

# P&G's DevOps Journey

*Alfredo Colas and  
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May 2021

# Your Presenters



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*Senior Vice President IT  
Digital Go To Market,  
Digital Experiences,  
Agile & DevOps Solutions*



**Olimpia Nitti**  
*Vice President IT  
Global Baby Care*



# P&G – A Company of Leading Brands



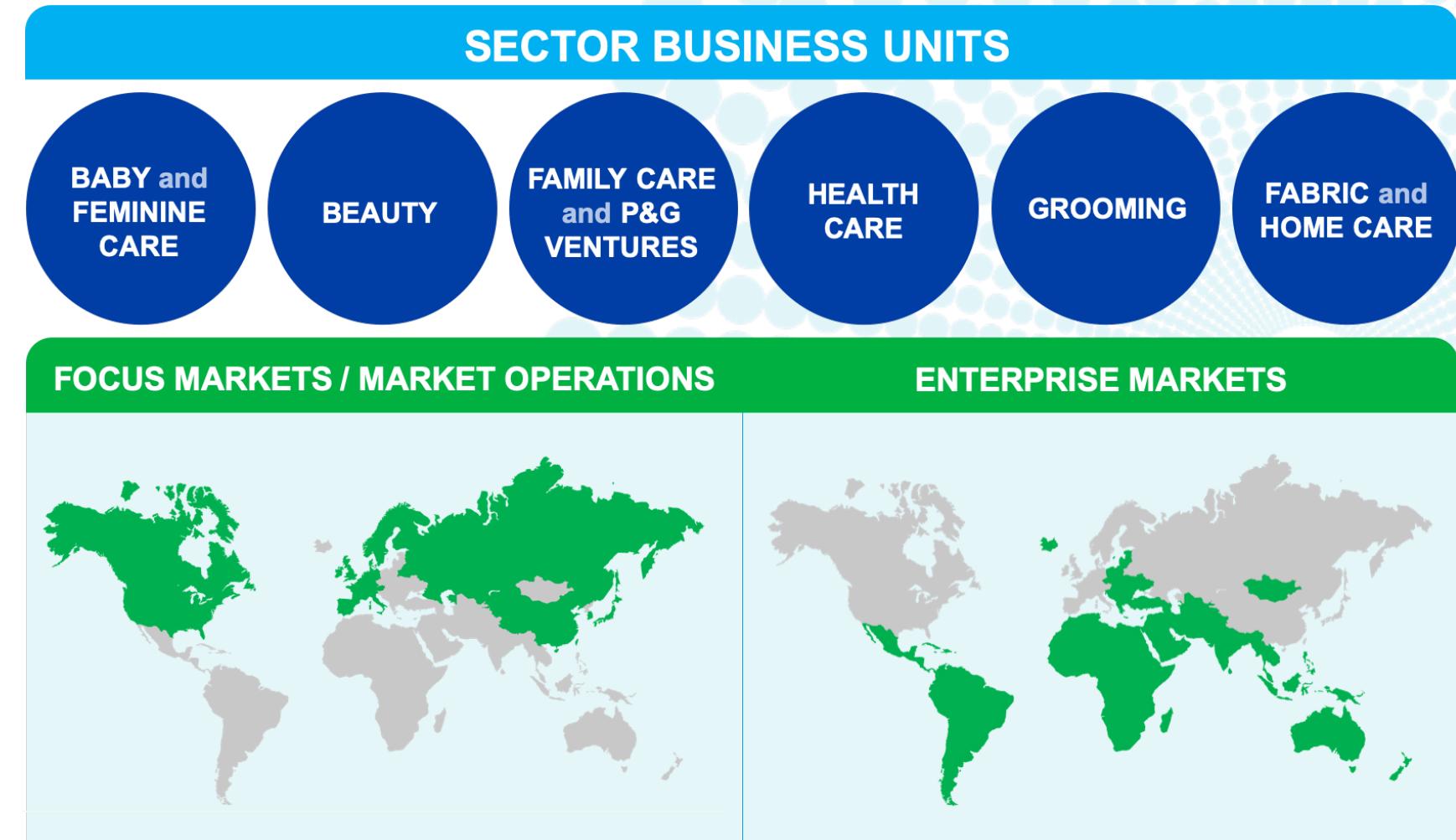
Founded in **1837**

Fiscal 2020 Net Sales **\$71.0 Billion**

Countries of Operations **~70**

Countries Where  
Our Brands are Sold **180+**

# Information Technology at P&G

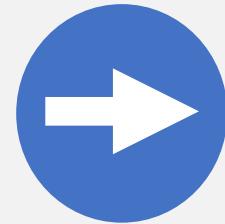


SHARED SERVICES and CORPORATE IT



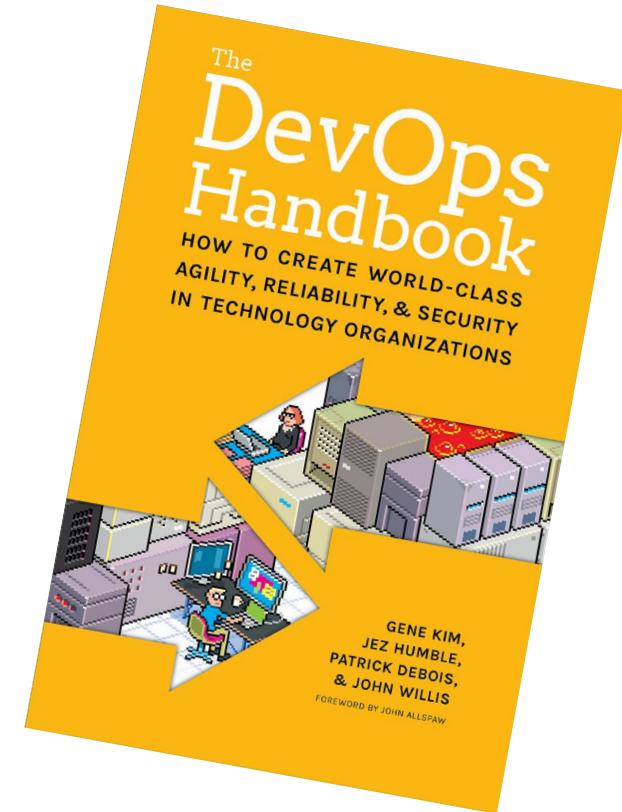
# The Beginning of the Journey

2010s



2020

- The DiNO years  
(DevOps in Name Only)
  - Rebel teams try to sneak Agile & DevOps
- 
- New CIO appointed
  - New Digital Strategy announced
- 
- Agile & DevOps IT SVP appointed



# Key Choices

1

Agile teams owns outcome measures

2

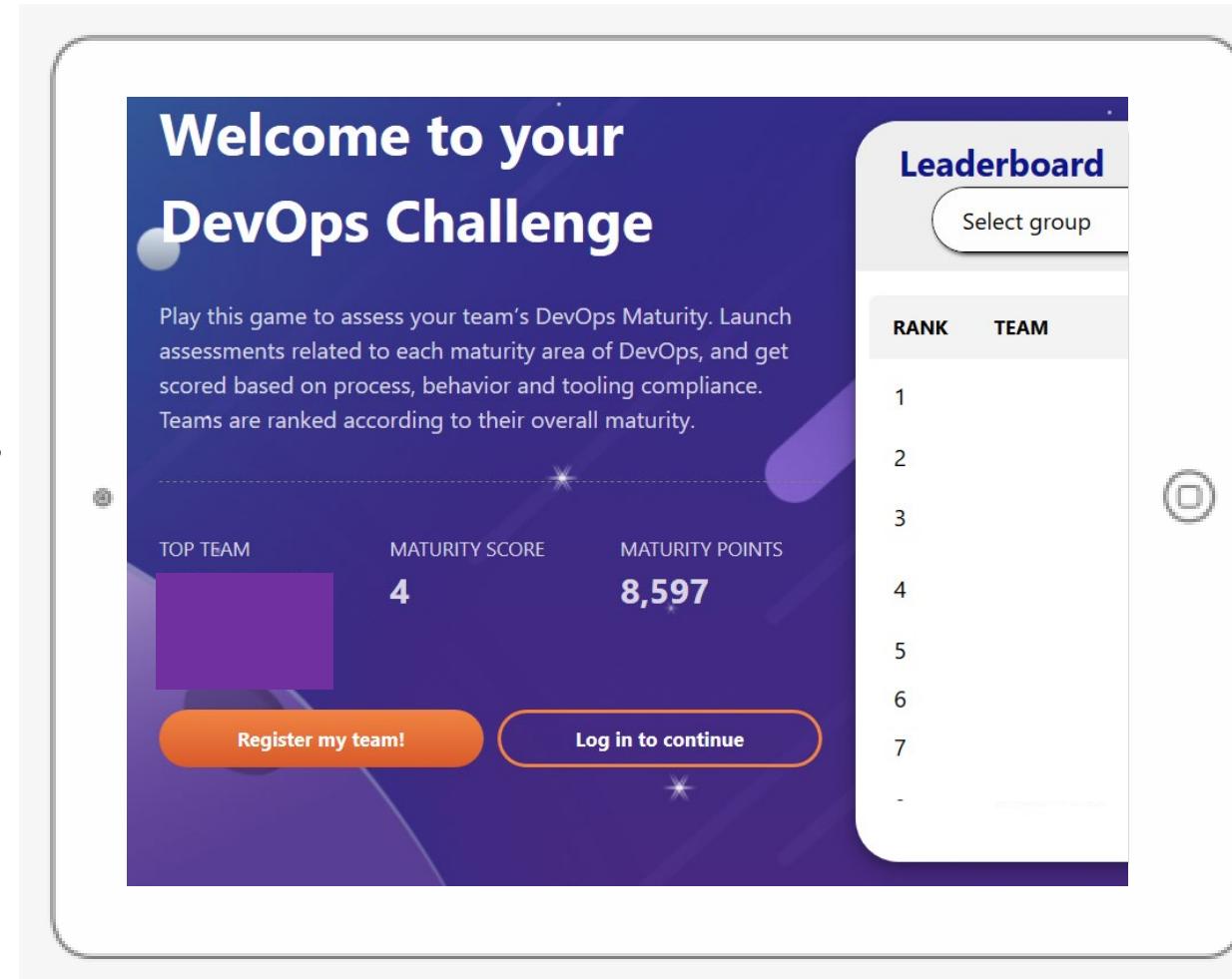
Agile & DevOps Solutions team is an enabler:

- Advance **platform-agnostic DevOps** processes and tools
- **Upskill** the organization
- **Gamify & reward** the journey

3

Shared Funding Model

- 70% Central team
- 30% Agile Teams



**120+ teams**  
self-declared as Agile

**300+**  
*external certifications*  
since August

**900+ members** in  
Community of Practice



## RESULTS TO DATE

**1,000+ attendees –**  
3rd Agile & DevOps  
Summit

**Centrally owned,  
integrated**  
platforms & tooling  
(2-10x adoption)

**Business leaders  
trained**  
& embracing the  
change

Increasing evidence of  
improved outcomes  
**(business value faster,  
safer, happier)**



# Baby Care: Pampers.com

About Our Agile DevOps Journey

# About Baby Care Consumers

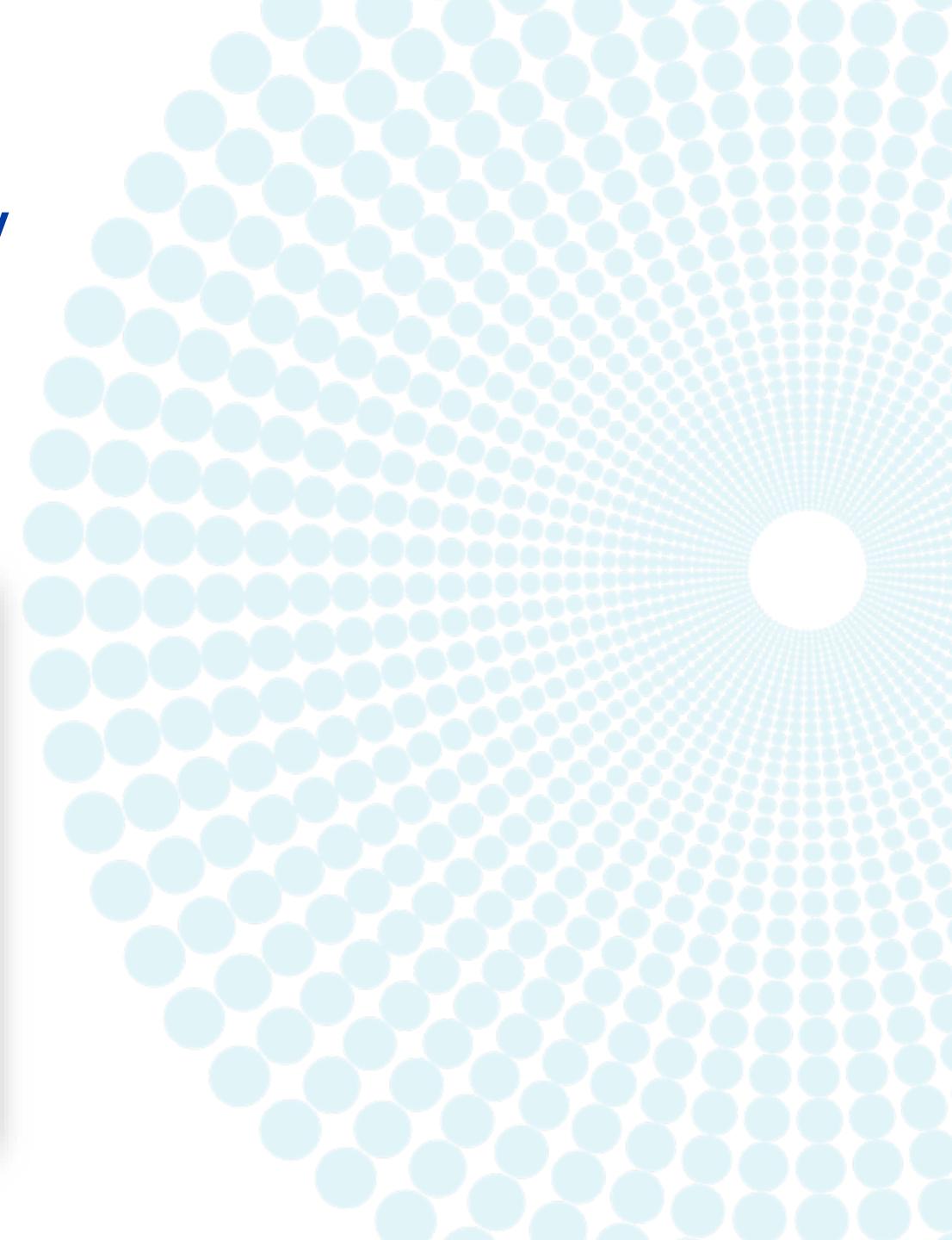
- Parents of babies; typically aged from 18-35
- Media consumption patterns different from their parents: No TV, primarily digital media, mostly mobile
- Stay in the category for 2-3 years; very engaged even before the baby is born



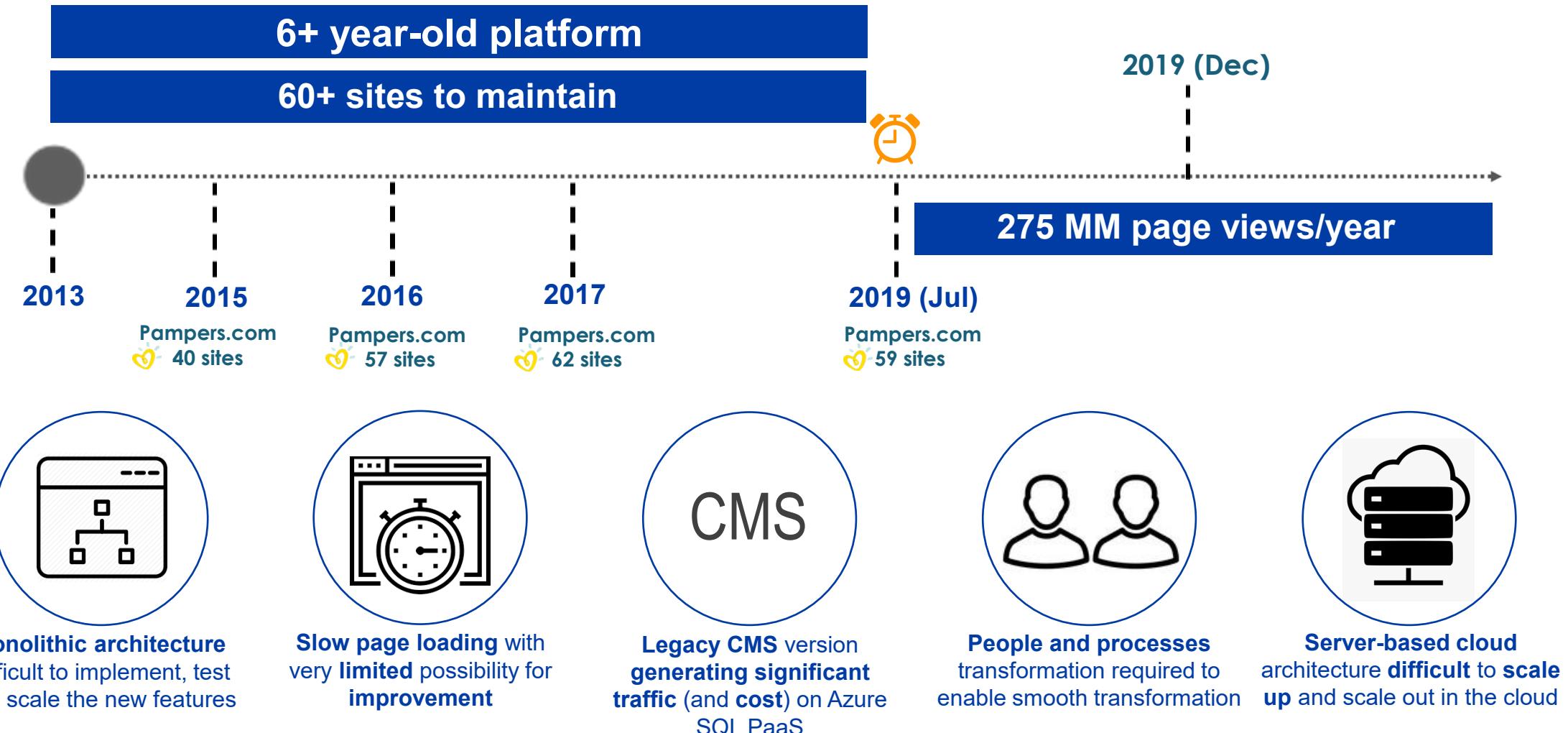
# Pampers.com

## A Foundational Element of CRM, Digital Strategy

- Operating in 60 countries/languages
- US site has 1MM+ organic visits per month
- Provides parents with content & services – due date calculator, baby shower games, baby names trends



# The Case For Change



# Pampers.com Restage: **THE GOAL**



**Transform from monolithic to microservice-based architecture  
within existing budget and while delivering on website  
objectives:**

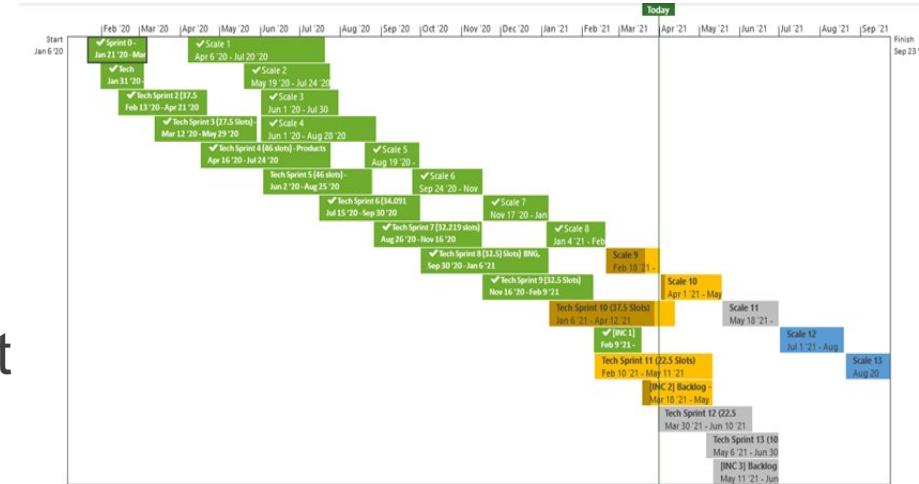
1. Constant Technical optimizations for SEO and Speed
2. On-going development of new features
3. Support of new product launches
4. Website redesign: new equity/new navigation
5. Operations excellence



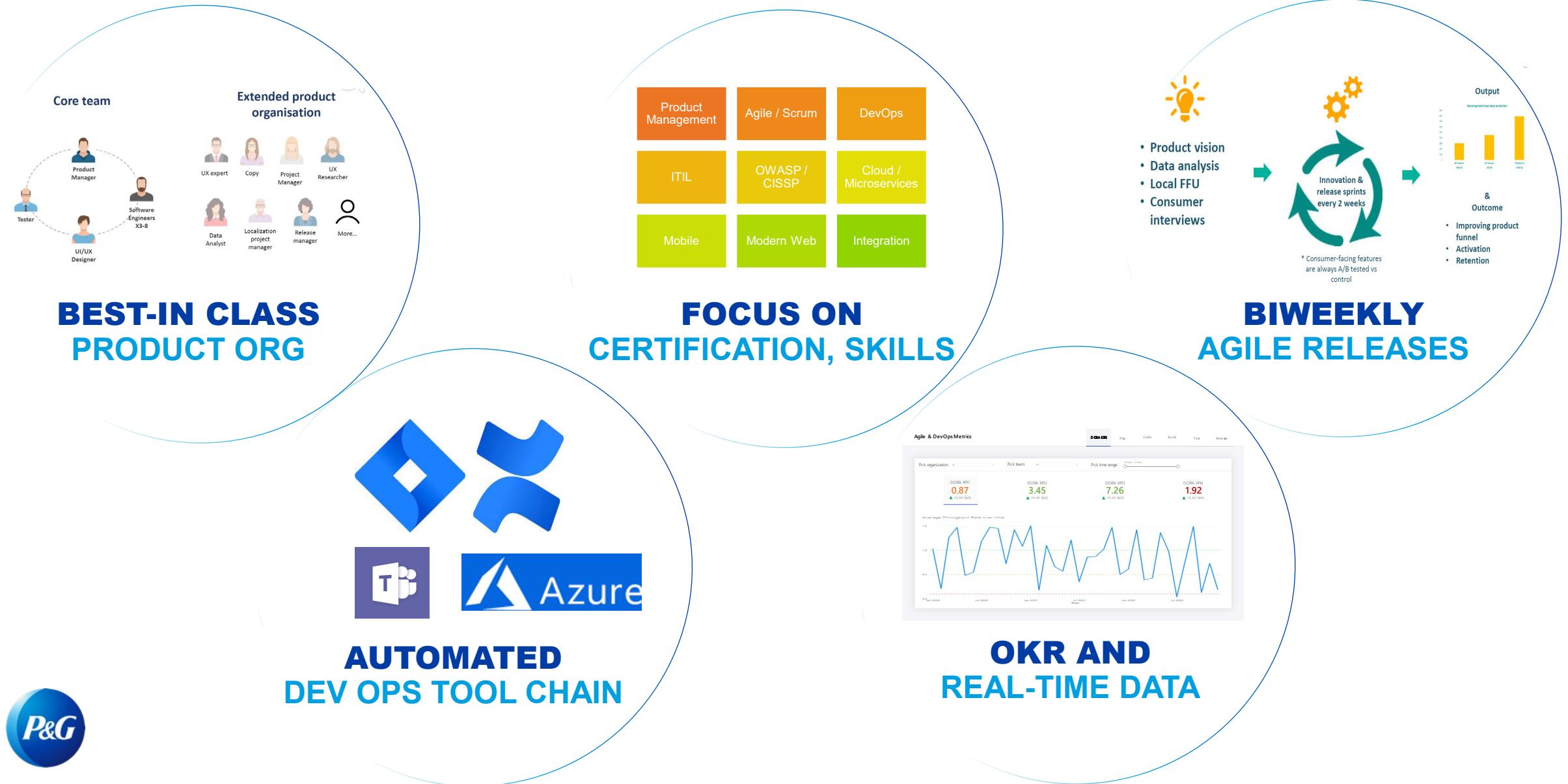
# Pampers.com Restage: THE APPROACH

- Defined target architecture (Jamstack architecture, headless CMS, front-end NEXT JS/REACT JS, Azure microservices)
- Fully adopted Agile DevOps approach
- Each cycle has a scale and innovation workstream
- Scale workstreams replace legacy features in the target architecture
- Innovation workstreams deliver new features directly in the target architecture

Restage CPS  
18 months



# How We Run Pampers.com



# What We have Achieved

Organic Traffic



Conversion rate to registration



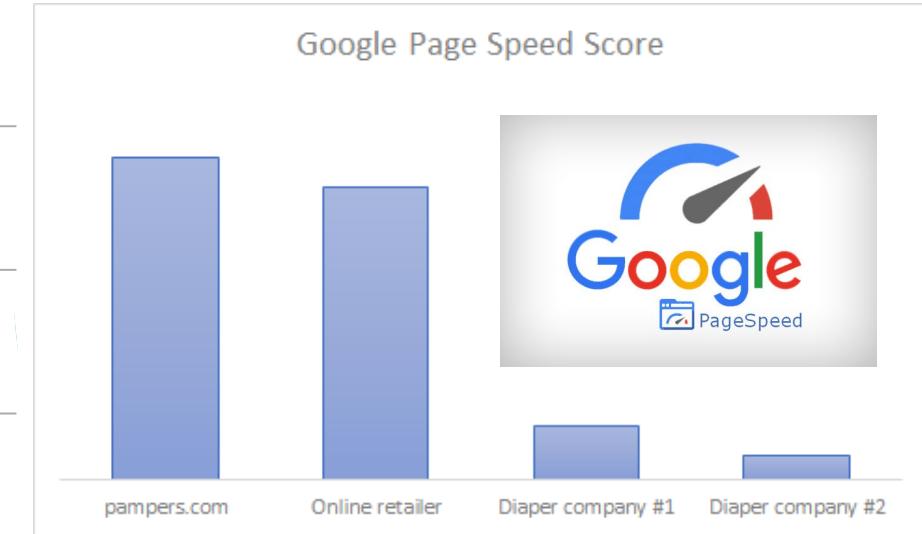
Speed of new features to market



Operations Stability



Speed of front end



# Business Feedback

## VERBATIMS

Pampers.com restage demonstrates growth mindset at its best. It shows scarcity mentality, thinking out of the box and impeccable execution. We have now a website that our consumers like to use and it's driving organic CRM acquisitions at unprecedented pace.

*Global Pampers Brand Sr. Vice President*

The new Pampers.com site is super fast and with a consumer centric design. Our organic search results are way better. Thank you, team!

*USA Pampers brand manager*



# Help I'm Looking For

Bringing Agile  
Portfolios  
to Life

Reconciling  
Agile &  
Annual  
Financial  
Cycle

Adjusting  
reward  
structures  
*(to drive  
different  
outcomes)*



The P&G logo, featuring the letters 'P&G' in a white, stylized, serif font inside a large blue circle.

Thank you

A black circle containing the word 'PLAY' in large, white, sans-serif capital letters.