

Meeting Summary

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- i guess the ask would be to work with your GTM teams
- it looks like maybe a platform on reInvent, CICD on Google Next, and GitOps on KubeCon

Key Decisions:

- [Placeholder: Key decisions not automatically extracted.]

Action Items:

- [Placeholder: Action items not automatically detected.]

Action Items:

Decisions:

Transcript:

it can record and we don't have a ton of items to get to and I might be able to do one that might be fun if we have a little bit of time. So corporate events they I think I saw a little I put this in in slack and I saw a little bit of kind of noise around it which was good. So, you know, the nutshell here is as we've kind of restructured and tried different things, the event support that we need isn't as nailed down as it needs to be. So the current tactic that we're going with is go-to-market team signs up and kind of sponsors that event. So you support as a PMM, your campaign manager does the campaigns for that event. etc etc etc uh i don't see anyone in the uh maybe there are comments in the issue i don't see the the header updated yet i thought we had in slack sort of farmed each one of

them out that's so i guess the the next so it looks like ty put in some folks it looks like this looks good

So the, let's see, need support from GTM teams. So I guess the ask would be to work with your GTM teams. So let me ask, I saw some Slack, I think in our Slack, but did you all, were you all able to connect with like your GTM teams? On Slack only and on the issue. to yeah same not in not in real time but you know source feedback i got one person to respond so far so it may end up cindy being you and i just picking the one that we want to do and then they can back us up um if we don't get any more feedback um yeah do y'all um does anybody have like a regular sync still are those all been canceled or is there Yeah, we're on like a two-week cadence. Okay. Yeah, GitOps has been canceled after the enablement. Cool. So I'm just trying to catch up with the thread. So it looks like maybe a platform on reinvent, CICD on Google Next, and GitOps on KubeCon. Does that sound right? yeah yep that's where we were last i heard cool so then i think um i think we can we can help the corp events team they do they do a lot of like uh cat herding and you know keep on tracking people down so i think if if this team can take the mission to like try to help track that down so if you you know get the commitment specifically from your campaign managers hey like we're we're signing up for kubecon you know can you comment on the issue that yes i can commit to this etc etc etc you know um so that just so that they can get that that event support but that looks good and i appreciate uh thanks for the link to samia on the roles uh product announcements so i appreciate brian for adding this i uh i probably should have added it but i had two questions about that one one is over what time frame are we looking at so uh so in theory this is this could be the same as the gitlab 14 launch where we're saying basically since 13.0 what has you know what kind of big improvements have we made um um candidly this is always a little bit tough and i'm and i'm i am not totally sure of all of the kind of the interplay here but i think i think this is kind of the general gist of this assignment is okay we have commit coming up we have some amount of like we have a stage uh you know a metaphorical stage to say something to the world and we'll get some amount of press attention because we're having an event right what kind of announcements do we make At GitLab, it's really, really tough to make product announcements because our entire roadmap is

completely public, yada, yada, yada. So the thought here is to, but also because our entire roadmap is completely public and because we ship these tiny little MVCs, a new feature will come out, but it'll be not really usable, right? So it takes a while. So if you look back over the past year and say, okay, like what started in the last year, but now is real. like a full-fledged feature what would what would be coming out of beta right like if we were any other company when we started a beta program in this last year what would we be announcing as ga at commit that's kind of that's kind of my thought on it i see a couple head nods what do you think cindy yeah i think i was inclined to group some things to say like vulnerability management because there were tiny little mvcs all the way along but if you look at over the course of the year we went from this to this it makes more sense to me to highlight that than in any individual little thing and then the other point was we just had 14.0 can we just can we reuse some of those things and plug them in here absolutely yeah yeah and vulnerability management was was one of the you know the features out of we we looked at 14.0 so i think yeah this is like let's take the stuff from 14.0 and then maybe add a few more so that we can hit kind of different areas of press or give give our pr team this is kind of like input into our pr team to give them fodder to go out with and are we trying to hit three per stage i yeah ideally there's just you know three you know uh three items per stage and then i think y'all made some good notes that okay we need to manage so i see manage in here that's excellent um And integrations, we don't, well, actually, we have some pretty exciting integrations, so we have. The JIRA stuff is pretty good. There's a couple of things in integrations with VS Code that could be notable, but can I show what I did for SCM just to get some general feedback on it, and if someone hasn't done it, maybe that'll also kick in. I was going in Cindy's direction here, which was thinking. you know, a lot of, and then I call them key iterations, the sort of specific things. So I listed a few specific things, like three or four per each as key iterations, but I called them something overall. So we would have like one thing to call them. There's several key iterations aligned with Gitaly cluster, several that roll up to a research-based user experience. And I was thinking like, I was shy on calling out UX as a bucket, except that actually that's that's super typical right like windows 11 or anybody who's rolling stuff out

they almost always have ux as one of their three things and then they mention a laundry list of stuff that aligns to that um so i i you know forgave myself uh for doing something at first i was kind of like shy about calling out ux and and bucketing some things there but actually when i looked around that's pretty much how everybody does a big launch and in terms of the excitement level that also like i went in thinking this is just a two i guess of it is like i feel like we're almost fixing something that's broken and that's not something you want to shout from the rooftops about but actually some of that stuff's really cool so i gave it a three excitement level i wasn't sure exactly where to place things um but i figured i wouldn't like the cindy's comment have something that's a one here anyway but i the only way i could make sense of like the iterations was to to bucket them as something and so that's kind of how i came down on it i've done a similar i've taken a similar approach for monitor um with incident management there were a bunch of things that we released um although the core of incident management was part of 12.x i think so um i did the same over there as well yeah i think that makes sense yeah and that that would help me with the plan stuff as well because there are some things like epic boards that people have been asking for for years now and they finally have and that's great but i think you know like the milestone burn up charts that that was a two and that's that's helpful and i was looking through features and you know actual monthly features that were released in a given month i mean that was one of the more important ones but it's not very exciting but we can bundle that with some other things and and and up level it so that that would be helpful there and also brian about the vs code thing one other cool thing about that is both of those vs code integrations that hit the same month were um community contributions which is also kind of cool is is that is do we have vs code listed on here i didn't add it but i can i can add that in i've got good notes on that the extension that had been around for a while became official was kind of one of the things but there's some other stuff that's a little juicier than that and that i think that's a that's a pretty good note as well um we did that with like our our terraform module right there was like a community module but now it's officially supported so that's that's the you know that can be the line yes or no whether you can use the thing for a lot of businesses so i think that's a good one too. How are we

measuring excitement levels one two and three? I was looking at maybe MAU as a metric to perhaps measure whether customers have started using that are interested in using that or not. We probably may not have it for everything but at least some of it wherever we have it is it's probably something we can use. yeah but we of course we need a benchmark level of what MAU we want to call one two or three I think it's a little it's a little bit of a judgment call like um you know for example Cormac was saying uh like epic boards is something that was asked for for a long time now depending on how it's asked for maybe that means it's exciting or it's not right um but usually when something gets a lot of upvotes or when there's a lot of demand for it then i would i would bump the excitement level on something like that um certainly it's something shipped and a lot of people are using it the mau that's a that's another good measure i don't know that any one of those needs to kind of be exclusive i think it's a bit of a it's a bit of an individual judgment column just like what is what is your feeling based on you know could be anecdotal like you talk to customers and they're like really hyper excited about this Or, you know, maybe not which is which is okay I think it's okay. Harsh responded to my comment about why we have the low excitement ones and just said something about having them sort of stack ranked. Yeah, I might. I might even constrain us is we're not going to highlight look segments but we want to see the full spectrum. Especially in the case we have slim pickings. Alternately, if there are double digit entries, then we can stack rank. So that's kind of also helpful there. So if we have three for all of these, that, I mean, it looks like we're going to get there. And that's going to be quite a lot of features. So I might constrain it like this. Maybe you can only give out one. one two or three and and treat it as a stack rank rather than just like a raw excitement level that doesn't necessarily hard somebody's one or somebody's three may be more important than somebody else's one depending on them and i had um i started by just looking at what was considered a key feature over the past year um from from create and you know there are at least a dozen things that i'm not mentioning that could be on the list. Like I could give you 10 things instead of three. Give it, give this just like the rough, like pass. And like a lot of things recently I've been moving between docs and spreadsheet and the spreadsheet to docs. This, you know, this

might, this might end up or some iteration of this might end up in a spreadsheet where we then try to stack rank and PR is like, okay out of all of like the, you know there's maybe 10 boxes here in three each out of the 30 items. which are the top five um actually let's just let's actually just do that let's just do this like top top five overall we did this one is a pr driven to some degree what about like the noop and christy's uh product keynote at commit are we dovetailing this with that so this is exactly where this is headed to um is the idea that um during the product keynote and then ideally during kids keynote as well that there's some level of like an announcement that we make that then the press cares about that announcement um again really tough to do at GitLab because it's all been around for a while so this is this is our attempt to head to that area is to say like these are the announcements of the event and yeah maybe it's some things that have been around for a while but like now they're at a level of maturity now you know there's there's reason to be excited about this. So that's kind of where it's coming from. So I put a top five overall. Maybe we can just, you know. We should reserve a spot for plan, but I'm going to have to go through and do some aggregating after this. Just go through the list of what shipped in the last 12 months and rebucket that. So maybe we can do like five minutes kind of like just time box and kind of look at these here. What do you all think would be a top five out of the list of, you know, 20 or 30? I would say if UX does end up being a flag that we fly, that's an easy one because there's more than just maps to the create stage that would be considered UX improvement. Okay. What else? We need to have a security one in there. We could have either vulnerability management or what I've been struggling with a little bit is I'd like to kind of group the. some of this the proprietary scanning without making it sound like they're scanning improvements because that sounds like they weren't good before yeah i let's let's go with vulnerability management for now i i now would agree on that one and i would say that um some of these we did do some press around and the the fuzzing acquisitions was one thing We might not get a second chance at that. Yeah, that's kind of old. I mean, we did the fuzzing acquisitions a long time ago. Was it within the past year or longer? I thought it was within the past year. I think it was in the last little over six months or so. It was last summer, right? Or something around there? It was like

last spring or summer. And then we did another set of press around the integration of it because we didn't have a lot of time to do it. the PR team liked all the, I mean, we got a lot of attention on the acquisition, so they had me do a follow-up on the integration. I just feel like it's kind of worn out now, but. Right, that's what I was saying, is that the fuzzing we already did press on, so we probably will not get another chomp at that, so I think let's go with vulnerability management. Unreviewed. But we also have, in terms of proprietary stuff, we've also got, we replaced one of our scanners with sem grip and we did um we have our own proprietary dast scanner now that's in it's in beta uh called browser so it's our answer to scanning single page applications which represent a unique challenge i think i mean if i could have to it would be vulnerability management and berserker probably okay sembra that get picked up as a online item in a couple of the pieces about GitLab 14. Which between the proprietary ships of the vulnerability management, which would you pick as the number one out of those two? Probably vulnerability management. Okay. I'm just kind of scanning the list. I would probably say like Kubernetes agent is something that we've made a lot of investment in. I think the Kubernetes agent and from an integration point of view, perhaps the Terraform integration, I think we have a lot of customers actually using that already. I'm just going to call those GitOps, and I'm going to put KS agent. plus hashi corp integrations. It's like a bucket of capabilities that is probably worth talking about. Cool, well, let's try to, this is due Tuesday, I think we wanna try to get this done. So maybe just review this kind of like, let's just kind of pick top five, maybe something from plan and something from CICD. That plan editor is definitely an option for CICD. Yeah, there might be a, sorry, go ahead. No, sorry. There might be a value stream analytics story in there too. If we aggregate it all, it's a bummer that customizable value stream analytics is 12.9, but. But yeah, there might be. Cool, now I'm just gonna ping you on this Cormac to add a top five plan. Cool, I think. That's a pretty heavy list, just looking at it, you know, it's pretty cool. Yeah. And this is something we don't do, which I agree. Like we don't, we don't often stop as a company and just kind of look at our wins. Uh, I was really, I don't, did y'all, did anybody miss, uh, what do we call it? Assembly, the assembly. Um, if you missed it, I recommend it. I laughed because like what

assembly reminds me of is like when I was in like a young child in grade school. they'd have this big stack of like carpet they were like squares of carpet and you go like you go into the gym and you pull off this a square of carpet and all the children would sit on a square of carpet and that was like you'd have an assembly yeah so that's what i remember that to put everyone in the gym or like convert the half cafeteria gym you know take away the big barrier between it so that we can have more room and then take those carpets that have never been cleaned and just you know on them and it'll be it'll be great aside aside from the goofy name i thought that um and of course we can't talk about any of it on youtube but man that was like a really awesome look back at like here's some wins and here's some exciting things that we've done um and so i think we just need to get better at this as a company i think this exercise is an opportunity that um i think we do a little bit of that but this is doing it more so uh samia you have some questions here for at least Yes. So in the competitive sheet, I was, I mean, I've already identified the features for CD configure as well as monitor, getting it reviewed from PM. My guess was, or my understanding was that we wouldn't have the same set of competitors that we're going to compare to, but the right competitors for that particular stage, right? So for example, for monitor. we may not have like a github or something like that we would have monitor based competitors or was that the understanding because we identified that entire list of competitors and partners for every single stage i thought we were going to be using those competitors to compare against so i just wanted your your input on what because i saw uh some of you have compared with the five competitors already listed over there So they may not be relevant. For example, cloud beats may not be relevant for monitor stage at all. So that's what I wanted to check with you. Yeah, that's the case. I need to go back and look at the spreadsheet. I mean, if the competitor does not apply to that particular stage, they shouldn't be on that tab in the spreadsheet. So are you saying that you see competitors on that tab for a stage where they don't apply? Yeah, I think it was copy pasted as the same. So each sheet has. has ADO, Atlassian, GitHub, Jenkins, JFrog, and CloudBees, right? So that may not be relevant for monitor. For configure, it would be a different set of competitors that we need to include, which I think we already identified a while back.

I think we identified top three competitors for every stage. Yeah, that's when we tiered them, right? Tier one, tier two, tier three. So where we are right now is we're looking at just tier one competitors. That's probably why I cut and paste them because those are all tier. ones so we're just focusing on tier one right now so if they don't apply to that stage don't worry about it make sense so just pick the ones out of that list that apply to our stage right i just we just use the tier one competitors and if they're not if they don't are not applicable then we don't have to fill out anything for that yeah for now but then we'll move to tier two and tier three then we'll look at those okay do we need to add a line item for git lab as well you because I think that's the same over here. Yeah, we should add a, I think you asked me that before, right? Or someone asked me. I'm just looking at it. Brian asked. Yeah, we did. Because the way without it, you're basically putting all the things that we're better at. Yeah, for sure, for sure. Yeah. Right, so ideally when we pick like the 10 to 15 features, those. some of those were like GitLab only some of those were like GitLab didn't have well I thought it was supposed to be not none of them should be GitLab only right it should be all through the lens of yeah yeah exactly yeah it should be like market lens so in an ideal world most of them are like this is what I'm shopping for this solution some like some of them might be GitLab only some of them might be like competitor only so that it's a somebody would look at it and be like this looks honest and trustworthy and like a back assessment of the market yeah yeah and then yeah i think samia for this just to kind of reiterate for this one we're only doing these five competitors so we'll do the other ones in a later stage and then uh for if if the vendor bills like bills themselves as a platform then we should specifically call out that they have zero so github bills itself as a platform Same with Azure DevOps. Same with JFrog. Well, they all do for tier one, except Jenkins and CloudBees. Yeah. Yeah. Jenkins CloudBees does not. But what is it? Azure DevOps, GitHub, Atlassian, and although Atlassians, we still need to figure something out there. As a matter of fact, did I go back and add Atlassian because based on conversation, I think we have to do it. I don't think we can leave them off. I don't know if they'll look at this question. Atlassian is on that sheet. OK, yeah. I went back and added them because based on discussion, I wanted to take them off completely and just leave them as a

partner, but we can't do that. So yeah. So for those platform, we should call out the fact that they don't have any monitoring. If they have like 0 out of 15, we should call that out. Same with configure stuff or any of those kind of capabilities. I think if we took that a step further, it'd be good to even describe it in a way that doesn't just say our product stage and use like a value-based description of what monitor and configure mean. Because otherwise, we're just, no, that's not going to do any good for us. Have you guys seen the new infographic that the design team has come up with? Not yet. Oh, you haven't? No. Do we have a link to that? Quickly, William, I don't know. Or you can throw it in the notes if you find it. All right. Let's see who can find it faster. I can guarantee you not with the amount of tabs I have open. Oh my God. That's what I'm like. It probably won't be me. So this is why I send everything to Google Gmail, because the search is so fast. So I literally have a folder where all of my GitLab pings go and I can just search for infographic. I found it. I found it. I found it. who could look at first i found it i found it oh so this is the one so this there's two this is the one for the single tool comparison but then for the um but it's gonna look the same but then here's the one for um i just put it in chat for you guys and here's the one for the platform players so so we made it we made a couple decisions along the way so um one of the decisions was to just go with stages. Um, it, it, it would have been like a whole nother layer of, okay, if we don't go with just the GitLab stages, the 10 stages, what, what do we use? Um, that has to be determined, reconciled, all this kind of stuff. Like the, you know, we kind of, I don't know how long it's been since we updated those pages have like not been updated, but we kind of are just trying to move towards them. towards some progress so uh i concur that maybe configure and monitor is not as descriptive as it could be but the place where it will so actually i'll share one thing it just seems like the right time to do this right manage is is even less descriptive than that so so so um the way this is the way this is getting built is off of a data model so um in theory these could change or be updated where the underlying data remains the same, right? Because it's like we're separating like presentation layer from data layer. So it's not gonna be as hard to update in the future as it currently is where it's a mess of spaghetti code and it's like really, really difficult to update. And then the other component is then not in this

iteration, we need to get something live, but in the next iteration, you'll click on verify and it'll go down to the list. of the 15 features and that's where you can describe what the heck a verify is or what the heck i manage okay so we will have an opportunity because i was about to say you're gonna hate me for this but like we're we're being cyclical about the same problem we had which being the audience coming in and not knowing anything about these specific stages yeah problem that was one of the big things it's like okay 15 15 features what what is what are they why do i care you know yeah that means to say that means nothing to me looking at this this page um but quick question i'm not gonna be a debbie downer that's it no we're on top of it actually if you read the thread i brought that up but she said we can't do it like right now which i understand but small thing what do you guys think about the colors uh i don't know i usually let the designers handle that stuff they they i i like yeah i i like the fact that there's no red on there oh you like that That's what I was going for. You like that? Okay. It's not obviously negative. So we're saying, because it really does lend itself to being a comparison more than a competitive piece because of that, because there's no, you know, these folks at 37% are in the red and they're terrible. They just have less green or we would have less green. So it's not being worse. It's being less good. And I think that lends itself to working with, you know, all the coopetition that you're. we were talking about yeah yeah that's that's the goal is we want we want to generate a helpful asset for the industry this is not just like marketing skill this should be like a helpful page uh so it's like yeah the goal is to have a comparison comparing devops tools not a you know this is all of our competitors and why we're better yeah um i i i think from a competitive mindset and for me i'm like let's go hard let's put some rent on there and that's just the way i think right so But I brought it up and for now we're going to stick with the green. They recommended we stick with the green and see how it goes. But I don't know. I was feeling the red and yellow too. It is easy on the eyes. There's something to be said for that. Cool. Well, we're almost up on time, but I did want to share one thing that kind of came in like basically Friday. It was like late Thursday for me. So this, this is. another thing a lot a lot of these things i don't have like a ton of context on um i just know like we're just trying to up our game so like hey let's move fast and

do the best we can do um so this is a little bit of a messaging framework and then the assignment that was given to me was to to fill in these boxes here so uh and then this was the fodder that i got so there was these ones that said like from roadmap to company vision we are transparent and a single source of truth countless possibilities honestly i think this one's really like really pithy and catchy i really like it um i really liked uh what's the other one that i like that not everyone does um all in one for everyone so i just uh i don't know i like i just think so there's something catchy about that um but i know that kind of catchy is not everyone's cup of tea all that's to say is um The assignment here was that I took it was to write a pithy few words like punchy statement for each of these three things. So I ended up with a single source of truth, countless possibilities. I like that a lot. This one, I went with end to end control over your software factory, not as pithy, but or like not as catchy, but I like it. What's the difference between that? slide and the next one that doesn't have anything under security this this was the um honestly so that so when i first got this it didn't have this and it didn't have anything under security so this this was like you is just your iteration of it yeah this is this is mine this is i just put here so that i would have like the original statements like got it you know automate nearly anything collaborate on everything i kind of like that but i you know this one i hate scale up speed up test up i don't think anybody tests up i think that's really goofy so i hate it uh that's what i love that's for me it's i love it or i hate it right um i love how i love how you're just like bam uh so anyway the what i'd love it just in five minutes now and then we can just kind of end the call is kind of like um anything that you would change this out for anything that you would change this out for And then actually let's start here. This one I couldn't pick and I'll, I'll tell you why it's because I like things to have parody in, in their tone. Right. So this is maybe like super nuanced elements of messaging, but I hate it if it's like a single source of truth, that's like a noun phrase and the end control, that's like a noun item. So you could say with GitLab, you get a single source of truth. With GitLab, you get end-to-end control. And you can't say, with GitLab, you get move fast with confidence. No, but you can say more speed, less risk. I like that one the best. I don't like the last one. Yeah, I agree. That's why I put this one at top, was for that parity. And then so it sounds like

kind of y'all's thoughts are that's good as well. Yeah, the only thing it might be missing, but I don't know how we do it without overcomplicating it, is... well i guess less risk also implies higher quality i guess that kind of bundles the quality and the security together so i've talked myself out of not liking that so yeah good cindy's last blog post had a really good turn of phrase that i stole for forgive that 14 when she was out it was like secure the software factory and all the stuff that you're making it so she said it really elegantly and it's deliverables secure the software factory and it's deliverables yeah I thought it was good to emphasize both because they mean different things. Yeah, so you could say secure and control your software factory and its deliverables. Maybe that would encompass both thoughts. I'm not a big fan of the it's deliverables. Can we say like? Your software factory and your software or your? your software and your product product sounds like car manufacturer you could say ip here but it just doesn't sound right and that's always it's always shorthand yeah i like this one better yeah i think i do too but but i appreciate the thought brian uh and then the last thing i'll say is so this is this was my attempt to to channel my inner ash withers um i think ash is like super good at just again just like the catchier like the turn of phrase element to it um and so like this kind of idea like single source of truth countless possibilities or all in one for everyone there's something catchy about this so so here i was trying to like envision what is it that we actually give you with this velocity it's like it's velocity with confidence is what is what you get um I like your move fast with confidence better than increase speed and stay on track yeah so I was trying to I was thinking of like you know if you're like if you're in a race car and like you go like super super fast like let's say you're in the bike race right and you're going so fast and somebody holds out the sign and then like half of the bike race collapses right so it's almost kind of like you can you can keep going like faster and faster and faster and if somebody like jumps out with a sign in the middle of the racetrack you're not going to get tripped up by it because git labs you know it's testing is going to catch that security is going to catch that um all of those elements that allow you to move faster but to do so with confidence because otherwise you're like the faster you go then it gets more dangerous so trying to encapsulate that in this like that was kind of where i was like stay on track but

i didn't like it either did you just open the door for a nascar partnership hey Like NASCAR goes fast and turns left because of GitLab. You're our new Ricky Bobby. So yeah, so I don't think I like that one. And then I think between these two, I like move fast with confidence, but I don't like the verbiage of it because it doesn't have parity. So that's where I think more speed. Do you want to add, maybe we can add high confidence or more confidence at the end of your first statement. So it kind of combines. all of it so more speed less risk high confidence confidence is kind of overused anyway like i'd see a lot of competitors and vendors using it i really like the first one just more speed less risk bam no trade-offs you know just that's how it is oh no trade-offs that's one of my go-tos i love that one this this gets into the uh no trade-offs the engineer in me says there's never no trade-offs that's like saying like 100 secure complete this is why we always say mitigate right we always say risk or less risk you never say no messaging right i mean not everything you know how about just more speed less risk with confidence but yeah more speed the ricky bobby in me really did like the no trade-offs though parker yeah oh is that was that from uh no but it could have been it's something ricky bobby would have said if anyone hasn't seen talladega nights they should that's the homework for this weekend we talk about it on monday in our little social report i often say thank you little eight pound five ounce baby with the golden diapers i say that so often that i just think everybody has seen talladega nights but then i realize that people that haven't are like william's really weird and then next week we'll watch step brothers that's another great one so much room for activities okay um i'm gonna go with uh more speed less risk and um i think this is due at the end of the day so any additional thoughts i'm actually going to untag me it's strong all those are you know cool those are good awesome well uh this was kind of fun to do a little bit of fun working together session and uh keep it keep it rocking good to see everybody see you soon