



TECH UNICORN
BUILDERS

From Code to Customer

**How Continuous Deployment Can Accelerate
Your Software Development Cycle**

Tobi(as Mende), Tech Unicorn Builders

Who is deploying at least once a month?

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Once a week?

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Once a day?

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Continuously?

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Continuously (even Fridays 😊)?

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How would it feel if your changes are live within minutes?

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How would the process of a multi-deployment migration look like?

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Continuous Deployments.



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... allow to move faster.



... give you feedback earlier.

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... bring you closer to your
customers.



... enable you to build better
products faster.



... make deployments
a non-event.

Love deployments. ❤️

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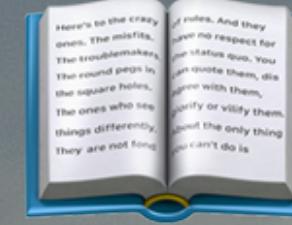
Hate spending time on them. 😡

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Story Time



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B2B SaaS

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6

6 teams (growing to 15)

2

2 services

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9-ish frontends

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Deployments: twice a week

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By the QA team

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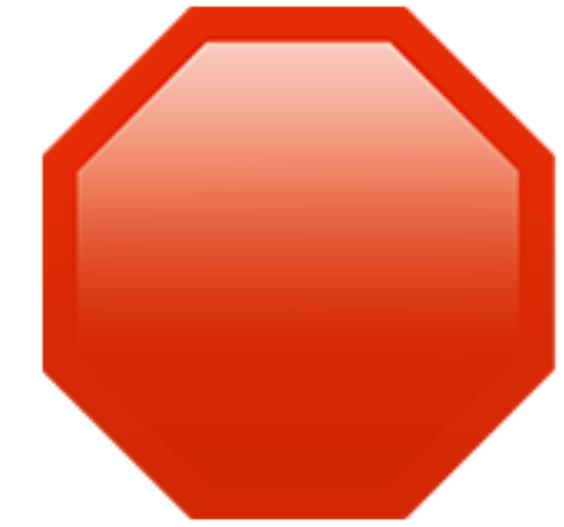
The Challenges



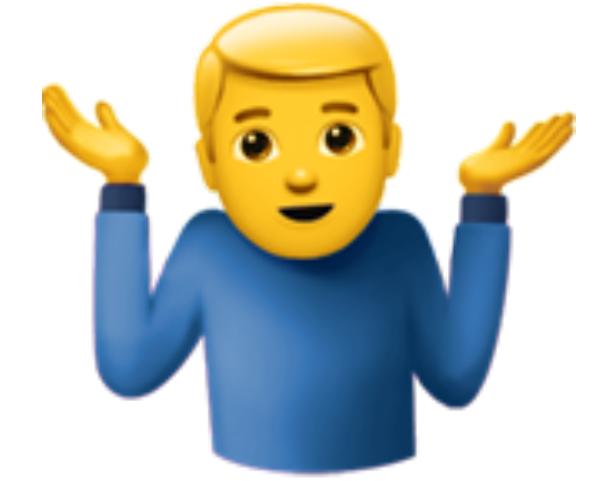
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A deployment monolith "owned"
by 6-15 teams



A downstream QA team as the
"blocking dependency"



Dev teams completely
disconnected from deployments

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Nobody owning the deployment process

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Lack of awareness

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Painfully slow deployment process

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The Solutions

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A close-up photograph of a dartboard. Three darts are embedded in the bullseye. One dart is red, one is green, and one is orange. The board has white lines and numbers around the perimeter. The background is dark.

An exciting vision

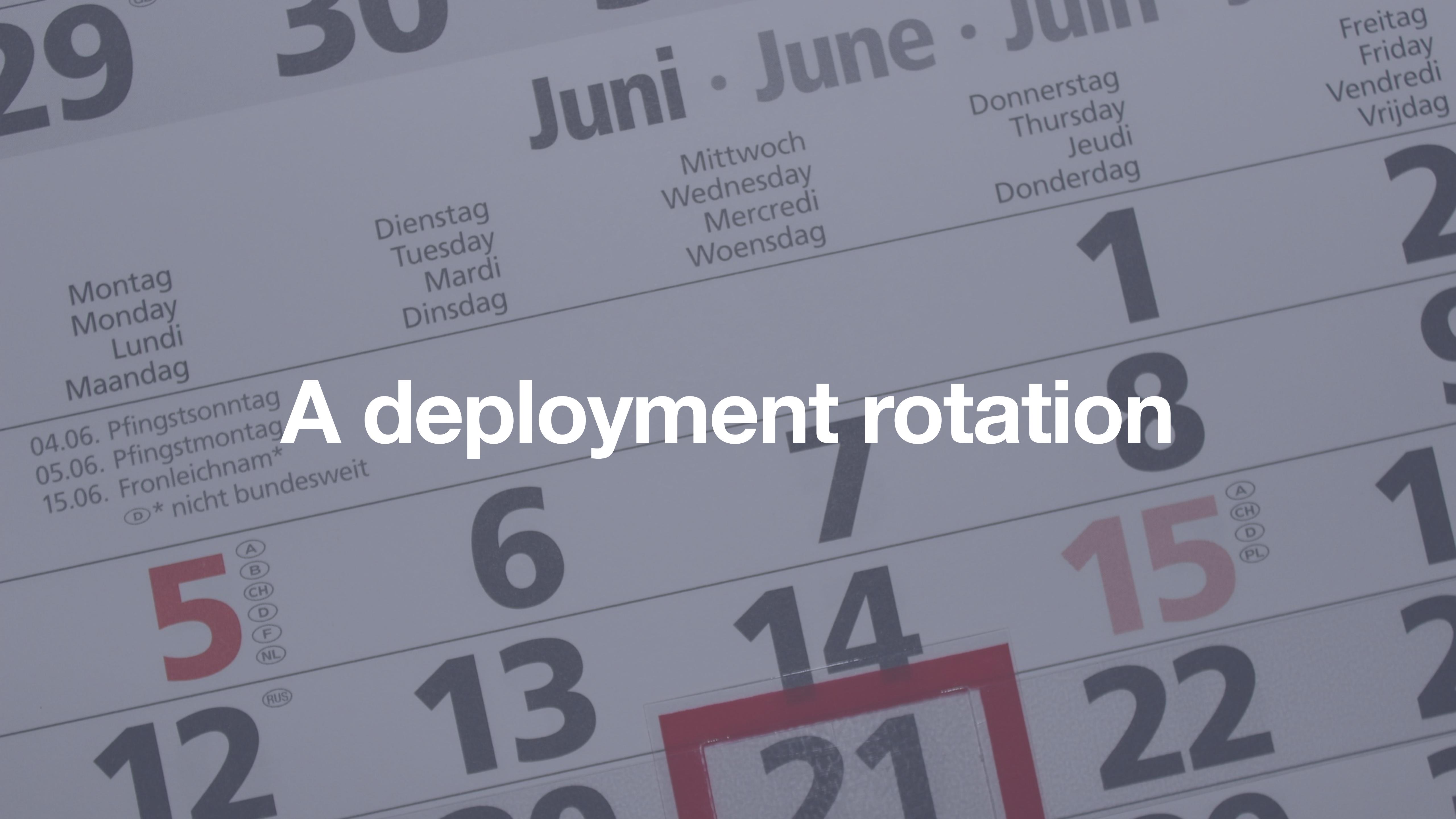


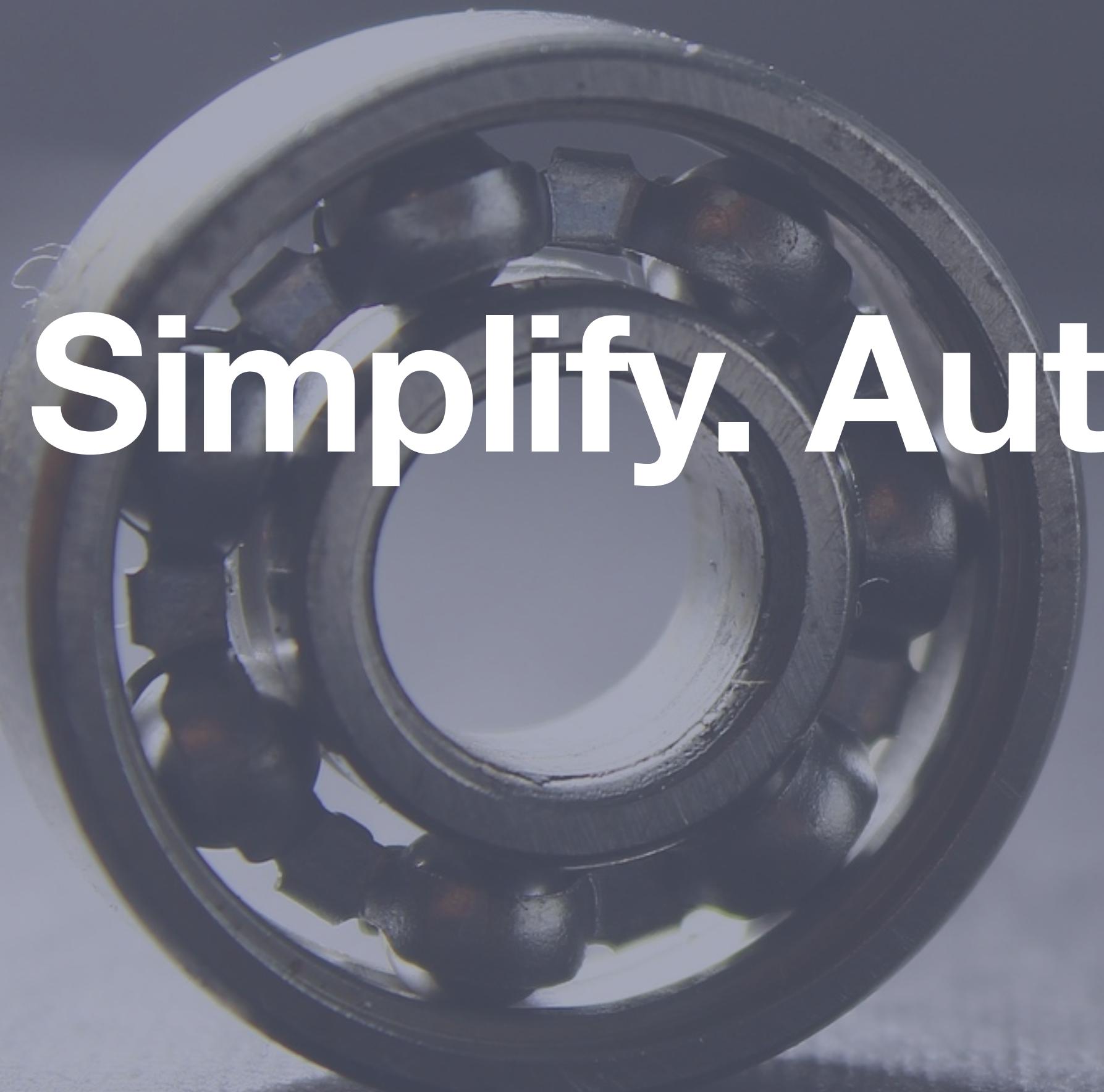
Find supporters



A dedicated DevEx team

Freitag
Friday
Vendredi
Vrijdag





Simplify. Automate. Accelerate.

The background image shows two red circular fire alarm pull stations mounted on a light-colored, textured wall. Each station has a central silver-colored metal plate with a circular hole in the center. The word "PULL" is embossed in a circle at the top of each station. Around the perimeter of each station, the words "FIRE ALARM" are embossed in a circular pattern. In the center of each silver plate, the words "WHEEL CALL FIRE ALARM" are embossed in a circular pattern.

Improve monitoring and alerting

Decouple deployment and release





Technical coaching and mentoring



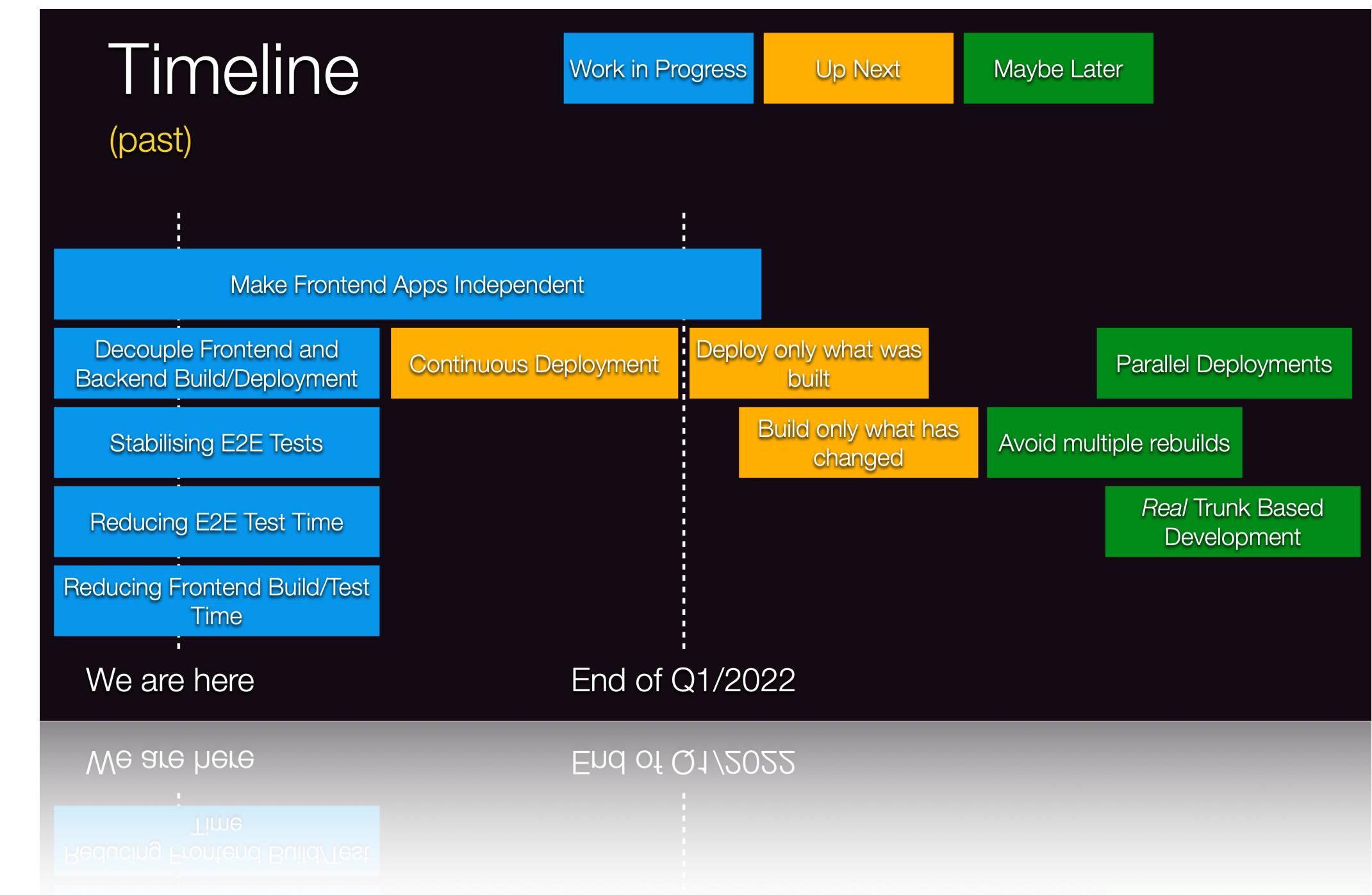
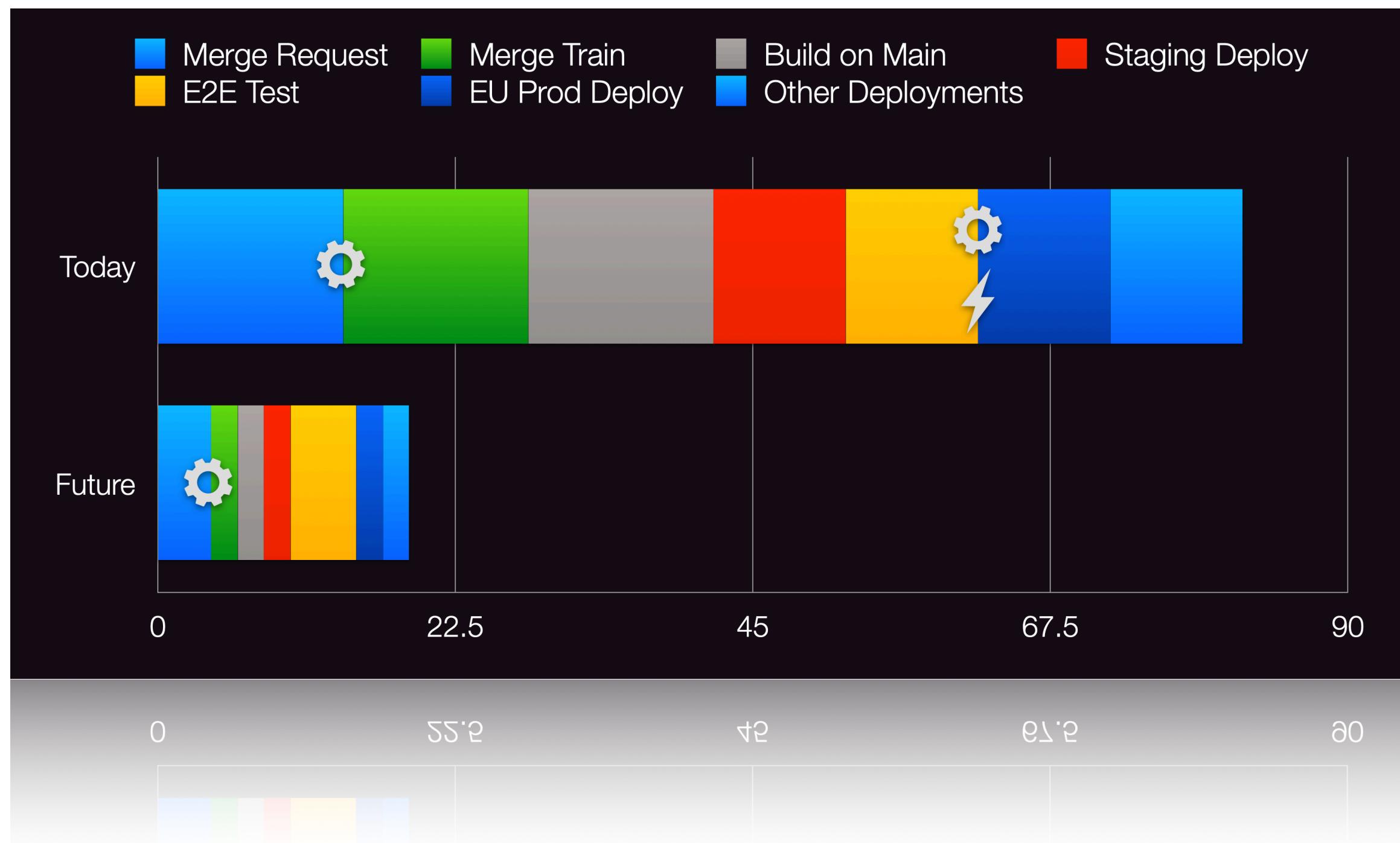
Migrate to Playwright



Refresh the vision

Refreshing the Vision

Internal Presentation: From Push to Production in 15 Minutes





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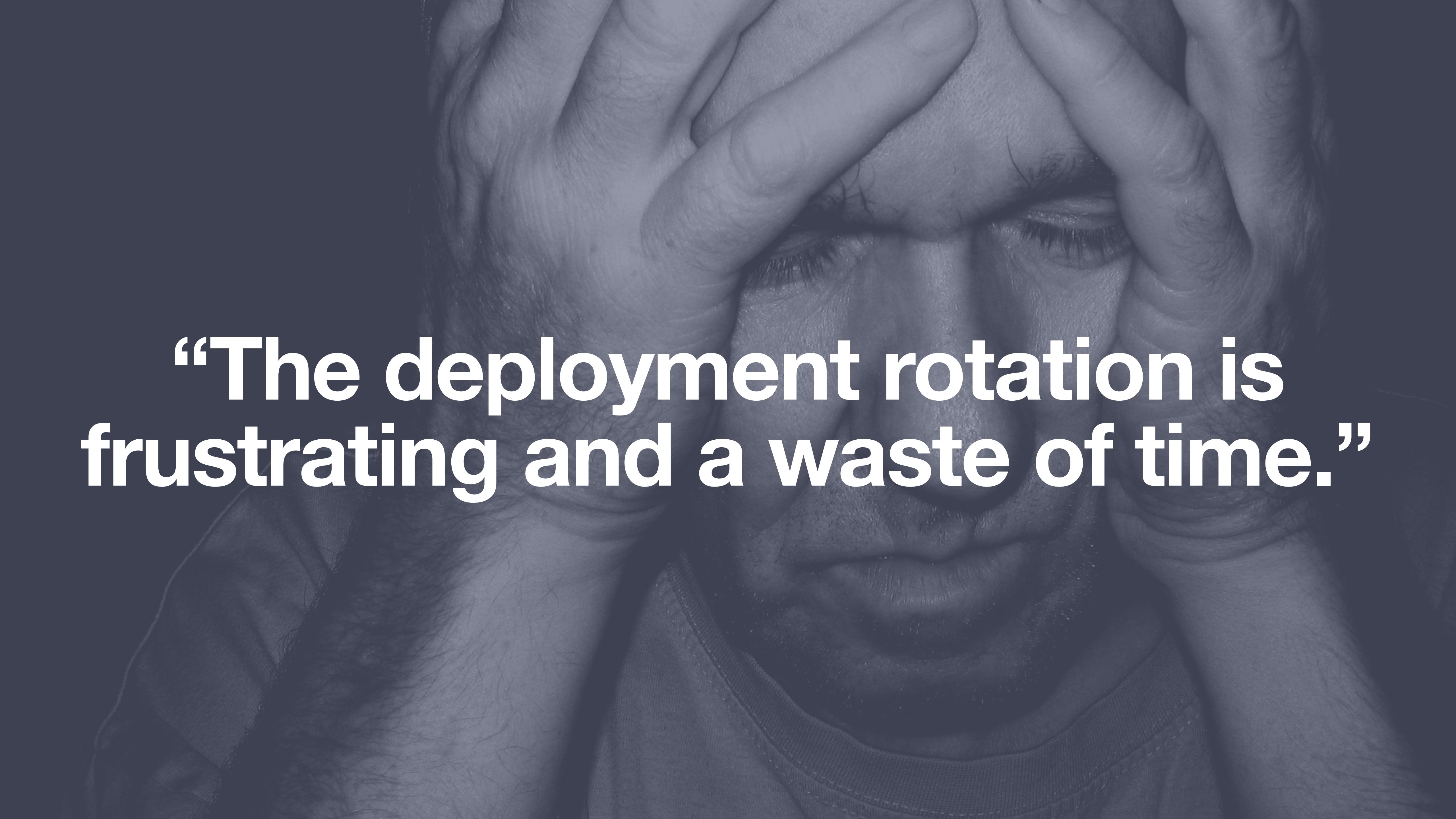
The push-backs



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A white unicorn with a long, flowing mane and a golden horn, running through a cloudy sky.

**“Continuous deployments won’t
work here!”**



**“The deployment rotation is
frustrating and a waste of time.”**

A close-up photograph of a person's torso and hand. The person is wearing a tie-dye shirt with shades of blue, white, and pink. Their right hand is pointing its index finger directly at the viewer. The background is a plain, light color.

“We don’t want to own the E2E tests. That is not our job.”

“Deploying on Fridays is
madness!”



... three weeks later ...



**“Do you know why our changes
are not deployed?”**

“Yes, I know ... because ... it’s
Friday. 😊”



CLOSED

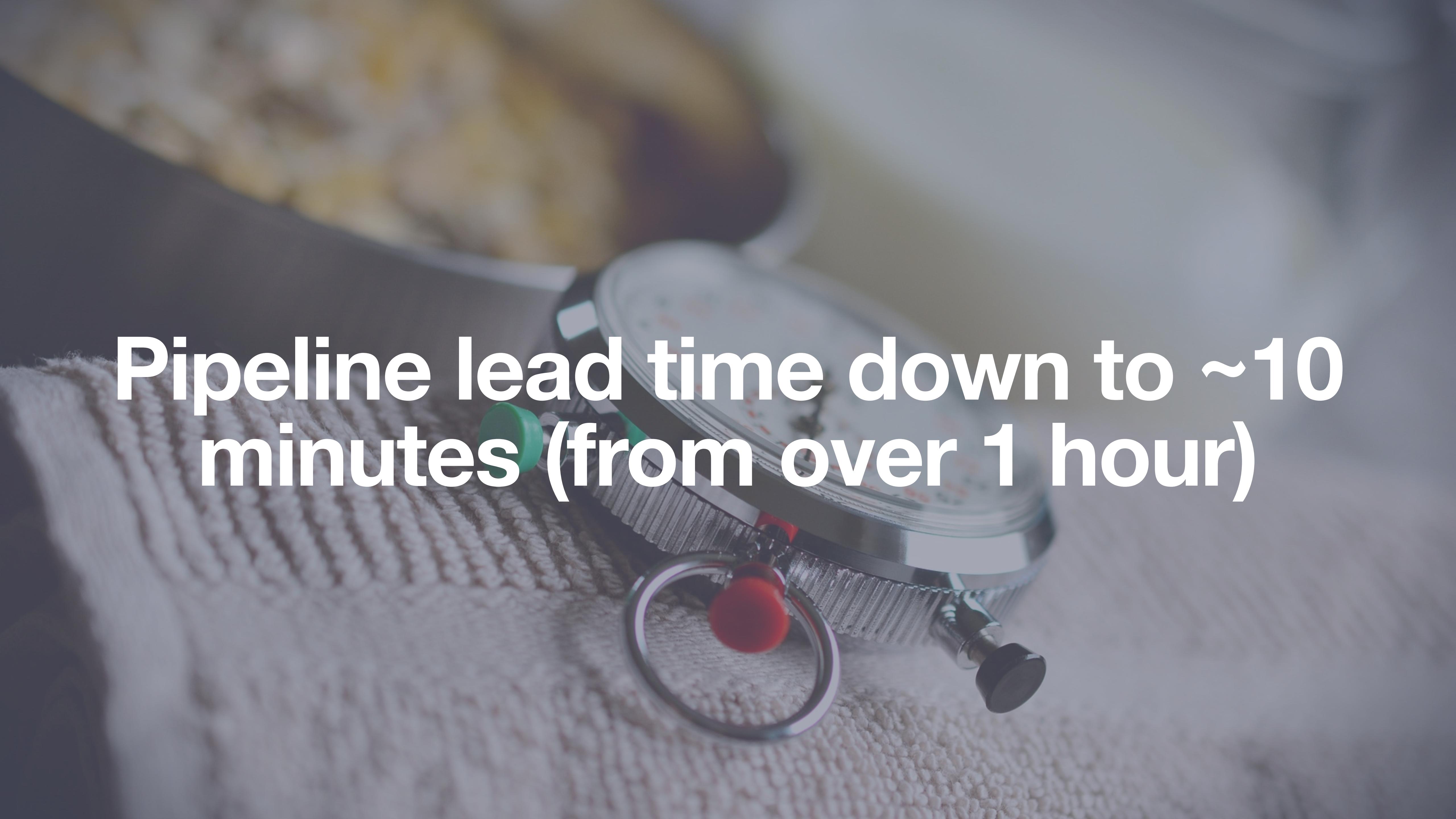
The results ✓

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Continuous deployments every day

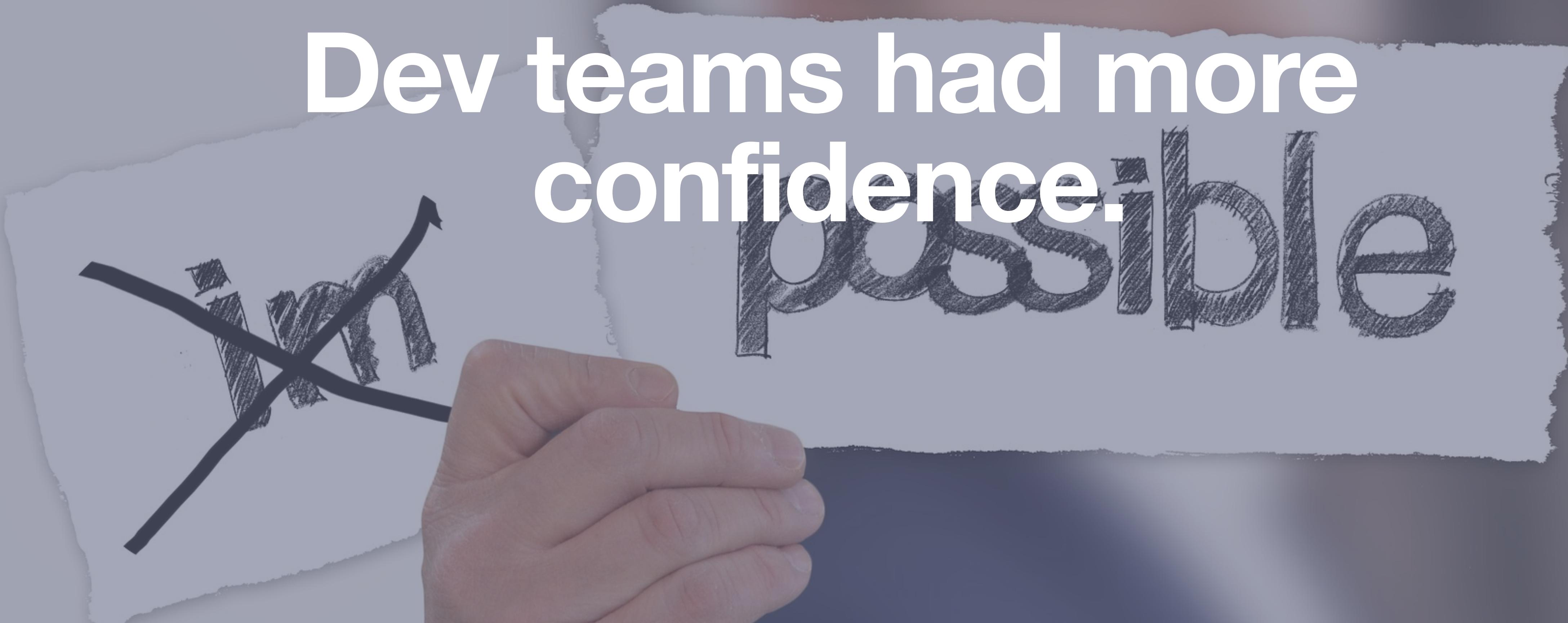
Pipeline lead time down to ~10 minutes (from over 1 hour)





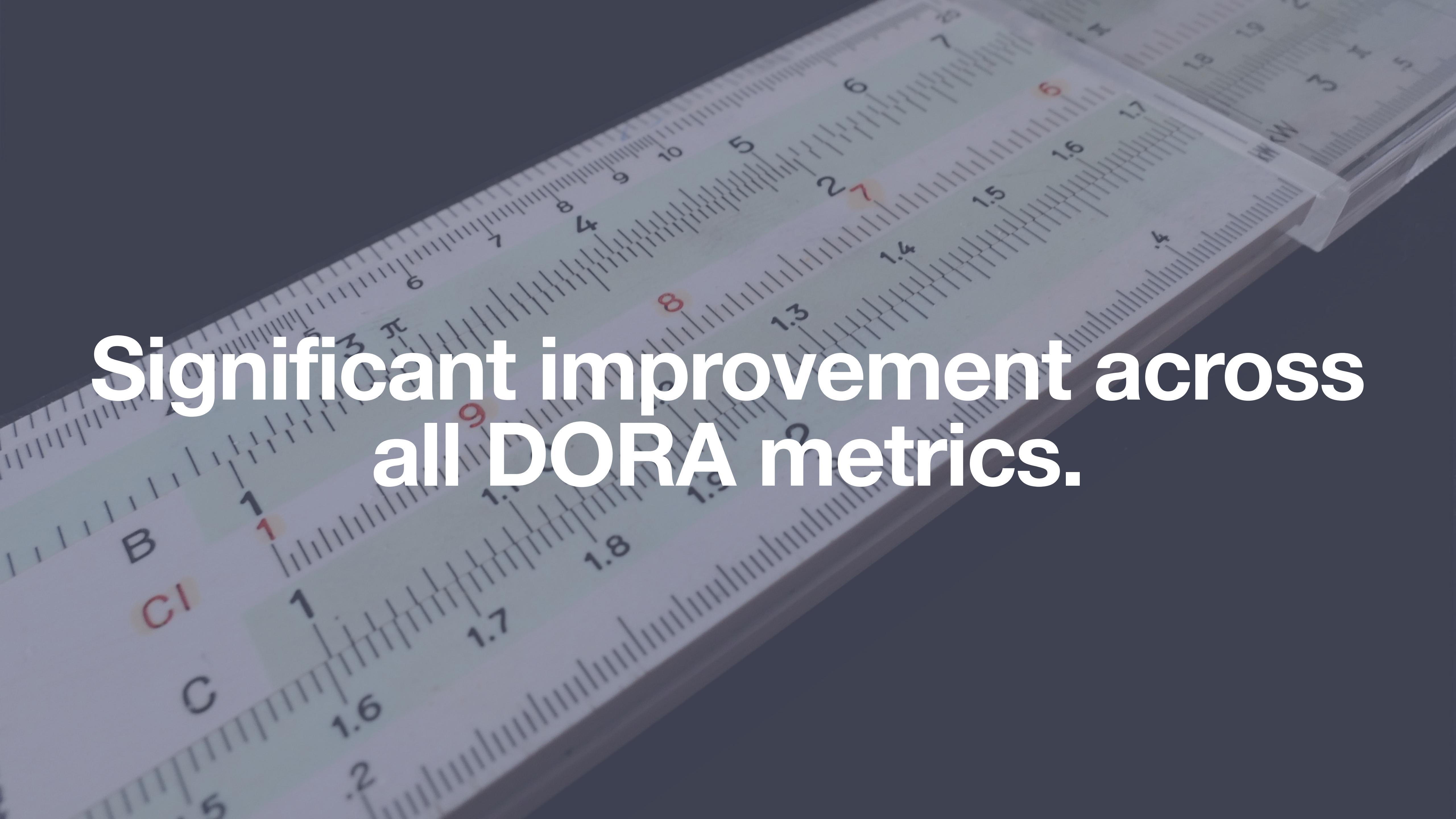
Deployments became a non-event.

Dev teams had more
confidence.
possible



A red racing boat with a Mercury motor is moving quickly across the water, creating a spray. The boat has a white hull and a red top. The number 18 is visible on the side. The background is a blurred blue sea.

Dev teams were moving faster.

A stack of several translucent, colored ruler strips (ranging from light blue to light green) are fanned out across the background. Handwritten numbers and letters are visible on some of the strips, such as '8' and '9' on a blue strip, 'B' and 'C' on a white strip, and 'CI' on a yellow strip.

Significant improvement across
all DORA metrics.



The QA team became an enabling team.



Customers loved it.

The Takeaways



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Continuous deployment is great
for the business.



Continuous deployment
enforces healthy constraints.



**Continuous deployment leads to
higher software quality and stability.**

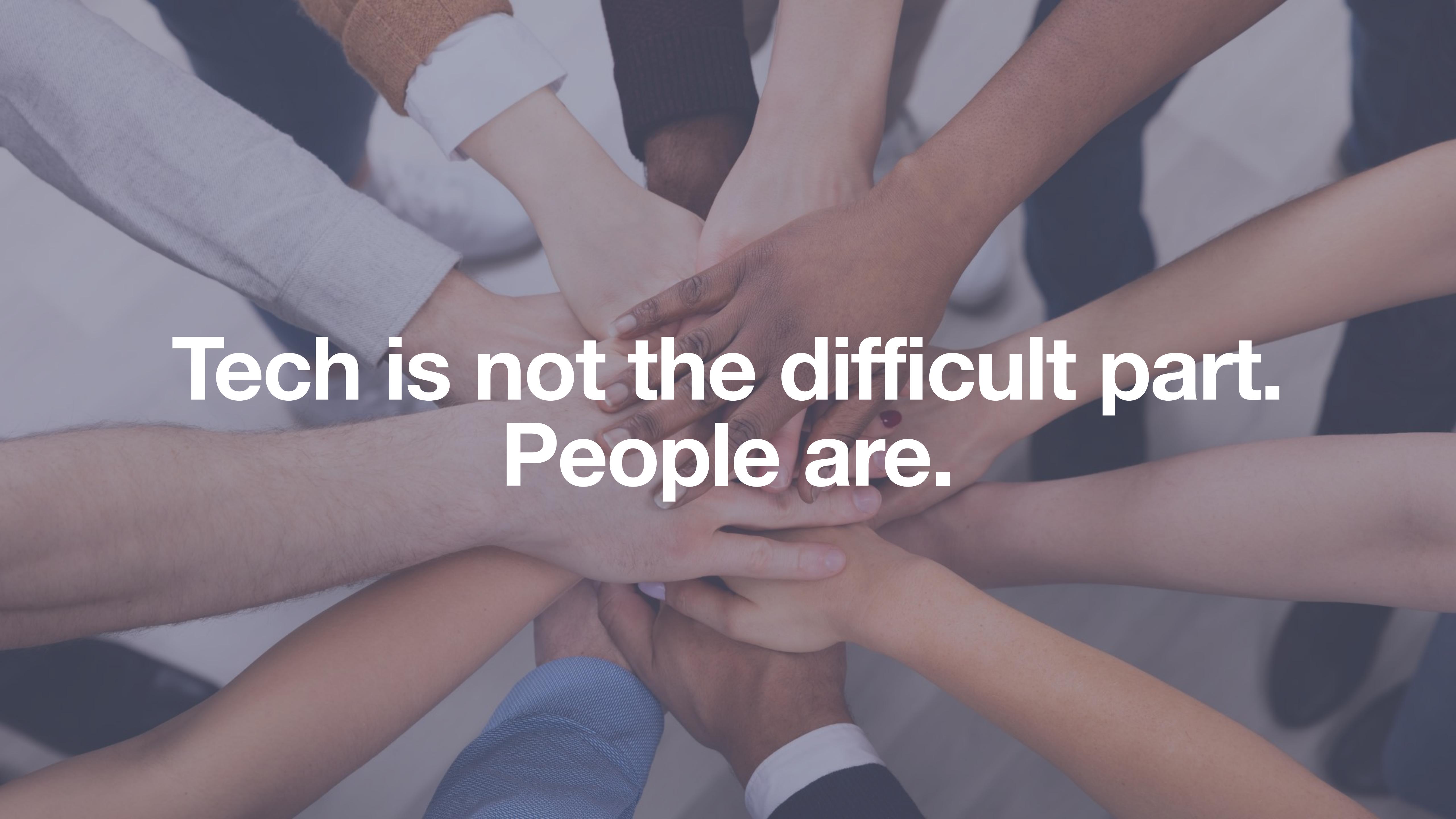
A landscape photograph showing a grassy hillside in the foreground, leading towards a dense line of trees in the middle ground. The sky is overcast with a warm, golden glow from the setting sun visible through the trees.

The earlier you start,
the easier it is.



Have an exciting vision.
Start small.

SMALL

A close-up photograph showing the forearms and hands of several people of different ethnicities. Their hands are stacked in a circular pattern, with each person's hand resting on top of the others. This visual metaphor represents teamwork, unity, and collective effort.

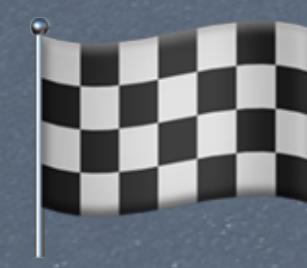
Tech is not the difficult part.
People are.

Communicate

Over-communicate.

A close-up photograph showing several pairs of hands joined together in a circular, interlocking grip. The hands belong to different people, suggesting a diverse group coming together. The lighting is soft, and the background is a plain, light color.

Find supporters and sponsors.

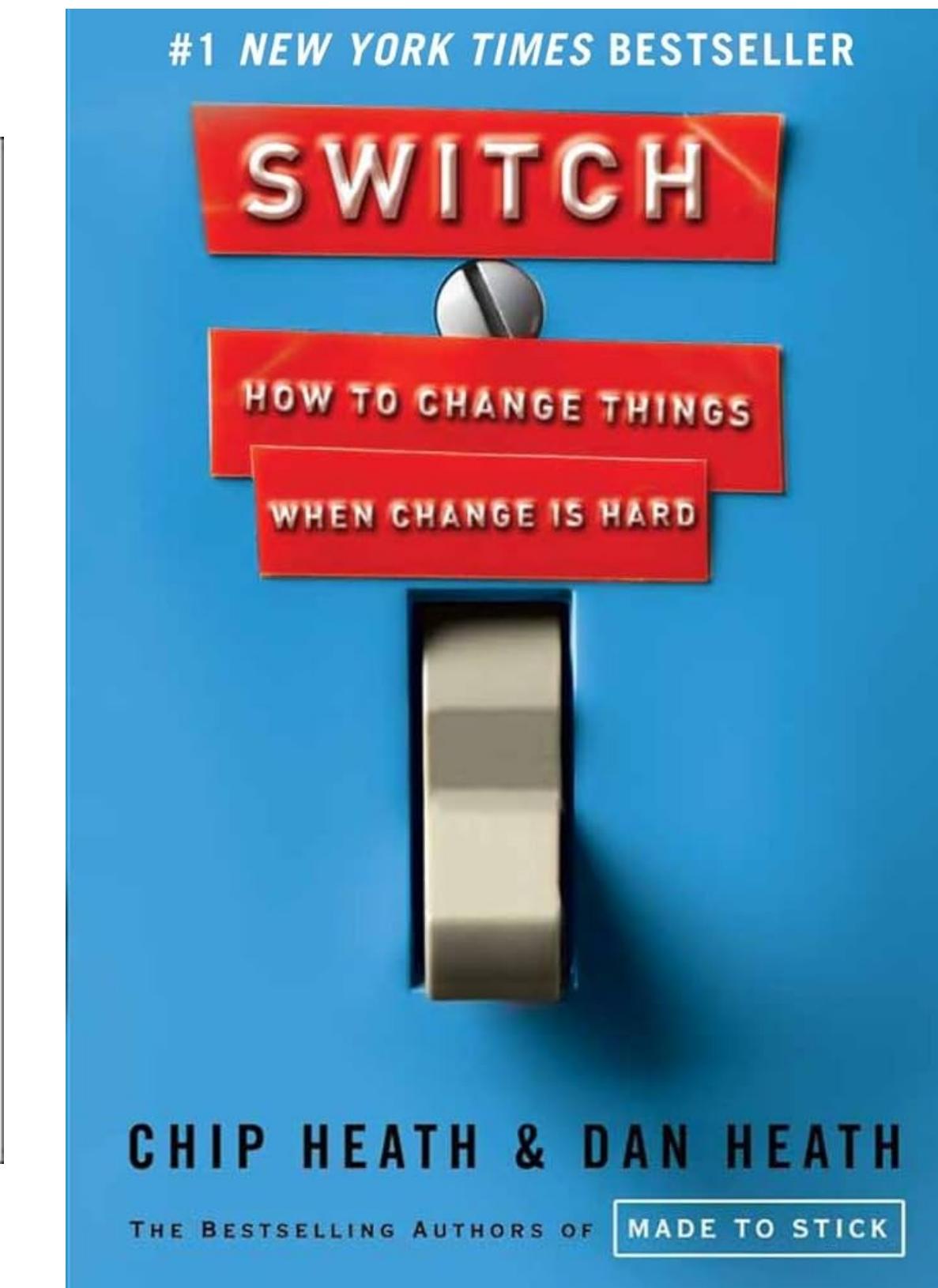
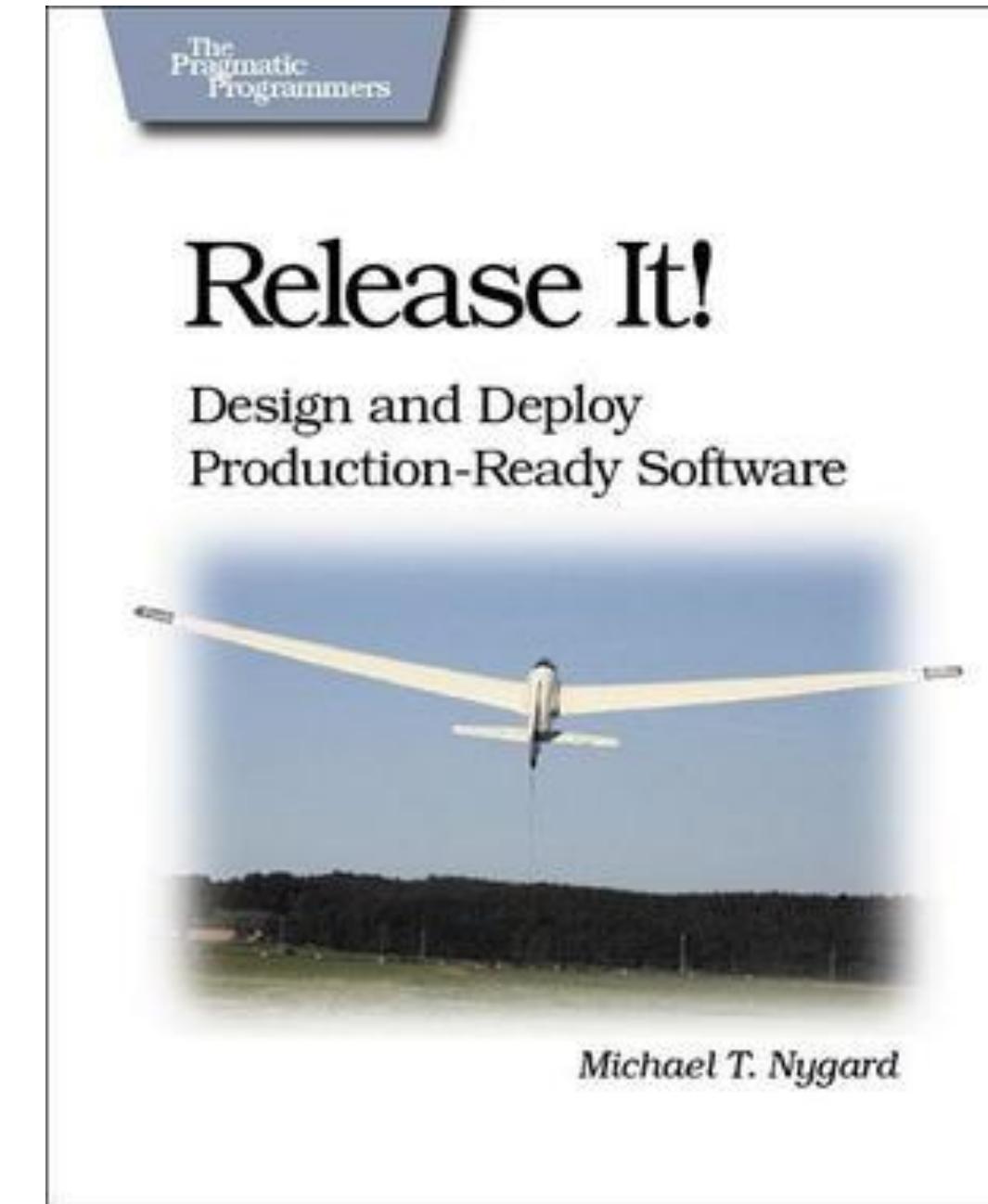
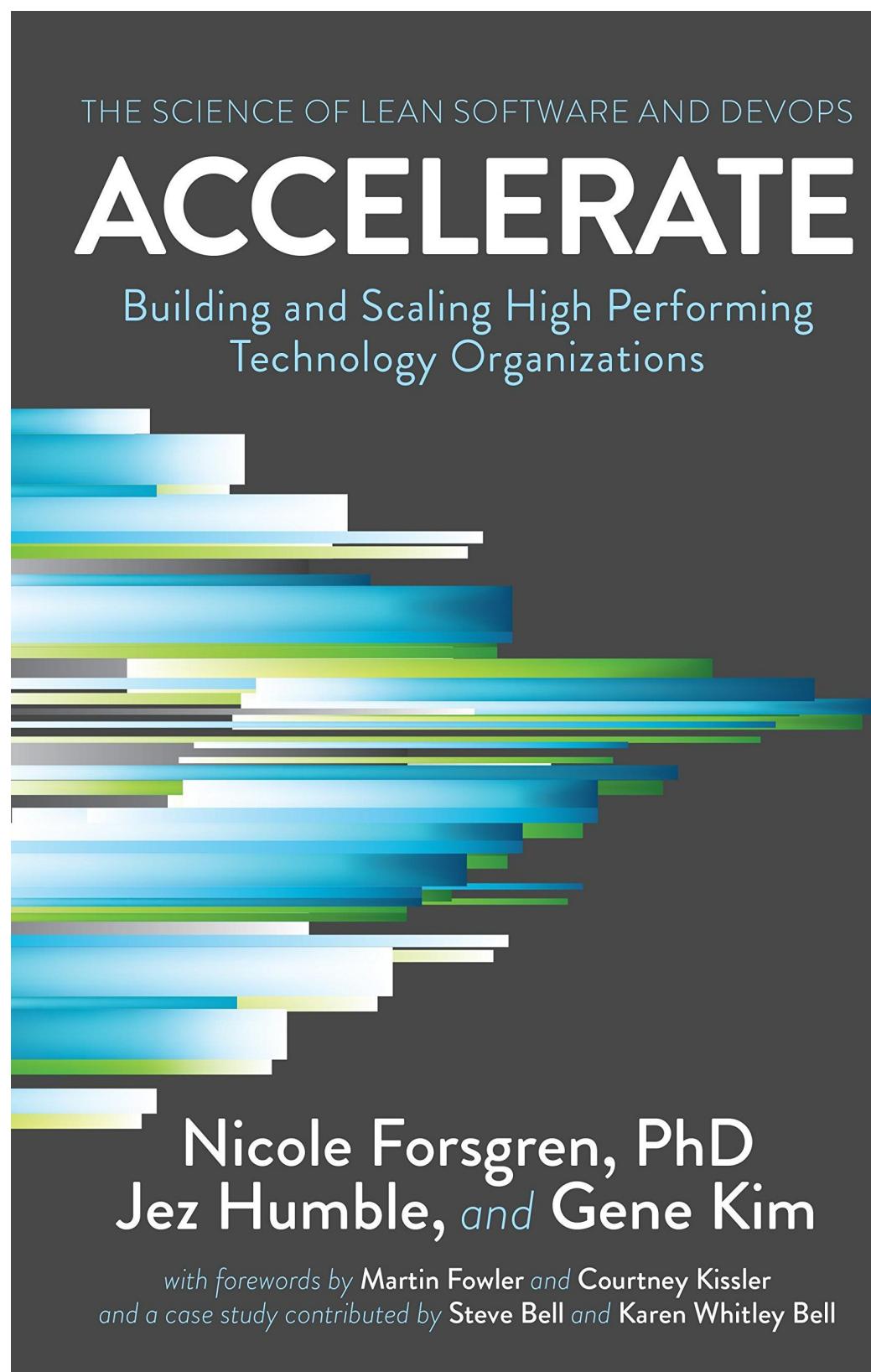


Closing Words

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Closing Words

Books



About me

Tobi(as Mende) – techunicorn.builders

- Helping software companies build better software products faster
- Doing this through:
 - Tech + Leadership Consulting,
 - Technical Agile Coaching,
 - Interim Engineering Leadership,
 - Workshops, Courses, Mentoring



Please Give Feedback
and Connect

What is the first step toward
continuous deployments
you take on Monday?

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Please Give
Feedback and
Connect