

DEVOPS
ENTERPRISE
SUMMIT

AN  REVOLUTION EVENT

GET
TOGETHER
GO
FASTER

LONDON 25–27 JUNE 2019
INTERCONTINENTAL LONDON – THE O2

Why Are We Here?

GET TOGETHER GO FASTER

- We believe DevOps is important
- We believe DevOps creates business and societal value
- We believe DevOps makes our work humane

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My Definition of DevOps

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The architecture, technical practices, and cultural norms that enable us to...

increase our ability to deliver applications and services...

quickly and safely, which enables rapid experimentation and innovation, and
the fastest delivery of value to our customers...

while ensuring world-class security, reliability, and stability...

...so that we can win in the marketplace.



Another Definition of DevOps

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Better Value Sooner Safer Happier

-Jon Smart, Deloitte

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“I want to improve the lives of 1 million IT workers in
the next five years...”

– Erik, The Phoenix Project

“I want to improve the lives of ~~1 million~~ IT workers in
the next five years...”

– Erik, The Phoenix Project

But Why Are We Here Today?

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- We want to transform our organizations
- We want to learn what we need to learn
- We want to meet who we need to meet
- We want to get re-energized to keep up the fight

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Goals of DevOps Enterprise 2019

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- Make this the best DevOps Enterprise Summit ever
- Help every conference attendee achieve their goals
- Get great repeat experience reports, and new experience reports
- Elevate focus on Spanning Business/Technology Divide
- Elevate focus on Next Generation Ops and Infrastructure
- Get best subject matter experts from the domains we need
- Share with you learnings from *The Unicorn Project*

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PROGRAMMING COMMITTEE

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GENE KIM

Author, researcher,
and founder, IT Revolution



JASON COX

Director, Systems
Engineering, The Walt
Disney Company



CORNELIA DAVIS

Senior Director of
Technology, Pivotal
Software, Inc.



DOMINICA DEGRANDIS

Director,
Digital Transformation
Tasktop



DAMON EDWARDS

Co-Founder, Rundeck, Inc.



JEFF GALLIMORE

CTIO and Co-Founder,
Excella



BEN GRINNELL

Managing Director, North
Highland



COURTNEY KISSLER

VP, Digital Platform
Engineering, Nike



DR. TOPO PAL

Senior Director & Sr.
Distinguished Engineer,
Capital One



JONATHAN SMART

Partner, Enterprise Agility,
Deloitte



JOHN WILLIS

Founder, Botchagalupe
Technologies

Repeat Experience Reports

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- We follow technology leaders in their journey, and see what they've achieved and what happens to them
 - Do we like what we see?
 - Is their path worth following?
 - Are there patterns of success?
- Examples:
 - Scott Prugh (SVP), CSG
 - Robin Yeman (Fellow), Lockheed Martin
 - Scott Havens (Sr. Director), Walmart / Moda Operandi

10% of all programming

Fewer # of repeat speakers: 2018 (45%) to 2019 (25%)

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New Experience Reports

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- Experience reports are a fantastic way to show where DevOps is possible — and to negate objections...
- Over the years, over 250 experience reports from all industry verticals

“I am always looking for new experience reports to show my leadership. It’s so helpful to be able to say ‘Even _____ and _____ are doing DevOps.’”

—Jason Cox, Dir Platforms
and Systems Reliability, Disney

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New Experience Reports

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- Heather Mickman (VP) & David Cherryhomes (VP), Optum
- Kira Barclay (Dir) & Elizabeth Conzo (Lead), *John Deere*
- Jaclyn Damiano (Assoc. Dir) & Josh Stone (Sr. Architect), *Verizon*
- Shaaron Alvarez (Sr. Coach), *T-Mobile*
- Cat Swetel (Sr. Manager), *Ticketmaster*
- Daniel Koo (Sr. Dir), *FINRA*

These represent 20% of all programming

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Spanning Business and Technology

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- Increasingly, the obstacles facing technology leaders are outside of the classic technology value stream
 - Product leadership, business leadership, project management, information security, legal and compliance
- We want business leaders standing on stage with technology leaders
 - Rabid fans, grateful because technology is helping them achieve their goals, dreams and aspirations

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Spanning Biz/Tech Divide

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- Christoph Brinck (VP) & Ralf Waltram (VP), *BMW Group*
- Fernando Cornago (Sr. Director) & Benjamin Grimm (Sr. Director), *adidas*
- Chris O'Malley (CEO) & Joe Aho (CFO), *Compuware*
- Ranga Muvavarirwa (VP) & Jessica Sant (VP), *Comcast*
- Levi Geinert (SVP) & Werner Loots (EVP), *U.S. Bank*

These represent 14% of all programming

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Overcoming Ways Of Working

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- Overcoming powerful and entrenched orthodoxies in enterprises
- Infosec, Compliance, ITIL, Project Management, Audit, etc.
- Requires building bridges and creating mutual respectful and beneficial relationships

These represent 20% of all programming

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Big Four Audit Panel

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- Yosef Levine (Global Audit & Assurance Risk and Controls, Confidentiality, and Privacy Leader, Deloitte)
- Michael Wolf (Managing Director, Modern Delivery Lead, KPMG)
- Matt Bonser (Director, Digital Risk Solutions, PwC)
- Pierre Fourie (Advisory Services Senior Manager, Ernst & Young)
- Thank you to Sam Guckenheimer (Microsoft) and Dr. Tapabrata Pal



Bring In Expertise We Need

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- I love studying the bookshelves of technology leaders — they all look the same
- We're all trying to piece together the body of knowledge that doesn't quite exist yet — in 10 years, everyone will know, but in the meantime, we are questing for them...
- Previous years:
 - Lean, Safety culture
 - Unicorn transformation stories: Google, Amazon Prime Now, Microsoft

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Experts We Seek

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- Dr. David Almeda (Chief People Officer, Kronos)
- Dr. Andre Martin (VP PeopleDev, Google)
- Dr. Nicole Forsgren & Dr. Dustin Smith (DORA / Google)
- Dr. Christina Maslach (University of California, Berkeley)
- Dr. Mik Kersten (Tasktop)



Next Generation Ops and Infrastructure



Rosalind Radcliffe, *IBM*

Jason Cox & Brian Scott &
Patrick O'Connor, *Disney*

Damon Edwards, *Rundeck*

Philip Knezevich, *American
Airlines*

Corey Quinn, *The Duckbill
Group*

Dr. Stephen Magill, *MuseDev*

Dave Whyte, *AutoTrader*

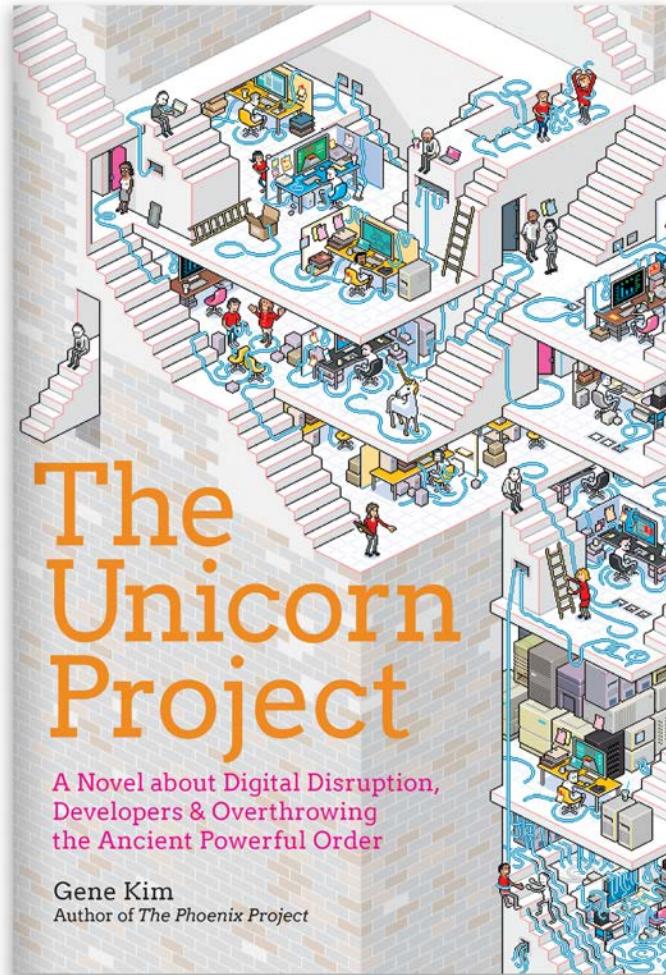
These represent 20% of all programming



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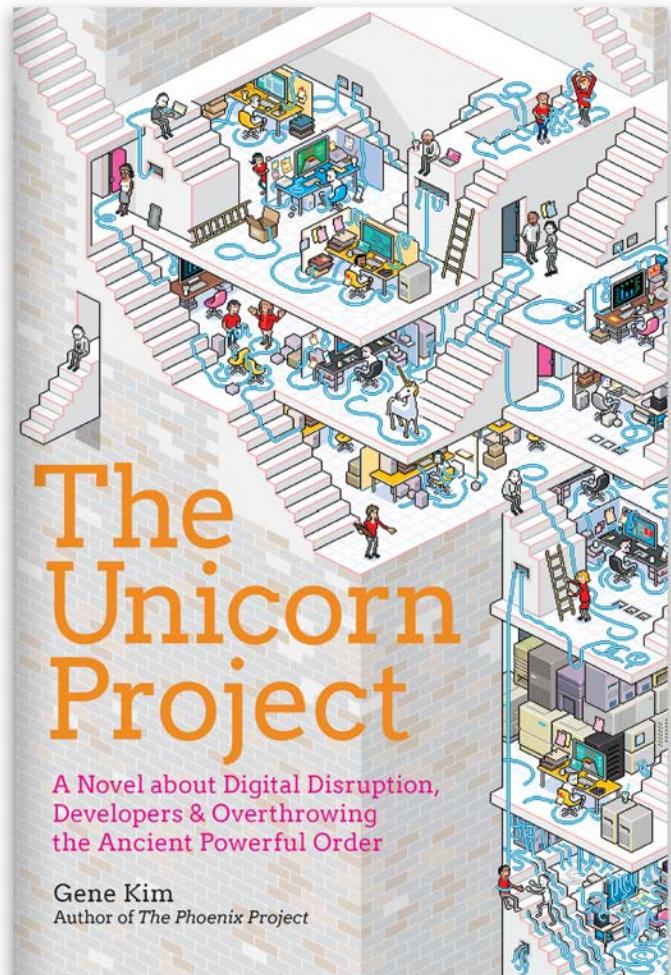


Dedication

To the achievements of the DevOps Enterprise scenius,
which this book is inspired by and celebrates.

The Problems That Still Remain

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- Absence of all the invisible structures needed to enable developer productivity
- The orthogonal problem of getting data from where it resides to where it needs to be used
- Strong opposition to support new ways of working
- Ambiguity on what behaviors needed to support during a transformation

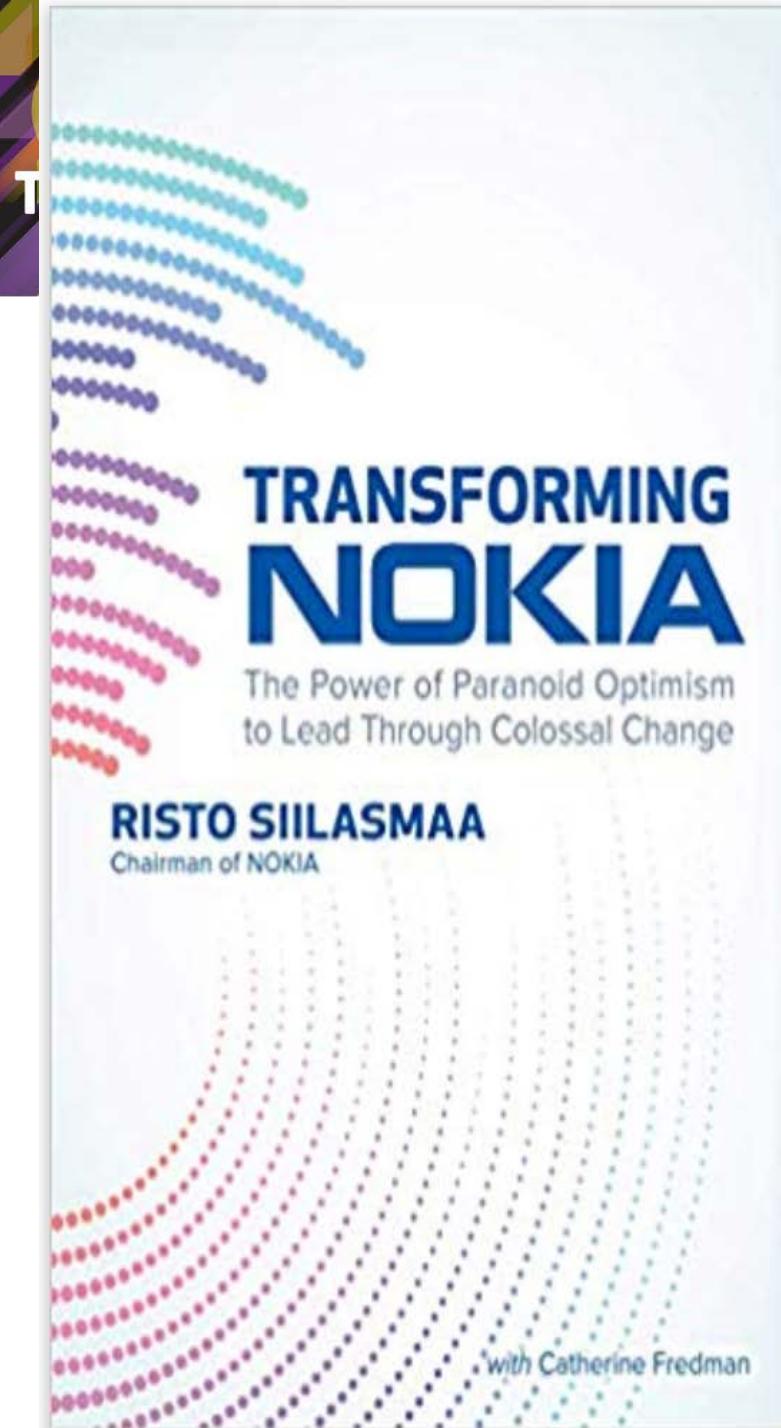
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Risto Siilasmaa, NOKIA

"In 2010, Risto Siilasmaa was a board director at Nokia. When he learned that generating a Symbian build took *a whole forty-eight hours*, he said that it felt like someone hit him in the head with a sledgehammer," Erik says. "He knew that if it took two days for anyone to determine whether a change worked or would have to be redone, there was a fundamental and fatal flaw in their architecture that doomed their near-term profitability and long-term viability. They could have had twenty times more developers, and it wouldn't have made them go any faster."

Erik pauses. "It's incredible. Sensei Siilasmaa knew that all the hopes and promises made by the engineering organization was a mirage. Even though there were numerous internal efforts to migrate off of Symbian, it was always shot down by the top executives until it was too late.



2002 Microsoft Security Standdown

- Famously, Microsoft after SQL Slammer required every product group to freeze feature

BILL GATES BUSINESS 01.17.02 12:00 PM

BILL GATES: TRUSTWORTHY COMPUTING

In the past, we've made our software and services more compelling for users by adding new features and functionality, and by making our platform richly extensible. We've done a terrific job at that, but all those great features won't matter unless customers trust our software.

So now, when we face a choice between adding features and resolving security issues, we need to choose security. Our products should emphasize security right out of the box, and we must constantly refine and improve that security as threats evolve. A good example of this is the changes we made in Outlook to avoid e-mail-borne viruses. If we discover a risk that a feature could compromise someone's privacy, that problem gets solved first. If there is any way we can better protect important data and minimize downtime, we should focus on this. These principles should apply at every stage of the development cycle of every kind of software we create, from operating systems and desktop applications to global Web services.

Near Death Experiences

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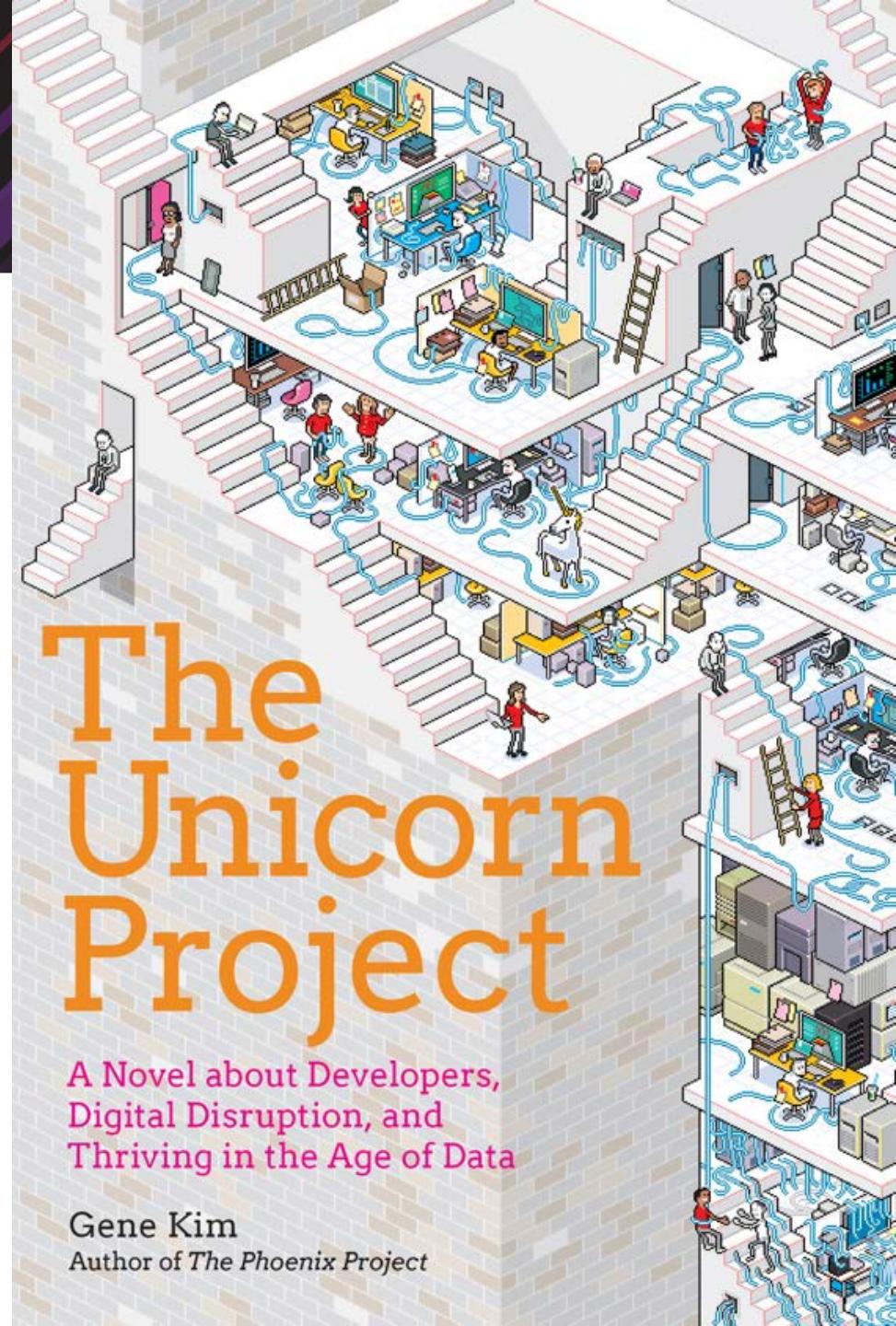
- Ebay (1999)
- Microsoft (2002): Bill Gates memo
- Google (2005): Automated testing culture
- Amazon (2004): Jeff Bezos memo
- Twitter (2008)
- LinkedIn (2009)
- Etsy (2009)

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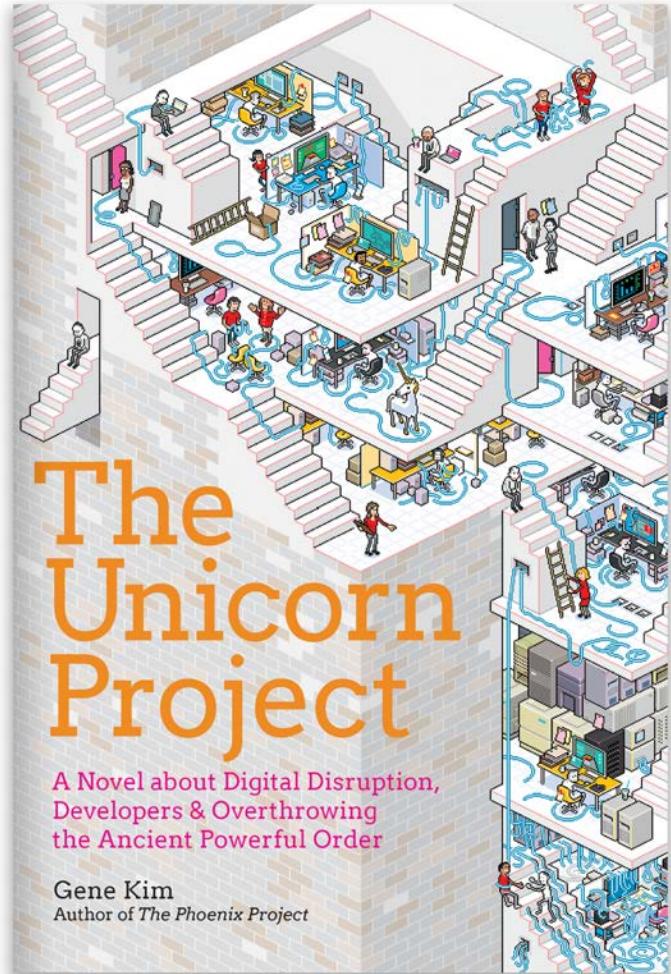
The Five Ideals

1. Locality and Simplicity
2. Focus, Flow, and Joy
3. Improvement of Daily Work
4. Psychological Safety
5. Customer Focus



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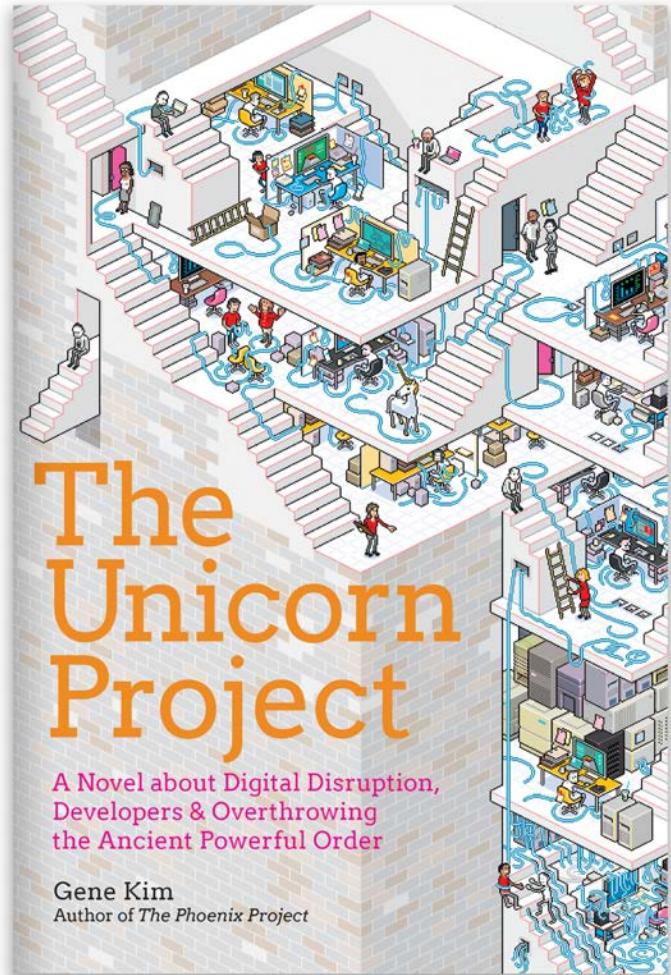


"The Unicorn Project is amazing, and I loved it 100 times more than The Phoenix Project..."

—FERNANDO CORNAGO, Senior Director
Platform Engineering, Adidas

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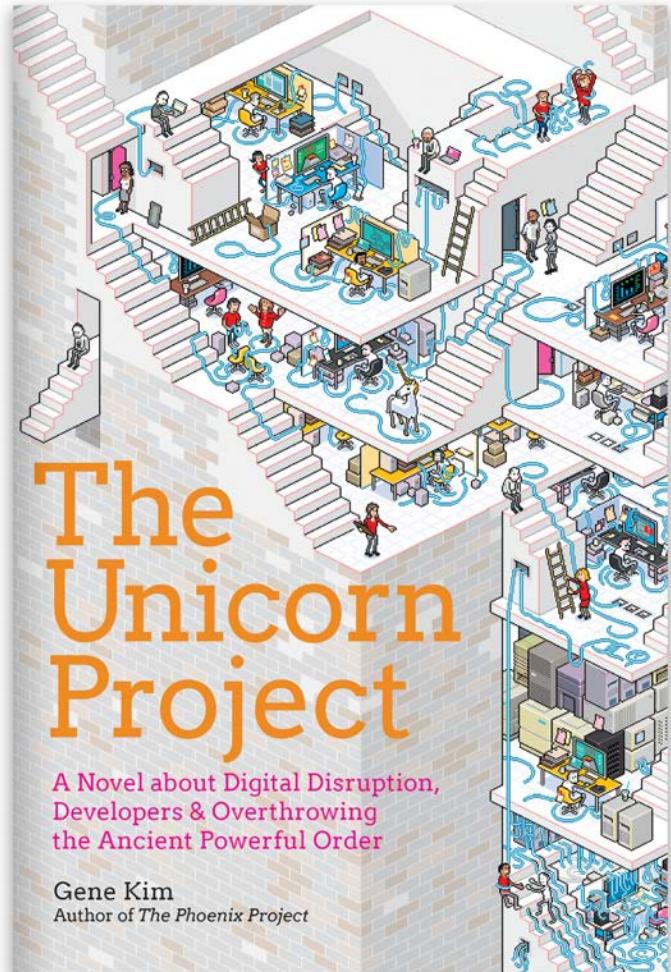


The Unicorn Project is the organizational civil-war novel that every technology and business trailblazer must read."

— CHRISTOPHER O'MALLEY, President and CEO, Compuware

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- Thank you to the DevOps Enterprise community for all the feedback
- It gave me the courage to make this book... and target the developers

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Scenius Features

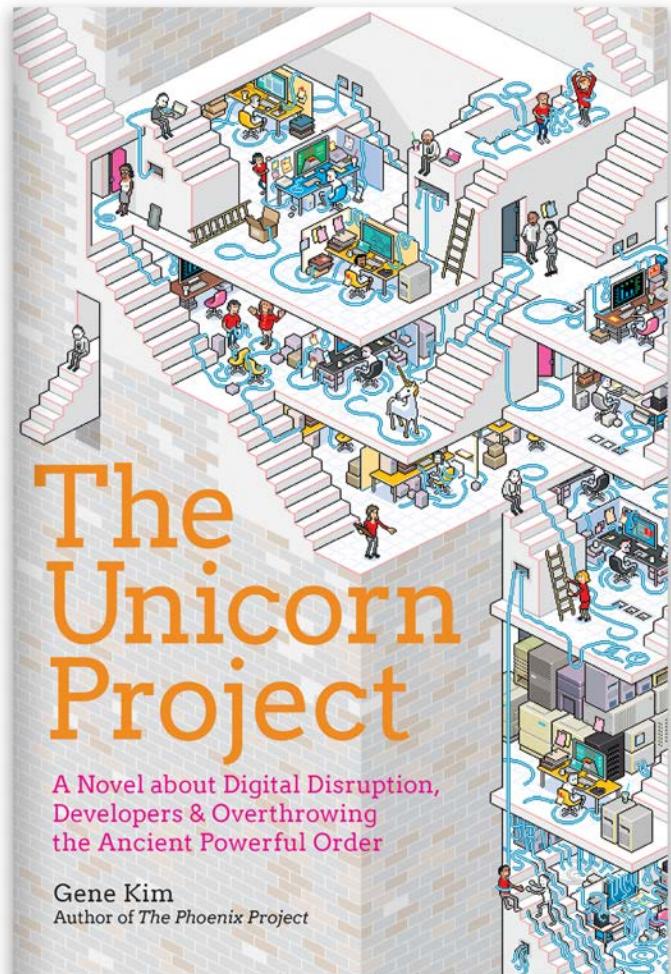
Some scene features that individuals can contribute to:

- Mutual appreciation — Risky moves are applauded by the group, subtlety is appreciated, and friendly competition goads the shy. Scenius can be thought of as the best of peer pressure.
- Rapid exchange of tools and techniques — As soon as something is invented, it is flaunted and then shared. Ideas flow quickly because they are flowing inside a common language and sensibility.
- Network effects of success — When a record is broken, a hit happens, or breakthrough erupts, the success is claimed by the entire scene. This empowers the scene to further success.

Source: <http://kk.org/thetechnium/scenius-or-comm/>

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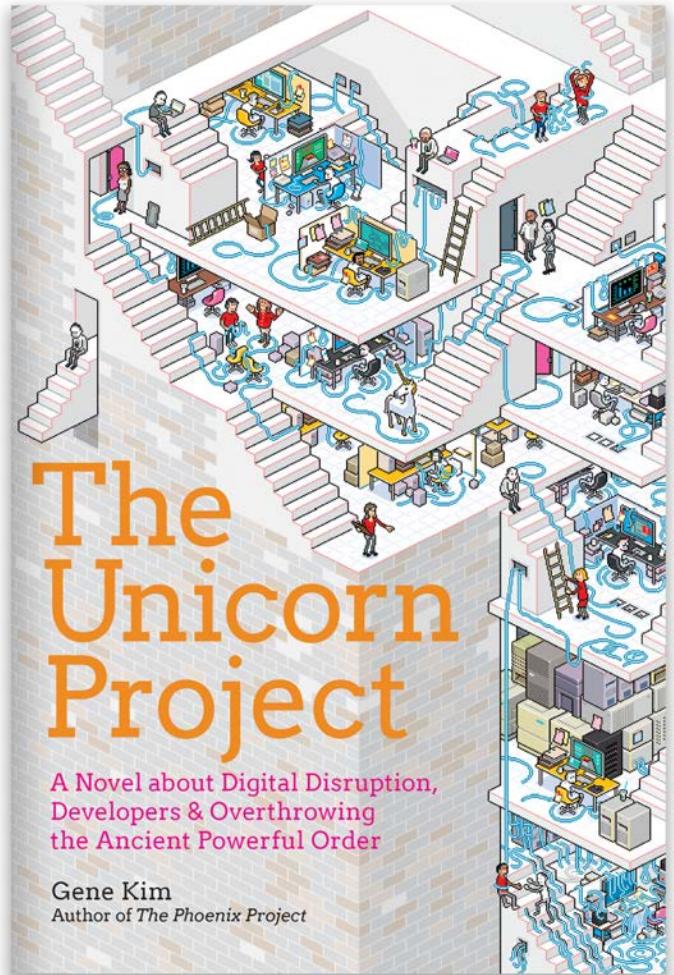
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- My highest aspirations for the book is that it is read by developers, then given to technology leaders, and then to business leaders
- It's why I've decided to aim for the national bestseller lists — have it listed alongside books that business leaders read
- Based on opening week of DevOps Handbook (2016), it's within reach! So stay tuned...

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We've made this book available for you tonight!
I'll be signing copies from 6:05 – 8:05 PM at the
CloudBees booth!

Attendee Goals

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- Some things that I don't want anyone at this conference to feel
 - Can't get on the other side of the velvet rope
 - I wish I could find someone to talk to about X, Y, Z

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Each Speaker Will Say...

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- “Here’s what we don’t know how to do...”
- “Here’s what we’re looking for help with...”

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Mutually Exothermic

A Community That Is Helping Each Other



ATTENDEE EXPERIENCE

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1. Create opportunities for interactions between speakers and attendees – break the “velvet rope”.
2. Create opportunities for serendipitous interactions among attendees.



ATTENDEEHUB APP

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Download from your device's app store.

Search for DevOps Enterprise Summit.

Select the Las Vegas event.

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WE HAVE SLACK!

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Engage with speakers, sponsors, and each other –
during and after the conference.

Get onboard at

<https://devopenterprise.herokuapp.com/>

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MOBILE APP vs. SLACK

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Session feedback and schedule



Interactions!



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NETWORKING TIME

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Speakers' Corner | Chelsea Mezzanine

Lean Coffee | Chelsea Foyer

Birds of a Feather | Belmont Corridor

Monday, October 28 | 3:15 pm – 4:25 pm

Tuesday, October 29 | 3:10 pm – 4:25 pm



SPEAKERS' CORNER

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Chelsea Mezzanine



© bethanie hines photography

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SPEAKERS' CORNER

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Speakers from the day will be spread out around Chelsea Mezzanine.

Find the speaker and ask your question.

If you've already asked a question, let others ask theirs.

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#ask-the-speaker



If you miss the opportunity to ask your question to a speaker in person, ask in Slack!

Post your question in **#ask-the-speaker** and tag the speaker.

If you have thoughts on a question someone else asked, contribute!



LEAN COFFEE

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Chelsea Foyer



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LEAN COFFEE TOPICS

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Moving from Project to Product

Business and Tech Alignment

Leadership Behavior

Overcoming Inefficiencies in
Multiple Work Management
Systems

Modern Operations and SRE

Integrating with Security, Compliance, and
ITIL

Lean Portfolio Management

Incident Management and Retrospectives

Repaving Infrastructure: What are the
Implications to Application Teams

Measuring Success

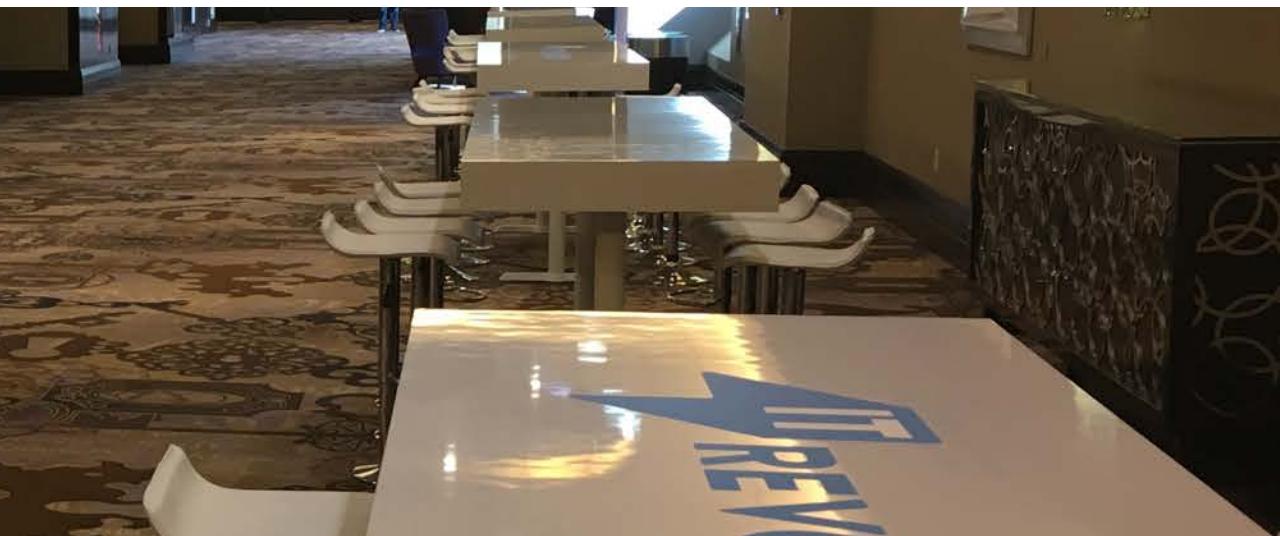


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BIRDS OF A FEATHER

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Belmont Corridor



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BIRDS OF A FEATHER

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If you want to lead a discussion, post your topic in #birds-of-a-feather.

If you want to participate in a discussion, upvote the topic in Slack.

Find each other in Belmont Corridor at 3:15 pm.

Post any notes and key discussion points in Slack afterward.

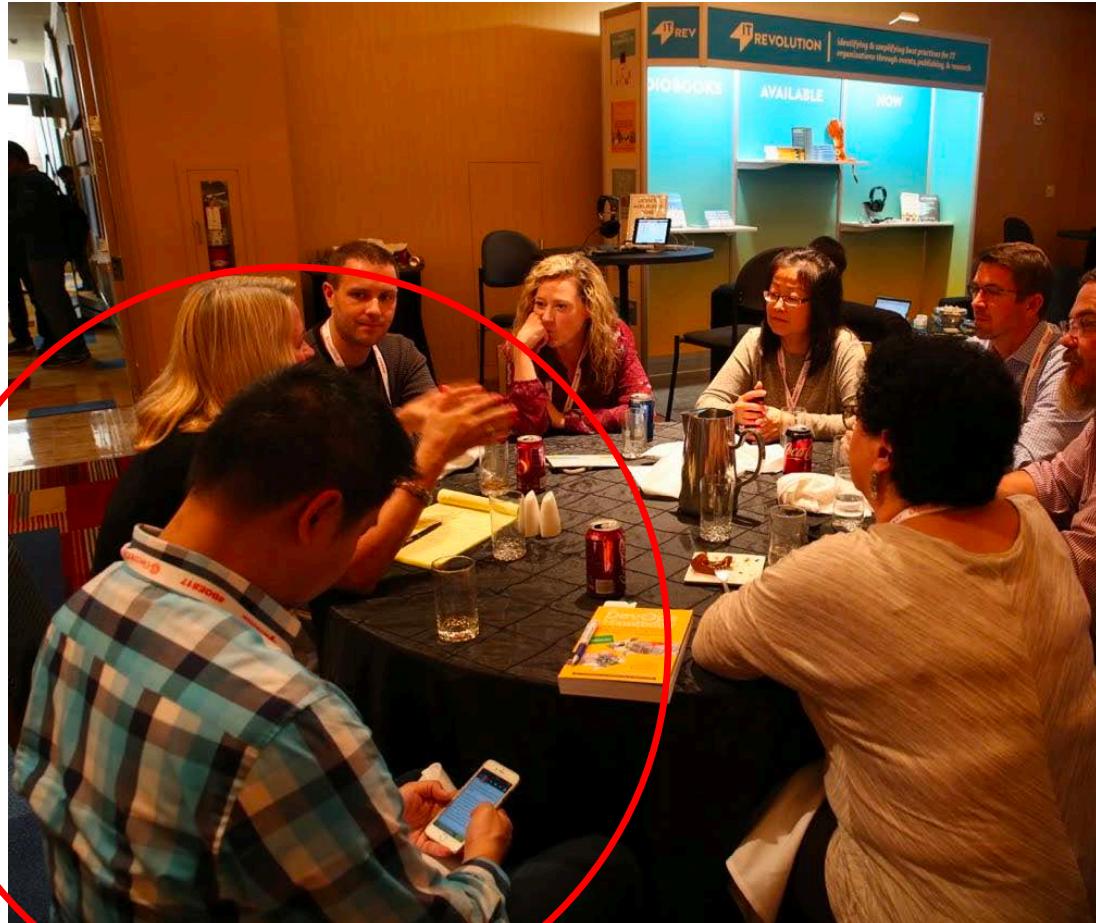
Continue the conversation!

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THE LAW OF MOBILITY

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If you find yourself in a group where you're neither learning nor contributing...

Respectfully move to find a place where you can.

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WHICH DO I CHOOSE?



What is your learning goal?

What is your energy level?

How much do you want to contribute?

How much do you want to consume?



CODE OF CONDUCT

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DevOps Enterprise Summit is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity, sexual orientation, political affiliation, disability, physical appearance, body size, race or religion.

All participants shall conduct themselves at all times in accordance with highest standards of decorum and good taste.

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CODE OF CONDUCT

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LISTEN | SHARE | RESPECT | SPEAK UP

If you have any issues, email help@itrevolution.com
or direct message @jgallimore in Slack

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LIGHTNING TALKS



UNICORN PARTY



EXPO HALL HOURS

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Belmont Ballroom

Monday, October 28 | 11:00 am – 3:00 pm

Tuesday, October 29 | 10:00 am – 5:00 pm

Wednesday, October 30 | 10:00 am – 5:00 pm

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THANK YOU, SPONSORS

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Sponsors
add *sparkle*
Thank You

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WI-FI



Name: DevOps Enterprise Summit

Password: TheUnicornProject

As a courtesy to your fellow attendees, please limit your usage to two devices. Please refrain from live streaming the event on-site.



NOTES ON SAFETY

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Please keep your bags with you at all times.

Security announcements are made via the PA system.

Concerns? Contact Cosmopolitan hotel staff or IT Revolution staff.



NEED HELP? QUESTIONS? GET TOGETHER GO FASTER

Post in **#summit-help**

Email **help@itrevolution.com**

Direct message **@jgallimore** in Slack





AttendeeHub

Download from your device's app store.

Search for DevOps Enterprise Summit. Select the Las Vegas event.

Slack

Get onboard at <https://devopsenterprise.herokuapp.com/>

Wi-Fi

Name: DevOps Enterprise Summit

Password: TheUnicornProject





HAVE AN AMAZING TIME!

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WHO LOVES UNICORNS?

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WHY all this work

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The Unicorn Project Offer

Pre-order 10+ copies of *The Unicorn Project* and receive an additional **\$400 off** your Blind Bird registration fee for DOES 2020!

Stop by the IT Revolution Publishing booth for details, or scan the QR code at right.
(Offer ends 10/30)



THREE BUNDLES

GET TOGETHER GO FASTER

Junior Officer

\$320 cost

10

copies

\$350 off next conference registration*

Unicorn merch bag

Exclusive Book 2019 DevOps Enterprise Forum

Papers

Bridge Crew

\$800 cost

25

copies

all previous bonuses +

Pre-signed copy of *The Unicorn Project* (50 people)

1-Hour Q&A at the conference with Gene (20 people)

12 books by experts cited in *The Unicorn Project* &

Entire library of IT Revolution books (\$570 value)

Reserved seating at the conference

Question answered live on podcast by industry experts

Starfleet Command

\$9,600 cost

300

copies

all previous bonuses +

FREE DevOps Enterprise Summit Conference Pass**

1 EXCLUSIVE BONUS (see below)

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ULTIMATE BOOKSHELF

GET TOGETHER GO FASTER

- The Principles of Product Development Flow: Second Generation Lean Product Development, Donald G. Reinertsen
- Team of Teams: New Rules of Engagement for a Complex World, Gen. Stanley McChrystal
- Transforming Nokia: The Power of Paranoid Optimism to Lead Through Colossal Change, Risto Siilasmaa
- The High Velocity Edge, Dr. Steven J. Spear
- Inspired: How To Create Products Customers Love, Marty Cagan
- Drift Into Failure, Dr. Sidney Dekker
- Cloud Native Patterns: Designing change-tolerant software, Cornelia Davis
- Clarity First: How Smart Leaders and Organizations Achieve Outstanding Performance, Karen Martin
- The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth, Dr. Amy C. Edmondson
- Technological Revolutions And Financial Capital, Dr. Carlota Perez
- Release It!, Michael T. Nygard
- Effective DevOps: Building a Culture of Collaboration, Affinity, and Tooling at Scale, Jennifer Davis & Ryn Daniels
- Plus all ghe ITREV titles

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BUY BUNDLES OF BOOKS

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Go to <https://itrevolution.com/unicorn-offer/>

Buy a bundle and bring your receipt to the
IT Revolution booth.

Get merch!

The offer expires on Wednesday at noon.

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HAVE YOU SEEN ME?

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Find the 23 unicorns in the sponsor booths in the Expo Hall.

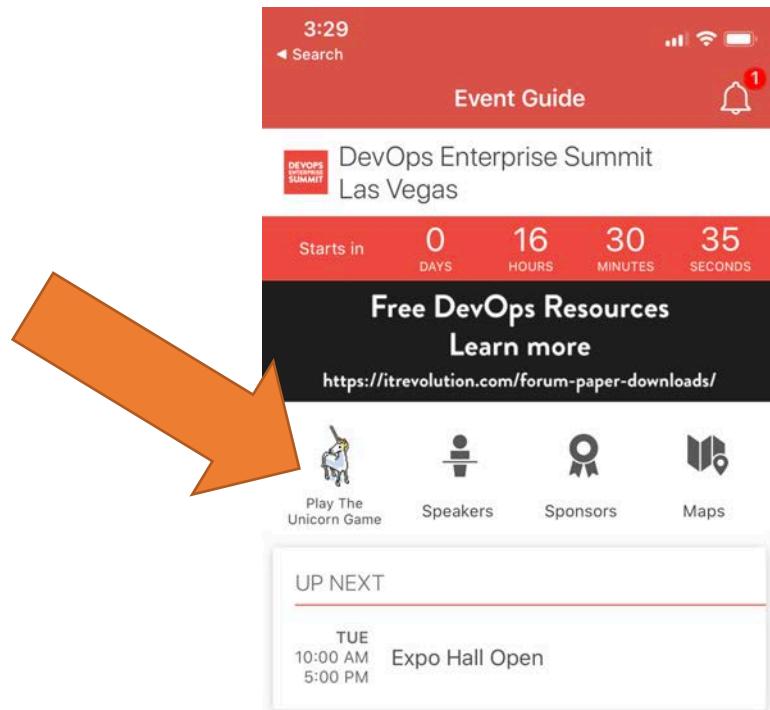
Take a selfie with each one.

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THE UNICORN GAME

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Upload the unicorn selfies through the AttendeeHub app.

Once you upload all 23 selfies, you'll be entered into a drawing.

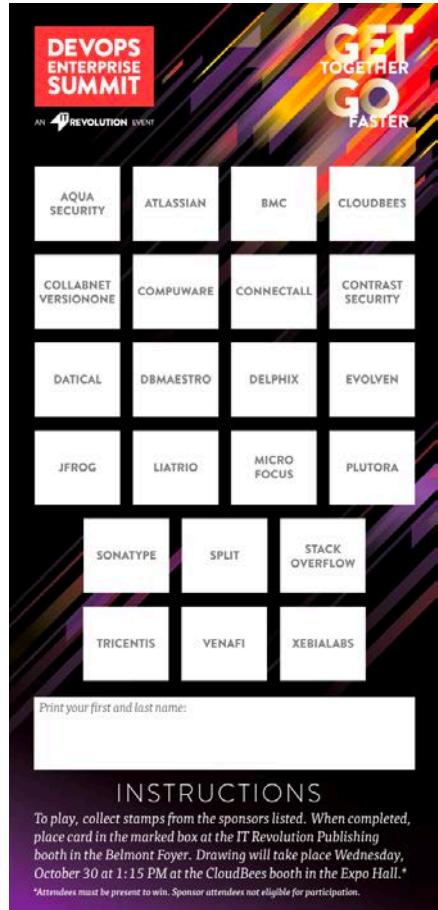
There will be six winners a day – one grand prize winner and five individual winners.

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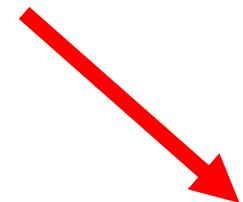
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SPONSOR PASSPORT

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Important!



Get your card stamped.

Write your name on it!

Drop it off at the IT Revolution booth
before 1:10 pm on Wednesday.

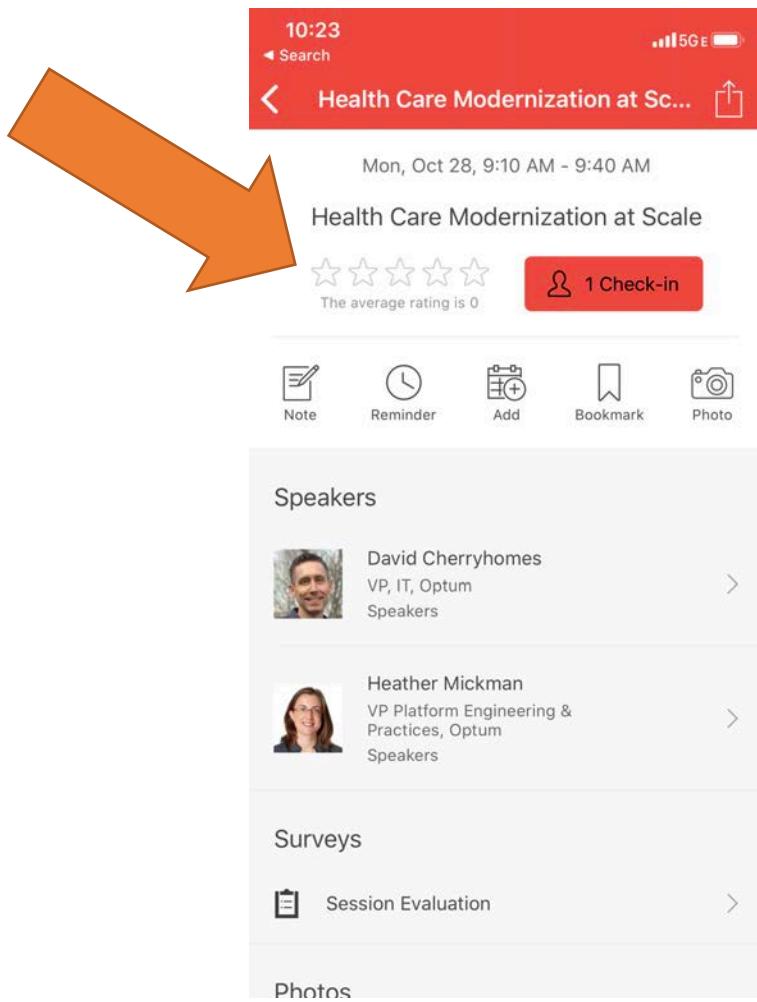
Go to the Unicorn stairs at 1:15 pm on
Wednesday for the raffle!

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SESSION EVALUATIONS

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Please enter your feedback for the sessions you attended in the mobile app.

The feedback is really valuable to the speakers and the programming committee.

Sharing is caring!

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SESSION SLIDES

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The slides are available for download!

Dropbox: <http://bit.ly/DOES19LV-db>

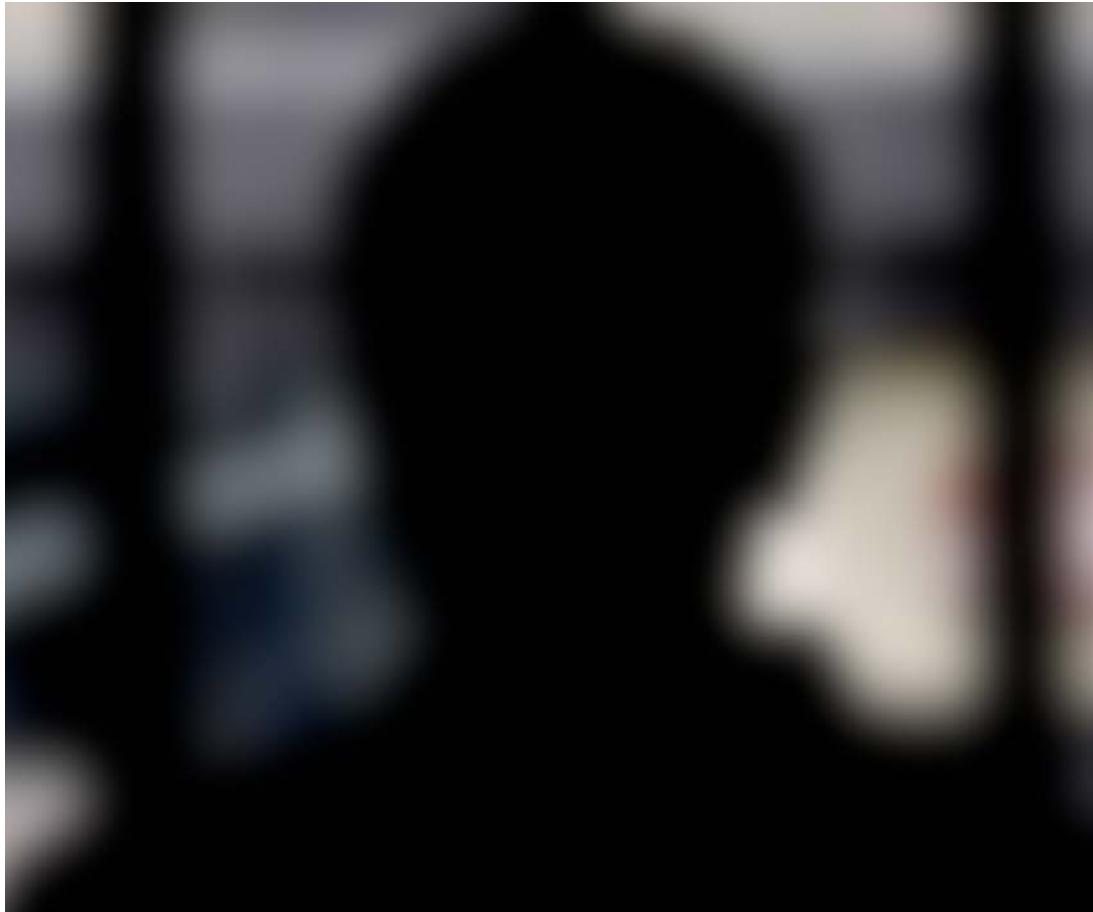
GitHub: <http://bit.ly/DOES19LV-git>

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DEVOPS CONFESSIONS

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How meaningful was it to you?

Share feedback on the confessions in Slack.

Do you have a confession? Direct message **@genekim** and **@annperry**.

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THE UNICORN PARTY

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Expo Hall

Now!

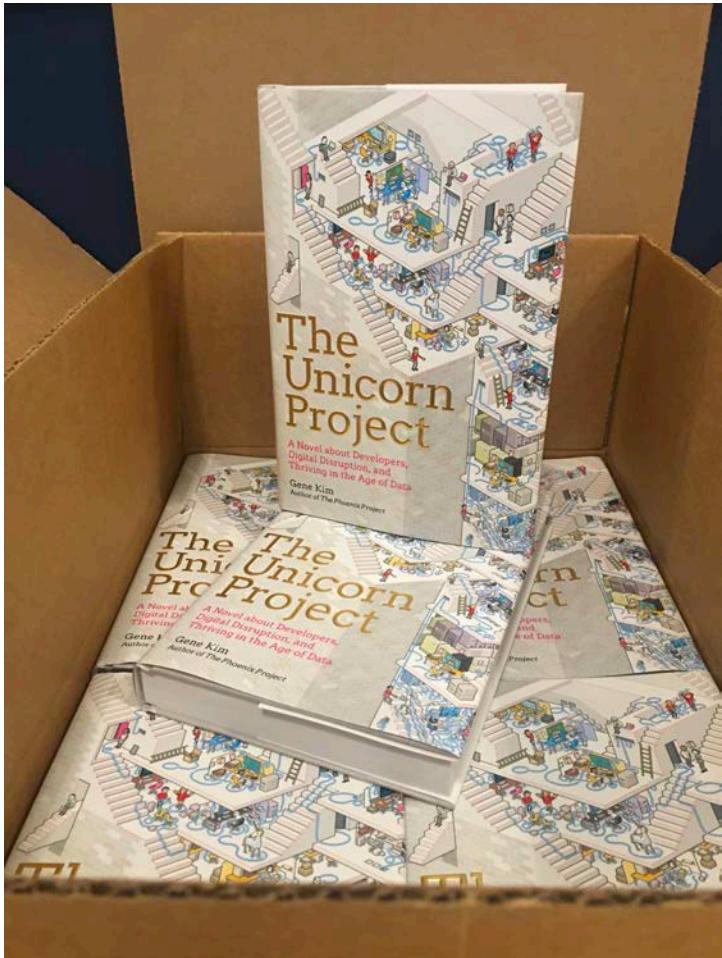
cloudbees

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