

# Getting Developers to Adopt Your Service

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# Jessica Andersson

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A wide-angle night photograph of a landscape. The sky is filled with stars and the Milky Way galaxy, which stretches diagonally across the upper half of the frame. Below the sky, a distant city or town is visible as a bright, hazy glow on the horizon. In the foreground, the silhouettes of trees and bushes are visible against the dark night. A small, bright campfire is burning in the lower right corner, casting a warm, orange light. The overall mood is contemplative and serene.

# Where Do I Come From?



Meltwater

**Toronto, ON**

**Manchester, NH**

**London, UK**

**Gothenburg, SWE**

**Reading, UK**

**San Francisco, CA**

**Santa Clara, CA**

**Raleigh, NC**

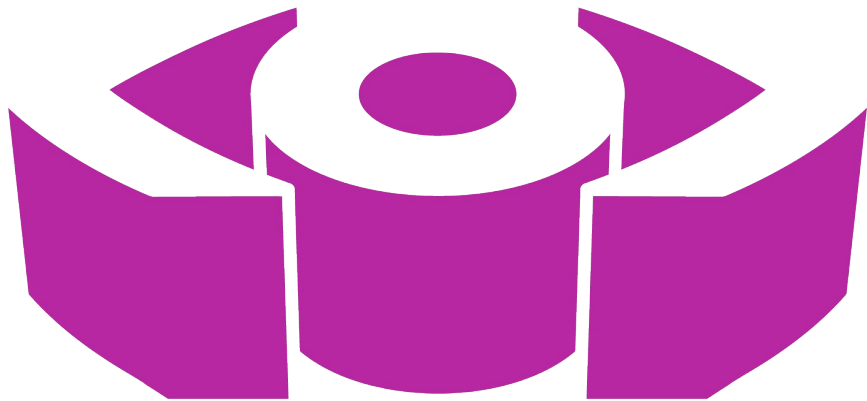
**Berlin, GER**

**Budapest, HU**

**Bengaluru, IN**

**Sydney, AUS**

## Mission



FOUNDATION

"We **enable** teams to **accelerate** without thinking too much about the infrastructure, allowing a **rapid path** from ideation to prototype to providing **business value**."



# The Paved Road

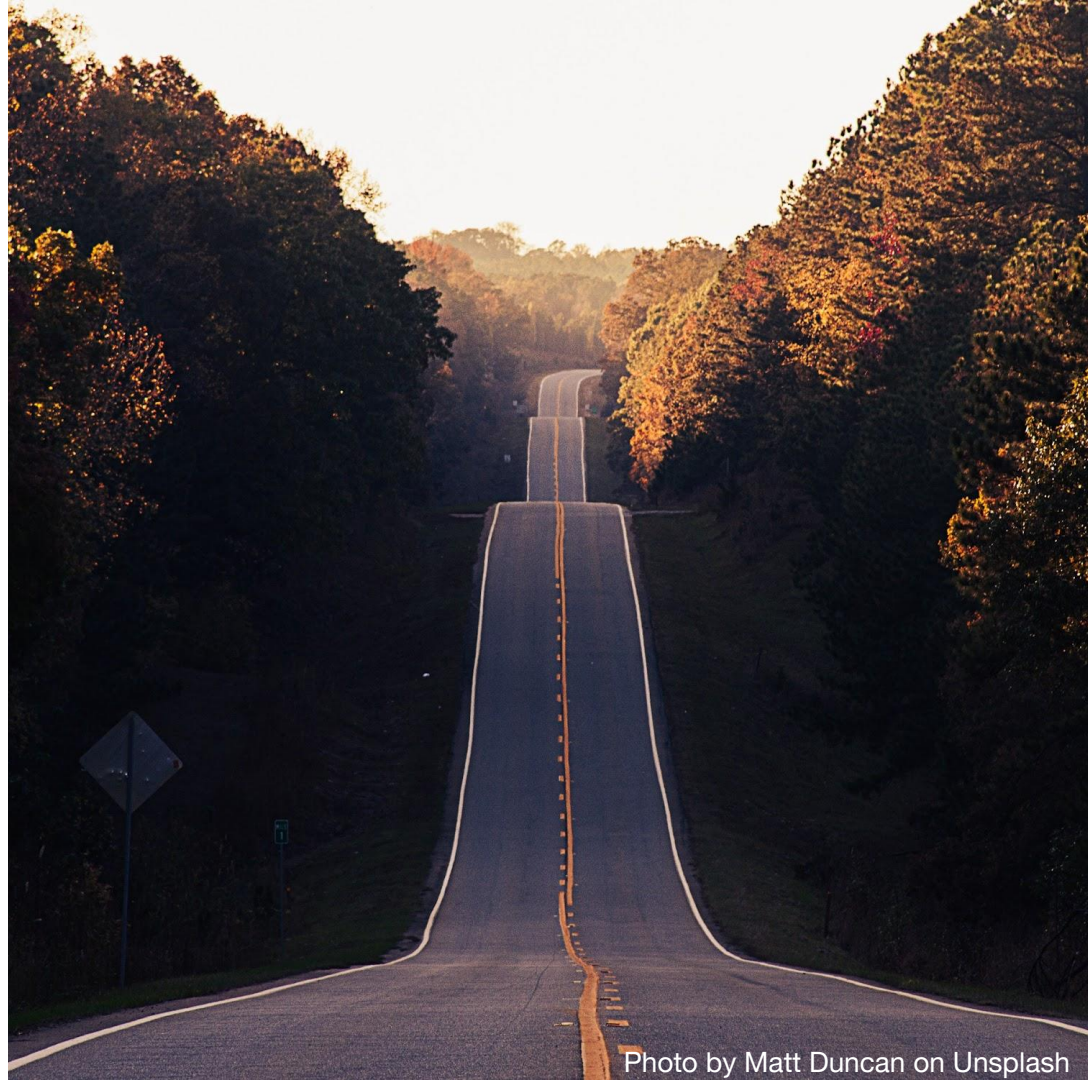


Photo by Matt Duncan on Unsplash

Toronto, ON

Manchester, NH

London, UK

Reading, UK

Gothenburg, SWE



San Francisco, CA

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Raleigh, NC

Berlin, GER

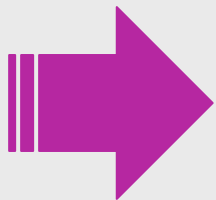
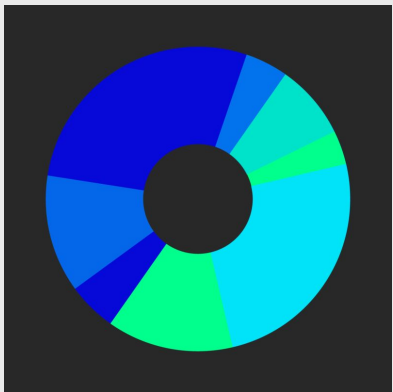
Budapest, HU

Bengaluru, IN

Sydney, AUS



# The Service



# Cluster in Numbers

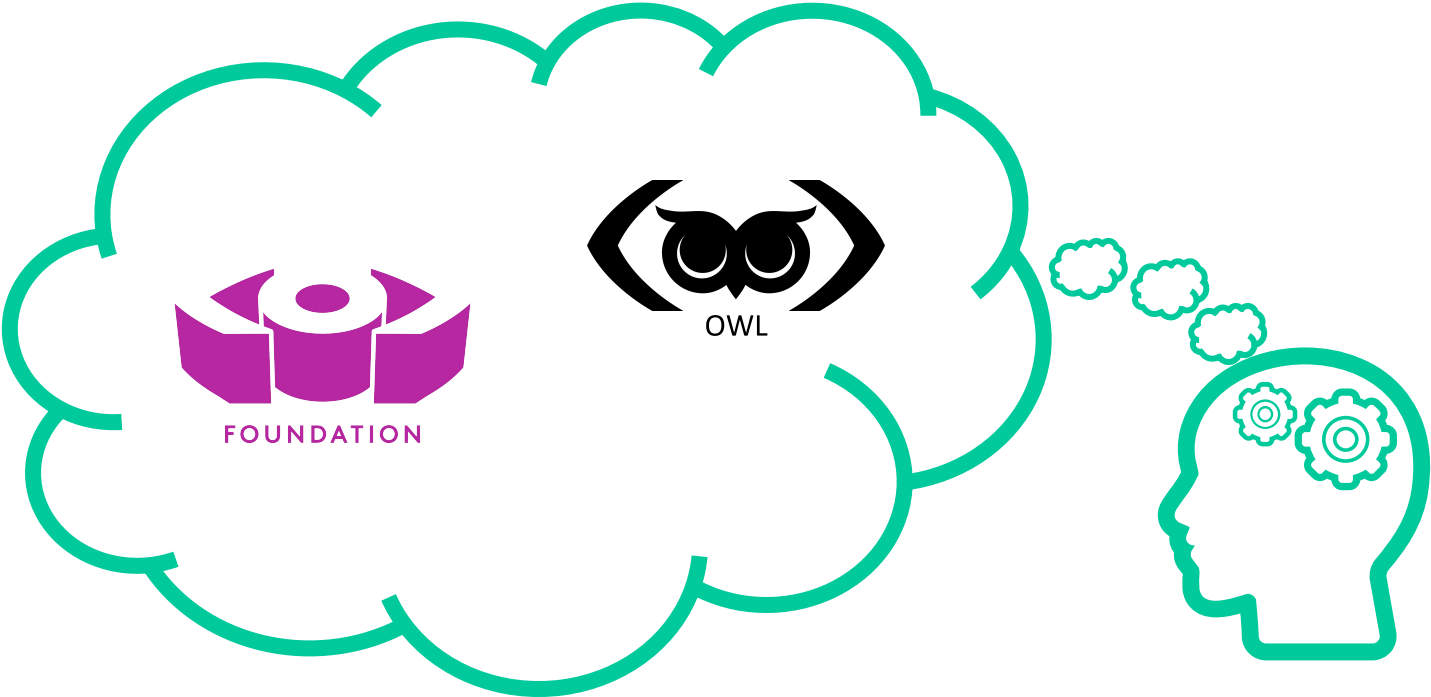


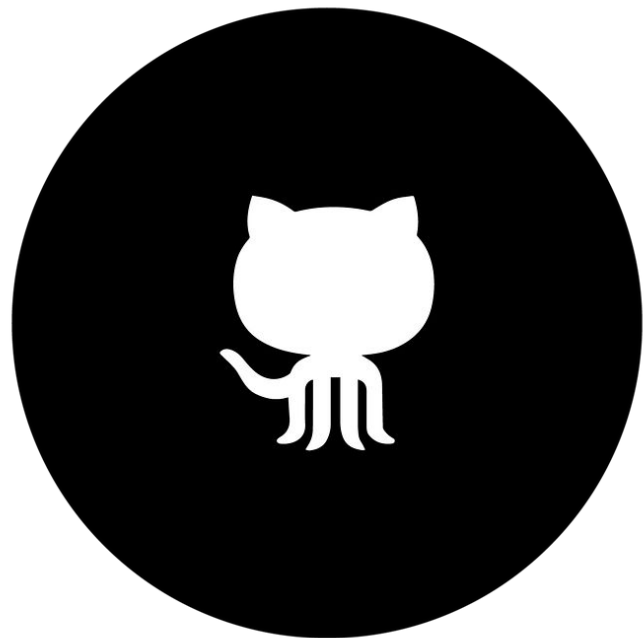


# What We Did



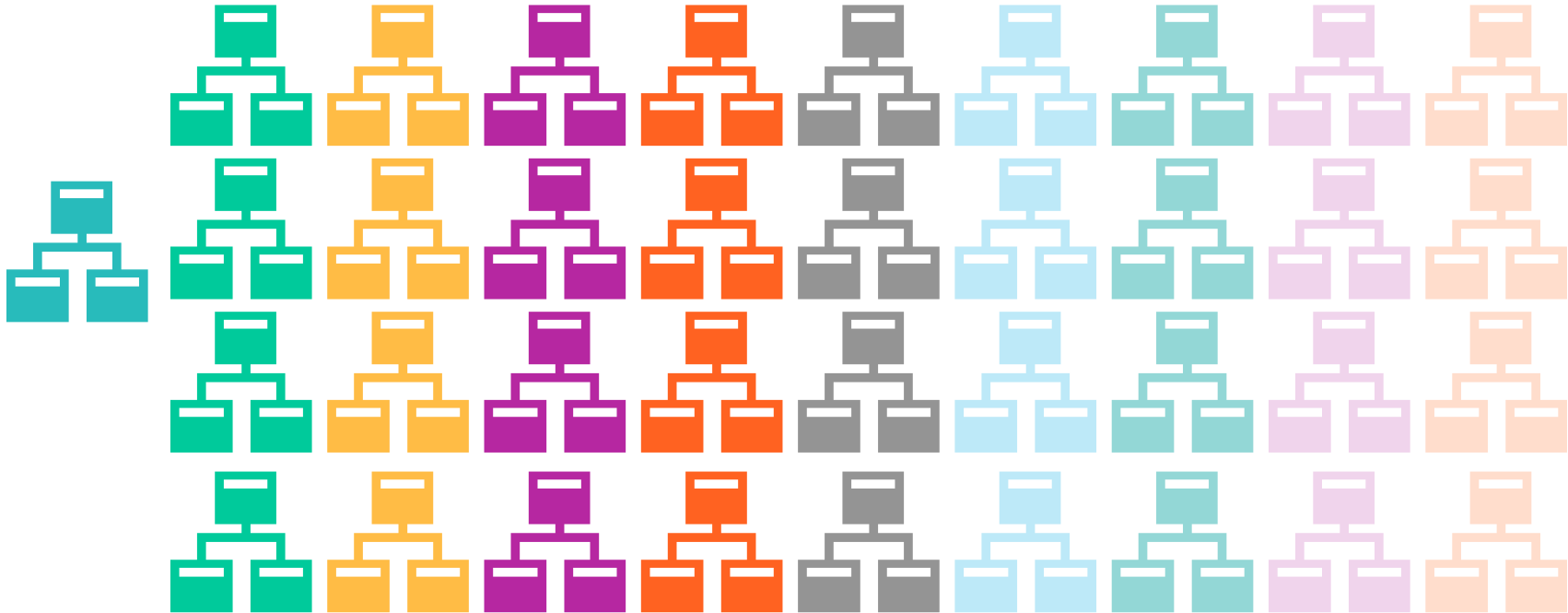
# Focus weeks





dex

# Templating

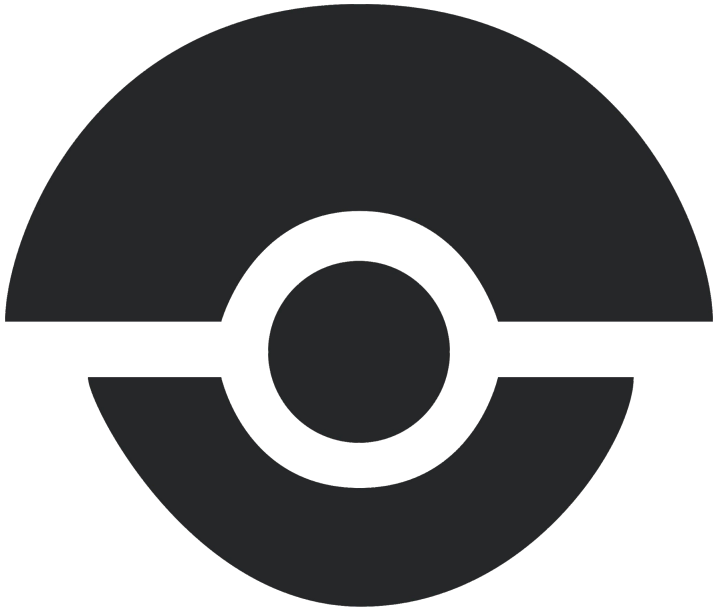
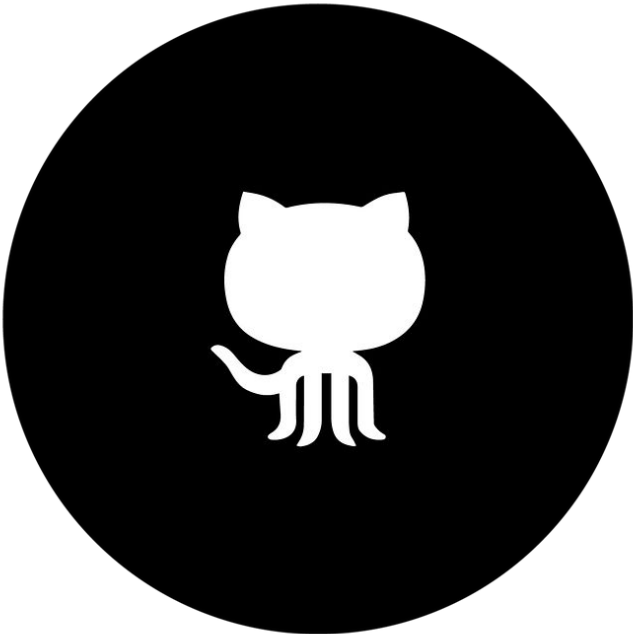




HashiCorp

# Terraform



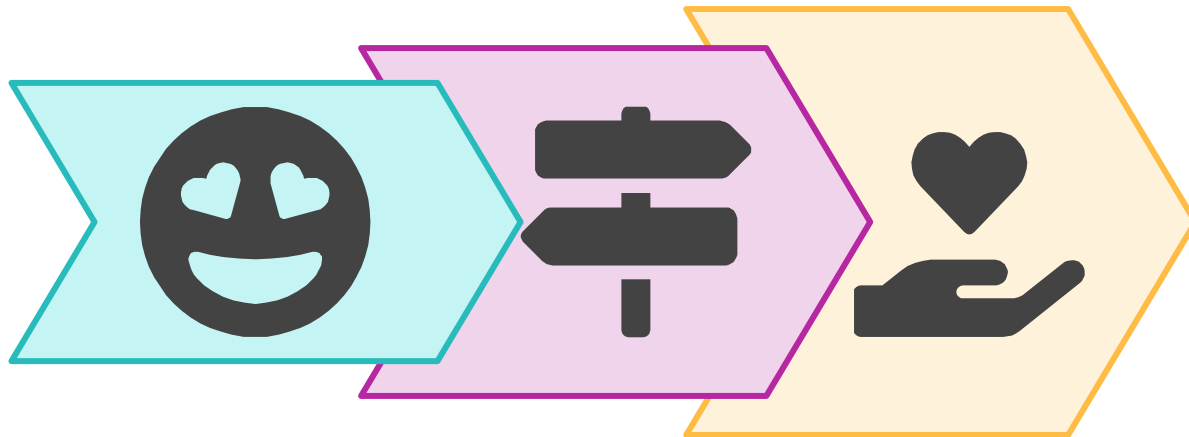


# Time To Market



# Ambassador

*The First Adopter*



## Communication Matters

### Write

blog posts, documentation



### Broadcast

sprint reviews, presentations, workshops



### Visit

enablement weeks, collaborations






Meltwater  
**DEVOPSICON**  
8

Toronto  
Nov 5-8  
2018



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# When S\*\*t Hits The Fan

Feb 10, 2017 - GitLab 

# Postmortem of database outage of January 31

Postmortem on the database outage of January 31 2017 with the lessons we learned.

[← Back to company](#)

On January 31st 2017, we experienced a major service outage for one of our products, the online service GitLab.com. The outage was caused by an accidental removal of data from our primary database server.





Photo by Stephen Radford on Unsplash



“

**"Thank you for sharing this in such a transparent manner. It is great to see that Foundation takes the responsibility for the cluster very seriously."**

“

**"So while the service went down and that of course is problematic, I actually do **trust** the service more now, due to this **communication**."**

“

**"Transparency Leads To Trust"**

A wide-angle night photograph of a landscape. The sky is filled with stars and the Milky Way galaxy. In the foreground, a campfire burns brightly on a hillside. The middle ground shows a valley with distant city lights and mountains under a dark sky.

# Share The Love

## Share the love



**joel** 12:37

slow elasticbeanstalk deploy is driving me nuts

k8s spoiled me :D



**james.** [REDACTED] 02:45

foundation just so you know again

❤️ drone ❤️ kubernetes cluster.



so easy to do stuff





**Thank you!**  
[underthehood.meltwater.com](https://underthehood.meltwater.com)