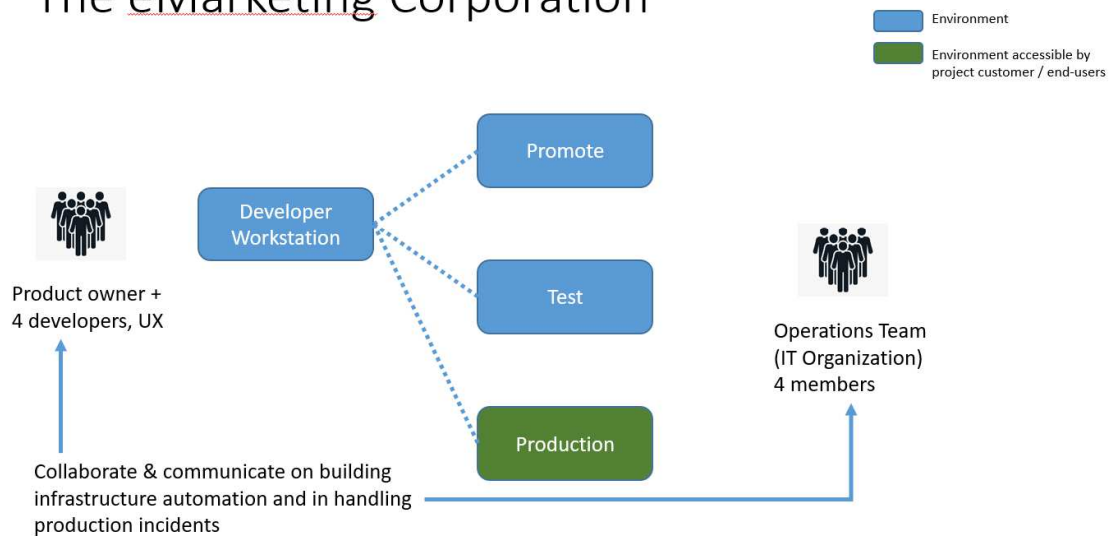


## The eMarketing Corporation

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The eMarketing Corporation offers digital marketing and sales solutions that provide timely business and contact information. They are developing and maintaining a web application serving as a self-service channel for companies' to order, use and monitor their purchased services. For the business customers, the application acts as a control panel to acquire and manage different services ordered from the company.

The company consists of four developers and one UX designer co-located together with a product owner. The company's development unit has altogether 22 software developers assigned into five different software development teams. They are developing using the Java language and the Microsoft SQL Server database. The developers are hired from different consulting companies. The company has a separate operations team (IT organization) consisting of four members, two of which are software developers. Their responsibility is to manage the infrastructure, including cost and user rights management, building automation and giving support to development teams.

#### Techniques and environments.

The product owner maintains and prioritizes development tasks in a product backlog. The backlog consists of a set of post-it notes that are on a wall in his office. Tasks in the backlog are kept as small as possible, so they are easy to develop and push to production. Developers can freely pick tasks from the backlog and begin work in local branches. When developers turn in completed code somebody is tagged to build an application package.

After the application package is built, it is deployed to subsequent environments by a team member. The application can be deployed to test or production environments. When the application is deployed

to production a worker has to start a new instance, install the required software and security updates, and start a new instances based on that image.

The introduction of DevOps into the company is being motivated by the business' need to reduce their services' time-to-market. As such, the transformation towards DevOps started in 2011, when the company decided to move from on premise infrastructure to a cloud-based infrastructure offered by Amazon. The use of AWS and its underlying technologies minimized the need for a large separate operations team, as software employment and infrastructure management, including configurations, could be done also by the development team once the automation in deployment pipeline was implemented.

Production deployments can be executed by any developer, but often only after notifying other team members of such an intention.

The company has implemented a Blue-Green deployment strategy.

The company's mindset is to take risks and allow failures without blame. They have frequent production deployments. They want to build a deployment pipeline that will allow reverting and corrective actions rather than comprehensiveness of testing.