

Mapping the Value Flywheel Effect.

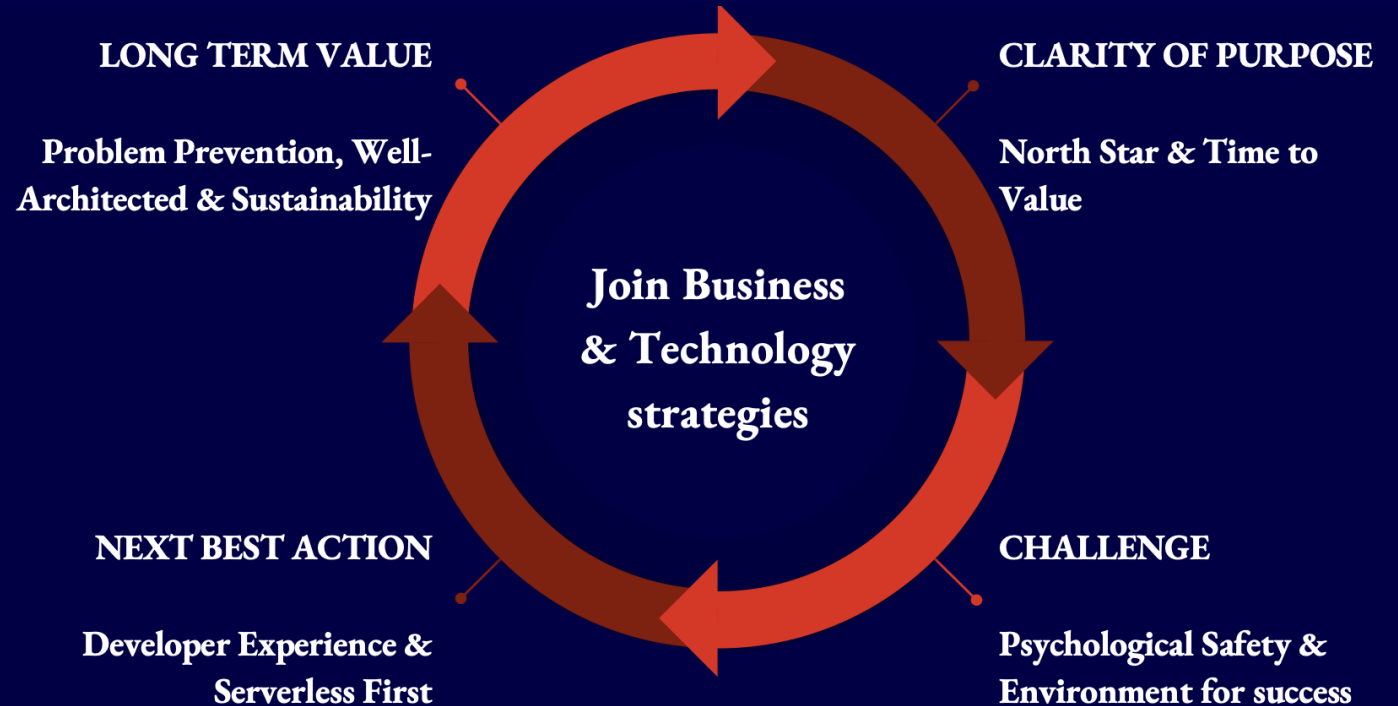
POWER THE FUTURE
AND ACCELERATE YOUR
ORGANIZATION TO THE
MODERN CLOUD

the Value Flywheel Effect

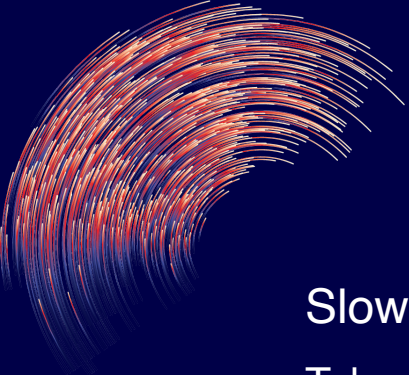
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with Mark McCann & Michael O'Reilly

Forewords by Adrian Cockcroft and Simon Wardley



<https://github.com/ServerlessEdge/WardleyMaps>



Struggles

Slow

Takes months to release software.

Predictability

Hard to predict if we will hit a date.

Cost

Costs are increasing month on month.

Scalability

Taking more traffic takes lots of effort.

Engineer Confidence

Poor Developer Experience causes frustrations.

Modern Applications

Speed to market

Increase speed to market from three months to 24 hours.

Build better applications by default

Reimagine how you scale.

Lower your total cost of ownership

Reduce dev costs and lower your TCO.

Improve scalability

Lean on the Cloud Vendors for scale.

Run applications anywhere

Reduces deployment time by 90%.