The CEO of $135 million DevOps startup Transposit says the firm is now taking on giants like ServiceNow and Atlassian because IT management is ‘broken’

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- Last year, the $135 million DevOps startup Transposit brought on a new CEO – Divanny Lamas, who is also managing director at Sutter Hill Ventures – to help broaden the firm’s focus to IT management.
- Transposit started off as a platform that helped developers manage, use, and share application programming interfaces, or APIs, which connect different apps and allow them to “talk” to each other.
- Now, Lamas is leading Transposit to focus more on IT service management, taking on tech giants like ServiceNow and Atlassian.

Four-year-old DevOps startup Transposit has expanded its focus to dive into IT service management and take on companies like ServiceNow and Atlassian.

Transposit launched in 2016 with a platform that made it easier for developers to manage integrations between multiple apps by weaving together application programming interfaces. Better known as APIs, they allow different software and services to exchange information and essentially “talk” to each other.

Then, last year, it brought on a new CEO – Divanny Lamas, who is also a managing director at Sutter Hill Ventures – to lead a broadening of its mission: Transposit now offers a platform for engineering and IT teams to automate the work they do. It can help engineers collect data on their entire development process, analyze it for insights, and monitor how teams solve problems.

Lamas sees this as an extension of the startup’s original goal:

“One of the things that gets me really excited is we’re growing the company to be able to effectively take all those things that Transposit wanted to do and we’re just simplifying and making it easier for people,” she told Business Insider.

While developers could use Transposit’s tools to add APIs to their own apps, publish and share the APIs they built, and reuse ones built by other developers, it still required work from developers to set it all up, says Transposit co-founder and CTO Tina Huang.

“That was a high barrier to entry even for our own internal tool,” Huang told Business Insider.

Transposit had meanwhile started building tools for managing its own internal operations and connecting these tools to Slack. It realized that it could release these same types of tools externally for developers in tandem with its existing product.

In September, it launched an engineering operations platform called Mission Control to help developers easily manage and monitor IT incidents. Users can also use the product to respond to incidents and outages directly from Slack. To help it work towards that goal, Transposit also announced a $35 million Series B round led by Altimeter Capital that same month, with a valuation that PitchBook pegs at $135 million.

Transposit is taking on bigger rivals because it thinks incident management is ‘broken’

Transposit will still provide the same capabilities for managing APIs as before, but now it’s also going after the same markets as ServiceNow and Atlassian too, Lamas says.

“When we talk about why we’re going after this market, we think that fundamentally, incident management is broken,” Lamas said.
Right now it’s managed separately from day-to-day operations and those working on it have little data driving their decisions, CTO Huang said. Transposit, on the other hand, treats incidents as part of the operations process and allows developers to see how they can speed up the time it takes to resolve incidents, better serving organizations today.

“If you look at most incident management platforms, they begin when an alert is fired and end when the incident is marked as resolved,” Huang said. “But in reality, the alert firing or a customer reporting an issue is merely the first time you were made aware of the incident.”

Transposit’s data-driven approach allows teams to understand where they can strategically improve the process and time it takes for resolution.

Right now, Transposit is scaling its sales and engineering teams, and earlier this year, it hired a head of sales. Lamas notes that unlike at most Silicon Valley tech companies, where talent skews heavily male, 42% of its engineering team are women.

“As a result it works differently,” Lamas said. “It’s just so different from the status quo of a lot of Silicon Valley technology companies that we’ve all heard of and experienced.”

Tina Huang, CTO and co-founder of Transposit.