Josh Clem explained that by 2010 the company was having significant problems with LEO which is their homegrown application. At that point they had nearly 100 services running outside of LEO and it was frequently going down in production. Now the deal was that LEO was only being deployed once every 2 weeks. They basically decided that they needed to break LEO down in many small functional and stateless services in short “Kill LEO.”

So basically, 6 months after their successful IPO in 2011 LinkedIn continued to struggle with problematic deployments that became so painful that they launched InVersion and stopped all feature development for 2 months in order to overhaul their computing environments, deployments, and architecture. Remember that by the end of their first week of operation in 2003 they had 2700 members and one year later they had over one million. Now by November of 2015 they had over 350 million.

So LinkedIn created a whole suite of software and tools to help it develop code for the site. Instead of waiting weeks for their new features to make their way onto the main site engineers could develop a new service and then have automated systems examine the code for any bugs and launch it right to the live site. The LinkedIn engineering corps now performs major upgrades to the site 3 times per day.

Keven Scott said your job is to figure out what it is that your company, your business, your marketplace, and your competitive environment needs. Apply that to your engineering team in order for your company to win.