





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

FINANCIAL HIGH LIGHTS

OPERATING HIGHLIGHTS

NET SALES¹

€ **21.915** BN

+8% CURRENCY-NEUTRAL

OPERATING PROFIT¹

€ **2.368** BN

+14%

NET INCOME FROM CONTINUING OPERATIONS^{1,2}

€ **1.709** BN

+20%

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

² 2017 EXCLUDING NEGATIVE ONE-TIME TAX IMPACT OF € 76 MILLION.

PEOPLE

NUMBER OF EMPLOYEES AT YEAR-END¹

57,016



MALE

FEMALE

51%

49%

¹ 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.

CORE BELIEF

THROUGH SPORT, WE HAVE

**THE POWER
TO CHANGE LIVES**



SOFTWARE IS CHANGING SPORTS



IS ADIDAS A SOFTWARE COMPANY?

ROLE OF IT



SPEED @QUALITY

TOGETHER WE PLAY TO WIN



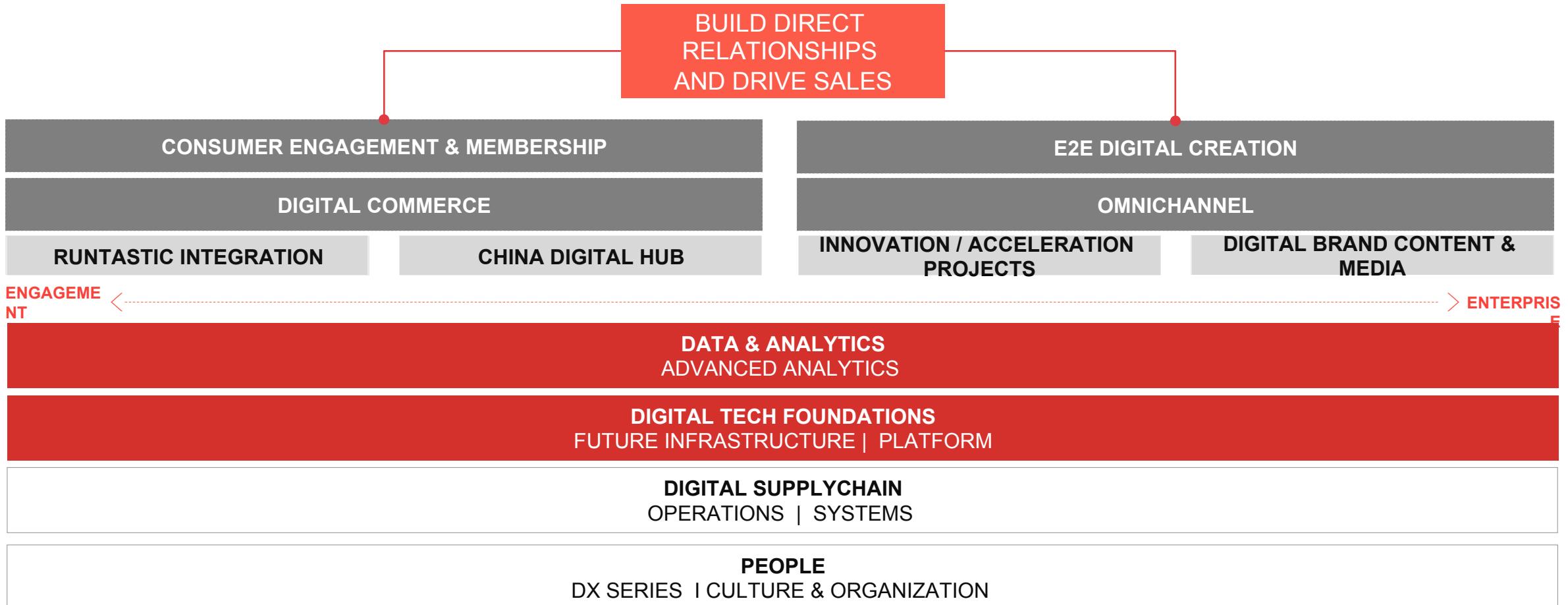
KEEP
C.A.L.M.S.
AND
DO
DEVOPS

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 a grid-like pattern.

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

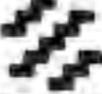
 API

 ODP

 BDP


 ROBOTIC
PROCESS
AUTOMATION

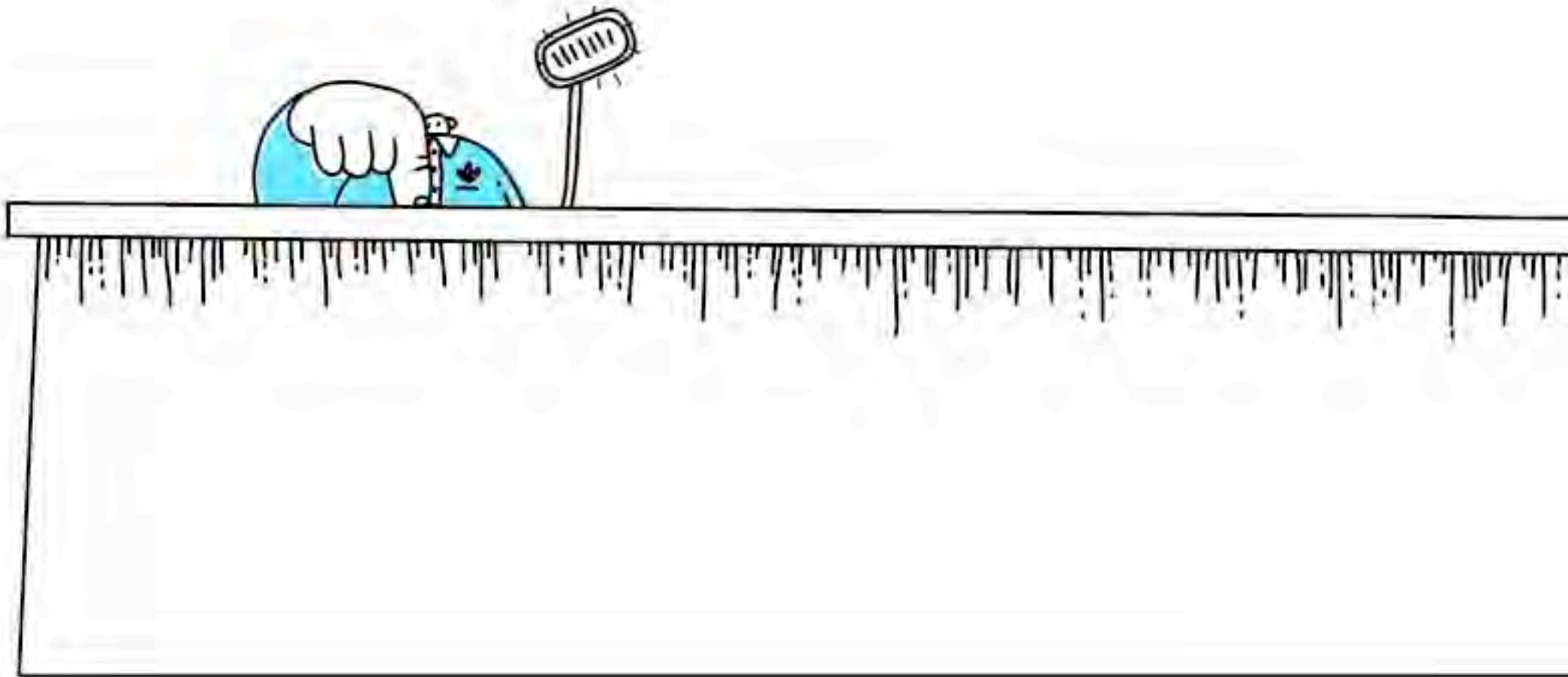
 FDP

 TESTING

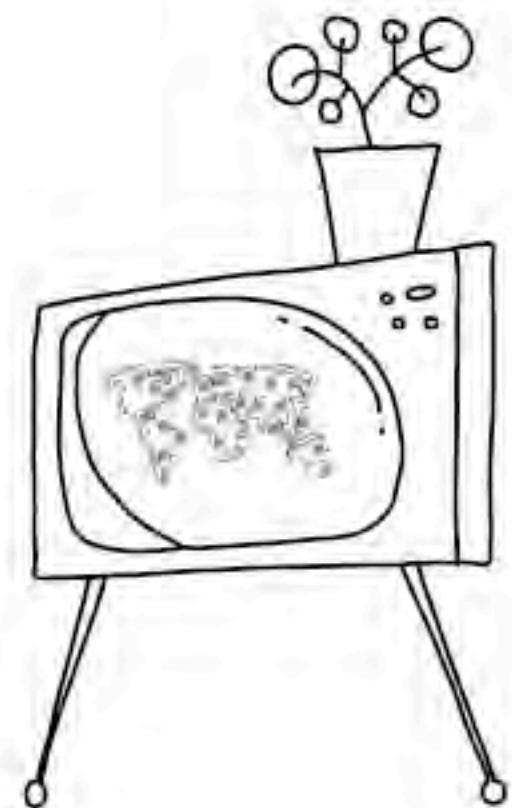
 CI / CD

 MONITORING



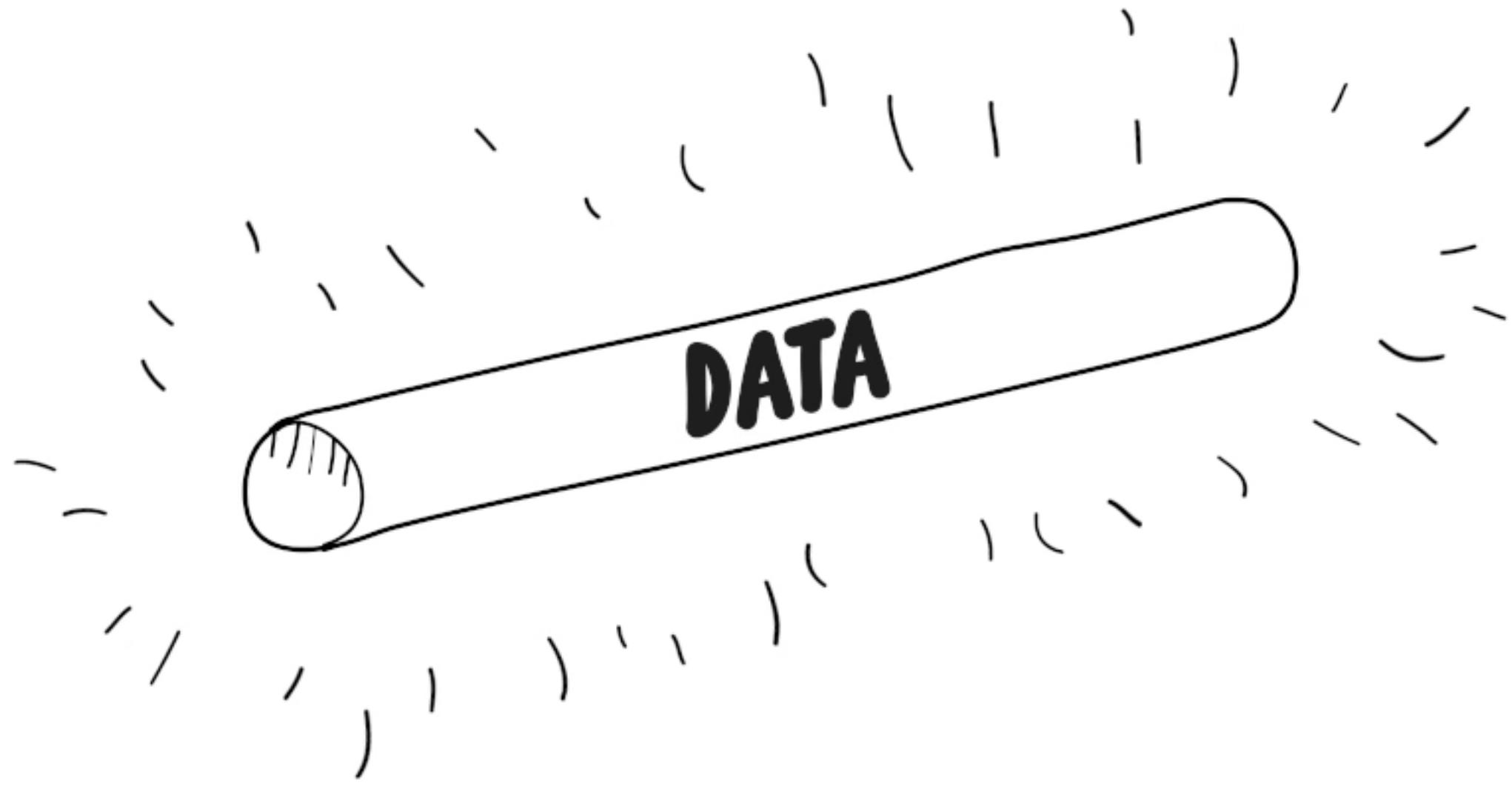


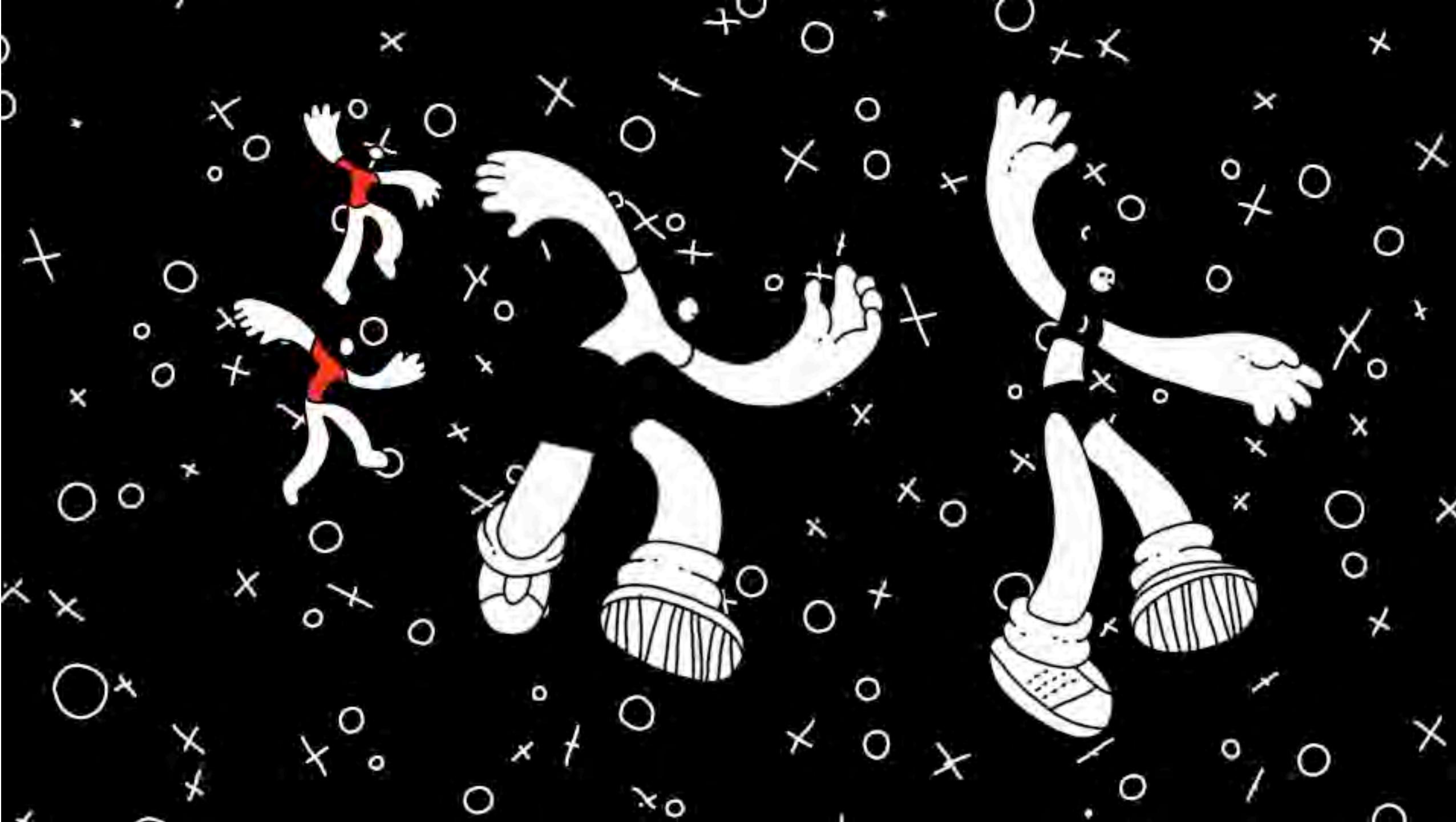




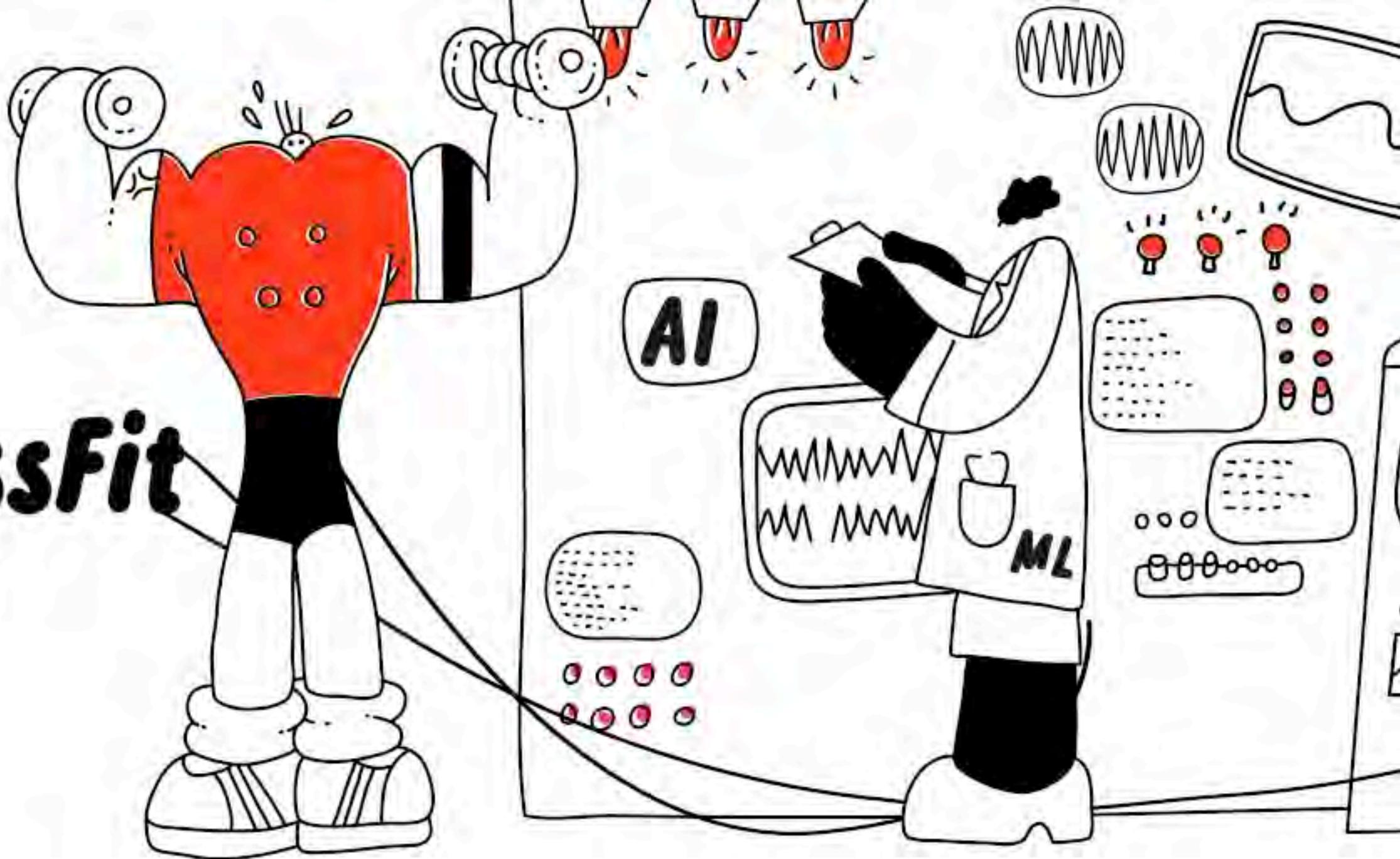


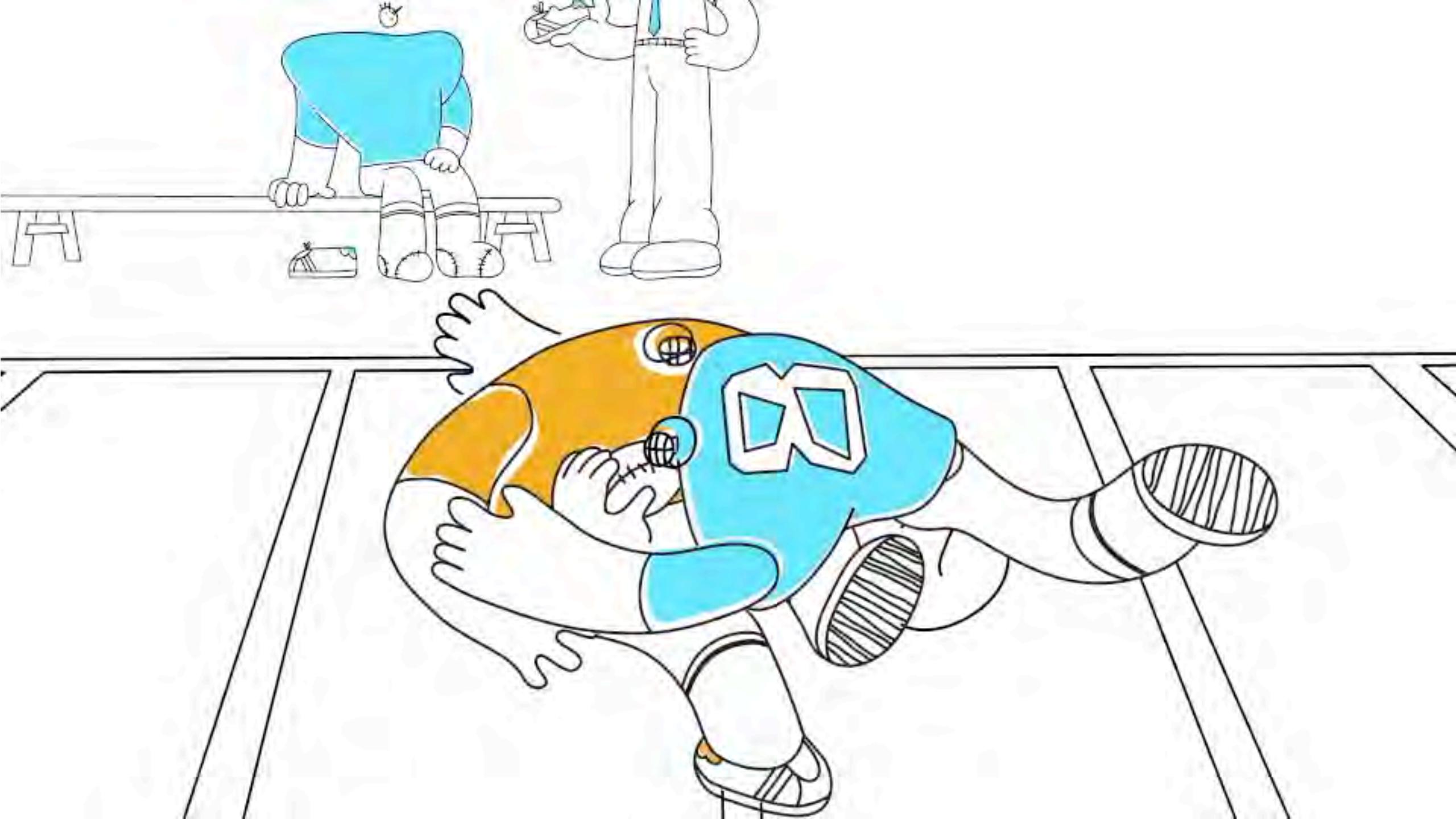
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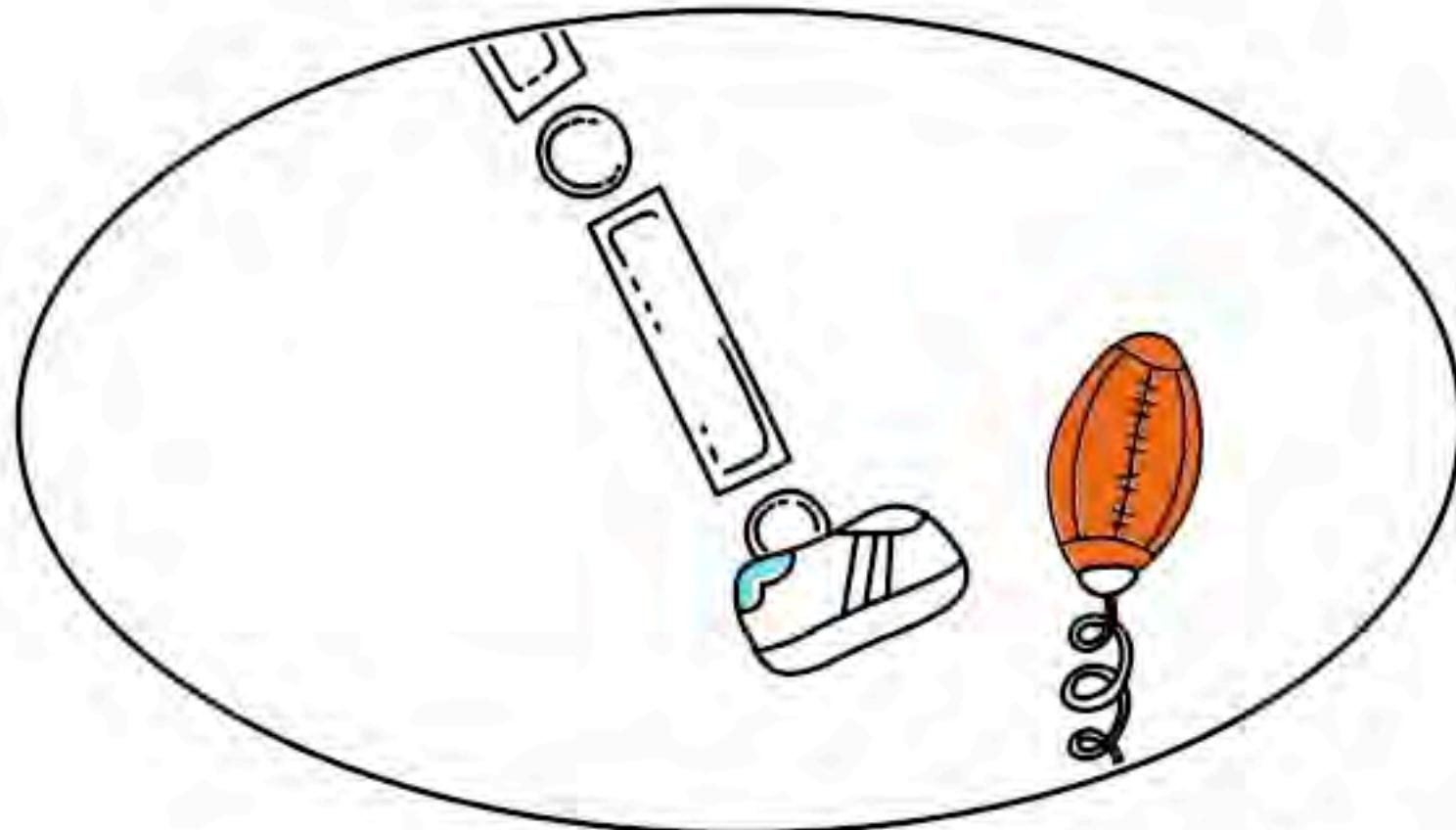


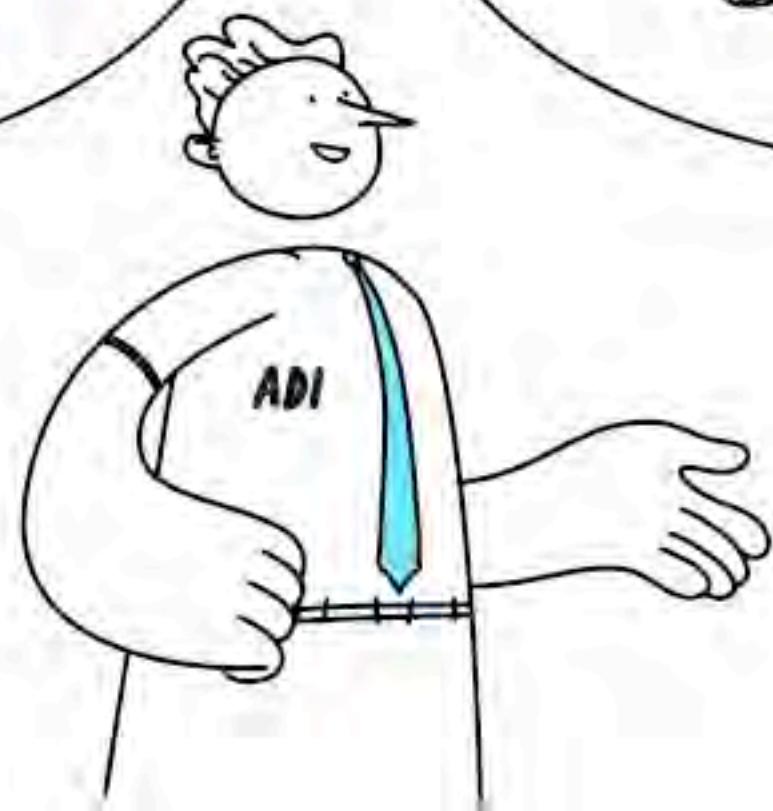
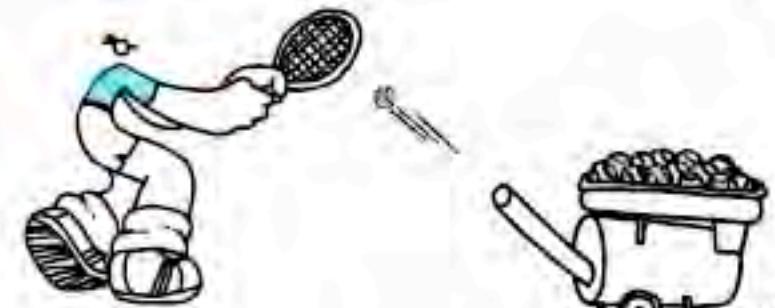


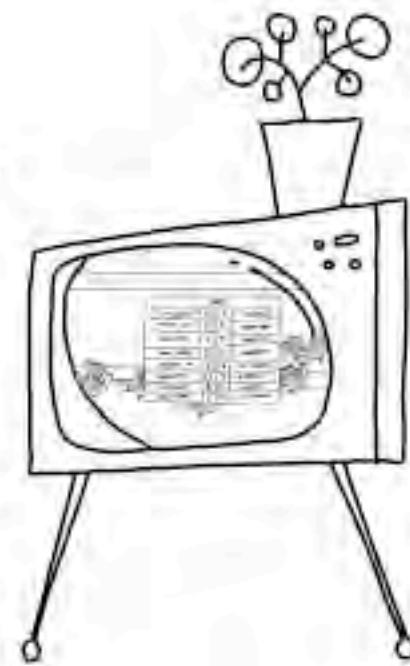
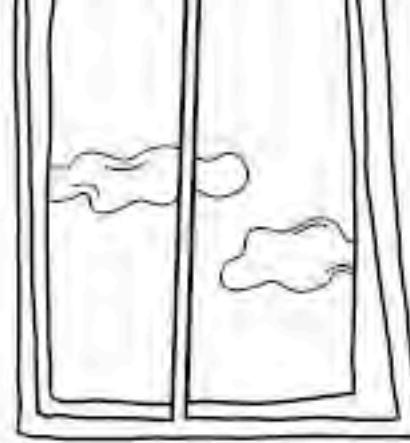
CrossFit











#adi
does
code

DEVOPS CUP

25
teams

220
participants

12
mentors

4
Jury members

9
Months

Chaos & DevSecOps
In every critical system

3.800
kubernetes pods

2.300
bitbucket accounts

120.000.000
lines of code

80.000 builds/
month

50.000.000
API / Streaming daily
messages

113
Projects in
Global Metrics Portal

6 weeks → 3
times/day
Deployment period

3 days → 1 min
Cycle time

0
Downtime

26 → 0
P1 per Q

DEVOPS CUP – BUSINESS VALUE

ADIDAS APP

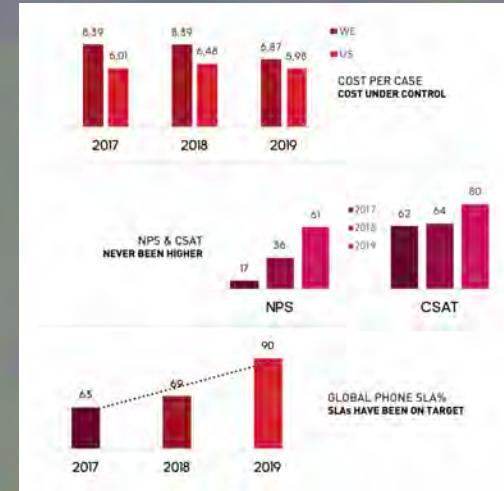
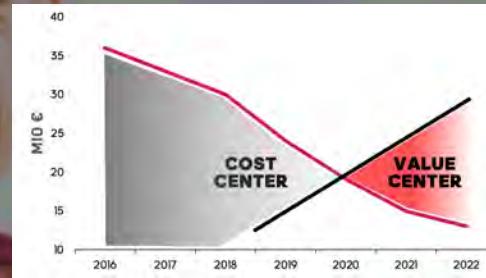


3720 min freed-up by build time
2600+ Yeezys sold in 5 seconds
Scale to 8 teams
+515% y/y up to 250 M€

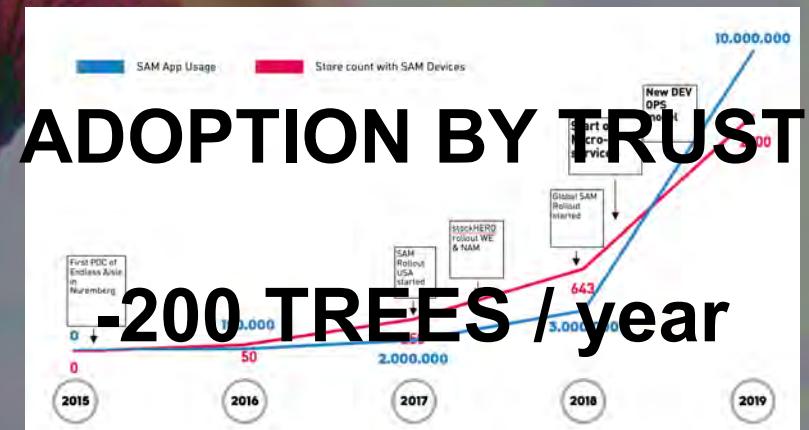
PRODUCT CREATION



CONSUMER SERVICE



STORE ASSOCIATE MOBILE





DEVOPS AS BUSINESS ACCELERATOR



- faster time to market
- scalability of the organization
- agility for competitive advantage



DEVOPS FOR BUSINESS STABILITY

HOLIDAY PERIOD

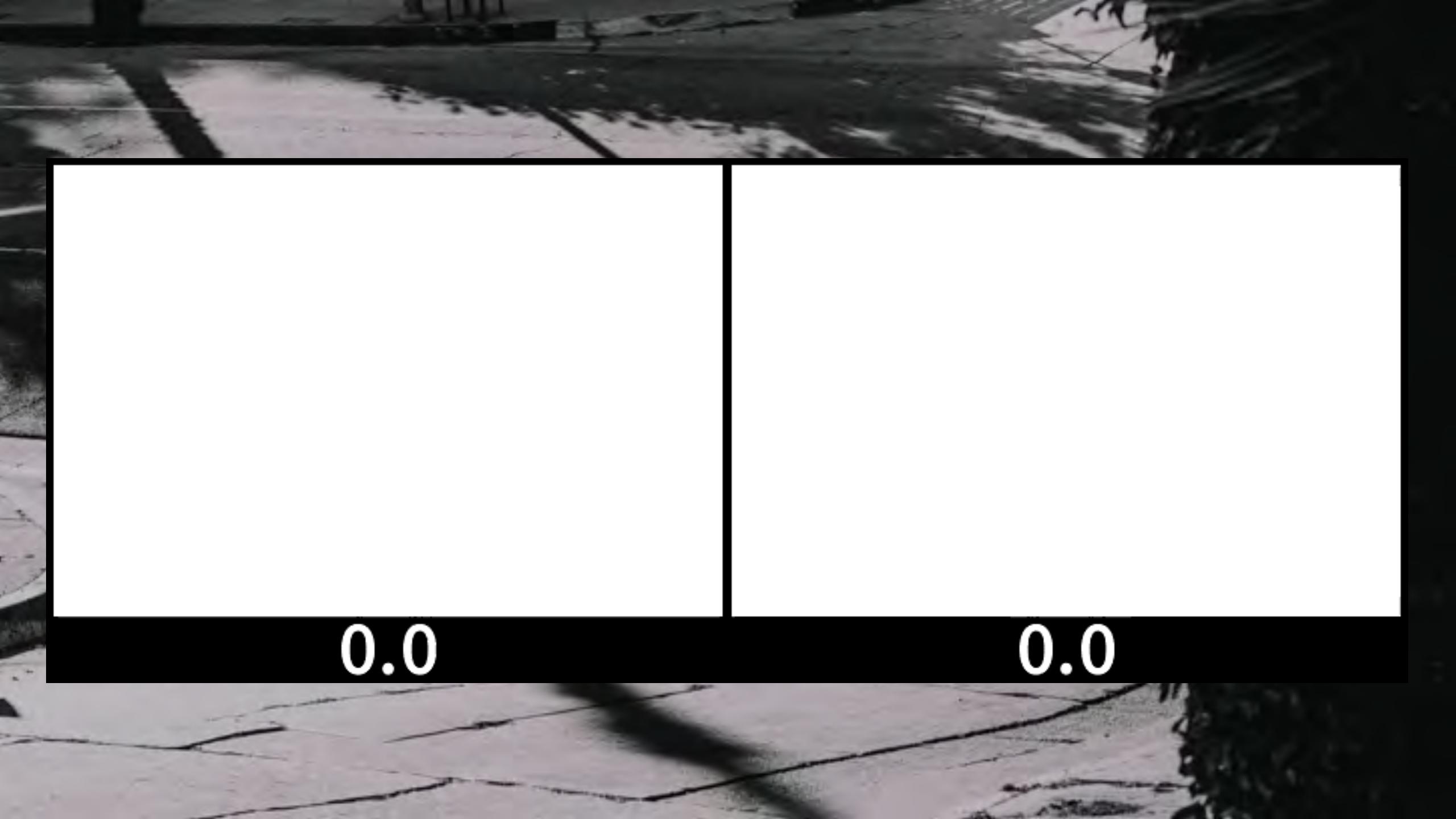
25-Jun-19

DX Tech Talk - Digital Tech Foundations - ZARAGOZA



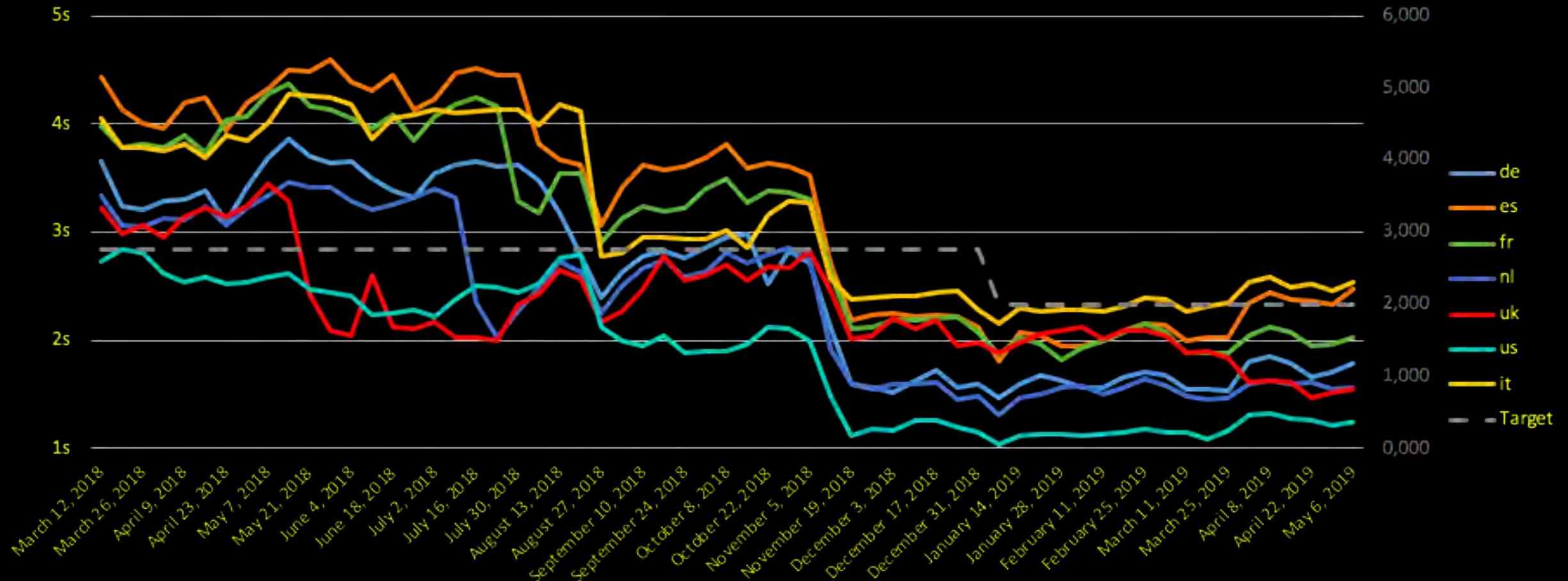


DEVOPS FOR SITE SPEED



0.0

0.0



WHAT'S NEXT?





THANK YOU!