

The DevOps 'YOU Build It, YOU Run It' Dilemma



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“Giving developers operational responsibilities has greatly enhanced the quality of the services, both from a customer and a technology point of view.”

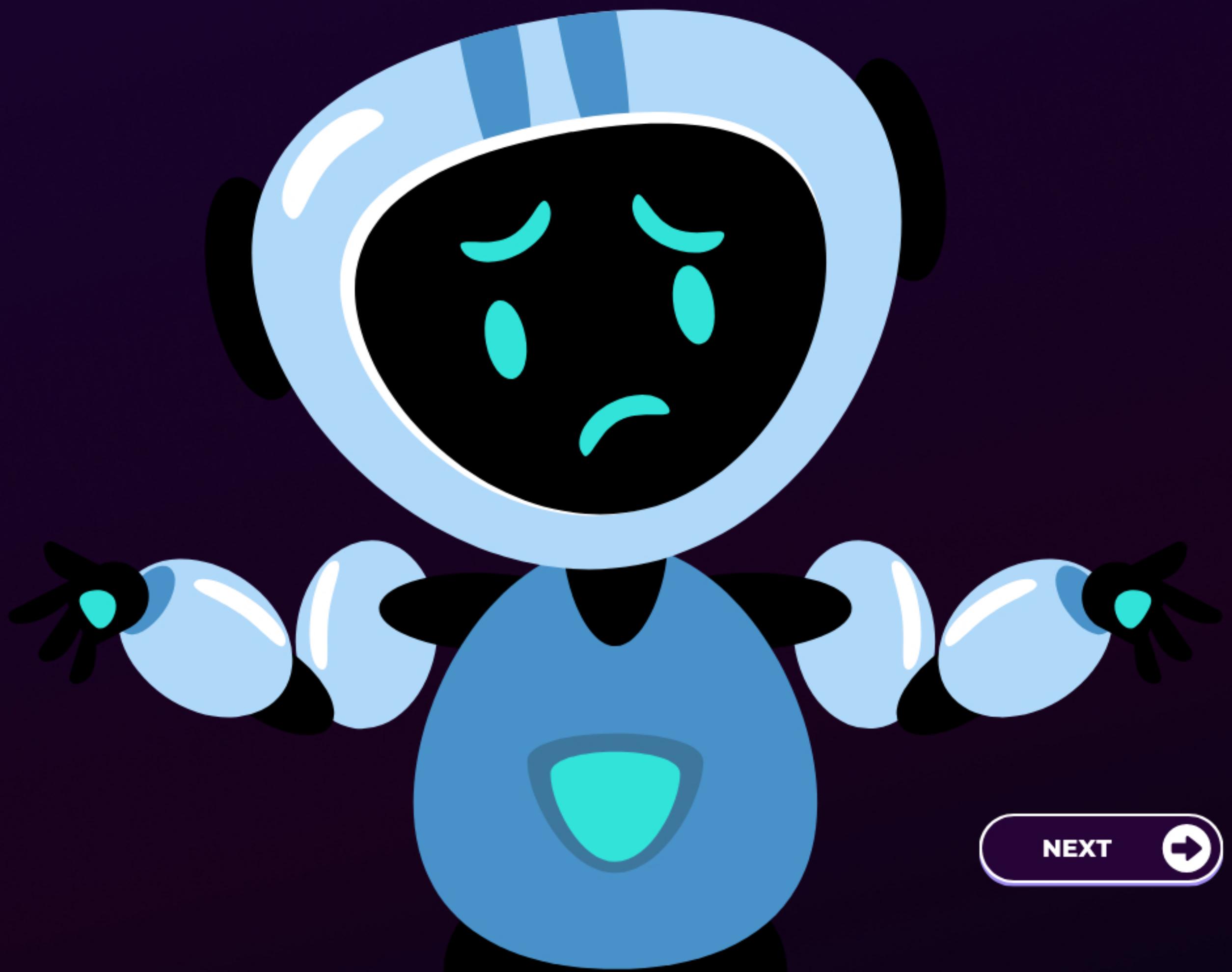


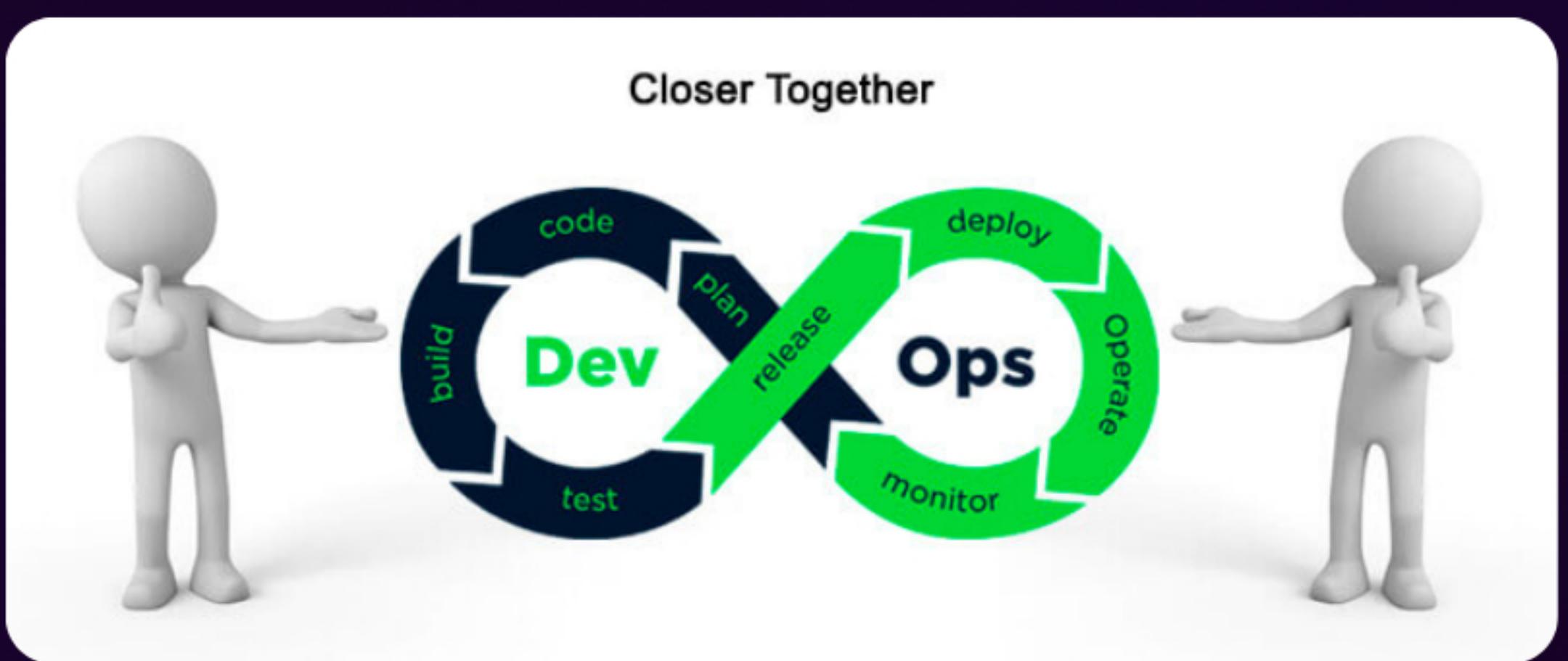
In 2006, Amazon CTO Werner Vogels emphasized the importance of developers taking operational responsibilities for their software.

This concept, known as "**you build it, you run it**", has become synonymous with DevOps.

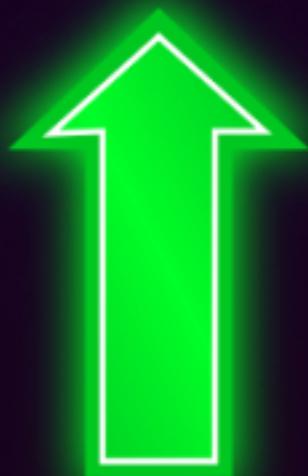


However, there is still confusion around its position in many organizations.





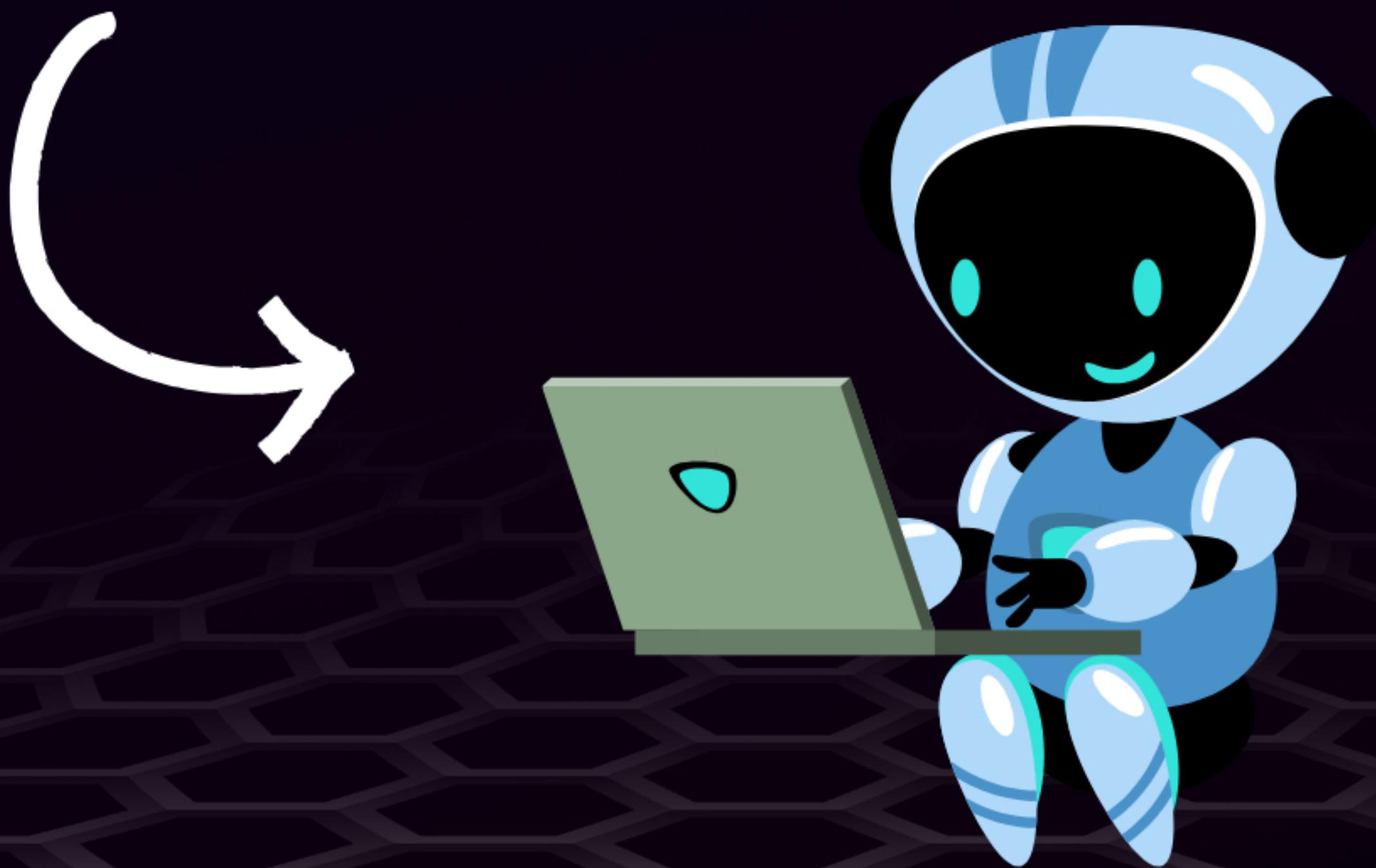
**Is DevOps a cultural approach that
fosters collaboration between
development and operations teams?**



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Or is it the idea that software developers should take full responsibility for infrastructure and operational processes?



Some even argue that DevOps has become an overused job title causing confusion in the hiring process.



Additionally, there are questions about the relationship between DevOps and Platform Engineering.





Are companies hurting
themselves by implementing
DevOps without fully
understanding its purpose?



Is DevOps only relevant for
advanced organizations like
Amazon and Netflix?



Lastly, what is the key ingredient for successful DevOps?

Is it effective communication between development and operations, the use of automation and tooling, or having developers who are infrastructure and operations experts?



**Or is it something completely net new?
You build it, you own it, you operate it -
Kubiya, the first DevOps virtual assistant.**

