

DevOps means...  
Effectiveness First !



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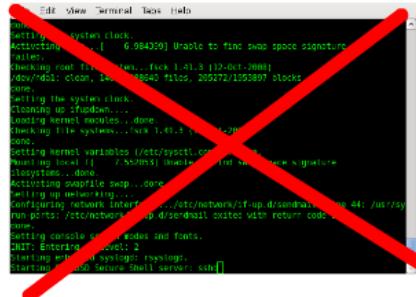


we are  
hiring

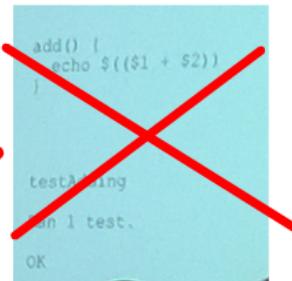
# WHAT'S IN THIS TALK...

- OUT -

console output



code



robots



- IN -



Ideas/rationales

- why DevOps is smart?
- why Classical is difficult?
- how to sell DevOps better?

Insult a few people... ?



# DEFINITION

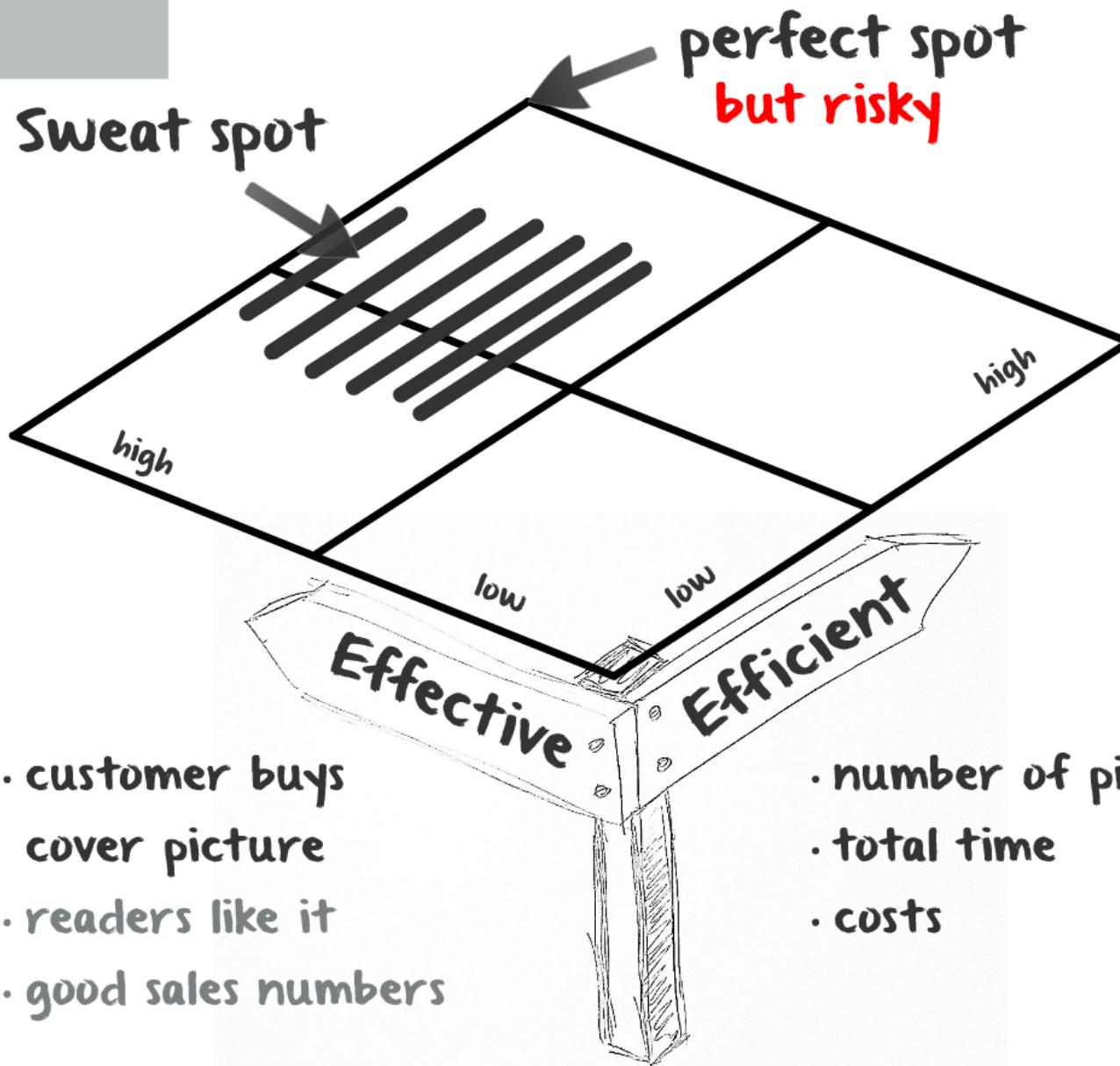
**Effectiveness** is...  
the degree to which  
objectives are achieved.

In contrast to  
efficiency, effectiveness  
is determined without  
reference to costs or  
resources

Up to three years ago.

I had no clue about the difference  
between **efficient** and **effective**.  
I basically used them as synonyms.

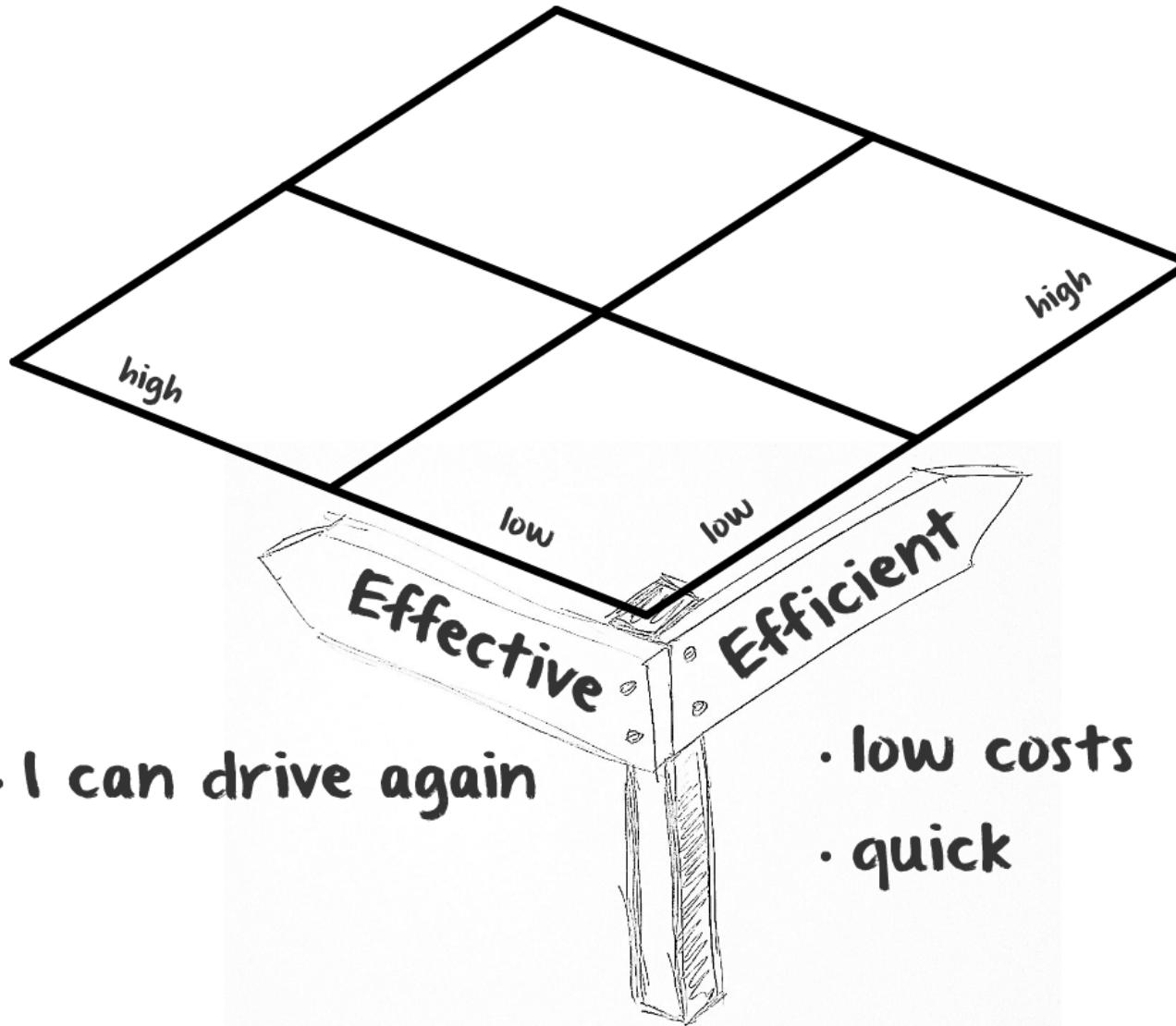




## EXAMPLE

Photographer produces **cover picture** for a magazine

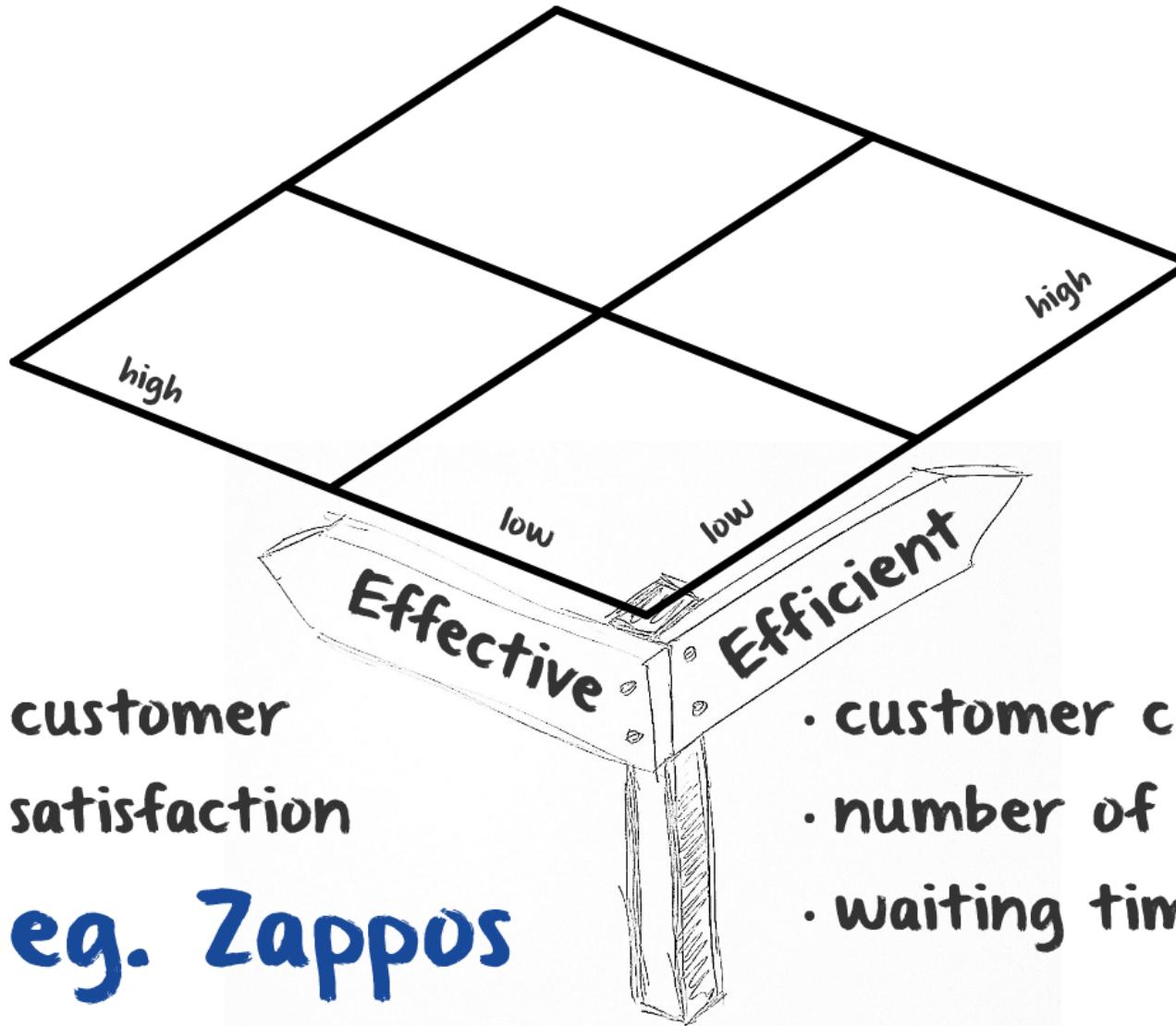




• I can drive again

- low costs
- quick

**EXAMPLE**  
fixing flat tire

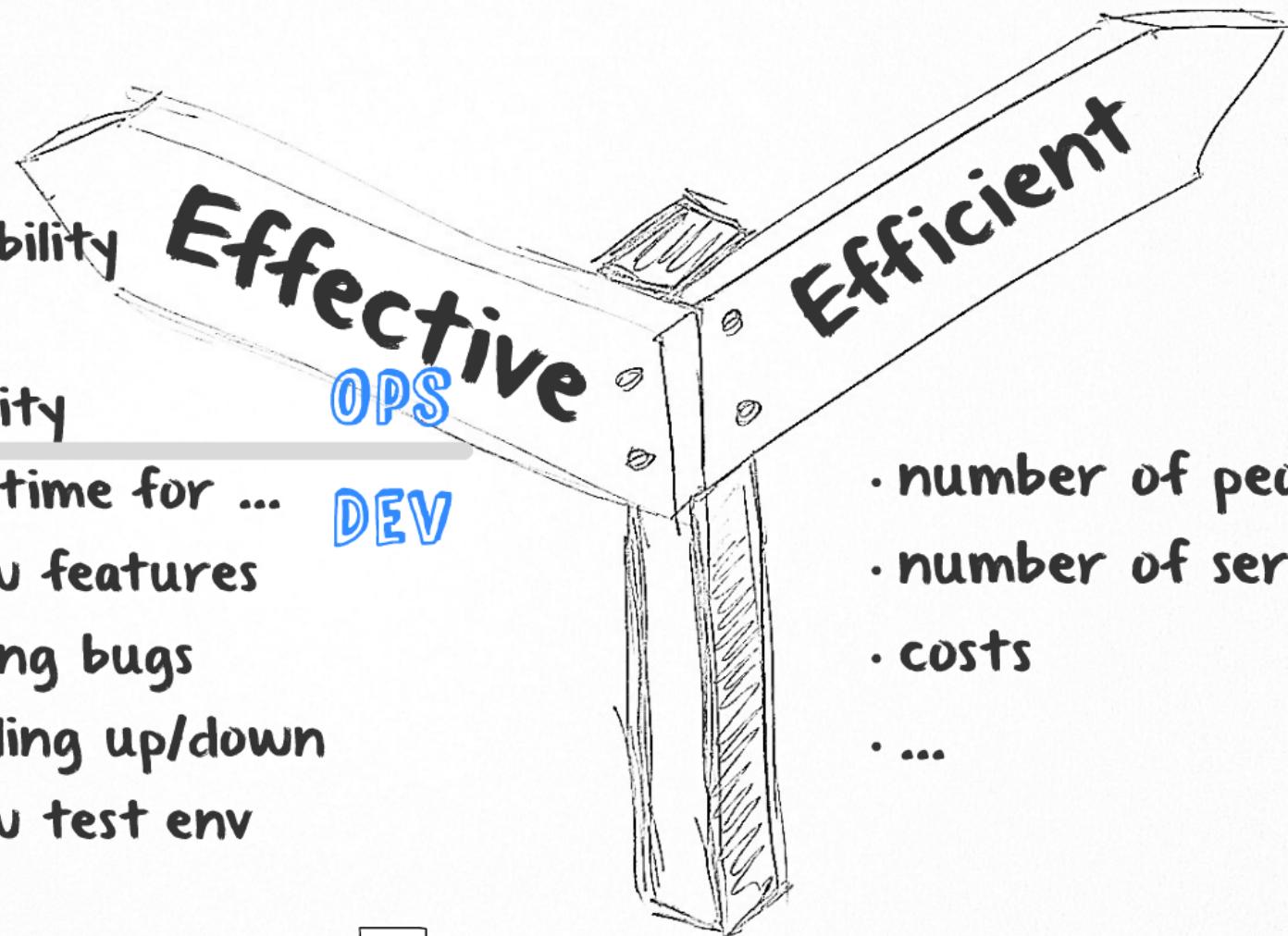


## EXAMPLE

### Customer Support

# OPERATIONS

- Availability
- SLA
- Security
- cycle time for ...
  - new features
  - fixing bugs
  - scaling up/down
  - new test env
- happy customers
- success



- number of people
- number of server
- costs
- ...

DevOps  
approach



\$Effective

"doing the  
right thing."

"doing the  
thing right"

Efficient

"synergy effects"

"experts should do  
expert work"

"maximize utilization"

"cost savings"

Classical  
approach

# SHOOTOUT

who is effective?

## Goals

- Availability, SLA, Security
- cycle time for ...
  - new features
  - fixing bugs
  - scaling up/down
  - new test env
  - arch change

## Scaling

- #products
- #technologies
- #people

DevOps  
approach

Classical  
approach

Classical  
approach  
**understaffed**



many incidents  
at the same  
time



"your product  
does not have  
priority"

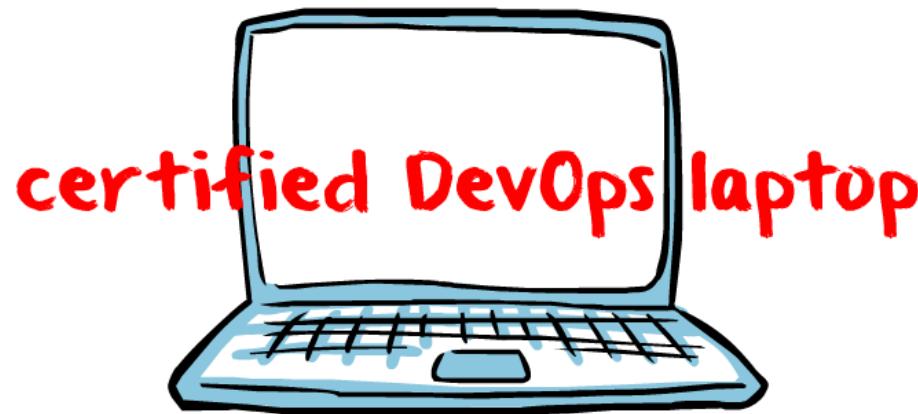




Airplane on ground !

Letting Dev team  
wait mean...  
we earn less

# Who should decide which is the right notebook for you?

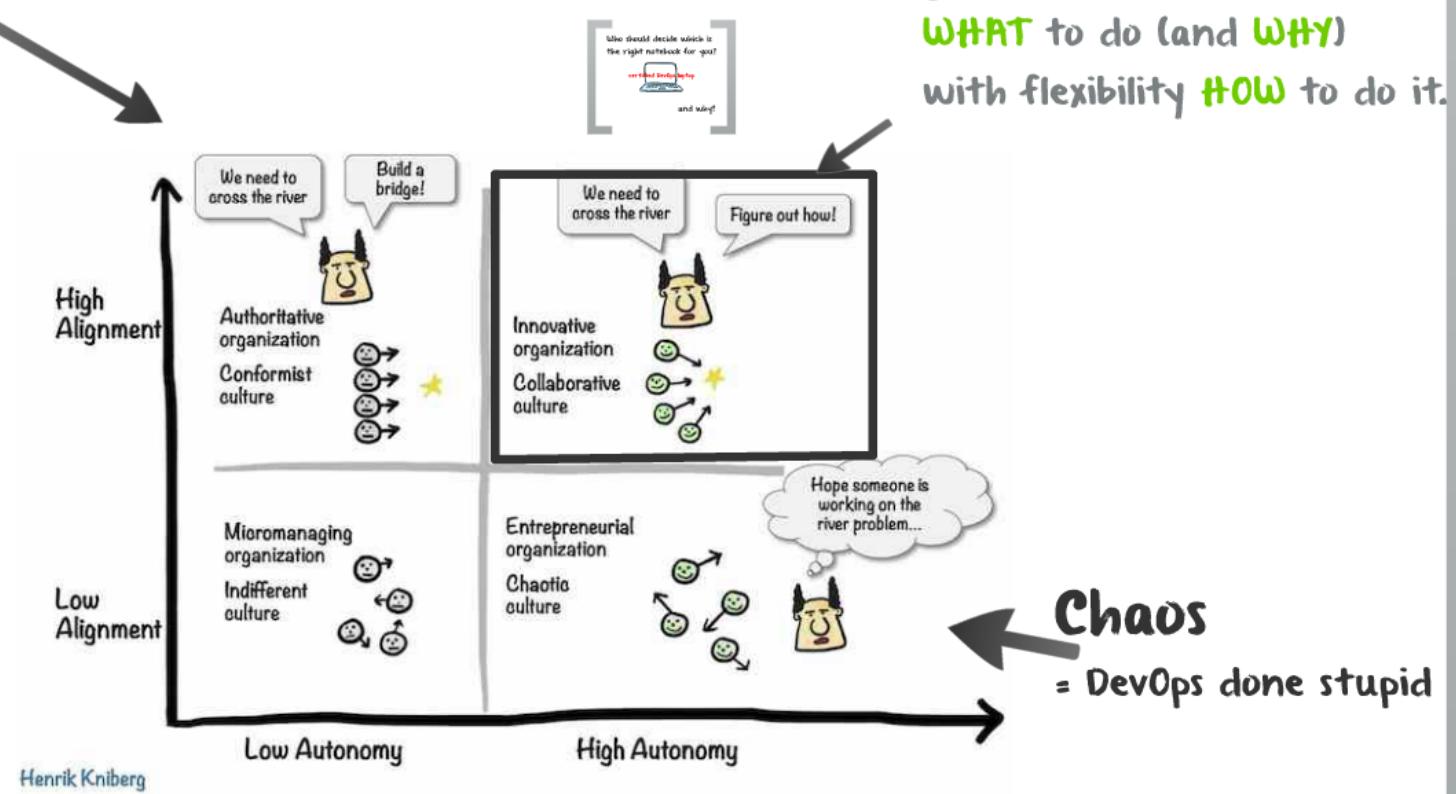


and why?

# STANDARDIZATION, AUTONOMY AND ALIGNMENT

## Classical Model

- same bad tools for every team
- "it was always like that"
- hard to change
- requirements unclear
- given **HOW** to do



DevOps done smart  
given clear requirements  
**WHAT** to do (and **WHY**)  
with flexibility **HOW** to do it.

DevOps  
approach



\$Effective

"doing the  
right thing."

"doing the  
thing right"

Classical  
approach

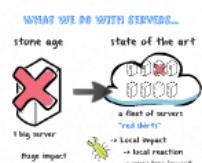
Efficient

"synergy effects"

"experts should do  
expert work"

"maximize utilization"

"cost savings"



# WHAT WE DO WITH SERVERS...

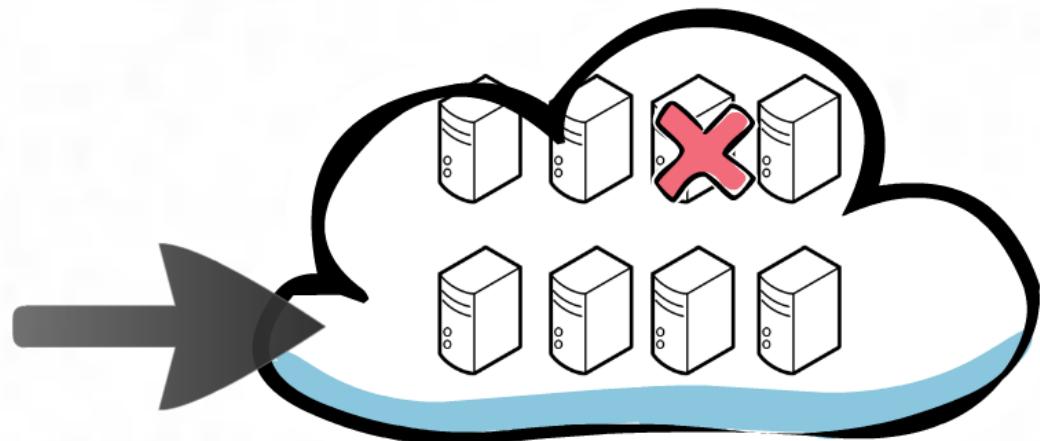
stone age



1 big server

Huge impact

state of the art



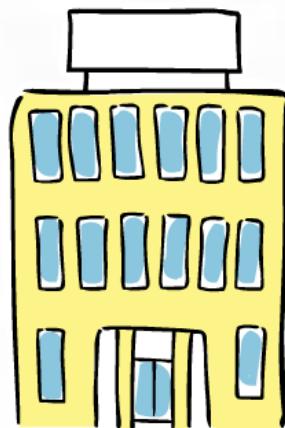
a fleet of servers  
"red shirts"



- > Local impact
- > local reaction
- > very low impact

# SVENSKA HANDELSBANKEN

usual model  
main office



decides on  
products  
and  
policies

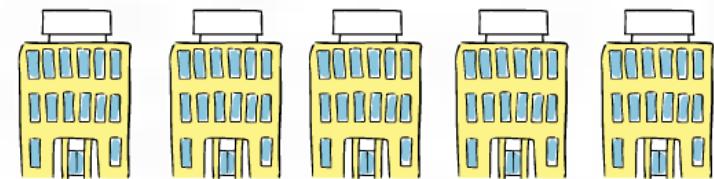
local branches



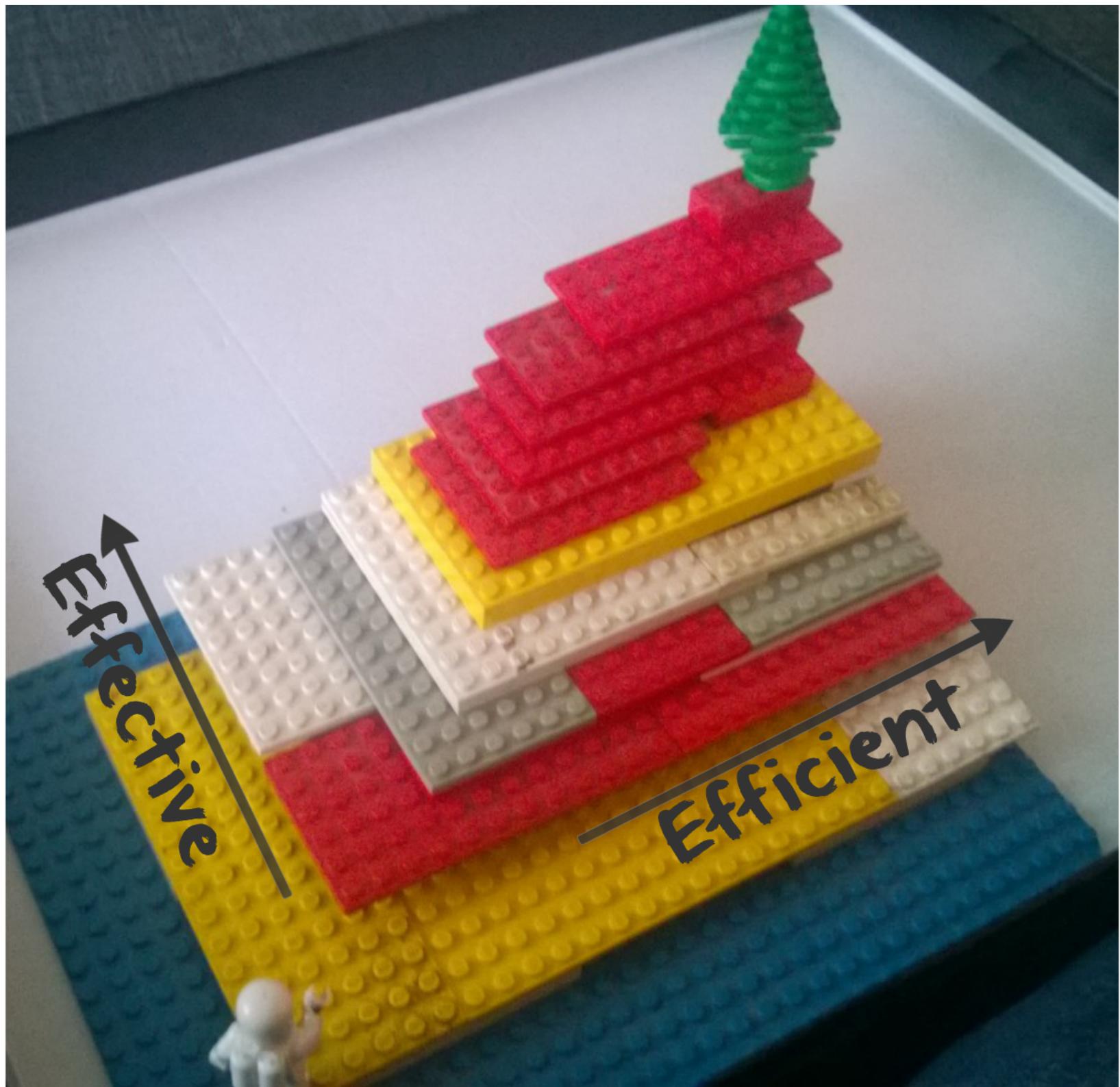
their model  
main office

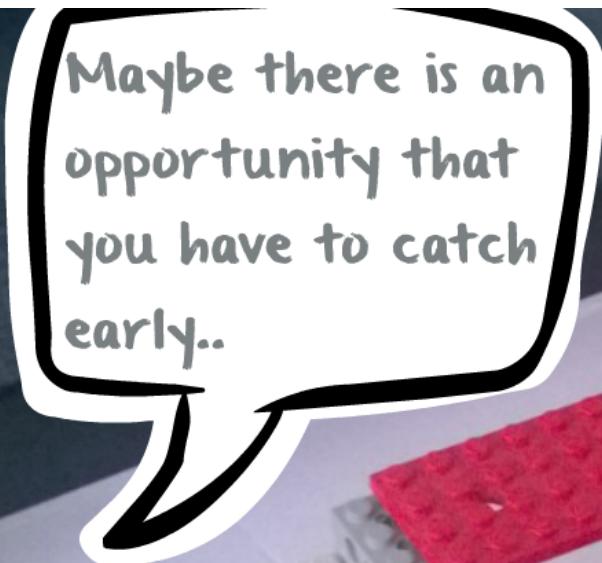


local branches



have responsibility for local products





Maybe there is an opportunity that you have to catch early..

Effective

Efficient

DevOps means...  
Effectiveness First !



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we are  
hiring

A speech bubble containing the text "we are hiring". An arrow points from the word "here" on the blue button to this speech bubble.