

‘oRE

DevOps transformation @ OMC

DEVOPS ENTERPRISE SUMMIT LAS VEGAS

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**MARKETING
CLOUD**

What is Oracle Marketing Cloud (OMC) ?

Help marketers and organizations manage marketing campaigns and sales leads through marketing automation

Oracle Marketing Cloud has several components - B2B, B2C, Content, Social...

'oRE Focus is the largest component of it – Eloqua B2B

Approximately \$200M in revenues and 2000 customers worldwide

325 employees – 175 Dev, 25 Product Management, 25 Operations, 100 Sales (Part of the Oracle CX Cloud ecosystem)

Platform Engineering in OMC

01

Common Platforms
for SREs and Scrum
Teams

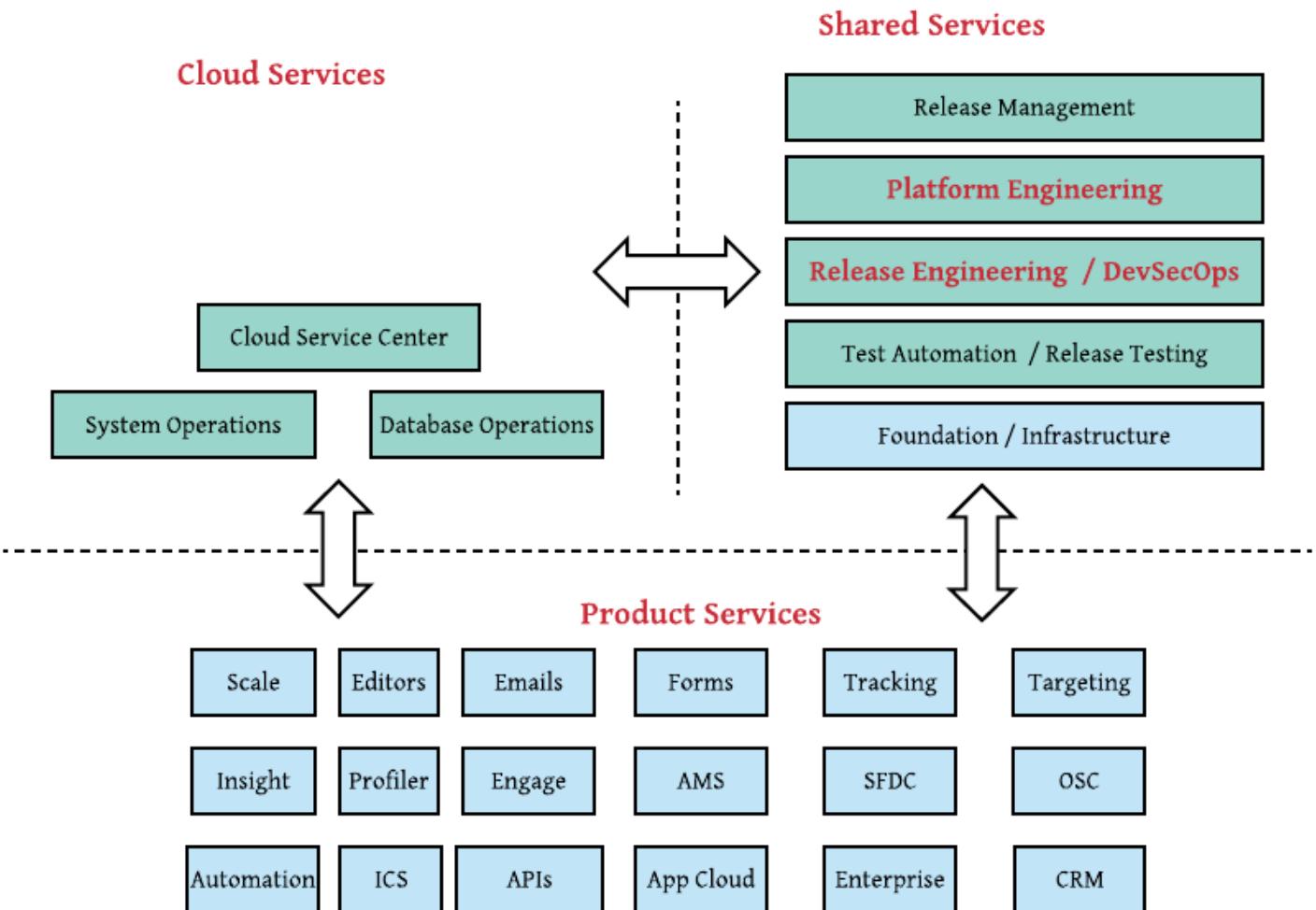
02

Enable Smooth
Transitions to
Production SaaS/
OCI

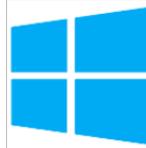
03

Unify Infrastructure
for CI/CD, CM,
Containers
Monitoring &
Analytics

Role of Platform Engineering



Origin of ‘oRE – Why not traditional SRE ?



Microsoft
Hyper-V



Huge breadth of technologies and stacks (.NET + Java / MS-SQL/Oracle)



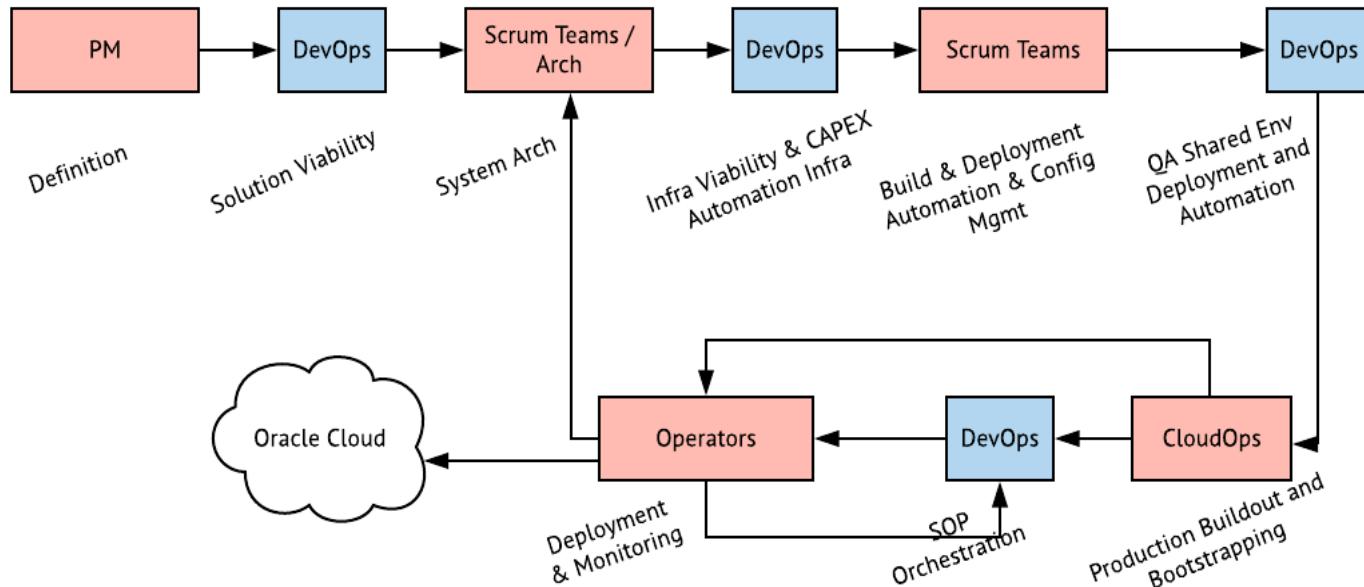
Lack of consistent skillsets in Microsoft and Oracle Technologies



Lack of interest in SRE skillsets for an evolving SaaS to OCI Platform

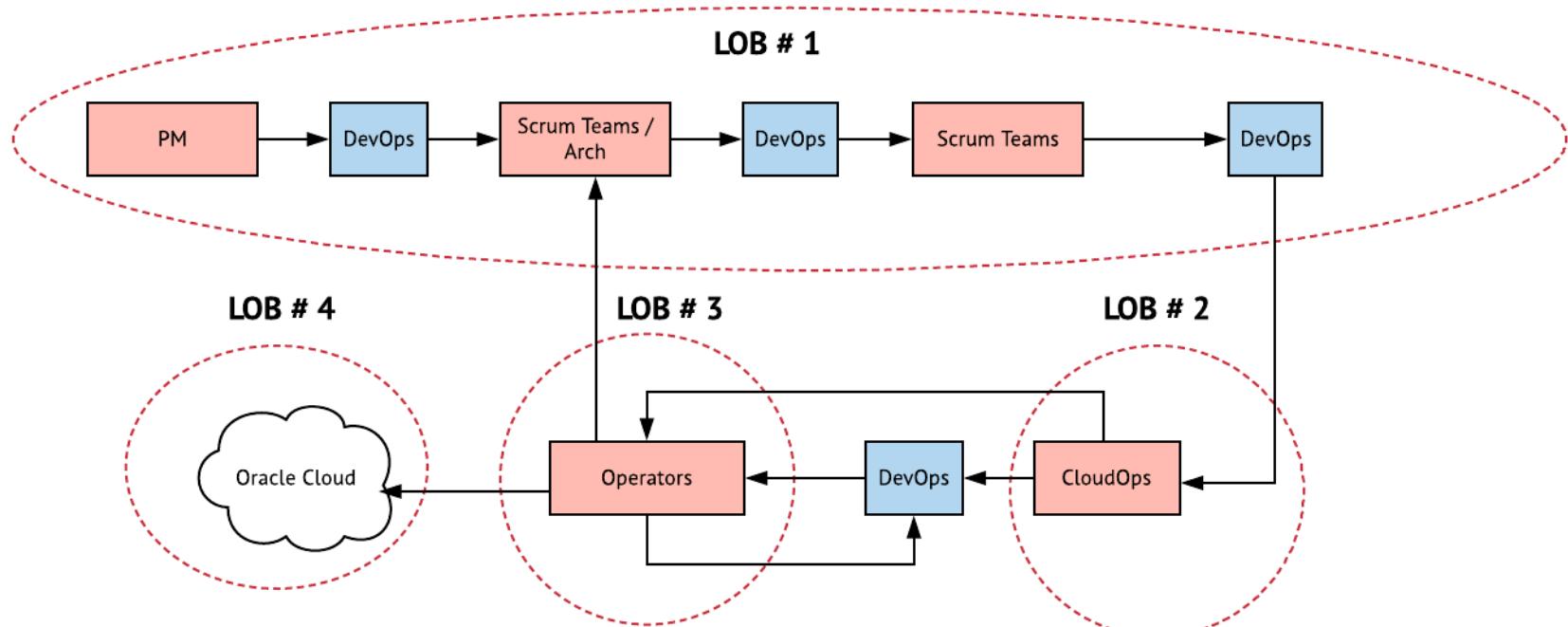


Way too many corporate wide compliance initiatives to invest in an SRE team



Origin of 'oRE –

#1 DEVOPS – A STICKY GLUE ?

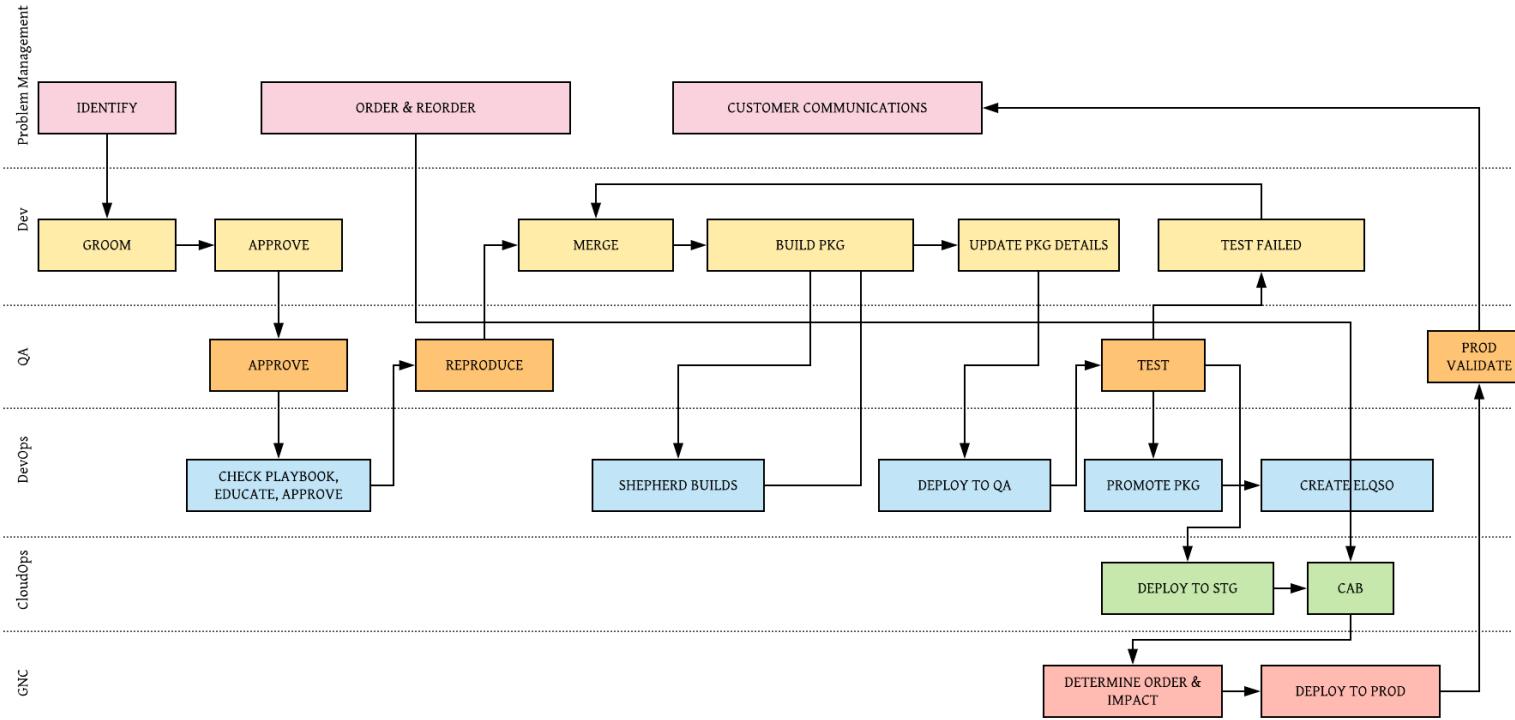


Origin of 'oRE – Handoffs between Silos

#2 TOO MANY ORGANIZATIONAL BOUNDARIES TO CROSS ?

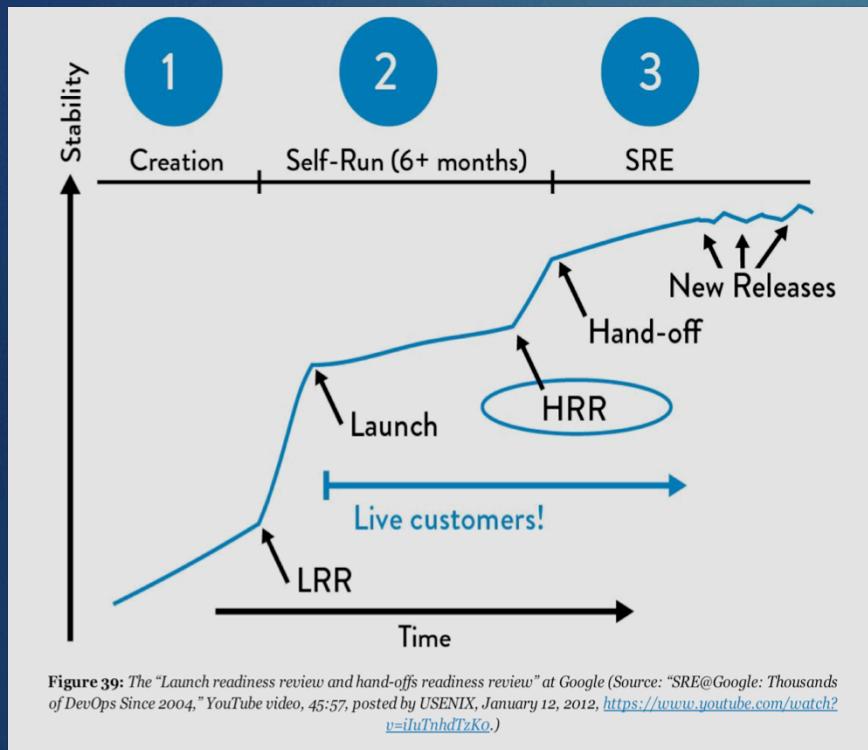
Origin of 'oRE - Hotfix Process – Microservices Deployment

#3 - 21 HANDOFFS BETWEEN 6
DISTINCT FUNCTIONAL AREAS

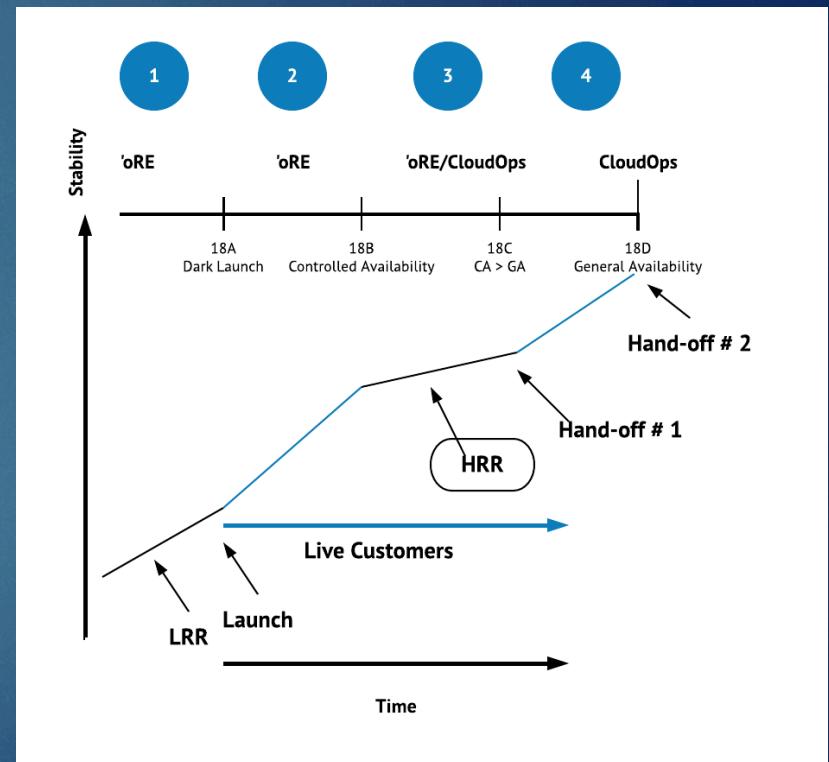


SRE vs 'oRE

SRE: A *permanent* role/team that takes over from developers



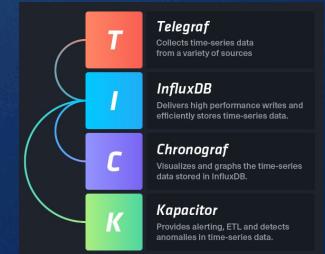
'oRE: *Rolling* role by developers that hands off to operators



Credit: DevOps Handbook, Kim et.al.,

‘oRE ↔ Platform Engineer

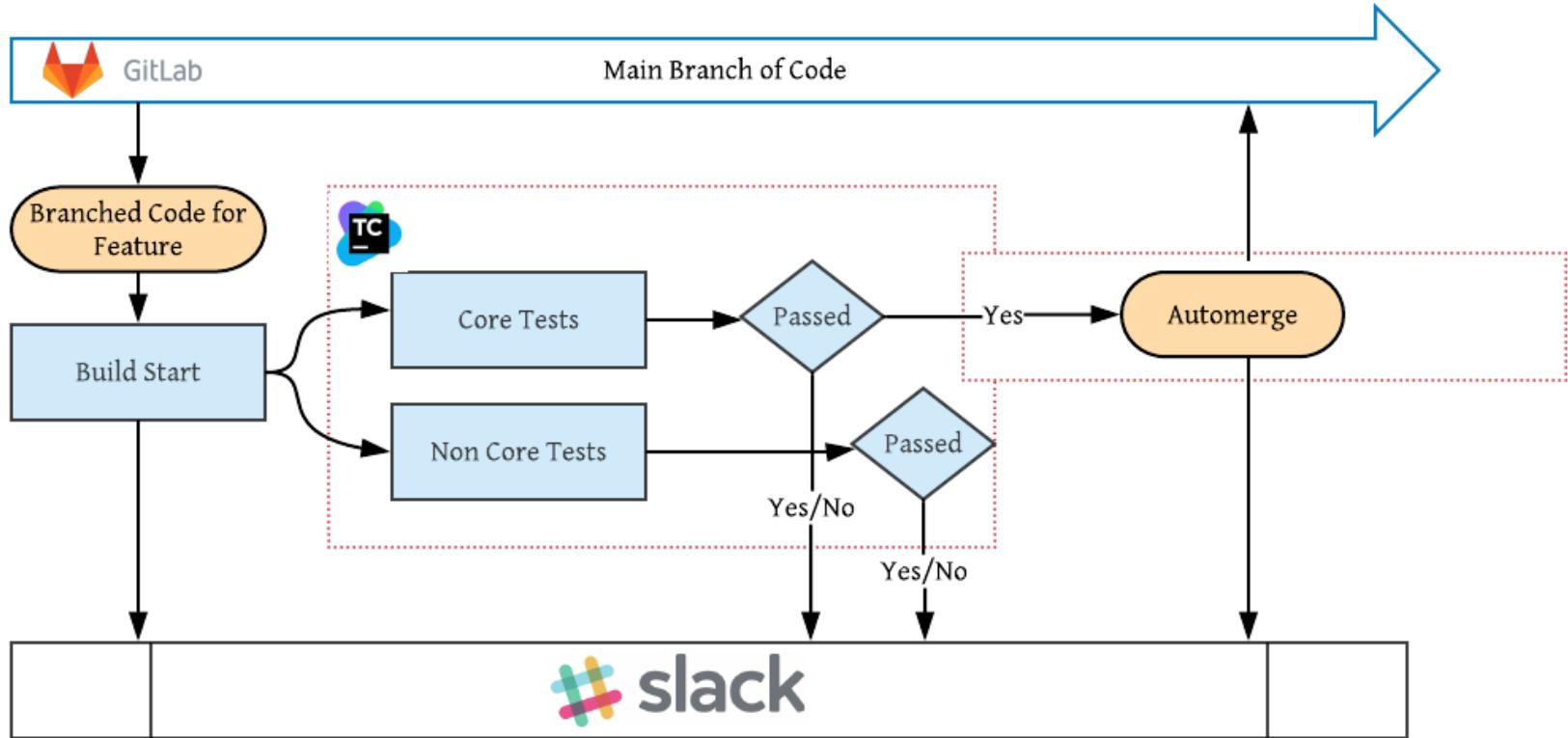
- ▶ ‘oRE uses the platform solutions provided by PE to build their solutions
 - ▶ Generate build books for their build agents → Chef
 - ▶ Generate build configs in CI system → TeamCity
 - ▶ Develop new analytics workflows to work with specific beats → ELK
 - ▶ Build and deploy containers in K8S → TeamCity, Chef
 - ▶ Add, validate and promote application monitoring checks → Sensu
 - ▶ Instrument key functionality for Metrics → Tick



Automation & Dashboarding

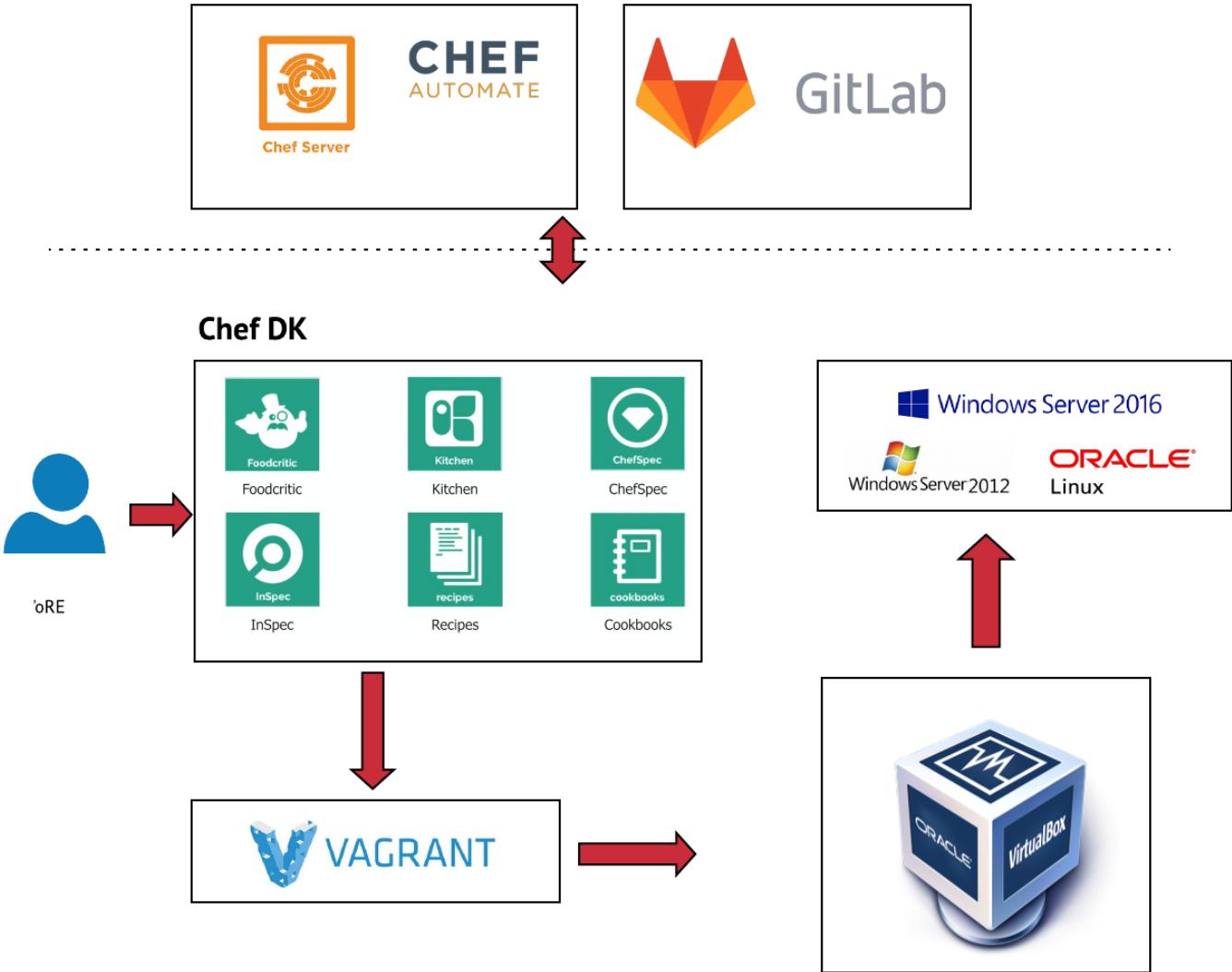
- ▶ Resource Availability -- As much elasticity of resources as possible
 - ▶ We have no AWS/Azure/Google or elastic access, so we have built our own resource manager using Containers/Kubernetes
- ▶ Ability to run queries on any of the shared database environments without having to get separate accesses
- ▶ Ability to automatically get into shared build resources for troubleshooting
- ▶ Real-time dashboarding



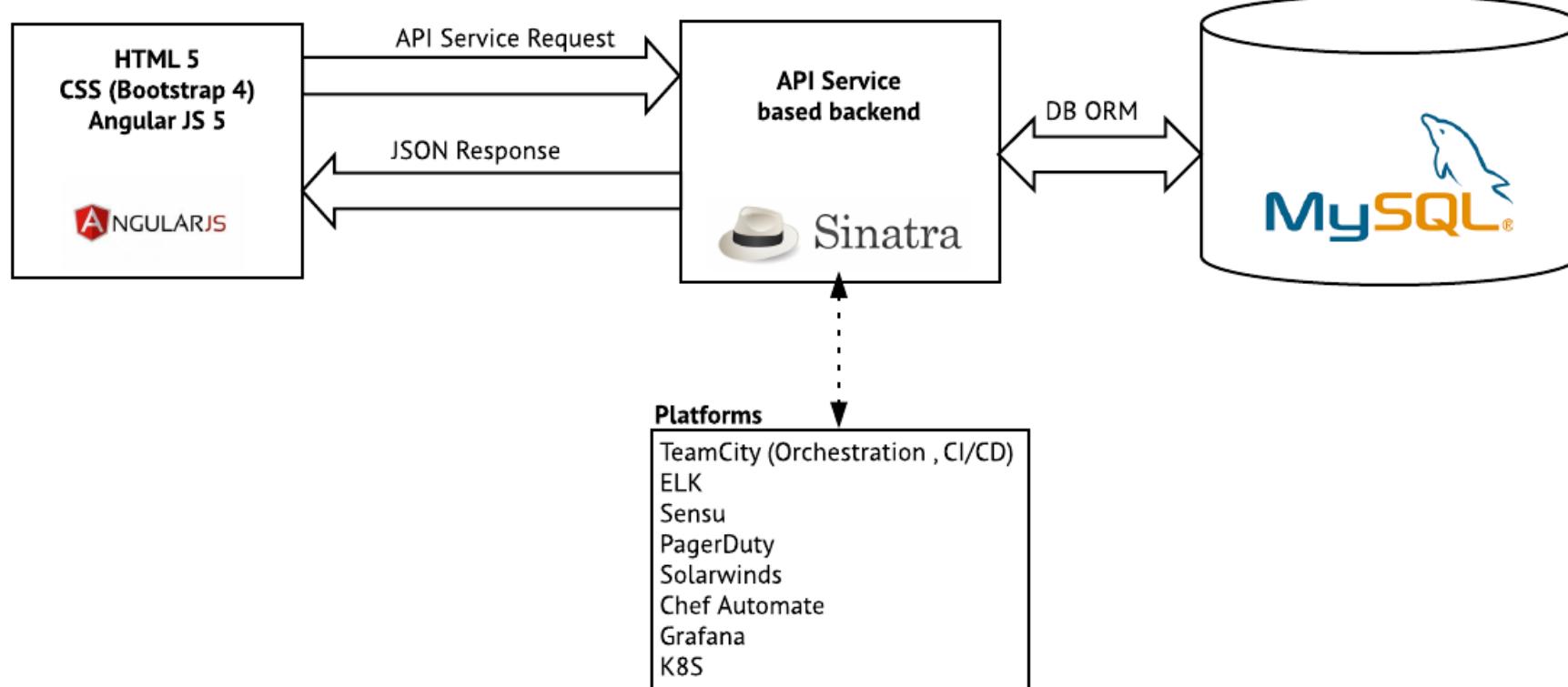


An effective CI with pre-flights

‘oRE tasks made incredibly easier with ‘Green Builds’



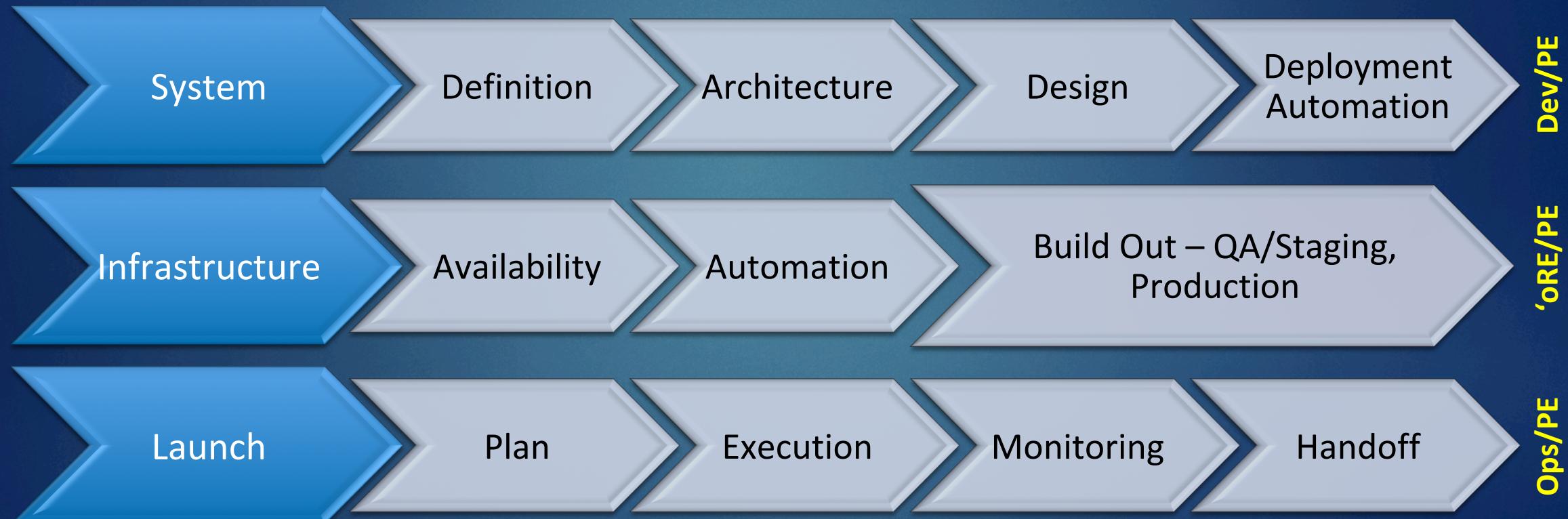
Enabling ‘oRE for Chef



Self Sufficiency for the ‘oRE

Through easier Platform access

‘oRE Lifecycle Ownership Conundrum



A Story to be Continued ...

- ▶ Migration to OCI
 - ▶ With the migration to a true Cloud Infra is this model going to work ?
 - ▶ Elimination of Ops w/ Services
 - ▶ Need full-time SREs ?
- ▶ Training
 - ▶ ‘oRE is a developer with ops skills who continues to be a developer
 - ▶ There are multiple ‘oREs per release in a rolling manner
 - ▶ How sustainable is this model ?
- ▶ Super Containers – Automated ‘oREs ?
 - ▶ Enabling developers with super containers that has monitoring, build configs, telemetry and deployment
 - ▶ Microservices based deployment – Making huge progress !