

REINVENTING AT SIRIUSXM: A DIGITAL AND CULTURAL TRANSFORMATION

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WHO IS SIRIUSXM?

SiriusXM CONNECT

pandora®

adswizz



Simplecast

SiriusXM

Shaping the
Future of Audio
Entertainment

SIRIUSXM AT A GLANCE

33M

SUBSCRIBERS

150M

LISTENERS

\$9B

REVENUE

1.2K

ENGINEERS

WHAT?

Build a modern platform to continuously evolve to a digital first company.

Cloud Based

All services will run AWS

Multi-tenant

Every business within the SiriusXM umbrella will use the same platform

Multi-region

Maximum up-time

WHY?

To shape the future of Audio where everyone is effortlessly connected to the voices, stories and music they love.

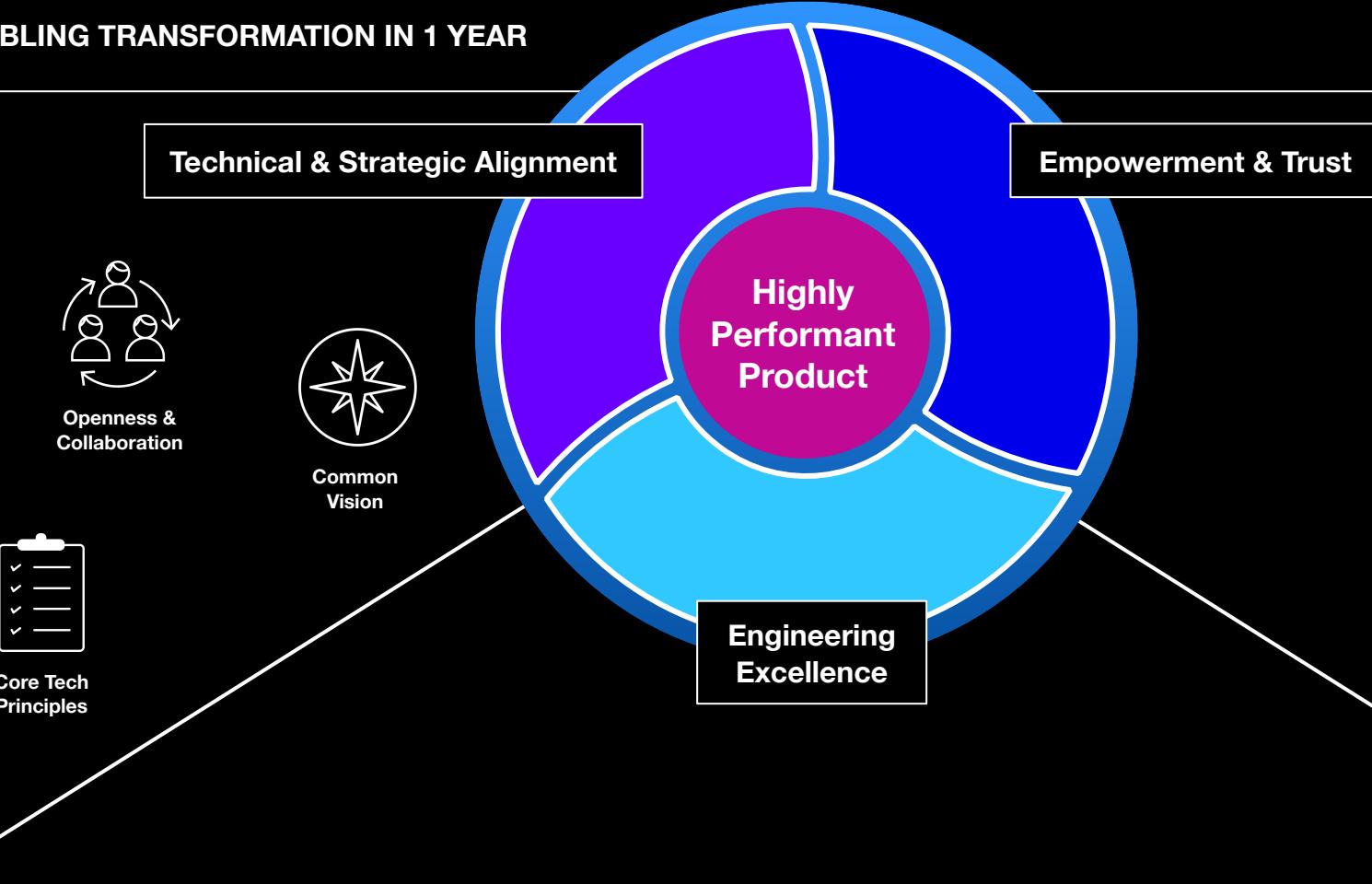
Problems

- Legacy tech stack
- Reliability, resilience issues
- Effort for changes

Goals

- Improve user experience
- Optimize for speed and innovation
- Enhance organizational agility

ENABLING TRANSFORMATION IN 1 YEAR



ENABLING TRANSFORMATION IN 1 YEAR

Technical and Strategic
Alignment

Common Vision



**In 1 year, build a highly
performant next-gen
product, setting the
foundation to a digital first
future.**

ENABLING TRANSFORMATION IN 1 YEAR

Technical and Strategic Alignment

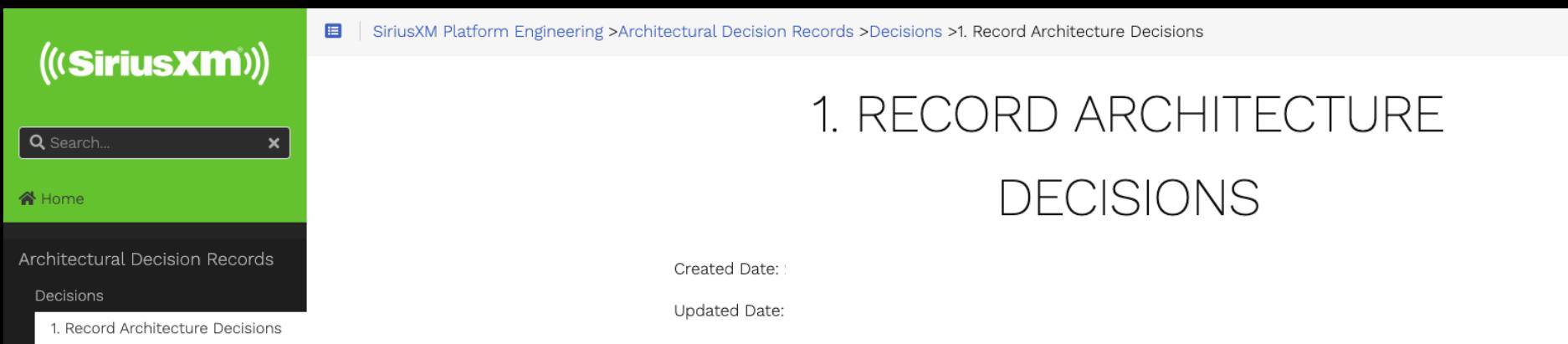
Technical Alignment

Common Vision

Architectural Decision Records



Guidance, Expectations, and Business Consequences



The screenshot shows the SiriusXM Platform Engineering interface. The top navigation bar includes 'SiriusXM Platform Engineering', 'Architectural Decision Records', 'Decisions', and '1. Record Architecture Decisions'. The left sidebar has links for 'Home', 'Architectural Decision Records', 'Decisions', and '1. Record Architecture Decisions'. The main content area displays the title '1. RECORD ARCHITECTURE DECISIONS' and fields for 'Created Date:' and 'Updated Date:'.

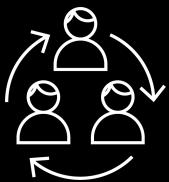
Created Date:

Updated Date:

ENABLING TRANSFORMATION IN 1 YEAR

Technical and Strategic
Alignment

Openness & Collaboration at Scale



ENABLING TRANSFORMATION IN 1 YEAR

Platform Services Engineering Excellence Dashboard

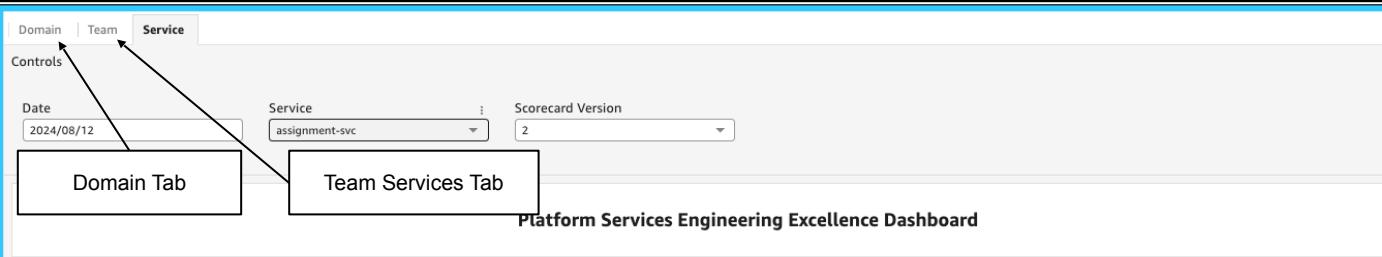
Service: assignment-svc

Date: 2024/08/12

Scorecard Version: 2

Controls: Domain, Team, Service

Domain Tab, Team Services Tab



Technical and Strategic Alignment

Core Technical Principles and Best Practices

Service: Service Name

Level: EngX Level

Composite Score: 83.38%

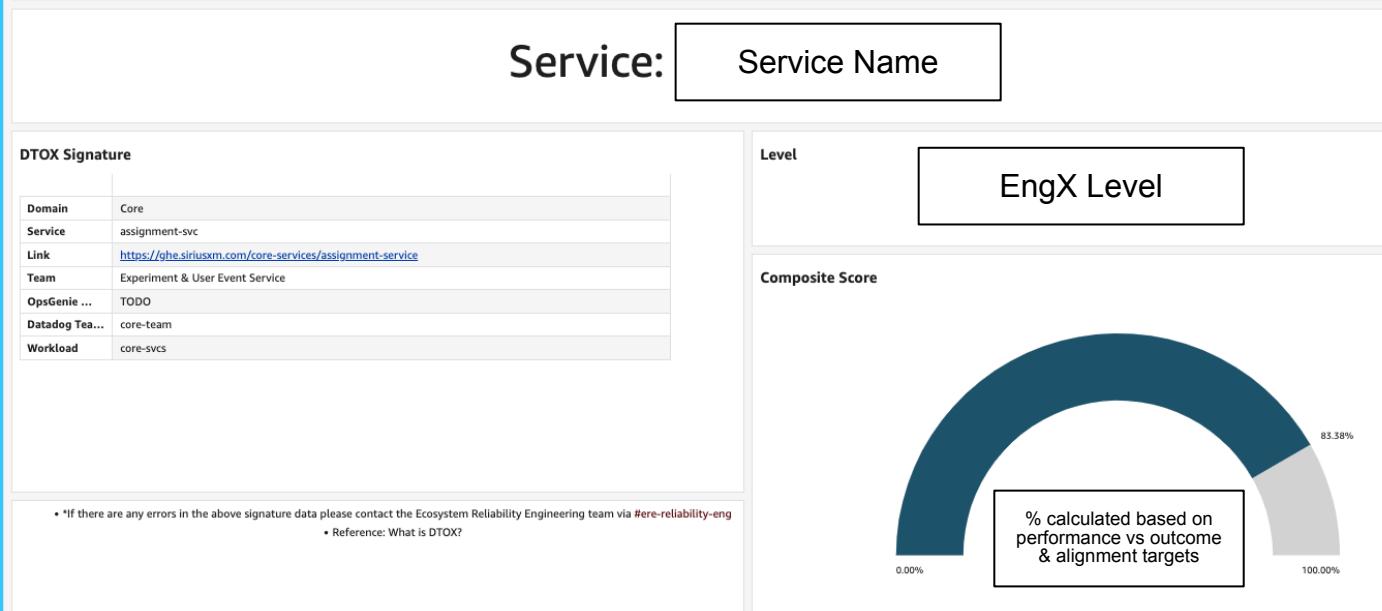
0.00% 100.00%

% calculated based on performance vs outcome & alignment targets

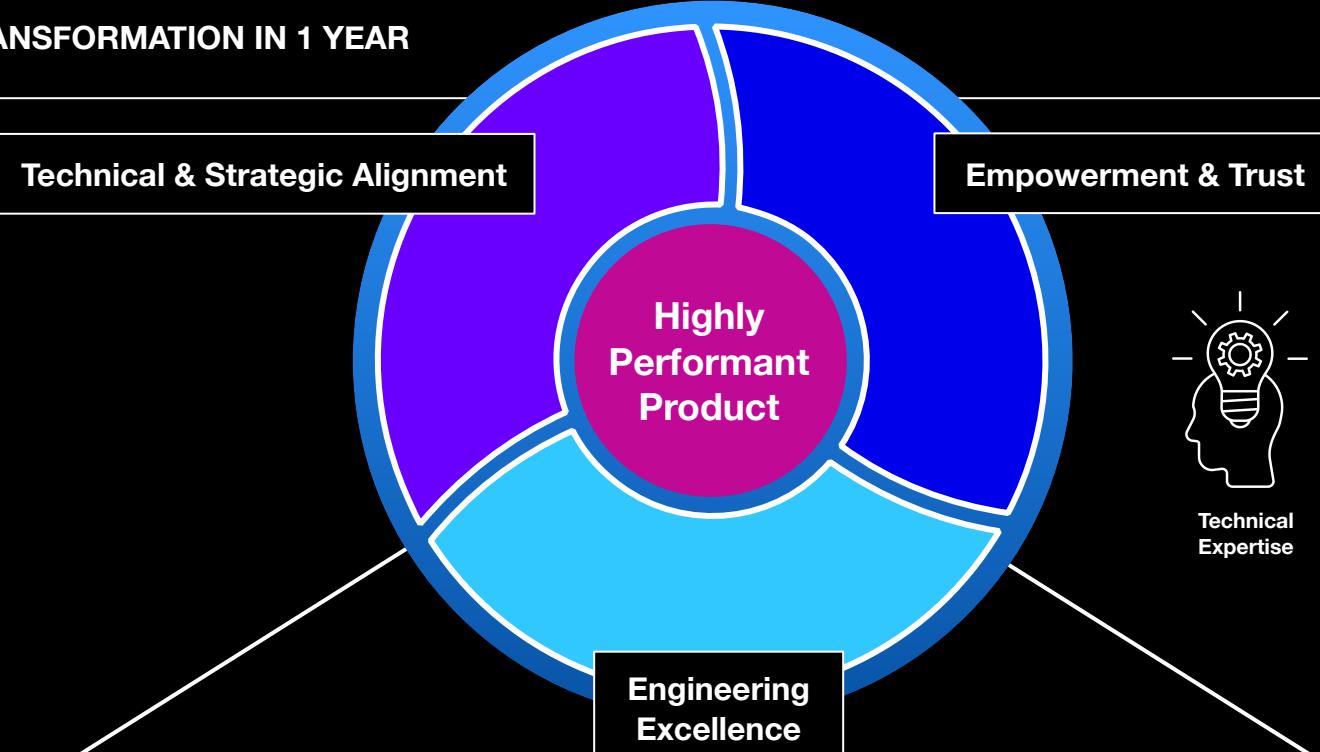
DTOX Signature

Domain	Core
Service	assignment-svc
Link	https://ghe.siriusxm.com/core-services/assignment-service
Team	Experiment & User Event Service
OpsGenie ...	TODO
Datadog Tea...	core-team
Workload	core-svcs

* If there are any errors in the above signature data please contact the Ecosystem Reliability Engineering team via #ere-reliability-eng
• Reference: What is DTOX?



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Decentralized
Decisions



Technical
Expertise

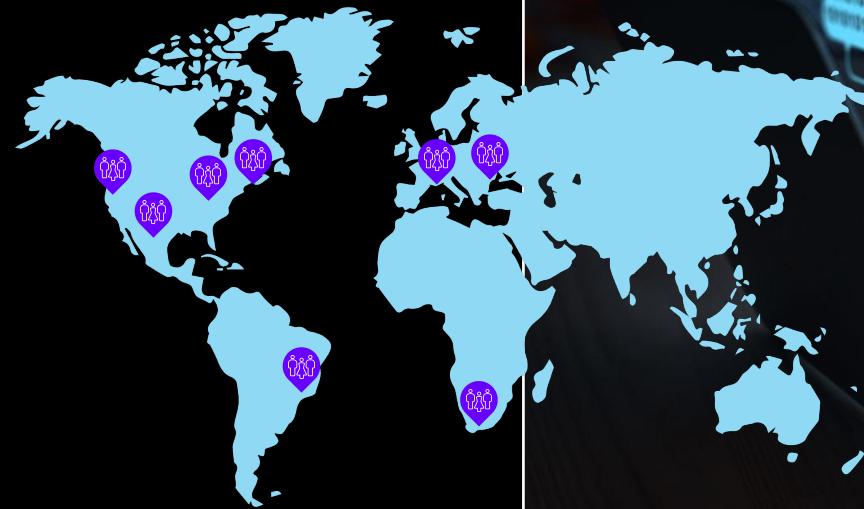
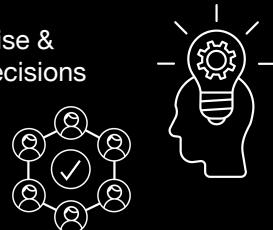


Ownership

ENABLING TRANSFORMATION IN 1 YEAR

Empowerment and Trust

Technical Expertise &
Decentralized Decisions



ENABLING TRANSFORMATION IN 1 YEAR

allimore (CTIO - Excella)
s ago
to 20 minutes!!!

hourly
ago
d to them, we included
process, and we
tually helped" - quote

Betz
the focus on the
(aka org change
s talk



Empowerment and Trust

Ownership



You Build It, You Run it Playbook

ENABLING TRANSFORMATION IN 1 YEAR

Empowerment and Trust

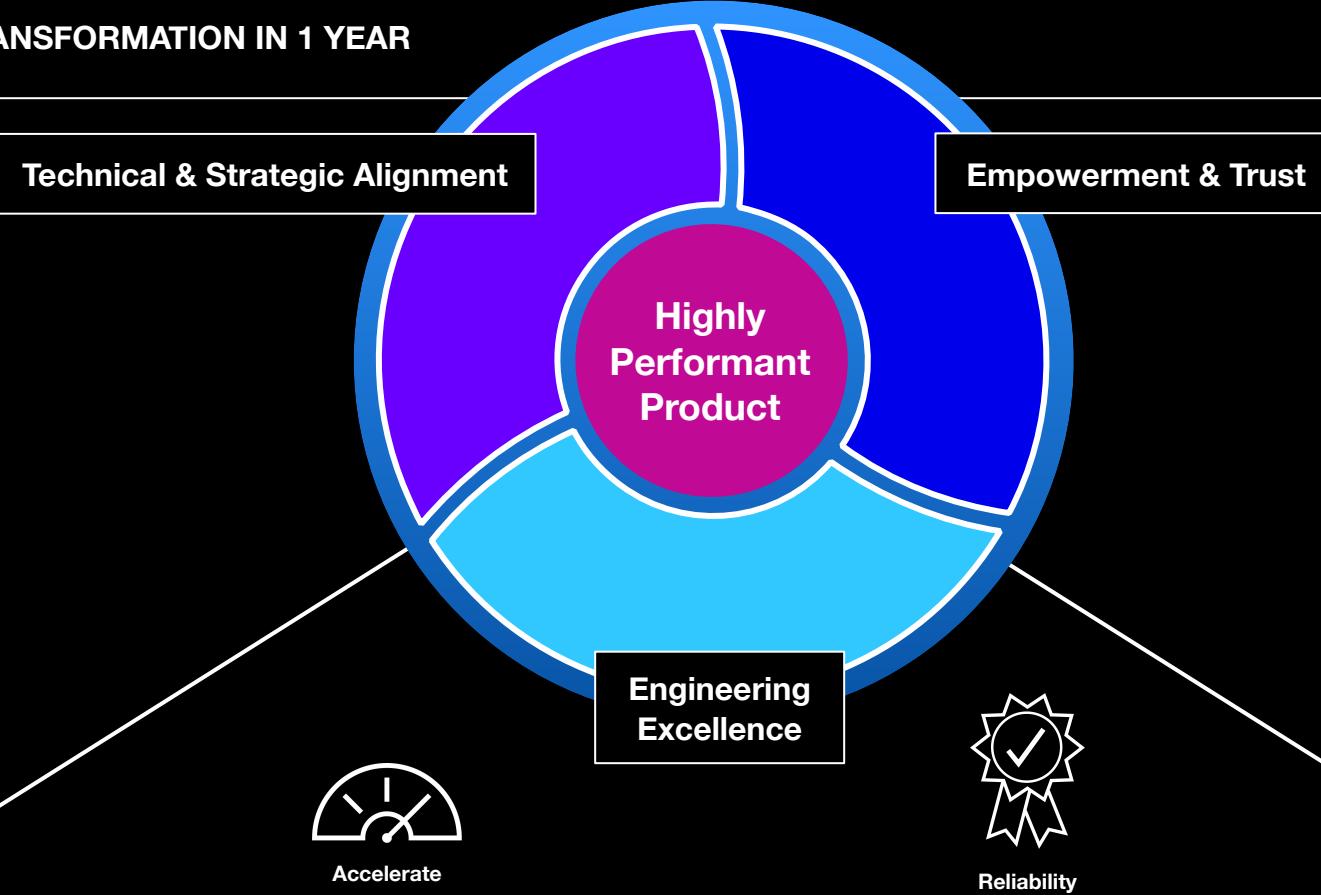
It All Comes Together

- Trust
- Autonomy
- Transparency
- Collaboration
- Ownership
- Openness to failure
- Knowledge sharing
- ...

One example!



ENABLING TRANSFORMATION IN 1 YEAR



ENABLING TRANSFORMATION IN 1 YEAR

Engineering Excellence

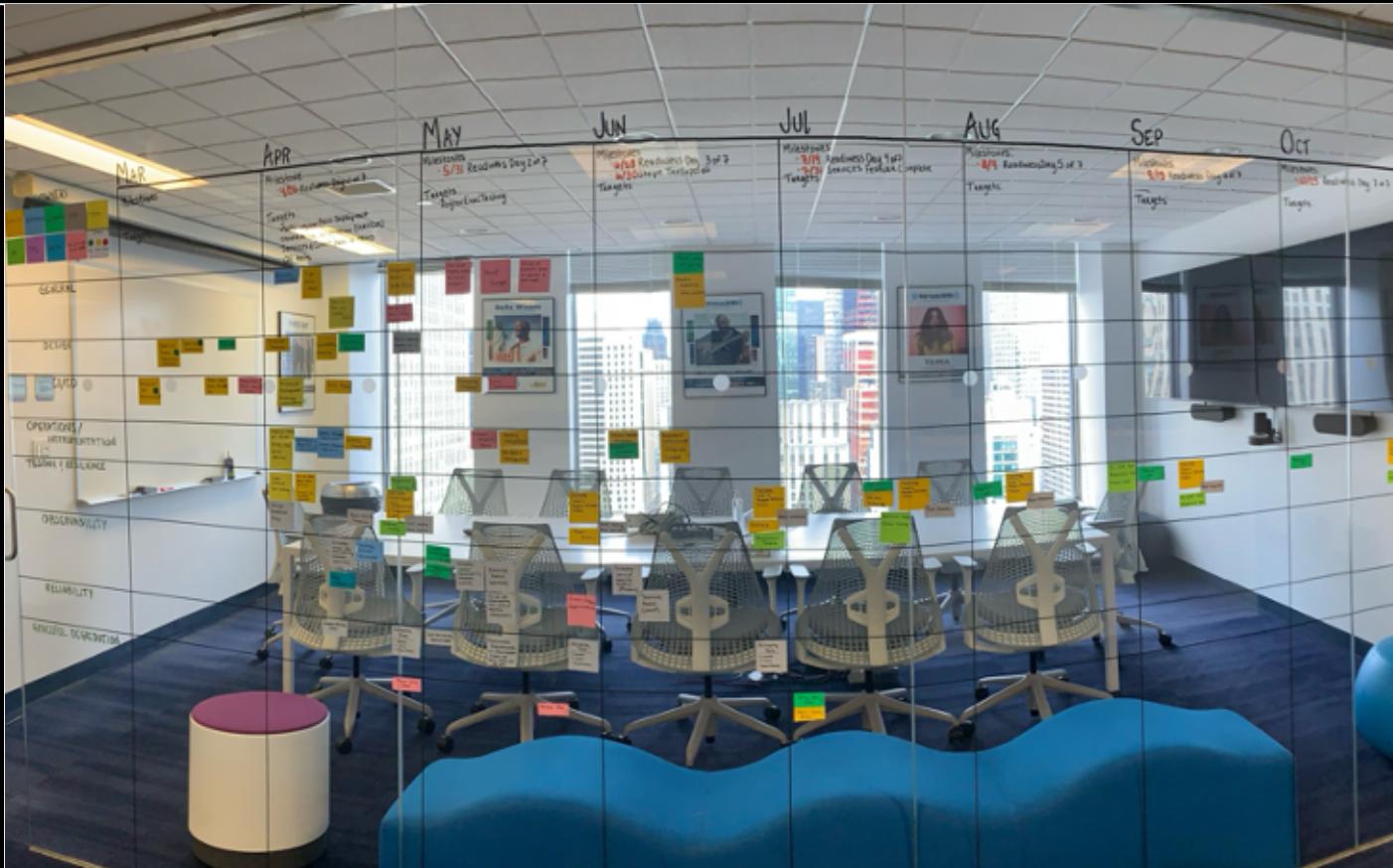
An up-front investment in centralized and standardized common assets can accelerate development and produce short term and long-term benefits.



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Engineering Excellence

A dedicated reliability team to chart what it means to be production ready and create a path for how to get there.



RESULTS AND SUCCESS

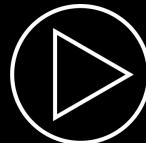
Goals

Improve user experience

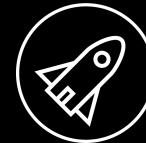
Optimize for speed and innovation

Enhance organizational agility

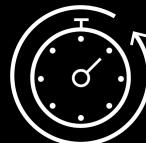
Results



? sev1 and 2 at launch



More deployments in the first 3 weeks post-launch than previous year



3 strategic commercial partnerships within 6 months of launch

THANK YOU

We would love to hear from you and the journey you are on.

What can we learn from each other?



SiriusXM

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Head of Services

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SiriusXM

RACHEL UHRIG

Head of Reliability

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**EQUAL
EXPERTS**

CAROL GASTAL

Lead Strategy Partner

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