

Please evaluate  
my talk via the  
mobile app!





Instrumenting Your Business For Success

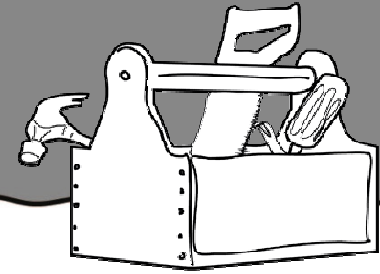
With DevOps

Robert Benefield

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[rbenefield@evolvebeyond.com](mailto:rbenefield@evolvebeyond.com)

# About Me



CTO, Evolve Beyond      @leandevops

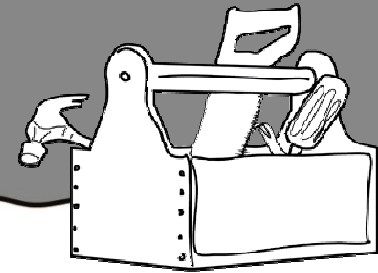
Over 20 years of experience in Development, Operations and Executive levels from start-ups to large multinationals

Software, Military, Government, Banking, Utilities, Telecom, Internet, Energy, Healthcare, Embedded Systems

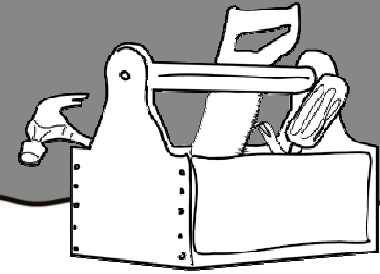
***I like solving difficult problems***



# Sound Familiar?



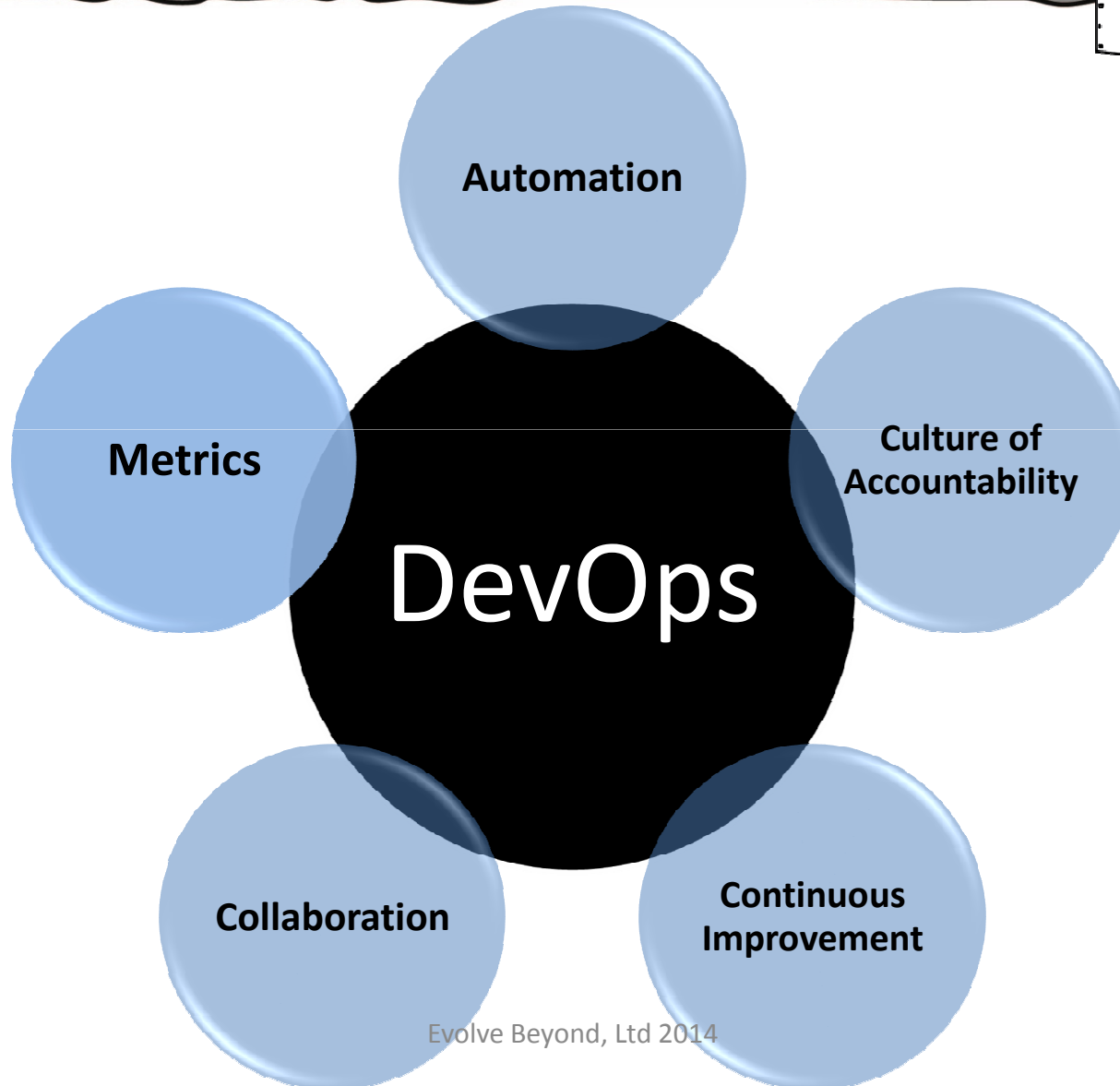
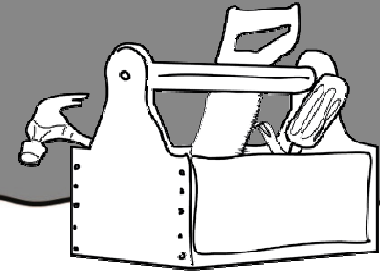
# What We Need to Achieve



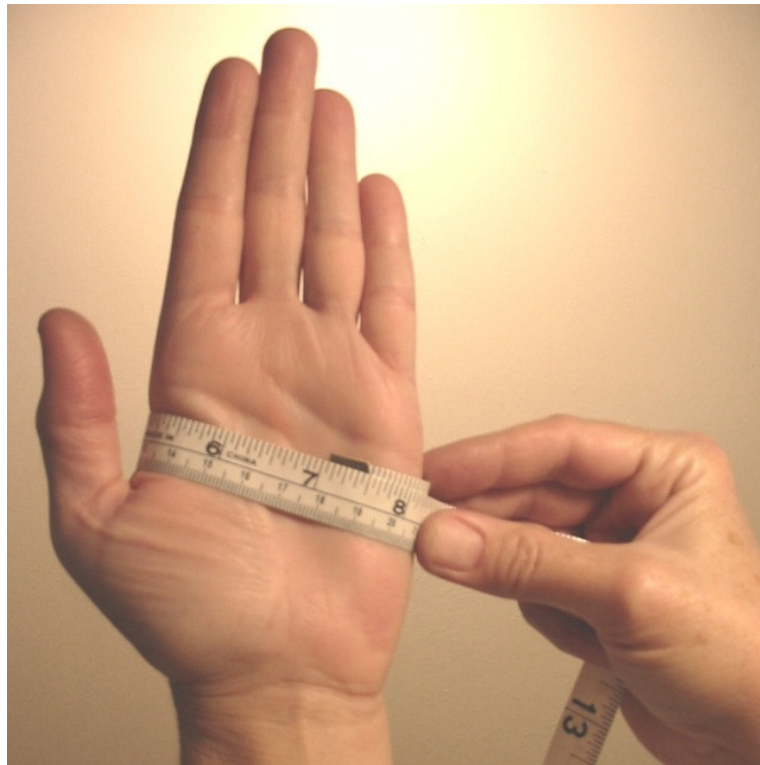
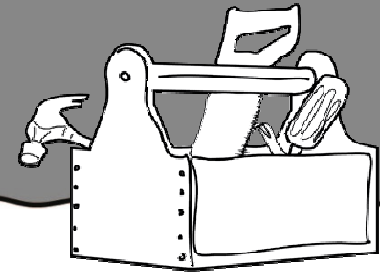
**Shared Situational Awareness**

**Continuous Improvement**

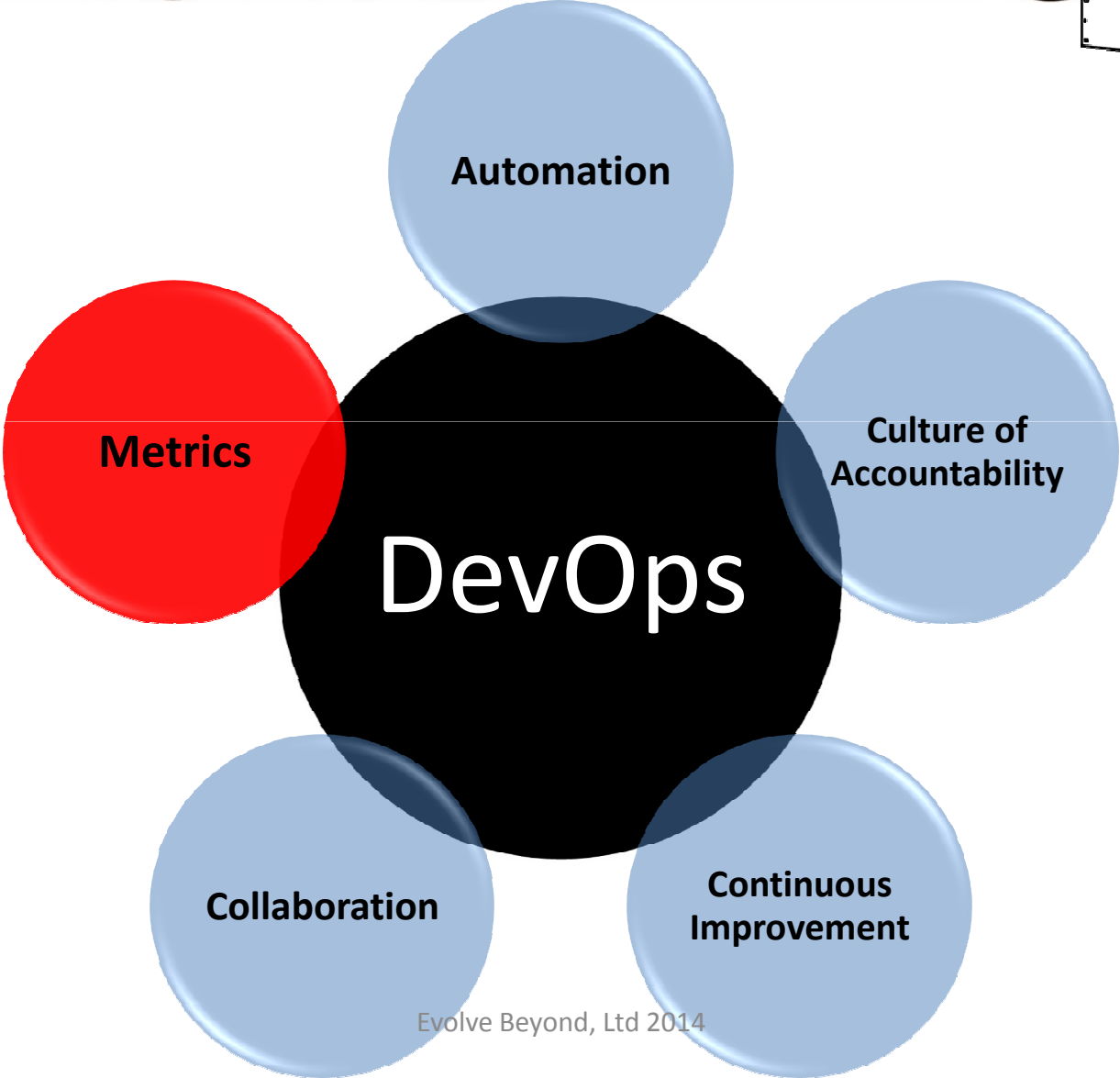
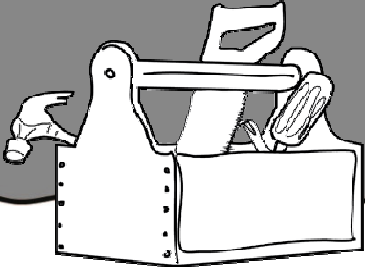
# DevOps Ecosystem



# Have the Metrics Changed?

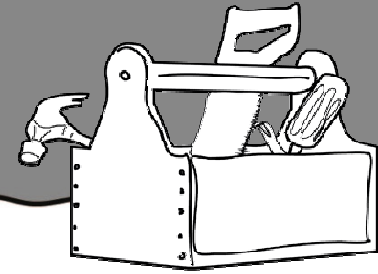


# DevOps Ecosystem





# Typical DevOps Measures



## Availability

Mean Time Between Failure (MTBF)

Mean Time To Recover (MTTR)

## Health

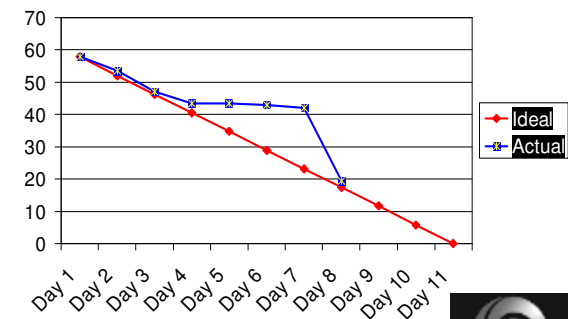
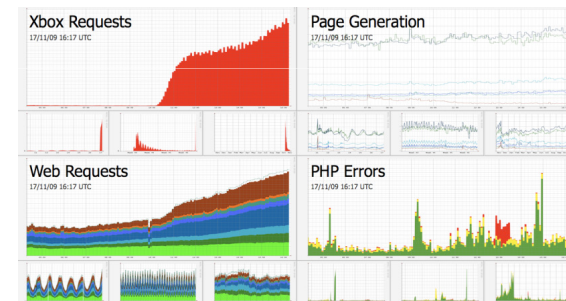
Warnings/Failures/Restarts

## Throughput

Capacity (CPU, Memory, I/O, etc)

Deploy speed & frequency

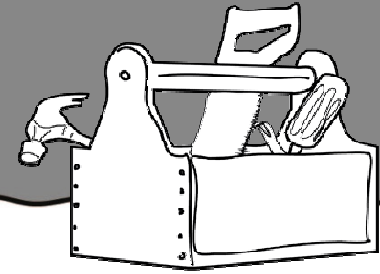
Team Velocity



# Are We Missing a Trick?



# Business Environment



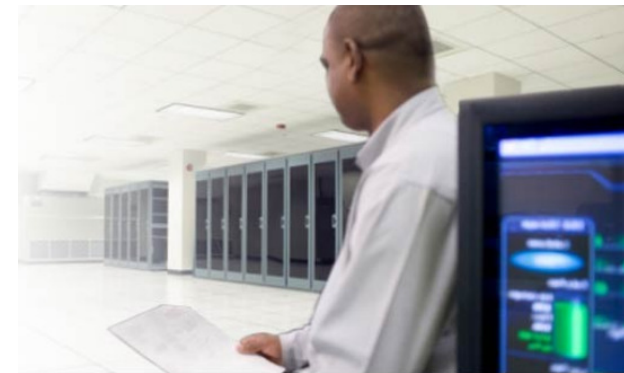
**Customer**



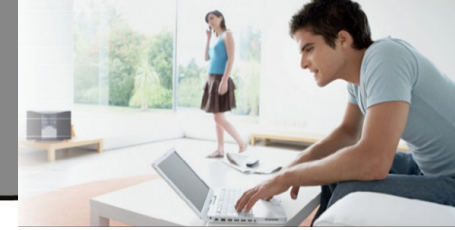
**Business**



**IT**



# Customer's View



## ***The Service is the Product!***

### **Available**

- Does it work when I need it?

### **Usable**

- Does it do what I need it to do?
- Is it easy to use and performant?

### **Provide Value**

- Is it value for money?
- Is it better than I could do myself?

### **Secure**

- Is my data safe?



# Perceived Business View



*“Agile just means we deliver faster, right?”*

*“Cloud/SaaS is just a distribution channel”*

*“DevOps is Cloud + Automation to go even faster!”*

# Business Metrics Focus



**Increase** revenue & market share

**Reduce** costs & delivery friction

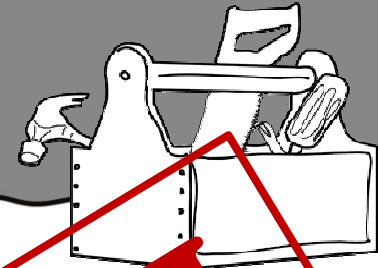
**Protect** – *manage risk* to revenue & market

**Which all boils down to:**

Understanding the Customer & Market

Understanding resident capabilities & risks

# Typical DevOps Measures



## Availability

Mean Time Between Failure (MTBF)

Mean Time To Recover (MTTR)

## Health

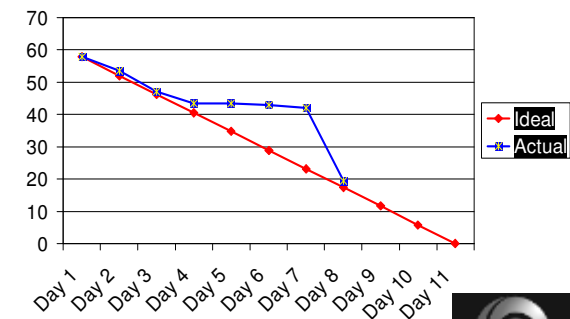
Warnings/Failures/Restarts

## Throughput

Capacity (CPU, Memory, I/O, etc)

Deploy speed & frequency

Team Velocity

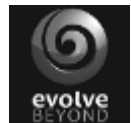


**TOO TECHNICAL**



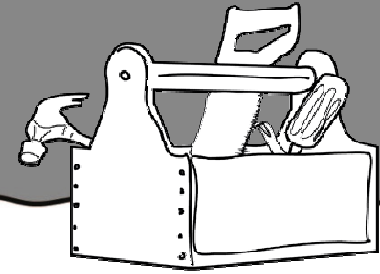
# BUILDING THE BRIDGE

Evolve Beyond, Ltd 2014





# Building Situational Awareness



What causes **friction**?



What are our **risks**?



What are our **capabilities**?

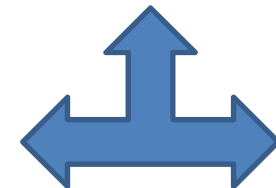


Do we really **understand our customers**?



*Remember: We run the service!*

How are **decisions** made?



# Friction



How quickly can we **deliver**?

How quickly can we **scale**?

How quickly can we **respond**?

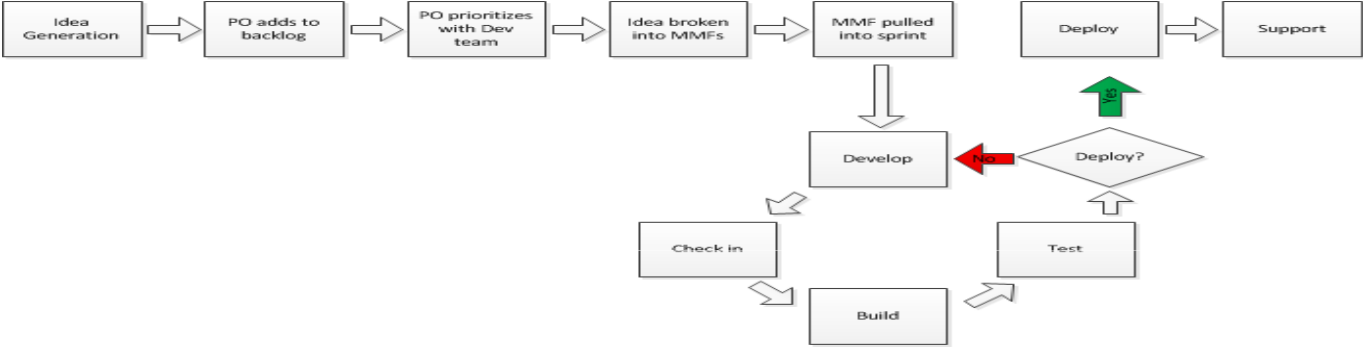
How quickly can we **resolve**?

How often is there **rework**?

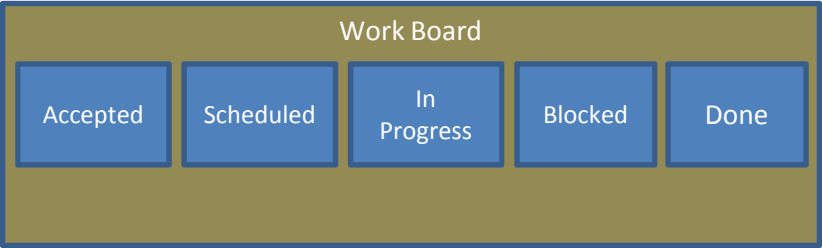
# Delivery Friction



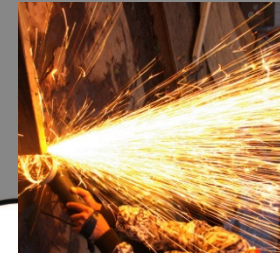
## Value Streams



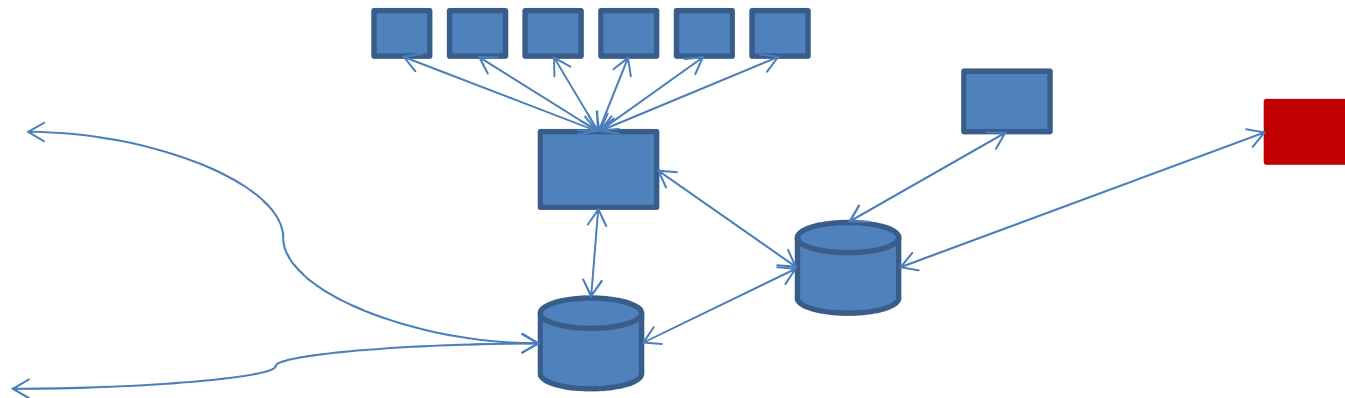
## Workflow Visualisation



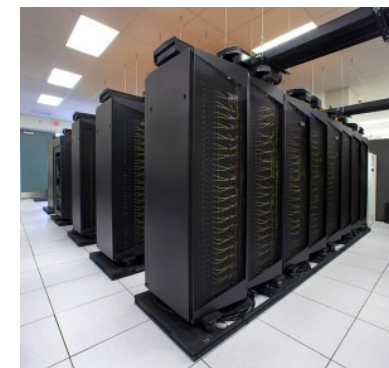
# Scale Friction



## Visualising architectural challenges



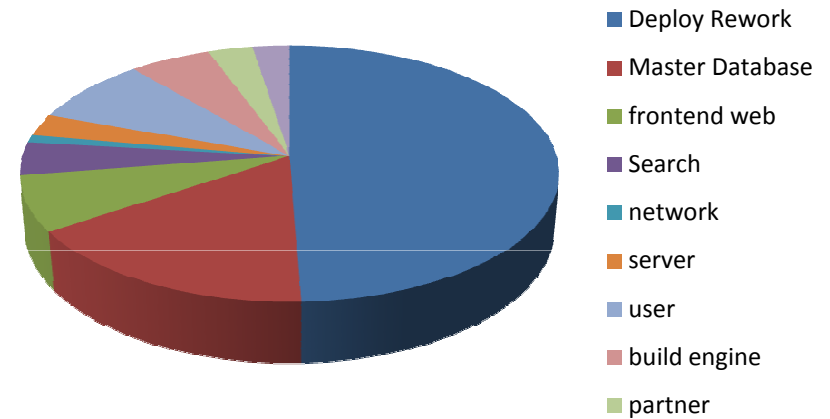
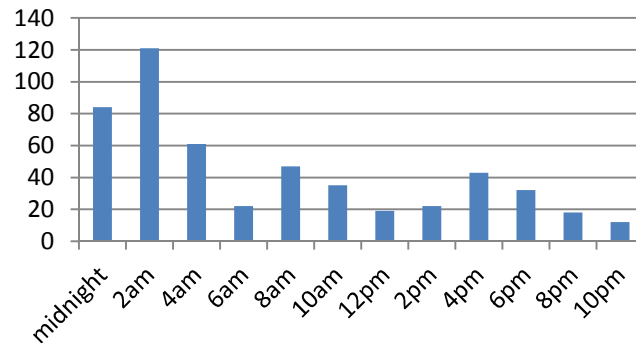
## Acquisition Dependencies



# Event Friction



## Tracking & Trending the “Why & When”



Effort due to change rework

# Risks



Where is the **technical debt**?

Where are the “**known unknowns**”?

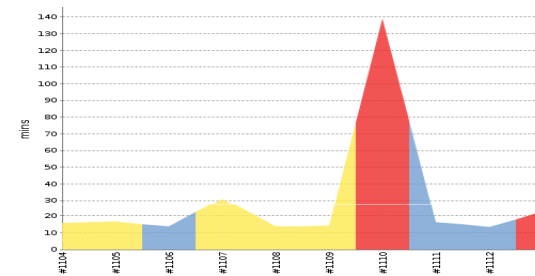
Where are the **SPoFs**?

Where are the **dependencies**?

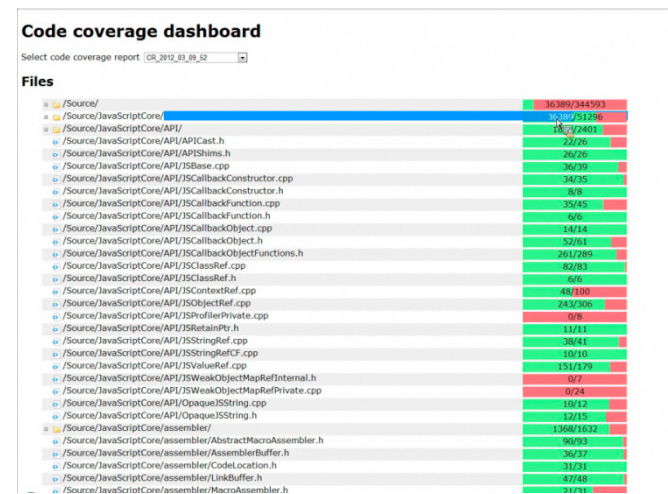
# Visualise Code Risks



## Component Build Failure Rates



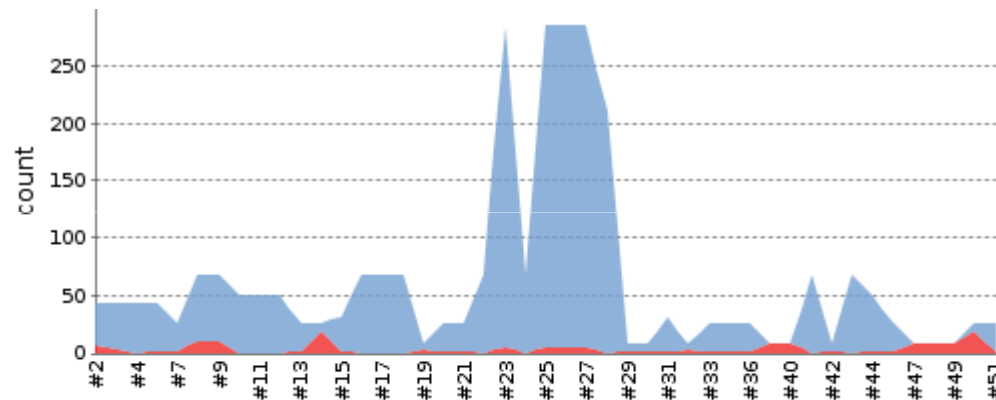
## Code & test coverage



# “Known Unknown” Risks



## Test scenario risks



## Marketing/Sales campaign risks



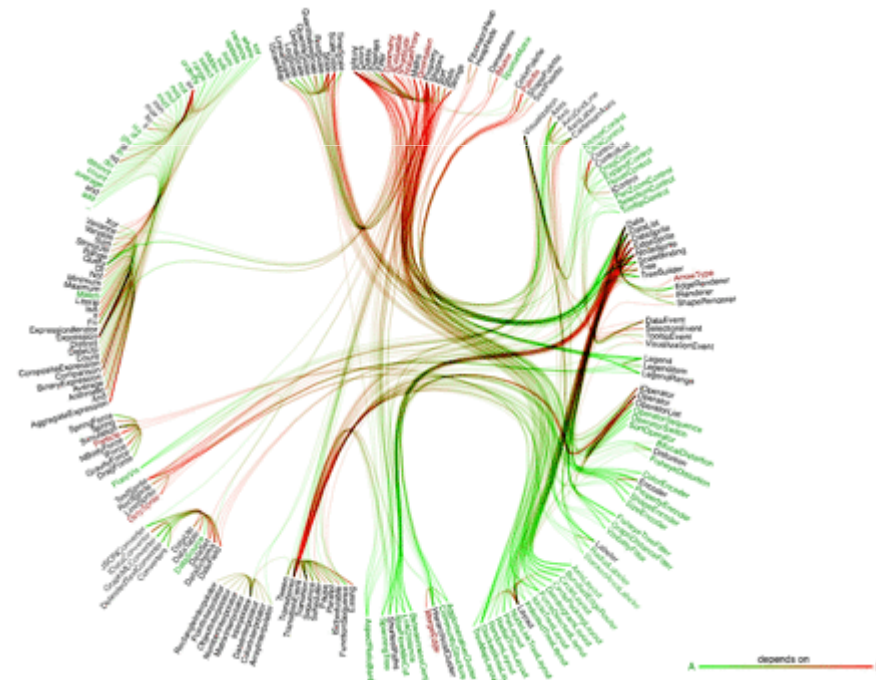
# SPoFs & Dependencies



## Visibility & Elimination

Top Committers - By LOC

ant.v	105806
anton	27102
tomas	25017
ekke.w	24484
sim	23320
andresen	21540
ku	20887
runno	20623
ikaru	17885
tommi	17154



# Capabilities

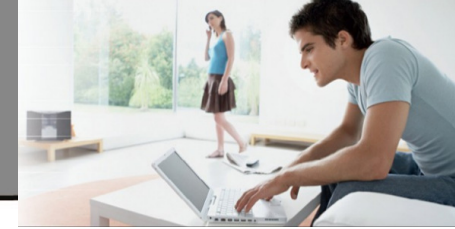


What are they?

Are they being used?

Are they constrained?

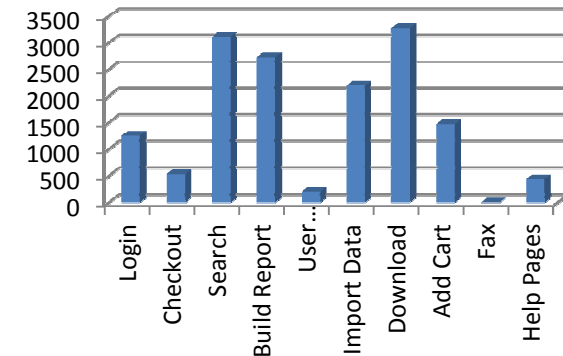
# Understanding the Customer



Who they are

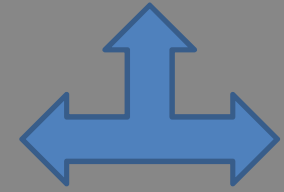
What they use (when/how/why)

What is important to them



How do we know how well are we doing?

# Decisions & the Business

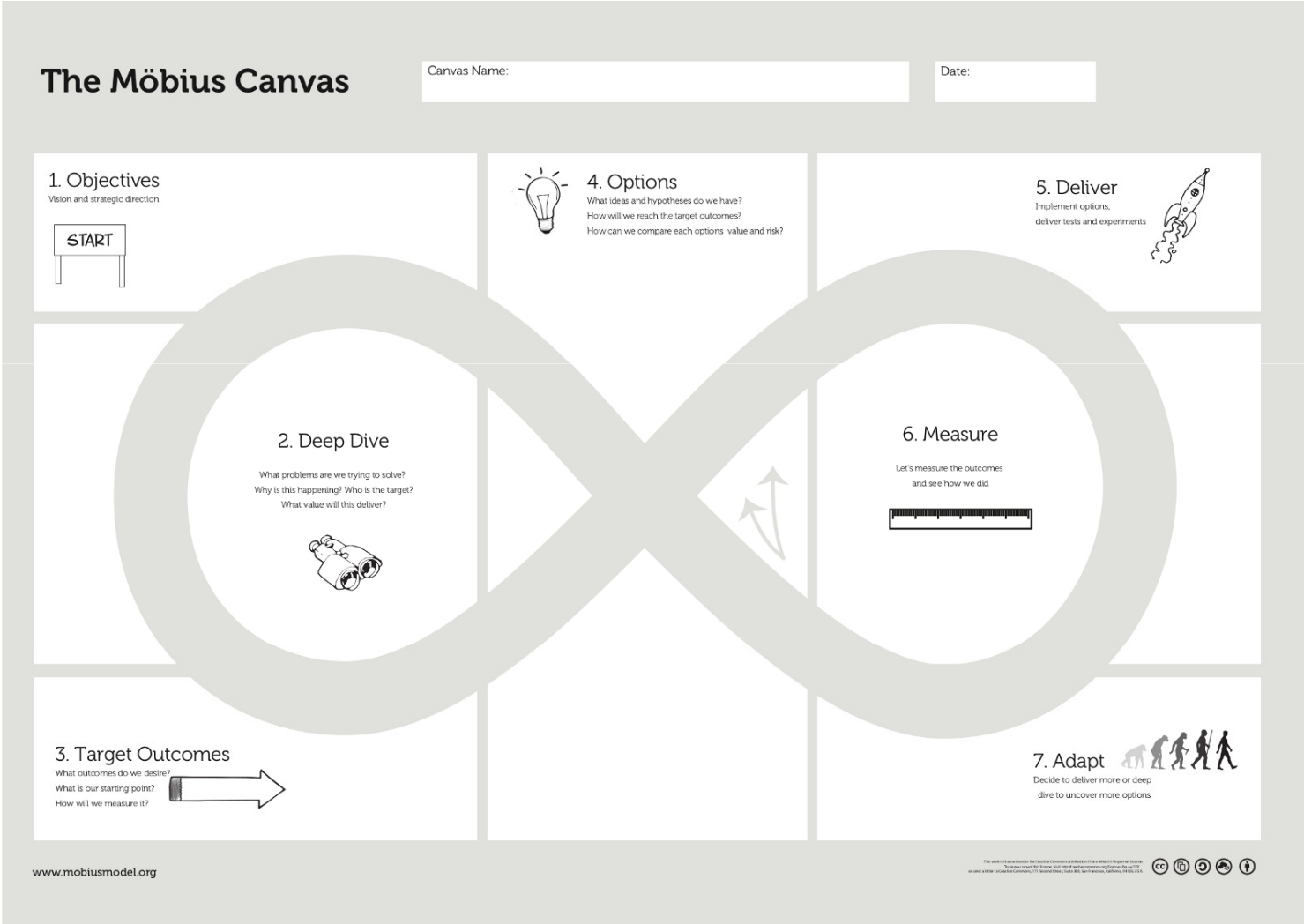


Understanding decision process

Improving information flows

Building shared context

# Building a Continuous Improvement Loop



# Signs of Success

Fewer Surprises

Less Waste

Improved Priority Alignment

Metrics are useful to everyone

Collaborative continuous improvement





# QUESTIONS?

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