

# Introduction

- Ryan Cheley (He/Him/His)
- Senior Regional Director of Business Informatics
- Director of Engineering
- Djangonaut Space Navigator
- Admin of Django Commons
- One of the Maintainers of Django Packages



# Introduction

- Husband
- Father
- Sports Fan



# How to find me

- Website: <https://ryancheley.com/>
- Mastodon: <https://mastodon.social/@ryancheley>
- GitHub: <https://github.com/ryancheley/>
- LinkedIn: <https://www.linkedin.com/in/ryan-cheley/>



# Error Culture

What the heck are all of these emails I get for  
anyway?



# Definition



# Alert Definition

a warning of a **danger, threat, or problem**, typically with the intention of having it avoided or dealt with.



# Assumptions



# Assumptions

- Done via email
- Are automated

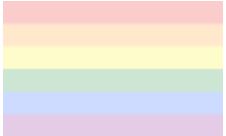




# Conversation



What is it?



Why it happen?



When it Start?



Who it happen to?



Am I in it?



How do I get out?



# What is Error Culture?





How Many of you have heard  
the term Error Culture  
before?



A culture that **accepts** error notifications and **ignores** them, encouraging a **reactive** fire fighting culture, instead of **proactive** culture of problem solving



Is that Bad?



YES!



# Why is it bad?

- Low Signal to Noise Ratio
- Wait until the 💩 hits the fan



Why does Error Culture  
happen?



# Why does it happen?

- Lack of Understanding
  - What
  - Why
  - Who



# Why does it happen?

- Error/Alert Fatigue





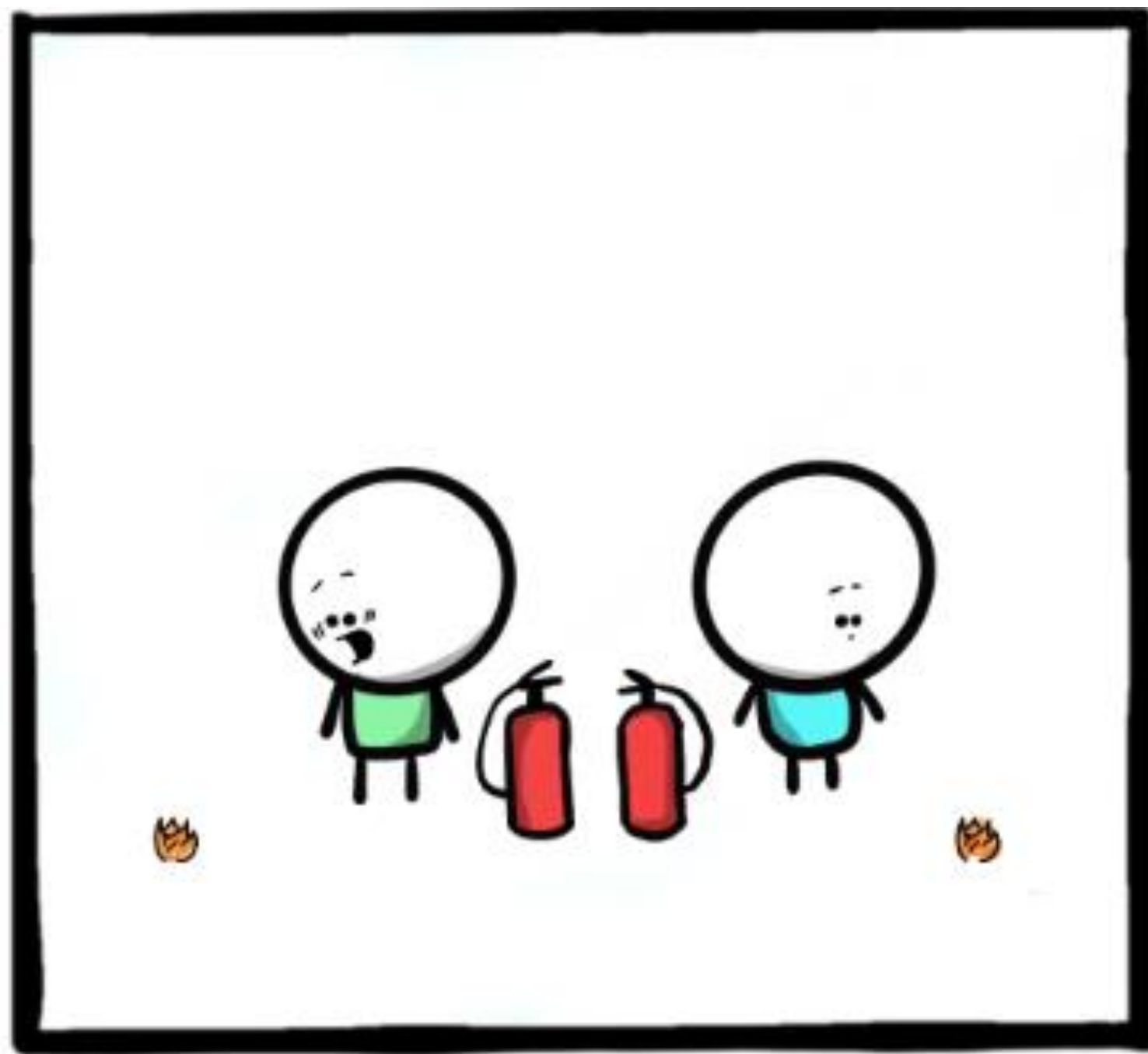
# Why does it happen?

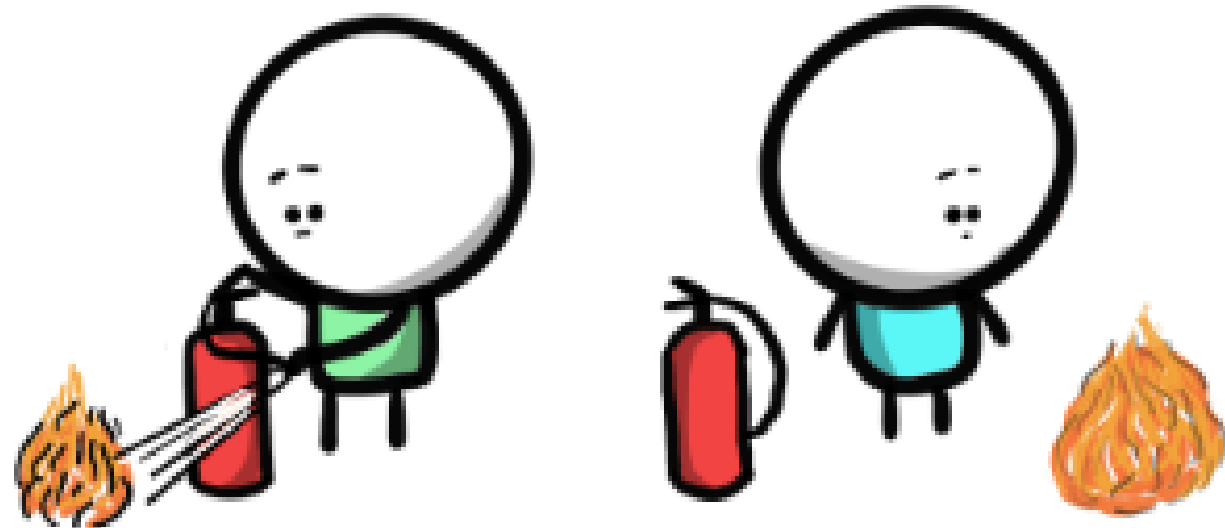


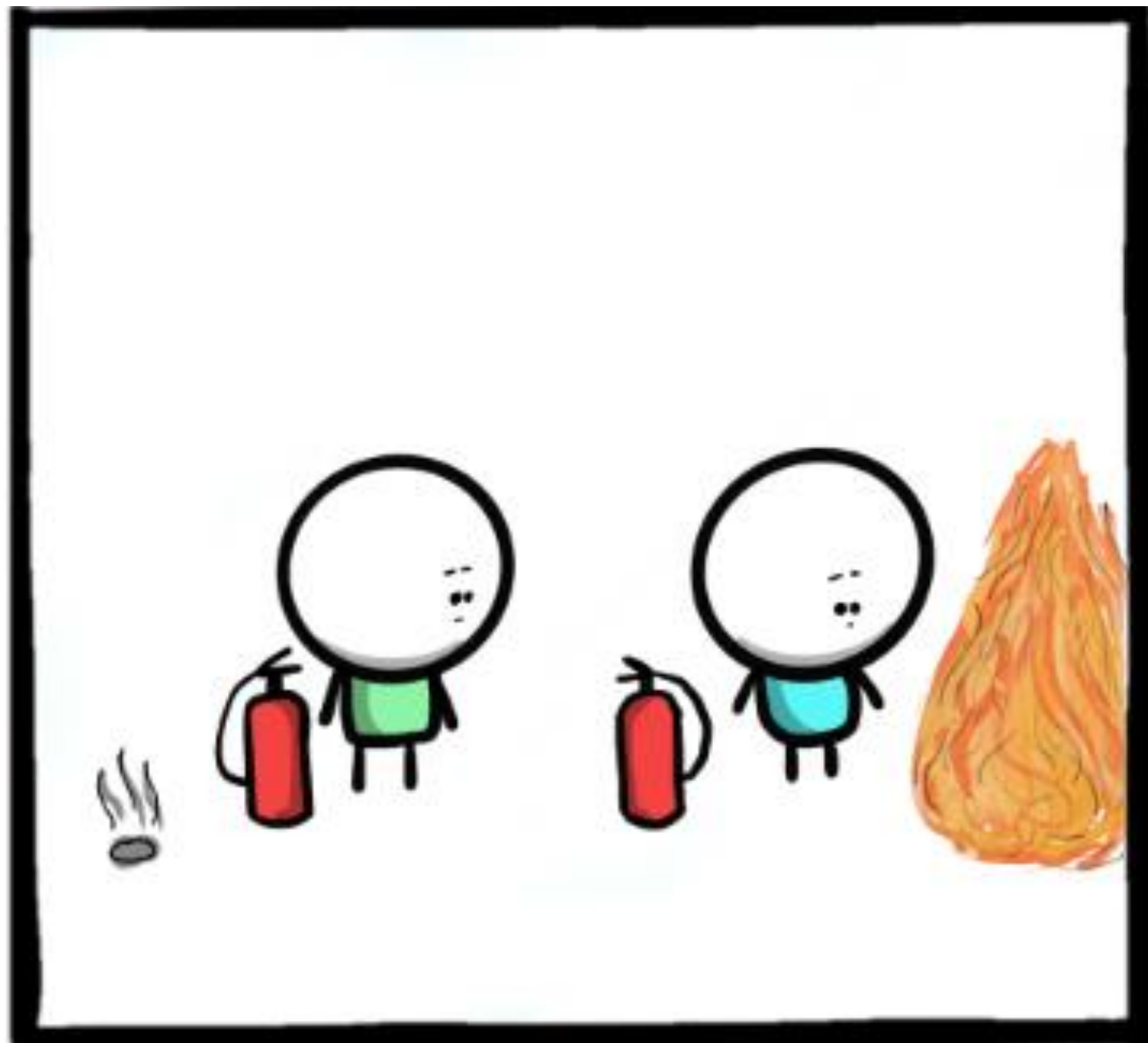
# Why does it happen?

- Hero Culture



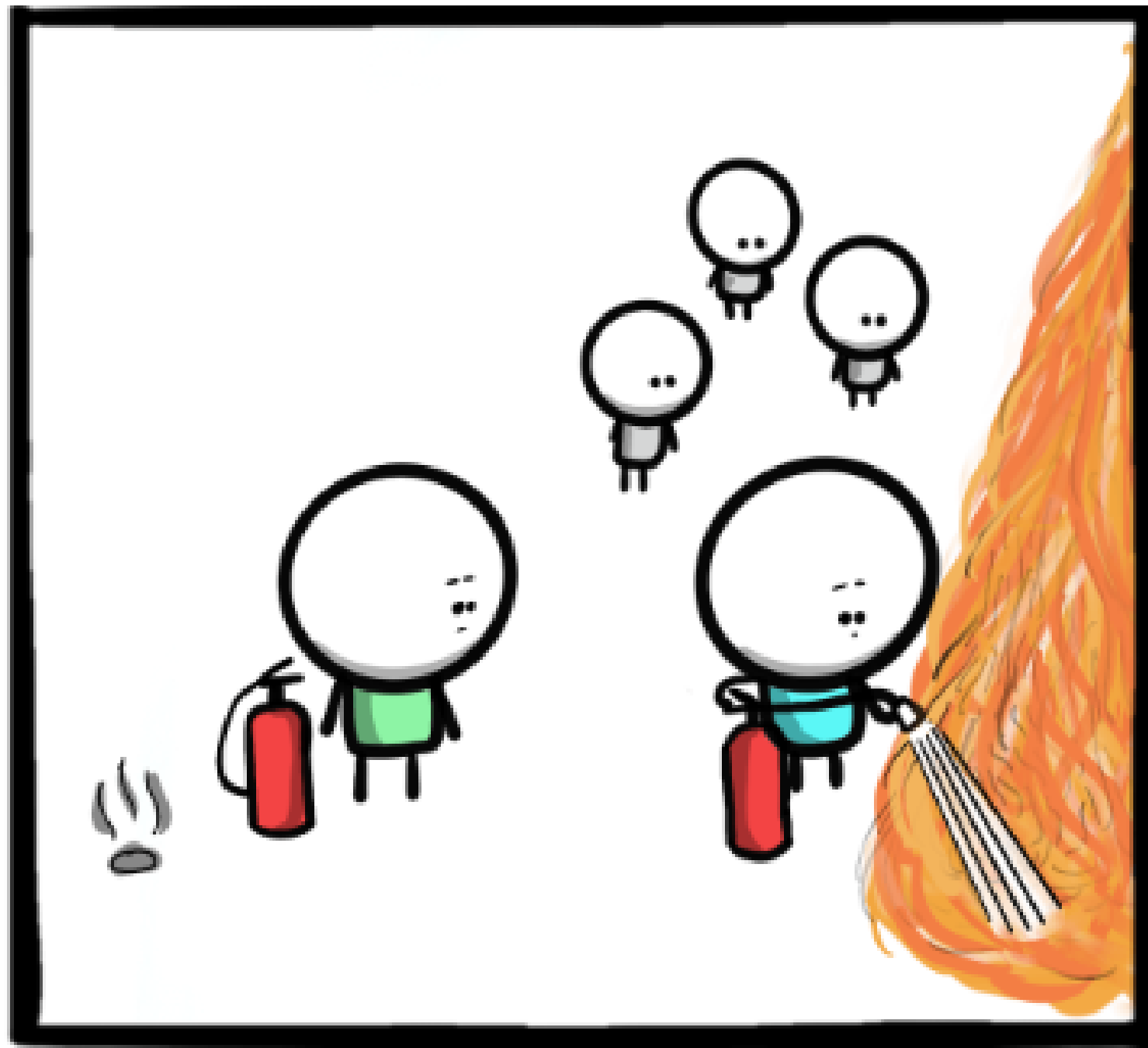




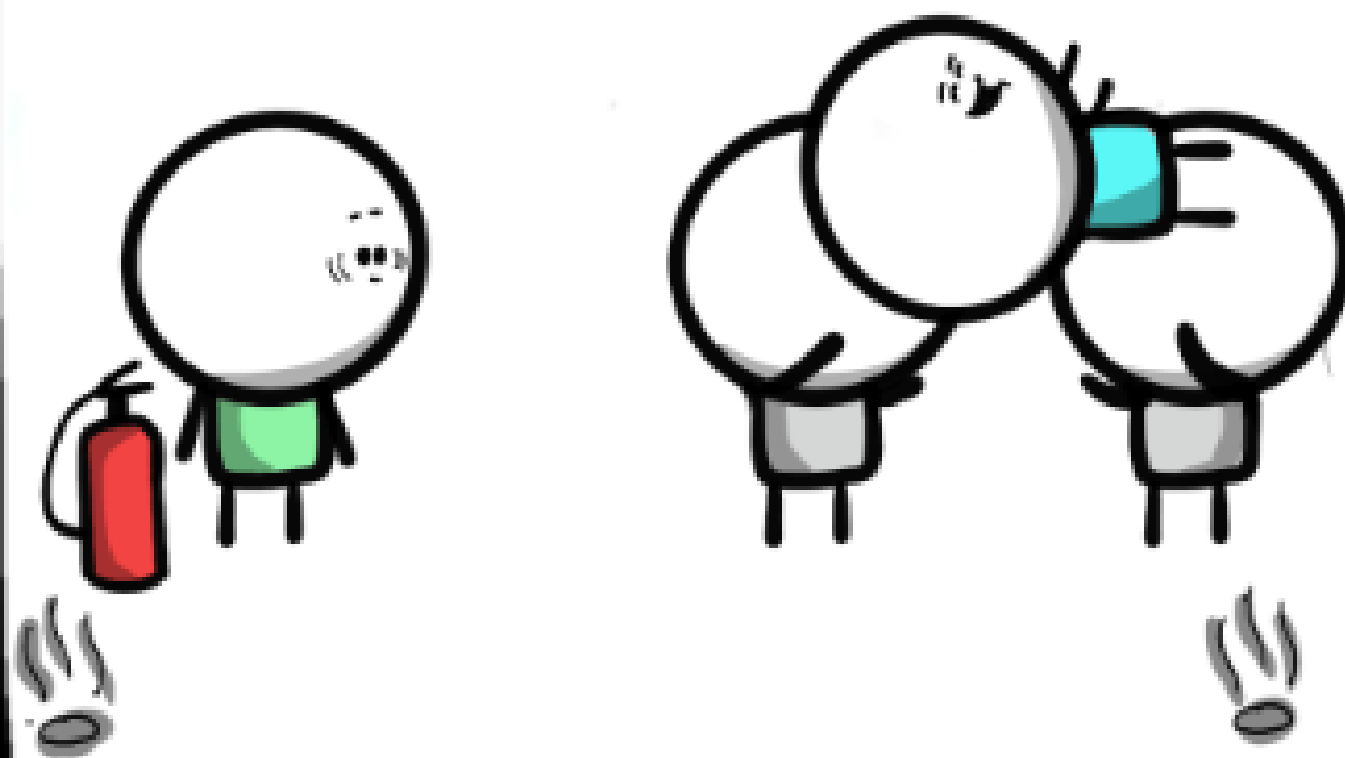


HEY EVERYONE,  
WE HAVE A BIG  
PROBLEM HERE!



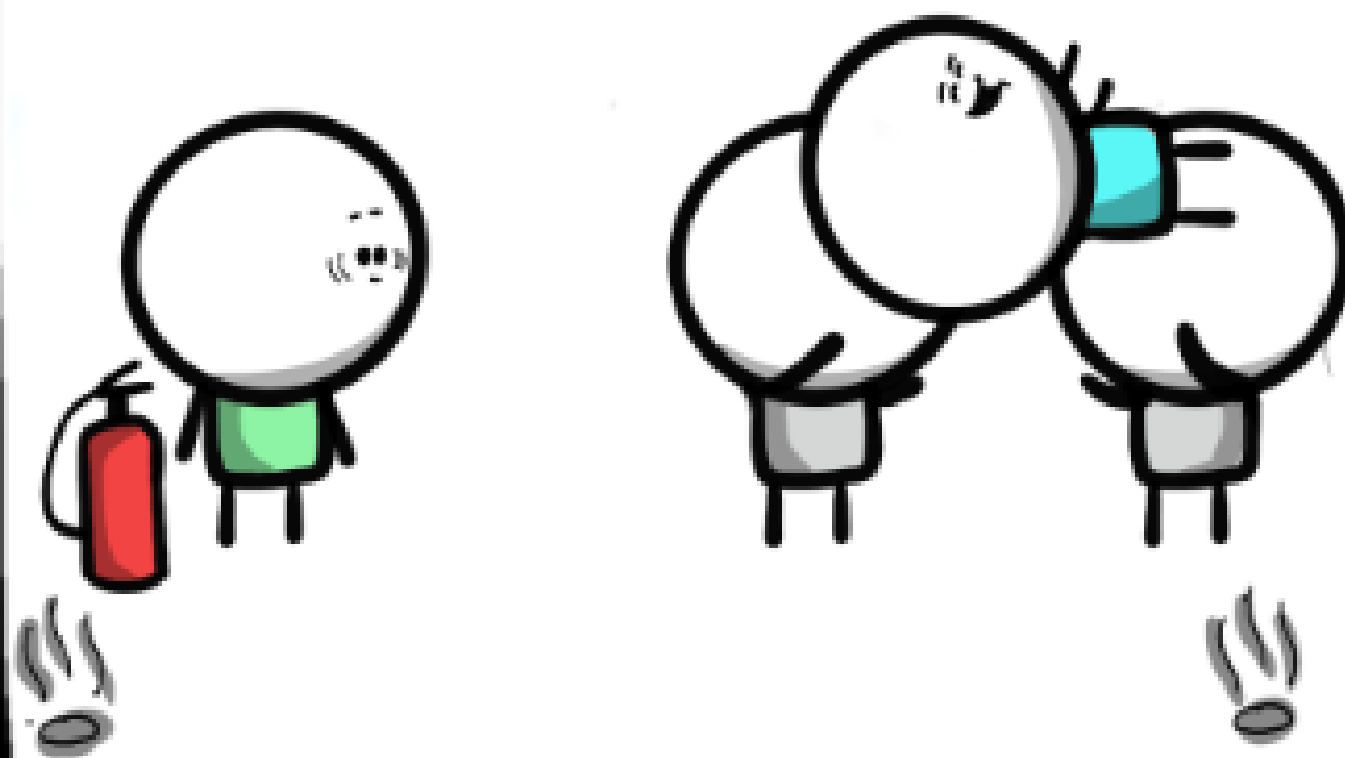


OUR HERO





OUR HERO



# When does Error Culture Start?



- Internal
- External



# Internal

- WE need to be notified when THIS happens
- MIGHT be useful
- Opted In



# External

- Best Practice
- Default Enabled Alerts



Who does it happen to?



# People in Tech

- Developers
- Help Desk Folks
- System Administrators
- Network Administrators
- Directors of Engineering
- Chief Technical Officers



# Office Workers

- Administrative Assistants
- Office Managers
- Customer Service Representatives
- Account Managers





# Sectors / Industries

- Healthcare
- Education
- Agriculture
- Hospitality



Anyone!



Am I in it?



Ask yourself a few questions



All Unread		Search Deleted Items (Ctrl+E)			Current Folder	
FROM	SUBJECT	RECEIVED	SIZE	CATEGORIES		
Business Info No Reply		Thu 8/29/2024 10:02 AM	53 KB			
Business Info No Reply		Thu 8/29/2024 8:45 AM	51 KB			
Business Info No Reply		Thu 8/29/2024 8:45 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:41 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:41 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:41 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:41 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:41 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:10 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:10 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:10 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:10 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 8:06 AM	50 KB			
Business Info No Reply		Thu 8/29/2024 7:15 AM	51 KB			
Business Info No Reply		Thu 8/29/2024 7:01 AM	57 KB			
Business Info No Reply		Thu 8/29/2024 7:01 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 7:00 AM	51 KB			
Business Info No Reply		Thu 8/29/2024 6:30 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 6:30 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 6:30 AM	49 KB			
Business Info No Reply		Thu 8/29/2024 6:30 AM	49 KB			
Business Info No Reply		Wed 8/28/2024 3:23 PM	48 KB			
Business Info No Reply		Wed 8/28/2024 3:01 PM	53 KB			
Business Info No Reply		Wed 8/28/2024 1:15 PM	50 KB			
Business Info No Reply		Wed 8/28/2024 12:15 PM	52 KB			
Business Info No Reply		Wed 8/28/2024 11:15 AM	52 KB			
Business Info No Reply		Wed 8/28/2024 10:15 AM	52 KB			
Business Info No Reply		Wed 8/28/2024 10:01 AM	50 KB			
Business Info No Reply		Wed 8/28/2024 10:01 AM	53 KB			
Business Info No Reply		Wed 8/28/2024 10:00 AM	51 KB			
Business Info No Reply		Wed 8/28/2024 9:15 AM	52 KB			
Business Info No Reply		Wed 8/28/2024 9:01 AM	50 KB			
Business Info No Reply		Wed 8/28/2024 8:30 AM	53 KB			
Business Info No Reply		Wed 8/28/2024 8:15 AM	52 KB			
Business Info No Reply		Wed 8/28/2024 8:08 AM	50 KB			
Business Info No Reply		Wed 8/28/2024 7:15 AM	52 KB			
Business Info No Reply		Wed 8/28/2024 7:01 AM	50 KB			
Business Info No Reply		Wed 8/28/2024 7:01 AM	51 KB			
Business Info No Reply		Wed 8/28/2024 7:00 AM	51 KB			
Business Info No Reply		Tue 8/27/2024 5:15 PM	50 KB			
Business Info No Reply		Tue 8/27/2024 4:35 PM	65 KB			

# Question 1

- Is your deleted items filled with lots of emails from no reply style email addresses that you didn't even read ... you just deleted them?



## Rules Wizard



Finish rule setup.

Step 1: Specify a name for this rule

BusinessInfo.NoReply

Step 2: Setup rule options

☐ Run this rule now on messages already in "Deleted Items"

☒ Turn on this rule

☐ Create this rule on all accounts

Step 3: Review rule description (click an underlined value to edit)

Apply this rule after the message arrives

from BusinessInfo.NoReply

and with 'ETL Fail' or 'Data Readiness Warning'

delete it

Cancel

< Back

Next >

Finish



## Question 2

- Do you have a rule that just deletes emails?





-----Original Message-----

From: admin

Sent: Monday, July 22, 2024 4:51 PM

To: ETL Notifications

Subject: SQL Server Alert System: 'db-p-001 Alert - **Sev 20 Error: Fatal Error in Current Process**' occurred on \\path

DATE/TIME: 7/22/2024 4:50:32 PM

DESCRIPTION: The prelogin packet used to open the connection is **structurally invalid**; the connection has been closed. Please contact the vendor of the **client library**. [CLIENT: **IP Address**]

COMMENT: (None)

Which Library?

What IP Address?

JOB RUN: (None)

## Question 3

- Do you get alerts and have no idea why or what to do about them?





# Question 4

- Are people rewarded for waiting until problems they knew about are big enough to alert everyone about and then resolve them?



If you answered yes ...



You're in an Error Culture



# Convinced



How can I fix it?





Good News!



# Good news!

- Individual Contributor
- Chief Technical Officer



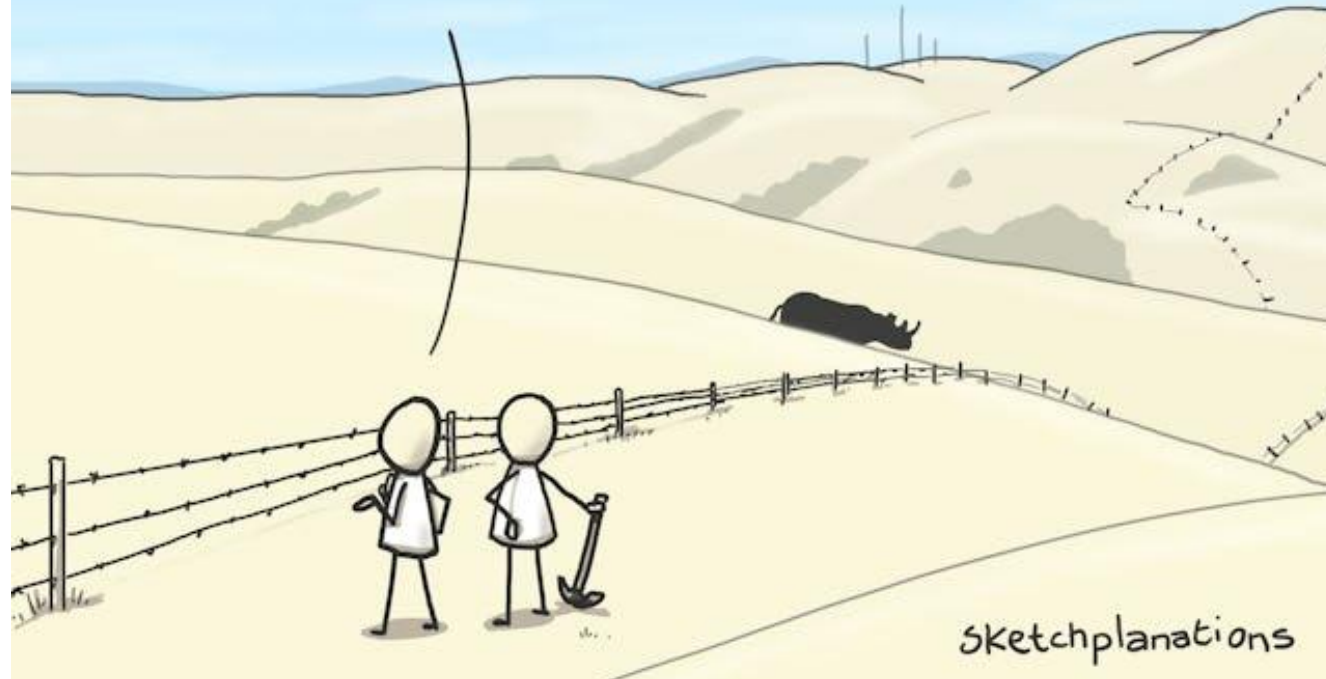
# Where to start?



# CHESTERTON'S FENCE

DON'T TAKE A FENCE DOWN  
UNLESS YOU KNOW WHY IT WAS PUT UP

WHAT A DUMB FENCE!  
WHAT WERE THEY THINKING?!



# Ask Questions



# Is the Alert Important?



NO



# Delete the Alert

- But not JUST the alert
- The mechanism that generates the alert





# Is the Alert Important?



YES



# Important Alert!



Is the Alert Actionable?



What does an Actionable  
Alert Look Like?





# Examples



Bad

**Subject:** Super Important Alert  
about the Server!

**Message:** The server is  
unresponsive!





Better

**Subject:** Super Important Alert  
about the Server!

**Message:** The server do-web-  
005 is unresponsive



Best

**Subject:** Super Important Alert  
about the Server!

**Message:** The server do-web-  
005 is unresponsive. To resolve  
this **\*\*do\*\*** X



Best

**Subject:** Super Important Alert  
about the Server!

**Message:** The server do-web-  
005 is unresponsive. To resolve  
this **REBOOT** the server



# Actionable Alert!



Why ...  
does the alert exist?



Why ...

Is it important?



Best

**Subject:** Super Important Alert  
about Server!

**Message:** The server do-web-005 is  
unresponsive. To resolve this  
REBOOT the server

See [this link](#) for details on the alert.



Example Link

The server do-web-005 is a test server on Digital Ocean. It is used for project ABC which is set to be retired on January 1, 2025





Example Link

The server do-web-005 is a  
production server on Digital Ocean.  
It is a mission critical server for  
claims adjudication



# Alert Context

- Link
- Embedded



# Who ...

- Should be notified?



Best

**Subject:** Super Important Alert  
about the Server!

**Message:** The server do-web-005 is  
unresponsive. To resolve this reboot  
the server

See [this link](#) for details on the alert.



Example Link

The server do-web-005 is a  
production server on Digital Ocean.  
It is a mission critical server for  
claims adjudication



# Are these the right people?

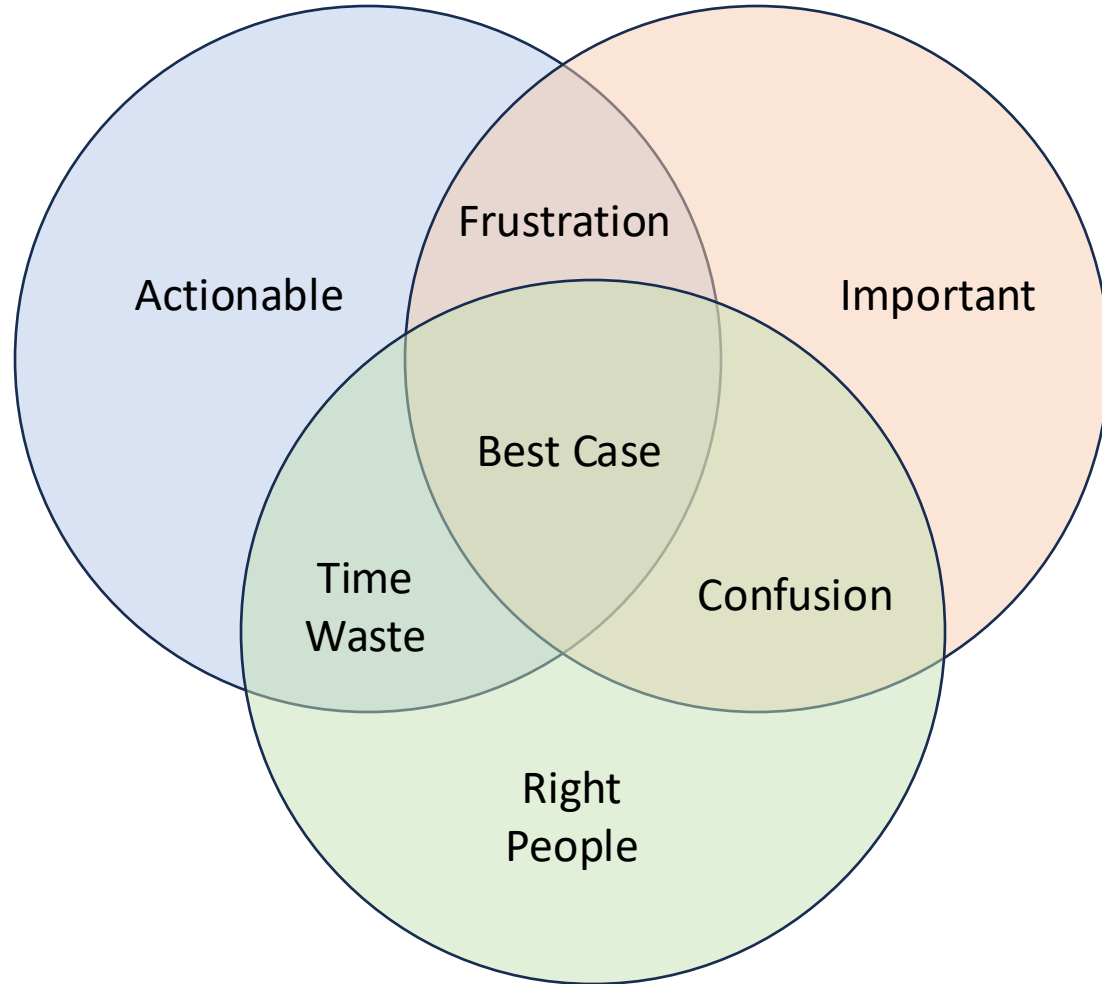
- Claims team
- Business Analyst
- Developer



# Right People

- Server Administrator







# Conclusion



# Pervasive



Make it better



# Ask Questions



# Make Sure that your Alerts are

- Actionable
- Important
- Sent to the Right People



# Find me

Site	QR Code
Blog <a href="https://ryancheley.com/">https://ryancheley.com/</a>	
Mastodon <a href="https://mastodon.social/@ryancheley">https://mastodon.social/@ryancheley</a>	
GitHub <a href="https://github.com/ryancheley/">https://github.com/ryancheley/</a>	
LinkedIn <a href="https://www.linkedin.com/in/ryan-cheley/">https://www.linkedin.com/in/ryan-cheley/</a>	