

Kickoff w/ Electric Cloud Video

Electric Cloud Vision & Strategy

Powering Continuous Delivery



Steve Brodie
CEO, Electric Cloud

ଶ୍ୟାଳୀ

ПРИВІТАННЯ

ଅବୁରମ୍
HALA
ଫୁଲିଥ କୁତ୍ତା

HOLA

ଶ୍ୱେଣ୍ଟି

HUAMBO

OLÁ

NYOBZOO

你好 BONJOUR

HELLO

ПРИВЕТ

CIAO

안녕하세요.

こんにちは

नमस्ते

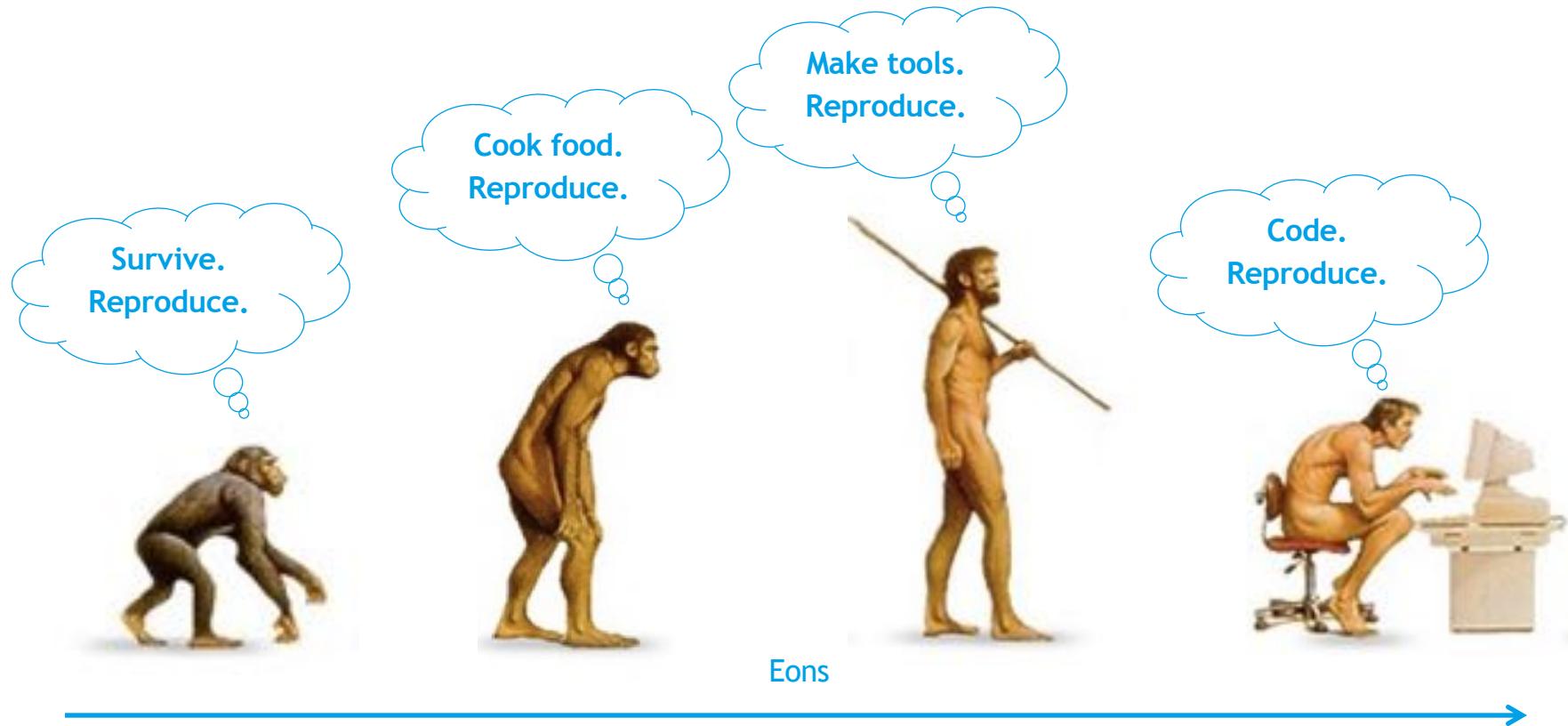
HALLO



Before we go forward... let's go back in time



So, “How did we get here?”



From evolution... to revolution...

Eons



Decades



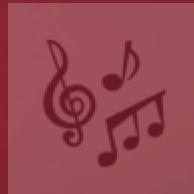
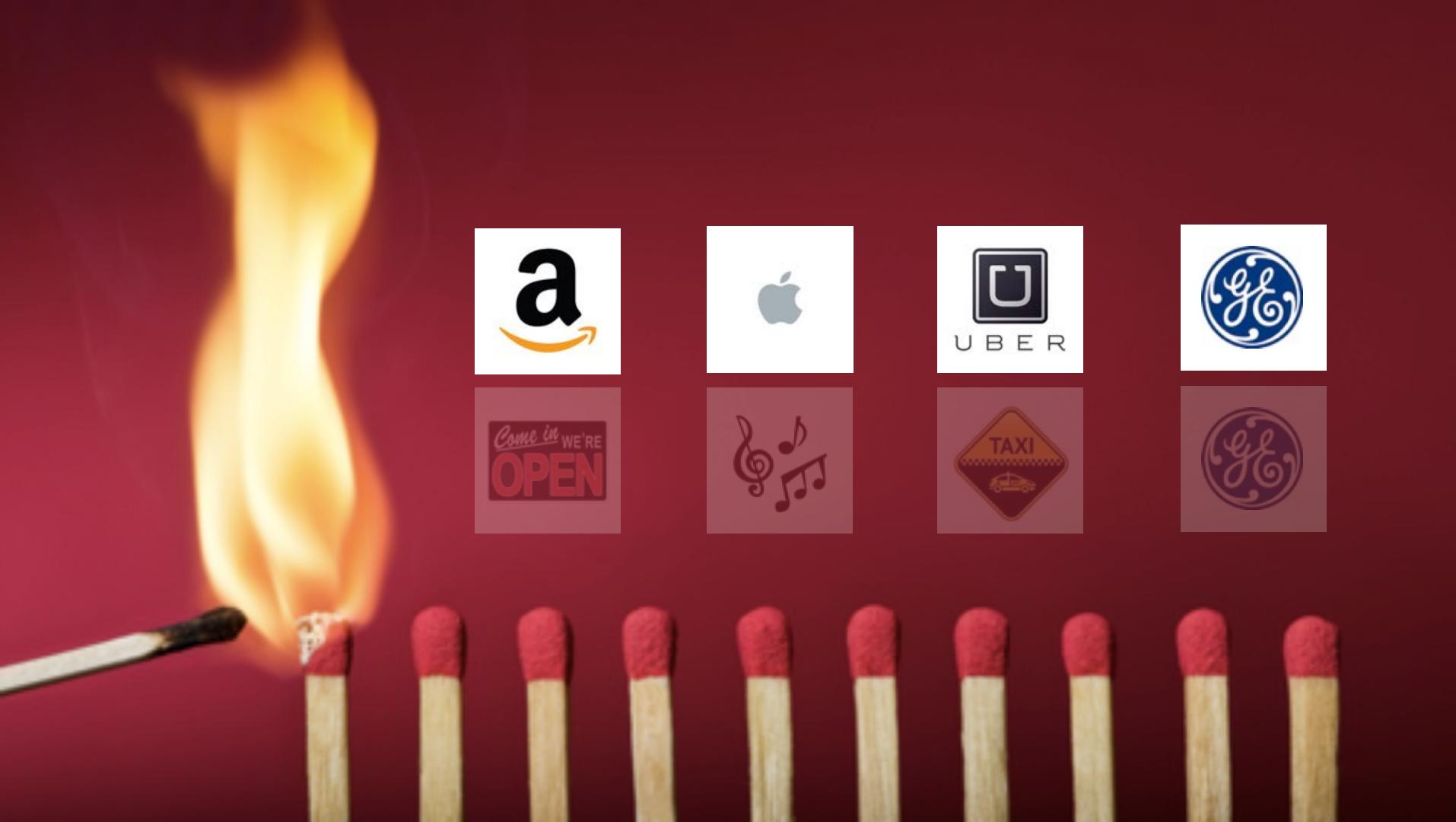
Years



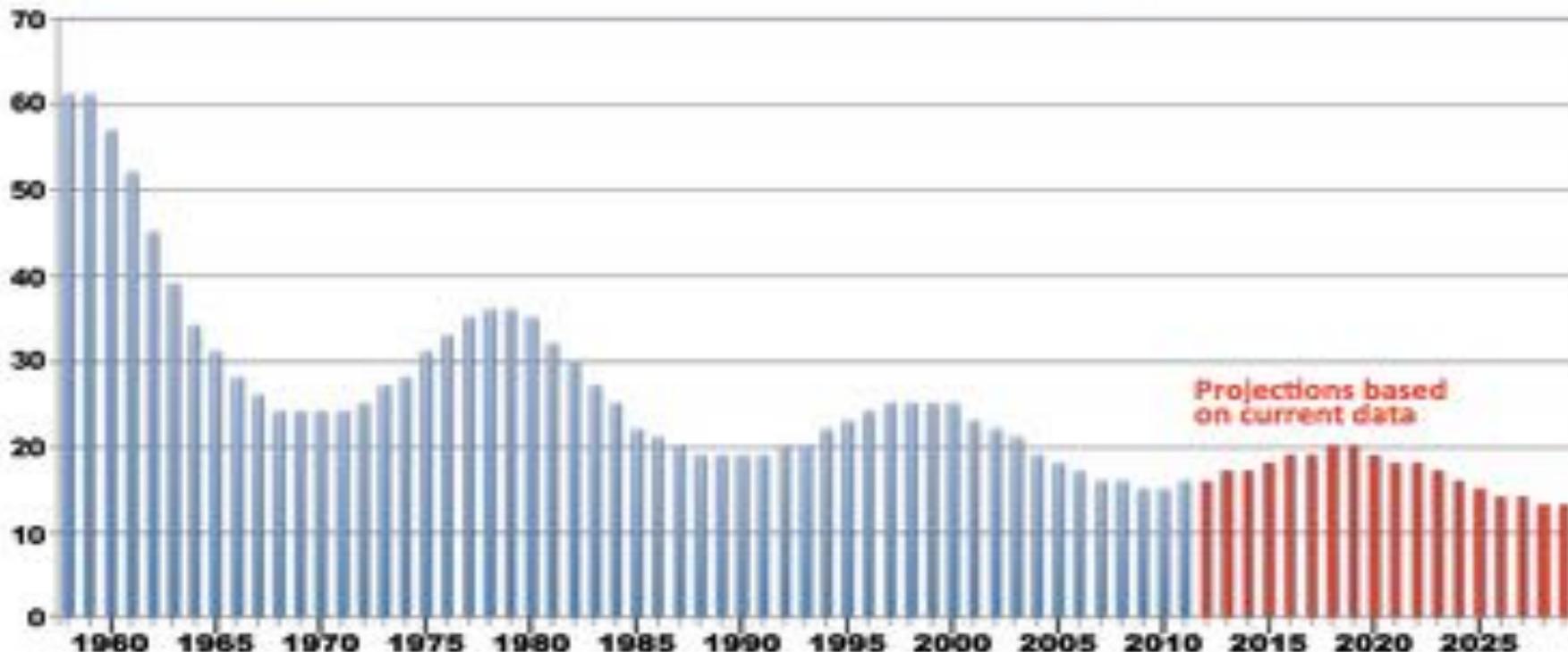
Minutes



“ Software is now
the primary driver of
innovation & disruption.



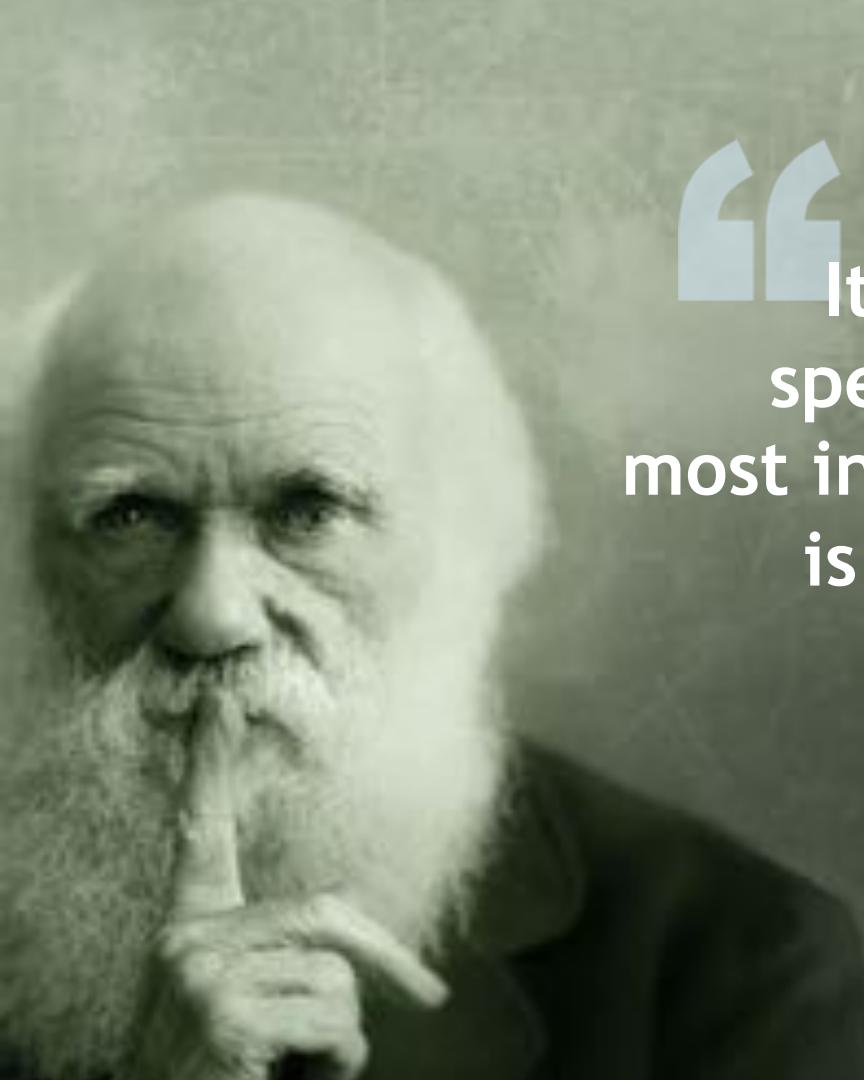
Average Company Lifespan on S&P 500



Year (each data point represents a rolling 7-year average of average lifespan)

Richard N. Foster, Innosight Executive Briefing, Winter 2012

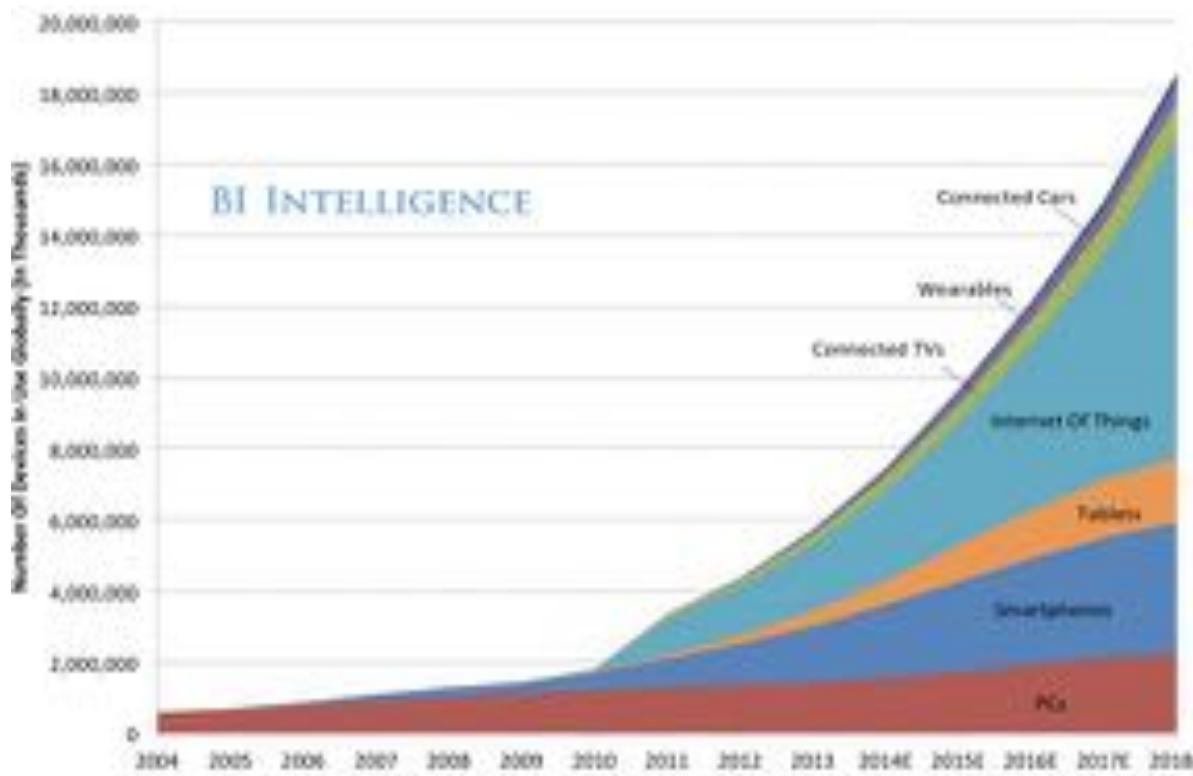
Creative Destruction Whips through Corporate America

A black and white portrait of Charles Darwin, an elderly man with a full, bushy white beard and receding hairline, looking slightly to his left. He is wearing a dark coat over a white shirt.

“ It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change. ”

Charles Darwin

Rapidly changing tech landscape



Internet of Things
Everything is connected

Consumerization of IT
Bad technology will not be tolerated

Multi-channel consumption
Seamless access on every device

Cloud services
Dynamically scalable backend services

Are you adapting quickly enough?

Slow Time To Market?



Get Disrupted

Poor Product Quality?



Upset customers

High Dev Costs?



Reduce margins

100%
of those surveyed

58%
want fast software delivery (one of top 3 goals)

12%
can do it

100

90

80

70

60

50

40

30

20

10

0

SOLUTION

Be #Agile



Remember the Agile Manifesto?

“ . . . to satisfy the customer through early and **continuous delivery of valuable software.”**

#1 of the Twelve Principles behind the Agile Manifesto

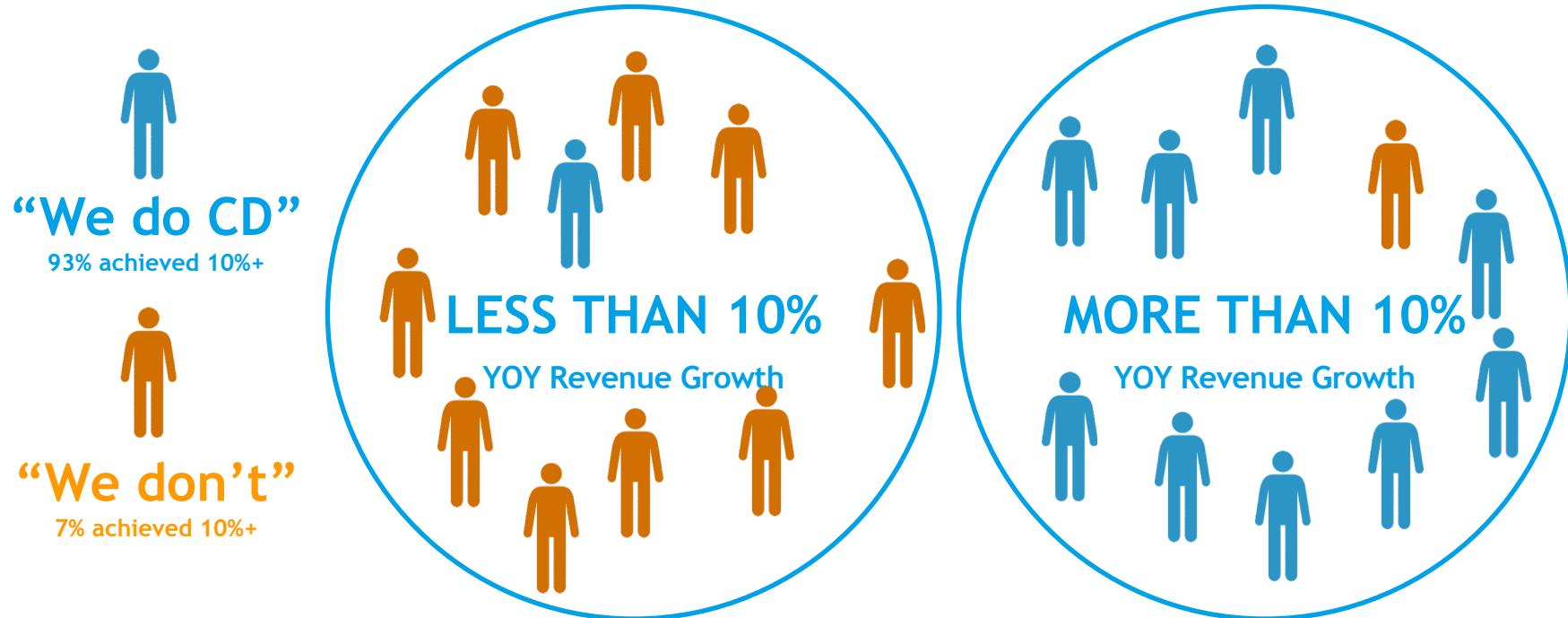
Continuous Delivery

“ Nothing is more powerful than an idea whose time has come.”

Victor Hugo



DevOps & Continuous Delivery: Results



Julie Craig, EMA

DevOps and Continuous Delivery: Ten Factors Shaping the Future of Application Delivery, 2014

© Electric Cloud | electric-cloud.com

Are You Practicing Continuous Delivery?

59% No



27% Yes

for some projects



14% Yes

for some projects

CONTINUOUS DELIVERY: DO THEY REALLY DO IT?

41%

BELIEVE THEY
DO IT

26%

DO THE BASICS
OF CD

8%

DO THE
TEXTBOOK
DEFINITION OF CD



Continuous Delivery: Adoption Blockers

TIME



CULTURE



TOOLS



So, what's on YOUR tool wish list?

34%

SW Integration Testing

33%

Start-to-finish CD

26%

SW Deployment Tools

30%

Operational Analytics

Julie Craig, EMA

DevOps and Continuous Delivery: Ten Factors Shaping the Future of Application Delivery, 2014

© Electric Cloud | electric-cloud.com

Let's recap...

- 1 Every Business is a Software Business
- 2 Continuous Delivery is the NEW Agile
- 3 Time & Culture THE Major Adoption Blockers
- 4 Automation & Acceleration Essential



We help the world
deliver better
software faster.



Advancing Continuous Delivery



The Agile, Continuous Delivery and DevOps Transformation Summit

**DEVOPS
ENTERPRISE**
Presented by Electric Cloud and IT Revolution

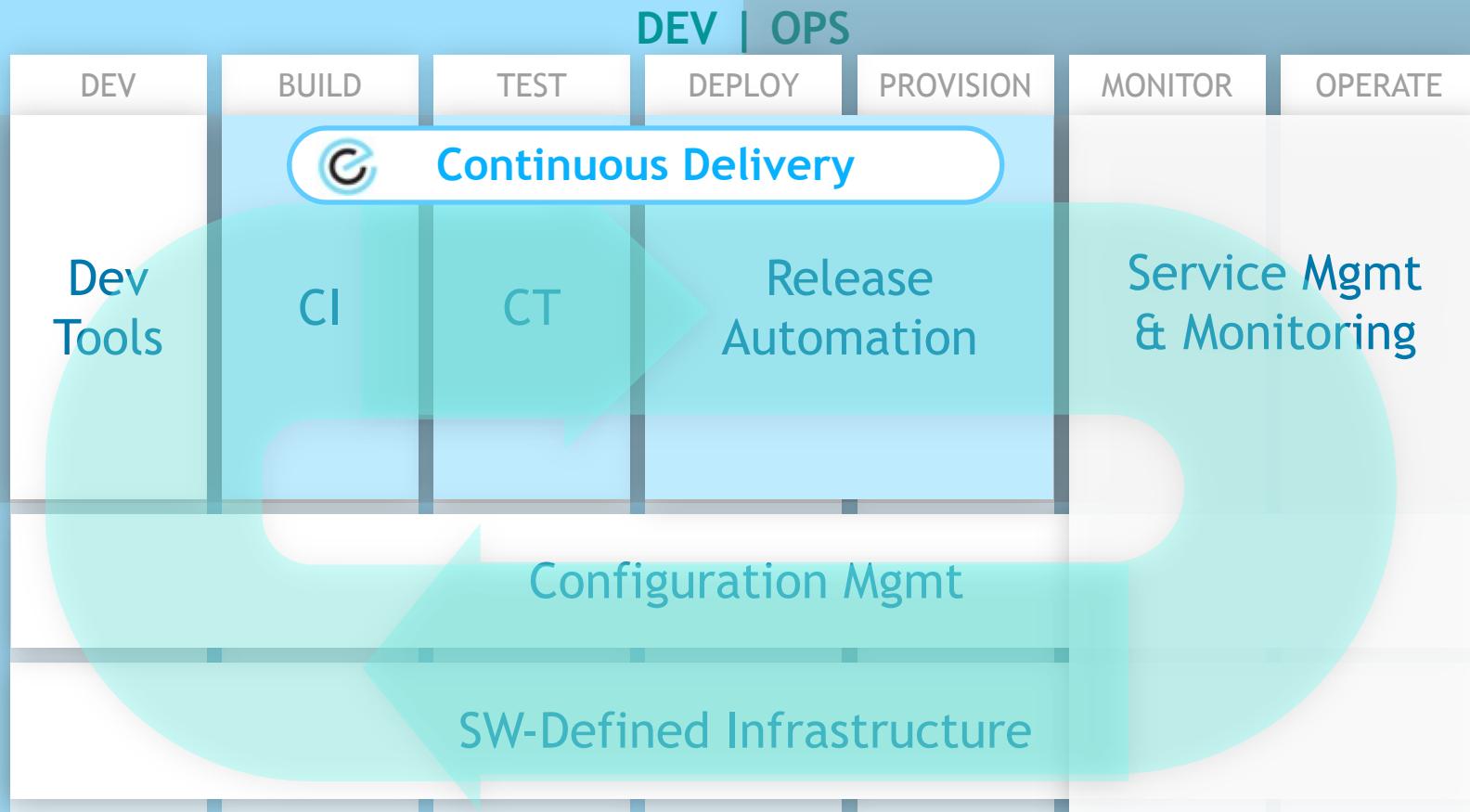
October 21-23, 2014
San Francisco Bay Area

DevOps Enterprise is THE event for people who are bringing Lean principles into the IT value stream while building DevOps and Continuous Delivery into their organization.

Continuous Delivery Fitness Model



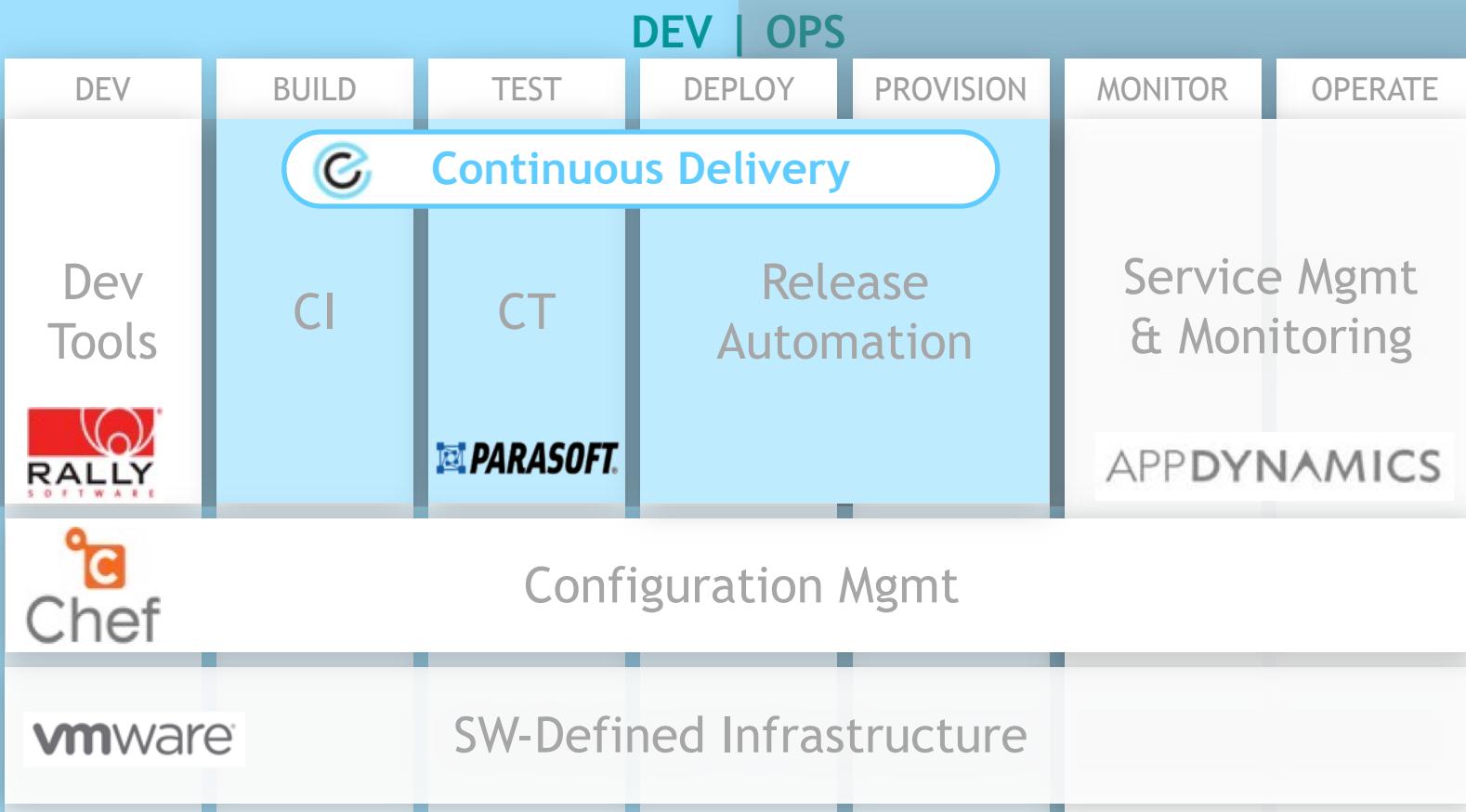
DevOps & Continuous Delivery Solution



Continuous Delivery Alliance

APPS

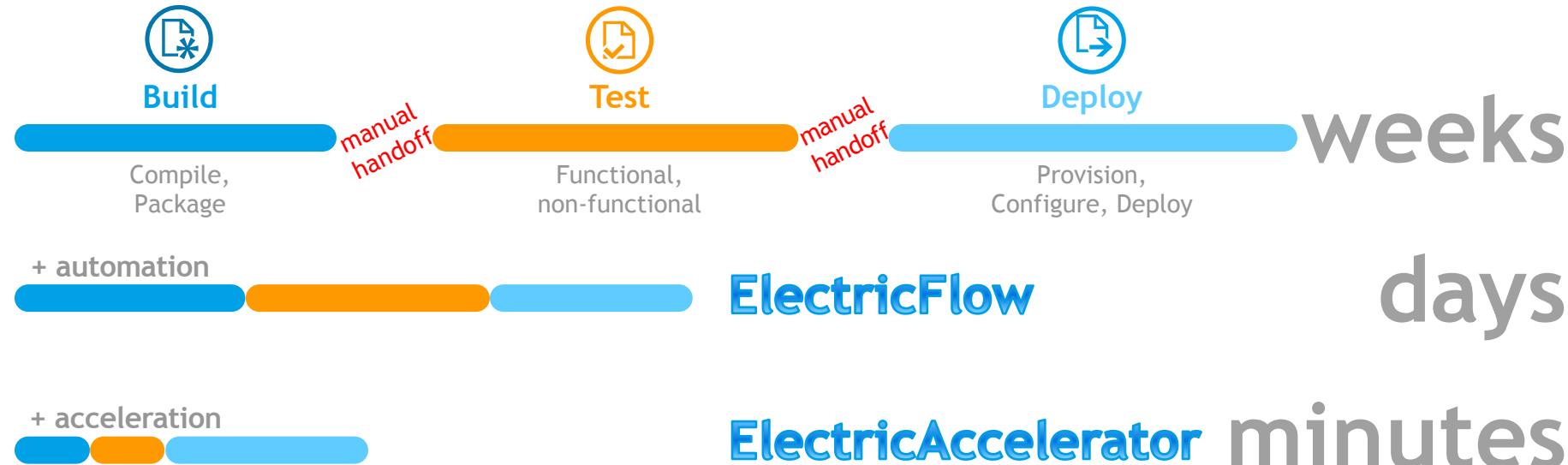
INFRA



Build-Test-Deploy Faster

Deliver better software faster.

How long does it take to get a software update through your delivery pipeline?



Wait State

A photograph of a man sleeping at a desk. He is leaning forward with his head resting on his arms, which are propped up on the desk. He is wearing a green patterned shirt and blue jeans. Two large red octagonal signs are overlaid on the image. The sign on the left contains the text "DEVELOPERS" above the number "10". The sign on the right contains the text "TESTERS" above the number "18".

DEVELOPERS

10

TESTERS

18

An aerial photograph of a river flowing through a green landscape. Two smaller streams of water merge into the main river, creating a V-shape. The water is a light blue-green color, and the surrounding land is covered in green vegetation.

Integrate #Continuously.
@ Scale.

Well integrated
stream

Well integrated
stream

Yikes!

Deployments
should be boring



The Cost of Failed Deployments



£125m

in compensation

O₂

34%

plan to switch provider

Knight

\$440m

loss and rescue bid

HealthCare.gov

\$!?!\$

Countless \$\$ & political fallout

Primary cause of downtime



Human error	40%
Software quality	30%
Missing patches	20%
Other	10%

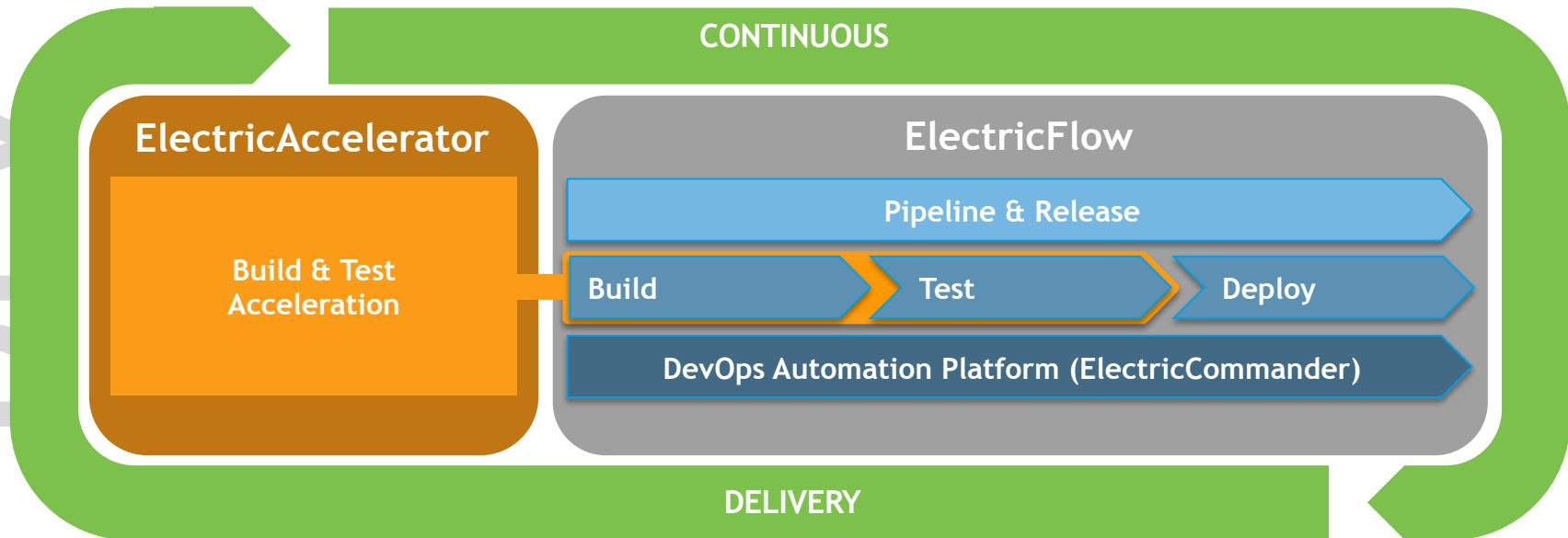
FORRESTER®

Electric Cloud Product Overview & Roadmap



Rohit Jainendra (RJ)
Chief Products Officer

Electric Cloud: Powering Continuous Delivery



Plugs right in to
your existing tools

A wide-angle photograph of a massive particle accelerator experiment, possibly the Large Hadron Collider at CERN. The image shows the intricate, multi-layered detector structures on the left and right sides, composed of various materials like lead bricks and sensors. A central beam pipe or magnet structure is visible. The entire apparatus is housed within a large industrial building with a high ceiling and structural beams. A lone figure stands in the center of the detector's opening, highlighting its enormous scale.

Electric Accelerator

Performance & Platform Leadership

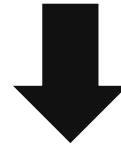
ElectricAccelerator 8

2014



ElectricAccelerator 7.2

15 min 20 sec



ElectricAccelerator 8

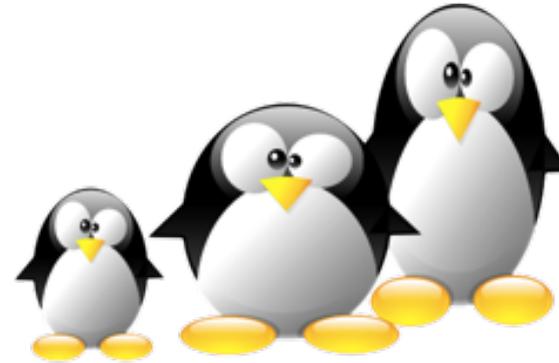
7 min 30 sec

New Platforms for ElectricAccelerator

2015



Android **Lollipop**



Embedded **Linux**

The background features a detailed rendering of a futuristic space station or mothership. The structure is composed of numerous metallic panels with glowing blue vertical light strips. A white shuttle with the number '107' on its side is docked at a port. In the upper right, a smaller white drone-like vehicle hovers. The overall atmosphere is dark and metallic.

ElectricCommander

Enterprise Scale DevOps Automation

ElectricCommander 6

Support 10,000s of developers across the globe.

2014

VERSIONING



Job Details - 4_Deploy_Fire Store 1.0_Default_20140822155031

 Run Again |
 Delete |
 Access Control |
 View Log |
 Help


Completed with Errors

Start Time: 2014-08-22 13:50:31 PDT

Elapsed Time: 00:00:20.703

General Information

Project: Default

Procedure: Deploy |

Launched by: admin

Priority: normal

[Steps](#) | [Diagnostics](#) | [Parameters](#) | [Properties](#) | [Notifiers](#) | [Published Artifact Versions](#) | [Retrieved Artifact Versions](#)
[Expand All](#) | [Collapse All](#)

Step Name	Log	Status	Elapsed Time	Resources	Actions
-- install Tomcat env settings			Completed with Success		
-- get files			Completed with Success		
-- resource-01			Completed with Success		
-- step-5			Completed with Errors		
-- resource-01			Completed with Errors		
runCommand			exit code: 2		
runCommand			Completed with Success		
-- resource-01			Completed with Success		
runCommand			Completed with Success		
runCommand			Completed with Success		
-- validate web config			Completed with Success		
-- get files			Completed with Success		
-- resource-01			Completed with Success		
retrieve Artifact Version			Completed with Success		
retrieve Artifact Version			Completed with Success		

Records per page: 3

1 thru 31 of 31 |

|

<

>

>>

Changes for QL Commander-Master

Last Successful Run Most Recent

When	Path	What	Name	Label	Changes
✓ 1. Jul 17, 2014 3:01 PM - PST	---	Step	[Name]	[Label]	Modified
✓ 2. Jul 12, 2014 6:13 PM - PST	---	Step	[Name]	[Label]	Modified
✓ 3. Jul 11, 2014 1:45 PM - PST	---	Step	[Name]	[Label]	Modified
✓ 4. Jul 11, 2014 10:01 AM - PST	---	Step	[Name]	[Label]	Modified
✓ 5. Jul 11, 2014 12:54 PM - PST	---	Step	[Name]	[Label]	Modified

When ▾

Path

What

Name

Label

5 of 52 Changes

B

✓ 1. Jul 17, 2014

3:01 PM - PST

W*

{ Object Type }

{ Name }

{ Label }

Modified

rd

Column Changed

From ...

To ...

Current state

1. Step Name

Get file

Retrieve file

Import file

2. Step Description

Repository to Flow

Retrieve the file from
Repository to FlowImport the file
Repository int

When ▾

Path

What

Name

Label

5 of 52 Changes

B

1. Jul 17, 2014

3:01 PM - PST

vv

[Object Type]

[Name]

[Label]

Modified

rd

The Current State was successfully reverted back to the State on Jul 17, 2014 3:01 PM - PST

Column Changed

From...

To...

1. Step Name

Get file

Retrieve file

2. Step Description

Repository to Flow

Retrieve the file from
Repository to Flow

New Current S

Retrieve file

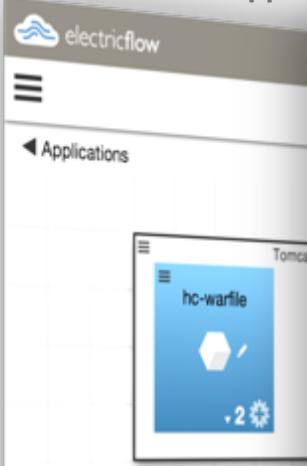
Retrieve the fi
Repository to

ElectricFlow Continuous Delivery Applications



ElectricFlow Deploy

Application Model



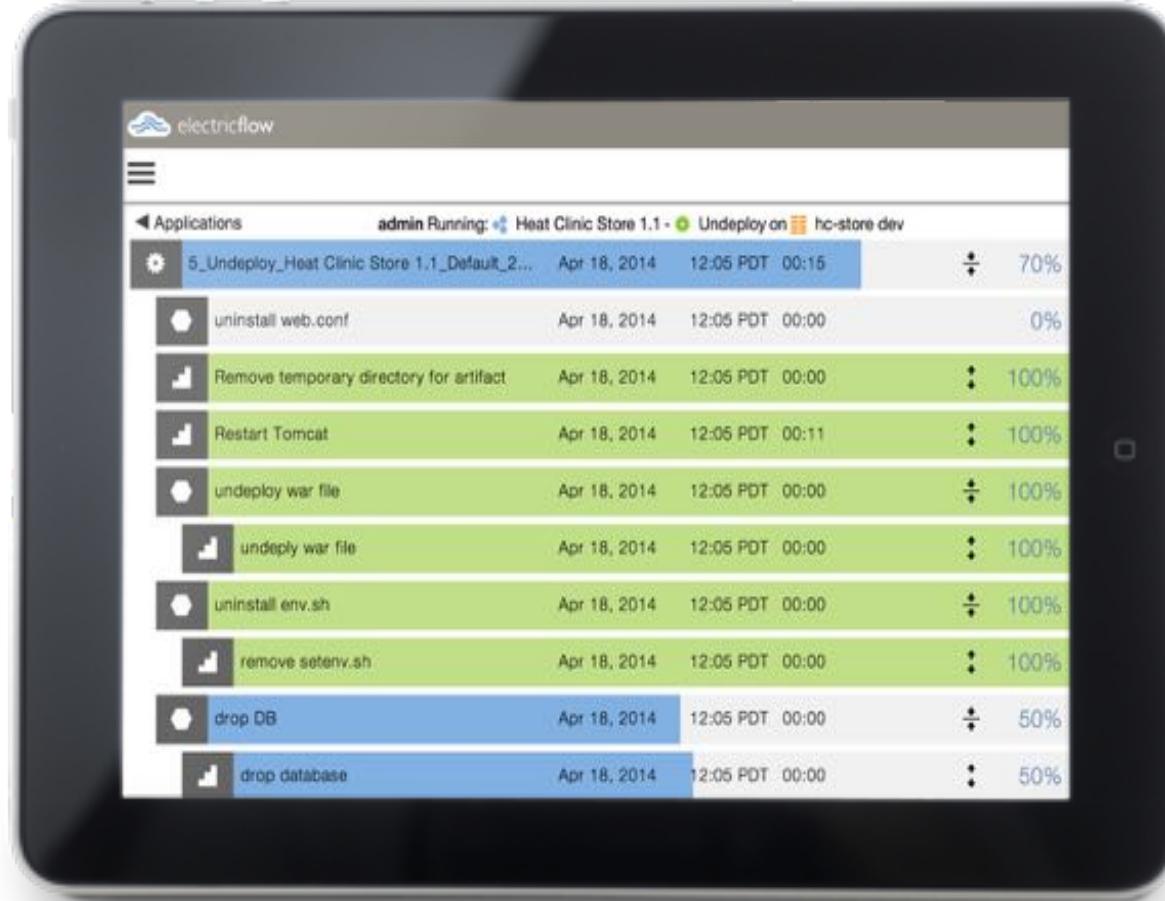
Running deployment

Applications					admin Running: Heat Clinic Store 1.1 - Undeploy on hc-store dev	Errors 0
	uninstall web.conf	Apr 18, 2014	12:05 PDT 00:00	÷	0%	
	Remove temporary directory for artifact	Apr 18, 2014	12:05 PDT 00:00	÷	100%	
	Restart Tomcat	Apr 18, 2014	12:05 PDT 00:11	÷	100%	
	undeploy war file	Apr 18, 2014	12:05 PDT 00:00	÷	100%	
	undeploy war file	Apr 18, 2014	12:05 PDT 00:00	÷	100%	
	uninstall env.sh	Apr 18, 2014	12:05 PDT 00:00	÷	100%	
	remove setenv.sh	Apr 18, 2014	12:05 PDT 00:00	÷	100%	
	drop DB	Apr 18, 2014	12:05 PDT 00:00	÷	50%	
	drop database	Apr 18, 2014	12:05 PDT 00:00	÷	50%	

Environment Model

Select	All	Delete X	Add +

Mobile Ready UI



ElectricFlow Deploy

Cloud Provisioning & Configuration Management



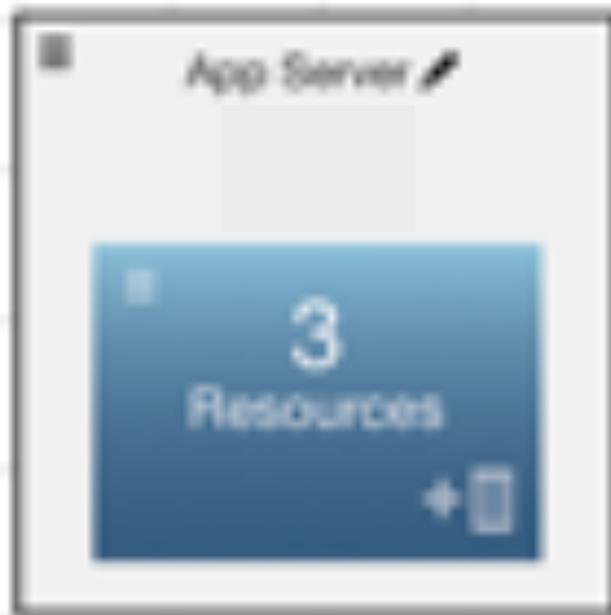


Environments

GE Environment 4

Tier 2





QE Environment 4

Details

Cloud Provisioning

Configuration Management

Properties

Access Control

Tier ↗

0 Resources

+

App Server

3 Resources

Select a Cloud Provider

AWS

OpenStack

VMware

Azure

Cancel Next

Tier 0 Resources

App Server

3 Resources

Select a Configuration Manager

Chef

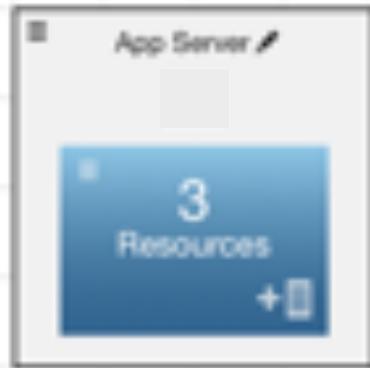
Puppet

Cancel Next

Tier 0 resources +

 GE Environment 4

Save As Template





◀ 137 Pipelines

Delete Add

1 StoreFront 3.4 / E-Commerce



107 Runs

58 % Failed

11:34 Avg Cycle Time

Last Run 10/20/14 - 4:31 pm

Run	Cycle Time
107	00:17:42
106	00:09:03
105	00:06:11
104	00:13:20
103	00:12:21
102	00:06:00

2 ShoppingCart 1.6 / E-Commerce



92 Runs

31 % Failed

08:13 Avg Cycle Time

Last Run 10/18/14 - 10:07 am

Run	Cycle Time
90	00:14:32
89	00:06:03
88	00:12:01
87	00:00:13
86	00:15:01
85	00:08:00

3 Recommendations 2.2 / E-Commerce



54 Runs

18 % Failed

08:21 Avg Cycle Time

Last Run 10/18/14 - 3:31 pm

Run	Cycle Time
54	00:13:42
53	00:08:03
52	00:04:01
51	00:10:08
50	00:11:01
49	00:08:00

4 TaxCalc 6.9 / Financial



29 Runs

45 % Failed

10:03 Avg Cycle Time

Last Run 10/13/14 - 11:47 pm

Run	Cycle Time
29	00:08:42
28	00:10:00
27	00:08:01
26	00:10:08
25	00:11:01
24	00:08:00

5 StoreFront 3.3 / E-Commerce



188 Runs

Run	Cycle Time
54	00:11:42

6 ShoppingCart 1.5 / Financial



34 Runs

Run	Cycle Time
33	00:10:42



◀ Pipelines / Runs

StoreFront 3.4

19

Build ✓2 Pipelines
100 Runs - 8 Passed - 2 SkippedIntegration ✗

3 Runs - 2 Failed - 0 Skipped



System Test

100 Runs - 9 Passed - 1 Skipped



Pre-Release

3 Pipelines

100 Runs - 8 Passed - 2 Skipped



Release

100 Runs - 8 Passed - 2 Skipped



18

Build ✓1 Pipeline
50 Runs - 2 Passed - 0 SkippedIntegration ✓

100 Runs - 7 Passed - 2 Skipped

System Test ✓

100 Runs - 9 Passed - 2 Skipped

Pre-Release ✗3 Pipelines
100 Runs - 8 Passed - 2 Skipped

Release

100 Runs - 8 Passed - 2 Skipped



17

Build ✓1 Pipeline
100 Runs - 8 Passed - 1 SkippedIntegration ✓

100 Runs - 4 Passed - 1 Skipped

System Test ✗

100 Runs - 6 Passed - 2 Skipped



Pre-Release

2 Pipelines

100 Runs - 8 Passed - 2 Skipped



Release

100 Runs - 8 Passed - 2 Skipped



16

Build ✓

1 Pipeline

Integration ✓

100 Runs - 8 Passed - 1 Skipped

System Test ✗

100 Runs - 6 Passed - 2 Skipped



Pre-Release

100 Runs - 8 Passed - 2 Skipped



Release

100 Runs - 8 Passed - 2 Skipped





Pipelines / Runs / Stages

StoreFront 3.4

Build

Test Team A

Product Configuration pipeline

Get Code

Compiling

Unit Testing

Push



Stakeholders

Customer pipeline

Get Code

Compiling

Unit Testing



Pipeline

Integration

Stage

System Test

Customer Team

Package

Service Test

Test Team B



Environment: 38-40-01



Test Env



Mobile is Different. Build Like It.

Ship.io: Hosted CD for Android & iOS Mobile Apps

Build

Tight [GitHub](#) integration and support for any GIT SCM.
[Automatic](#) build process configuration.
Secure, hands-free compilation and [code signing](#).



Test

Support for [functional and unit testing](#) frameworks.
[Simulator](#) and [hardware](#) testing services.
Video capture and playback from testing sessions.



Deploy

[One-click OTA](#) release dashboard.
[TestFlight](#) and [HockeyApp](#) OTA services.
Fully [custom OTA](#) implementation.

[Install](#)

9995/9999

JOBS
LEFT

9999/9999

BUILDS
LEFT

9999/9999

DEVICE
MIGRATED

Your Apps

+ Demo

STOP BUILD



Android-Gradle-Examples

Build 1

succeeded

Android-Gradle-Examples

Build 4

succeeded

Demo

Build 4

started

shipio-example-ios

Team: Test Team

Build 6

failed

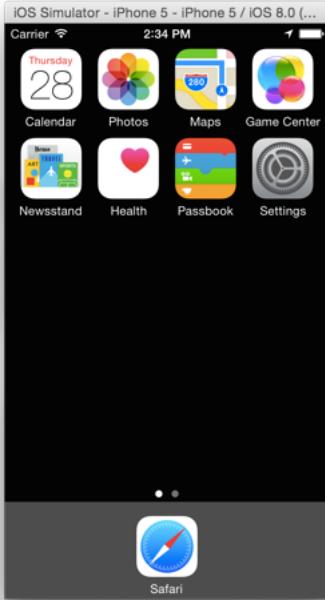
Test2

Build 2

succeeded

BUILD	OWNER	START DATE	START TIME	DURATION	STATUS
4	aisen@ship.io	10.20.2014	18:11:36		started
3	aisen@ship.io	10.20.2014	18:11:23	0:31	canceled
2	aisen@ship.io	10.20.2014	15:43:14	2:56	succeeded
1	aisen@ship.io	10.8.2014	17:17:48	2:40	succeeded

Simulator & Physical Device Testing



Ship.io

Get started today for **FREE!**



Sign Up

FREE PUBLIC BETA

Where to go next?

WEDNESDAY

- New to EC?
 - 2:30P “Electric Cloud 101”
(San Ramon)
- Want to know about Release Automation
 - 3:45P “ARA is essential to DevOps”
(San Ramon)
- Interested in Test Acceleration?
 - 5:00P “Test Acceleration”
(San Ramon)

- Electric Cloud Roadmaps
 - 11:00A
ElectricCommander/ElectricFlow
(San Ramon)
 - 2:00P ElectricAccelerator
(San Ramon)

EXHIBIT HALL

- Product Demos
- UX Lab
- Dr. is In!

THURSDAY

Proven Success!



Platform of Choice for Market Leaders

Web & ISV



Embedded/IoT



Mobile Apps



A perspective view of a long, brightly lit corridor in a server room. On both sides, there are tall, dark server racks. The floor is a polished concrete or tile. The ceiling is high with a grid of pipes and blue-tinted lighting. In the distance, a bright light at the end of the hallway creates a strong glow.

CD lives
here



CD lives
here



CD lives
here

Continuous Delivery Success Stories



6 hours

FASTER DEPLOY

75% improvement

TIME

24 hours



0 errors

HIGHER QUALITY

95+% improvement

ERRORS

73 errors



400

LOWER COSTS

Massive savings on power, cooling

SERVERS

1000's

A black and white close-up portrait of Winston Churchill's face, looking slightly to the right. He has a serious expression with deep-set eyes and a prominent nose. The lighting is dramatic, casting shadows on one side of his face.

“To improve is to
change. To be
perfect is to
change often.”

- Winston Churchill

Electric Cloud is Changing!

RECOGNITION

Gartner DevOps
Cool Vendor



FUNDING

Oversubscribed
round of
funding

MOVING

New San Jose
Headquarters

New SF, London
& Beijing
Offices

WINNING!

RedHerring 100
North America



WINNING!

SDTimes 100
(8 time winner!)



!

2 New Products

Lots of updates
to existing
products.

New company
branding and
website.

CLOUD

DEV-TEST-OPS
Cloud
announcement
with VMWare



WINNING!

Record Q3 Sales
Results

PARTNERS

APPDYNAMICS

SIEMENS

MOBILE

Ship.io launches
to provide
Continuous
Delivery for
Mobile Apps



DOES'14

"We Are Here"

2014

**DEVOPS™
IS THE FUTURE**

Thank You



Electric Cloud

A black and white portrait of Winston Churchill. He is shown from the chest up, wearing a dark suit jacket over a white shirt and a patterned tie. His expression is serious and determined, with deep lines around his eyes and mouth. The lighting is dramatic, coming from the front and slightly from the side, casting shadows on one side of his face.

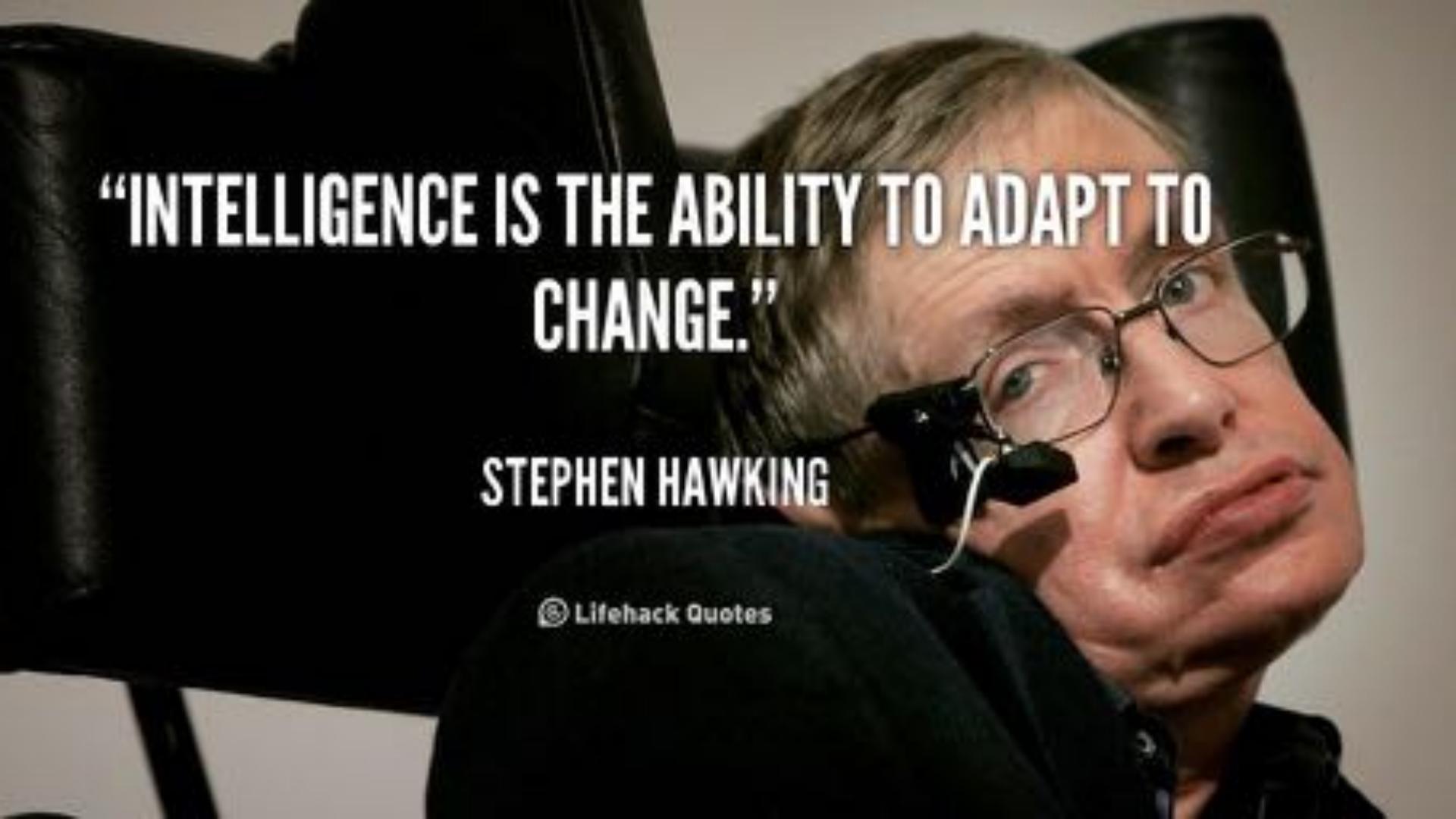
If you're going through hell,

keep going.

— Winston Churchill

CONTINUOUS EFFORT -
NOT STRENGTH OR
INTELLIGENCE - IS THE
KEY TO UNLOCKING
OUR POTENTIAL



A black and white photograph of Stephen Hawking. He is wearing glasses and a dark green zip-up hoodie. A black microphone is attached to his shirt, pointing towards his mouth. He has a slight smile and is looking slightly to the right. The background is a plain, light-colored wall.

**“INTELLIGENCE IS THE ABILITY TO ADAPT TO
CHANGE.”**

STEPHEN HAWKING

© Lifehack Quotes