



Disney Global SRE Creating Digital Magic

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Studios, General Entertainment & Sports



Media and Entertainment Distribution



Disney Enterprise Technology

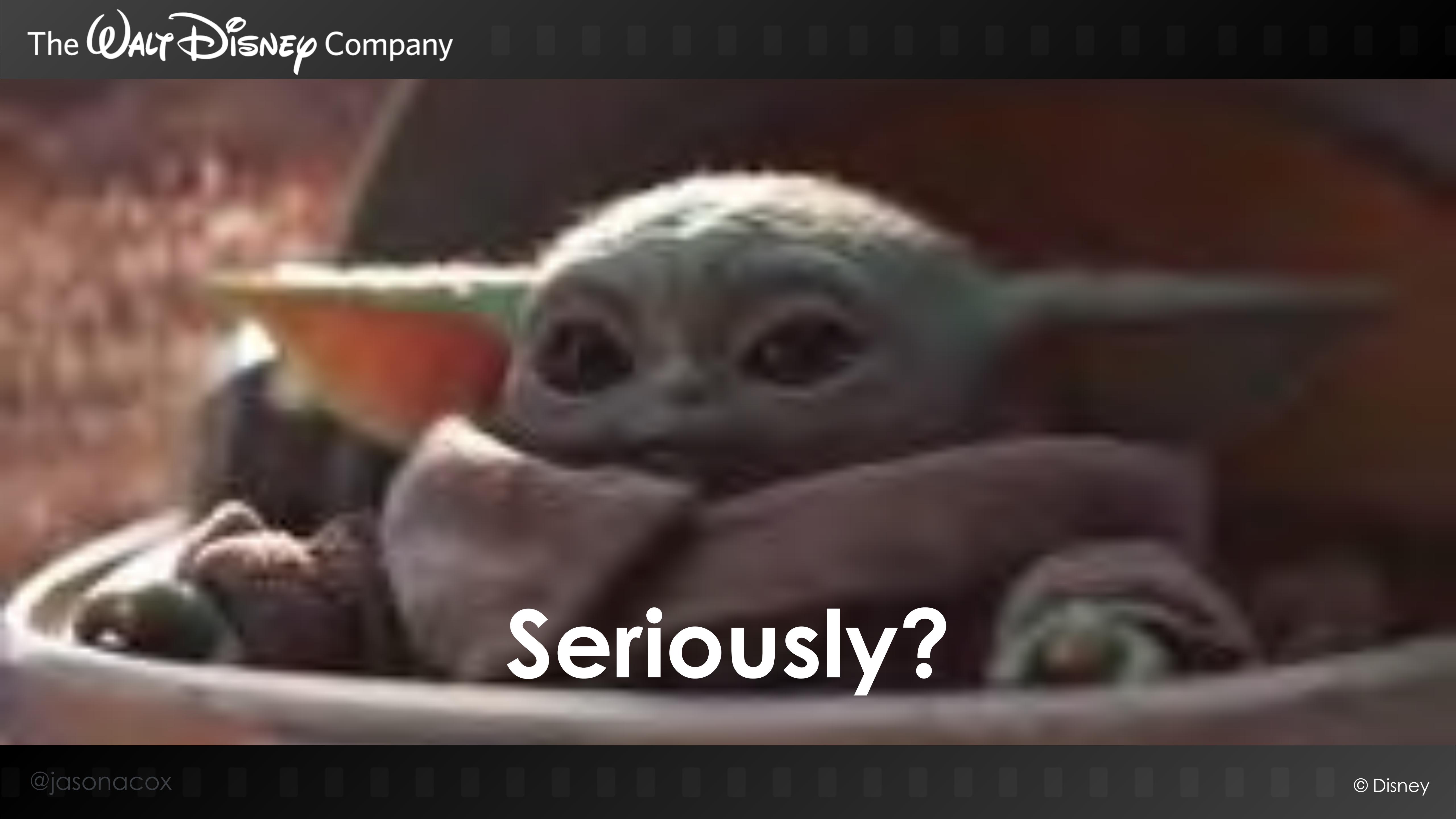
SRE

The Walt Disney Company

The Problem with Centralized Services



We're here to help...



Seriously?

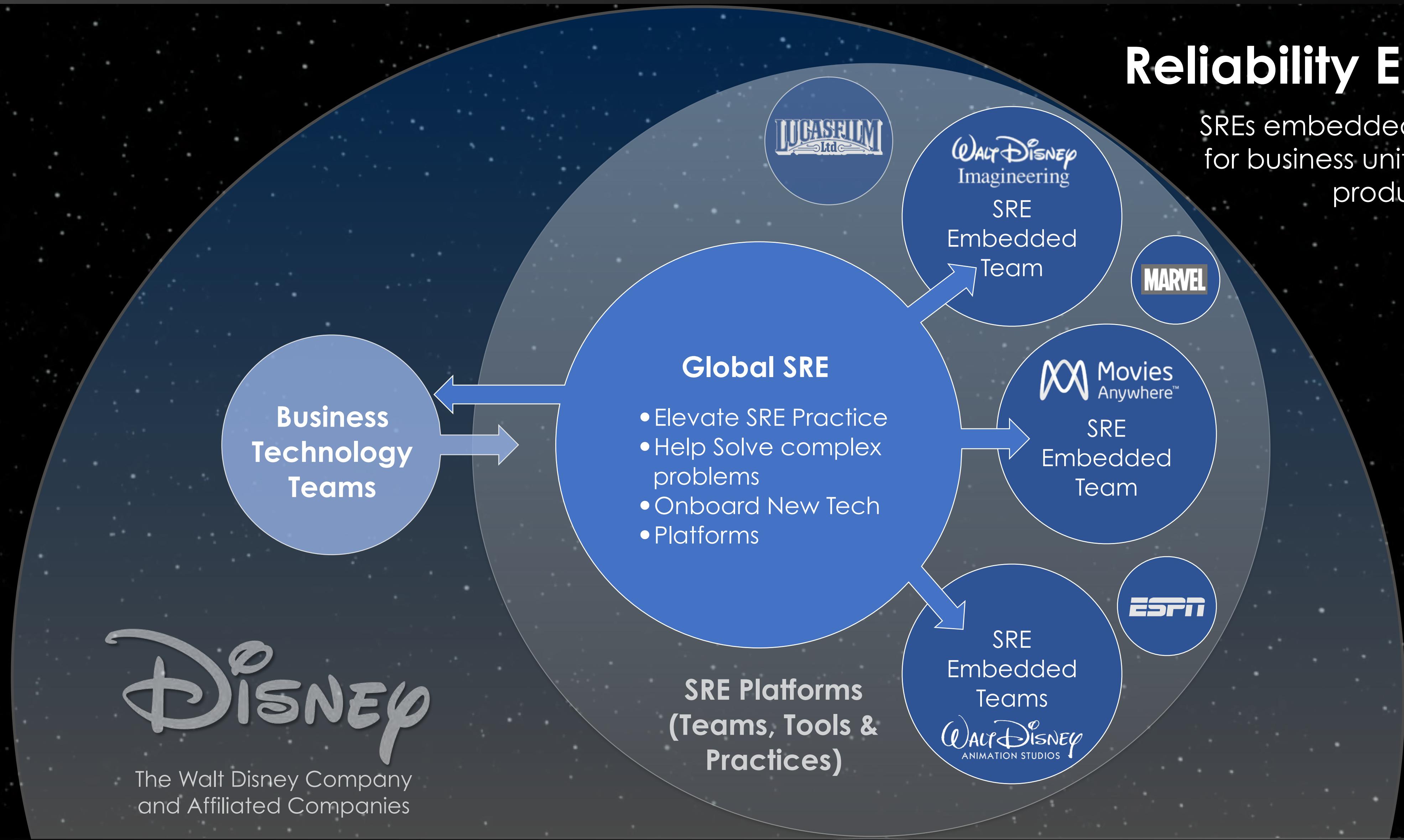
Shared Services Mission

*Building world class, elegant and
beautifully executed solutions to
problems that you don't even have.*

Services Not Needed?

*No worries! But we will charge you for them
anyway!*

A Model that Works?



Reliability Engineering

SREs embedded or deployed for business unit projects and products.



The Walt Disney Company
and Affiliated Companies

**“You are not like other
shared service teams. Your
team actually understand
our business.”**



A dark, atmospheric image showing three Iron Man suits standing in a row in a futuristic control room. The suits are illuminated from within, casting light through vertical blinds in the background. The suits are slightly different models, with varying colors and designs.

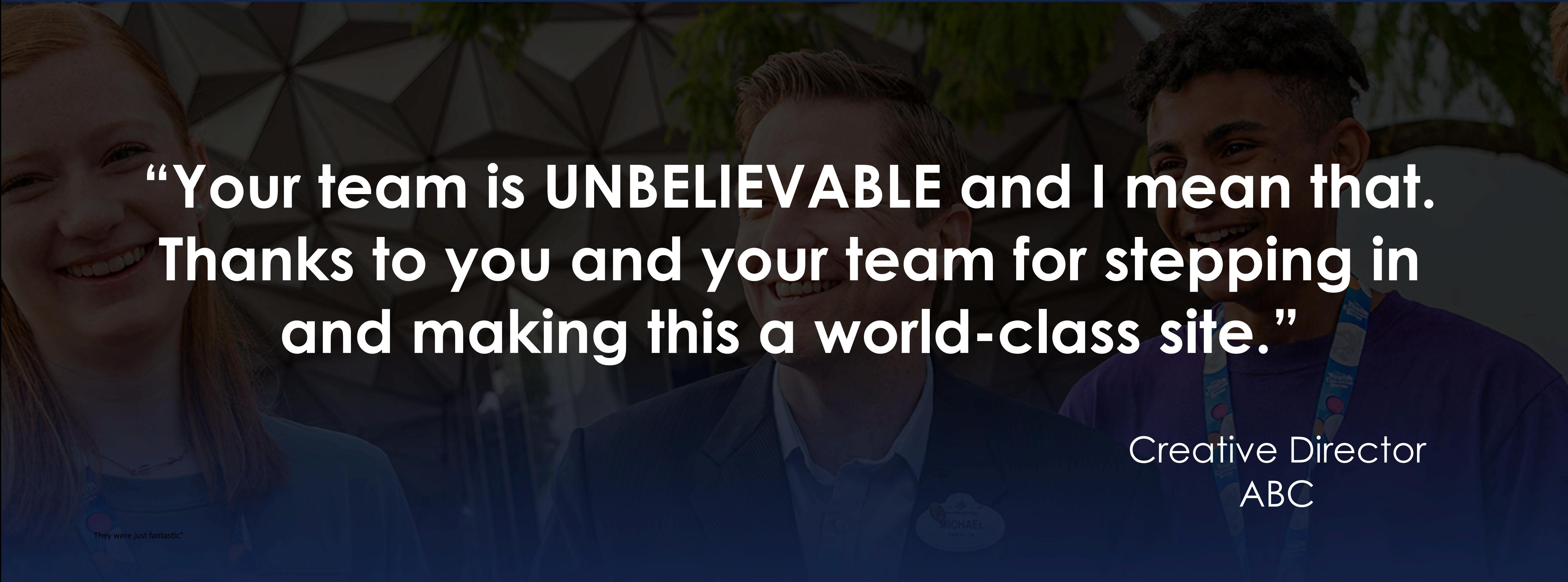
“You and your team are valued
and do a great job for us.
Thank you!”

Head of Technology
Marvel Studios

A large, ornate sign for Disneyland Paris is set against a backdrop of green trees and a clear blue sky. The sign is shaped like a train engine and features the words "DISNEYLAND PARIS" in blue letters on a yellow background. A small plaque on the sign reads "They were just fantastic".

“Thanks to your team, Jason!
They were just fantastic!”

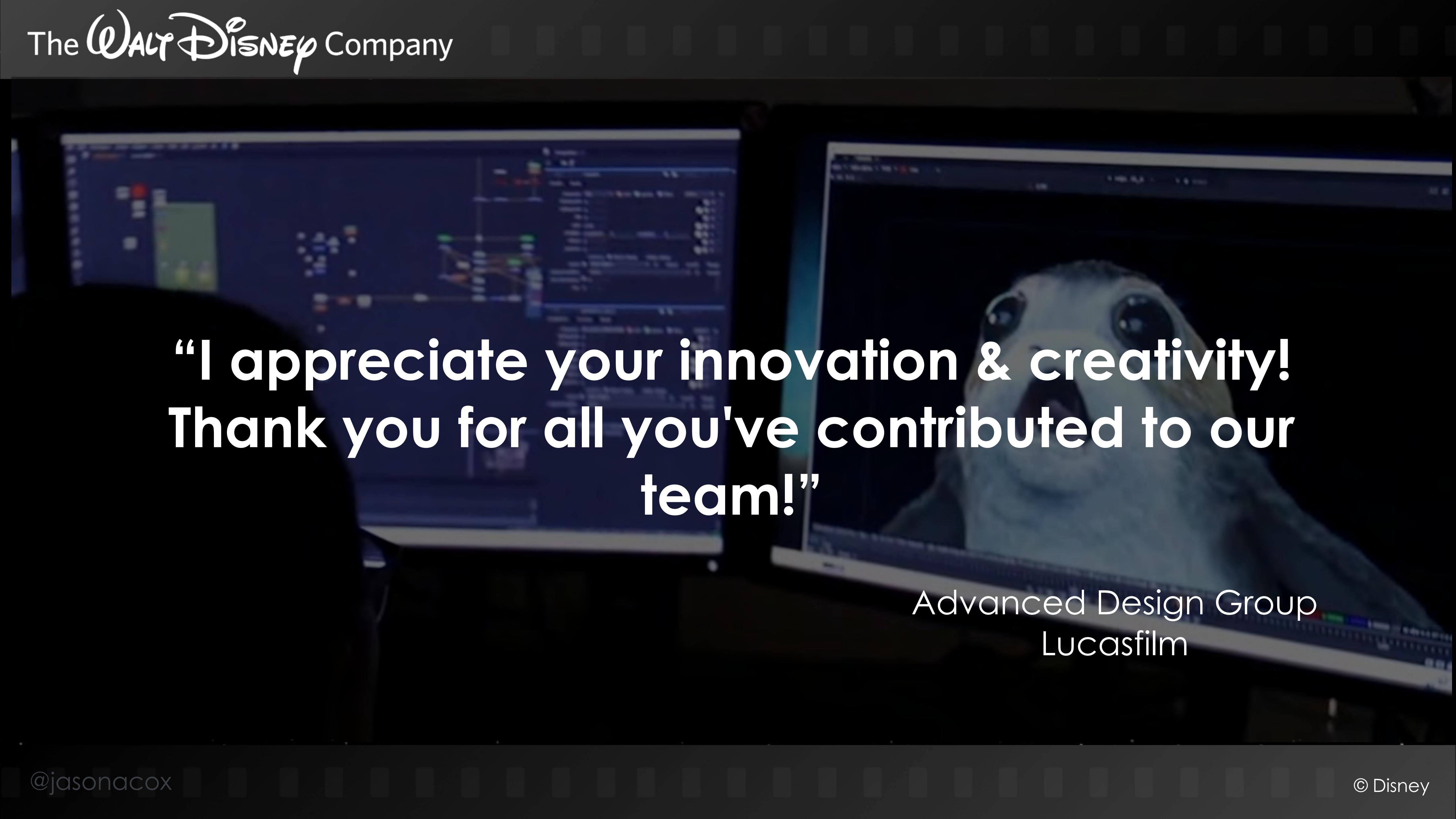
Director, Technology
Disneyland Paris



“Your team is UNBELIEVABLE and I mean that. Thanks to you and your team for stepping in and making this a world-class site.”

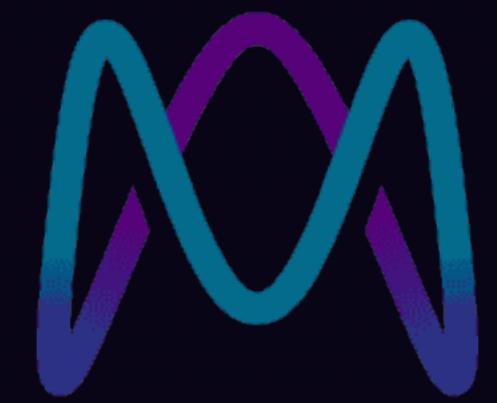
Creative Director
ABC

They were just fantastic”



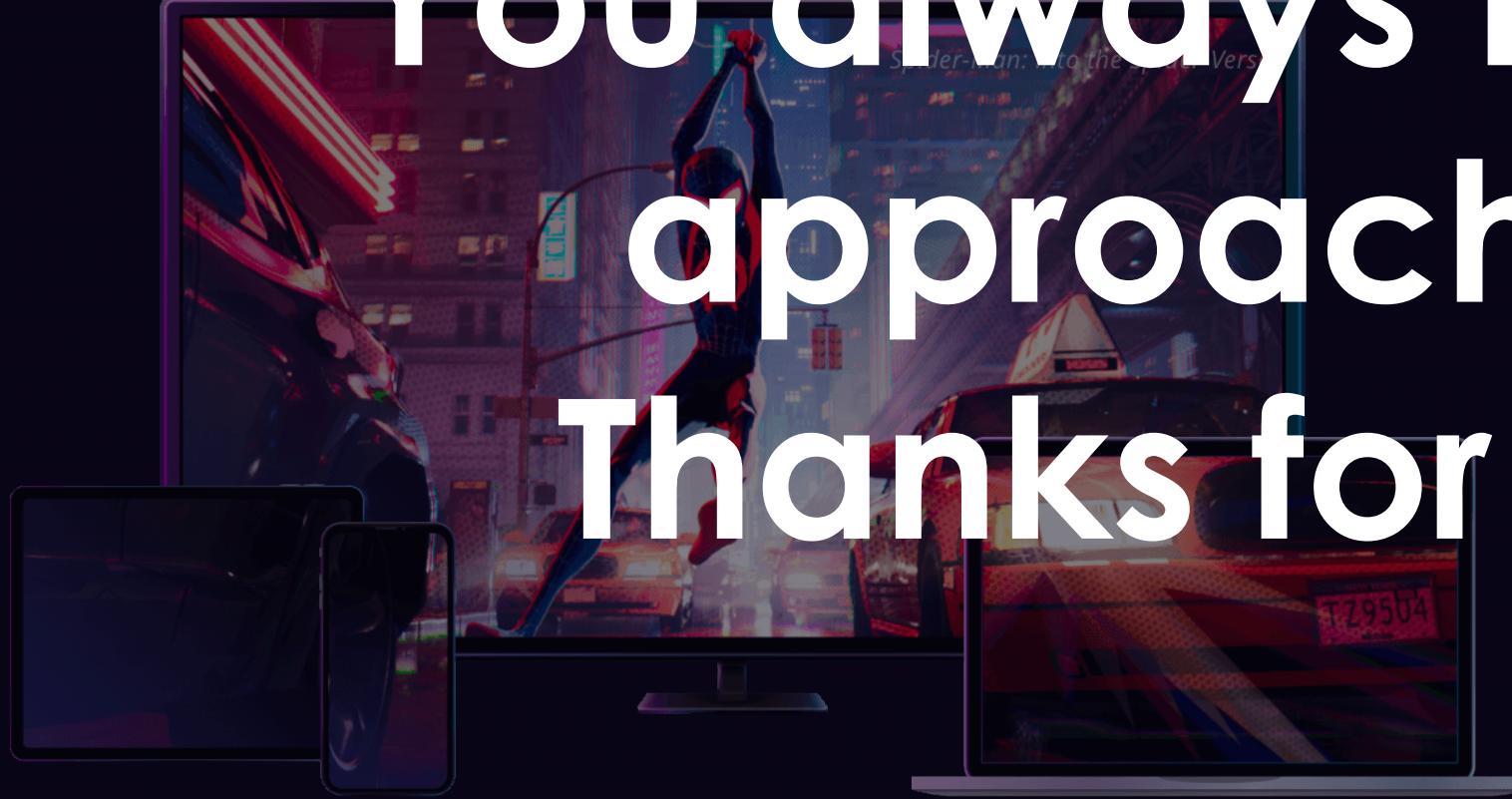
**“I appreciate your innovation & creativity!
Thank you for all you've contributed to our
team!”**

Advanced Design Group
Lucasfilm



Movies Anywhere™

“You always have a great attitude, innovative approach, and get the job done right. Thanks for being an awesome partner!”



Available on: iPhone & iPad, Android Phones & Tablets, Amazon Fire Tablets, Chromecast, Roku, Apple TV, Amazon Fire TV, Android TV, LG TV, LG Projectors, VIZIO SmartCast TV, Samsung Smart TV, Xbox One, Xbox Series X, Xbox Series S, and Web.

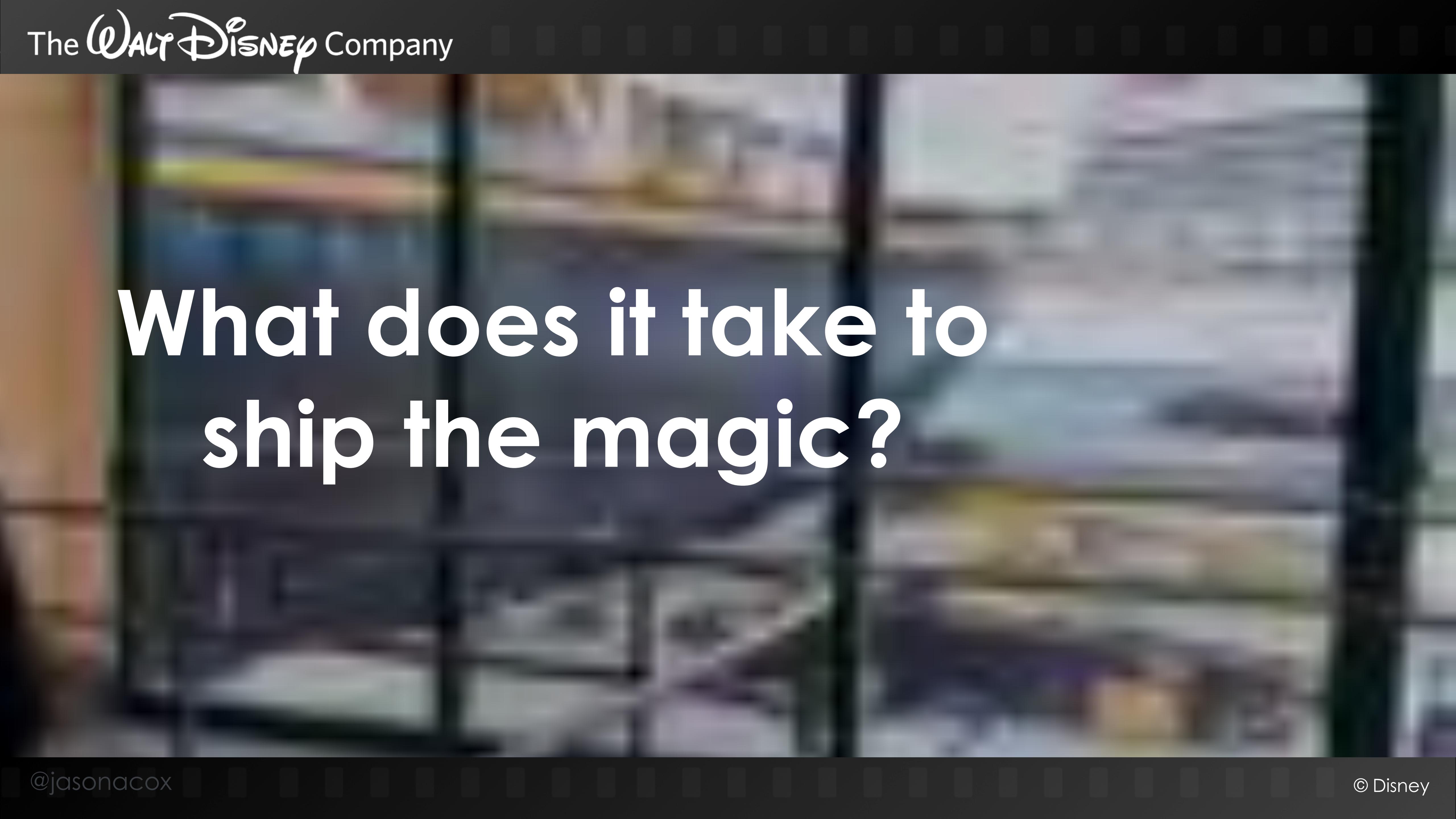
They were just fantastic”

Movies Anywhere

Learning #1 - Listen

“People don't care how much you know until they know how much you care” - Theodore Roosevelt

Understand the Business



What does it take to
ship the magic?

Know the Mission

"The Rebel Alliance stands bravely against the evil of the Galactic Empire, never backing down despite overwhelming odds."

Know the Team

What did they want?

Help create and ship content, products and experiences...



Better



Faster



Safer



Happier

Listen

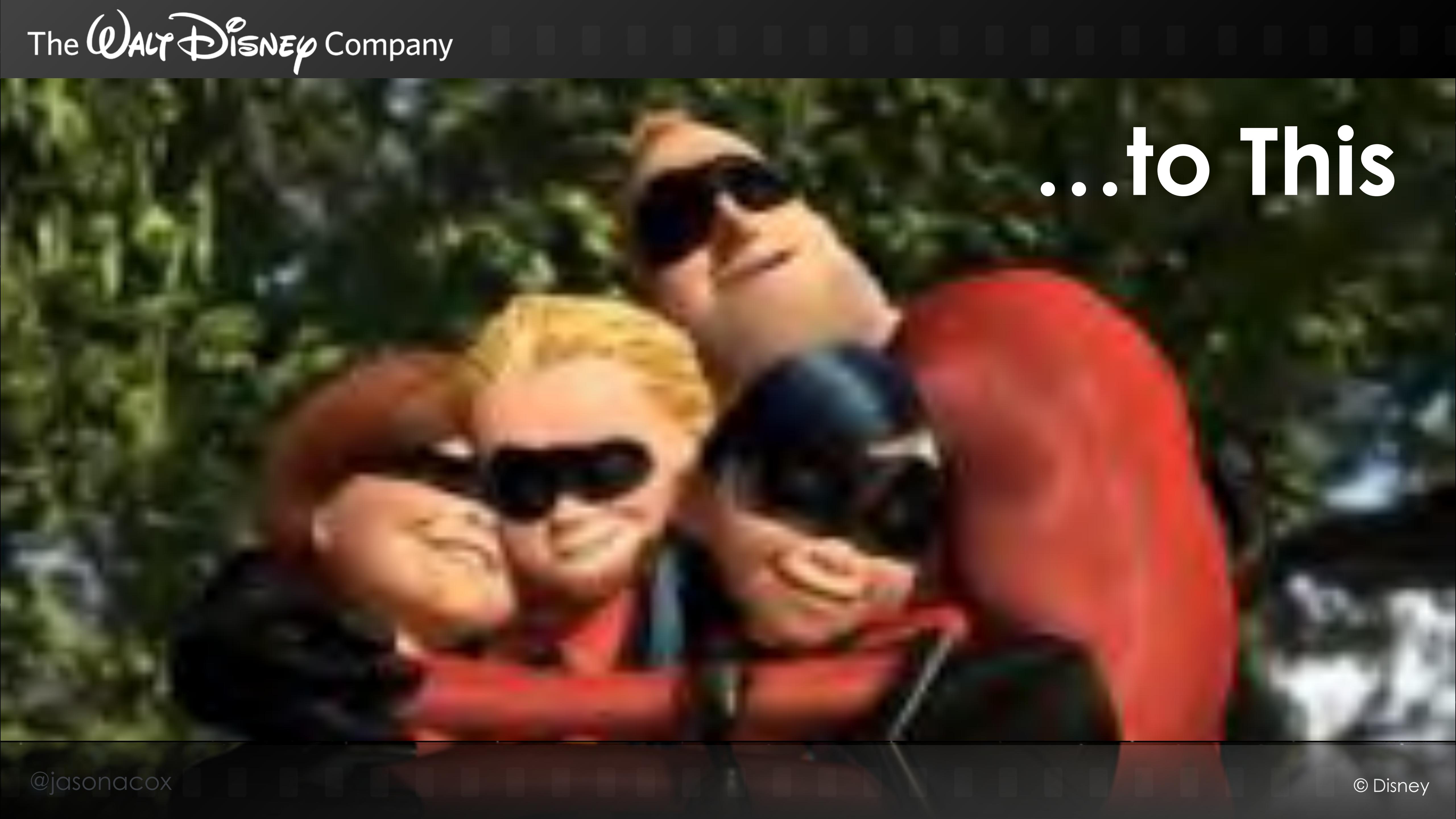
Know the business. Know the mission. Know the team.

Learning #2 - Have Empathy

“Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position.” - Wikipedia



From this...



...to This



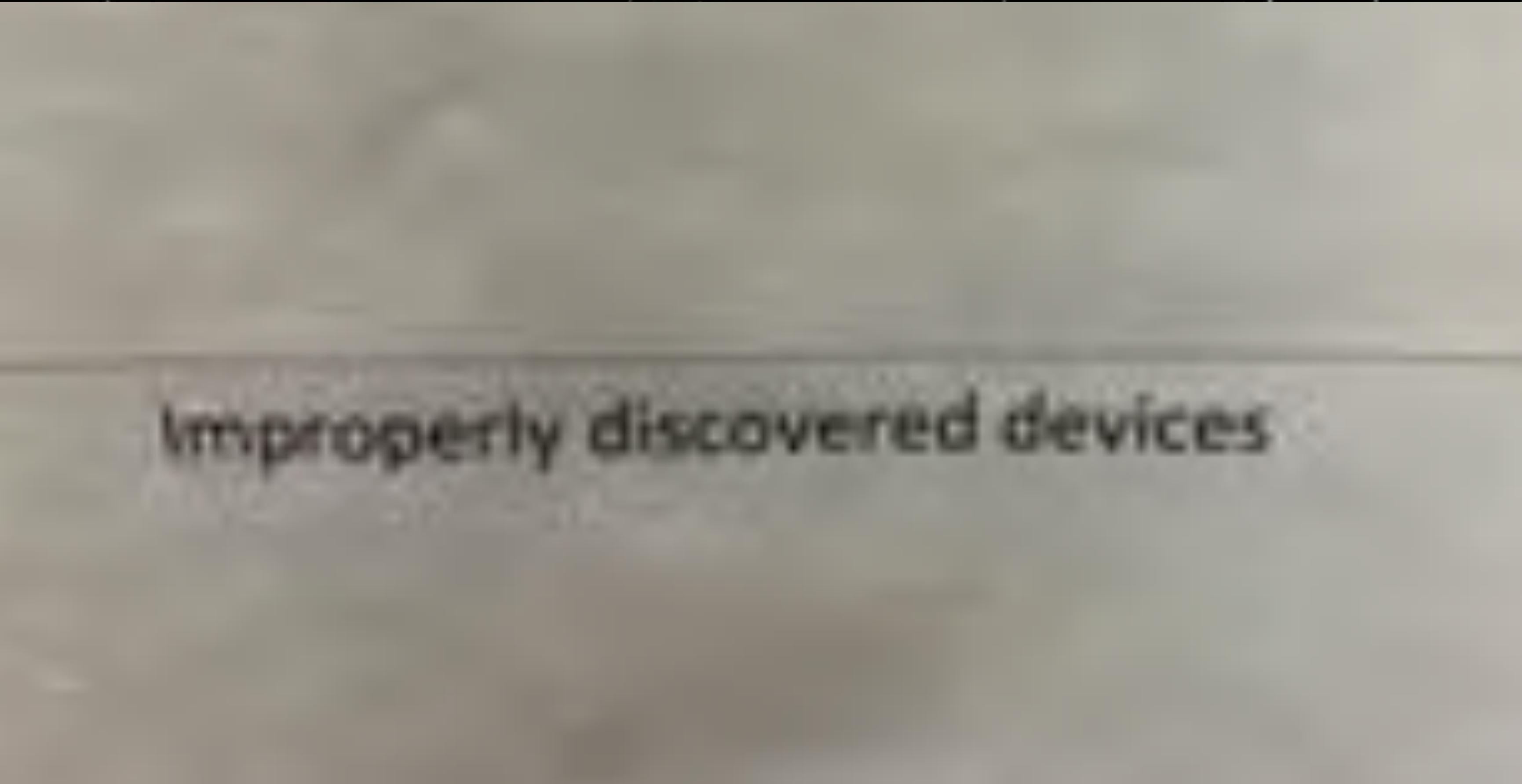
...not This?

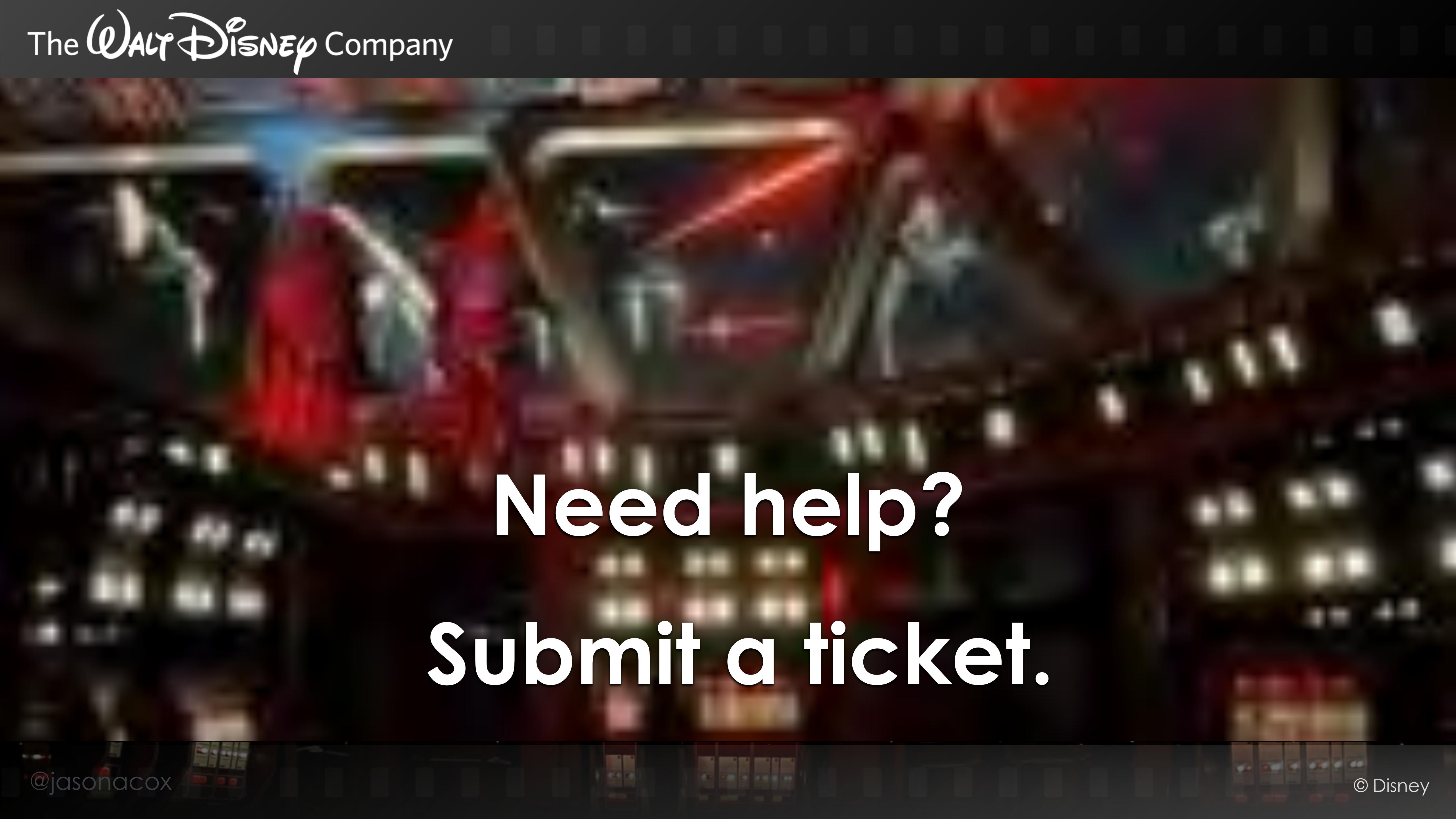
Looking
for this...





...but getting
this?



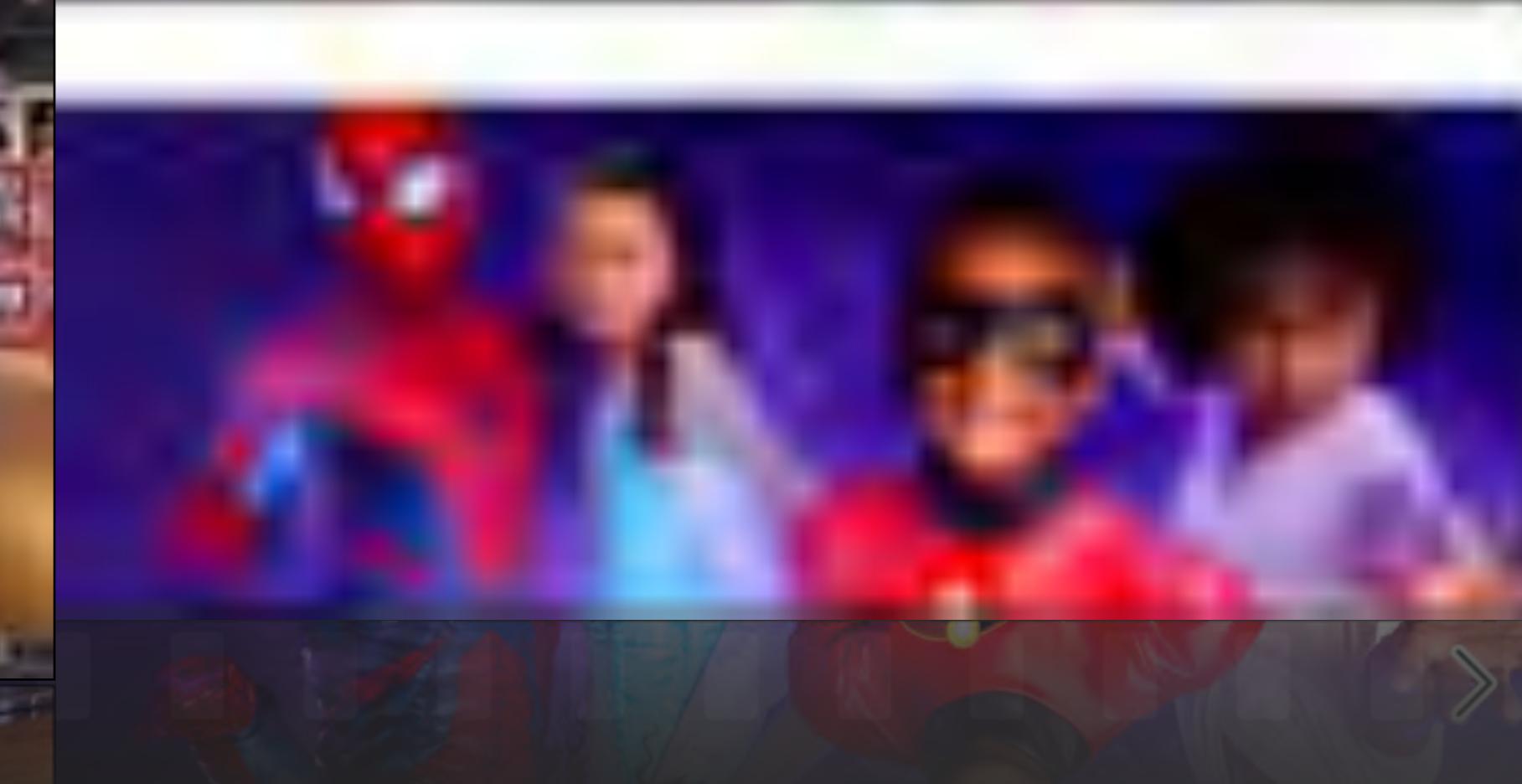


Need help?
Submit a ticket.

Proximity Powered Empathy Engineering

Don't wait for them to come to you... go to them.





Have Empathy

Shared mission. Shared struggles. Shared wins.

Learning #3 - Actually Help

“Do something to help them. If you do, people will come to expect that you can help them and will look forward to seeing you again” - Taiichi Ohno

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Disney Global SRE

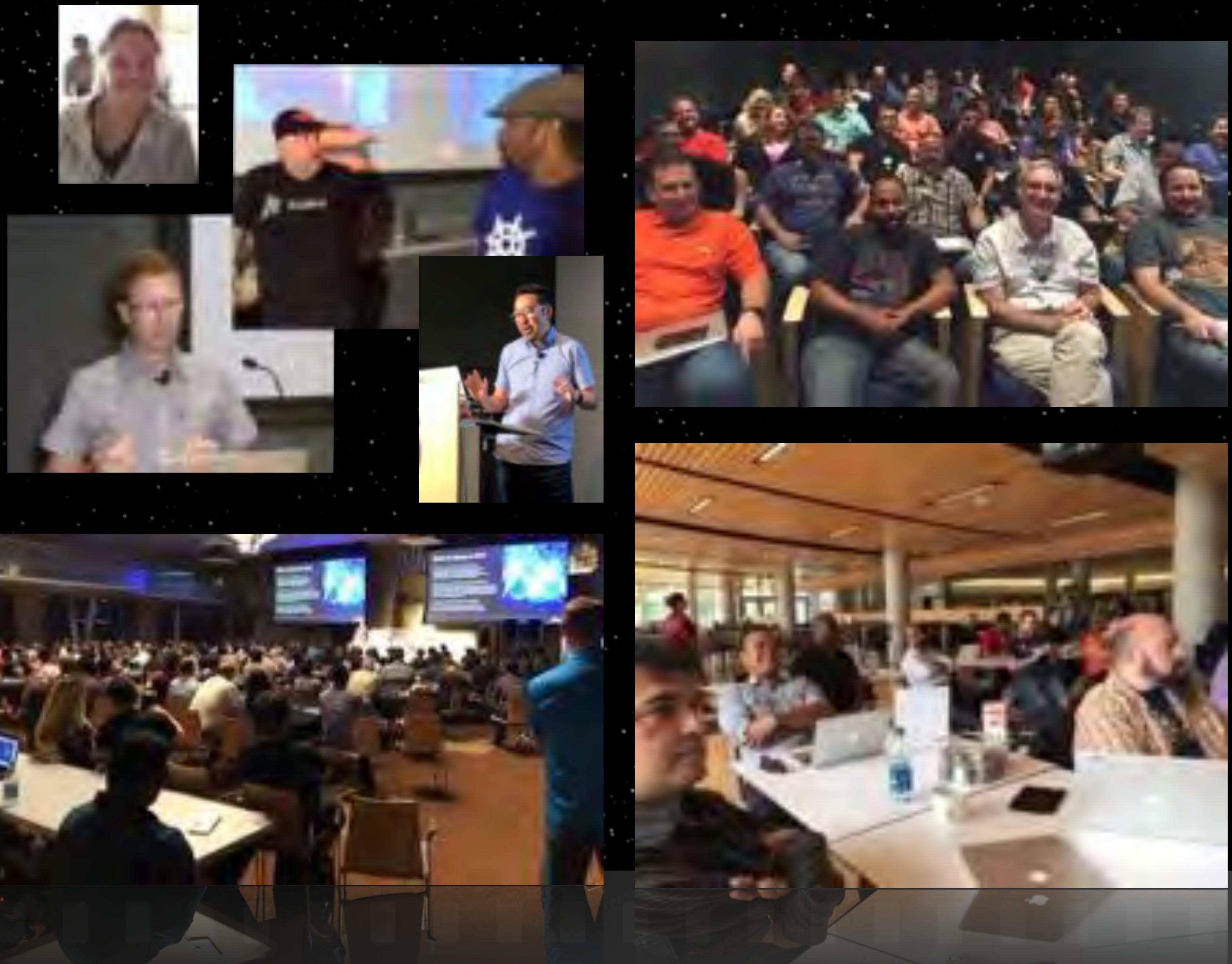
Business Need	Global SRE Help
Stay Current on Modern Technology and Ways of Working	Community Partner - Share Tools and Knowledge
Need extra help for an event, transformation or building a new product.	Flexible Support Assignment
Continually improve development flow, reliability, automation and operations.	Dedicated Embedded Team

Be a Community Partner

Not a Command Tower

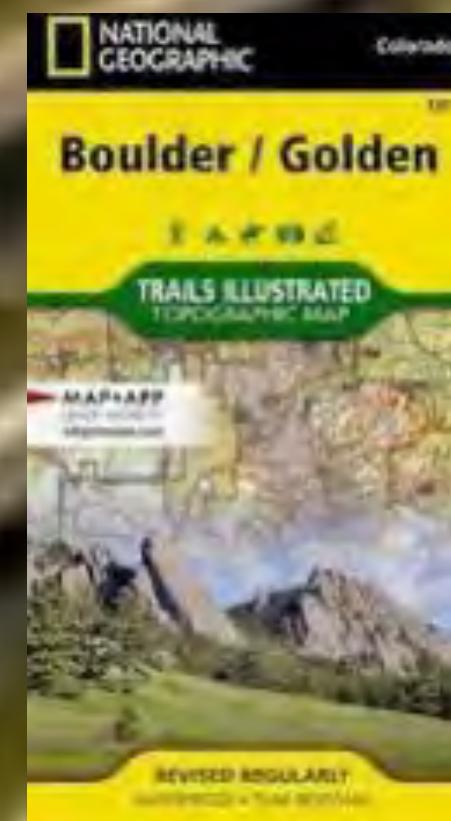
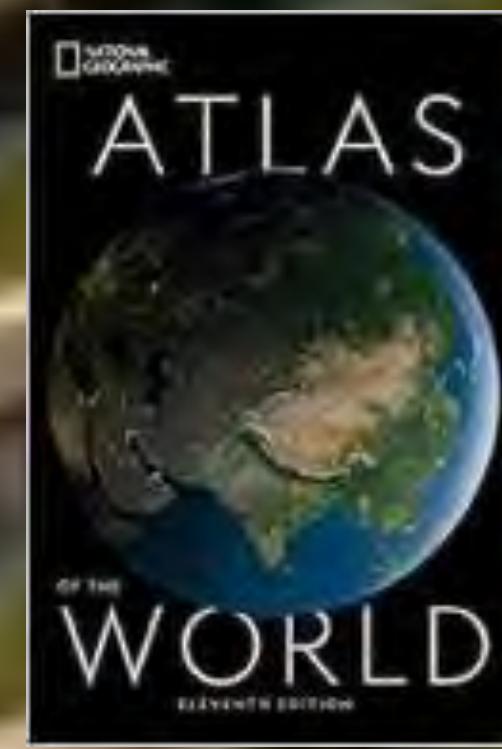


Jedi Engineering Training Academy





On Location Support





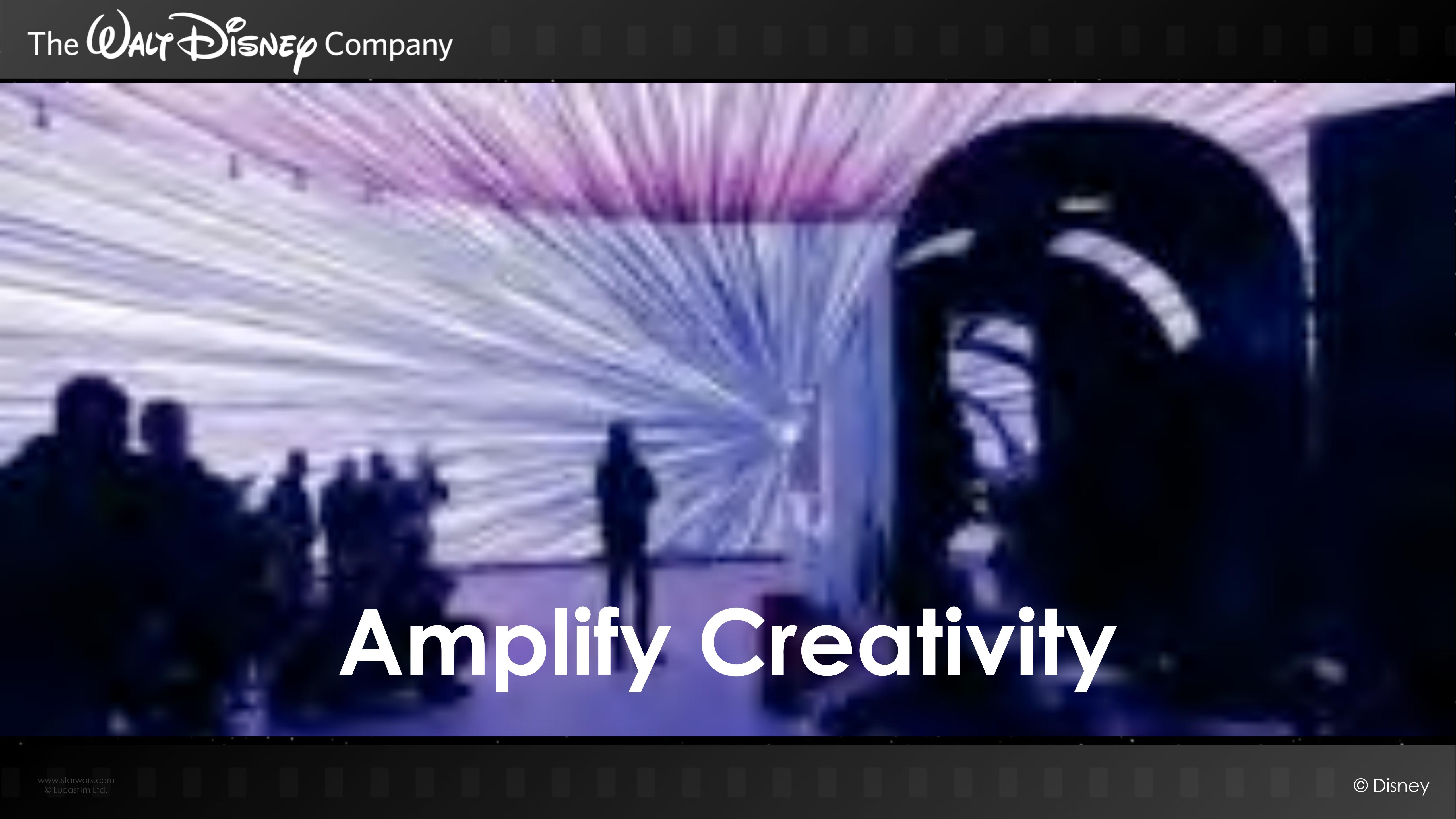
Hand Back Time to the Artists

The Walt Disney Company



The Walt Disney Company





A blurred background image of a Star Wars scene featuring Luke Skywalker and Darth Vader.

Amplify Creativity

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@jasonacox





Star Wars: Galaxy's Edge



WALT DISNEY
Imagineering

“We’re always exploring and experimenting.” - Walt Disney

The Walt Disney Company



STAR WARS

G A L A X Y ' S E D G E

TM & © Lucasfilm Ltd.



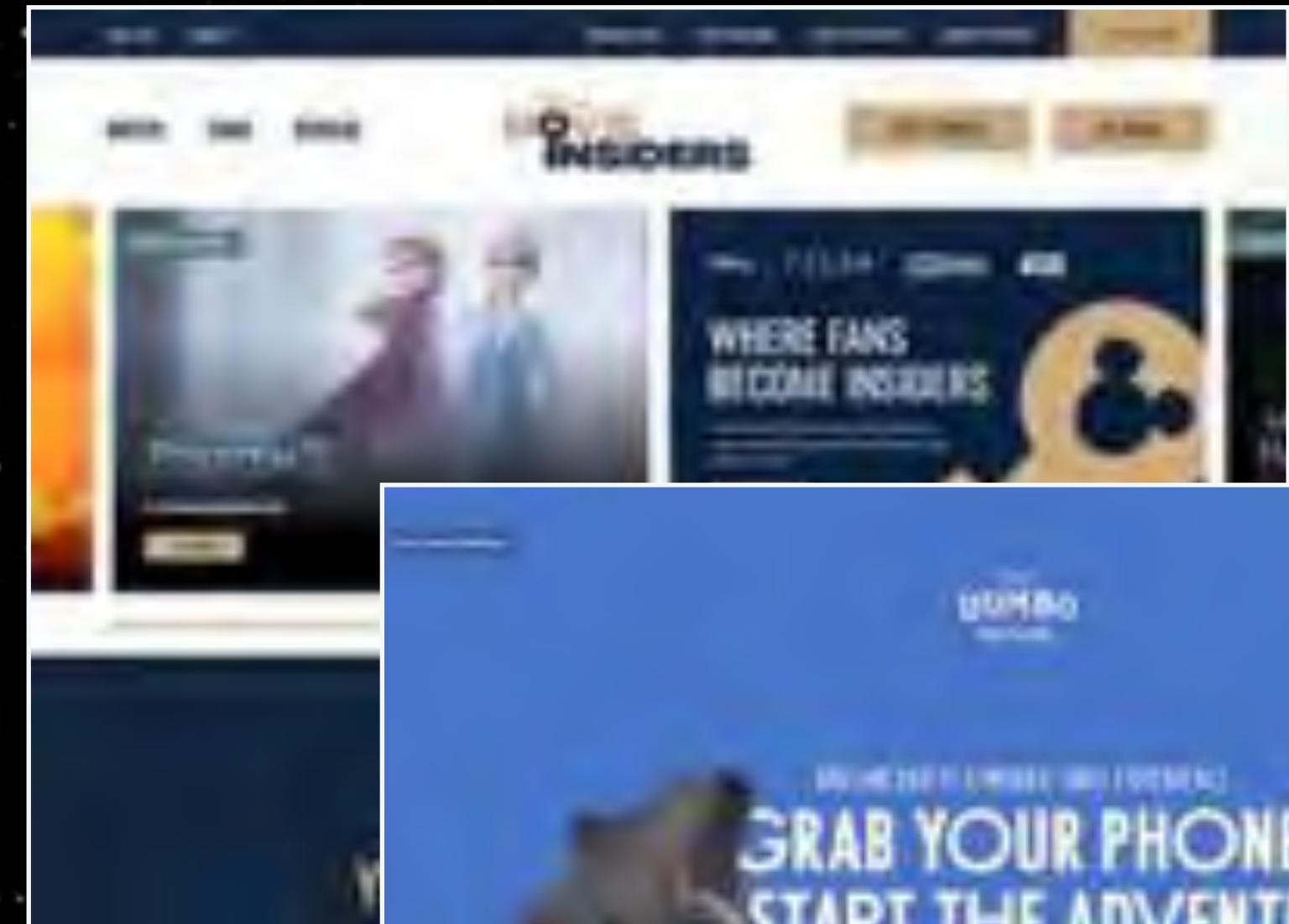
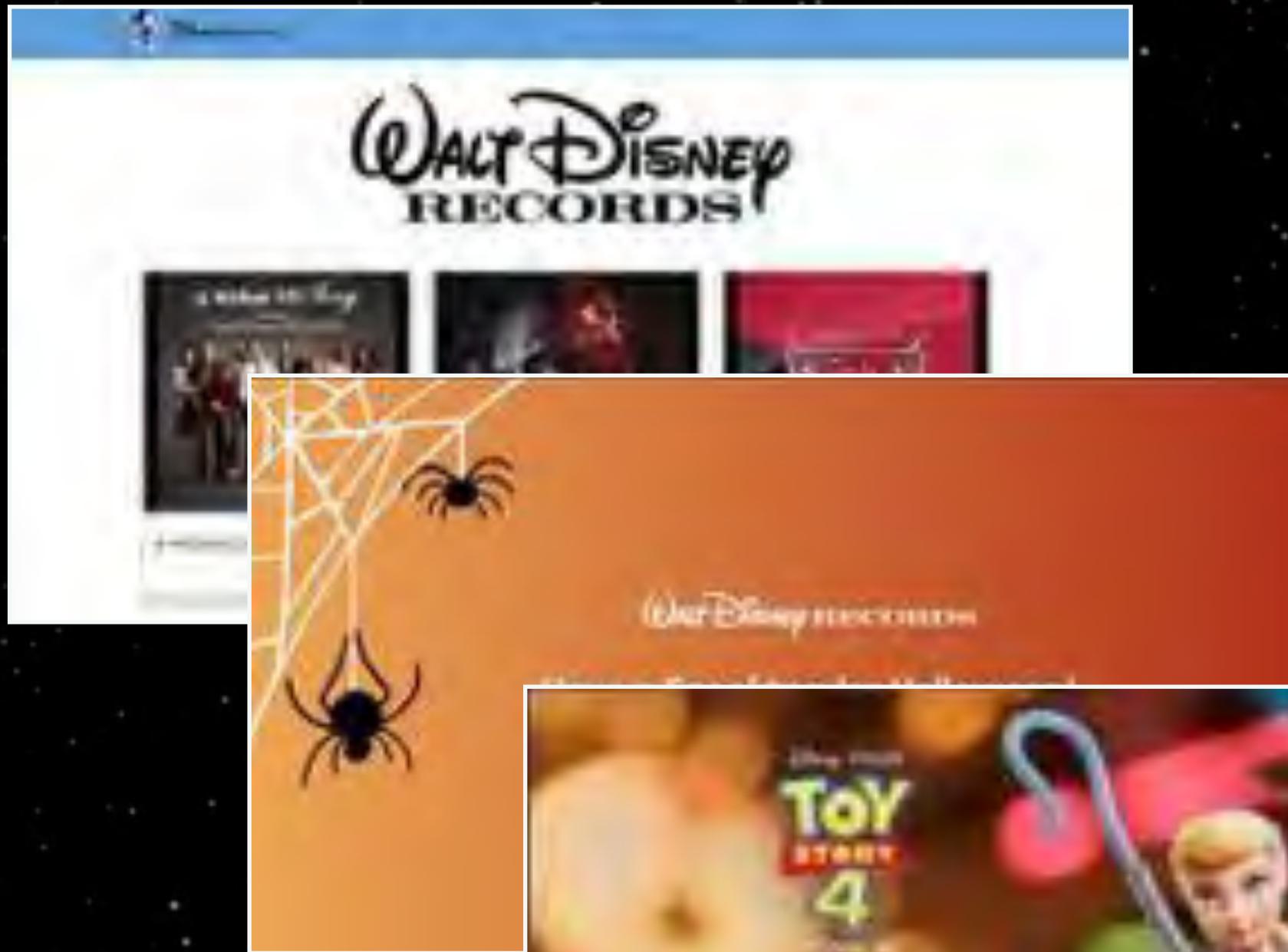
WEB SLINGERS: A Spider-Man Adventure

The Walt Disney Company



STAR WARS
GALACTIC
STARCRAUISER

TM & © Lucasfilm Ltd.



Actually Help

Build community. Build trust. Build magic together.

Learnings

- 1 - Listen
- 2 - Have Empathy
- 3 - Actually Help

Disney Global SRE

Helping our businesses create and ship content, products and experiences...



Better



Faster



Safer



Happier

What's Next?

Help I'm Looking For

- 1 - Other Success Stories
- 2 - What am I missing?
- 3 - Other SRE Models

Creating Magic

*“There’s really no secret about our approach. We keep moving forward—
opening up new doors and doing new things—because we’re curious.
And curiosity keeps leading us down new paths.”*

Walt Disney

Thank you!



Jason Cox | @jasonacox

