

# EVERYTHING'S A PRODUCT

## How To Apply Product Management Practices to Technology Services



# MATT STRATTON



**THE MOST DANGEROUS DEVOPS EVANGELIST**

let me tell you a story...



By Daniel Schwen - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=7429653>







@mattstratton



@mattstratton

# The Changing Role of Product

Marty Caga

Silicon Valley Product Group  
Management Festival, Zurich

**svpg** silicon valley  
product group

your it services can be products

you have customers, right?

if you don't know who your customers are, go figure it out

**we'll wait**

*"My role is geared toward internal development rather than developing a product that we ship externally out to our customers. I set the direction of where we're going as a team and what initiatives we're going to take on to improve the lives of PagerDuty's developers."*

-- Marguerite des Trois Maisons, SRE Product Owner, PagerDuty

# some examples of things you can productize:

- service requests
- software delivery process
- infrastructure as code

@mattstratton

4:42 ↗

◀ Safari



## Tweet



**Emily Freeman** @editingemily · 2/21/18

I love it when my mother texts me to say she finds my tweets and y'all's responses funny.

😂 I love you, @pamelahfreeman.

3



12



**Matty McStrattyface**  
@mattstratton

Replies to @editingemily and @pamelahfreeman

Your mom is sooooo going in my talk tomorrow now.

2/21/18, 4:12 PM

View Tweet activity

1 Like



**Emily Freeman** @editingemily · 2/21/18

Replies to @mattstratton and @pamelahfreeman

Aww! She's great and deserves waaaay more credit than she gets. ❤️



Tweet your reply



@mattstratton

humor me, please

emily's mom is  
watching to make  
sure you do



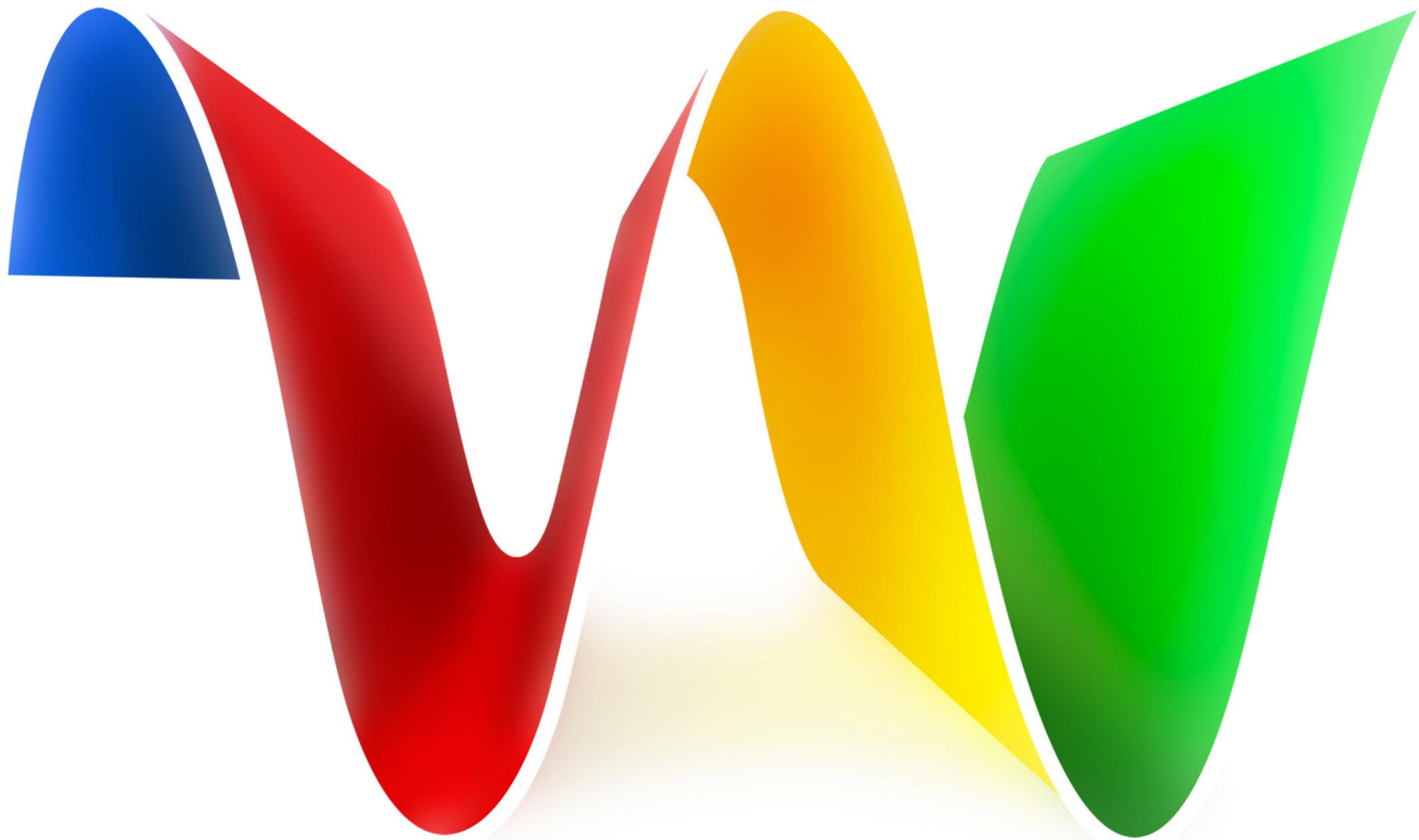
**pamela freeman**

@pamelahfreeman

📍 Florida

Joined January 2009

at least half of our ideas are going  
to fail

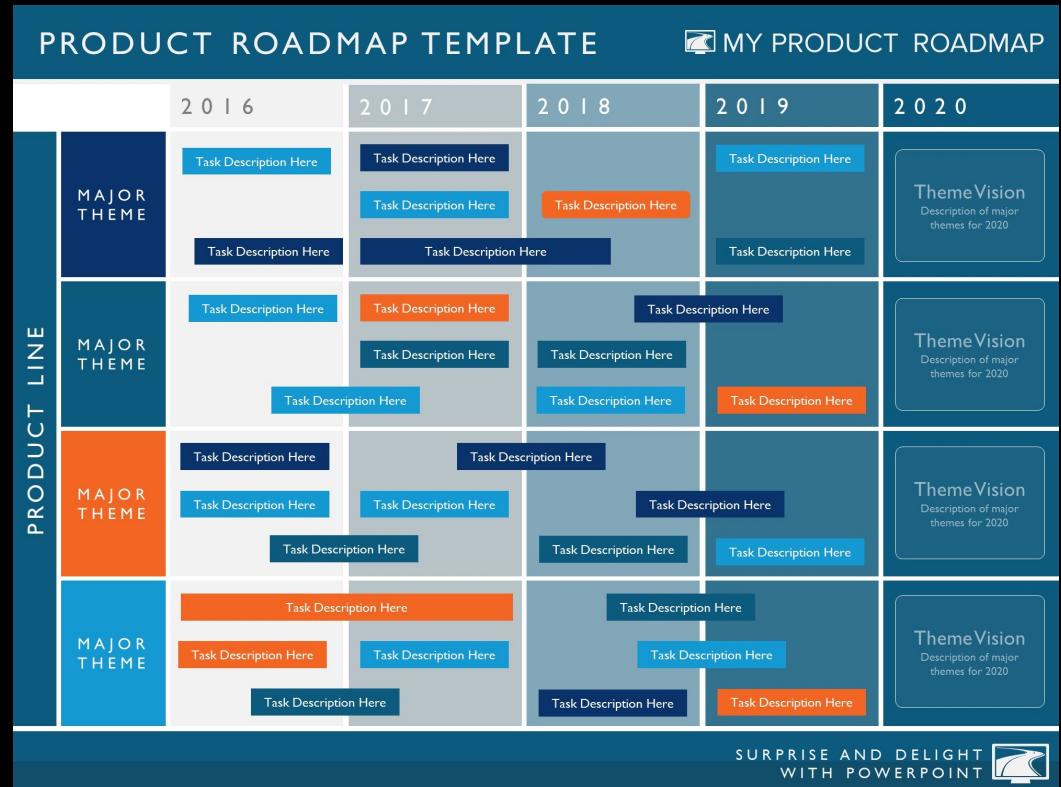


Google™ wave



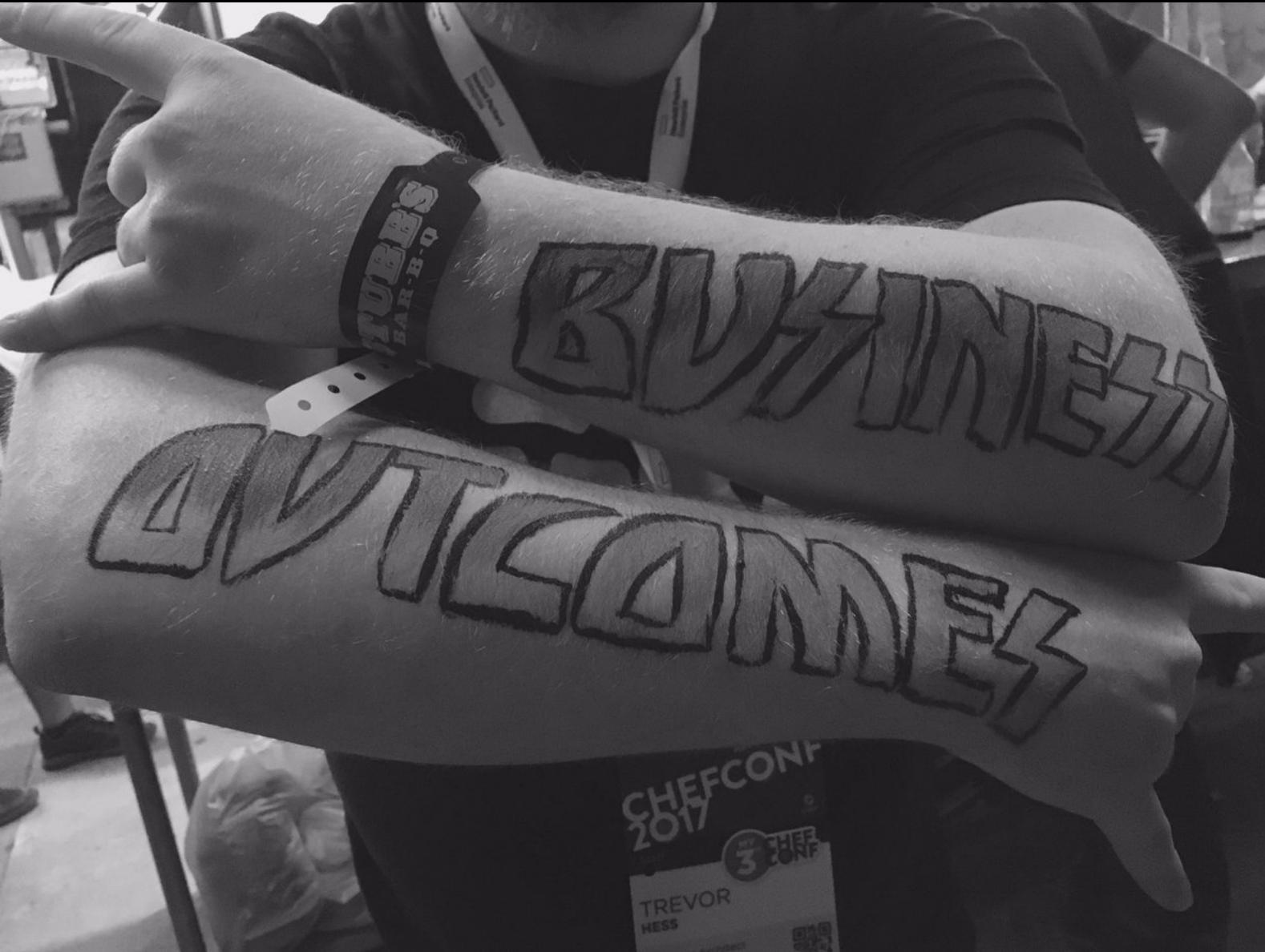


# this is why roadmaps are bad



and if you have one you should feel bad

# output vs outcome



# discovery

- it's always happening
- it's not just for your boss or for fancy-pants architects
- it's not saying "yo, what are your requirements?"

# establish compelling value

# user experience over engineering

The most important thing is to know  
what you can't know

– *Mark Andreessen*

# test feasibility during discovery

# minimum viable prototype

# bad example of mvp

- We are going to create an MVP of our Chef implementation.
- We'll do this by installing the chef client on 10,000 nodes
- Then we will write an MVP cookbook that simply checks to see if a file is there we are used to seeing

# know your business

# know your customer

- why do they do what they do?
- and what exactly do they do?

# WHAT WOULD YOU SAY



# YOU DO HERE?

# keep gathering feedback

**How likely are you to recommend this Jenkins pipeline to a friend or family?**

1 2 3 4 5 6 7 8 9 10

Very Unlikely          Very Likely

**Would you use this pipeline again?**

Yes

No

always be doing discovery



avoid analysis paralysis

you're never going to be done

and that's okay

emily's mom will still love you

**she is rooting for you**

and so am i

**IT'S A QUESTION PARTY!**

**MY FAVORITE!**

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