



Disney Global SRE Creating Digital Magic

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Studios, General Entertainment & Sports



PIXAR
ANIMATION STUDIOS

MARVEL STUDIOS

LUCASFILM
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NATIONAL
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FX



Media and Entertainment
Distribution

Disney streaming services



ESPN+

hotstar

Movies
Anywhere™

hulu

Parks, Experiences
& Product

WALT DISNEY World®

Disneyland Park

DISNEYLAND PARIS

Disney CRUISE LINE

Walt Disney
IMAGINEERING



Consumer Products

Disney
STORE

Disney Enterprise Technology

The WALT DISNEY Company



We're here to help...



Making IT Magical

Introduction to Disney SRE

Jason Cox

Director, SRE
@jasonacox

Challenges

- Scale - Digital Expansion of Businesses
- Speed - Inhibited by manual processes & red tape
- Stability - Low reliability, resiliency, security & quality
- Stagnation - No time to improve daily work
- Stress - Burnout and cognitive overload

The Evolution of Operations



1995
↔
2007

A vertical double-headed arrow between the years 1995 and 2007.

- Silo Teams
- Waterfall
- Transactional
- Manual

The Evolution of Operations

Systems
Operators

1995
↔
2007

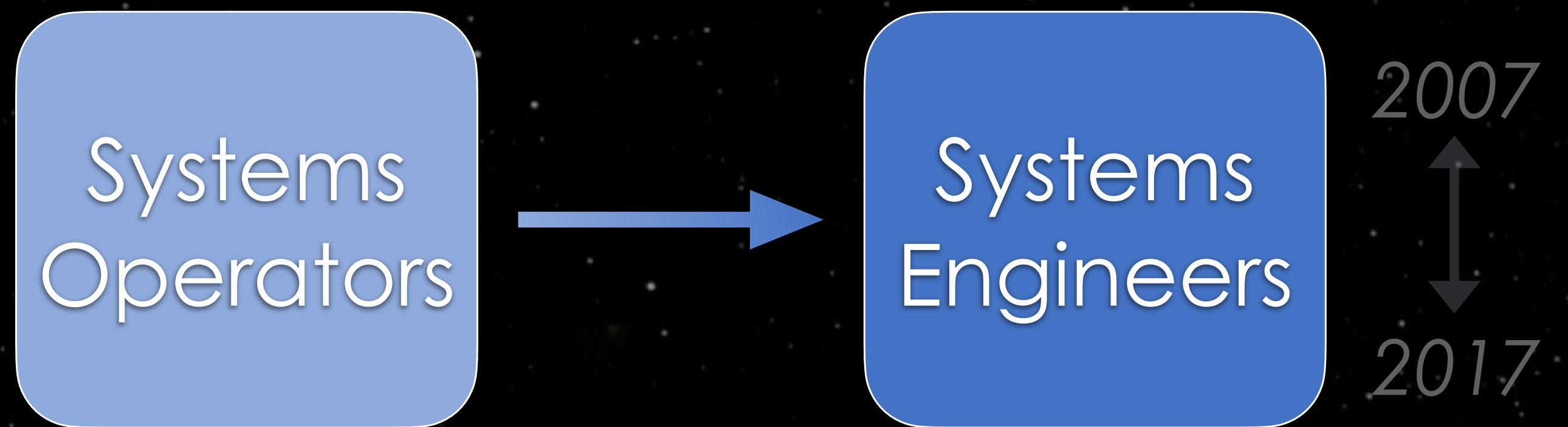
- Silo Teams
- Waterfall
- Transactional
- Manual



A dynamic scene from a Star Wars film. In the foreground, a white and blue X-wing fighter is shown from a low angle, flying towards the viewer. Behind it, a massive, multi-colored explosion dominates the upper right, with orange, yellow, and red fireball at its center. The background is filled with dark, swirling nebulae and distant stars.

Operational Heroics...

The Evolution of Operations



- *Silo Teams*
 - *Waterfall*
 - *Transactional*
 - *Manual*
- *Embedded*
 - *Agile*
 - *Integrated*
 - *Automation*

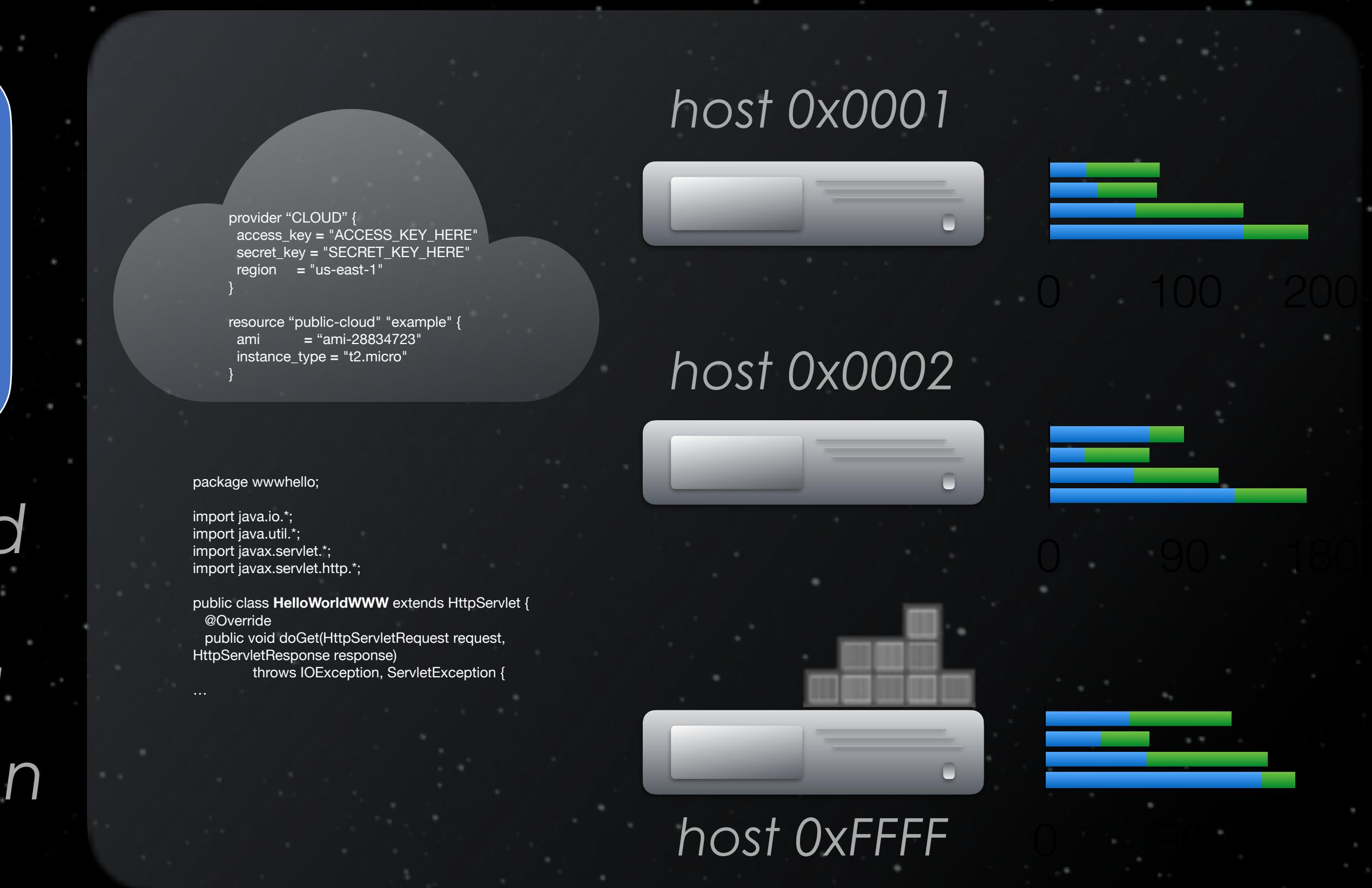
The Evolution of Operations

Systems
Operators

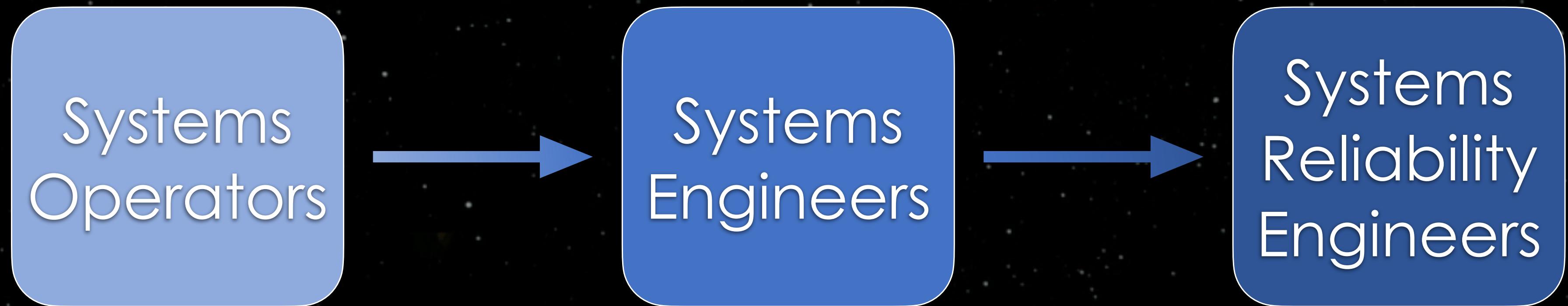


Systems
Engineers

- *Silo Teams*
- *Waterfall*
- *Transactional*
- *Manual*
- *Embedded*
- *Agile*
- *Integrated*
- *Automation*



The Evolution of Operations

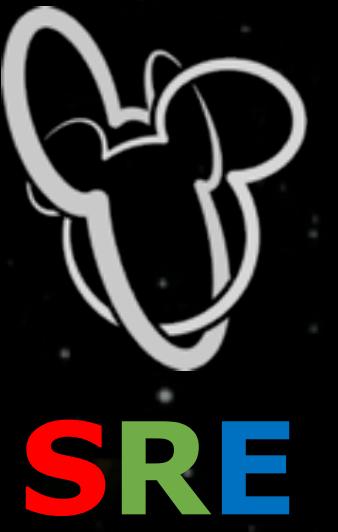


- *Silo Teams*
- *Waterfall*
- *Transactional*
- *Manual*
- *Embedded*
- *Agile*
- *Integrated*
- *Automation*
- *SRE & Tech Evangelism*
- *“T Shape” Teams*
- *Self-Service Platforms*
- *Software Oriented*



The Evolution of Operations

Systems
Reliability
Engineers



- SRE & Tech Evangelism
- “T Shape” Teams
- Self-Service Platforms
- Software Oriented

Traditional
Technology
& Teams

New
Technology
& Teams



The Walt Disney Company
and Affiliated Companies



The Walt Disney Company
and Affiliated Companies

Traditional Technology Teams

Platform & SRE Tech Evangelists

- Elevate SRE Practice
- Help Solve complex problems
- Onboard New Tech
- Platforms

SRE Platforms (Teams, Tools & Practices)



WALT Disney Imagineering
SRE Business Embedded Team



Movies Anywhere™
SRE Business Embedded Team



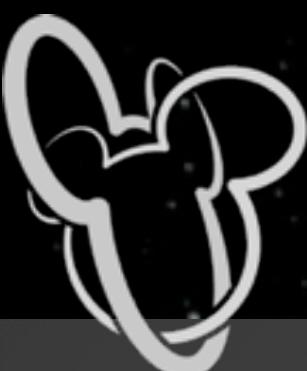
SRE Business Embedded Teams
WALT Disney ANIMATION STUDIOS

Reliability Engineering

SREs embedded or deployed
for business unit projects and
products.

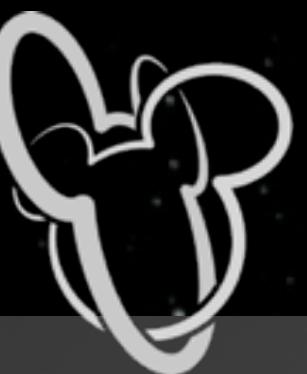
What is Disney Global SRE?

- SRE is what happens when a software engineer is tasked with what used to be called operations.
- SRE incorporates aspects of **software engineering** and applies that to **operations** with a *shift-left* goal of creating **automated**, **ultra-scalable** and **highly reliable** software systems.
- An SRE will ideally spend less than 50% of their time doing "ops" related work such as issues resolution, on-call, and manual intervention.
- An SRE should spend a majority of their time on **development tasks** such as new **features**, improve systems **stability**, **resiliency**, **scaling** and **automation**.
- An SRE has operational and system knowledge and likes to whittle down complex tasks, improving **quality** through a **data driven** approach: **instrumentation**, **operational metrics**, **automation** and performance **testing**.
- An SRE often plays the role of **technology “Sherpa”**, looking at the whole system, navigating complex relationships and dependencies for optimization, reliability and efficiency. In this role the SRE helps business and engineering teams arrive at **systemic** solutions and improvements.



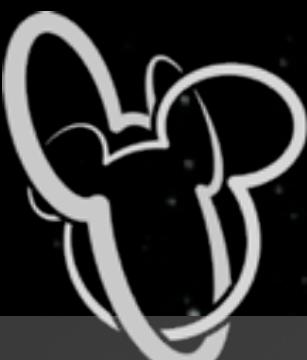
As a Disney Global **SRE**...

- I apply software engineering principles to infrastructure & operations.
- I work with creative, business, product, and engineering teams to navigate and architect systems for reliability, scalability, security, automation, and performance.
- I optimize systems for performance, efficiency & resiliency.
- I eliminate toil through automation, shared platforms, and observability.
- I spend less than 50% of my time doing “ops” related work and focus to reduce toil.
- I use a shift-left systems thinking approach to construct and troubleshoot end-to-end solutions, using automation, infrastructure as code and observability.
- I am responsible for the health of the systems I support and I do this with a data driven approach to instrumentation, metrics collection, and feedback loops.
- I continuously optimize the system for security, resiliency, and automated self-healing.



Disney Global SRE - Engage

Business Need	Global SRE Support
Already have full SRE support - no additional SRE Support needed.	Community Partner - Sharing Tools and Knowledge
Have limited vendor/internal support and want some SRE Support for their event, product or migration effort.	Flexible Support Assignment
Have limited or no SRE Support and want full SRE Support for their events, ongoing product development and operations.	Dedicated Embedded Team



Goal

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



Better



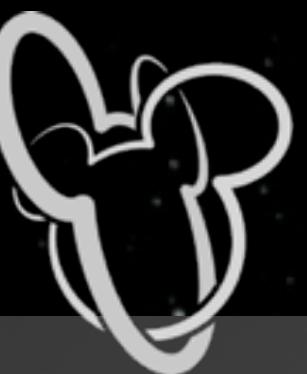
Faster



Safer

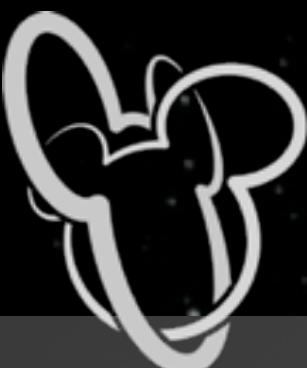


Happier



Technology Evangelist Role

- **Technology** - This Role is responsible to explore, assess, test, architect, deploy and evangelize technology that will help our businesses ship software, content, experiences and products, better, faster, safe and happier.
- **Practice** - Help document, teach, elevate and install standards and good SRE practices.
- **Community** - Create networking opportunities, community, excitement and energy around the latest technology, reliability engineering practices, toil reduction, automation, and SLI/SLO.
- Critical Initiatives** - Provide technical leadership and expert level SRE architecture and engineering support for critical products and initiatives
- **Industry Engagement** - Help build Disney Technology & SRE brand inside and outside Disney through conferences, talks, open source, community partnerships, vendor relations and blogs/newsletters.
- **Mentoring** - Teach and provide career development for SRE team members across the company including the development of Staff and Sr Staff level engineers.
- **Developer Advocacy** - Help teams shift left in implementing SRE practices upstream and early on in the software development pipeline, focused on fast feedback loops and automation.



Brian Scott

Sr Staff Tech Evangelist, SRE
@brainscott



Jedi Engineering Training Academy



Technology Evangelism

- Communities of Practice
- Slack Groups - Grid
- Awesome Lists
- Newsletters

Communities of Practice

- Infrastructure CoP - Industry Trends, Best Practices, Guidance, BU Spotlight & More
- SDCoP - Secure Development
- SRE Tech Emerge Forum
- Disney TechBytes



Awesome Lists

SRE Platforms & Engagements

Example

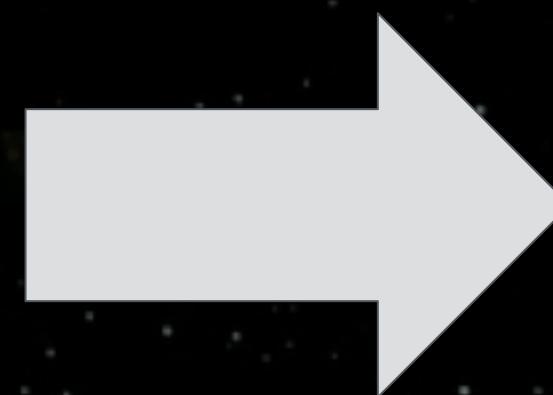
cloud.disney.com



Need a Cloud Account?

Create ticket...
wait weeks!
Escalate, wait hours,
escalate again.

Weeks



Need a Cloud Account?

Self Service portal...

Less than 5 minutes

Minutes

DR^oID



Disney Repository of Operational Intelligence Data

Star Wars: Galaxy's Edge



WALT DISNEY
Imagineering

"We're always exploring and experimenting." - Walt Disney

The Walt Disney Company

STAR WARS GALAXY'S EDGE

TM & © Lucasfilm Ltd.



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ARTIST CONCEPT ONLY

© Disney

The Walt Disney Company



STAR WARS

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

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WEB SLINGERS: A Spider-Man Adventure

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WEB SLINGERS: A Spider-Man Adventure

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STAR WARS
GALACTIC
STARCRAUISER

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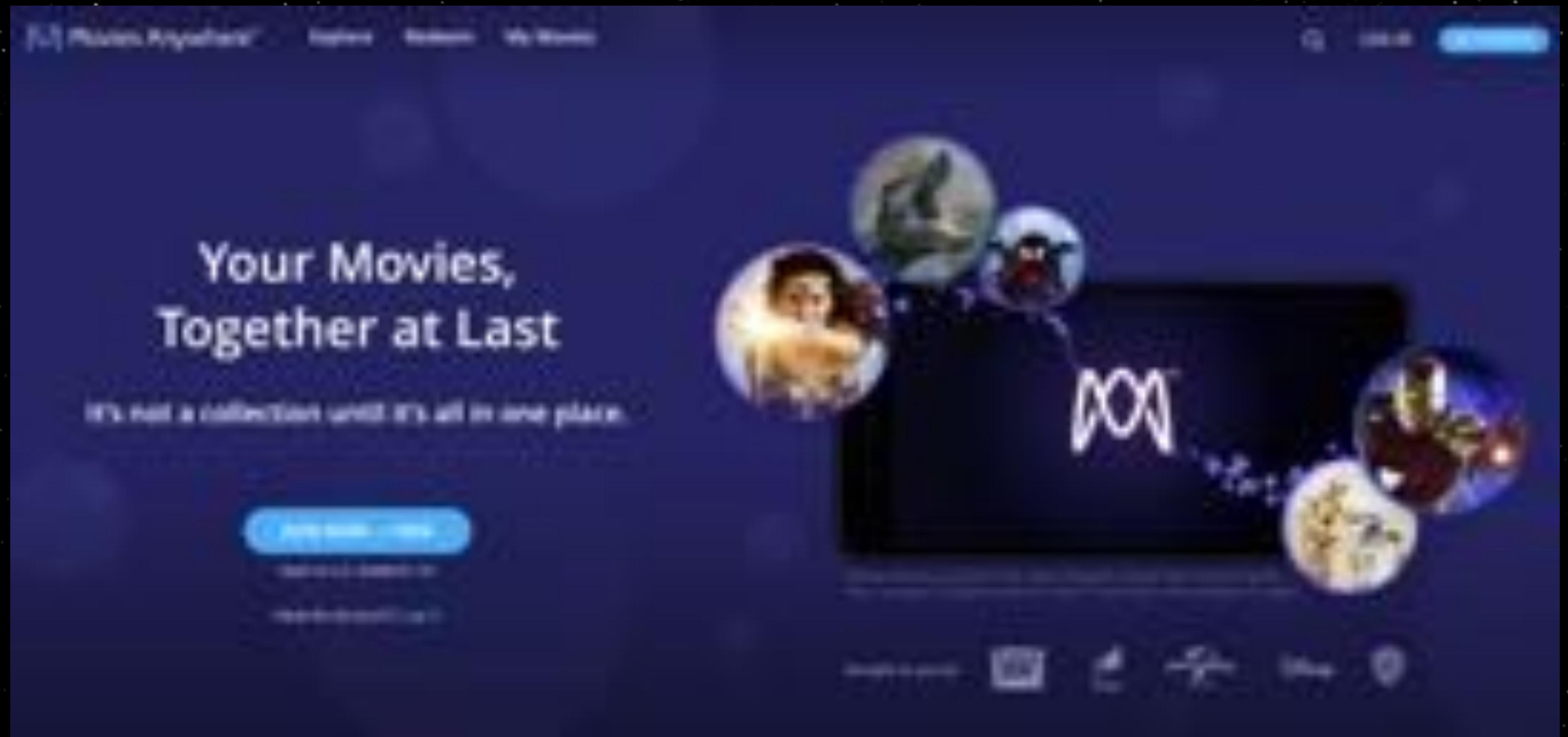


At Disney, Inclusion is for everyone.

Disney is launching a new way of working with improved remote and hybrid work as well as introducing the importance of diversity, representation & equality for our employees. This will lead you to greater opportunities and a fulfilling career at Disney.

reimagine.tomorrow.disney.com



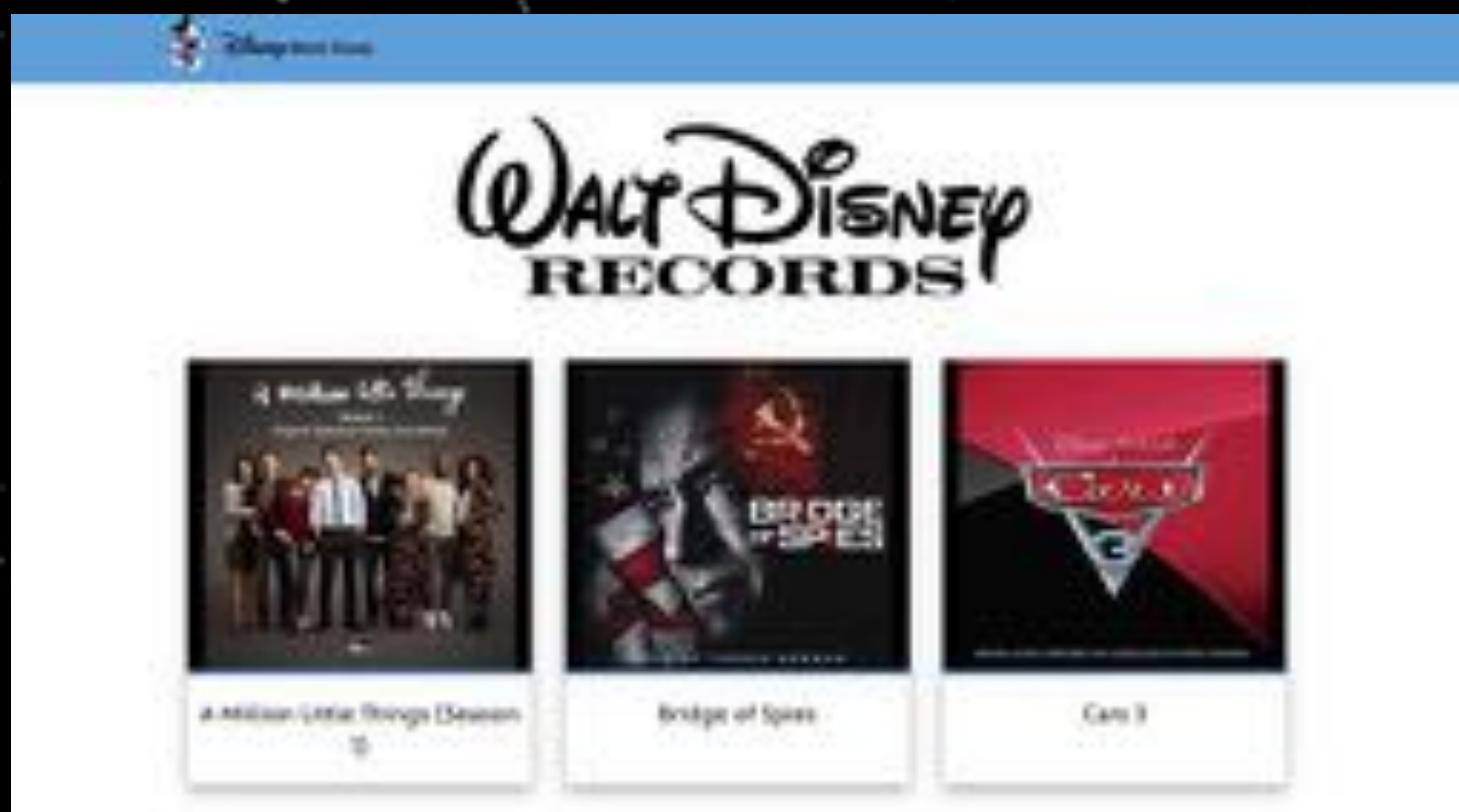


Making reliability a delight for our users...

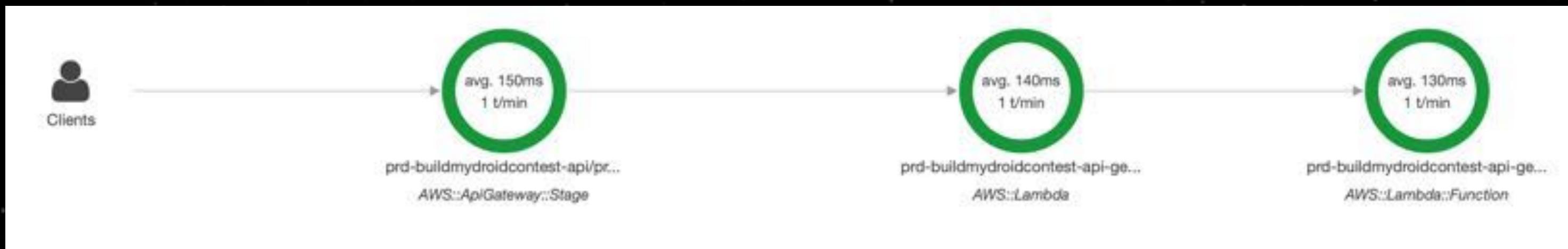
- **Security:** Security as a first class citizen
- **Service Levels:** SLIs and SLOs
- **Availability:** Defining availability
- **Failure:** Plan for failure
- **Toil:** Spending the right amount of time reducing toil
- **Monitoring:** User centric

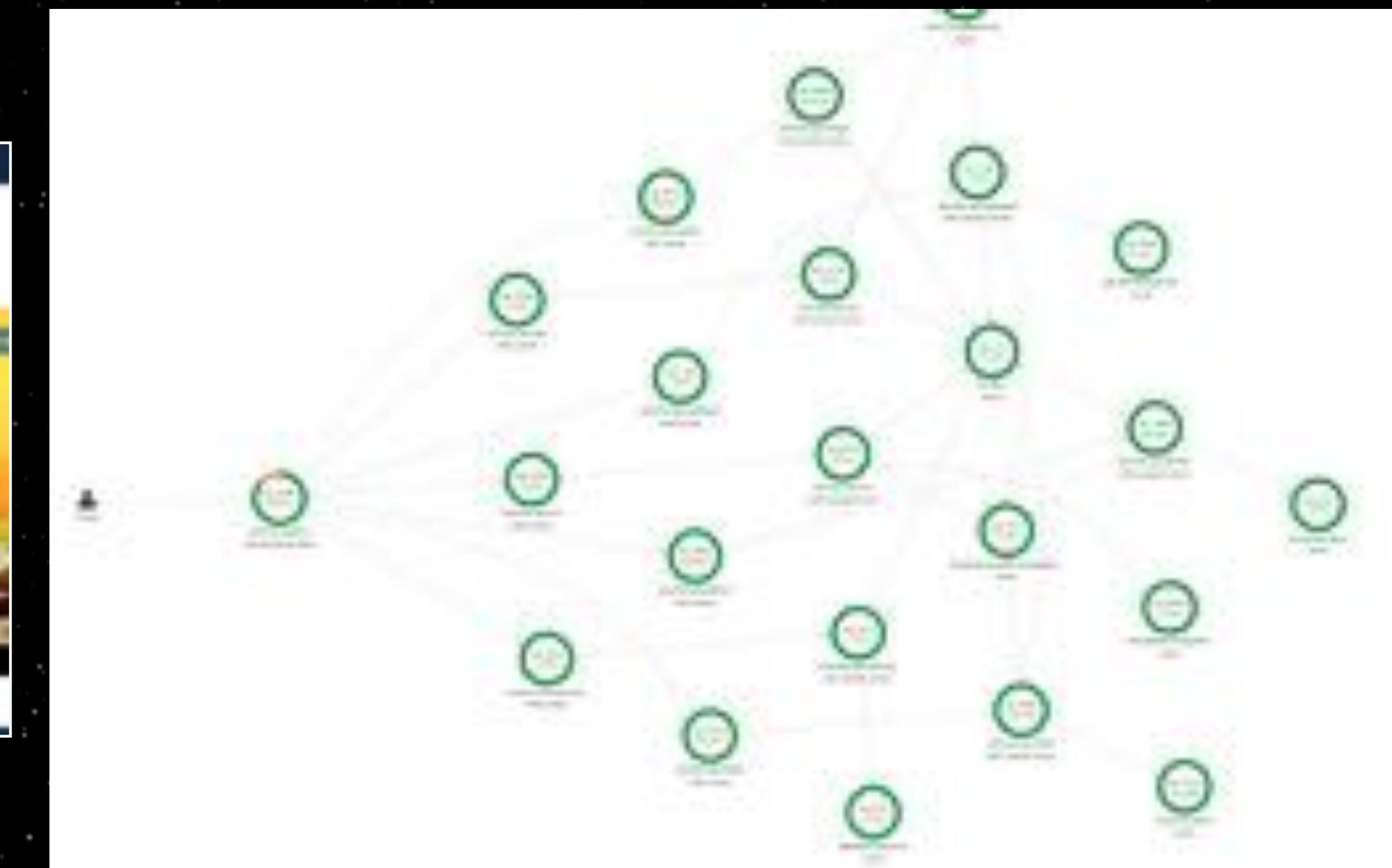


Serverless magic...



A screenshot of the Disney Movie Insiders website. The top navigation bar includes "WATCH", "SAVN", "REVIEW", "MOVIE INSIDERS", "GET TICKETS", and "AT HOME". The main section features a banner for "FROZEN II" with the text "WHERE FANS BECOME INSIDERS" and a large key icon. Below the banner, there is a call-to-action: "CELEBRATE THE MOVIES YOU LOVE AND GET REWARDED". The bottom section features a "DUMBO" movie poster with the text "DREAMLAND IS A MOBILE-ONLY EXPERIENCE" and "GRAB YOUR PHONE START THE ADVENTURE".





AXIOM

Provide Solutions

- Secrets management
- Crash reporting
- Monitoring/metrics
- Code repositories
- CI/CD
- Containerized deployments
- Remote access via session manager

Make it easy to do the right thing

WOWZA DON'T COUNT A LITTLE

OUTSTANDING SPONGE
WITH EFFECTS



TM & © Lucasfilm Ltd.

Results?

We helping our businesses ship value,
content, products and experiences...
better, faster, safer and happier!

Summary

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



Better



Faster



Safer



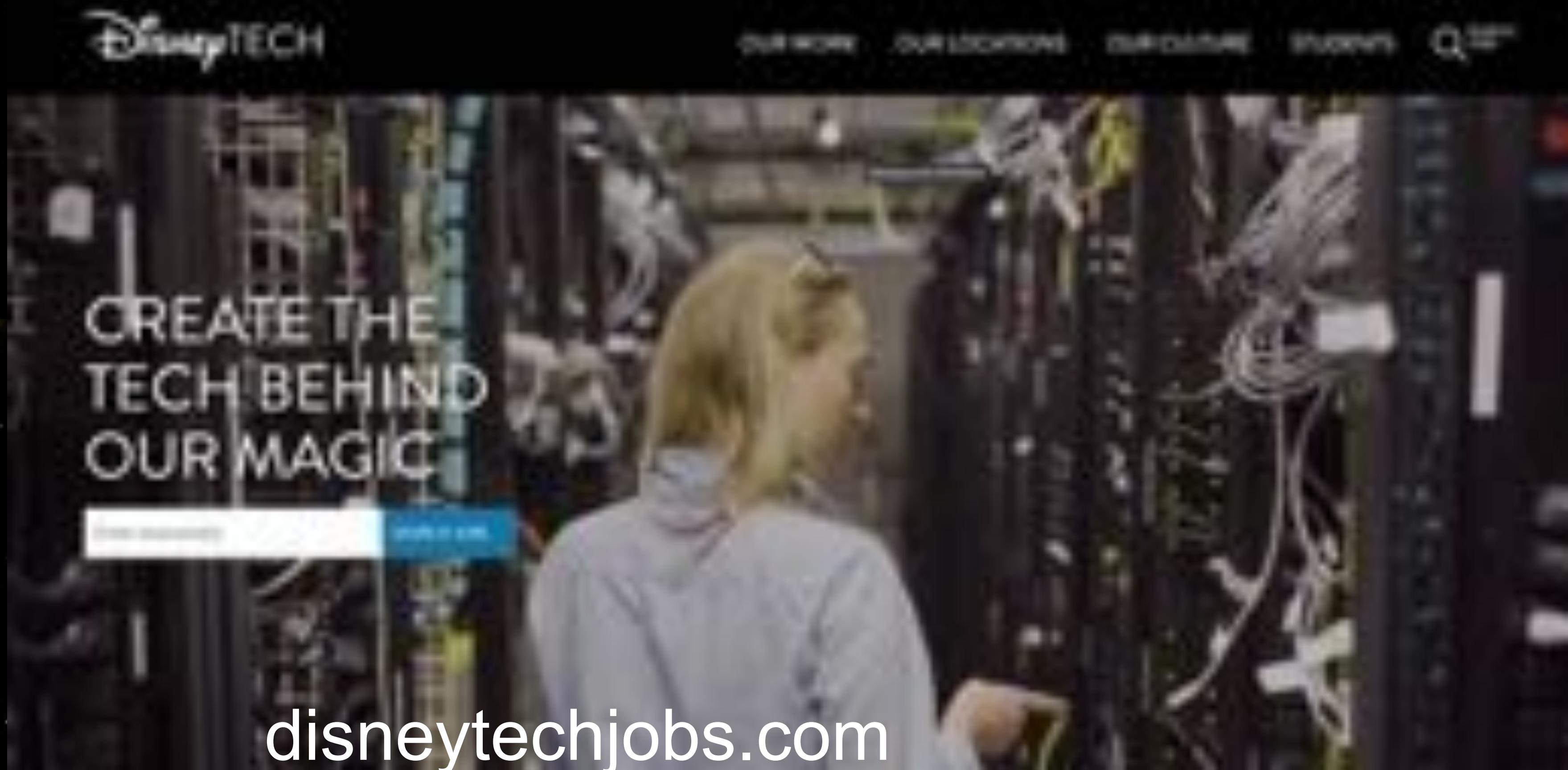
Happier

Come Join the Magic!



disneytechjobs.com

Come Join the Magic!



A screenshot of the DisneyTech website. The header features the Disney logo and the word "TECH". Below the header, there's a navigation bar with links for "OUR WORK", "OUR LOCATIONS", "OUR CAREERS", "ABOUT US", and a search bar. The main content area has a dark background with a woman in profile looking at a screen displaying the text "CREATE THE TECH BEHIND OUR MAGIC!". A blue button below the text says "APPLY NOW". At the bottom of the page, the website address "disneytechjobs.com" is displayed.

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!



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Jason Cox | [@jasonacox](#)

Brian Scott | [@brainscott](#)



Alexi



Jason



Brian

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