

**DEVOPS
ENTERPRISE
SUMMIT**



SCOTT BOECKER // VP, NIKE.COM PRODUCT AND EXPERIENCE
RON FORRESTER // VP, WEB ENGINEERING

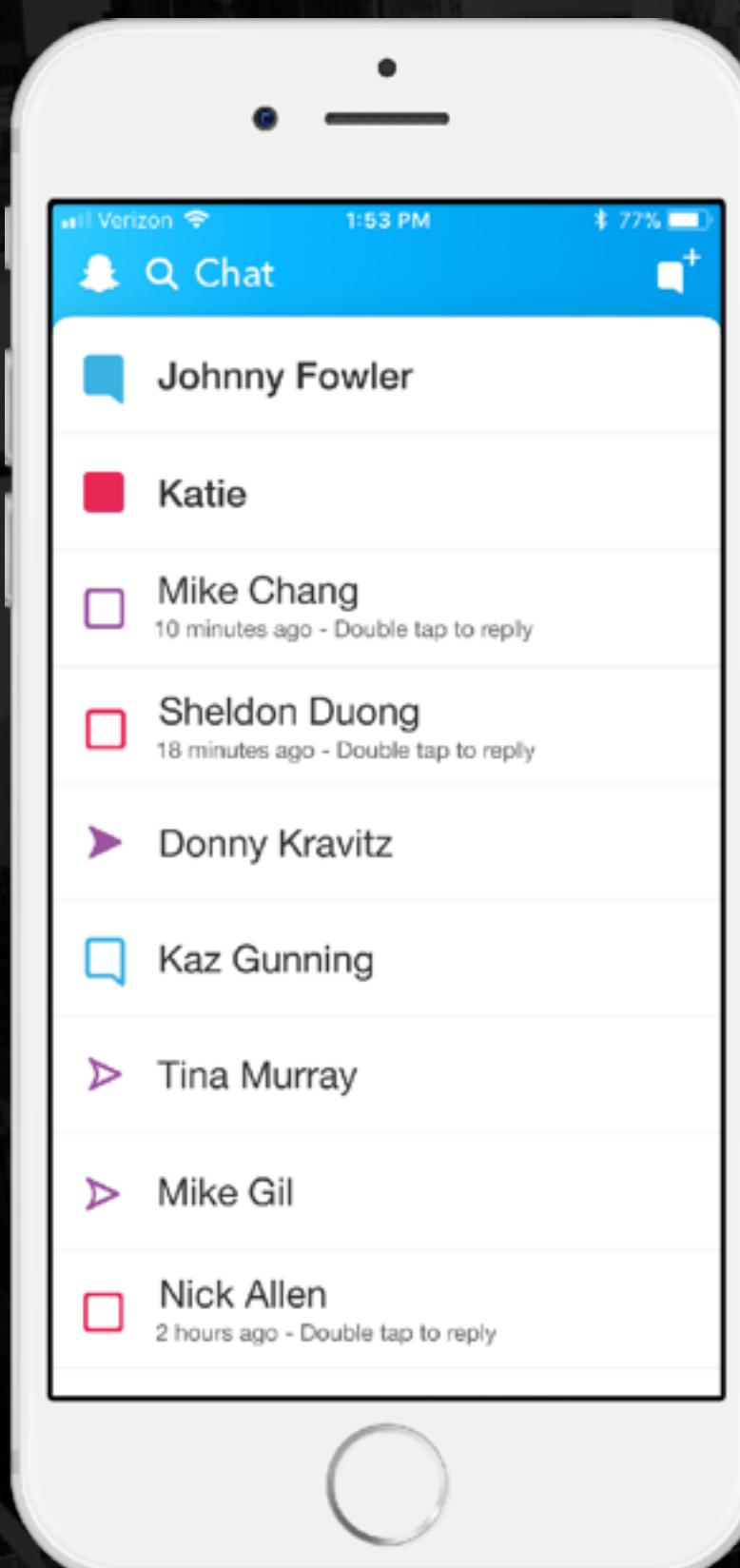
A black and white photograph of a large, diverse group of people gathered outdoors. In the center, NBA player LeBron James is smiling and looking towards the camera. He is surrounded by a mix of men and women, many of whom are wearing cycling helmets and gear. Some individuals are shirtless, while others are in athletic attire. A young girl is visible in the foreground on the left, and a man on a motorcycle is on the right. The background shows trees and foliage.

WE SERVE ATHLETES*

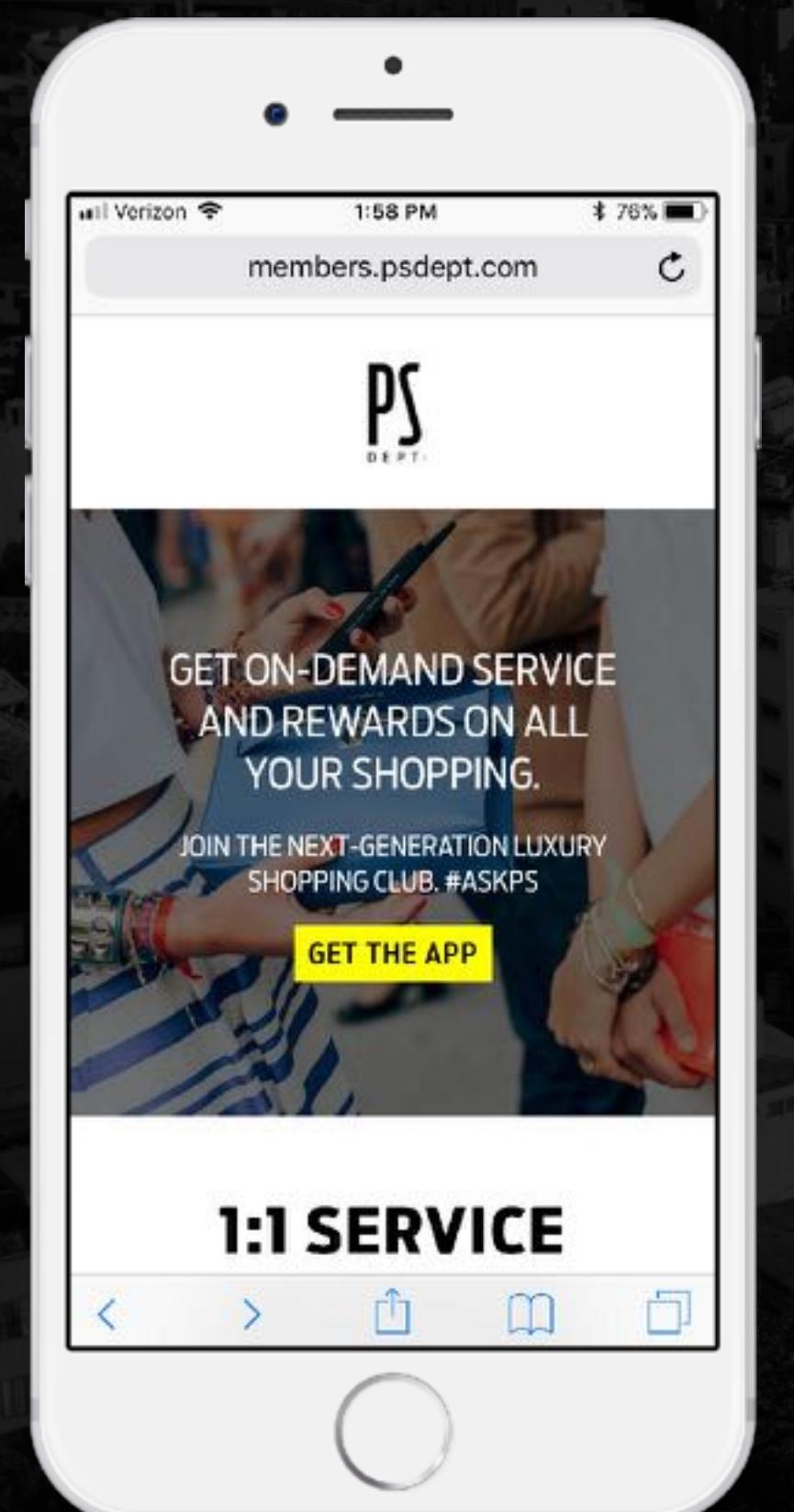
A black and white aerial photograph of a dense urban area. In the foreground, several people are standing on a curved, light-colored roof or terrace. The city extends into the distance, filled with a mix of modern high-rise buildings and lower residential structures. A large, dark green park or forest area is visible in the upper right portion of the image.

AND THEIR
LANDSCAPE IS
CHANGING

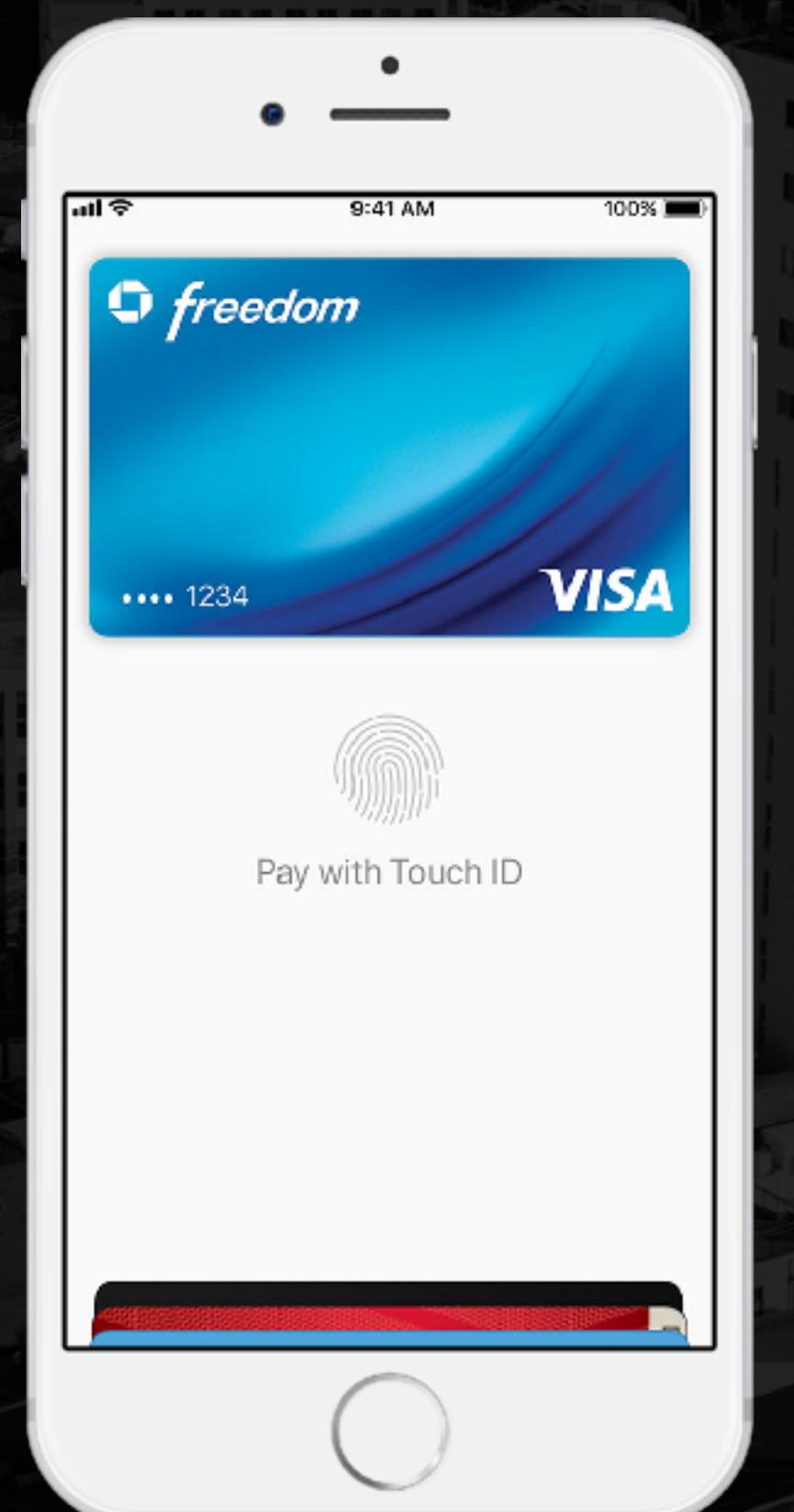
MOBILE HAS WON, MESSAGING IS KING



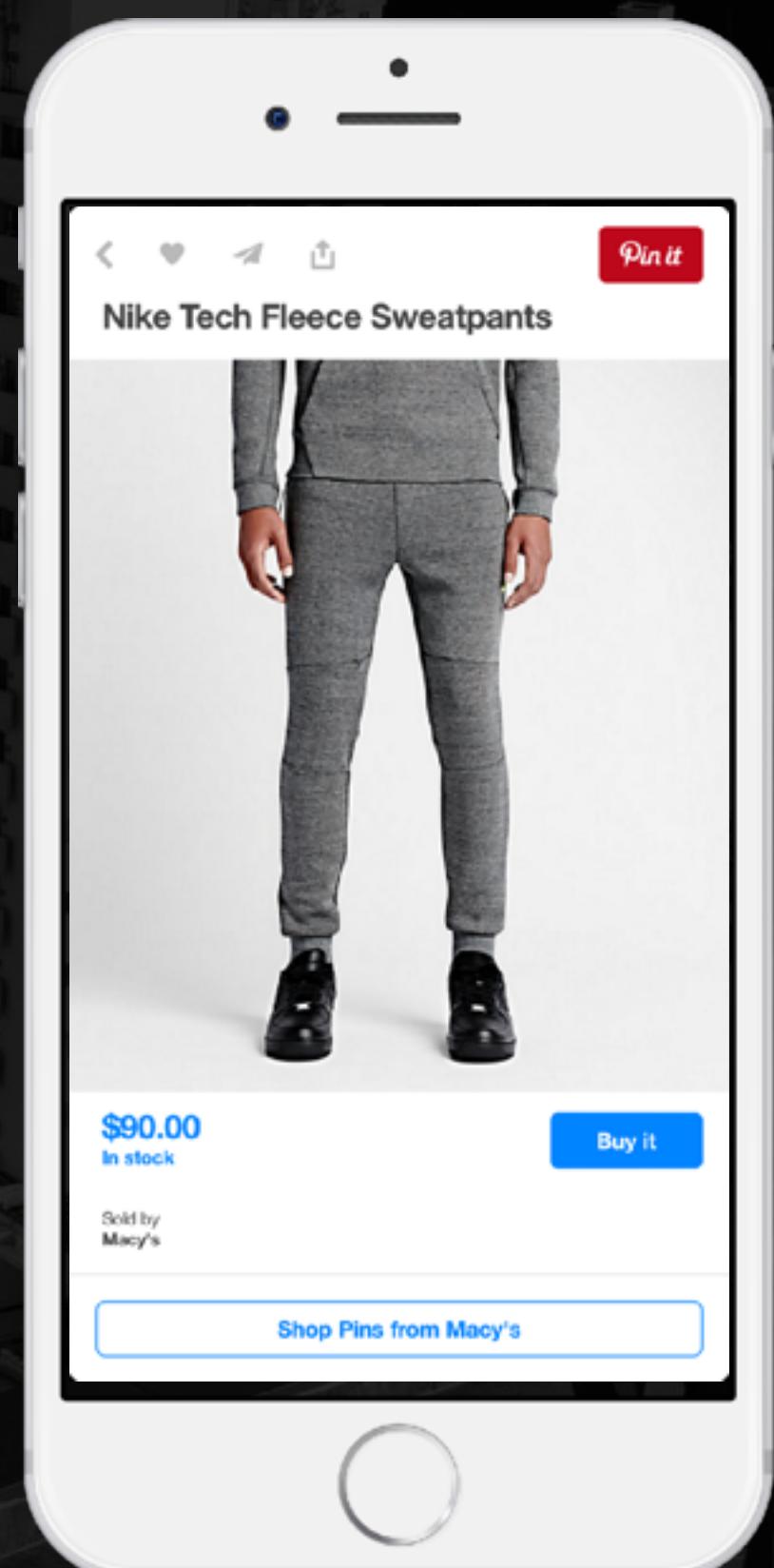
CONSUMERS EXPECT 1-TO-1



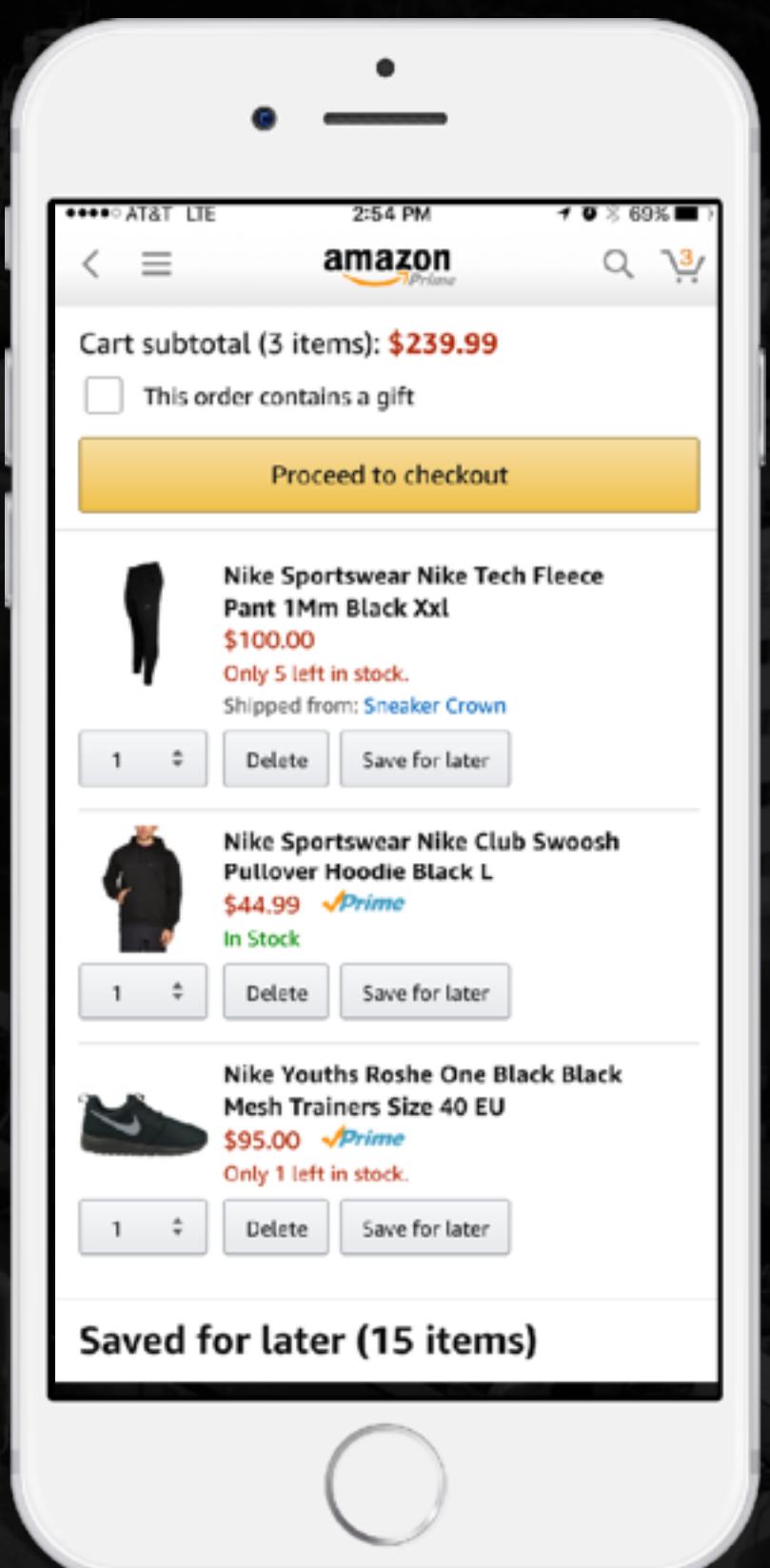
PAYMENT IS EVOLVING



COMMERCE IS DISTRIBUTED



THE RISE OF MICROSERVICES





WHERE WE STARTED



OUR MOST DIFFICULT
AND URGENT PROBLEM

Chrome File Edit View History Bookmarks People Window Help

Kobe X Elite Men's Basket ecn81-store.nikedev.com/us/en_us/pd/kobe-x-elite-basketball-shoe/pid-10320934/pgid-10253804

Nike Nike+ Hurley

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Search

IT'S NOT IN YOUR CART YET

You're in line for a chance to buy the product below, so you still might get it. To stay in line, keep this window open and don't refresh. If you're using a mobile phone, avoid answering incoming calls while waiting in line.

Wait time can vary based on order volume and product availability.

WAITING FOR YOUR TURN

Kobe X Elite Men's Basketball Shoe \$225

SIZE: 7.5 COLOR: University Red/Obsidian/Bright Crimson/White QTY: 1 @ \$225

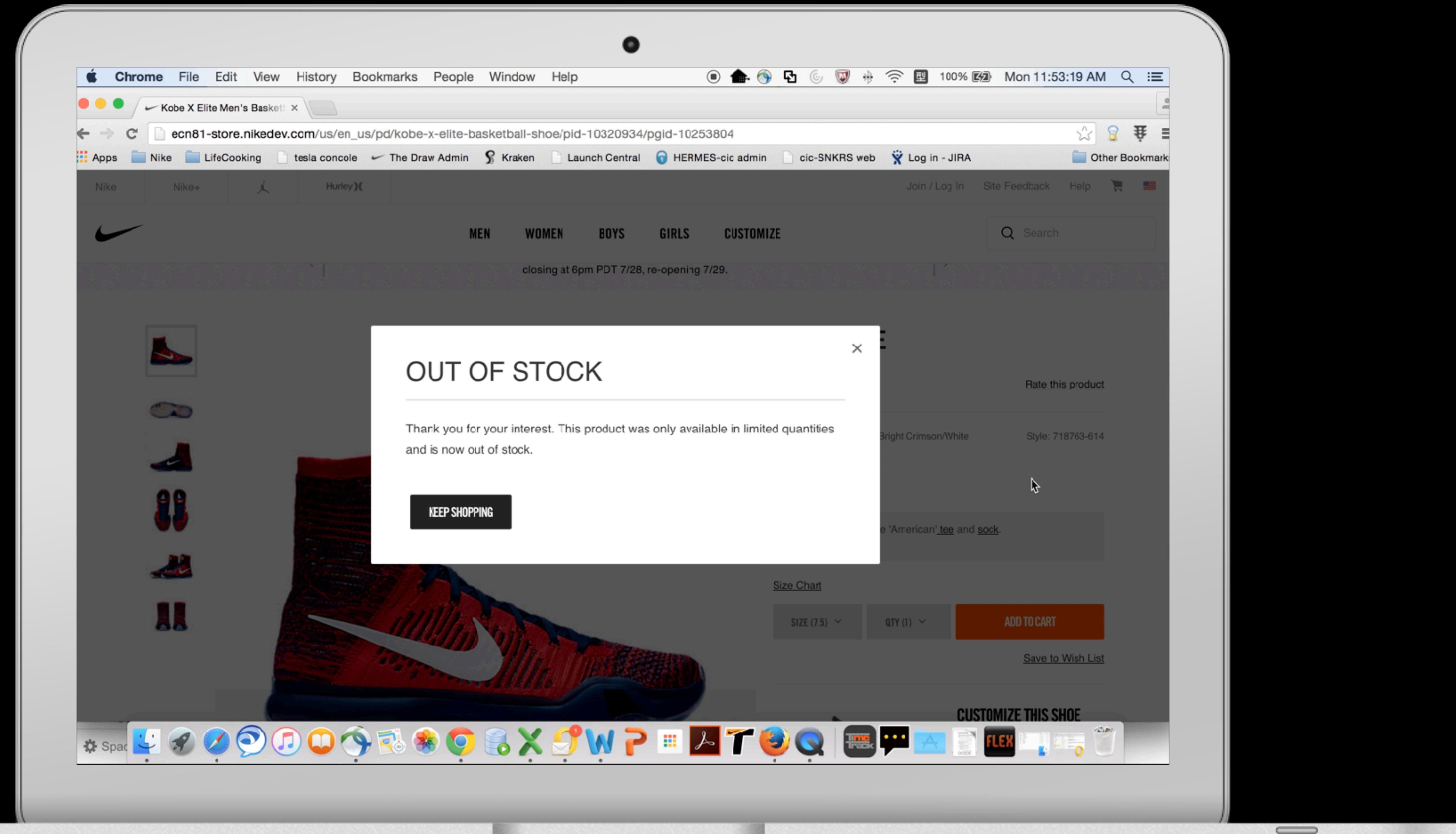
QTY (1) ADD TO CART Save to Wish List

CUSTOMIZE THIS SHOE

Bright Crimson/White Style: 718763-614

Rate this product

Waiting for your turn message on a Nike product page.





FUN

FAST

FAIR

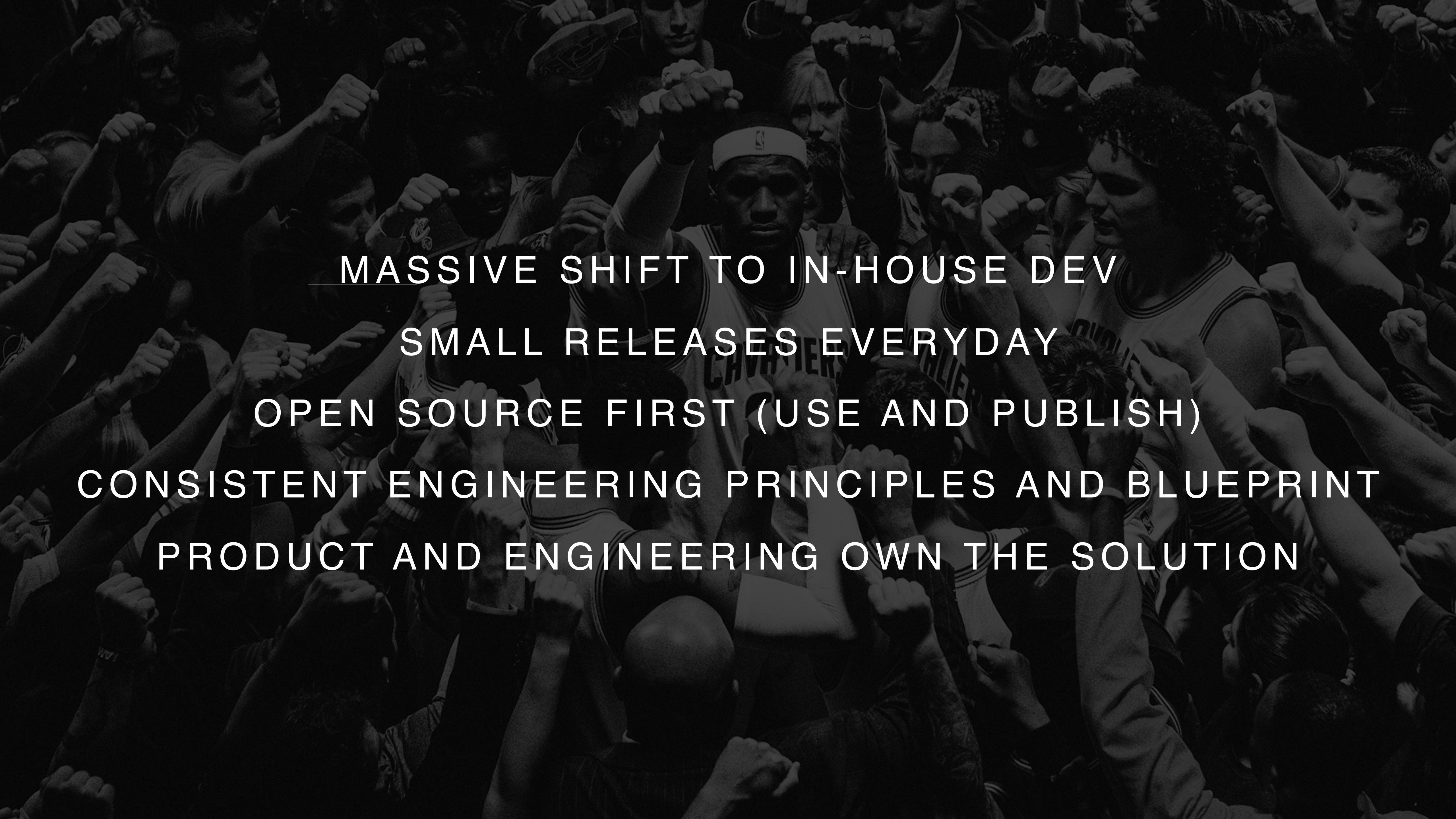
**A RELIABLE, SECURE,
& STABLE FOUNDATION**

A dark, low-key photograph of a person's head and shoulders. They are wearing a VR headset with a thick, textured strap that has a vibrant, multi-colored pattern of green, blue, yellow, and red. The background is dark and out of focus.

EMBRACE A NEW
CULTURE
OF DIGITAL INNOVATION



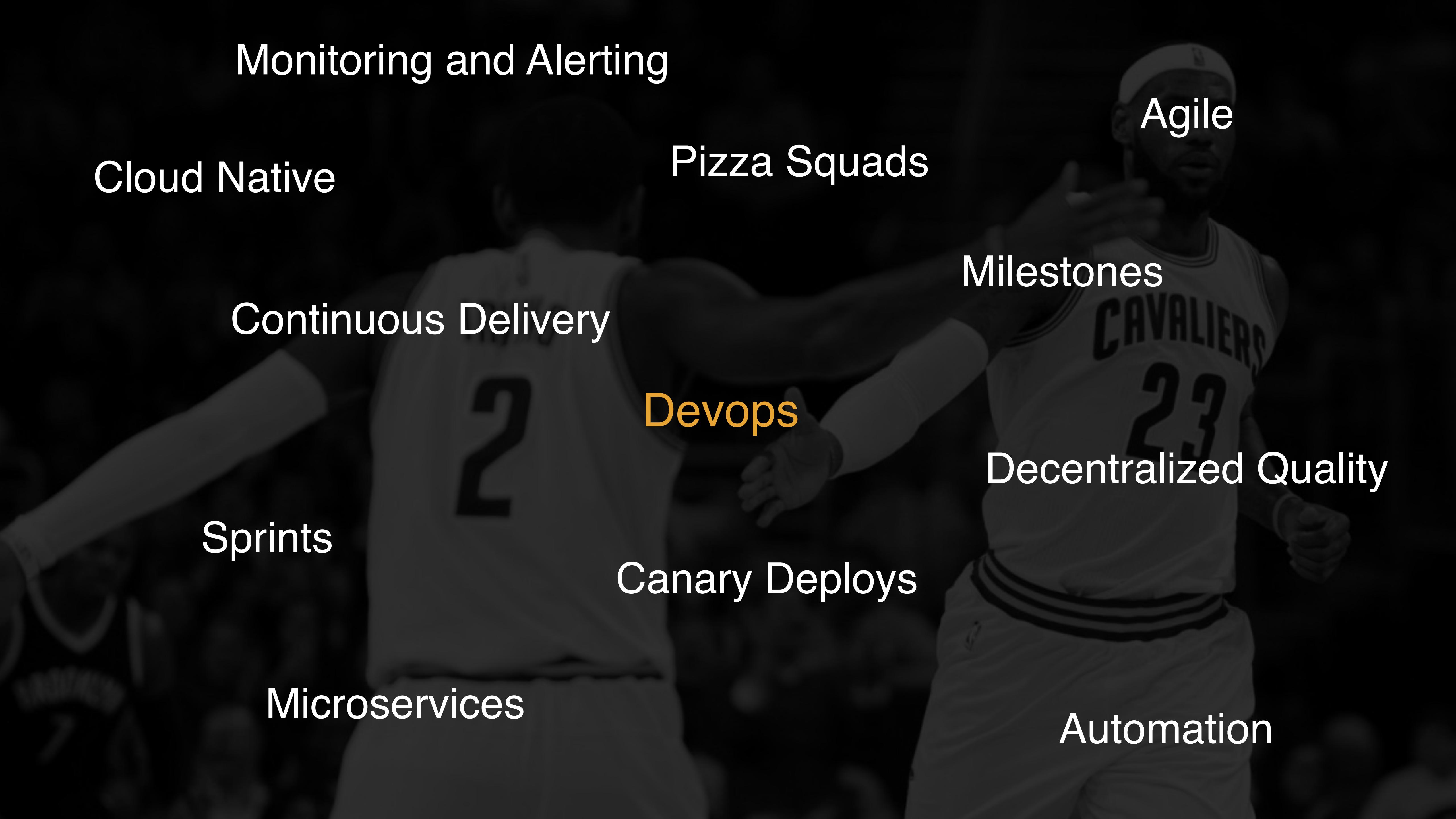
ASPIRATIONS



MASSIVE SHIFT TO IN-HOUSE DEV
SMALL RELEASES EVERYDAY
OPEN SOURCE FIRST (USE AND PUBLISH)
CONSISTENT ENGINEERING PRINCIPLES AND BLUEPRINT
PRODUCT AND ENGINEERING OWN THE SOLUTION

GAME PLAN





Monitoring and Alerting

Cloud Native

Continuous Delivery

Sprints

Microservices

Pizza Squads

Devops

Canary Deploys

Agile

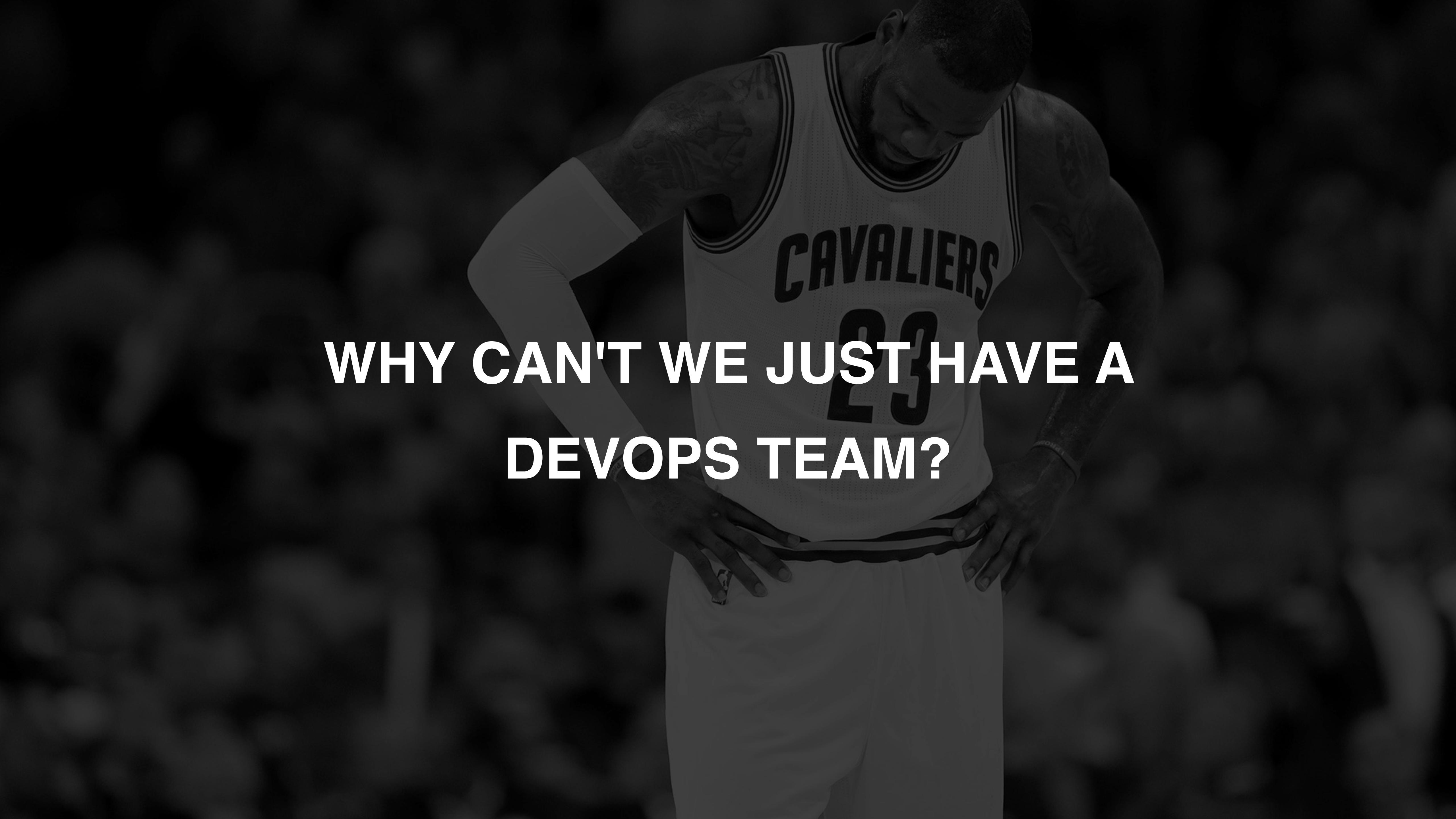
Milestones

Decentralized Quality

Automation



TIMEOUT

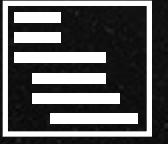


WHY CAN'T WE JUST HAVE A
DEVOPS TEAM?

OVERTIME



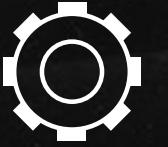
BETTER MONITORING
AND ALERTING



DEPENDENCY
MANAGEMENT ON A
MULTI-EXPERIENCE
PLATFORM



TOOL CONSISTENCY
ACROSS SQUADS
(BUILD PIPELINES,
FRAMEWORKS)



INTERNAL TELEMETRY
(READINESS
REPORTING,
AUTOMATION)

**“THE SPACE JAM 11 WAS THE LARGEST AND MOST SUCCESSFUL SHOE
LAUNCH IN THE HISTORY OF NIKE”
-TREVOR EDWARDS, PRESIDENT NIKE BRAND**



