It's No Longer About 'What's in the Box'
Product viewings from a top Bay Area Engineer

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In a world where users increasingly value innovation and value, the way one develops software is changing. The focus has shifted from the code (what's in the box) to the outcomes (what's in the box).

In many companies, software development teams are focusing on delivering value to their users. This means developing software that is easy to use, fast, and reliable. It also means developing software that is secure and up-to-date.

Many companies are moving away from the traditional software development process, which focuses on delivering code that meets a specific set of requirements. Instead, they are adopting new development processes, such as agile and DevOps, that focus on delivering value to their users.

This shift in focus is reflected in the way companies are measuring success. In the past, companies focused on measuring the amount of code that was delivered. Now, companies are focusing on measuring the value that the software delivers to their users.

This change in focus is also reflected in the way that companies are recruiting and retaining developers. Companies are now looking for developers who can deliver value, rather than just write code.

In conclusion, it's no longer about 'what's in the box'. It's about delivering value to your users. This means developing software that is easy to use, fast, and reliable. It also means developing software that is secure and up-to-date. This shift in focus is reflected in the way companies are measuring success and recruiting and retaining developers.