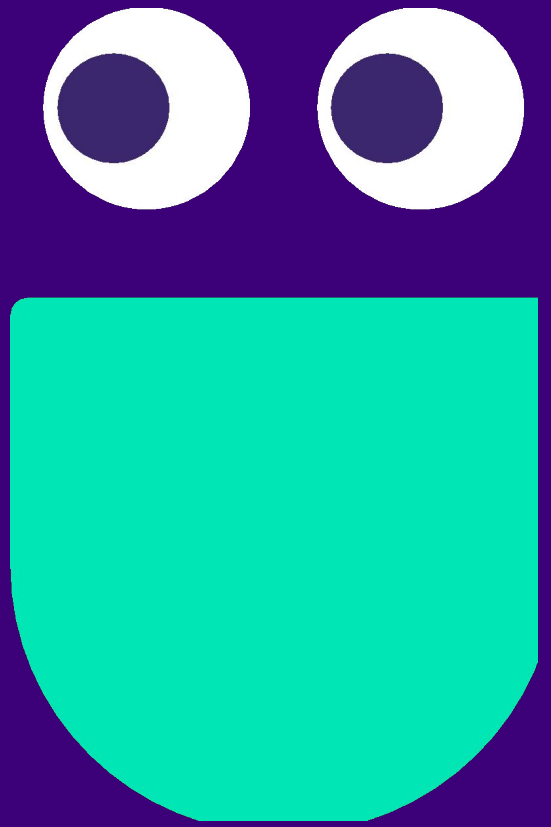
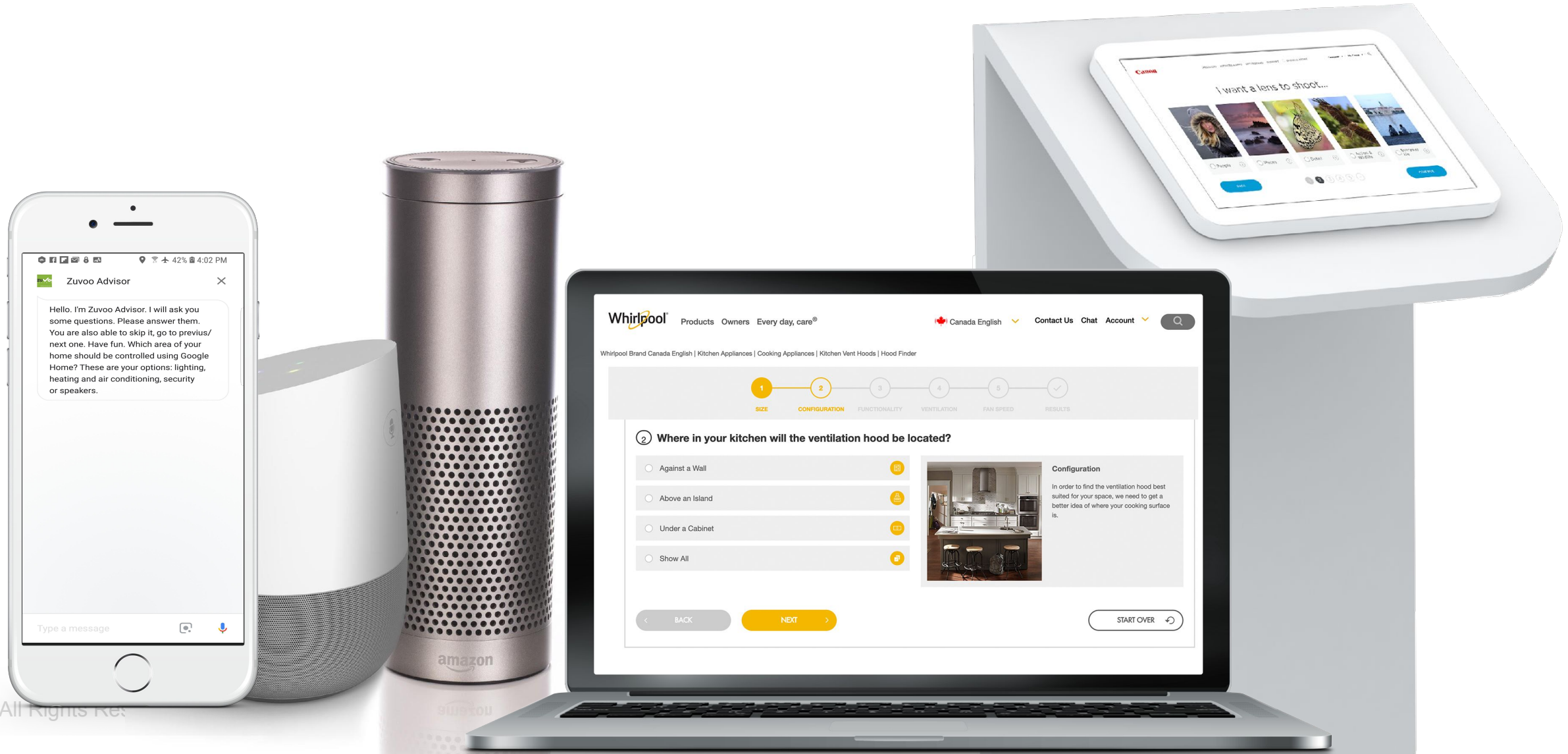
The most advanced Conversational Marketing Platform available



ZOOVÜ
#EngagementEconomy

Omnichannel engagement at scale

Mobile, Chatbots, In-Branch Kiosks, Web & Voice Assistants



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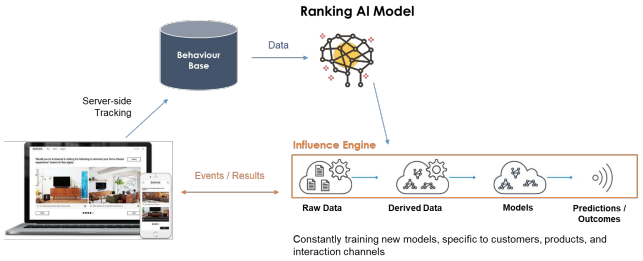
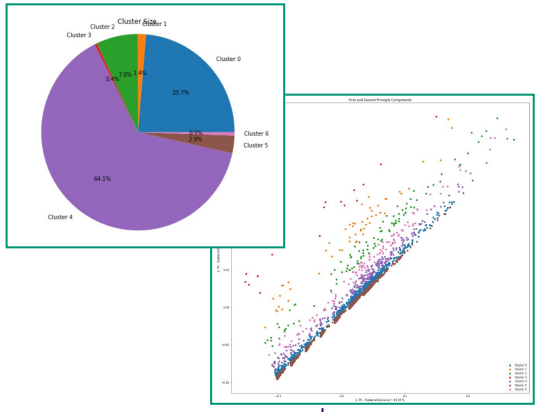
Optimization Through Artificial Intelligence

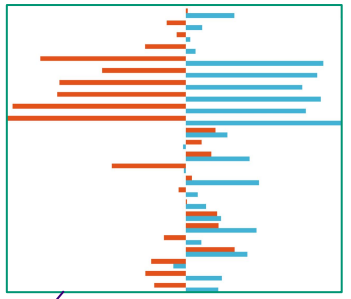
Feature Update: Leverage Zoovu's machine learning capabilities to improve areas such as…



Result & Recommendation Ranking

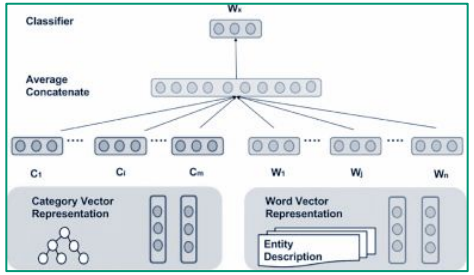


Psychographic Profiles & Customer Segments



Q&A Optimization based on Neural Networks

Event Prediction



Q&A and Content based on NLP/ML

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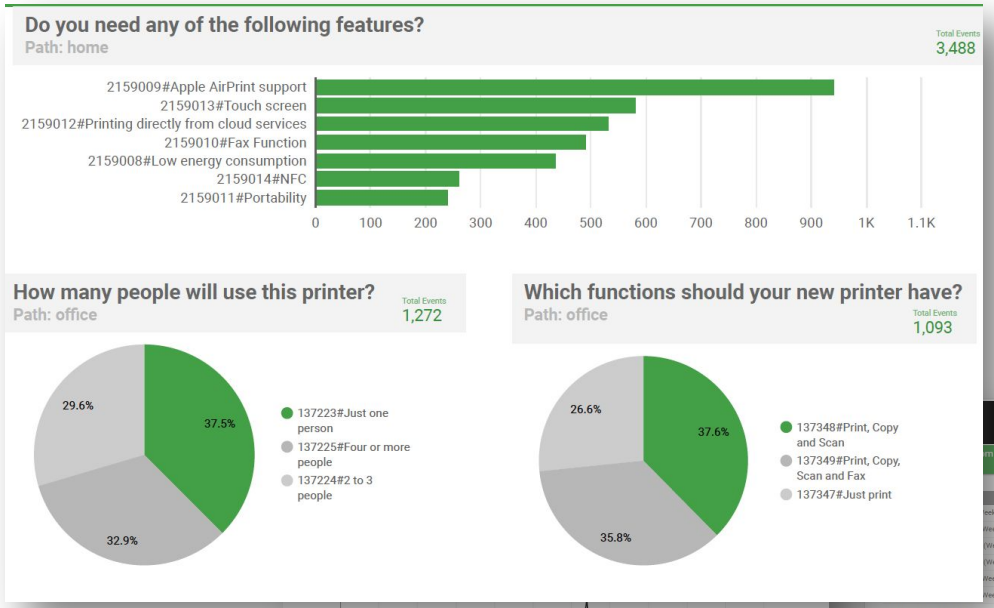
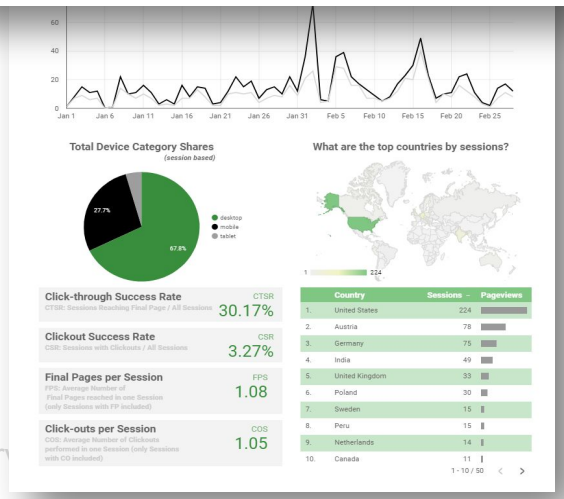
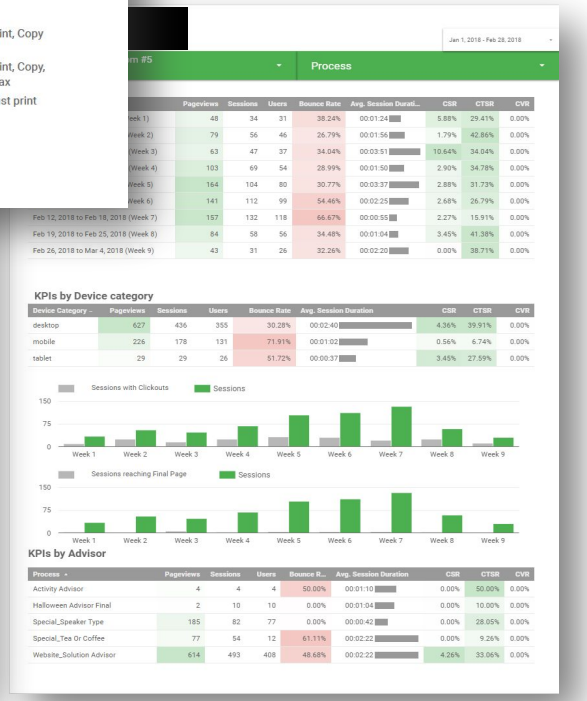
Real-time data insights via Performance Dashboard

Understanding **consumer needs, preferences and trends** to inform marketing and product teams







- ✔ Releasing our initial version of the self service interface, focused on simplicity and self-enablement
- ✔ Customer will also be able to do lead generation as an action
- ✔ Instant feedback on customer needs, preferences, etc. helping to detect changes in shopper trends
- ✔ Integrate into CRM for more targeted marketing campaigns
- ✔ Personalize rest of journey to maximize CVR, AOV and CLV
- ✔ Integrated A/B testing and multi variant testing functionality

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Time for some slides

BAD:

- No cat photos
- No live demo that will fail to work

GOOD:

- No code snippets that cannot be seen from the first row
- Free beer

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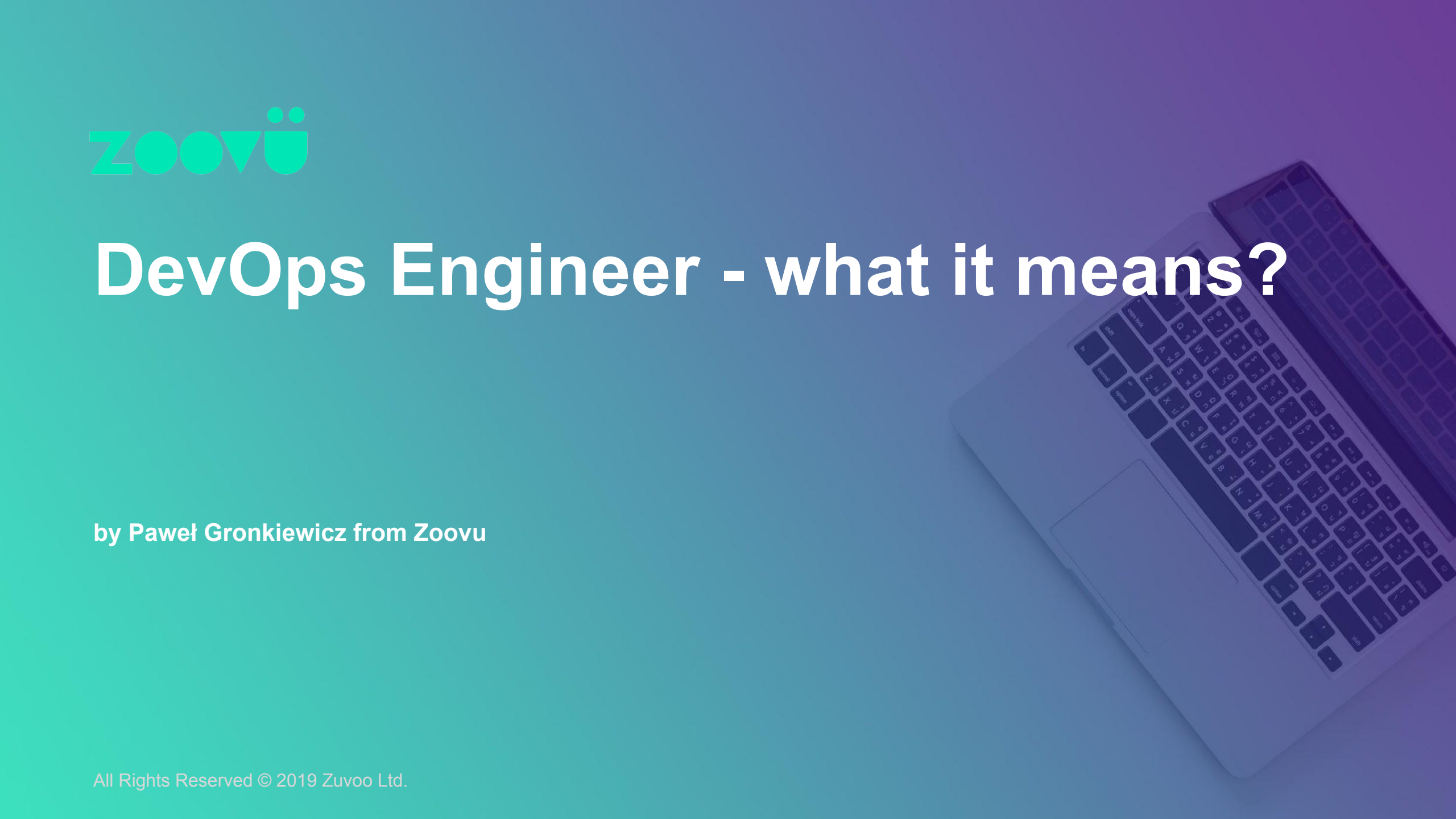

DevOps Engineer - what it means?

by Paweł Gronkiewicz from Zoovu

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Configuration Manager

Release Engineer

CI/CD Landscape Owner

Cloud Engineer

Jenkins Guru

QA

Release Engineer

Cloud Engineer

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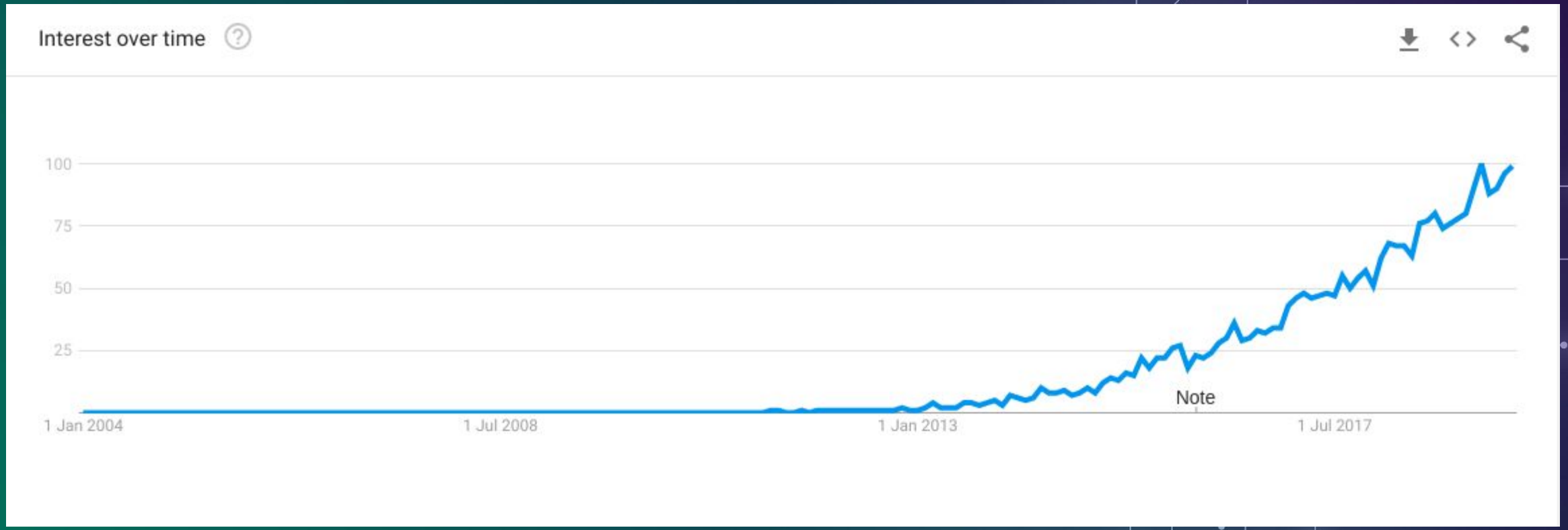

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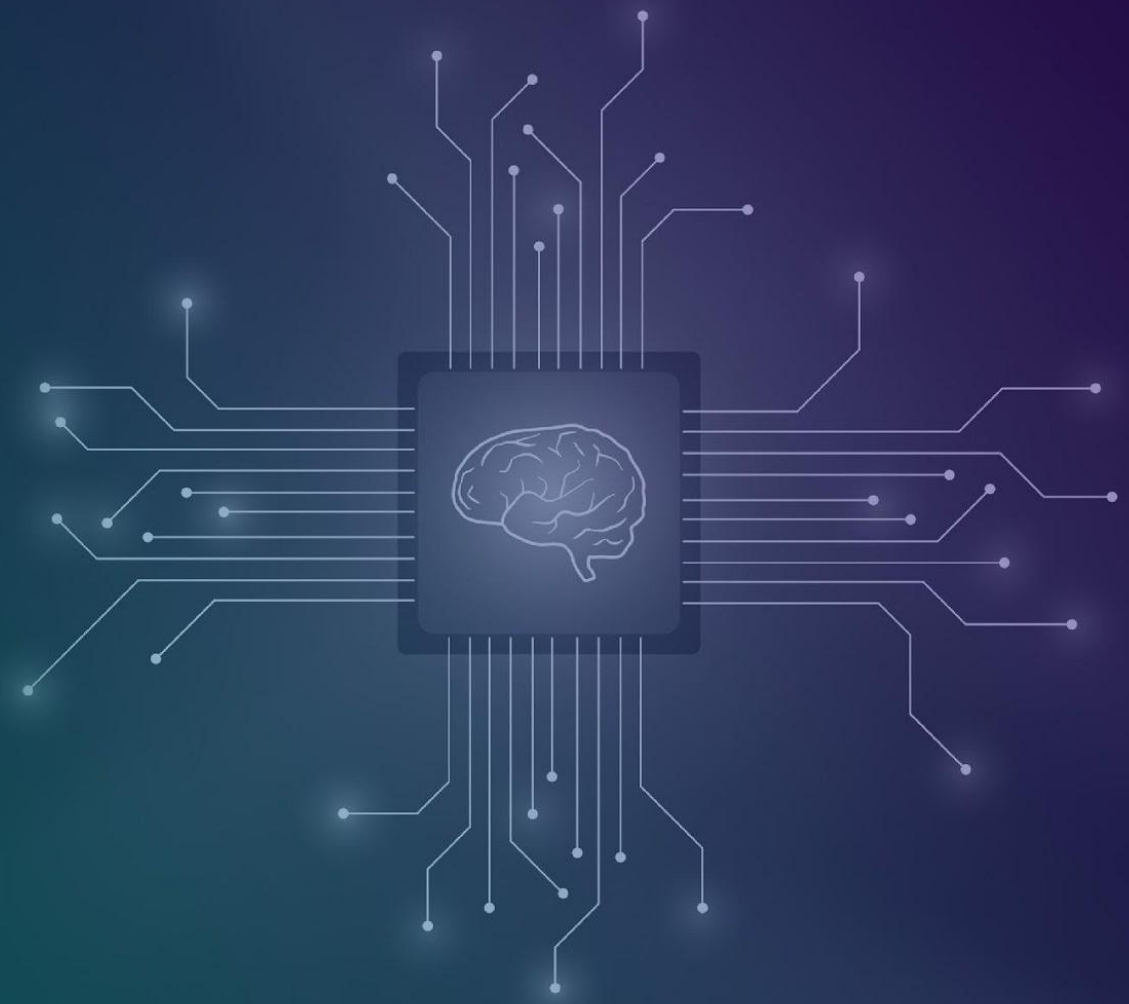
How about SRE?

Are we all just Site Reliability Engineers?



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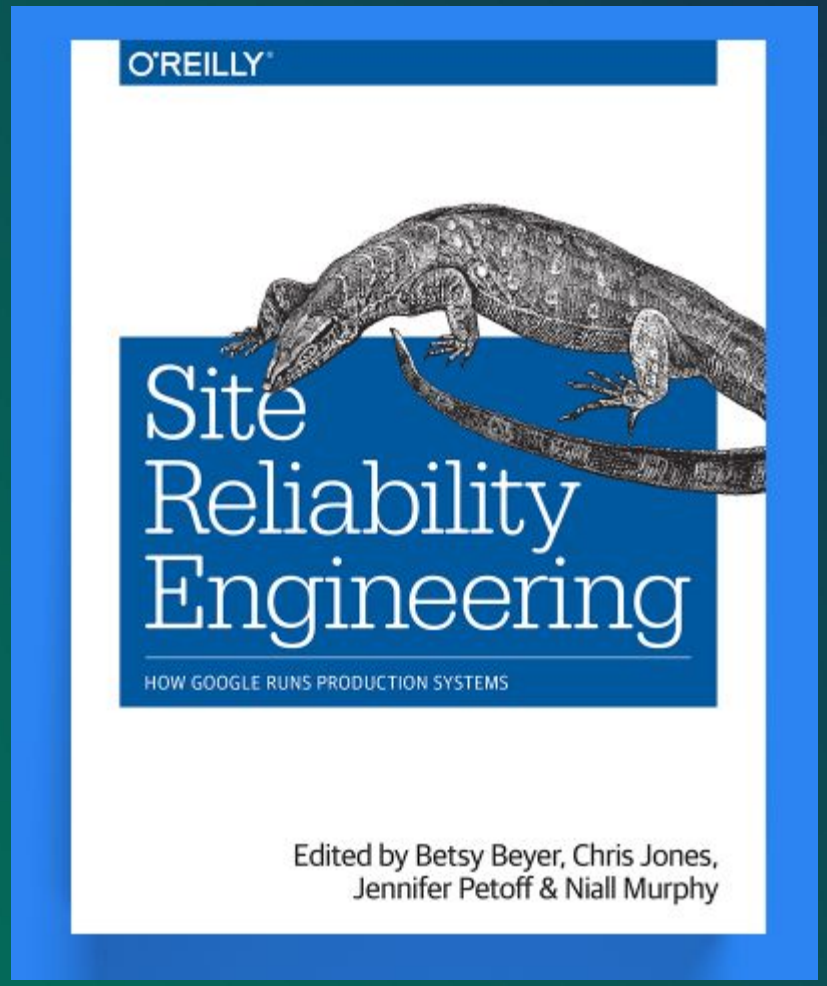

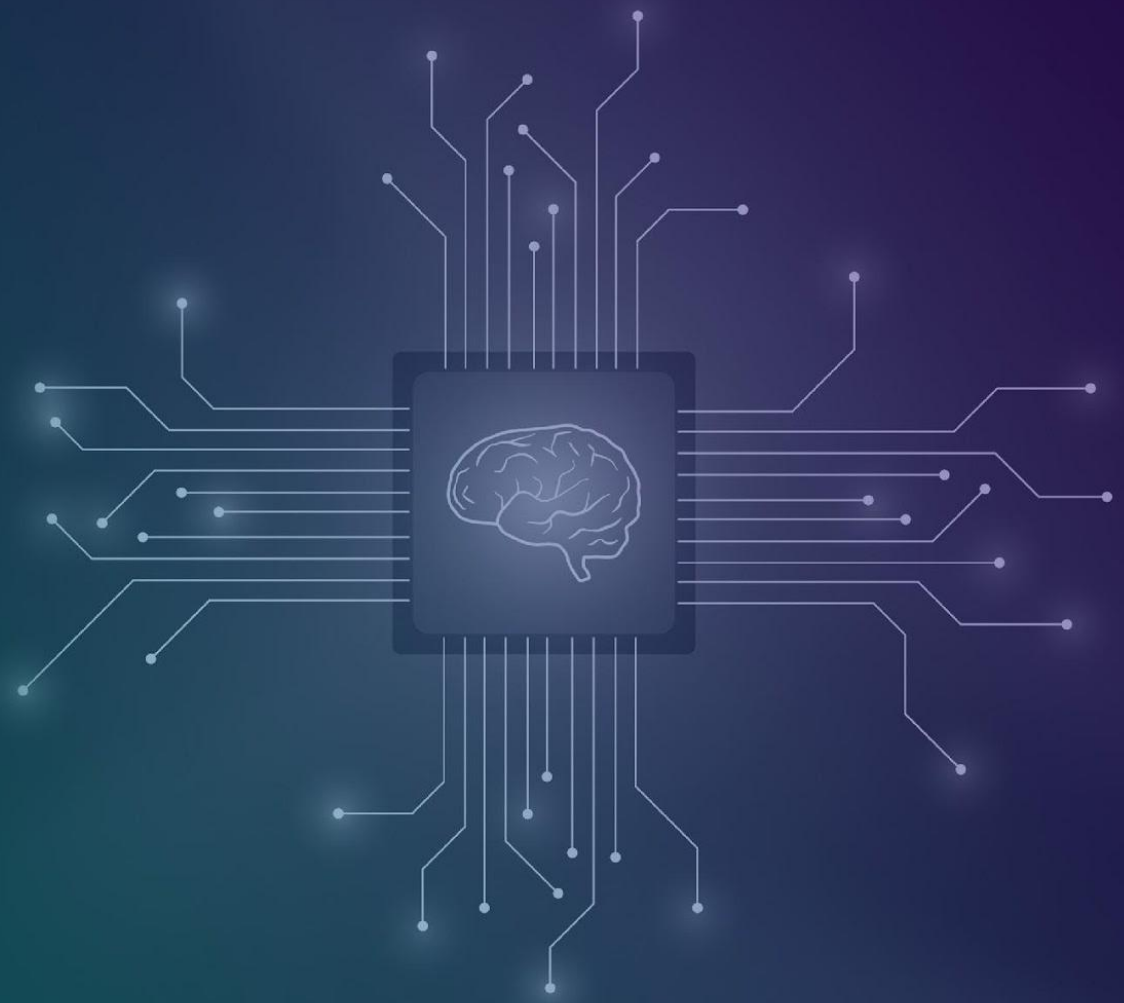

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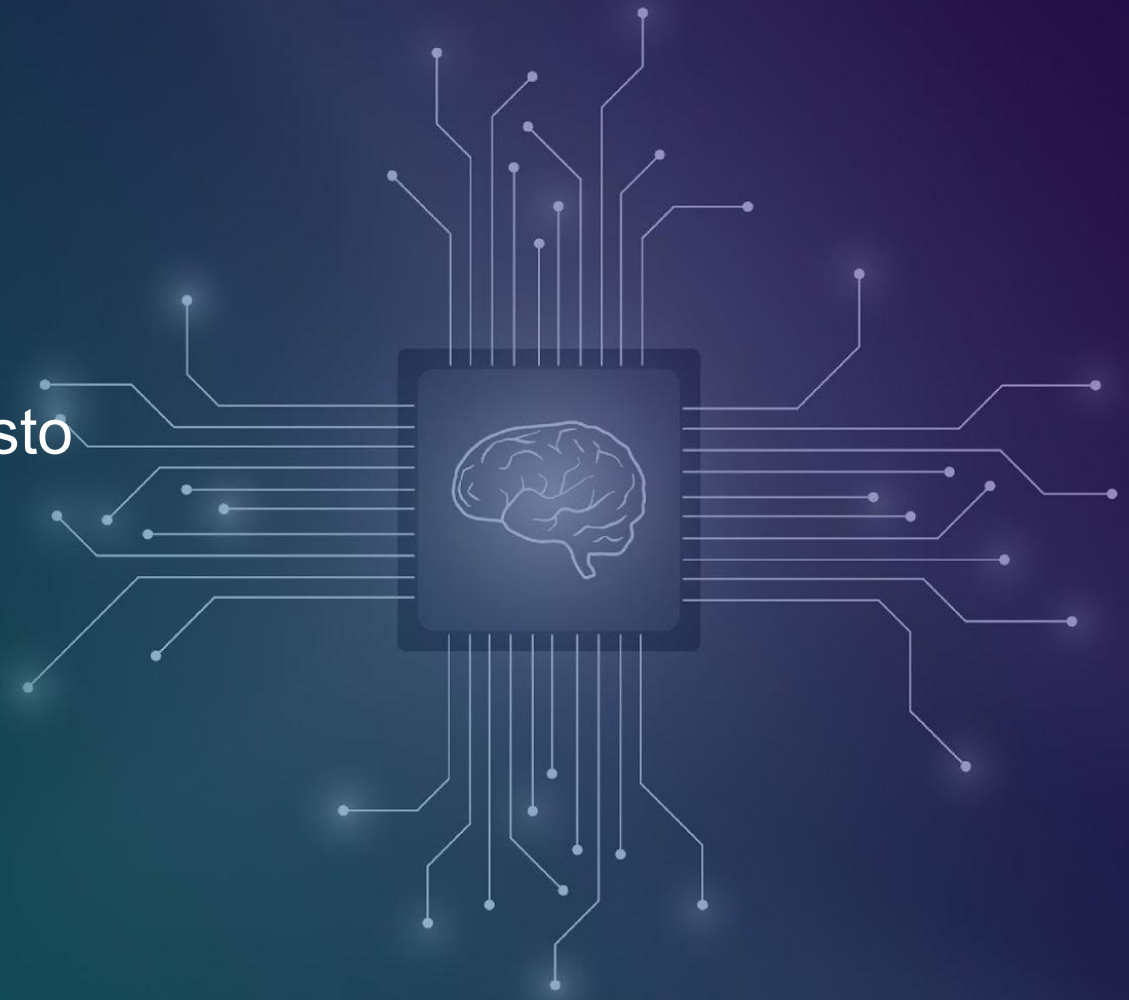
DevOps Manifesto

sed -i 's/software/systems/g' AgileManifesto



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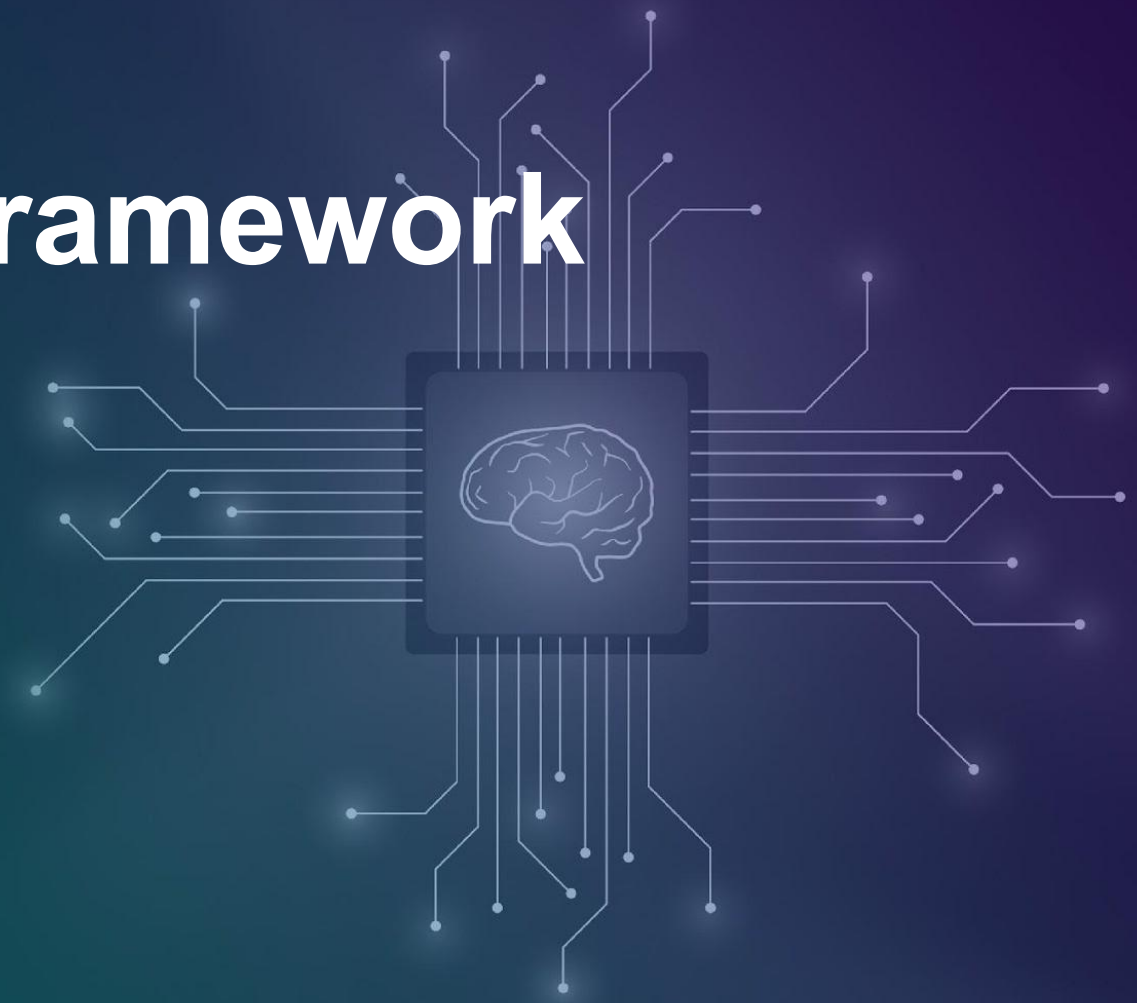
DevOps Maturity Framework

Know where you are!



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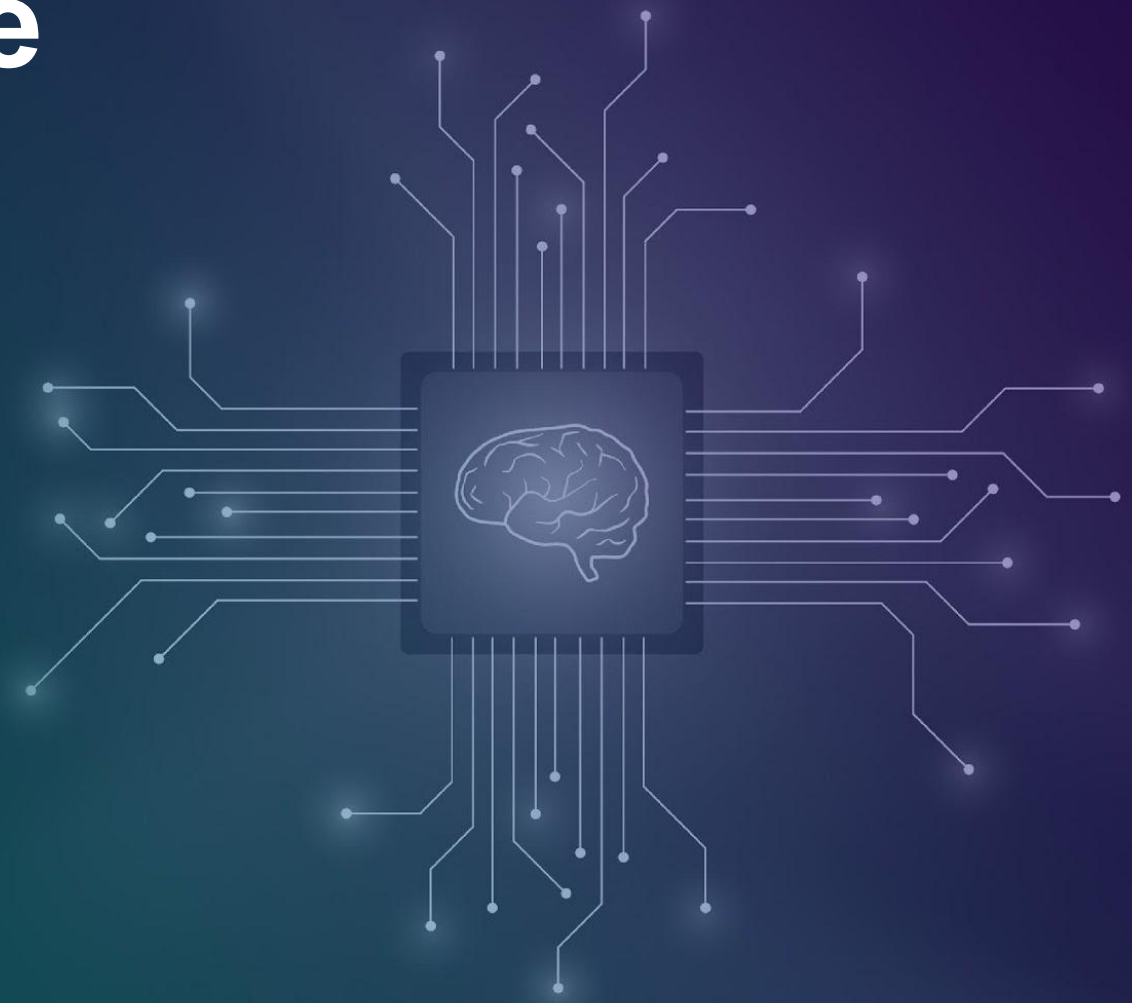
Measure your score

- Culture & Organisation
- Build, Deploy, Release
- Data Management
- Test & Verification
- Information Security



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Culture & Organisation

- Teams structure
- Processes
- Collaboration
- Agile methodologies
- Knowledge sharing

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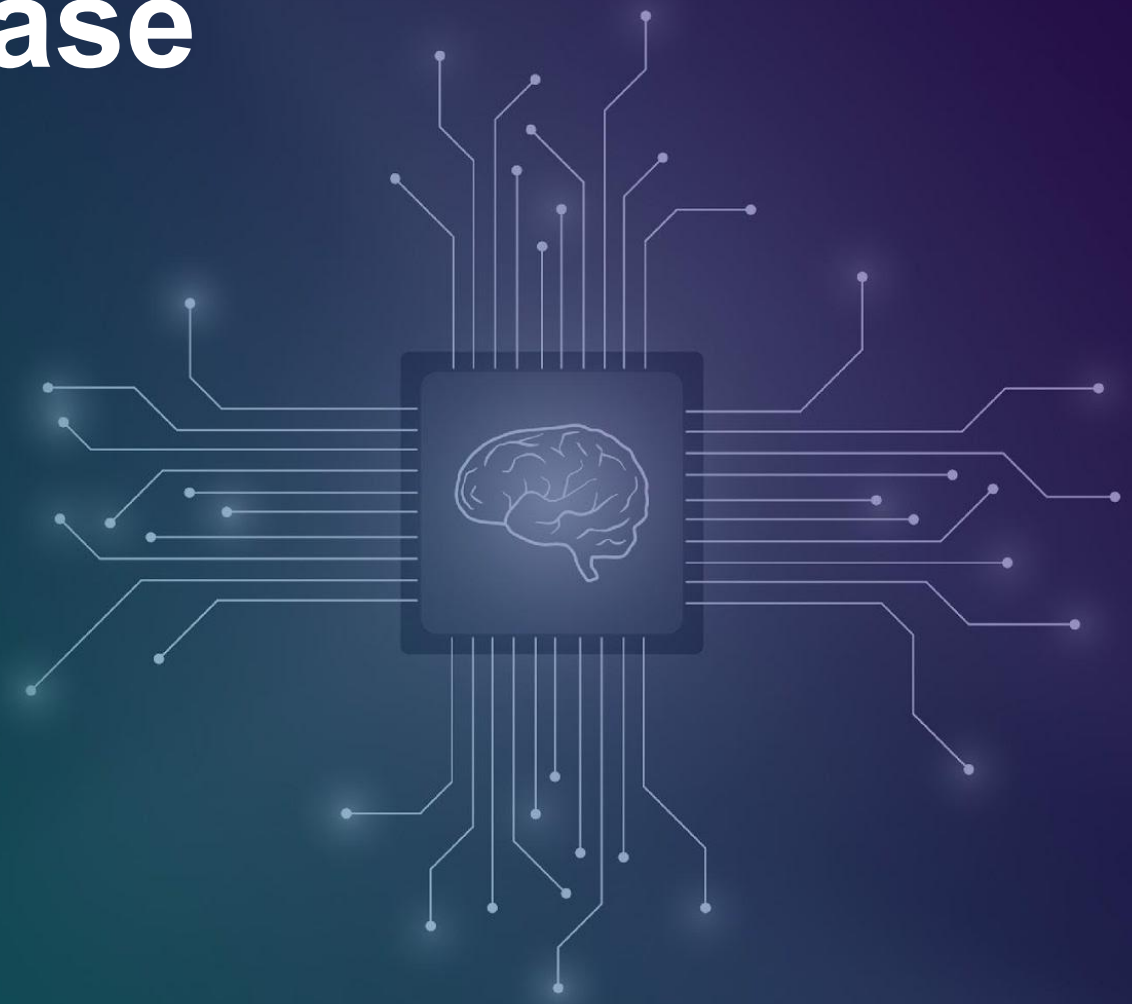
Build, Deploy, Release

- Version control
- Build scripts
- GitOps
- Environment provisioning
- Artifact management
- Code analysis



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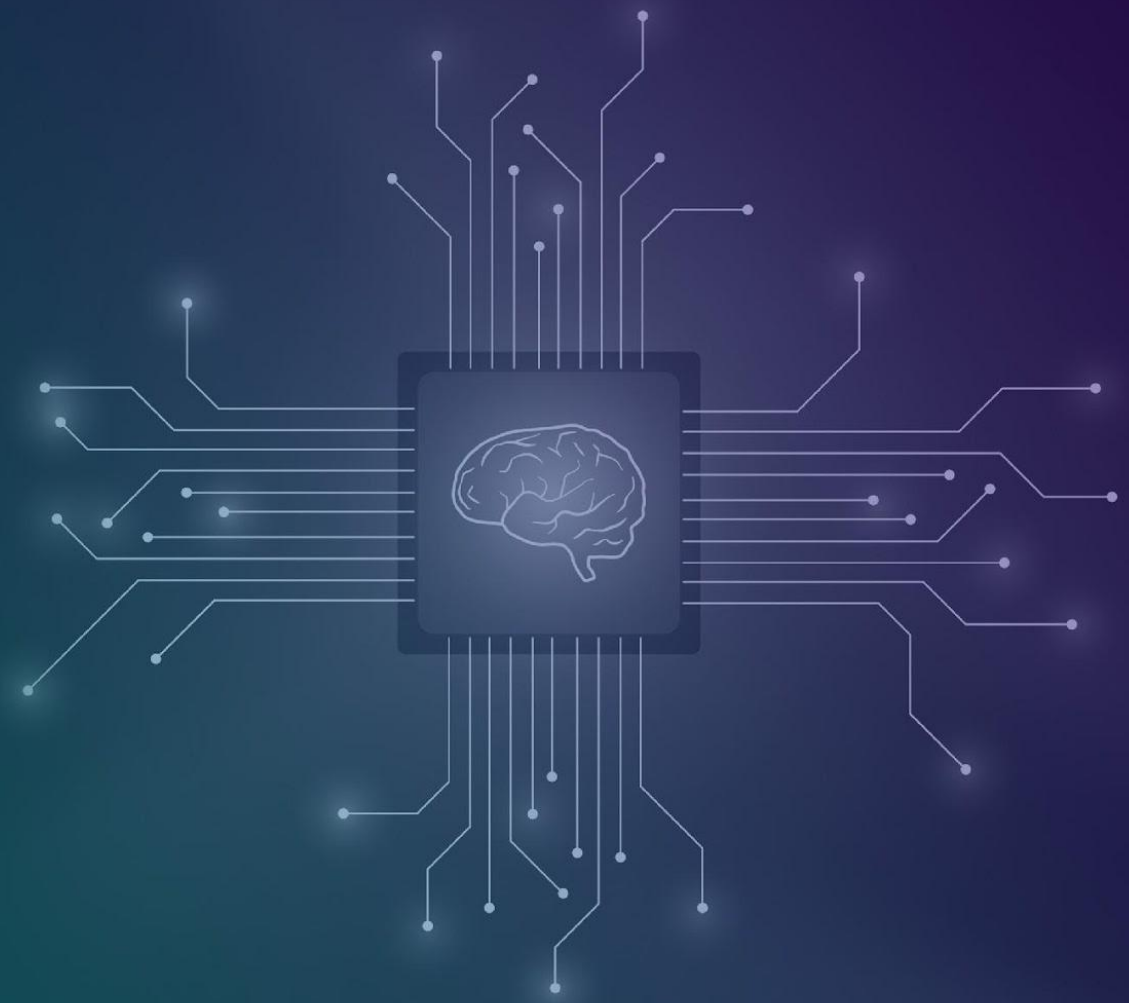
Data Management

- Backups
- Backup recovery
- Chaos engineering
- Versioning
- Migrations
- Test data generation
- GDPR



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Test & Verification

- Unit, integration, acceptance, smoke testing
- Test environments
- Performance testing
- Security testing
- Automation levels
- Test testing

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Information & Security

- Asset management
- Audit trail
- Anomaly detection
- Lockdown mechanisms
- Transparency
- SSO & MFA
- Culture
- Handling externals
- Production env access
- Penetration testing
- Audits

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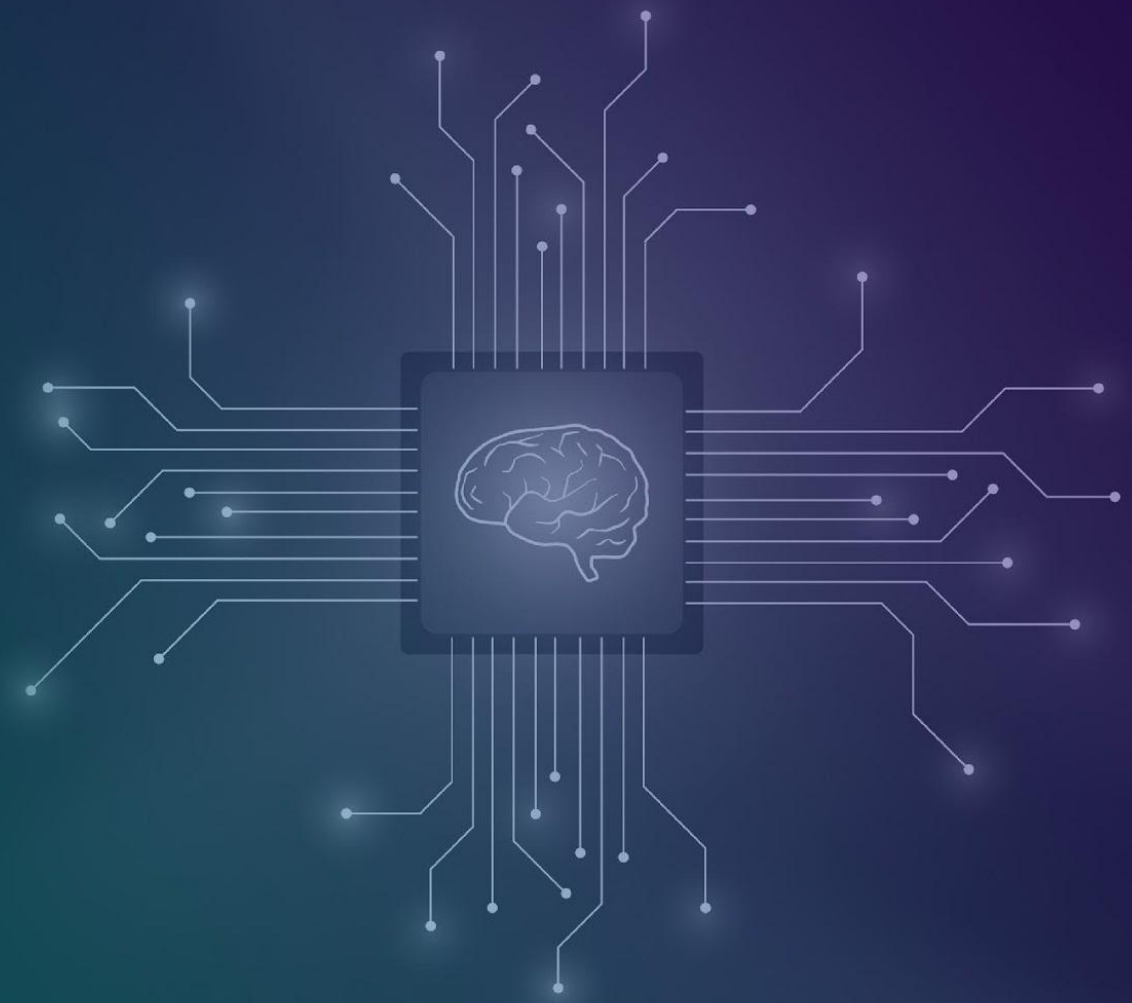
What should I do?

DevOps responsibilities



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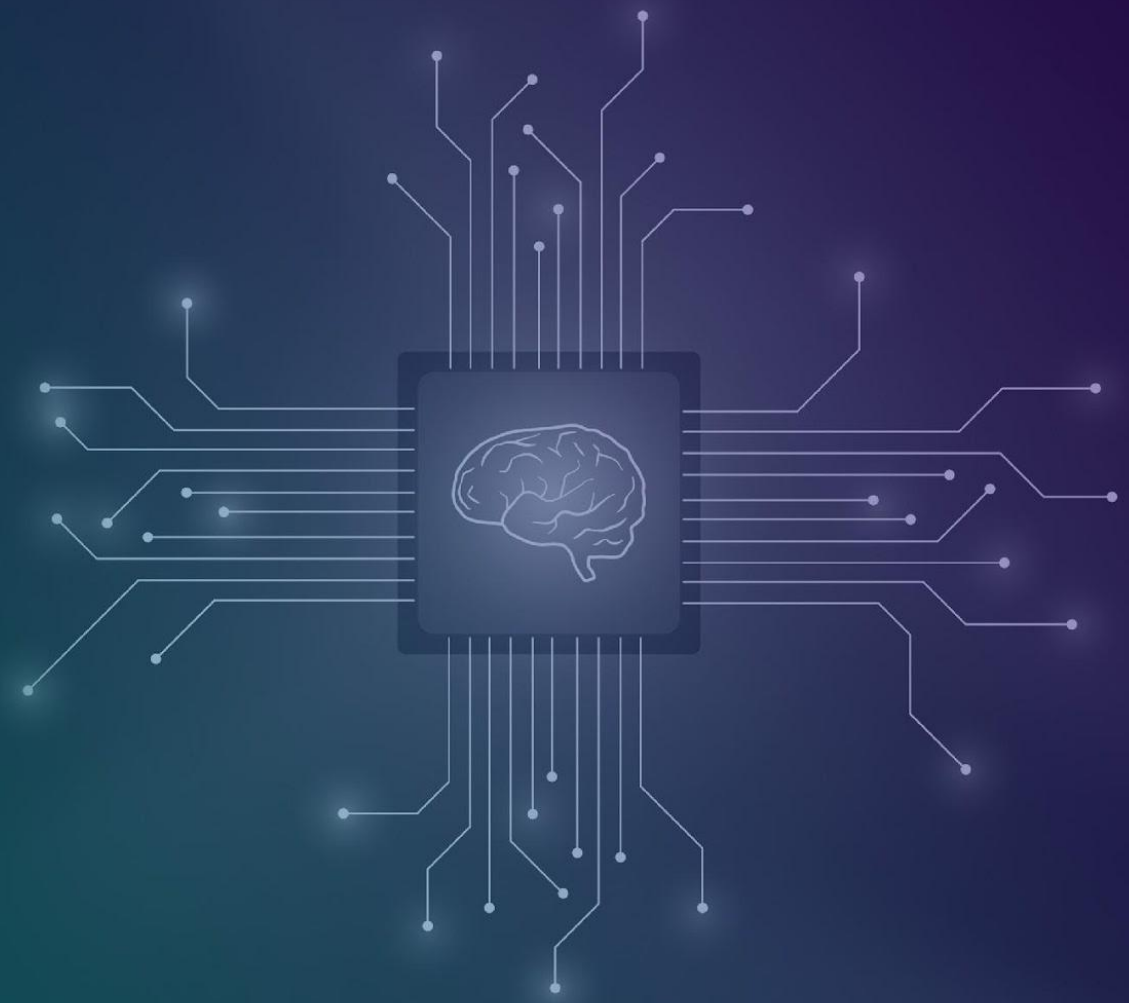
Maturity: Low

- Document firefighting
- Keep incident log
- Document problems
- Escalate need for help/resources
- Create roadmap of solutions
- Show business value
- Share the burden



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Maturity: Medium

- Hunt for low-hanging fruits
- Improve dev tooling (stable CI/CD, good Git server, licenses for tools)
- Add SSO in easy places
- Use env automation tools (e.x. Terraform)
- Have backups of everything
- Cooperate with other teams

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Maturity: High

- Fully automate environment management
- Gather all the metrics
- Gather all the logs
- Full SSO
- Audit trail through entire infrastructure

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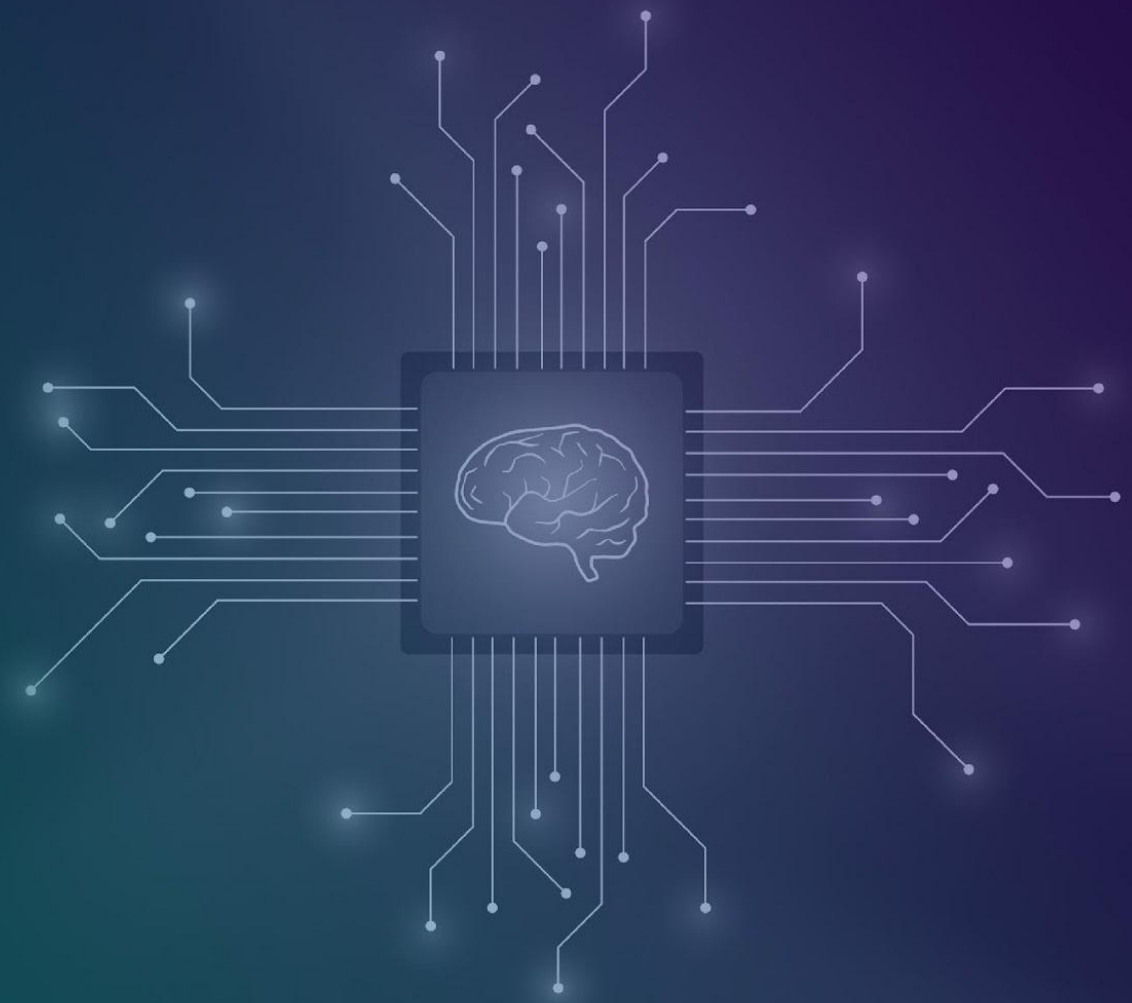
Maturity: Expert

- Self-service platform for everything!
- Automate yourself out of the job :)



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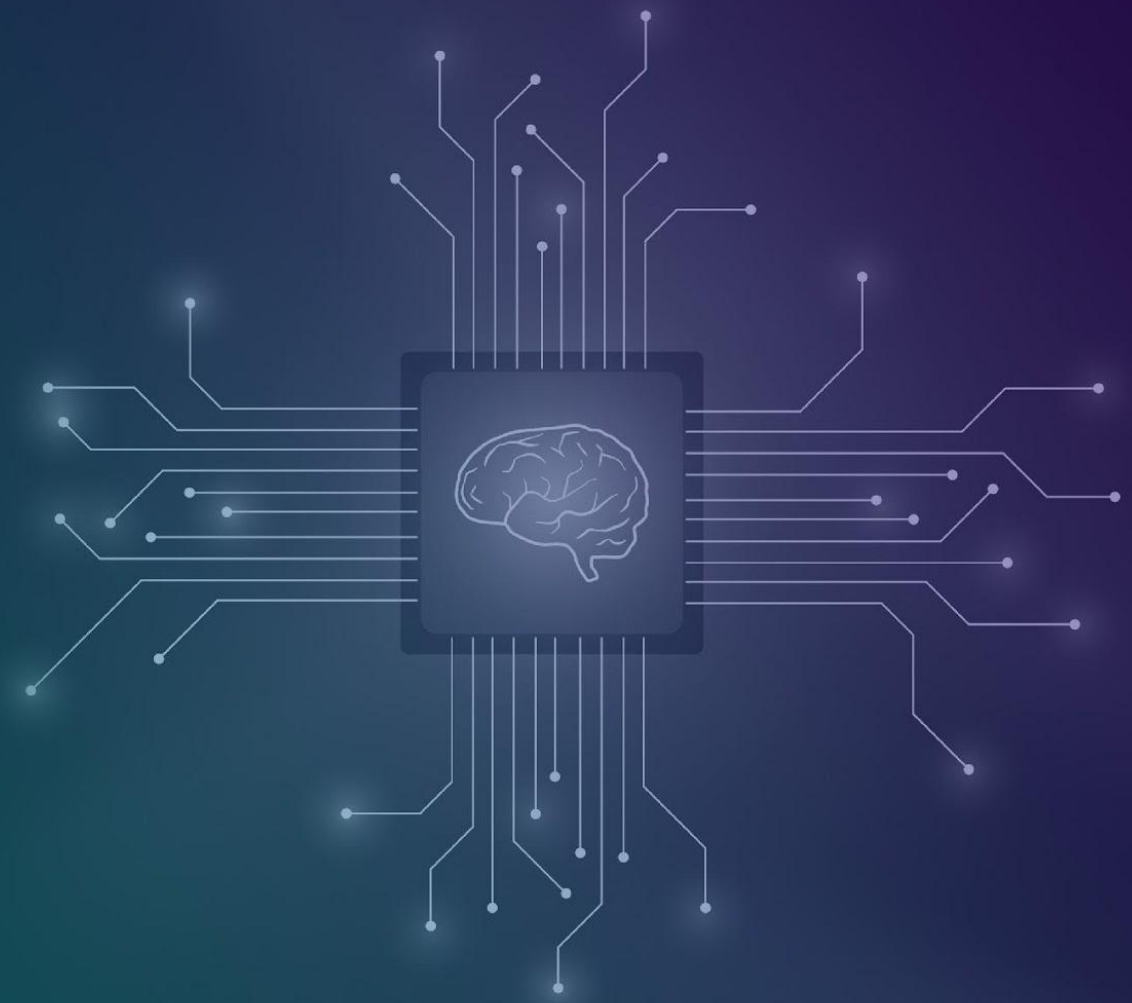
Maturity: Hero

- Contribute back
- Do Open Source
- Speak at conferences
- Help with the product



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DevOps Responsibilities

What do I own?

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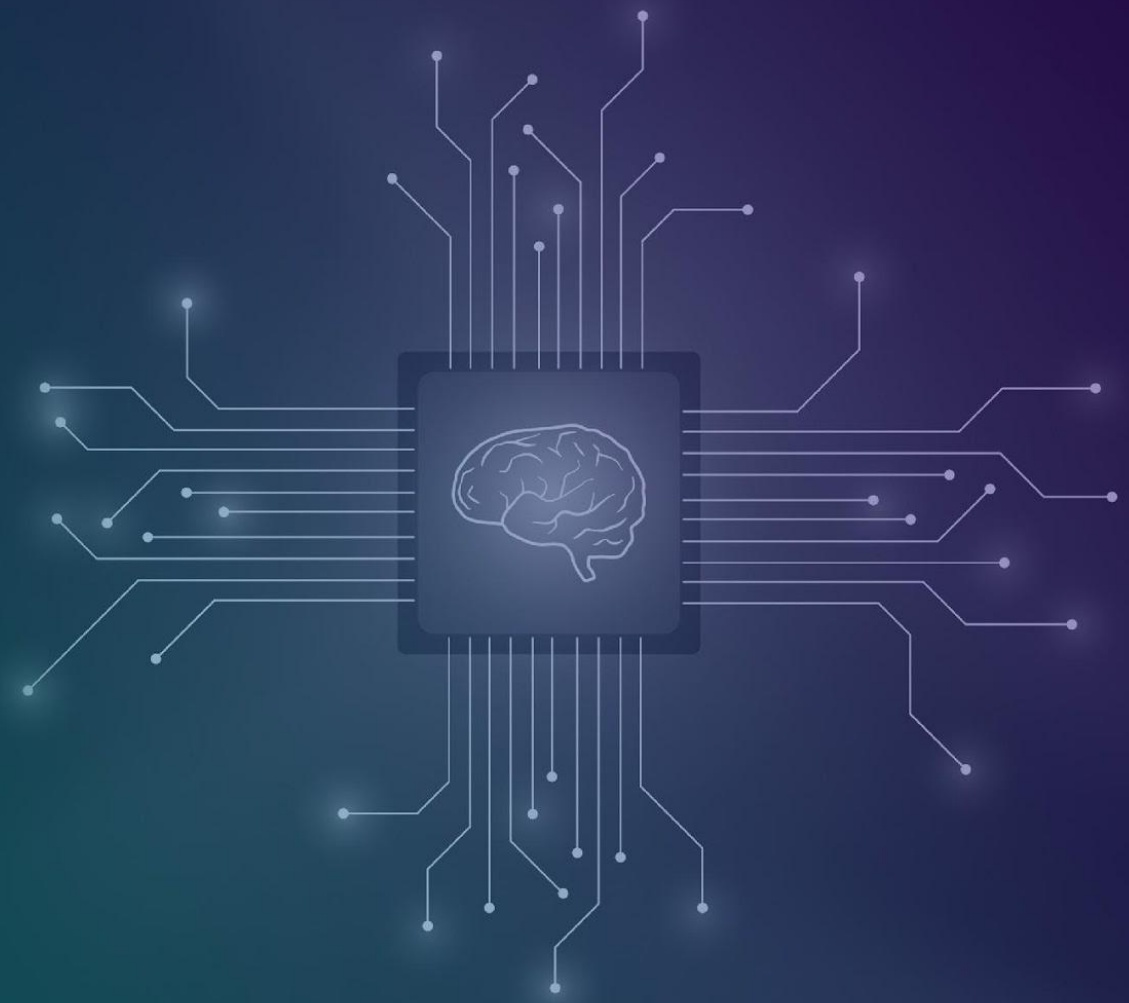
Environment

DEVOPS:

- Setting up machines
- Automating
- Providing resources
- Network
- Credential & Secrets storage
- Kubernetes cluster



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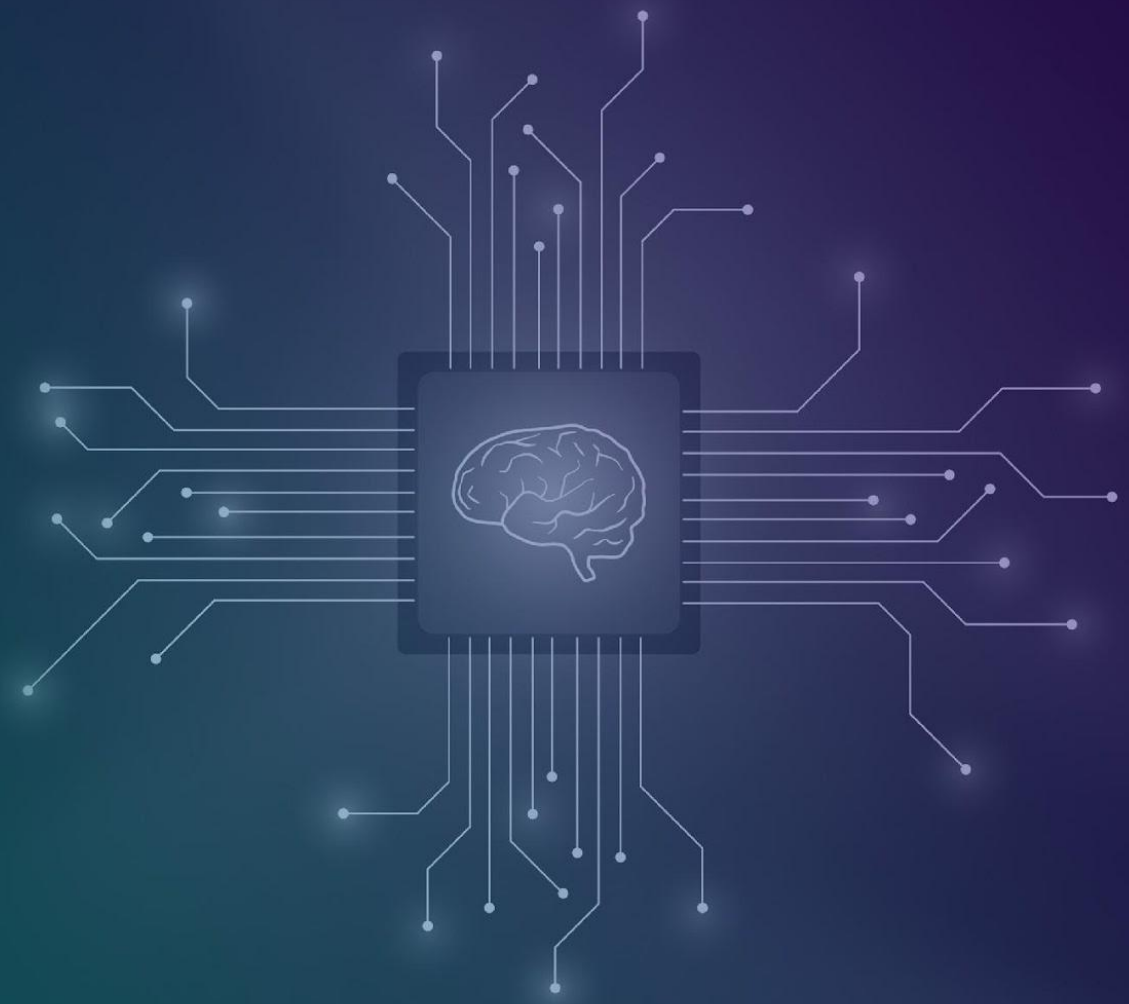
Environment

TEAMS:

- Deployment files
- Configs
- Defining resource requirements
- Deployments
- SQL queries
- Debugging



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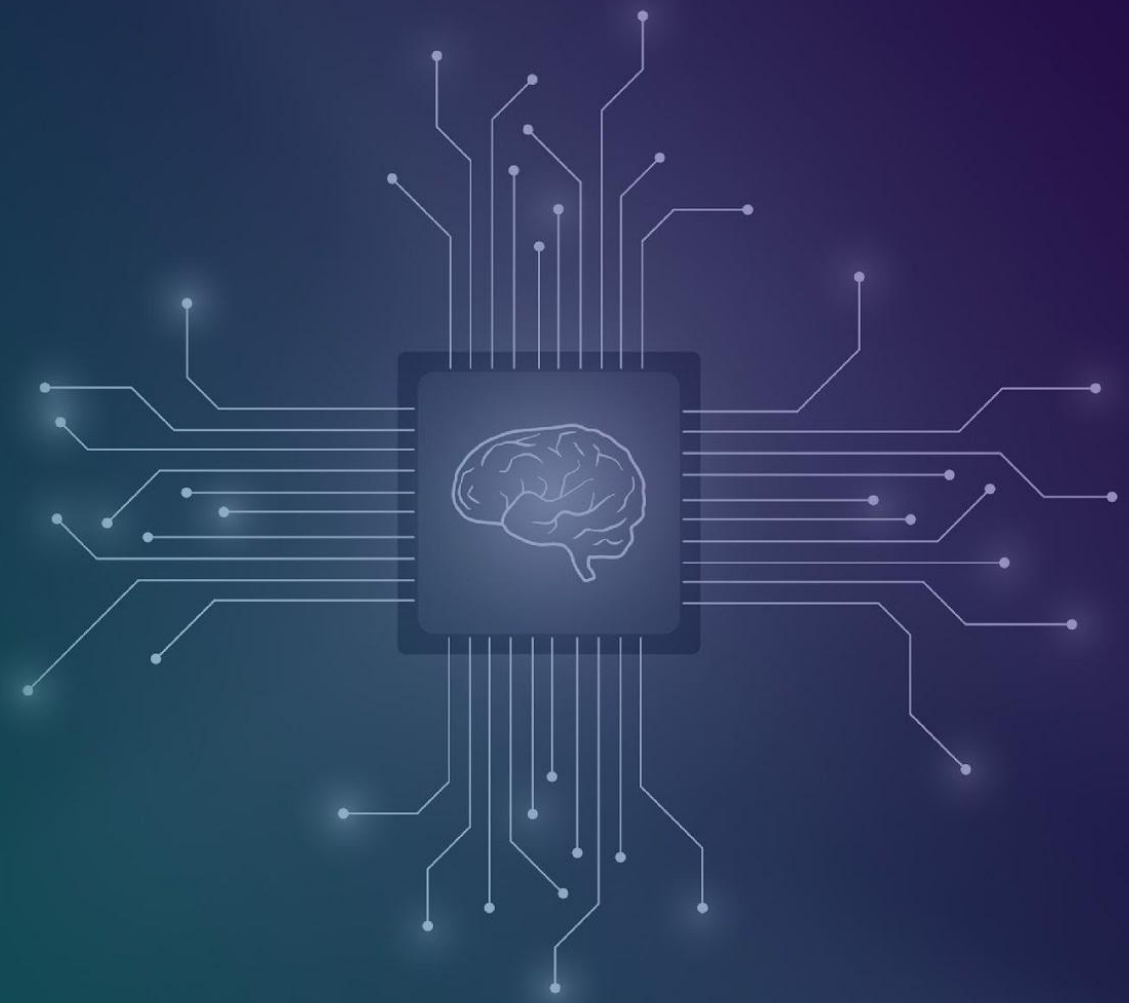
CI/CD

DEVOPS:

- Providing servers
- Creating worker farm
- Templates and best practices
- Building community
- Authentication & Security



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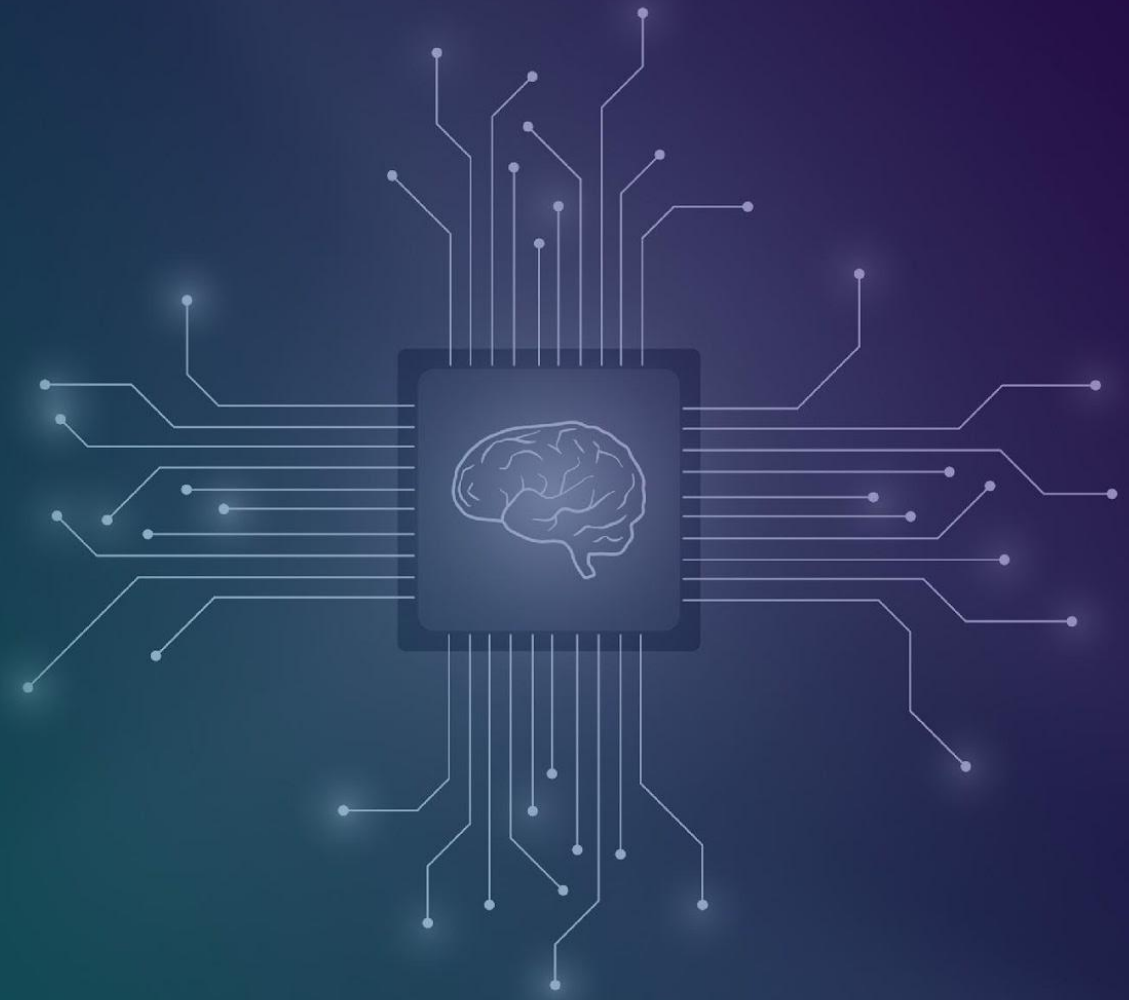
CI/CD

TEAMS:

- Configuring jobs
- Analysing results
- Debugging
- Adding tools for workers
- Defining plugins



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Infrastructure & Tooling

DEVOPS:

- Development tooling
- Templates
- Hardware guidelines
- Community engagement

TEAMS:

- Configuring tooling
- Sharing the knowledge

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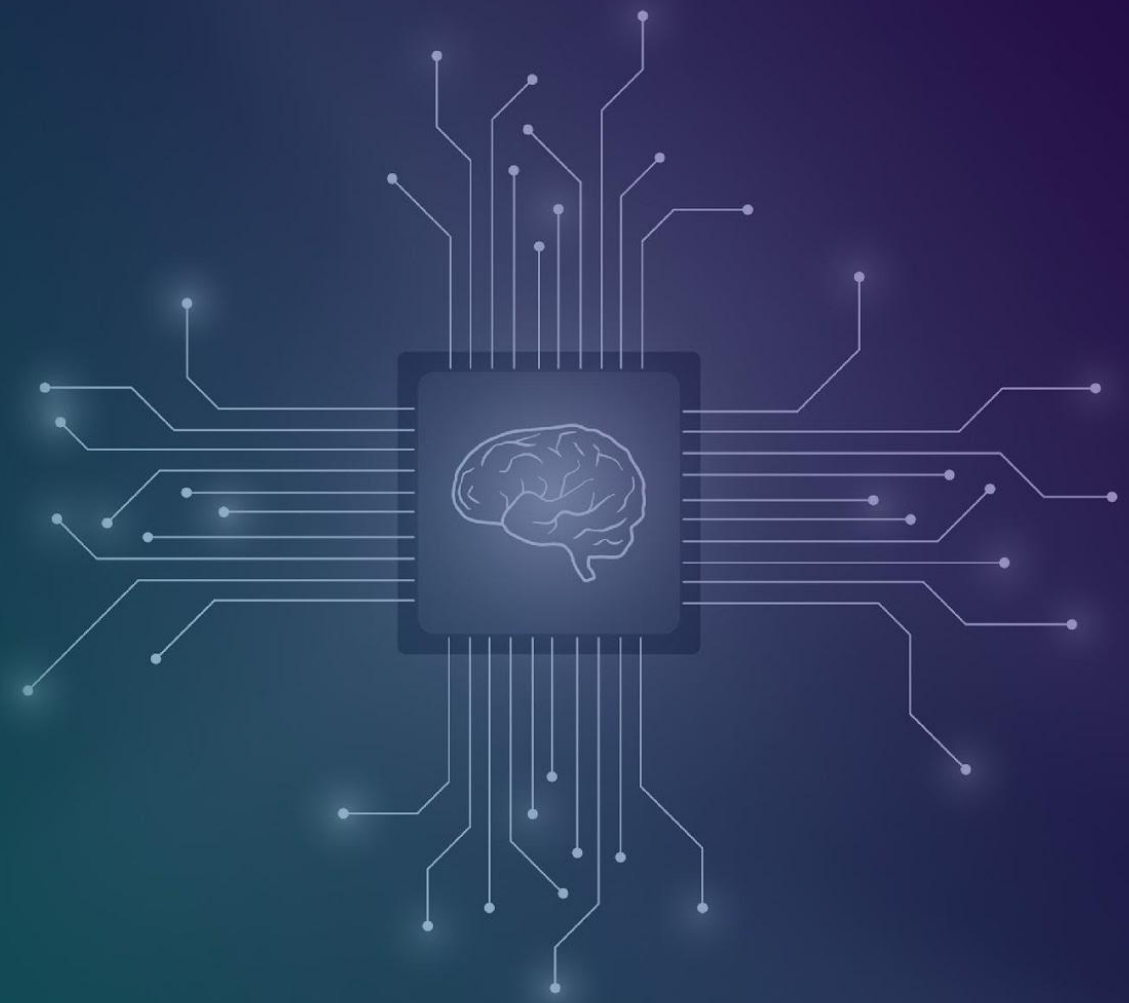
Security

DEVOPS:

- Create DevSecOps
- Enforce 2FA
- Make the rules

TEAMS:

- Follow the rules
- Don’t complain
- Bring cookies when promised



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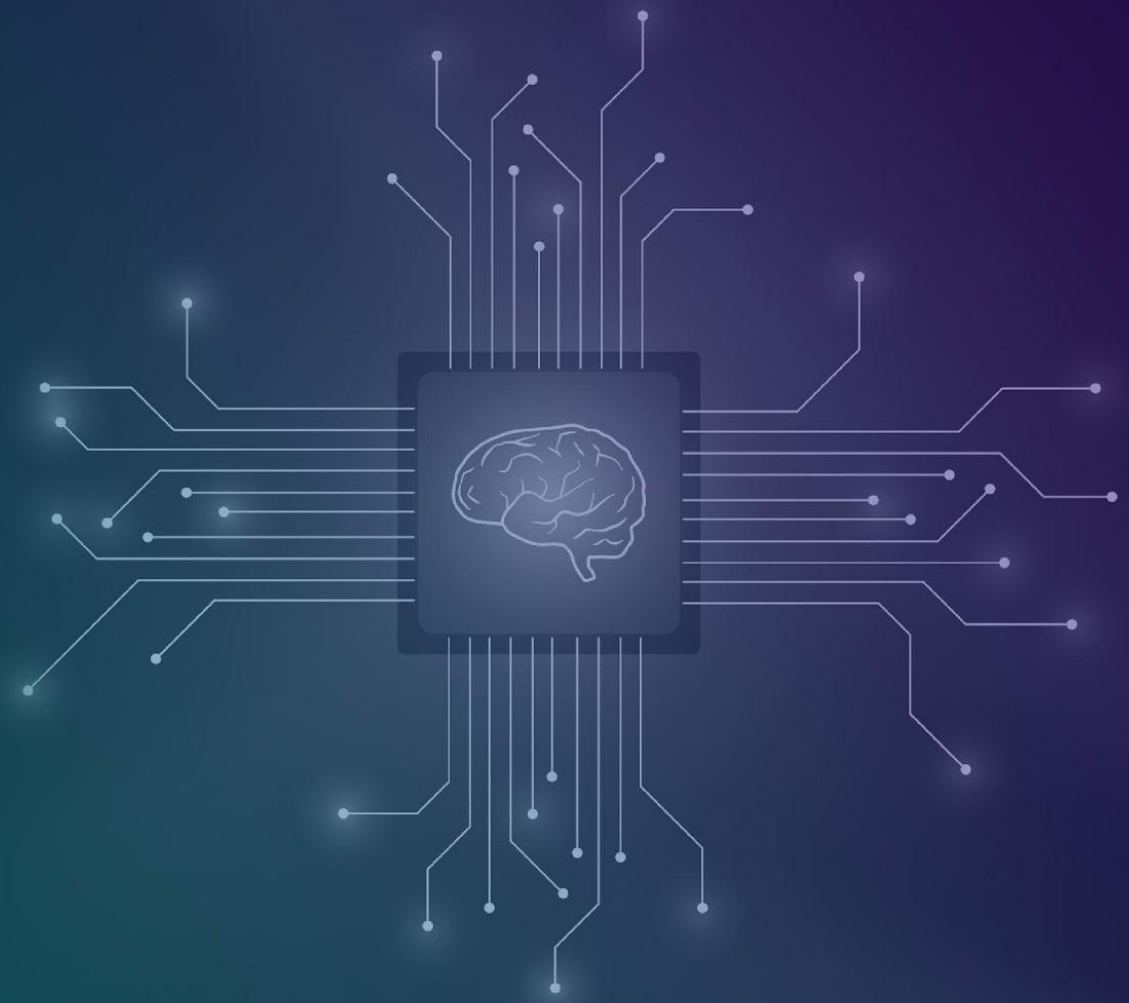
24x7

DEVOPS:

- Framework
- Playbooks
- Recovery templates
- Alerting

TEAMS:

- Provide engineers
- Playbooks



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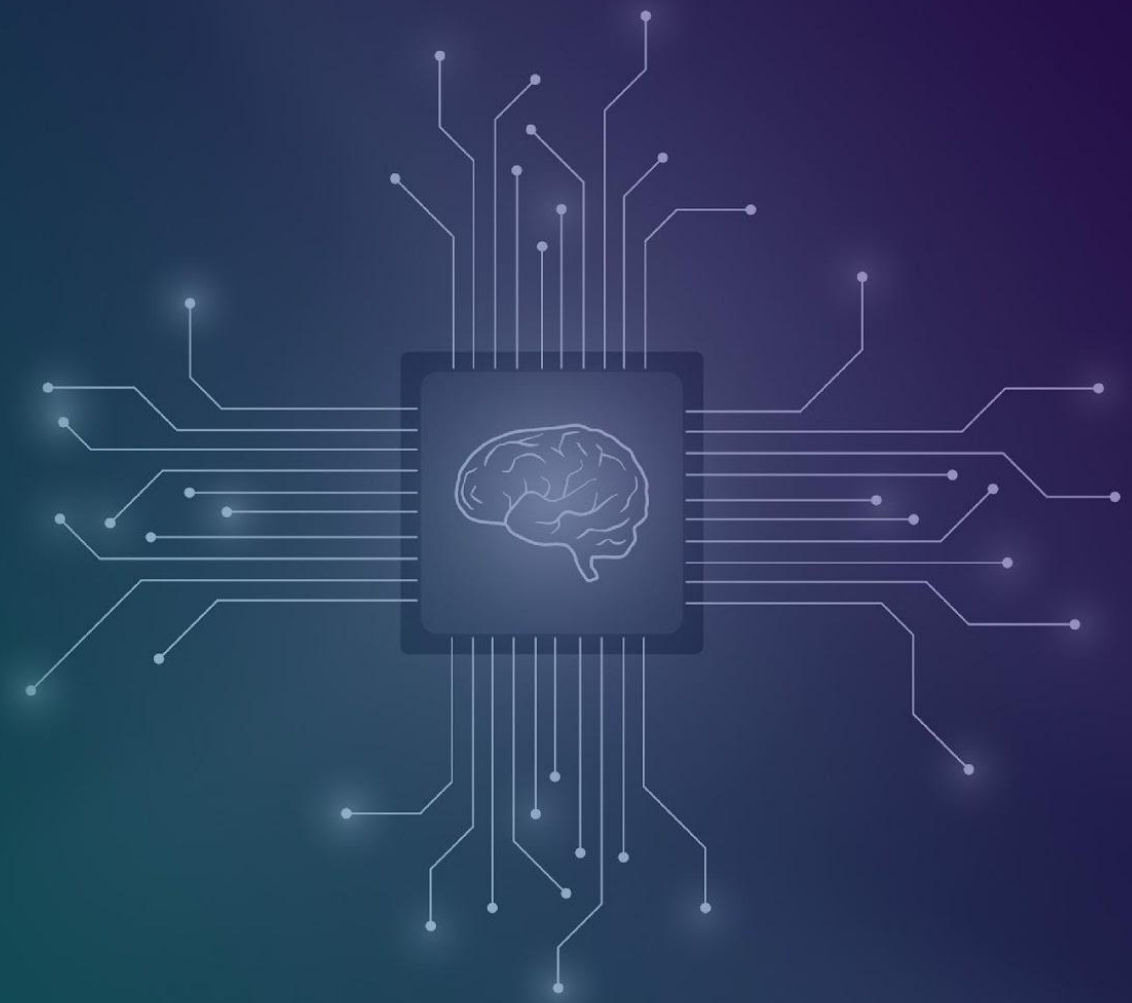
DevOps Manager

Role and responsibilities



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Manager responsibilities

- Protect
- Protect
- Protect
- Fight the bullshit
- Fight lazy teams
- Build barriers
- Remove distractions

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Manager responsibilities

- Reduce firefighting
- Understand the unpredictability
- Keep the team happy and rested
- Let the team learn and grow

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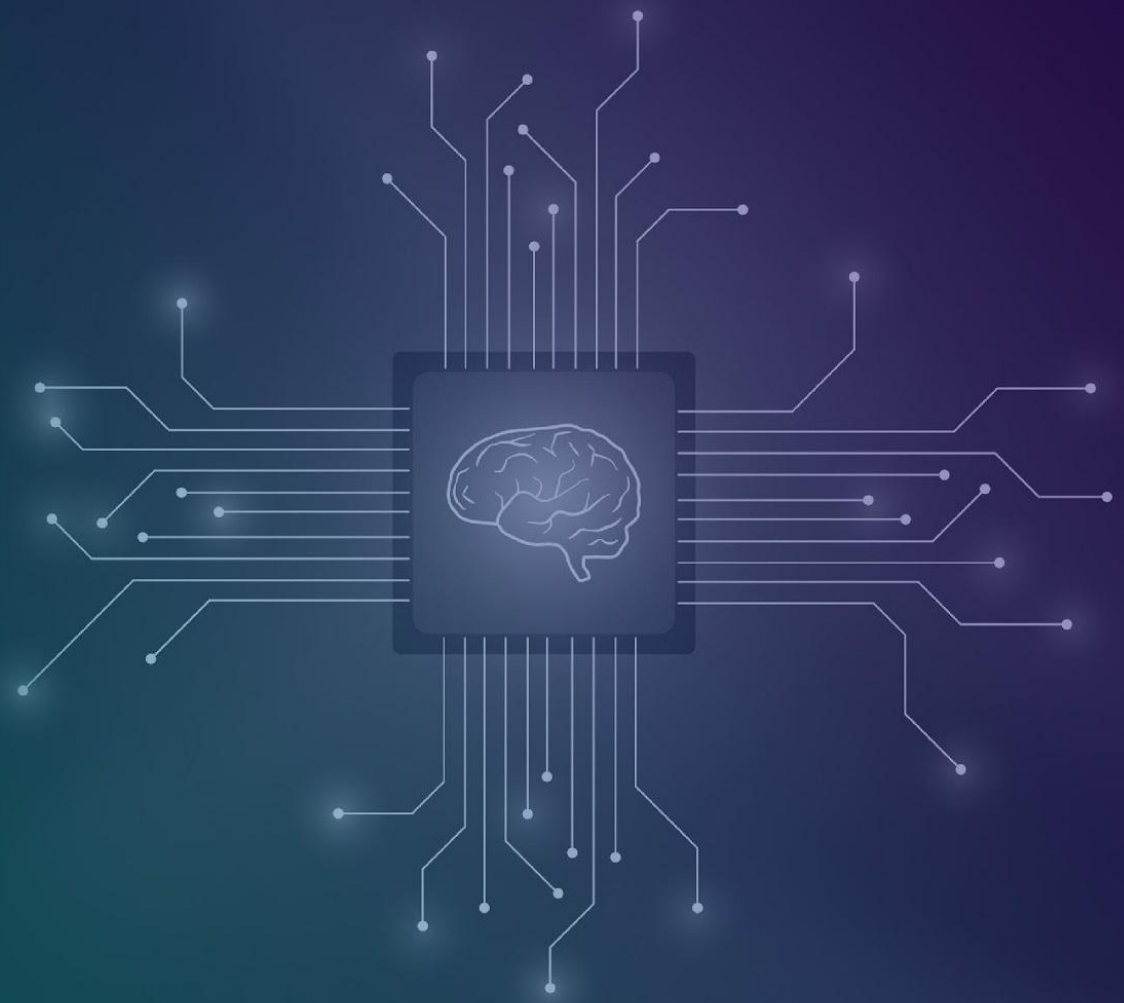
24x7/On-call duty

- Always pay for it
- Don’t do it with less than 4 people
- DevOps fix DevOps problem, period.
- Give the tools and equipment
- Don’t expect miracles



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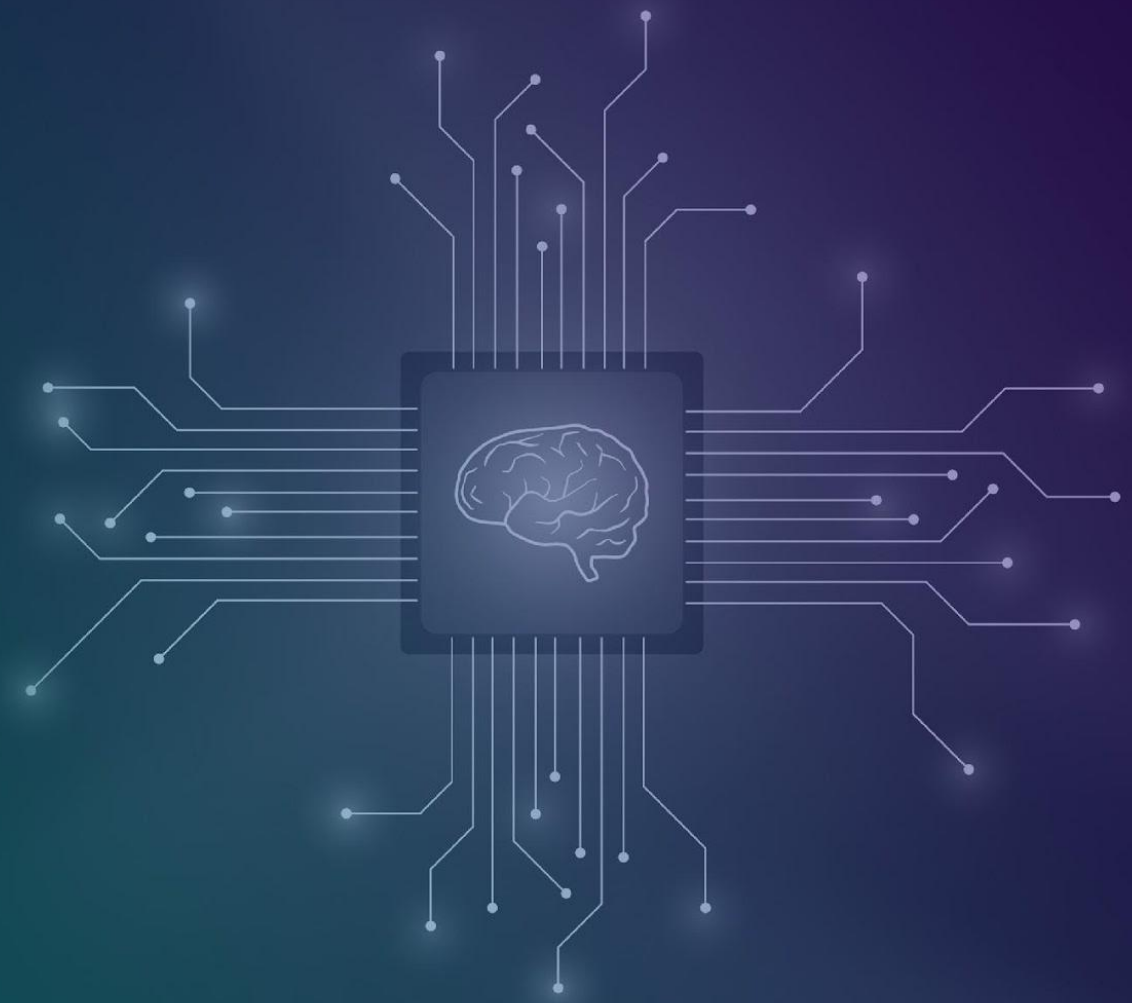
How to hire

- There is no junior DevOps
- Offer the switch
- Look for fast learners
- Pay well
- Respect



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So, who is the DevOps Engineer really?

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DevOps Engineer enables DevOps Mindset

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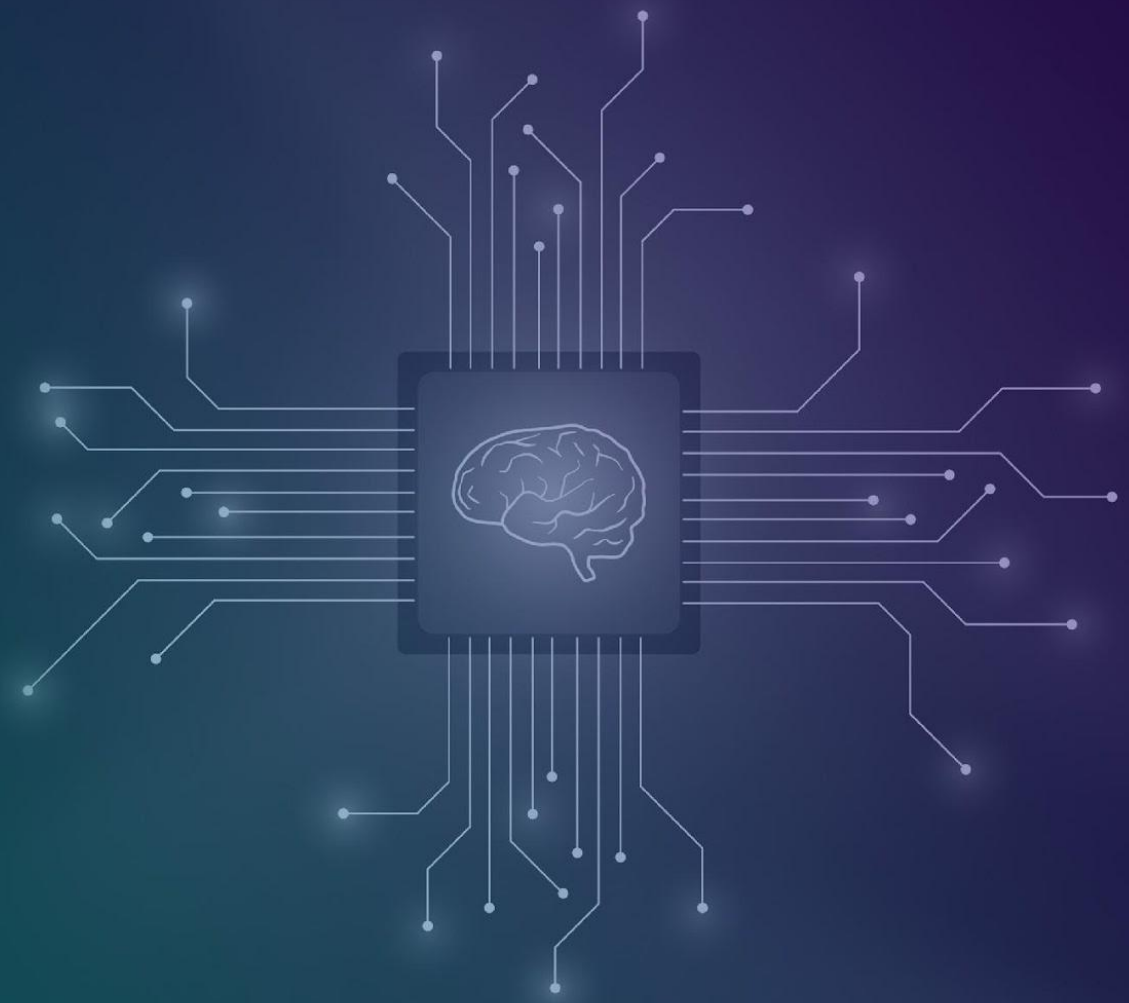
How to get better

- Learn
- Learn
- Learn
- It’s ok to not know everything
- It’s ok if others know more
- Embrace the unpredictable



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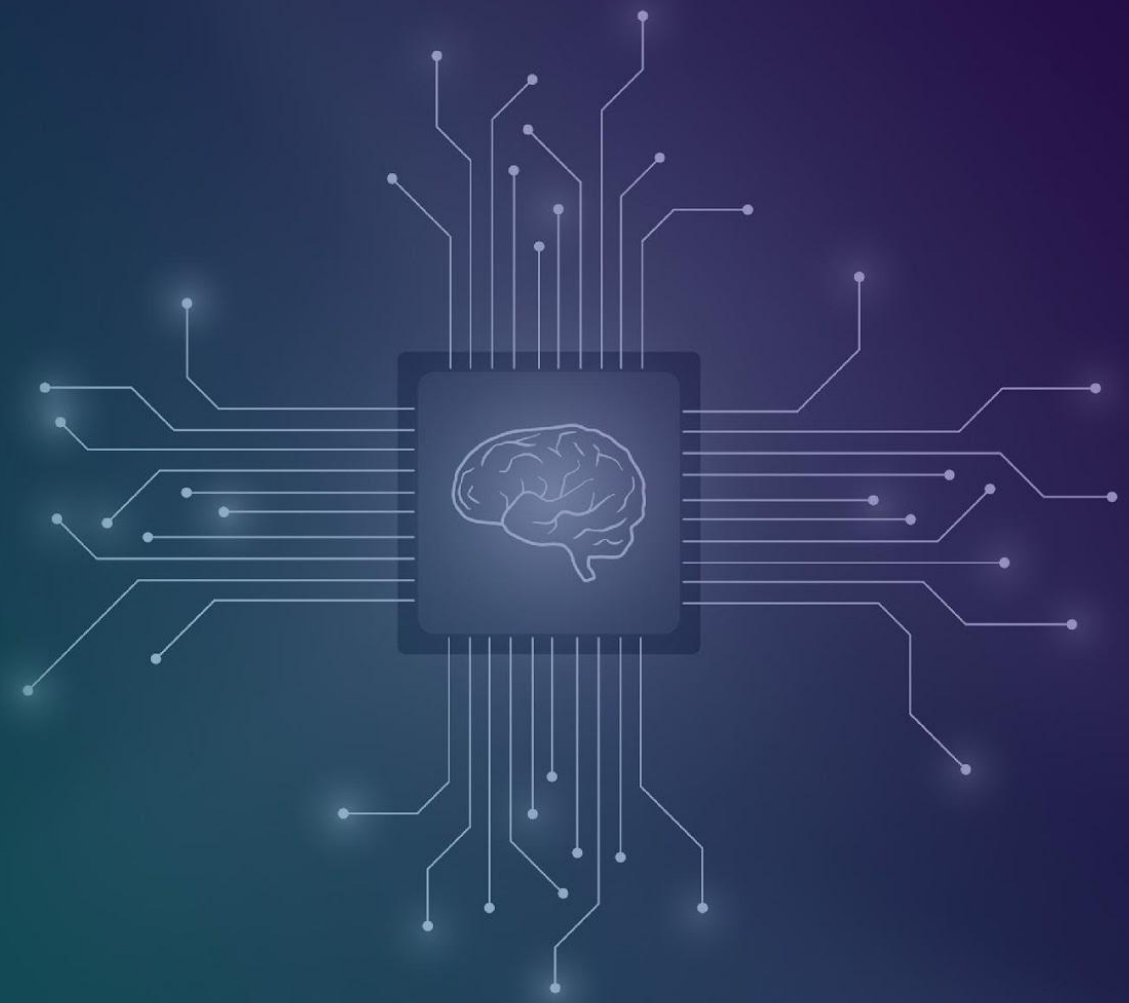
How to get better

- Go for conferences
  - SRECon (Europe)
  - OSCon (Portland)
  - Avoid bullshit conferences
  - Speak
- Use company library
- Attend trainings
  - Security
  - Kubernetes
  - AWS Certification
  - Soft skills



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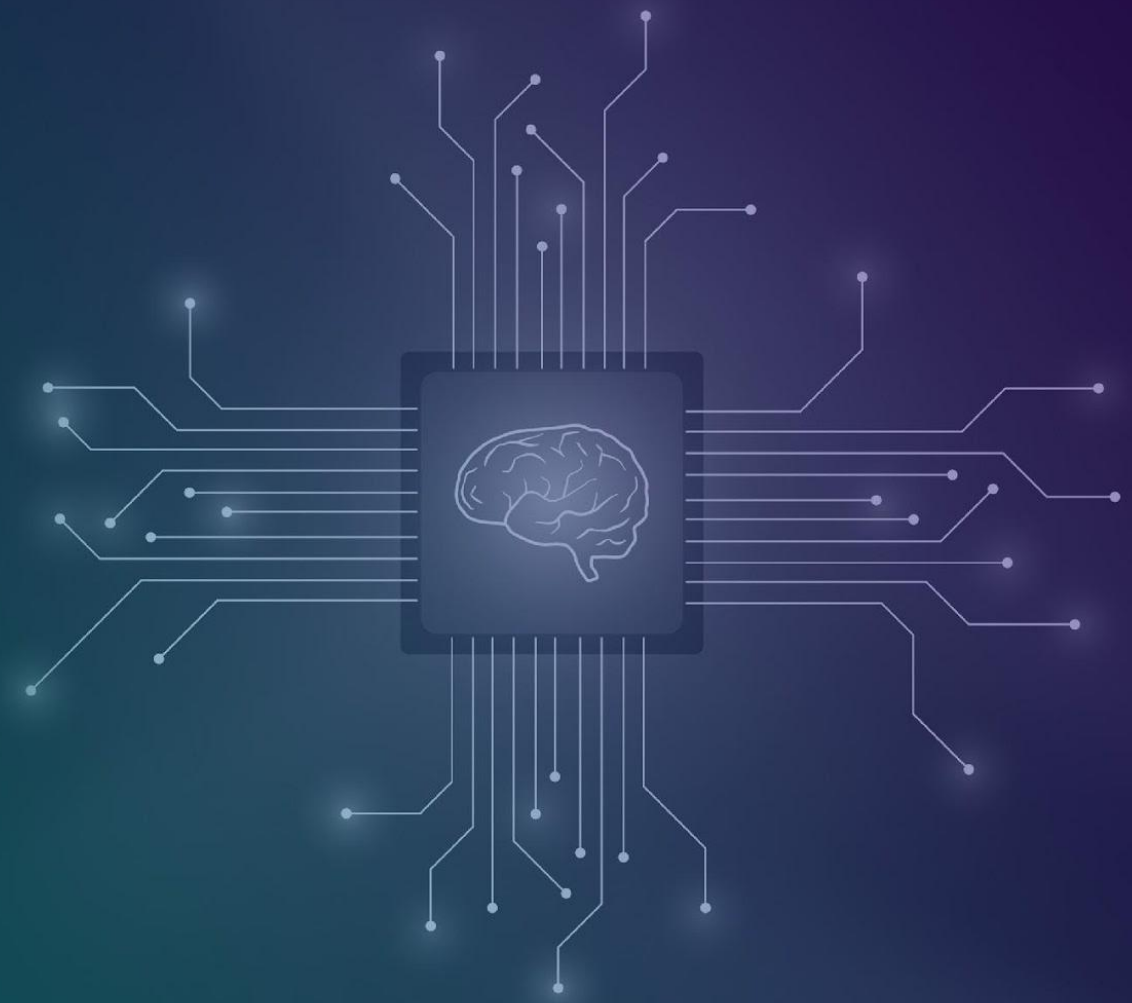
THE END

Questions?



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