

Zen and the Art of Serverless Value





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Matson[®]

Matson®

Matson Operates Its Global Shipping and Logistics Businesses on AWS

Learn how Matson is using AWS to drive innovation and world-class customer service, while achieving operational reliability, security, and infrastructure cost savings.

[Learn More »](#)

Real-Time Container Tracking

Matson built a flagship mobile application for global container tracking that allows customers to perform real-time tracking of their freight shipments. Other valuable features in the application include interactive vessel schedule searching, location-based port map lookups, and live gate-camera feeds.

Mobile Device Access

All mobile devices access AWS via [Amazon API Gateway](#). This provides highly available edge located endpoints for access into resources within Matson's existing virtual private clouds.

Serverless Computing

The [AWS Lambda](#) functions are designed using the microservices pattern and are modeled around specific ocean-based business contexts, such as shipment tracking and vessel schedules.

Database Configuration and Storage

[Amazon DynamoDB](#) manages configuration as well as user-feedback configuration and user-feedback notifications sent from mobile devices. DynamoDB Streams provides real-time notifications to Matson's customer service team.

Data Monitoring and Alerts

Matson's customers rely on accurate, up-to-the-minute container tracking and vessel status information. Monitoring and alerting of system events is achieved by using [Amazon CloudWatch](#), [Amazon SNS](#), [Amazon SES](#), [AWS Lambda](#), and CloudWatch Logs.

End-to-End Serverless Application

Matson can now offer customers an end-to-end serverless application to help track their shipments, and has no infrastructure to maintain.

serverless value

business value

what is
business
value?



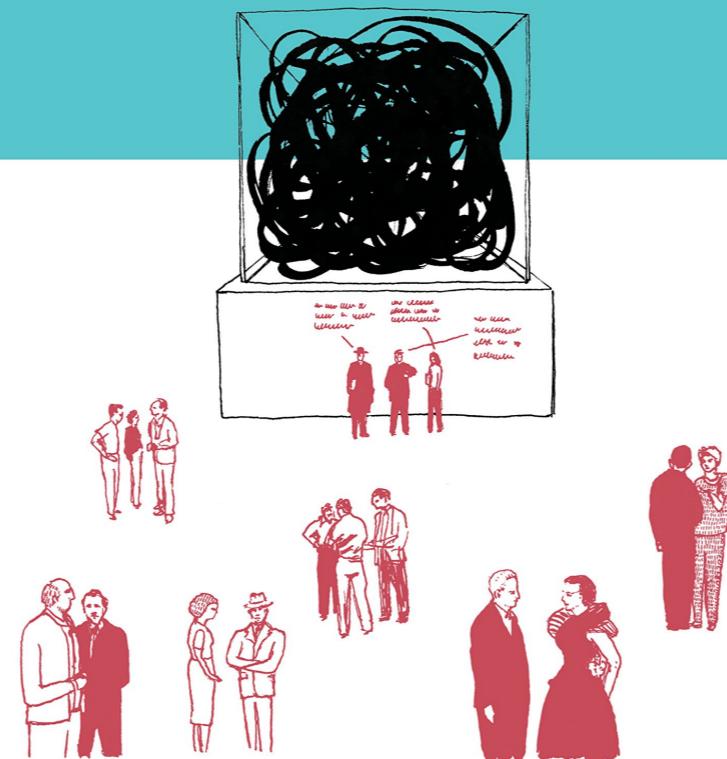
Photo by [Samuel Zeller](#) on [Unsplash](#)

"This is a mind-expanding experience for all of us who strive to provide real value in the solutions that we deliver." — Carmen DeArdo, DevOps Industry Speaker and Fortune 100 Technology Leader

THE ART OF BUSINESS VALUE

MARK SCHWARTZ

FOREWORD BY GENE KIM



customer value?

user value?

business value?

business value is often
not known
before the work starts

business value is not
always measured in \$\$\$

releasing code, does not mean
business value has been
delivered

business value is not
something determined outside
the team by “the business”

business value

is what the business values

how do we know when we've
delivered business value?

business value is determined
by measuring outcomes.

serverless, allows more focus
on business value by removing
impediments



zen

*Zen involves dropping illusion and
seeing things without distortion.*

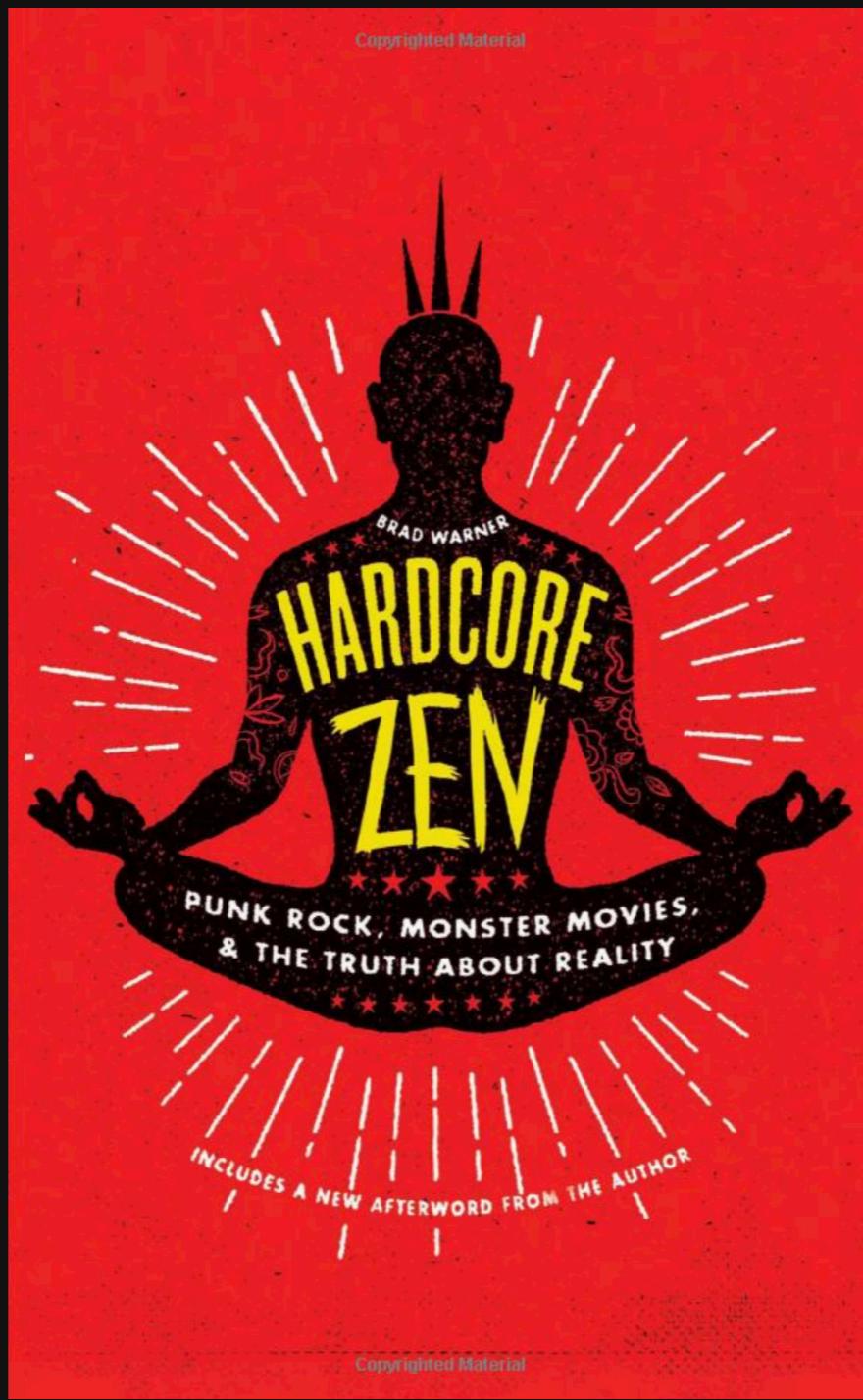
question
everything



Photo by Ken Treloar on Unsplash

mental clarity

maintain focus
on the important



serverless value

the business value an organization can achieve
by adopting serverless

cloud cost



Photo by [lucas Favre](#) on [Unsplash](#)

total cost of ownership

the path to serverless...





the path to serverless...

...leads to a greater focus on business value



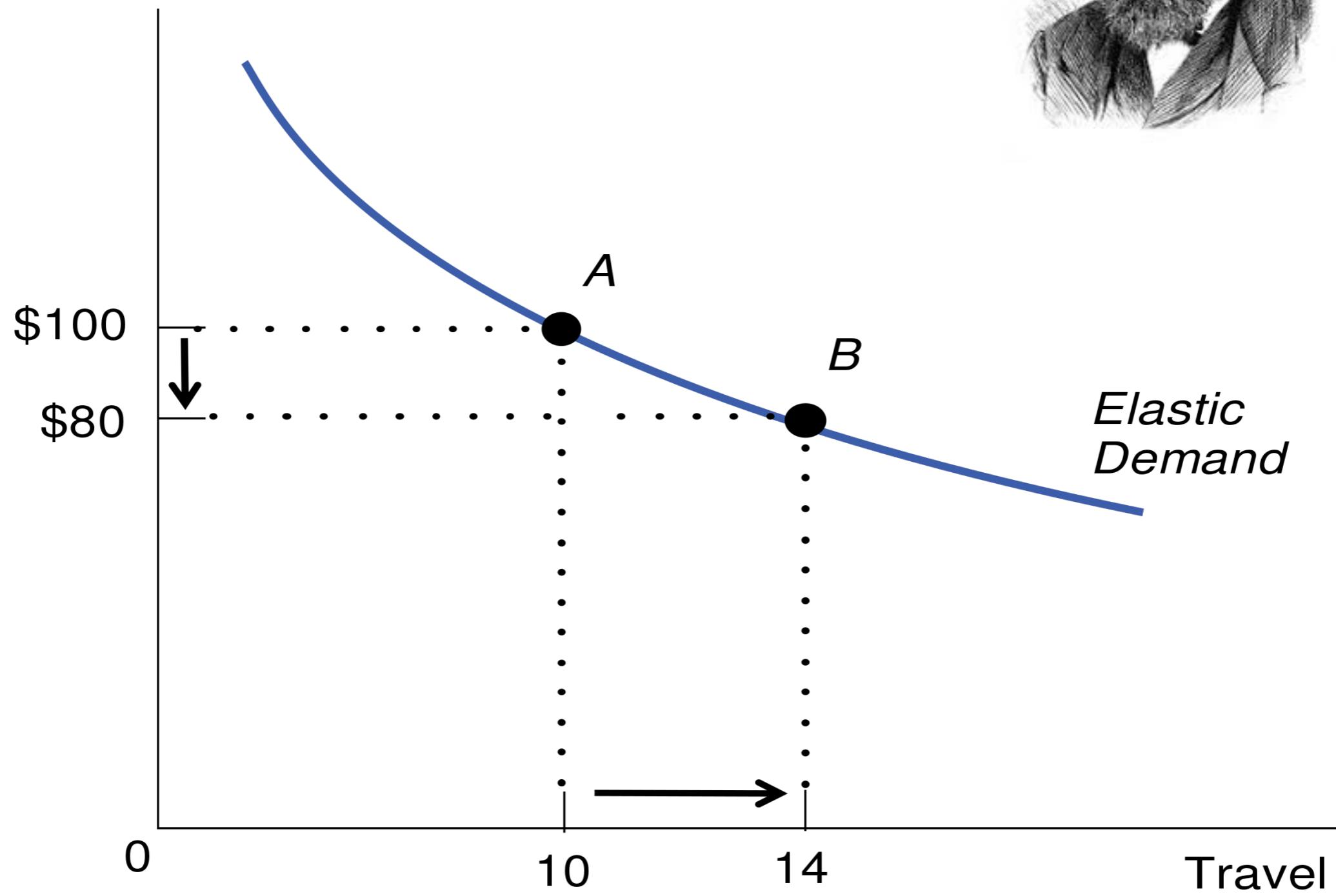
the path to serverless... ...leads to a greater focus on business value



Jevon's Paradox



Cost of Fuel



FaaS

is only part of the story...



Dave Townsend

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Functions alone is not serverless, it's using
the whole stack.

- Werner

#AWSSummit

10:09 AM - 27 Mar 2019

2 Retweets 19 Likes



2



19



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er



no function is an island

functions are only as good
as the event sources
that drive them



Photo by Hitesh Choudhary on [Unsplash](#)

...is a liability



Photo by Markus Spiske on Unsplash

essential complexity

cloud anti-native

serverless is not just about
“less” servers.
it’s about doing LESS.

pay-per-use model



findev &
digital micro-optimizations

finance and development skills & knowledge

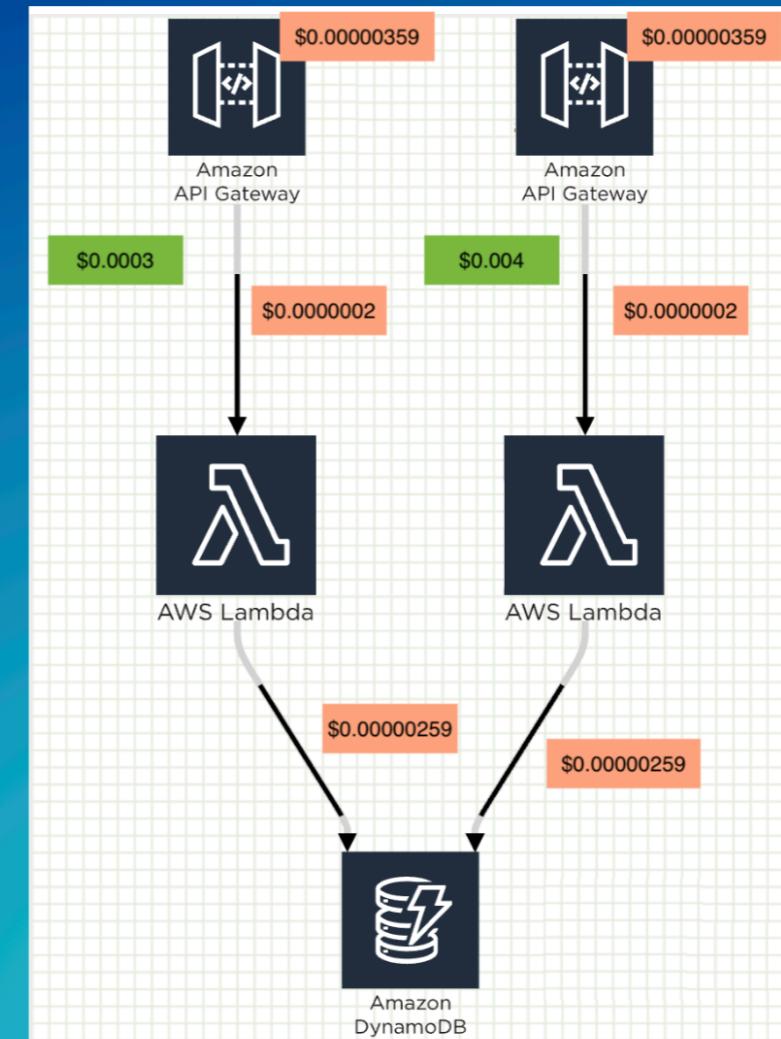
software driven by its calculated business value
or worth

making decisions based on micro-costs
(at the function level)

teams responsible for cost and profitability

Discover the capital exchange in your serverless applications

Get information on the flow of capital within a transaction and even profitability of smaller features within a transaction.

[GET NOTIFIED](#)

<https://capitalflow.ai>

NOTIFICATION
DYNAMO DB

LOCK IN

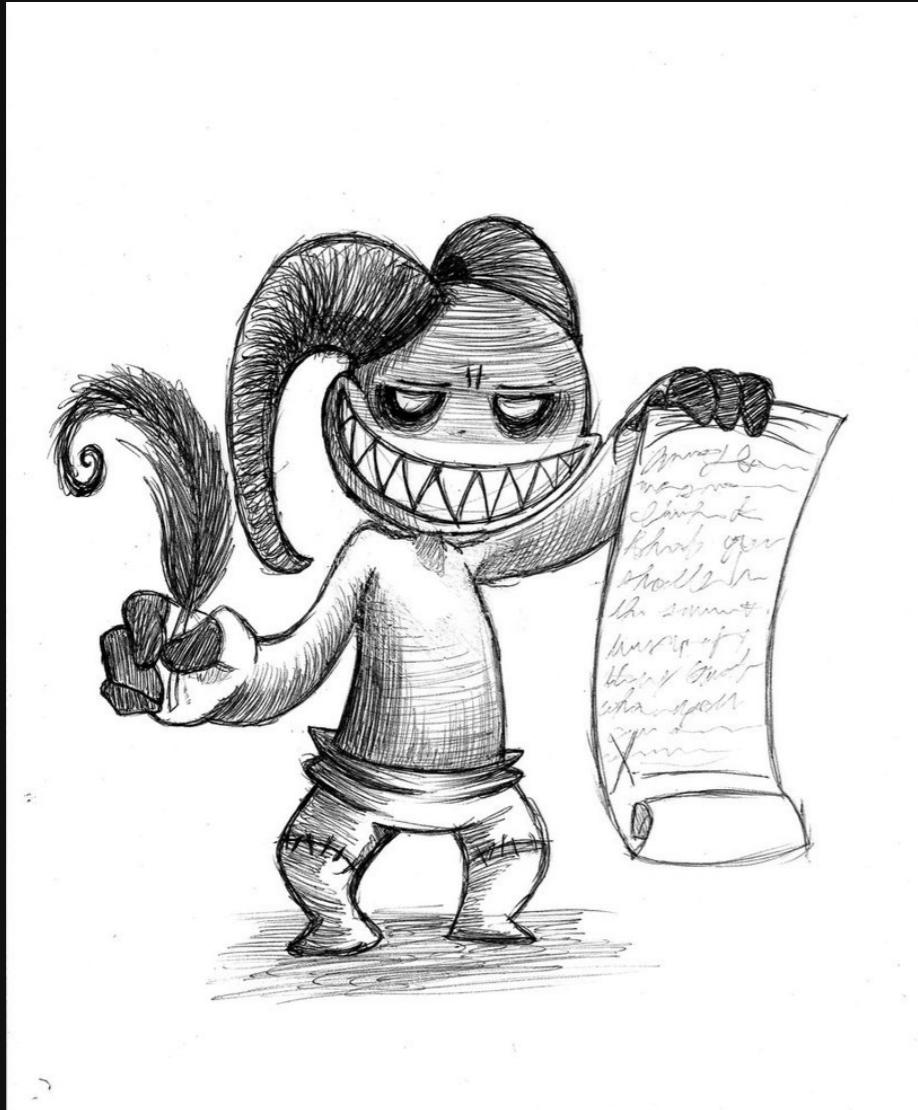
switching costs

(perceived lock-in)

committing to a vendor means you will
have switching costs.

(this is nothing new)

the fear of lock-in within an organization is directly proportional to the amount of scar tissue on the Sr. Mgmt. team



*"There is no such thing as
'lock-in', unless you have
agreed to it contractually"*

- Mark Schwartz

switching costs can be high or low

the higher the switching cost the
more it is perceived as lock-in

*Either you can adopt sophisticated,
complex systems to try to manage
the complications,
or you can simplify everything.*

- Ricardo Semler

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resources

The Art of Business Value

https://www.amazon.com/dp/1942788045/ref=cm_sw_em_r_mt_dp_U_QT03CbXN07FHA

Hardcore Zen

https://www.amazon.com/dp/1614293163/ref=cm_sw_em_r_mt_dp_U_RW03Cb7SZHDNN

Source Code Is A Liability, Not An Asset

<https://saintgimp.org/2009/03/11/source-code-is-a-liability-not-an-asset>

AWS Cloud Enterprise Strategy Blog

<https://aws.amazon.com/blogs/enterprise-strategy>

Capital Flow

<https://capitalflow.ai>

Maverick

https://www.amazon.com/dp/0446670553/ref=cm_sw_em_r_mt_dp_U_VhT5CbZ2RETPV