1. **List and describe what are Parts Unlimited Core and Context?**
   Erik introduces the concept of Core and Context, which is adapted from Geoffrey Moore's framework, to help Parts Unlimited's leaders make strategic technology decisions. He explains that the Core represents the company's central competencies: the unique capabilities and systems that directly create competitive advantage and deliver value that customers are willing to pay for. This includes areas such as software development, product innovation, data platforms like Panther and Data Hub, as well as the company's digital retail and analytics capabilities, all of which drive growth and differentiation in the market. On the other hand, the Context encompasses all the necessary but non-differentiating activities needed to keep the business operating, such as HR, payroll, email, and help-desk support. These systems are essential, but they do not directly influence customer experience or revenue.
2. **How does the idea of "Core and Context" support DevOps behaviours and processes?**
   The idea of Core and Context naturally reinforces DevOps principles and behaviours by focusing on value creation, flow, and continuous improvement. DevOps aims to eliminate waste, automate repetitive tasks, and facilitate feedback loops between development and operations. By clearly distinguishing Core from Context, Parts Unlimited can direct its engineering talent toward Core work that accelerates business outcomes. This mindset supports the First Ideal of Locality and Simplicity, reducing dependencies and bottlenecks. It also embodies the Third Ideal by freeing engineers from low-value, maintenance-heavy tasks. When Maxine and her colleagues recommend outsourcing email servers, helpdesk systems, and old data centers, they are applying DevOps thinking, allowing teams to focus on building modern, automated infrastructure. In essence, managing Context efficiently enables DevOps teams to be more agile, innovative, and customer-focused within the Core.
3. **Review the 5 ideals and compare the Data Hub and Pheonix teams' workflows. What are the changes made to integrate the 5 ideals into the DataHub deployment workflow compared to the Pheonix project deployment workflow?**
   The Five Ideals are Locality and Simplicity, Focus Flow and Joy, Improvement of Daily Work, Psychological Safety, and Customer Focus. These ideas make the Data Hub and Phoenix teams different. The Phoenix Project reflected the company's earlier, siloed, fragile approach, where developers worked in isolation, builds were slow, and testing or deployments caused system failures. Communication barriers and blame culture discouraged experimentation. The Data Hub team adopted processes aligned with the Five Ideals. They practiced locality and simplicity by streamlining code and infrastructure, like parallelizing automated tests and simplifying legacy code. They fostered flow and joy by automating CI/CD pipelines and enabling faster feedback, giving developers immediate insight. Daily work improved through continuous refactoring and building reliable systems, not firefighting. Psychological safety grew as leaders like Maxine encouraged collaboration, blameless post-mortems, and open communication. Their customer focus shifted from internal silos to delivering value to Parts Unlimited's customers via projects like Data Hub and the Unicorn Project.