

Time to drop a...



Photo by Karolina Grabowska

WHAT choice?!?



Whyyyyy?!?



S.N.A.F.U.

- 1999 - Y2K bug avoidance
- 2000 - Everyone in I.T. takes a nap
- 2001 - Dot-com bubble bursts
- 2002 - Amazon launches AWS
- 2003 - WiFi deployed to >6,000 hotels
- 2004 - Gmail debuts
 - Google indexes >8 million pages
- 2005 - YouTube uses more bandwidth in 1 year than the entire internet did in 2000
- 2006 - Y Combinator kicks off investment frenzy
 - Amazon launches ECC
- 2007 - iPhone (and later, Android) debut
- 2008 - Stack overflow, Github, Twilio debut
- 2009 - Iomega Rev drive debuts
- 2010 - iPad debuts
 - 4.7 billion mobile phone subscriptions
- 2011 - >600,000 iPhone/iPad apps
 - >400,000 Android apps.
 - >800 million FB users
 - Revolution in the middle east enabled by mobile phone use
- 2012 - Tablet computers become the fastest adopted hardware in history.
- 2015 - Windows 10
- 2020 - Pandemic causes global WFH overnight
- 2021 - SolarWinds hack
- something something blockchain
- 2023 - the rise of LLM and generative AI.



Photo by Alexander Schimmeck

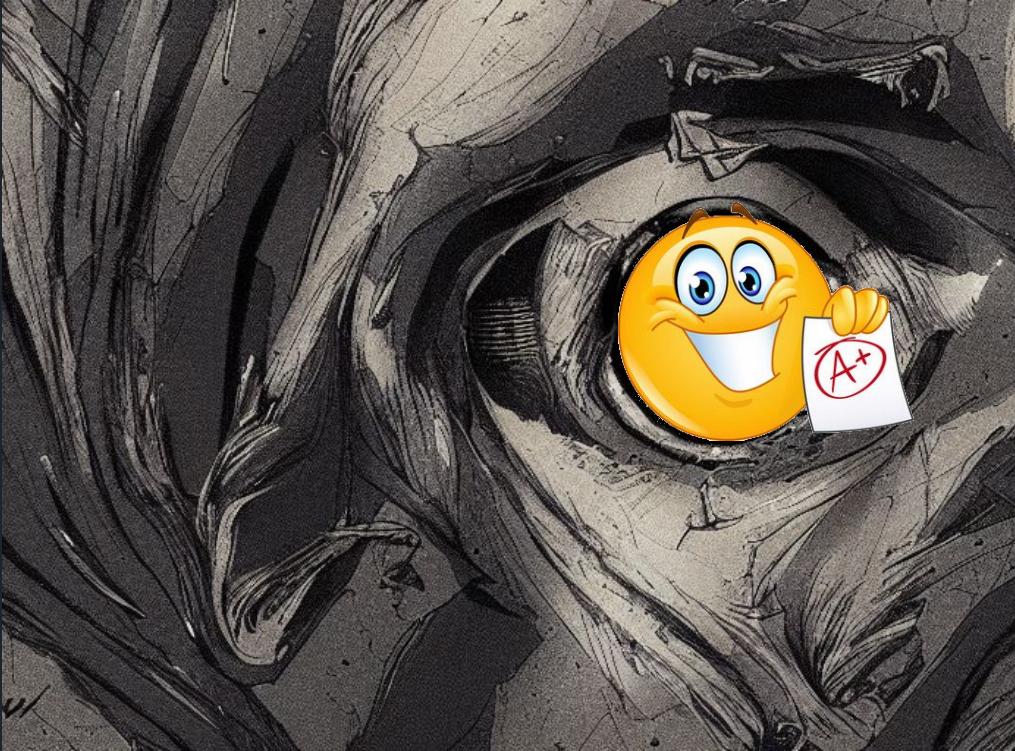


Looking back at a lifetime of poor technical choices

Leon Adato

\$date();

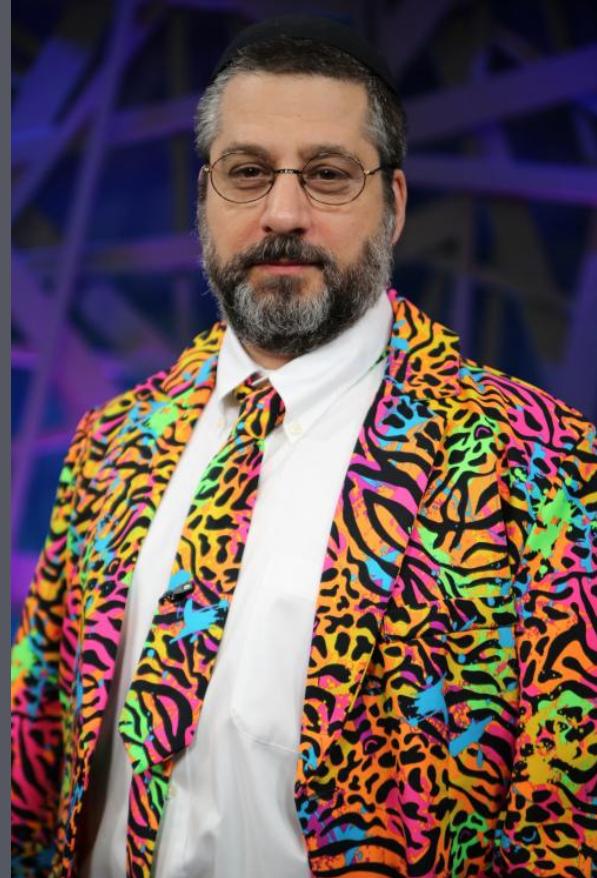
Or: When you stare into the face of failure



And success smiles back

Leon Adato

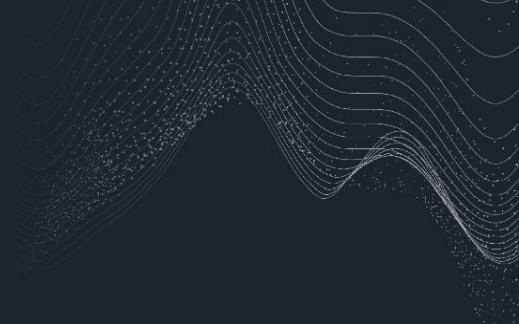
- Principal DevRel Advocate @ New Relic
- Started in tech ~35 yrs ago
- Focus on monitoring for ~25 yrs
- Tivoli, BMC, OpenView, Nagios, SolarWinds, Perl scripts, batch files,
and New Relic (duh)
- Built monitoring for small, medium,
and ludicrous size orgs.
- @LeonAdato almost everywhere



This is an Oyster Talk™



The Lede



There's no such thing
as a poor technical choice

OK, maybe there are a couple



- Not having backups
- Thinking replicas, mirrors, RAID, or SAN are backups
- Unsecured S3 bucket
- Moving fast and breaking things... in PRODUCTION
- Using production AS your test environment
- Trying to do it all yourself.
- Using Oracle
- Starting a land war in Asia

The Cleveland Freenet



•

```
#include <stdio.h>

int main(void)
{
    printf("Hello, world!\n");
    return 0;
}

:w
```

10 years later...



It's always DNS...

```
$ORIGIN tld.  
$TTL 5m  
  
example      IN      SOA     ns1.example.tld. hostmaster.example.tld. (  
                           90                      ; serial  
                           4h                      ; refresh  
                           15m                     ; retry  
                           8h                      ; expire  
                           4m)                     ; negative caching TTL  
                           IN      NS      ns1.example.tld.  
                           IN      NS      ns2.example.tld.  
                           MX      10      mail.example.tld.  
                           IN      A       127.0.0.1  
  
                           IN      TXT    "v=spf1 a mx a:mail.example.tld a:www.example.tld ?all"  
  
$ORIGIN example.tld.  
  
ns1           IN      A       127.0.0.2  
ns2           IN      A       127.0.0.3  
www          IN      CNAME   example.tld.  
mail          IN      AAAA   ::1  
mail          IN      A       127.0.0.4
```

WordPerfect



WordPerfect

```
The title of my document

This is my document. I think I'll add a bold word. And maybe
something underlined for a change.

    this will indent some text on both sides of the screen,
    which is kind of helpful

        But it's also cool to try flush-right

C:\WP51\DO_DENU.DOC          Doc 1 Pg 1 Ln 1.67" Pos 1"
{   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲   ▲ }   ▲   ▲
[HRe] This is my document. I think I'll add a [BOLD]bold[bold] word. [And maybe[SRe]
something [UND]underlined[und] for a change. [HRe]
[HRe] [→Indent↔]this will indent some text on both sides of the screen,[SRe]
which is kind of helpful[HRe]
[HRe] [Flsh Rgt]But it's also cool to try flush[-]right[HRe]
[HRe]
[HRe]

Press Reveal Codes to restore screen
```

WordPerfect

<P>

This is my document. I think I'll add a bold word. And maybe
 something <u>underlined</u> for a change</P>

<blockquote>this will indent some text on both sides of the screen,
 which is kind of helpful</blockquote>

<P align="right">But it's also cool to try flush-right</P>

[HRt]

This is my document. I think I'll add a [BOLD]bold[bold] word. [And maybe[SRt]
something [UND]underlined[und] for a change. [HRt]

[HRt]

[→Indent↔]this will indent some text on both sides of the screen,[SRt]
which is kind of helpful[HRt]

[HRt]

[Flsh Rgt]But it's also cool to try flush[-]right[HRt]

[HRt]

[HRt]

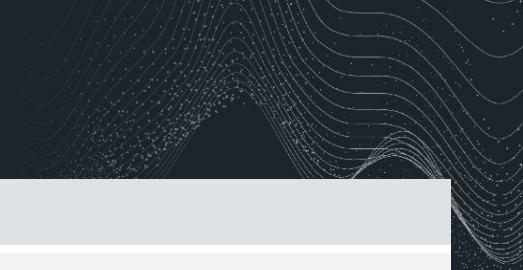
Press Reveal Codes to restore screen

My Newsletter phase



Photo by Wonderlane

My Newsletter phase



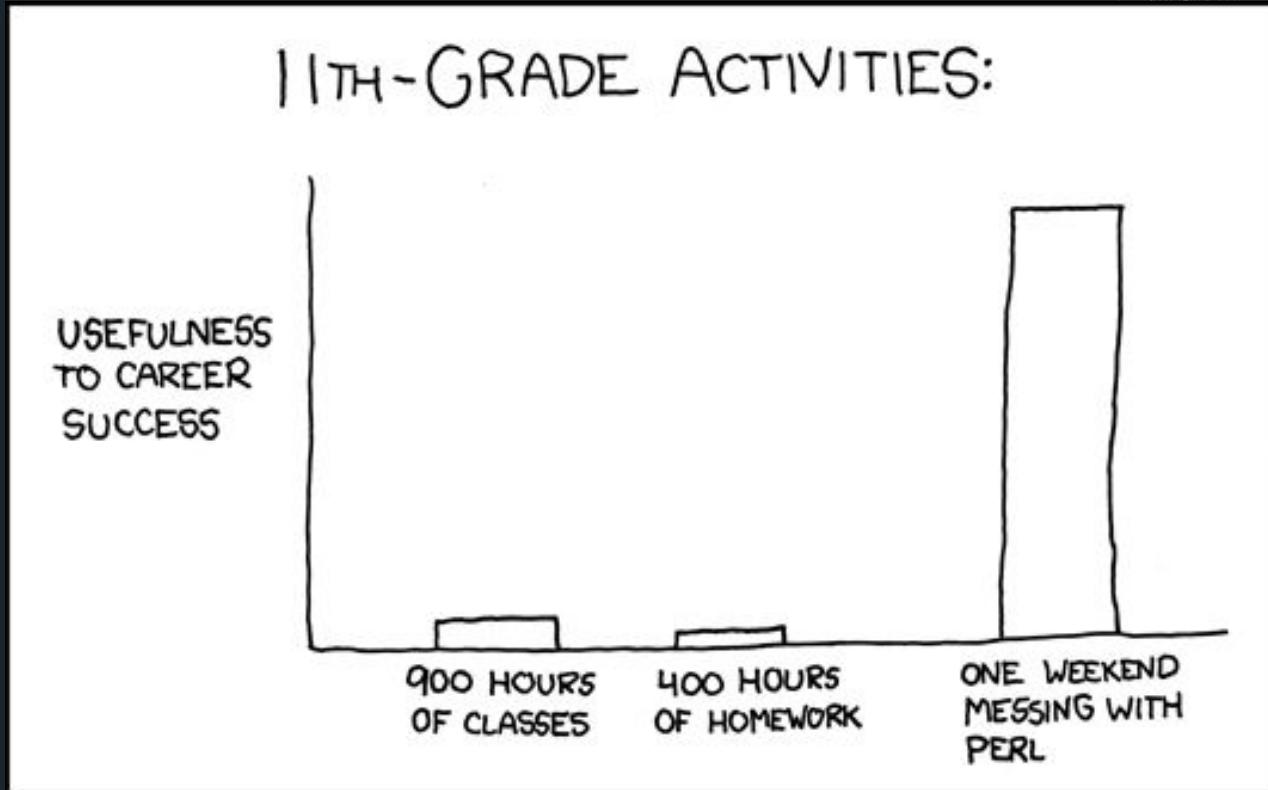
Leon's News Page x +

← → C http://odin.ab.com/newslist.htm

Scroll down to see the link with the latest news items. If there's something I'm missing, just let me know!

- [1997-01-01](#)
- [1997-01-08](#)
- [1997-01-15](#)
- [1997-01-22](#)
- [1997-01-29](#)
- [1997-02-05](#)
- [1997-02-12](#)

Perl



Tivoli



Tivoli

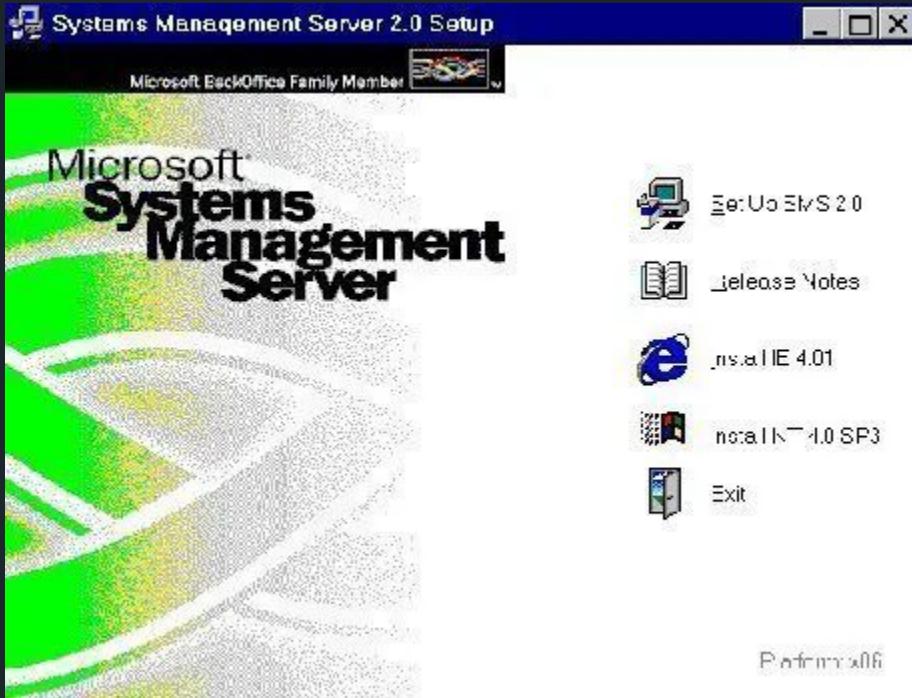


Tivoli

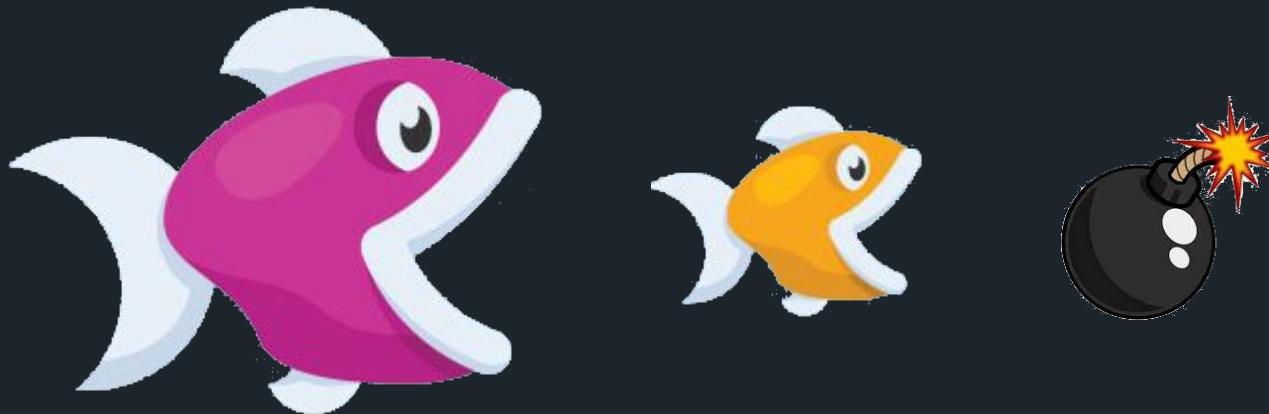


Designed by M. Scharlock

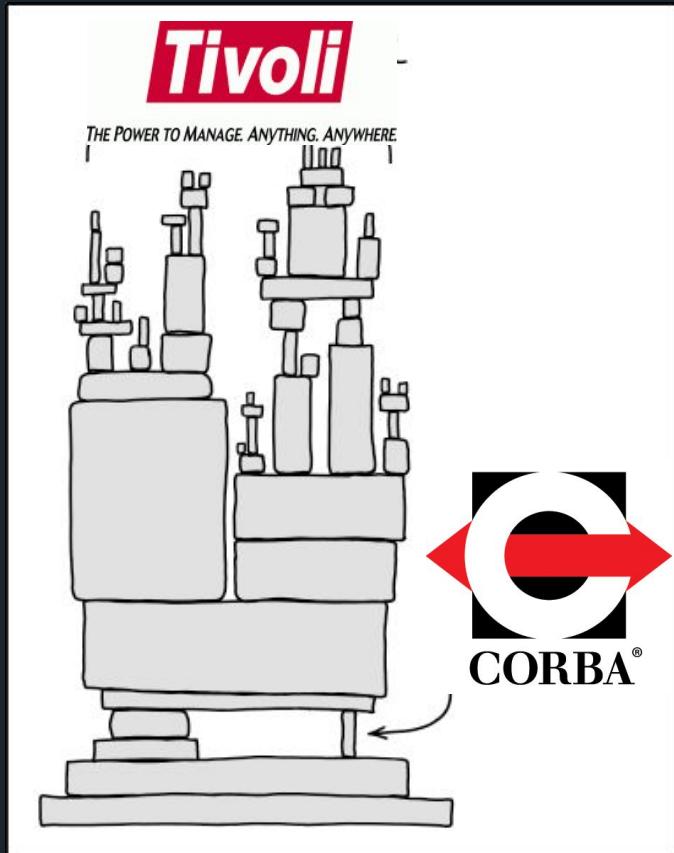
SMS (not pictured)



10 lbs of sh*t in a 5 lb sack



Standing on the shoulders of...



The career move



Poor Technical Choice Rubbernecking

- Two sev 1 events, 1 week apart
- Both from a config change in prod
- One person walked to the door
- One person given a stern talking to

Alerts don't suck, YOUR alerts suck



This alert would be immediately triggered on 32,000,000 object(s) in alert scope Show list If this behavior is not expected, try to adjust the trigger condition

Choose your own adventure disaster



T JOHN

Choose your own adventure disaster

- Doing Kubernetes
- NOT doing Kubernetes
- ChatGPT
- Blockchain
- Using <this> framework
- ...or language
- ...or platform
- AWS vs Azure vs GCP
- Oracle
- On prem vs colo vs cloud vs hybrid
- Monitoring with x solution
- ...vs y solution
- ...vs ALL the solutions
- ...vs building it yourself

“There's always a next thing” - Seth Godin

*This thing, the thing we have now,
is worth working with,
because it offers so many opportunities
compared with merely waiting
for the next thing.*

What's the REAL lesson?

- There are no bad tech choices?
- The real treasure was the cables we collected along the way?
- Or maybe it's something else... ?



Misspent Youth

- “Loquacious”
- Obsessive journaling
- Theater

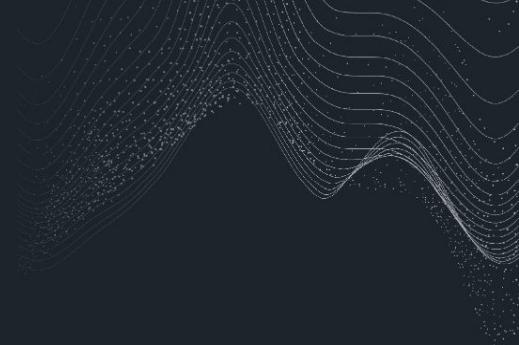


How DO you DevRel?

- Talking to customers
- Participating in online forums
- Creating videos
- Presenting conference talks
- Being on podcasts
- Writing blog posts
- ...and more!

There are no poor technical choices because:

- It's not about the tech.
- It was never about the tech.
- It will always be about **you**.





Thank you!

