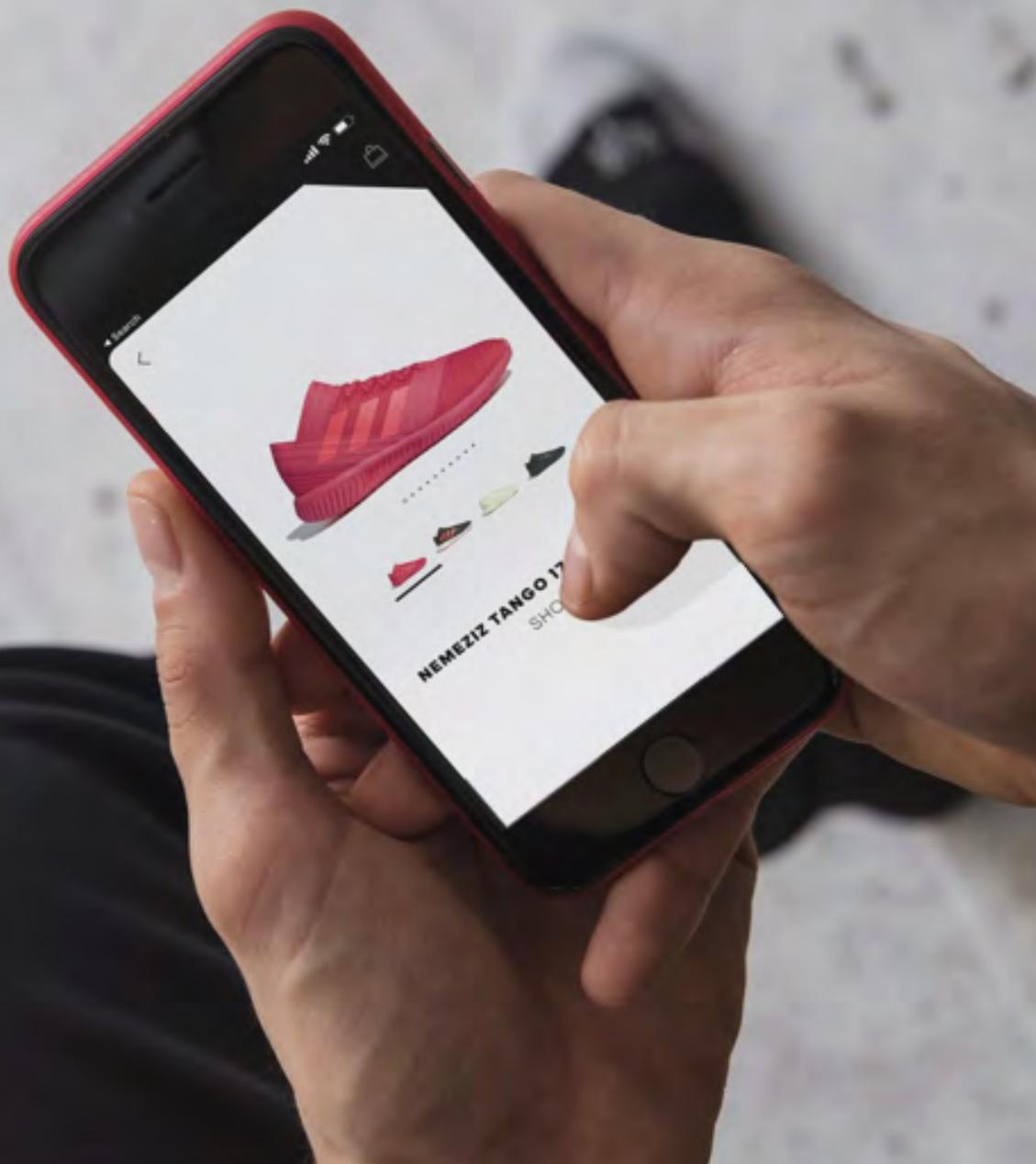




CORE BELIEF

THROUGH SPORT, WE HAVE

**THE POWER  
TO CHANGE LIVES**



# OUR DIGITAL AMBITION

---

ENGAGING CONSUMERS  
IN A PREMIUM, PERSONALIZED  
AND CONNECTED DIGITAL  
BRAND EXPERIENCE ACROSS  
**ALL OUR  
CONSUMER TOUCH POINTS  
IN THE DIGITAL ECOSYSTEM**

OUR OPPORTUNITY AND POTENTIAL  
ARE ENDLESS – 2020 AND BEYOND

FROM  
EXPERIENCES  
CREATED IN  
SILOS,  
TO JOURNEYS  
BUILT FOR  
PERSONAS,  
TO MOMENTS  
BUILT FOR  
INDIVIDUALS.

PLATFORMS

COMMUNITY

ECOMMERCE

MERCHAN  
DISING &  
INVENTOR  
Y

TOUCHPOINTS

DIGITAL  
IN  
STORE

.COM

DIGITAL  
WHOLESALE  
(DPC)

CMS



IMPROVED  
PRODUCT  
DATA

SEARCH  
ENGINES

CUSTOM  
ER  
SERVICE

MEDIA

ONE-TO-  
ONE  
COMMS

RUNTAST  
IC

MOBILE  
APPS

MOBILE  
SITE

MEMBE  
RSHIP

CRM

CONTENT  
STORE

APP  
STORES

KEY  
CITIES

GAMING

CUSTOMER  
DATA

# FINANCIAL HIGH LIGHTS

## OPERATING HIGHLIGHTS

NET SALES<sup>1</sup>

€ **21.915** BN

+8% CURRENCY-NEUTRAL

OPERATING PROFIT<sup>1</sup>

€ **2.368** BN

+14%

NET INCOME FROM CONTINUING OPERATIONS<sup>1,2</sup>

€ **1.709** BN

+20%

<sup>1</sup> FIGURES REFLECT CONTINUING OPERATIONS AS A RESULT OF THE DIVESTITURE OF THE ROCKPORT, TAYLORMADE, ADAMS GOLF, ASHWORTH AND CCM HOCKEY BUSINESSES.

<sup>2</sup> 2017 EXCLUDING NEGATIVE ONE-TIME TAX IMPACT OF € 76 MILLION.

# PEOPLE

NUMBER OF EMPLOYEES AT YEAR-END<sup>1</sup>

57,016



MALE

FEMALE

51%

49%

<sup>1</sup> NUMBER OF EMPLOYEES ON A HEADCOUNT BASIS. FIGURES REFLECT CONTINUING OPERATIONS AS A RESULT OF DIVESTITURE OF THE ROCKPORT, TAYLORMADE, ADAMS GOLF, ASHWORTH AND CCM HOCKEY BUSINESSES.



adidas

# WHERE CLOUD NATIVE MEETS THE SPORTING GOODS INDUSTRY

FERNANDO CORNAGO AND BENJAMIN GRIMM

PLATFORM ENGINEERING & .COM



**FERNANDO CORNAGO**

SR.DIRECTOR PLATFORM ENGINEERING



**BENJAMIN GRIMM**

SR.DIRECTOR .COM EXPERIENCE



# SOFTWARE IS CHANGING SPORTS



# IS ADIDAS A SOFTWARE COMPANY?

ROLE OF IT



SPEED @QUALITY

TOGETHER WE PLAY TO WIN

*“EXCEL OR DIE IN THE RETAIL INDUSTRY”*  
ACCELERATE STATE OF DEVOPS 2019



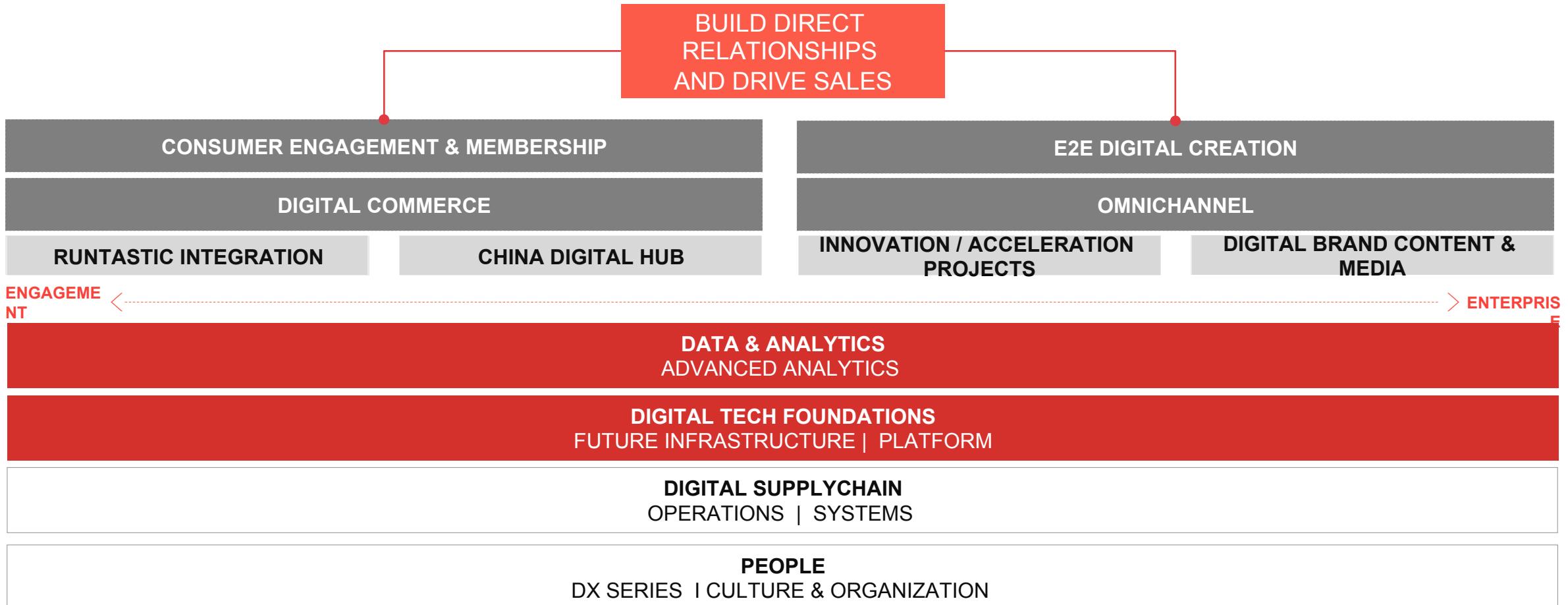
KEEP  
C.A.L.M.S.  
AND  
DO  
DEVOPS

The background image shows a large cargo ship sailing on the ocean during sunset. The sky is filled with warm orange and yellow hues. The ship's hull is visible on the left, and its deck is covered with numerous shipping containers in various colors, including red, green, and blue. The containers are stacked in several rows, extending from the foreground towards the horizon.

CLOUD NATIVE PLATFORMS FOR DEVOPS

ON-DEMAND & SELF-SERVICE  
SCALABLE & ELASTIC  
PAY PER USE  
TRANSPARENT & MEASURABLE  
OPEN / INNER SOURCE

# ADIDAS DIGITAL PRIORITIES



## DIGITAL TECH FOUNDATIONS KEY OBJECTIVES

1

### GET CLOSER TO THE CONSUMER

Provide **scalable** solutions **faster** and in **higher quality**.

2

### SMARTER AND FASTER DATA USAGE

Make data **easily consumable** within the enterprise and beyond

3

### LEVERAGE EFFICIENCIES

Provide state of the art solutions to improve **automation** of processes

4

### CHANGE MANAGEMENT

Provide **awareness**, **guidance** and **consultancy** on new technical capabilities



 API

 ODP

 BDP  


 ROBOTIC  
PROCESS  
AUTOMATION

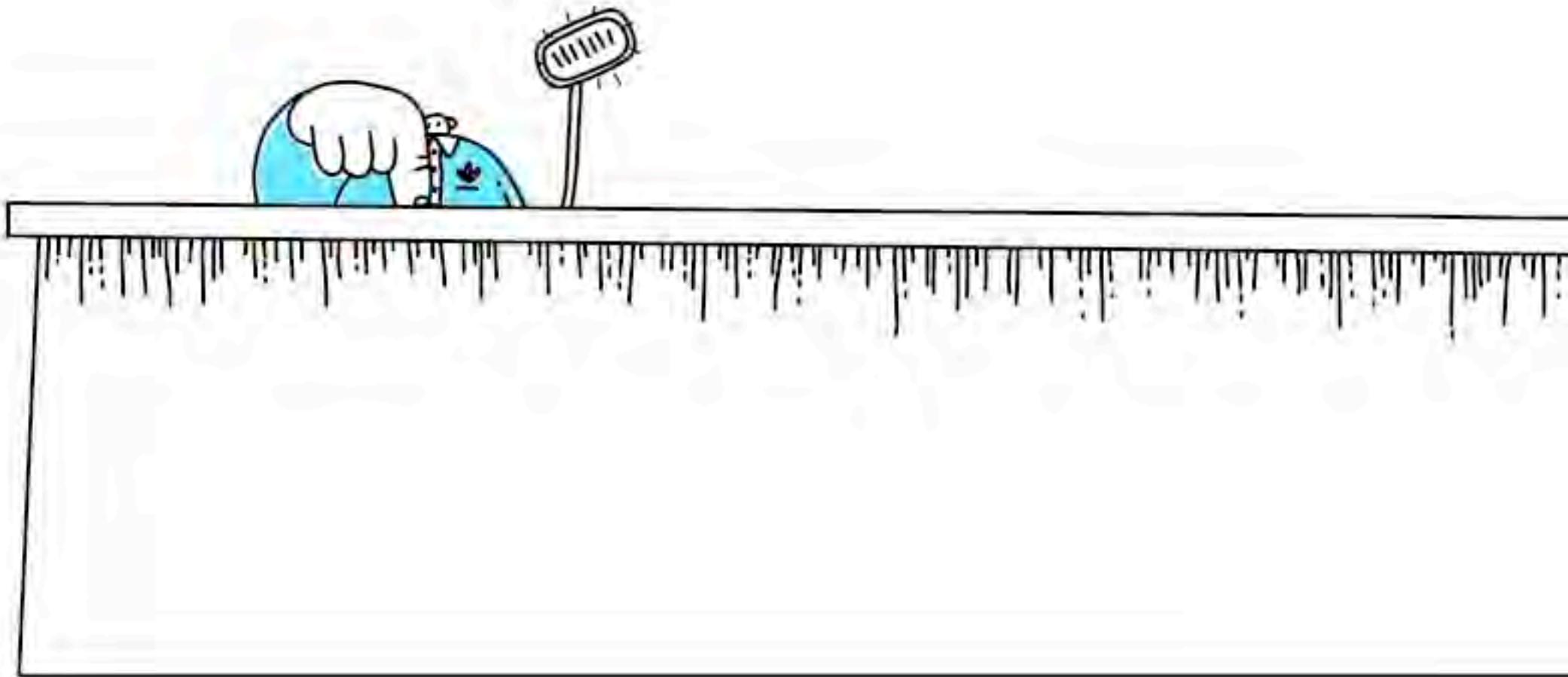
 FDP

 TESTING

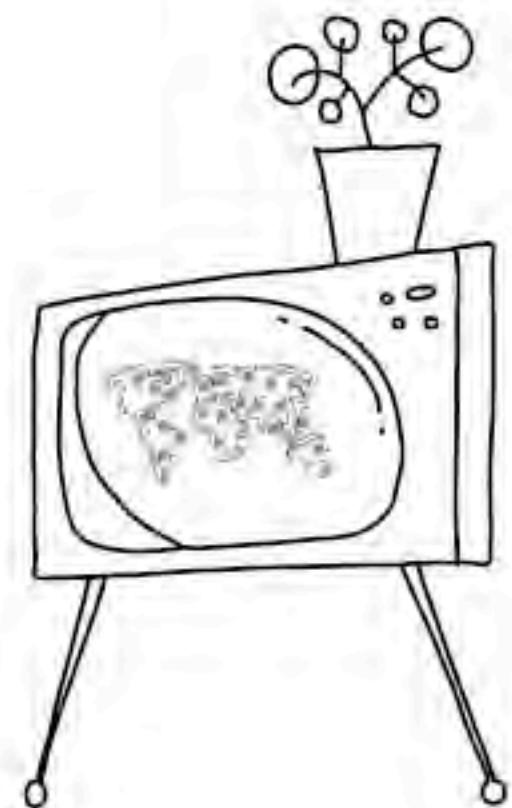
 CI / CD

 MONITORING



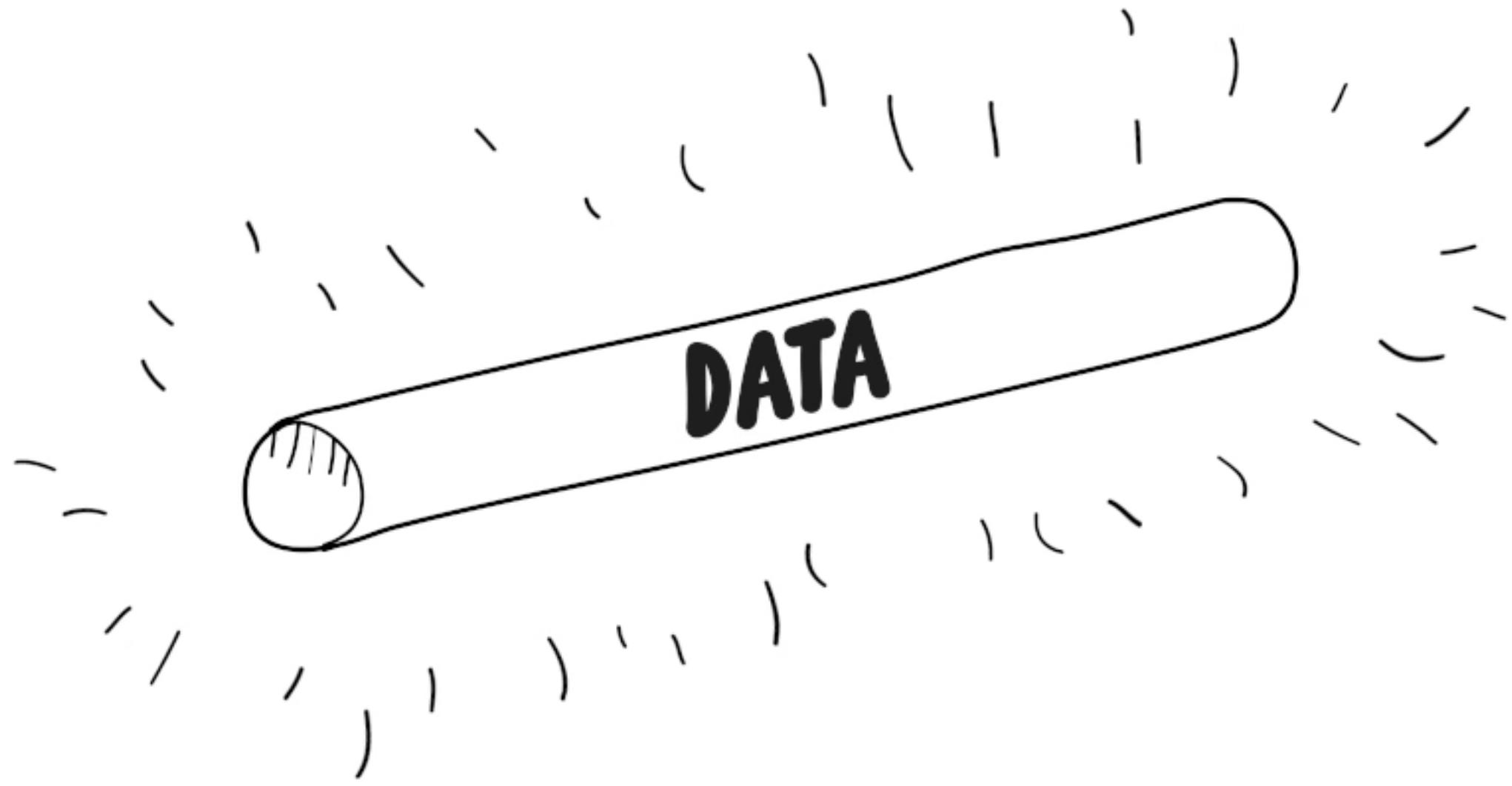


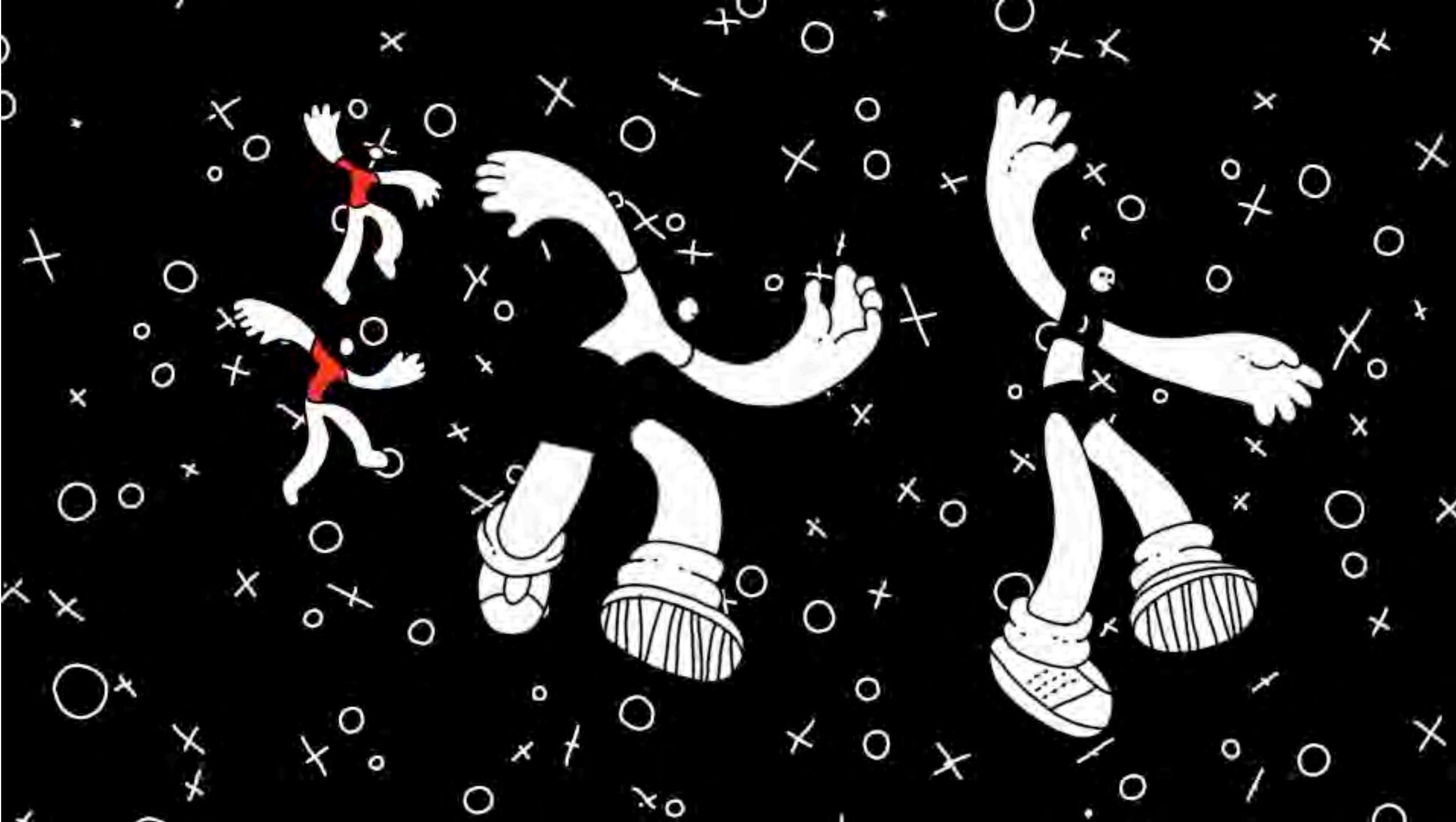




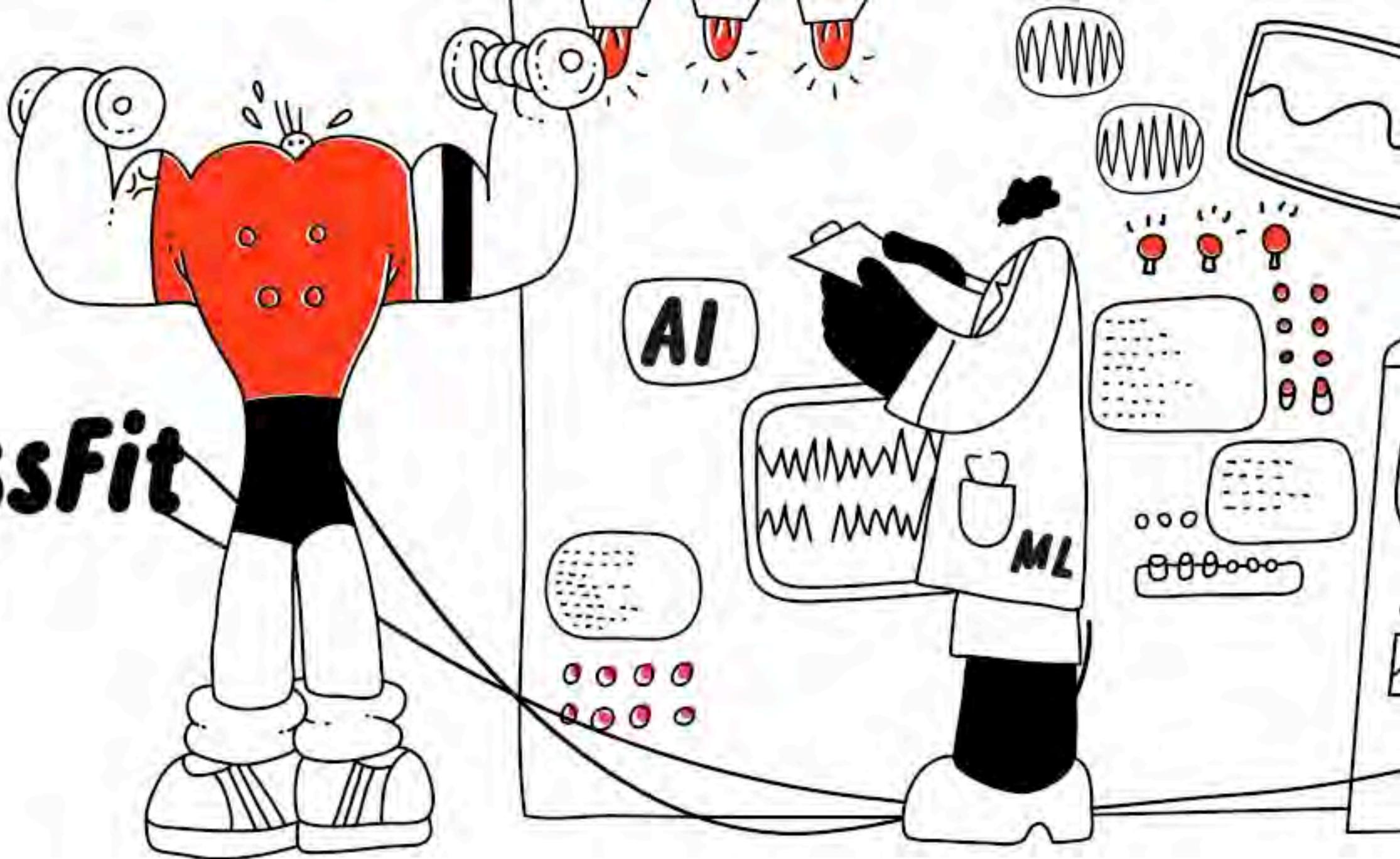


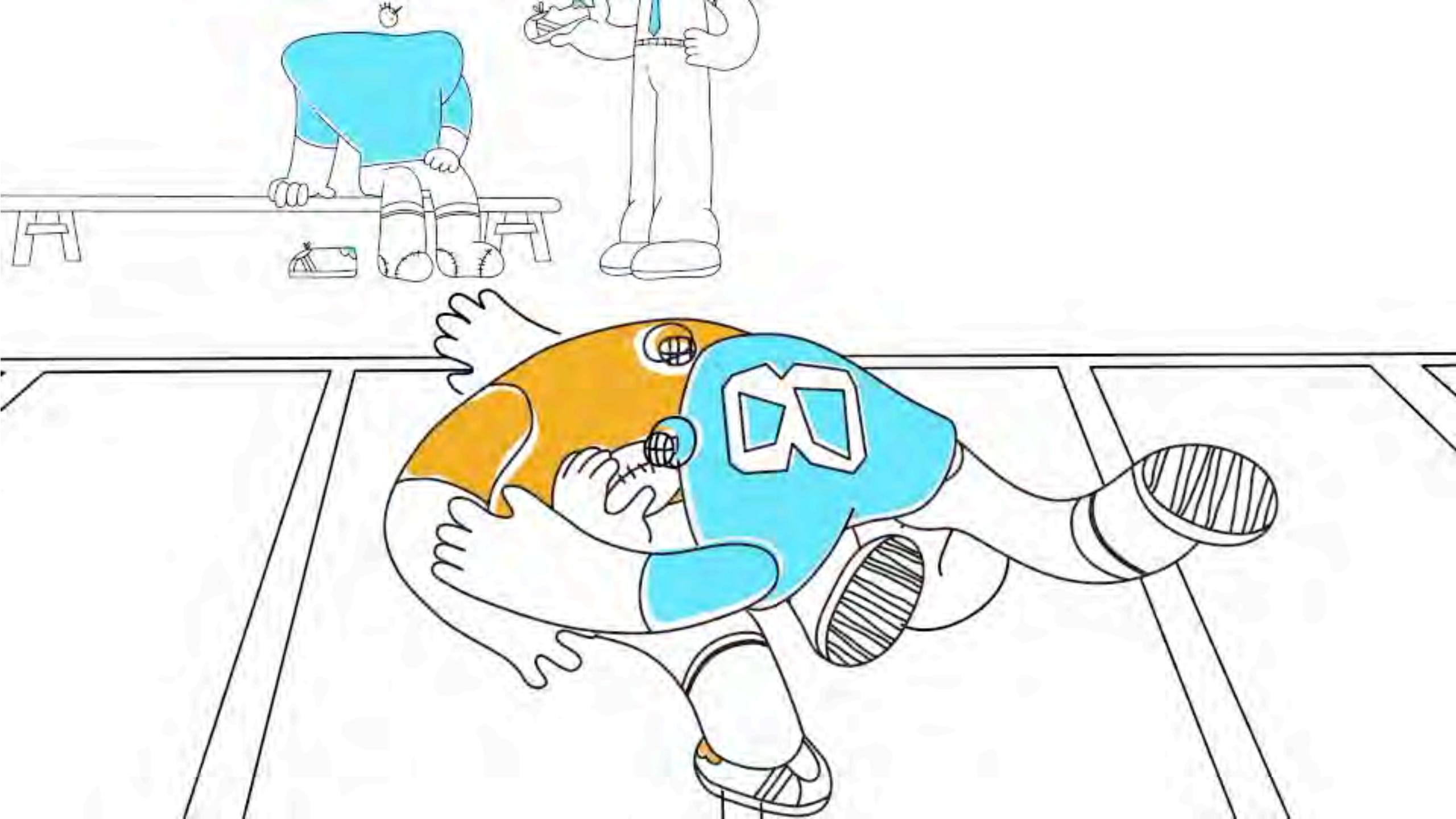
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1011010110

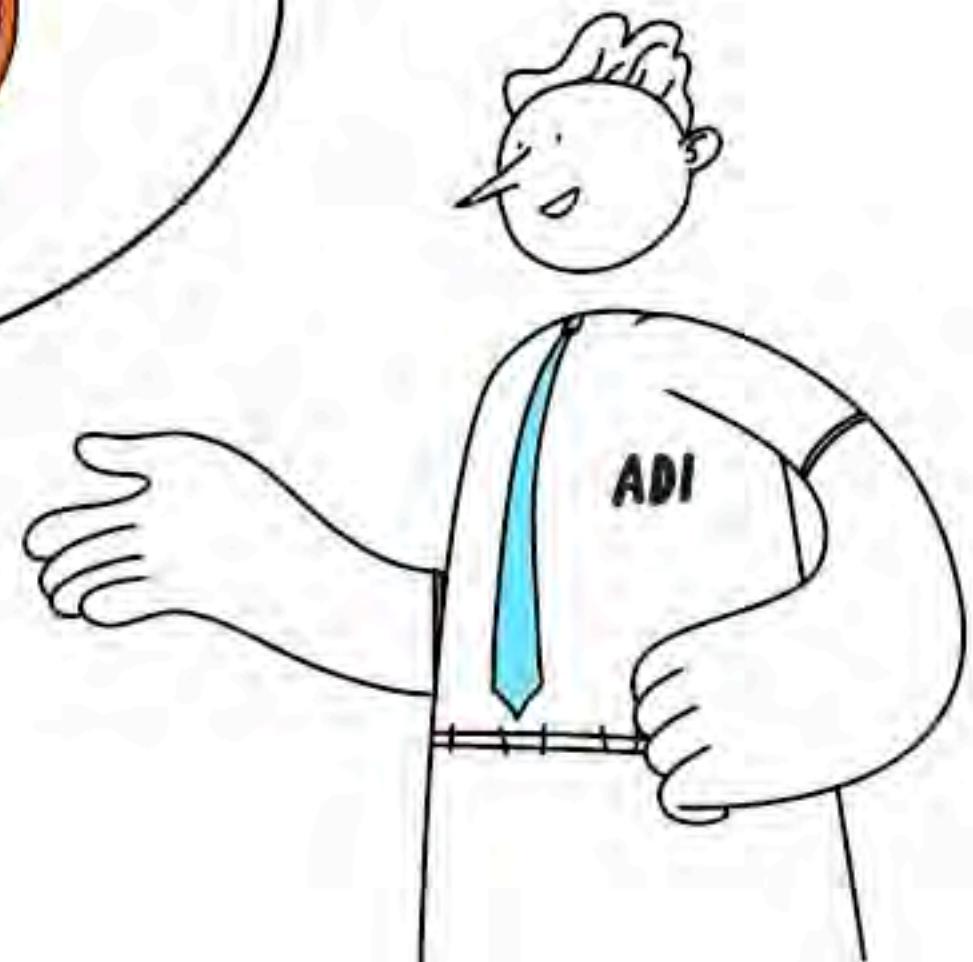
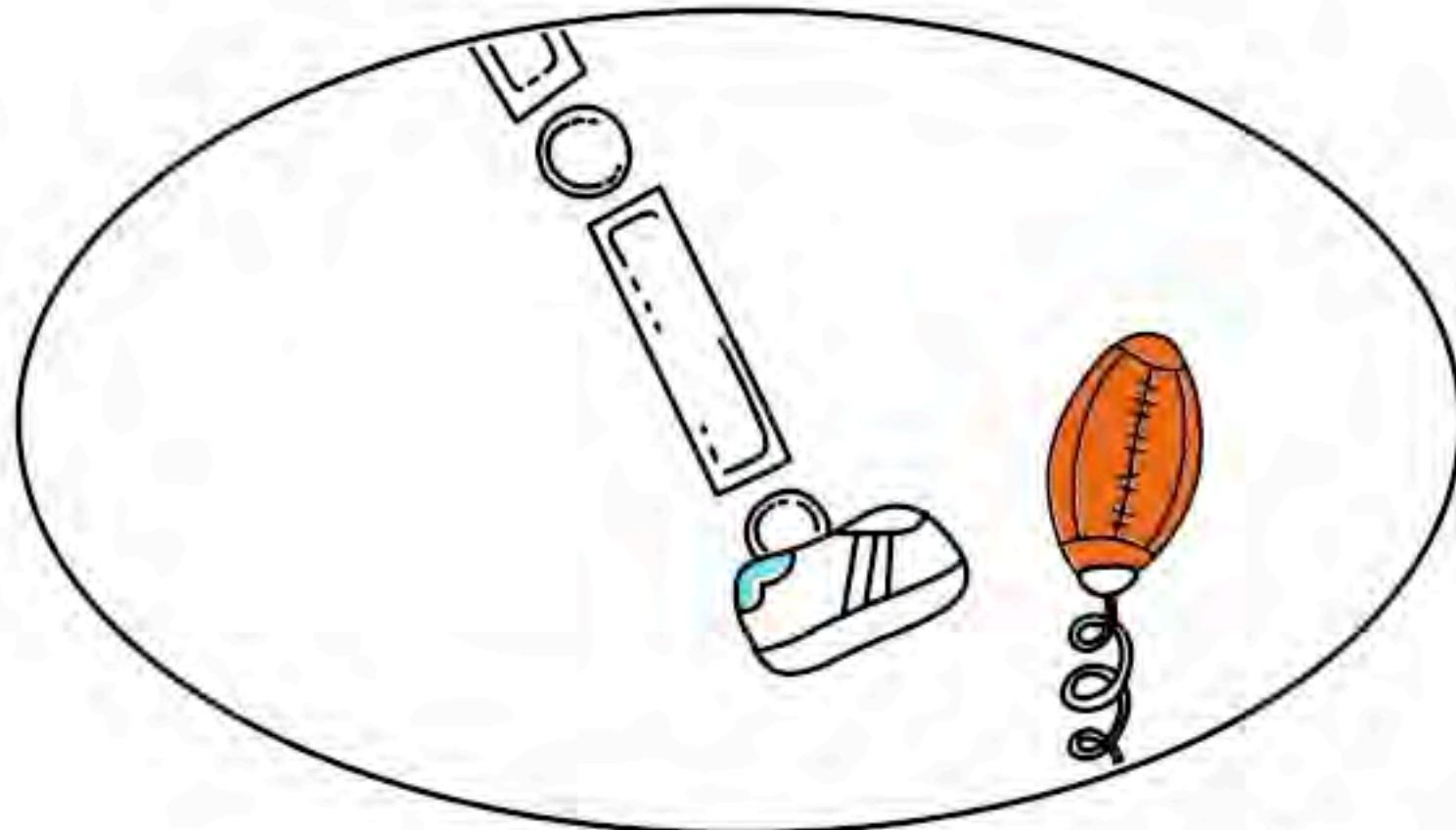


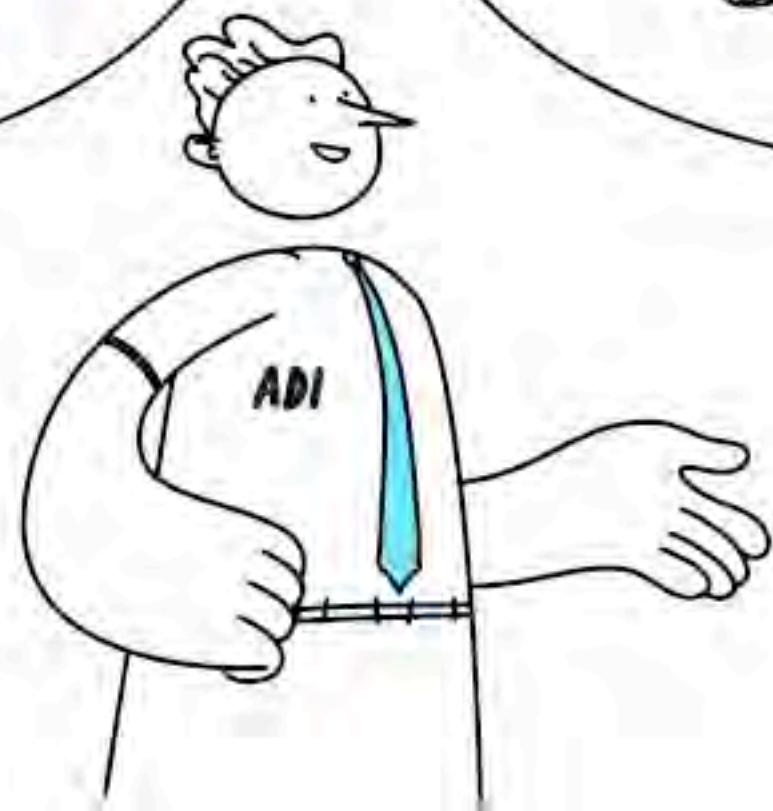
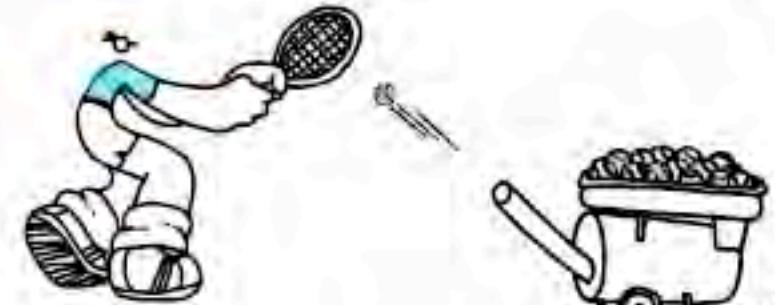


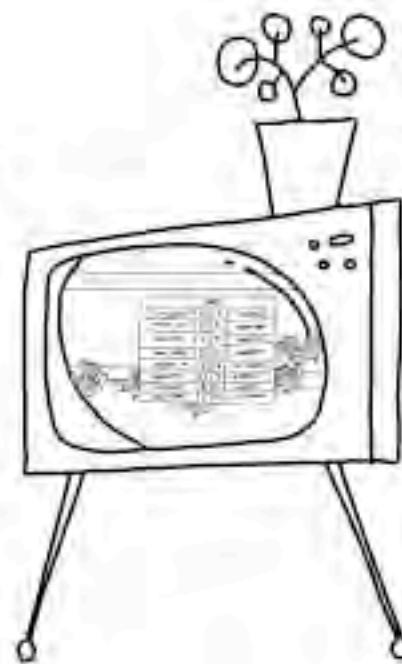
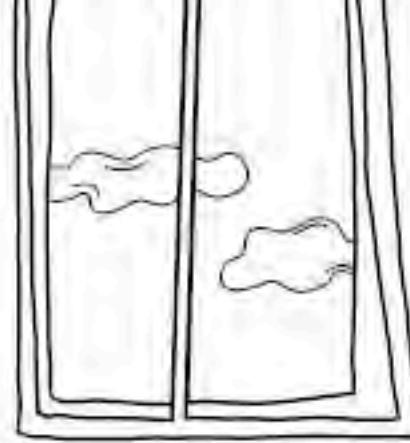
# *CrossFit*











#adi  
does  
code

# DEVOPS CUP

**25**  
teams

**220**  
participants

**12**  
mentors

**4**  
Jury members

**9**  
Months

**MISSING YEEZY'S!!!!**

5720 min freed-up by build time  
2600+ Yeezys sold in 5 seconds  
Scale to 8 teams  
+51% y/y up to 250 M€

**10.601**

kubernetes pods

**2.650**

bitbucket accounts

**255.000.000**

lines of code

**114.559** builds/  
month

**167.000.000**  
API / Streaming daily  
messages

**116**

Projects in  
Global Metrics Portal

**Chaos & DevSecOps**  
In every critical system

**6 weeks → 3 times/  
day**  
**Deployment period**

**3 days → 1 min**  
**Cycle time**

**0**  
**Downtime**

**26 → 0**  
**P1 per Q**

MISSING YEEZY'S!!!!

## DEVOPS CUP – BUSINESS VALUE

### ADIDAS APP



3720 min freed-up by build time  
2600+ Yeezys sold in 5 seconds  
Scale to 8 teams  
+515% y/y up to 250 M€

### PRODUCT CREATION



### STORE ASSOCIATE MOBILE

SAM App Usage  
Store count with SAM Devices  
First POC of Endless Aisle in Nuremberg  
SAM Relaunch USA started  
MobileHERO Rollout WE & NAM  
Global SAM Relaunch started  
New DEV OPS  
Start of micro-service  
10.000.000  
5.000.000  
0  
2015 2016 2017 2018 2019  
**-200 TREES / year**



# HOW DOES DEVOPS SUPPORT OUR DIGITAL GROWTH?



# DEVOPS AS COMPETITIVE ADVANTAGE



- faster time to market
- faster scaling of the organization
- faster excellence in operation

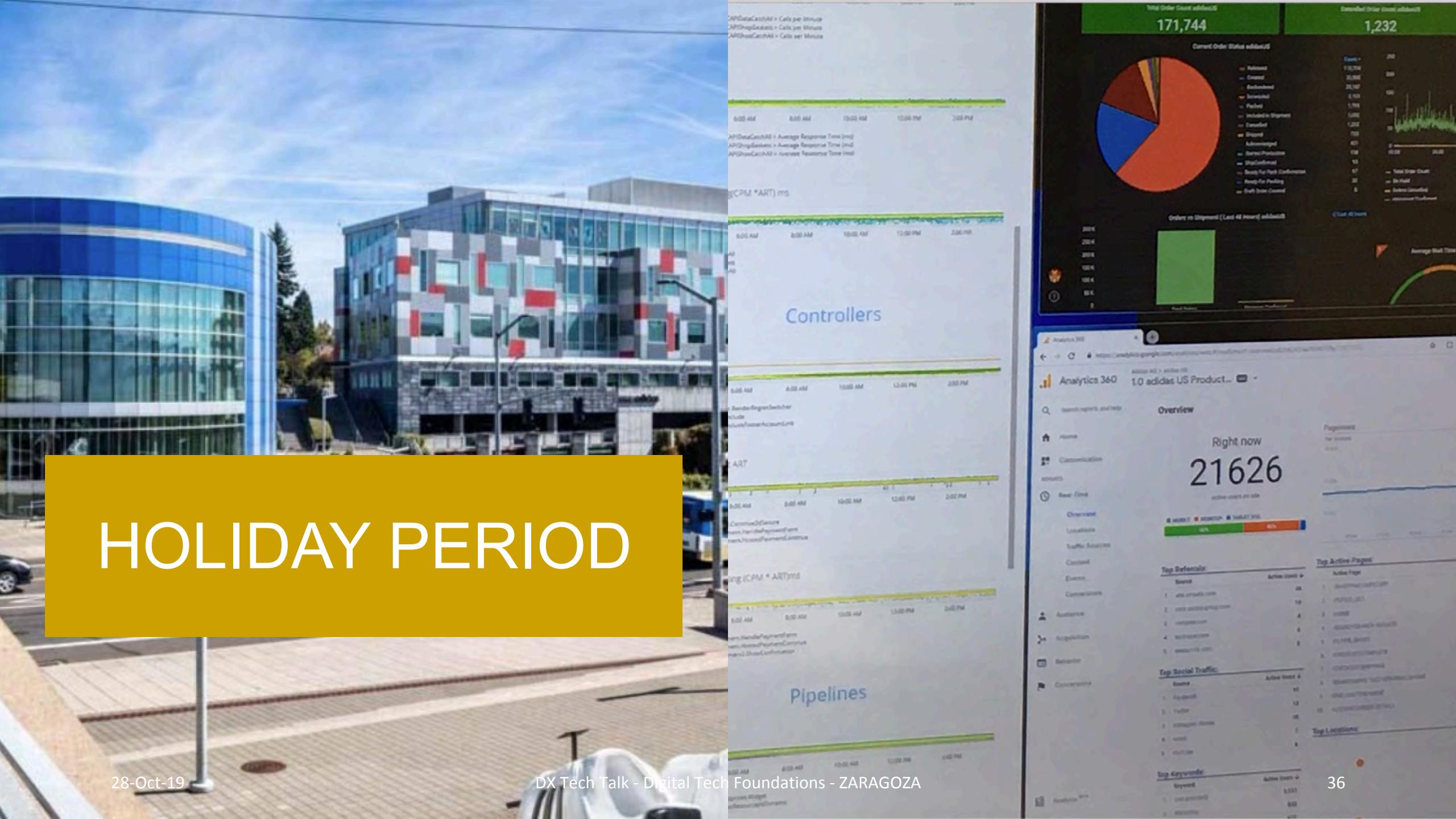


# DEVOPS FOR BUSINESS STABILITY

# HOLIDAY PERIOD

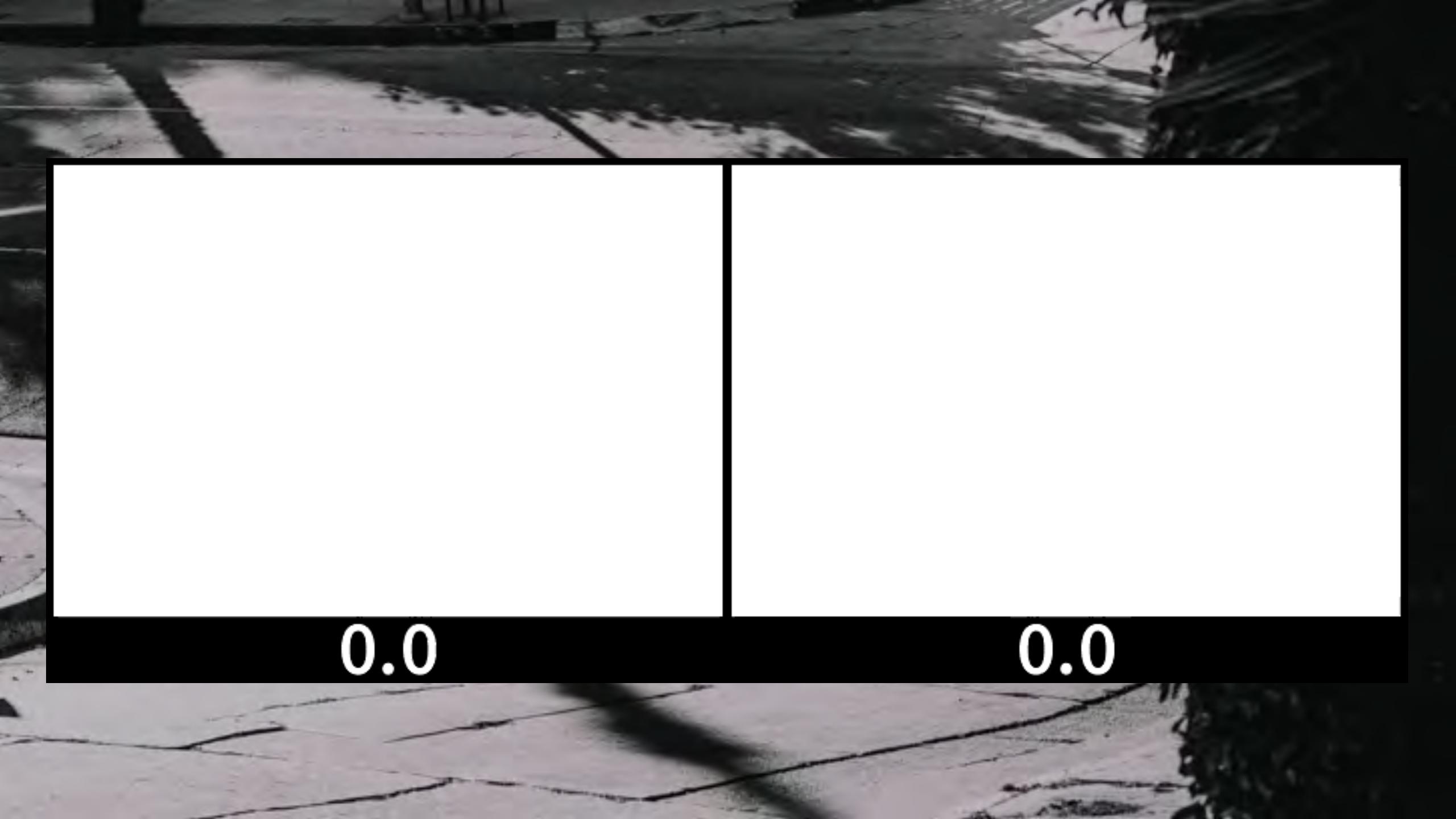
28-Oct-19

DX Tech Talk - Digital Tech Foundations - ZARAGOZA



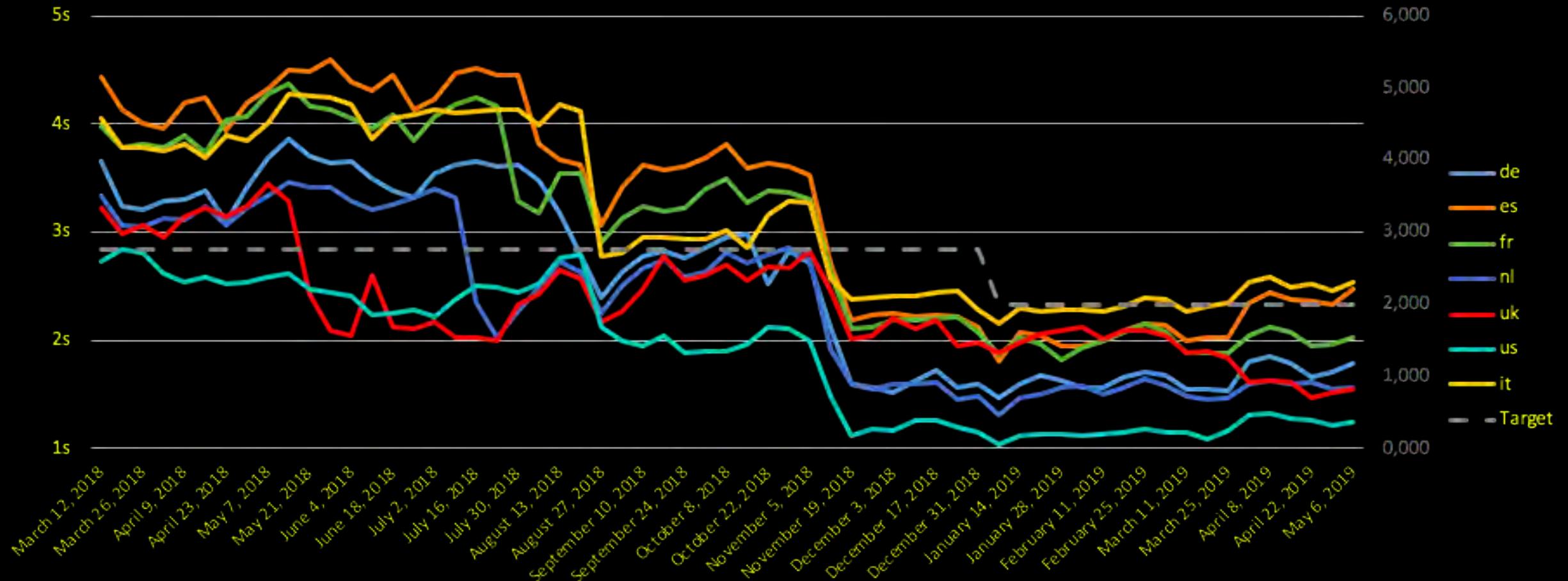


# DEVOPS FOR SITE SPEED



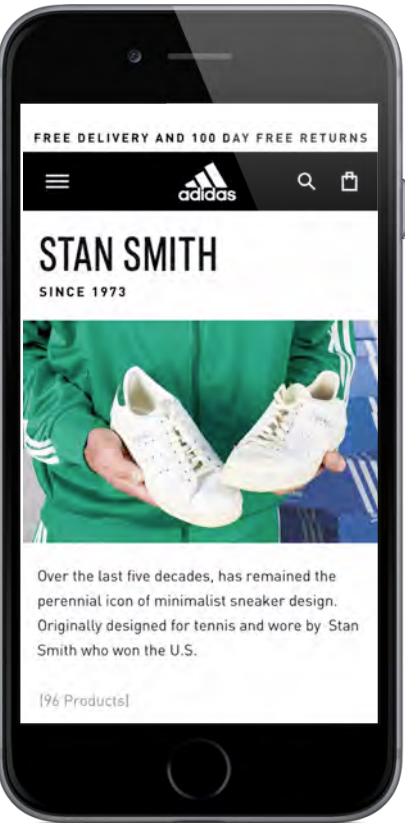
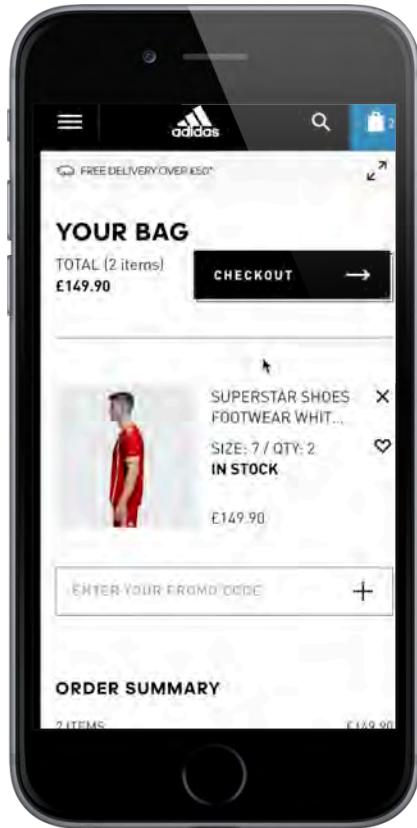
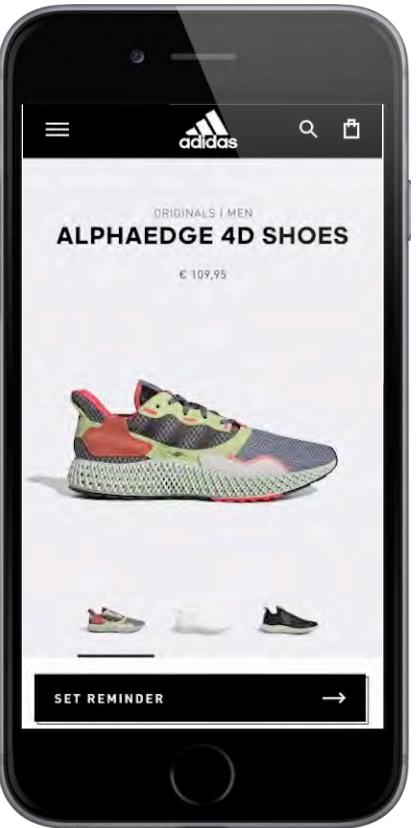
0.0

0.0





# DEVOPS FOR PREMIUM EXPERIENCES

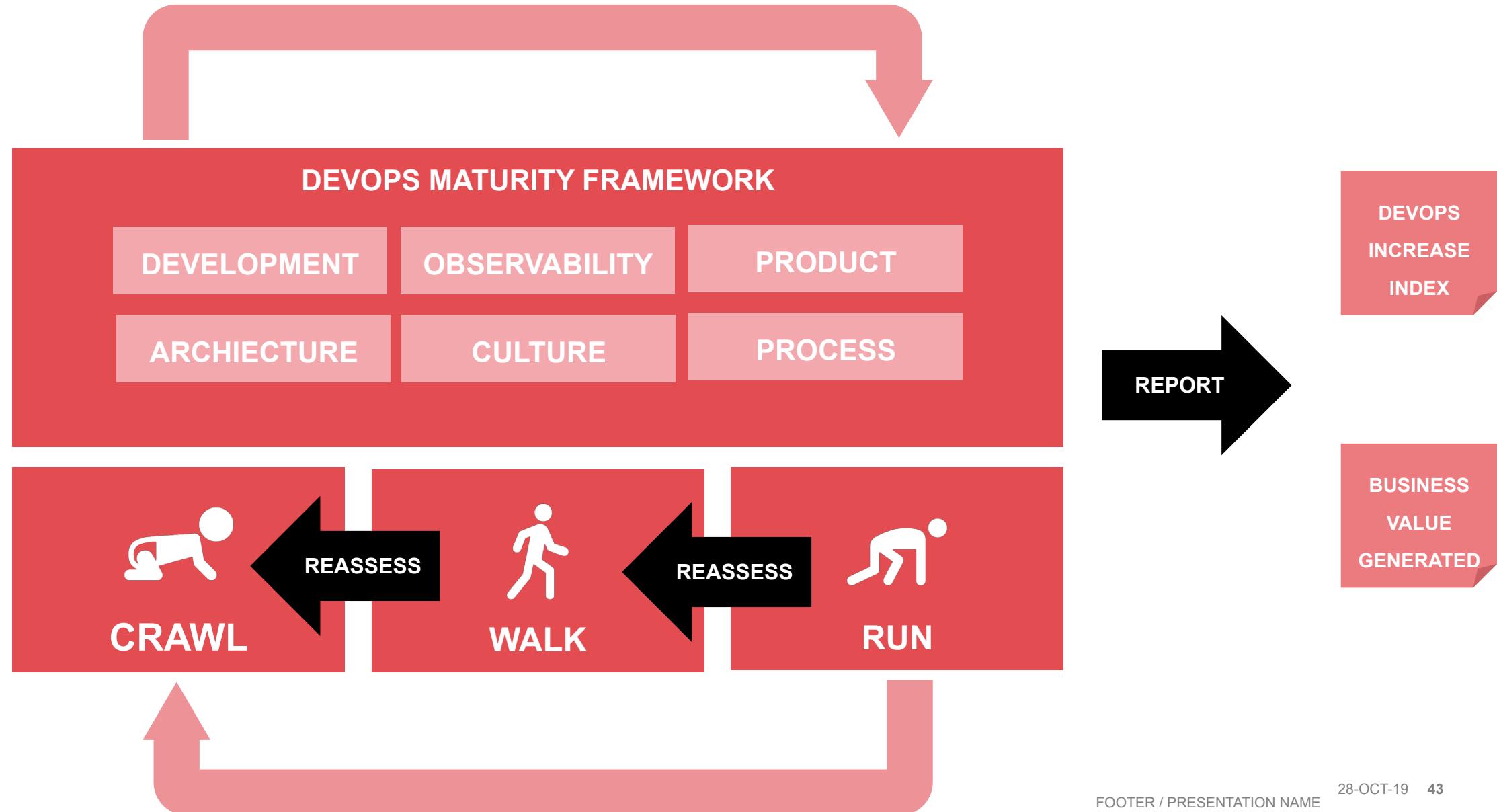


WHAT'S NEXT?



# DEVOPS MATURITY INCREMENTAL INDEX

## DEVOPS IS NEVER DONE

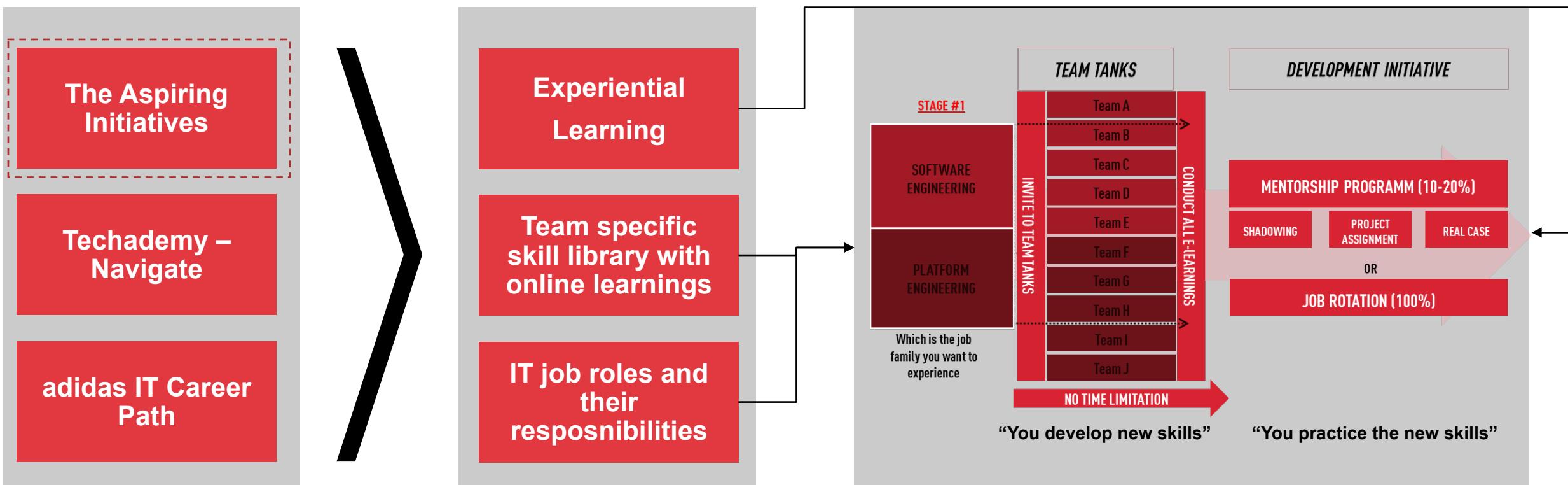


# THE ASPIRING ENGINEERS CONTINUOUS LEARNING

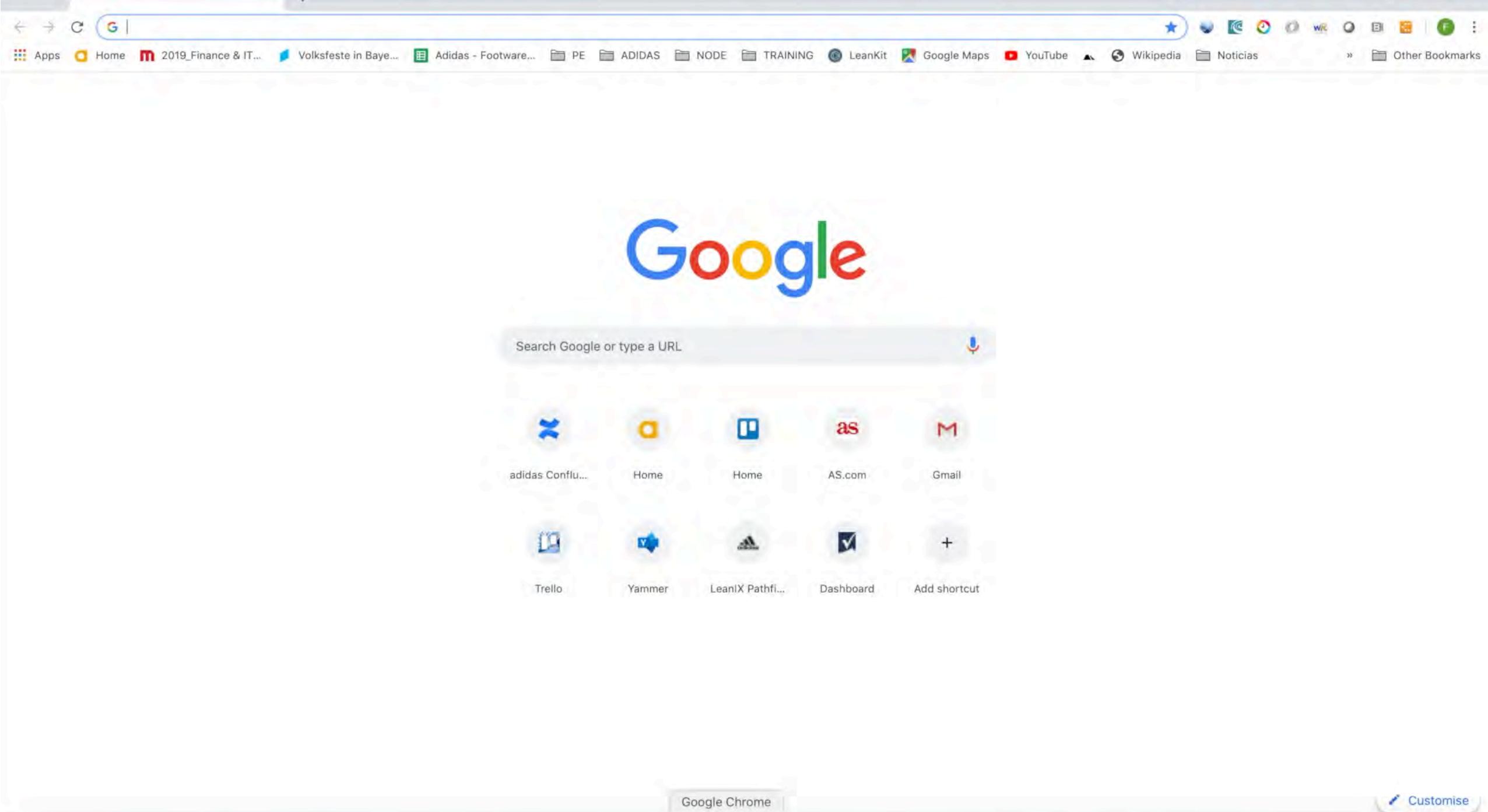
## The Techademy Initiatives



## What it is







THE NEXT BIG THING...





THANK YOU!