent

Test cases and ACs

Coverage

Coverage verification

Test Case generation agent

Answers

Documentation agent

RAG

Confluence

Jira

Jira

TestRail

Confluence

SRE: Manual Process (familiar picture)

<< create incident >>

Target system(s)

- Infrastructure and Applications
- Observability system(s)
- Documentation (architecture & runbooks)
- Communication system (chat)
- Codebase
- Incident Management System

<< Generate alerts based on logs and metrics >>

Notify SRE on duty

PagerDuty
OpsGenie
slack

SRE Engineer

Initiate triage process

- Locate service issuing alert
- Infra problem Identified? — Yes → Resolve / No
- Service Level Investigation
- Parse and Analyze data
- Root Cause Identified? — Yes → Resolve / No
- Move on to next dependent service

Document incident

servicenow
Jira

Wait for incident to be picked up

Engage Dev team(s)

Developer

Manual Process

Immediate *after* occurence

Minutes

~20+ minutes

(Minutes)

Target system(s)

- Infrastructure and Applications
- Observability system(s)
- Documentation (architecture & runbooks)
- Communication system (chat)
- Codebase
- Incident Management System

Notify SRE on duty

PagerDuty

OpsGenie

slack

SRE Engineer

Initiate triage process

- Classification / Prioritization
- Inspect Incident Data
- Identify Root Cause
- Match with Runbook
- Provide RCA

Inspect source code

Document incident

servicenow

Jira

SRE Engineer

Remediate

Engage Dev team(s)

Developer

Hours

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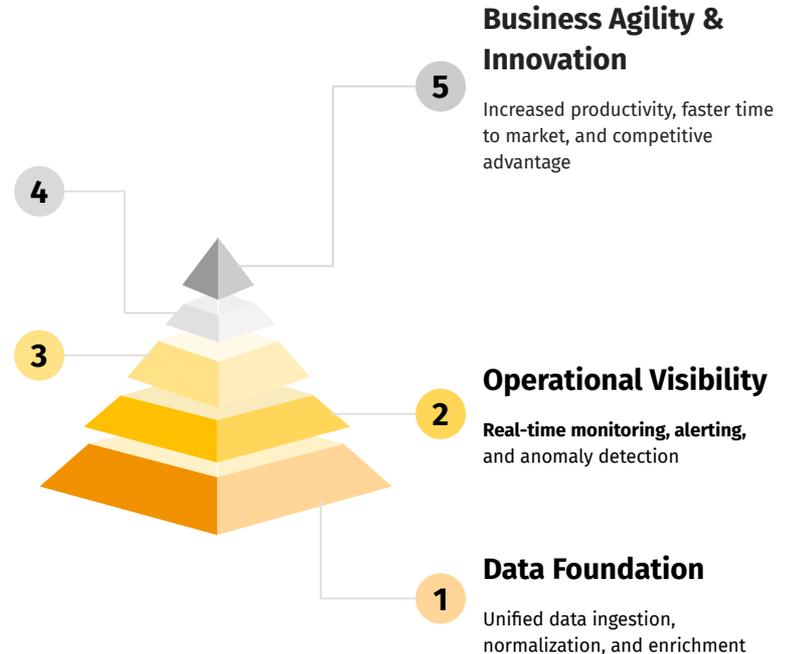
AI SRE Use Cases: current focus

- **Ongoing incident ingestion and pre-triage:**

  - Automatically react to firing alert
  - Provide RCA
  - Identify severity
  - Create ticket in incident management system for tracking
  - Provide troubleshooting suggestions and links to relevant runbooks

- **Historical incident examination:**

  - Analyze log for incident happened in the past
  - Perform RCA and identify steps to prevent future occurrences
  - *Unexpected real-life use:* help building runbook library.

Business Agility & Innovation

5

Increased productivity, faster time to market, and competitive advantage
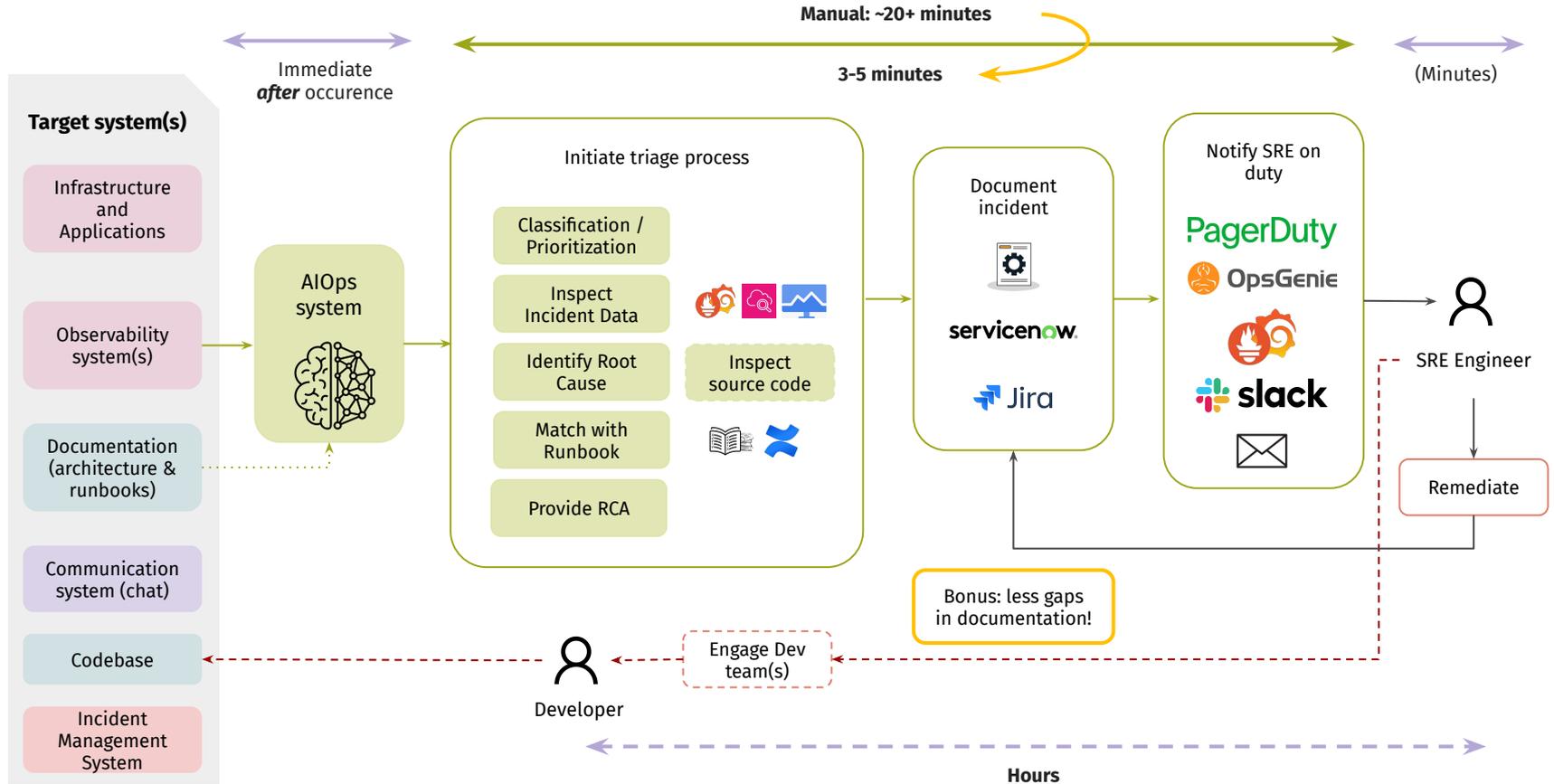
Automated Response

4

Self-healing automation, policy-based remediation

Intelligent Diagnostics

3

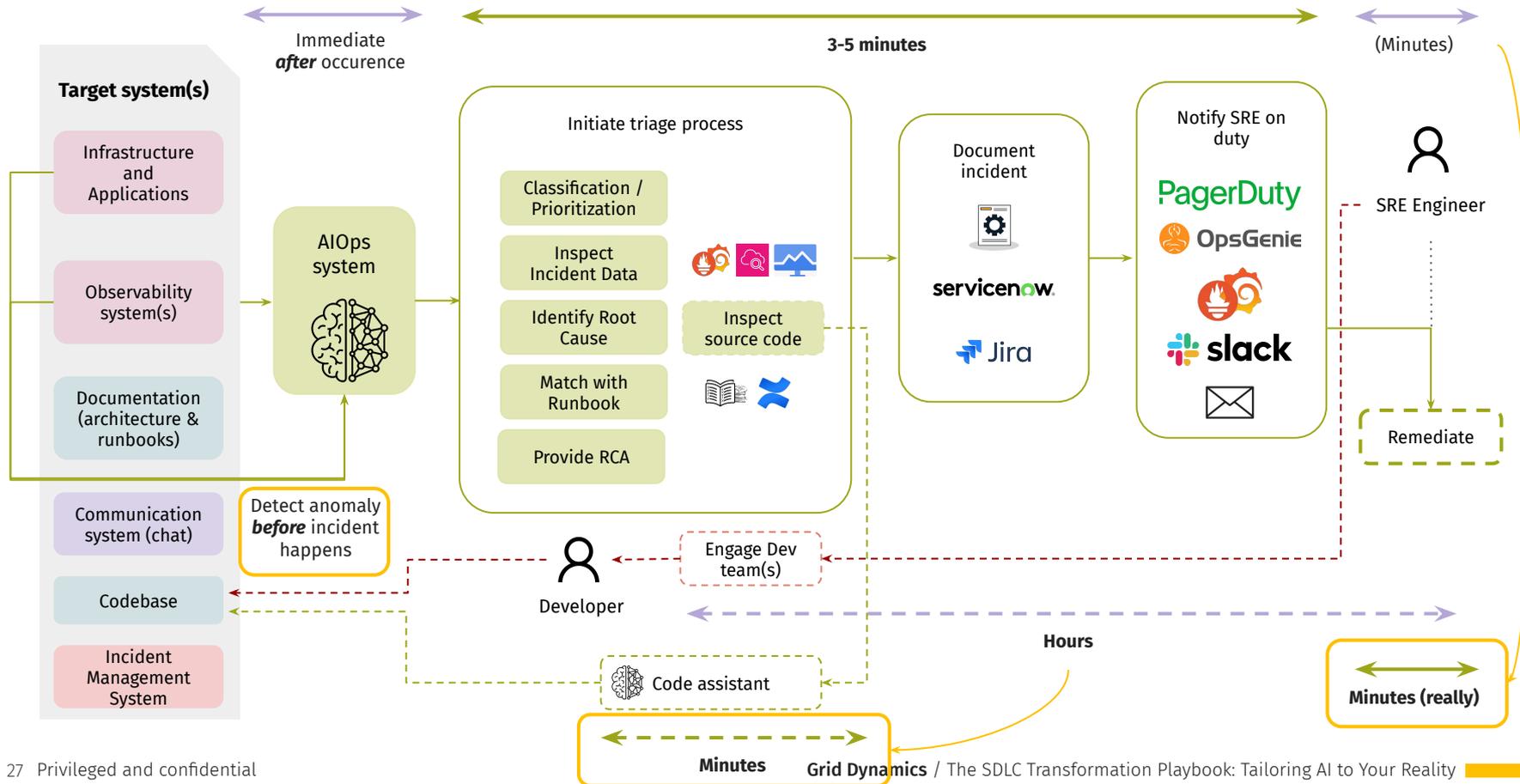**Automated root cause analysis,** predictive insights, report creation and recommendations

Operational Visibility

2

Real-time monitoring, alerting, and anomaly detection

Data Foundation

1

Unified data ingestion, normalization, and enrichment

AI-Assisted Process

Manual: ~20+ minutes

3-5 minutes

Immediate *after* occurence

(Minutes)

Target system(s)

Infrastructure and Applications

Observability system(s)

Documentation (architecture & runbooks)

Communication system (chat)

Codebase

Incident Management System

AIOps system

Initiate triage process

Classification / Prioritization

Inspect Incident Data

Identify Root Cause

Inspect source code

Match with Runbook

Provide RCA

Document incident

servicenow

Jira

Notify SRE on duty

PagerDuty

OpsGenie

slack

SRE Engineer

Remediate

Bonus: less gaps in documentation!

Engage Dev team(s)

Developer

Hours

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Demo

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AI-Assisted SRE: endless improvement possibilities

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Your Workshop Team

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Prizes

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