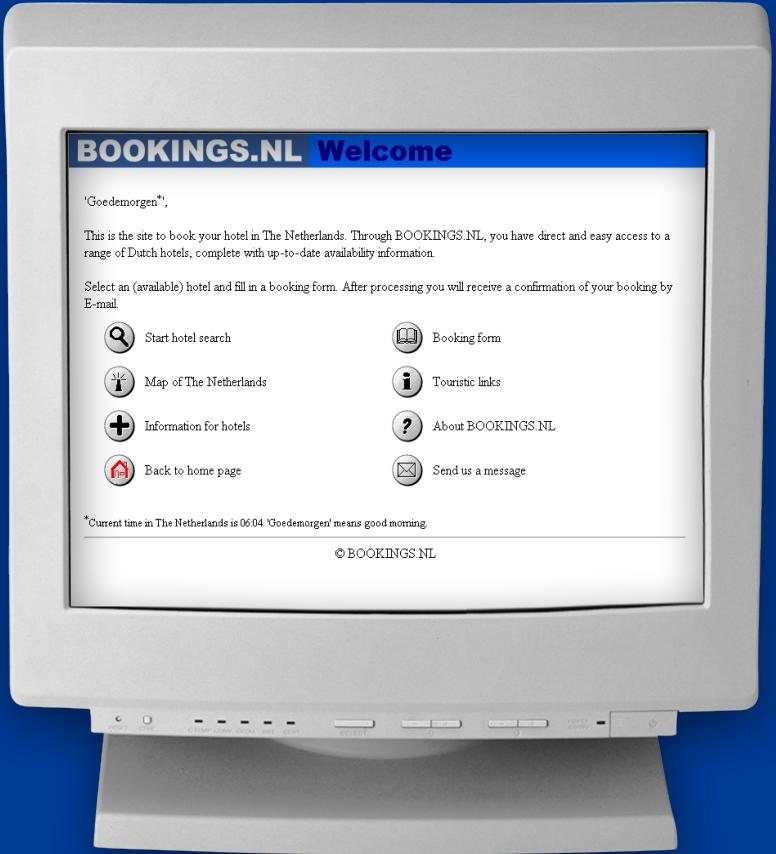




# 7 Pillars to Invest in DX

Leo Kraan



**1996** Bookings.nl founded in Amsterdam

**2006** Acquired by BKNG (then Priceline Group) and became Booking.com

**2010** RentalCars.com acquired and transport offering accelerates

**2019** Celebrated 3+ billion guest arrivals, with 750 million in alternative accommodation

**Today** Also offering flights, taxis, attractions, car rentals.



# Booking.com dev environment



1996 - 2016  
1 travel vertical

Bare metal

Perl, monolith

Testing in prod

~500 developers



2017 - 2021  
New travel verticals

Adoption of K8s

Added Java & Node

Services, more decoupled

First DX investments



2022 >  
Connected Trip strategy

Adoption of AWS

New code workflow

DX growth

2500+ developers

Developer Experience provides a **fast**, **safe** and **easy to use** path from code to production.

We **remove friction** from the development workflow so that all our developers can fully focus on building great travel experiences.



# Why DX @ Booking.com



Faster time to market  
Modernize our platform  
Support the delivery of the Connected Trip



Make Booking.com a great place to work  
Devs enjoy how they work  
Attract & retain talent



Increase quality  
Reliable and safe product  
Catch issues early



# DX pillars

To aid your DX design, decision making and communication

# Foundation



**Customer focus culture**



B.

# Foundation



Customer focus culture



**Shared developer workflow**

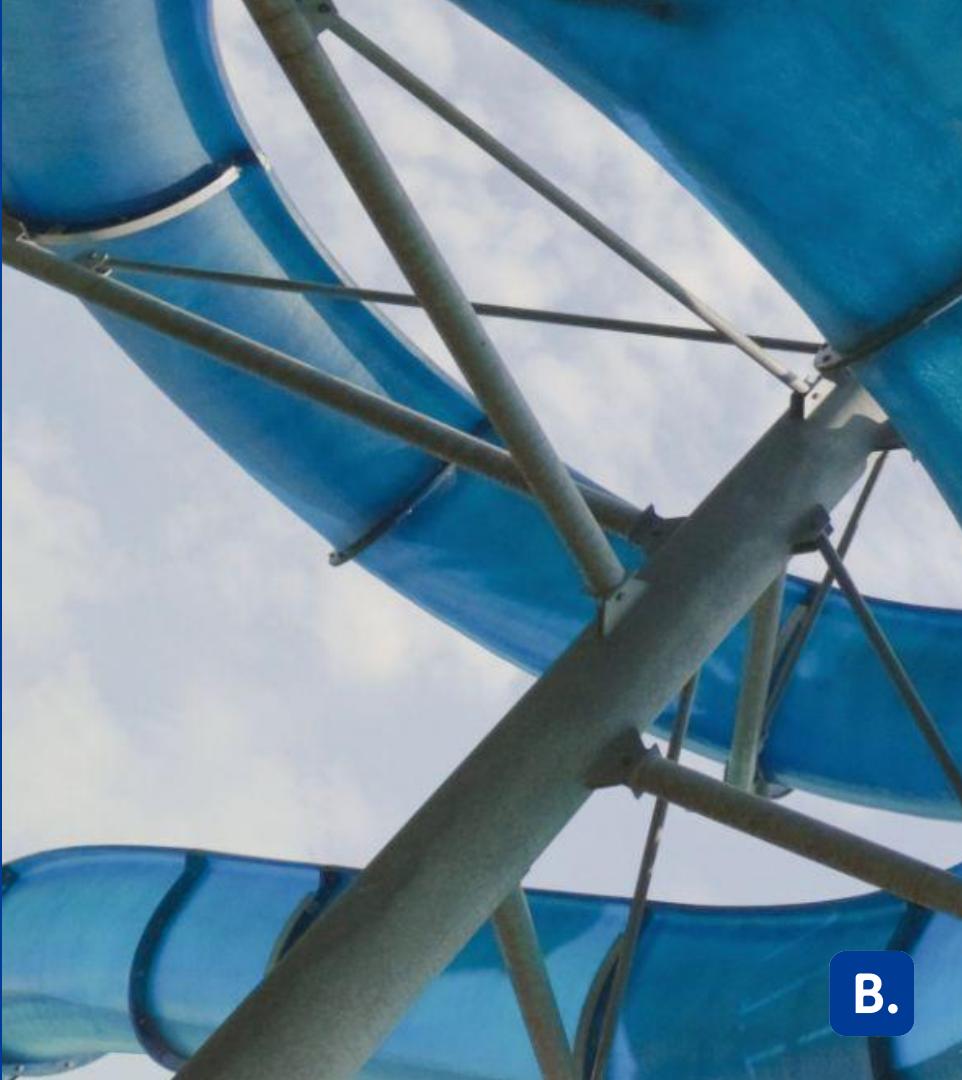


B.

# The Pillars



**Unified set of tools**



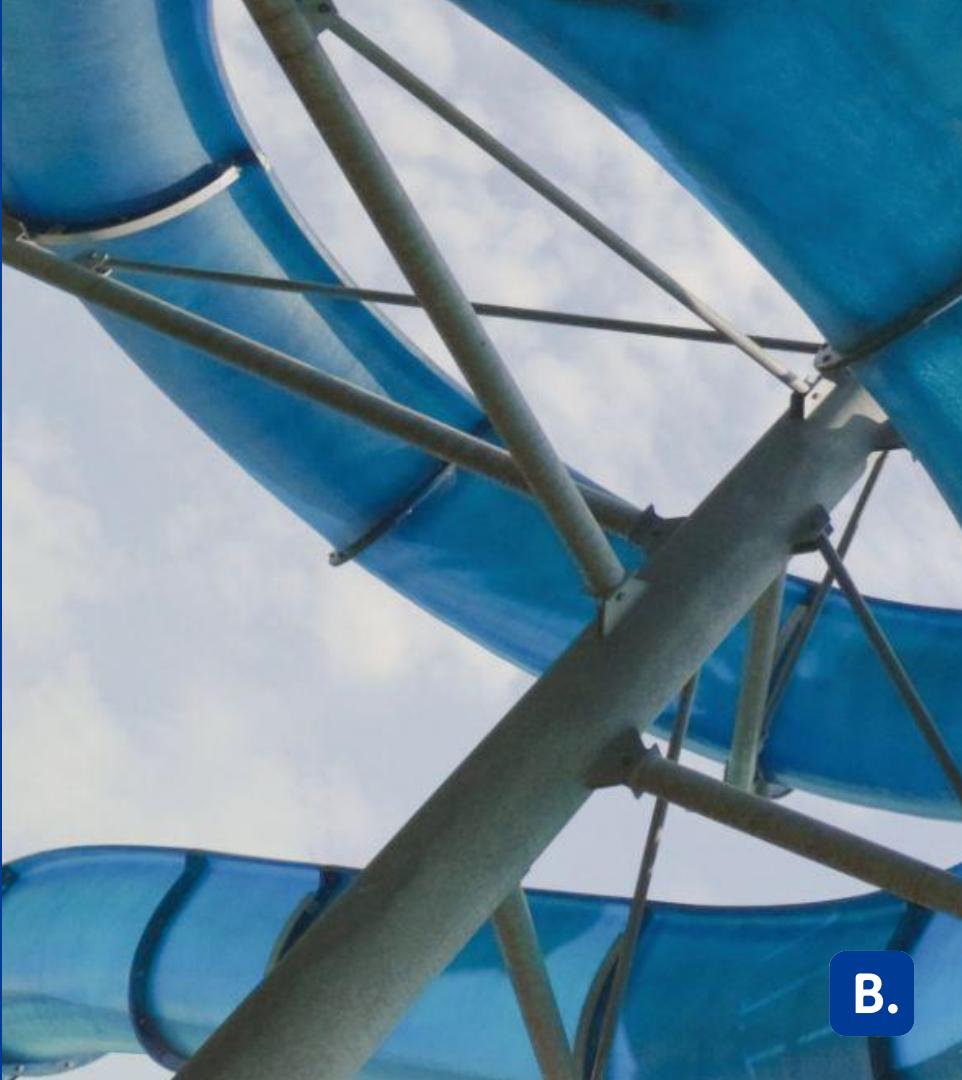
# The Pillars



Unified set of tools



**Freedom with guardrails**



# The Pillars



Unified set of tools



Freedom with guardrails



**Metrics**



# The Pillars



Unified set of tools



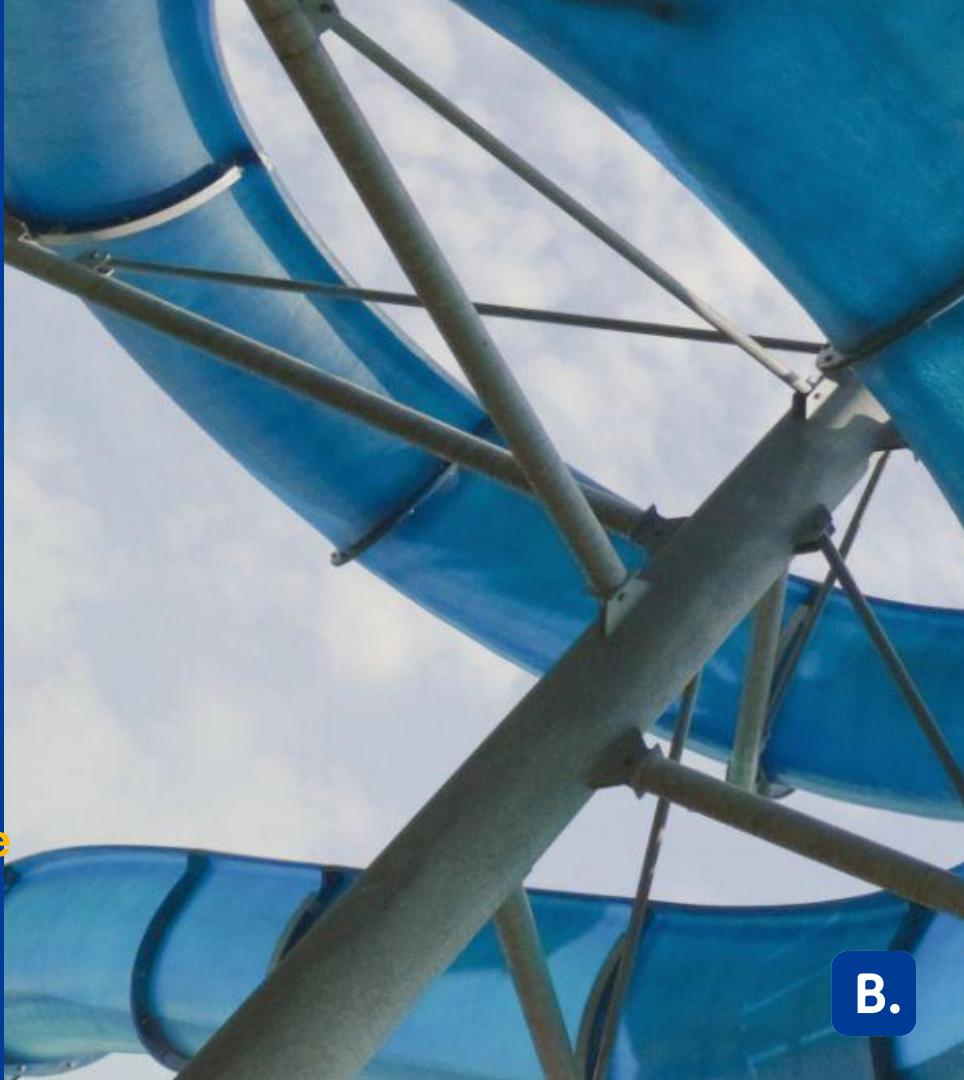
Freedom with guardrails



Metrics



**Embedded security & compliance**





# Roof



**Leadership culture**

B.

# Use case - Build @ Booking.com

No common path

Lack of visibility

Integration complexity

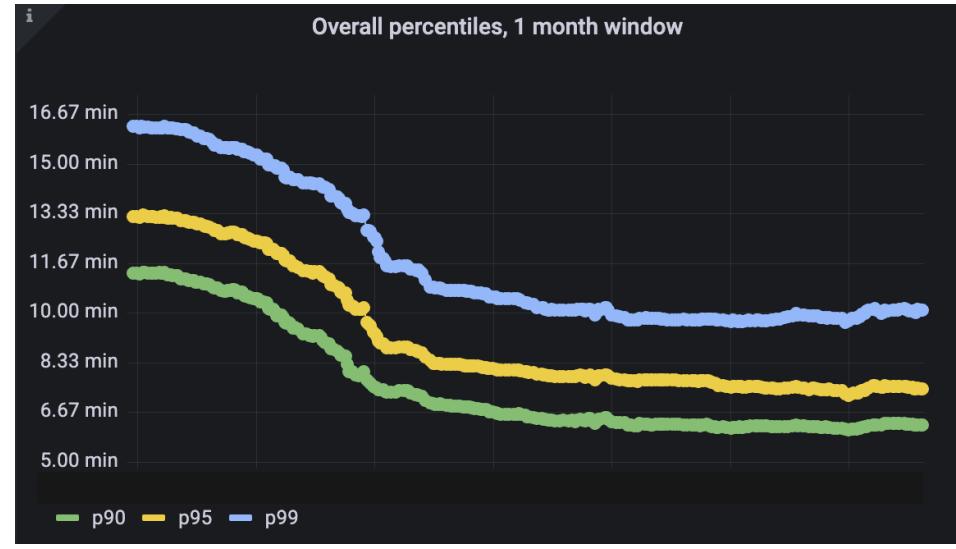
Security & compliance



# Common Build

Unified solution

Well supported & optimised



B.



# Common Build

Unified solution

Well supported & optimised

Opinionated where it matters

CB required & build tool freedom



# Common Build

## Visibility

Adoption, trails, performance, throughput, quality



B.



# Common Build

Unified solution

Well supported & optimised

Opinionated where it matters

CB required & build tool freedom

Visibility

Adoption, performance, throughput & quality

Easily expandable

Support all code changes, security & compliance

B.

DX 😍



B.

