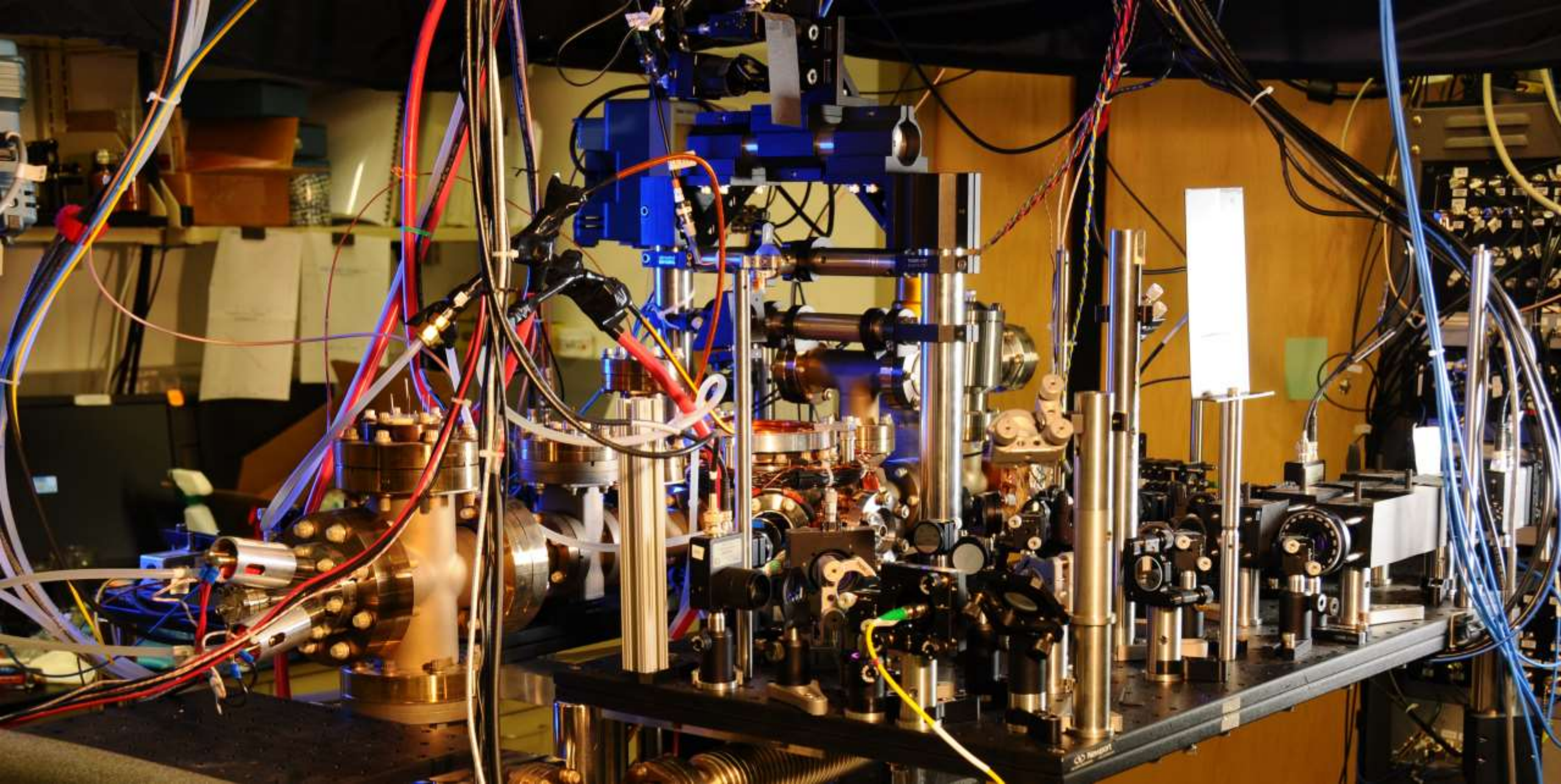




Your business
doesn't have
technology problems







You still have
problems







*Solving
technology
problems isn't
your business*

You don't have
technology problems

How much time does IT
spend on solving
business problems?

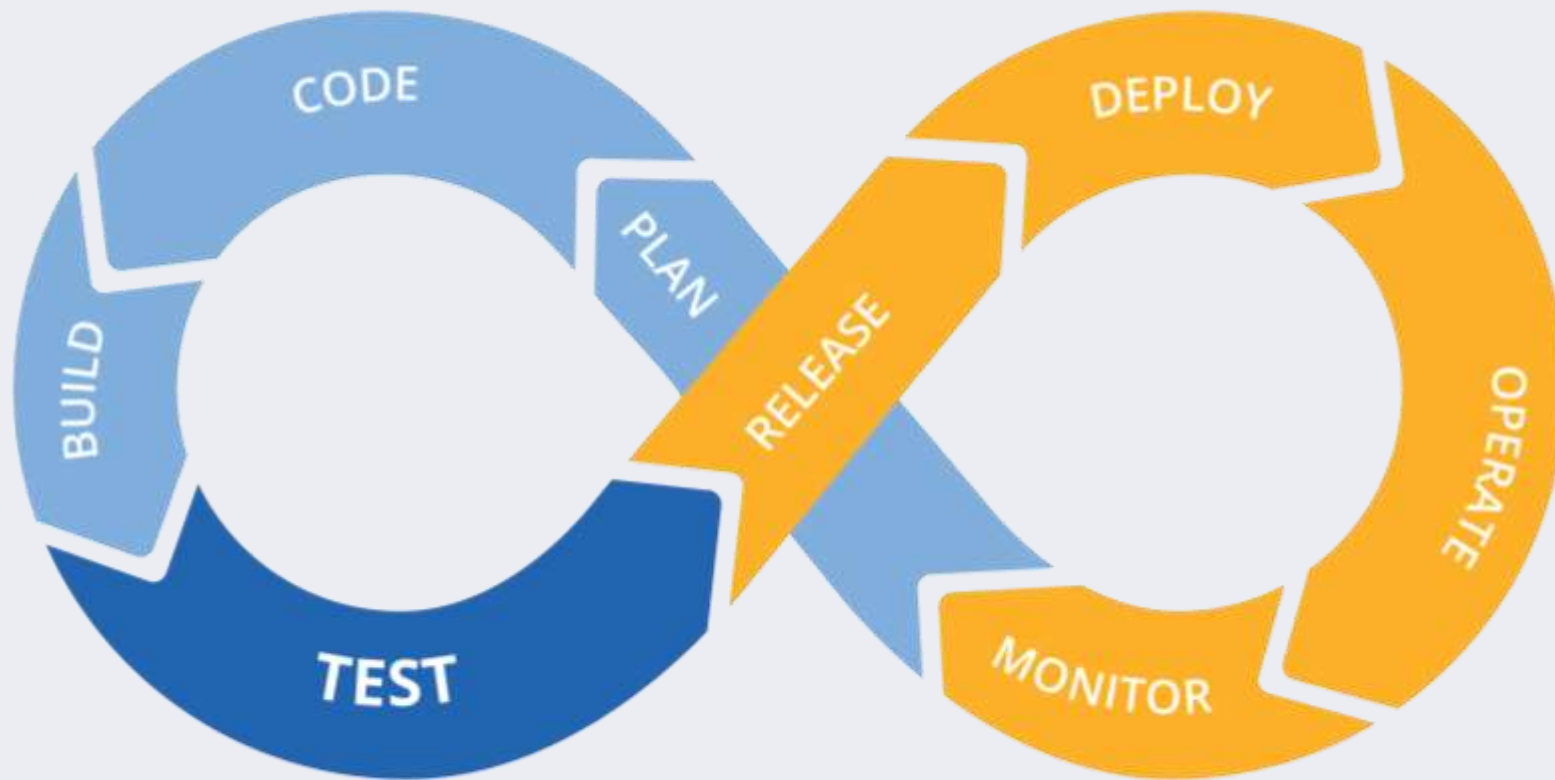


0 - 30%

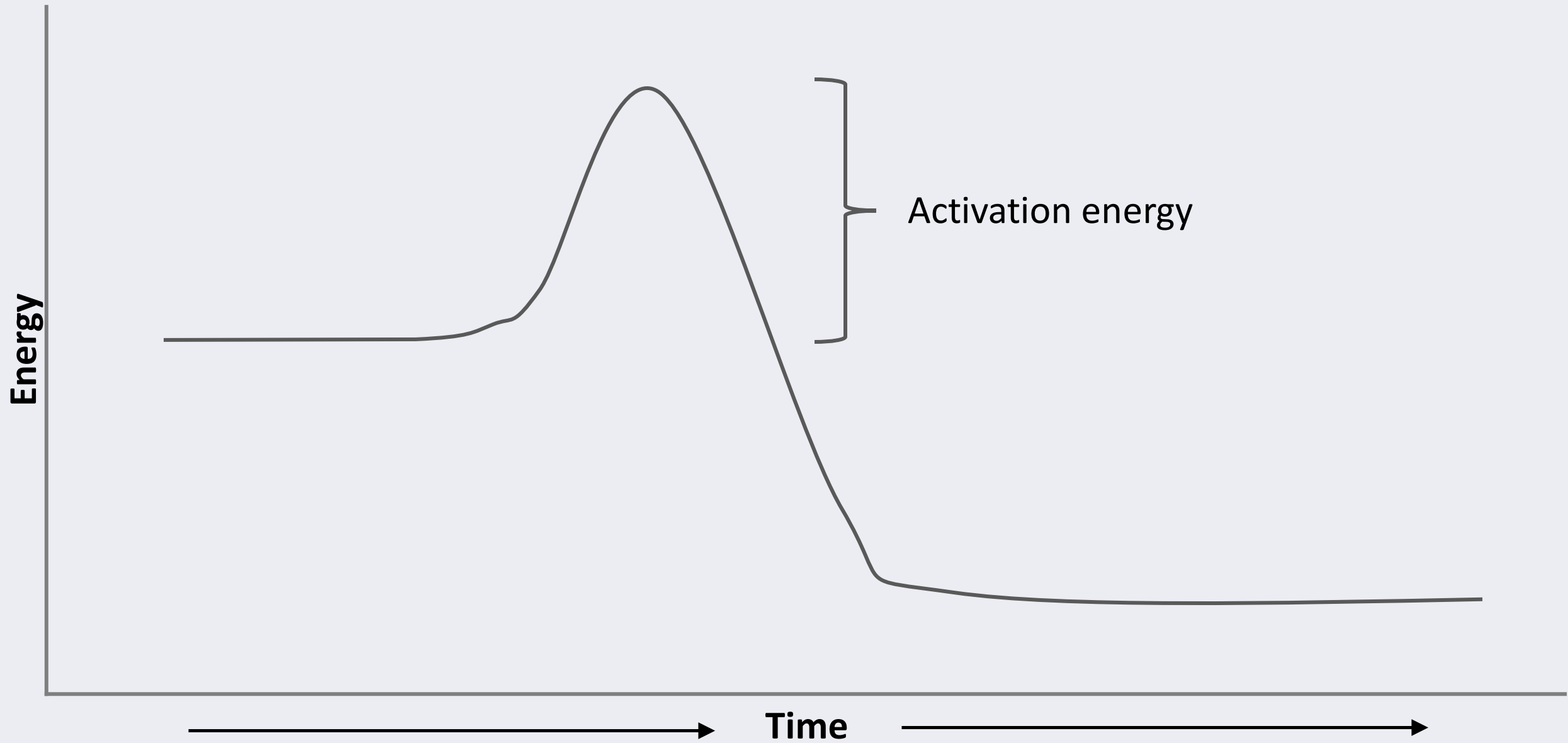
30 - 60%

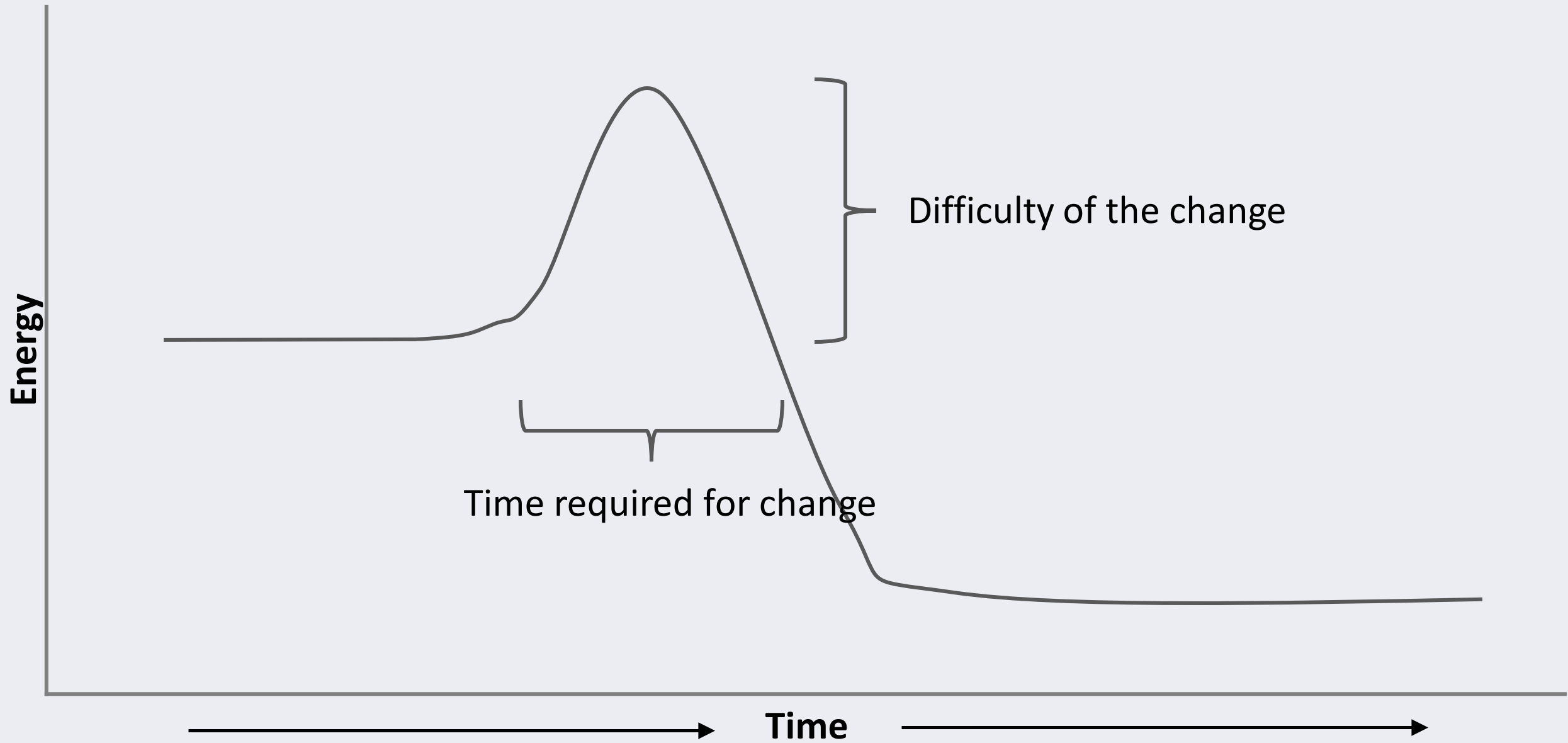
60 - 90%

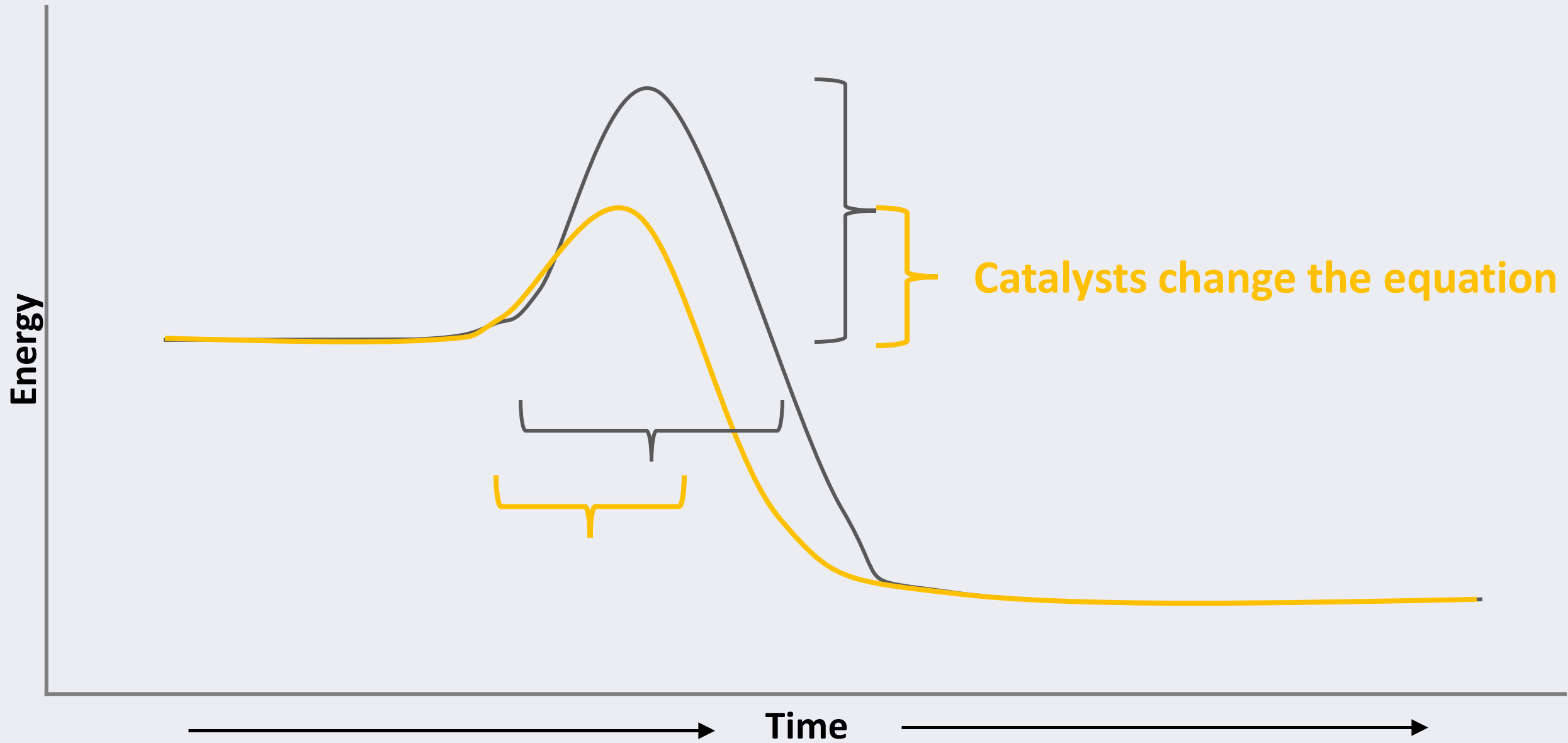
We have nothing new
to offer here



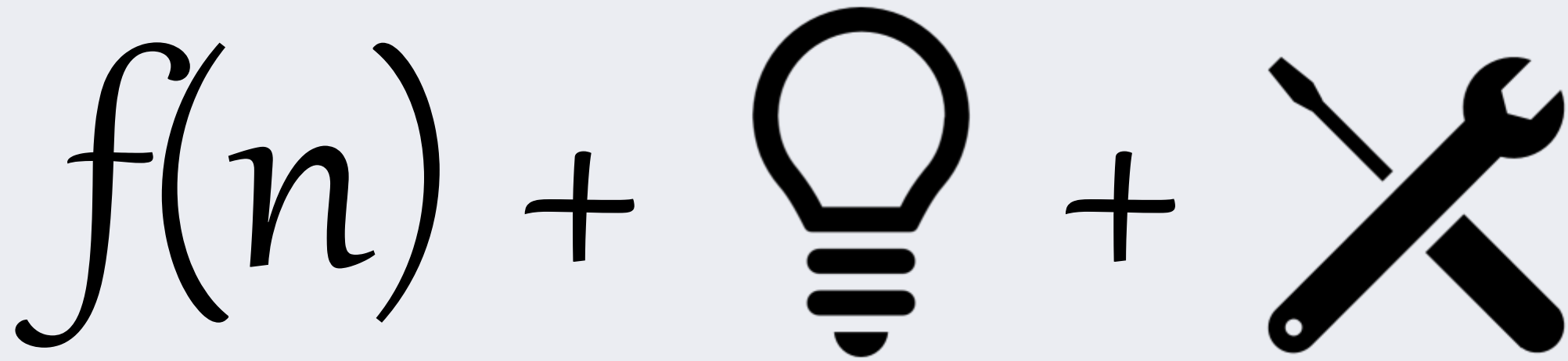
If it's understood, why
are so few doing it?

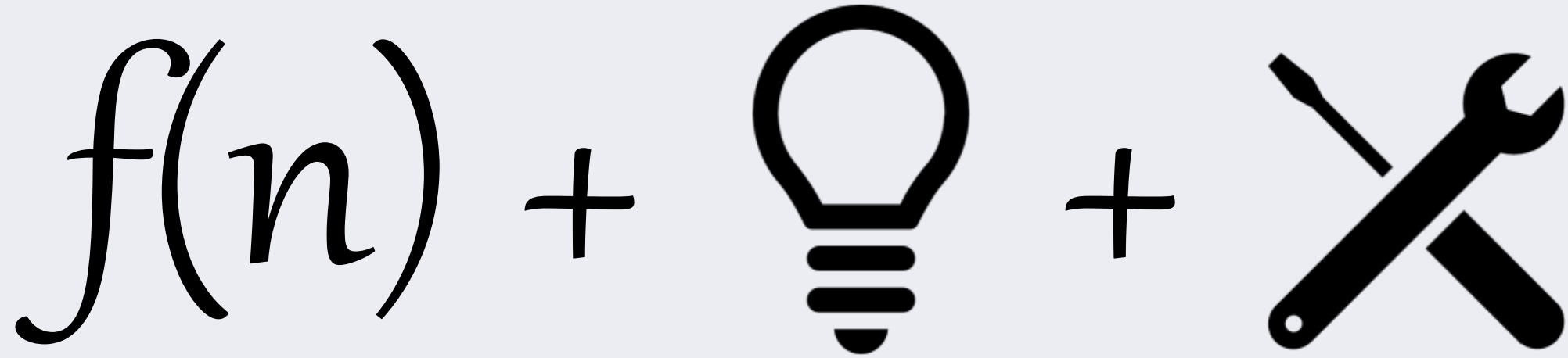






What is serverless?







Serverless as catalyst

Unique value proposition to DevOps laggards



Data driven decision making

Small, product focused teams

Cloud adoption & automation

Discovery through experimentation

How to try it

Challenges

Where it's already started



StanleyBlack&Decker

NORDSTROM



The Seattle Times

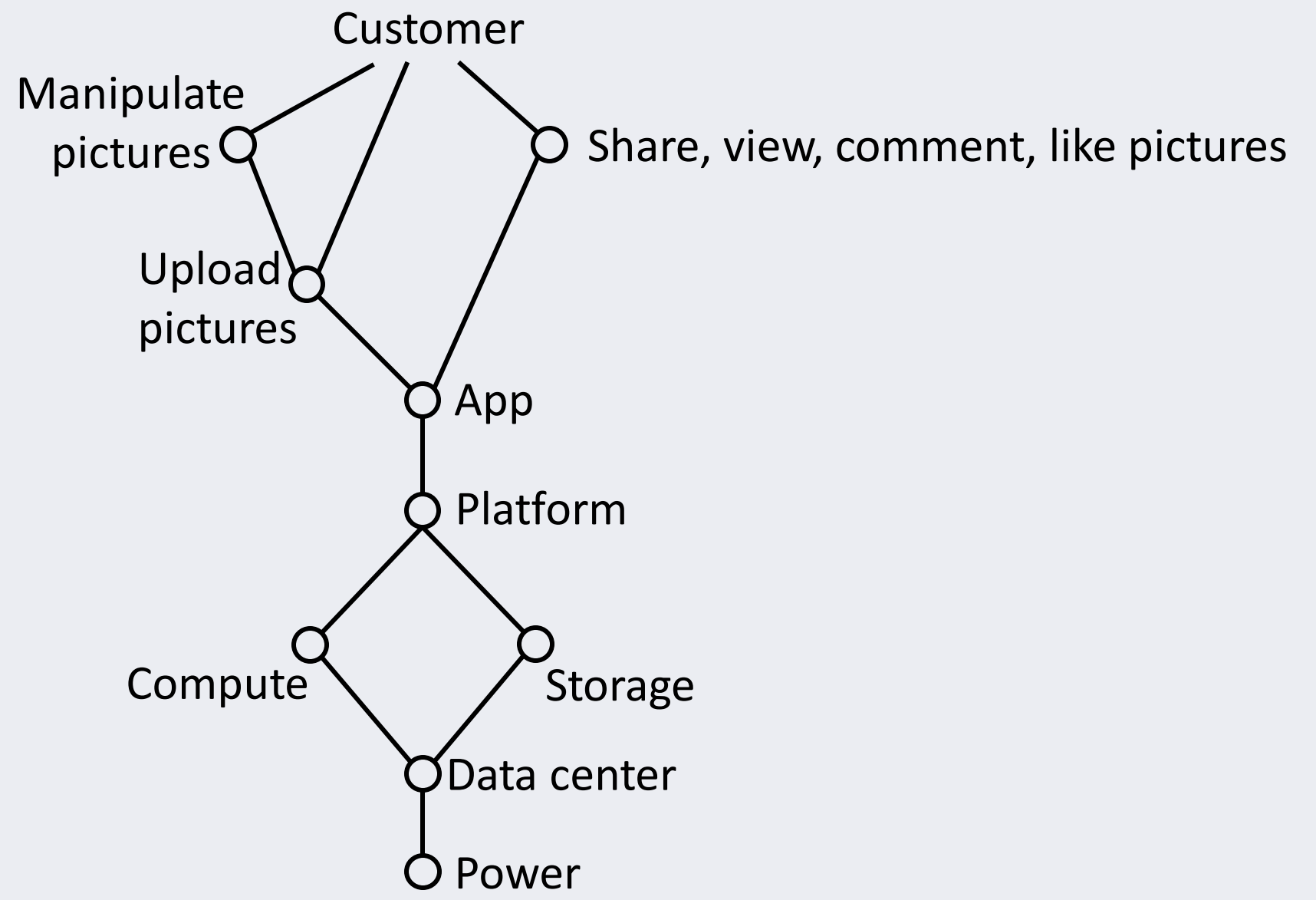
GameStop®

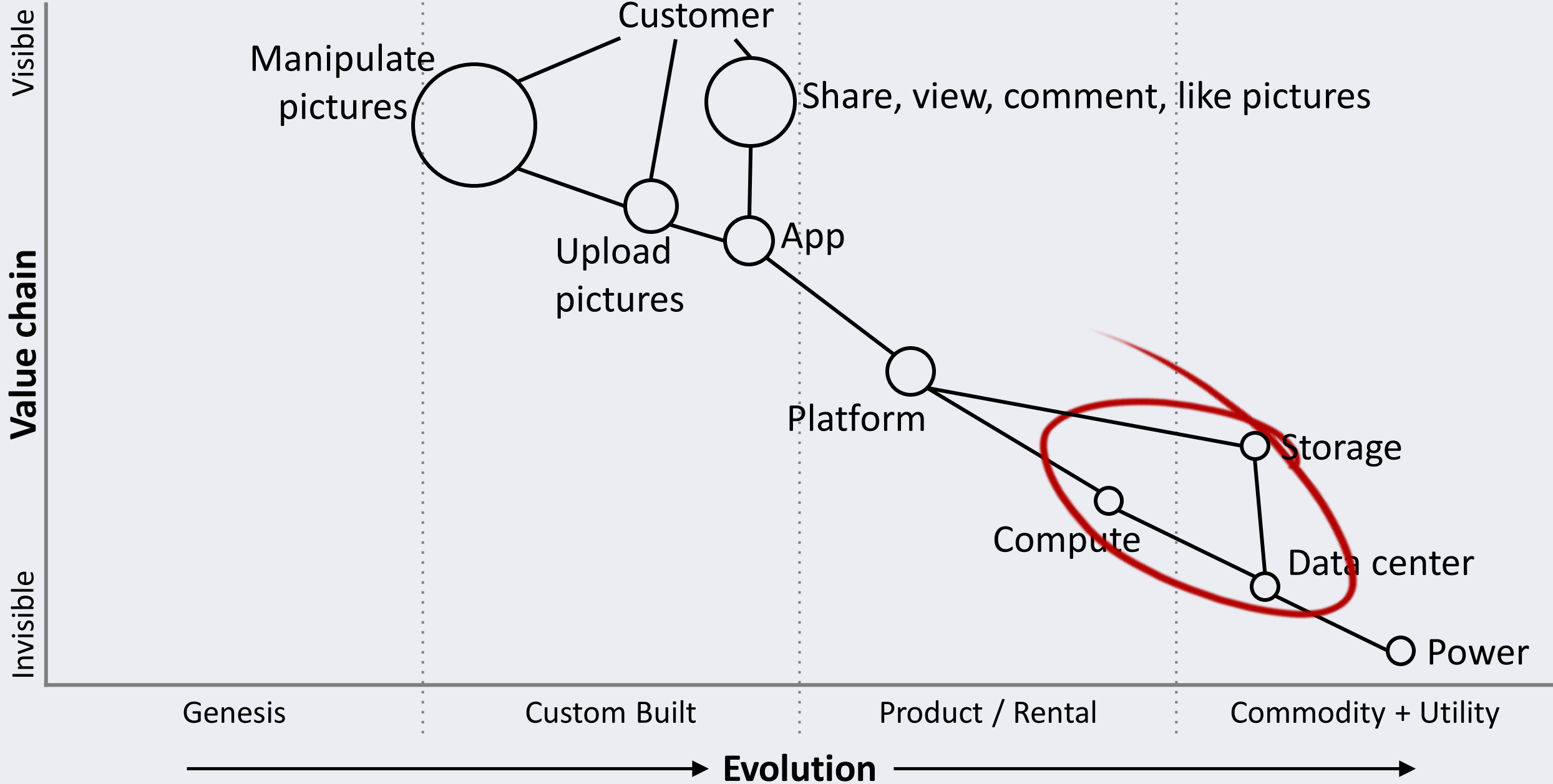
POWER TO THE PLAYERS®

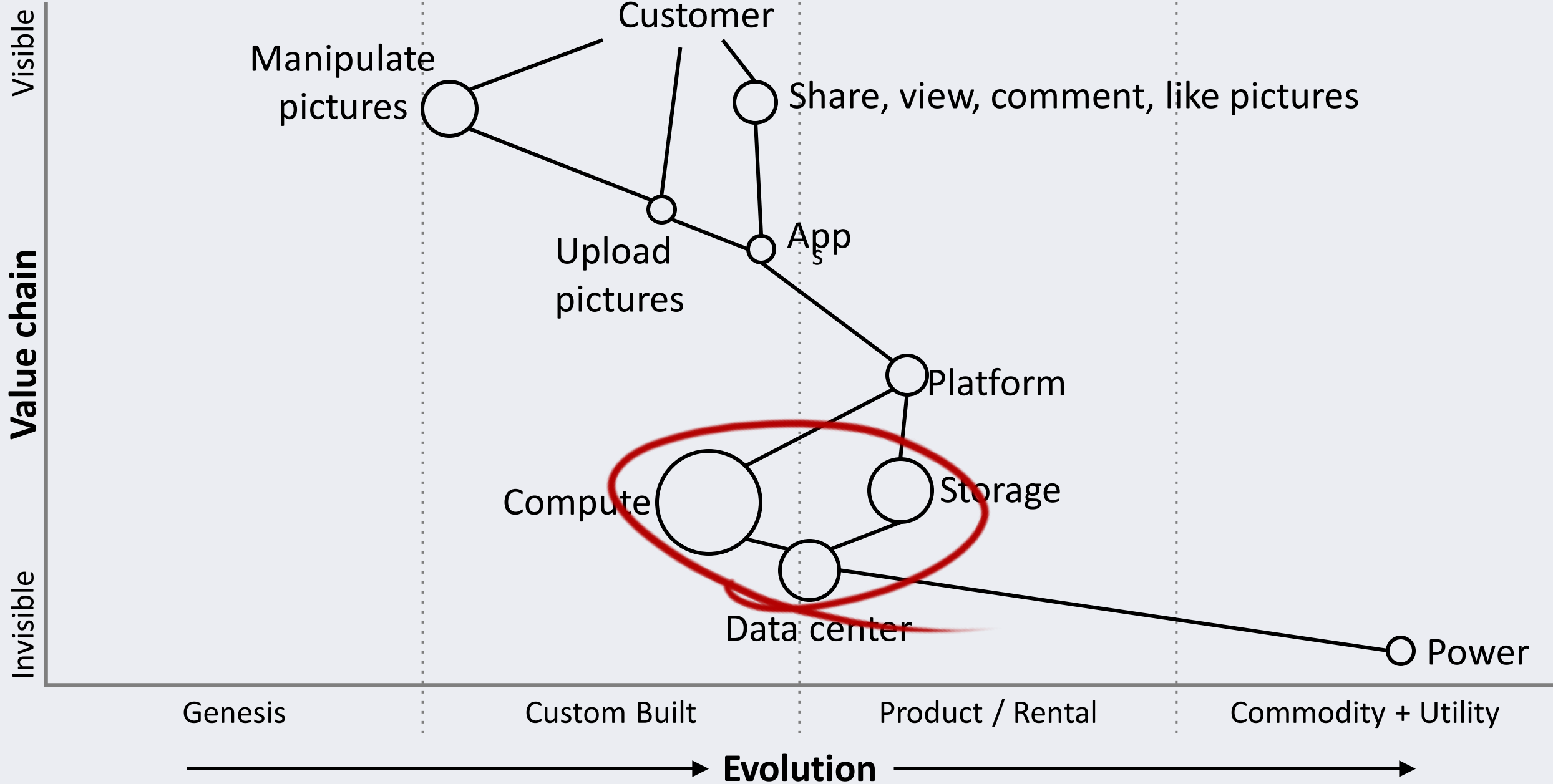
Visible

Value chain

Invisible







What does it mean for my people?



Solutions Architect
(Bit blueprint creator)



Data Architect
(Stores bits, manages access)



Developer
(Describes how to move bits)



Team Lead
(Keeps bit machine well-oiled)



Product owner
(Talks to customer, attempts to talk to bit-team)



Release Engineer
(Moves bits)



Ops Engineer
(Watches bits)

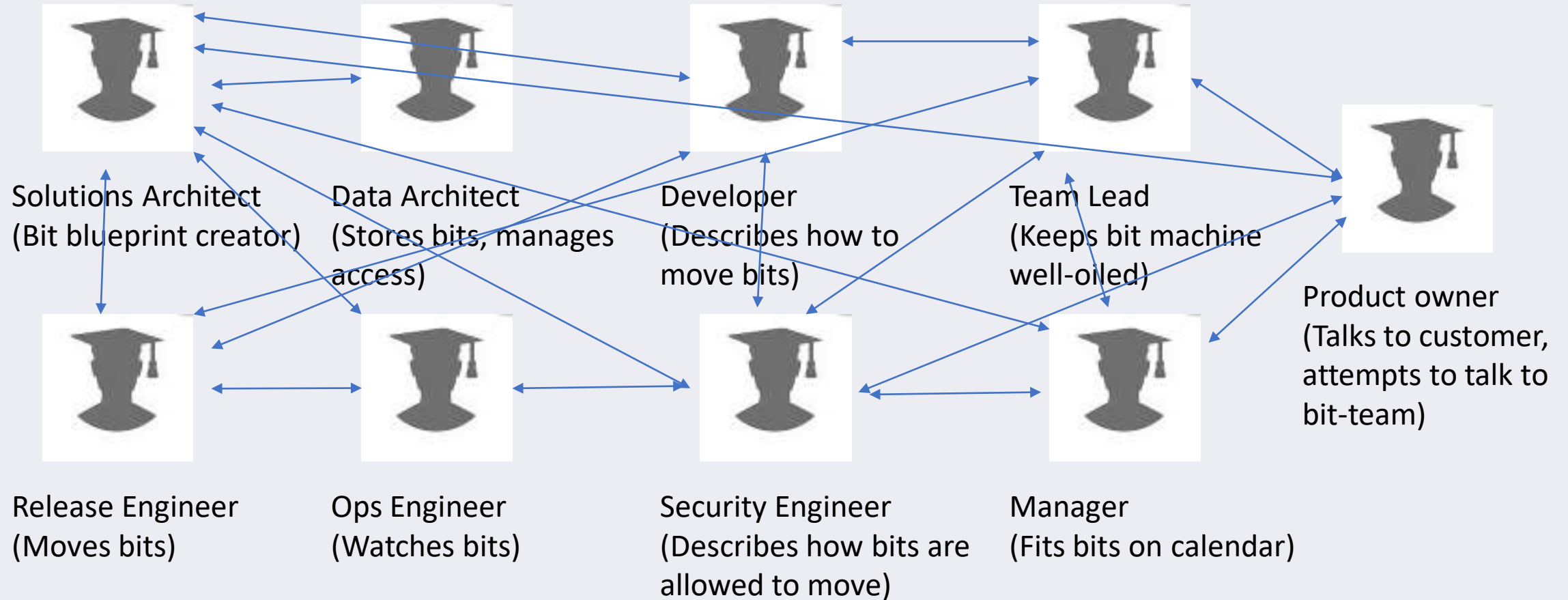


Security Engineer
(Describes how bits are allowed to move)

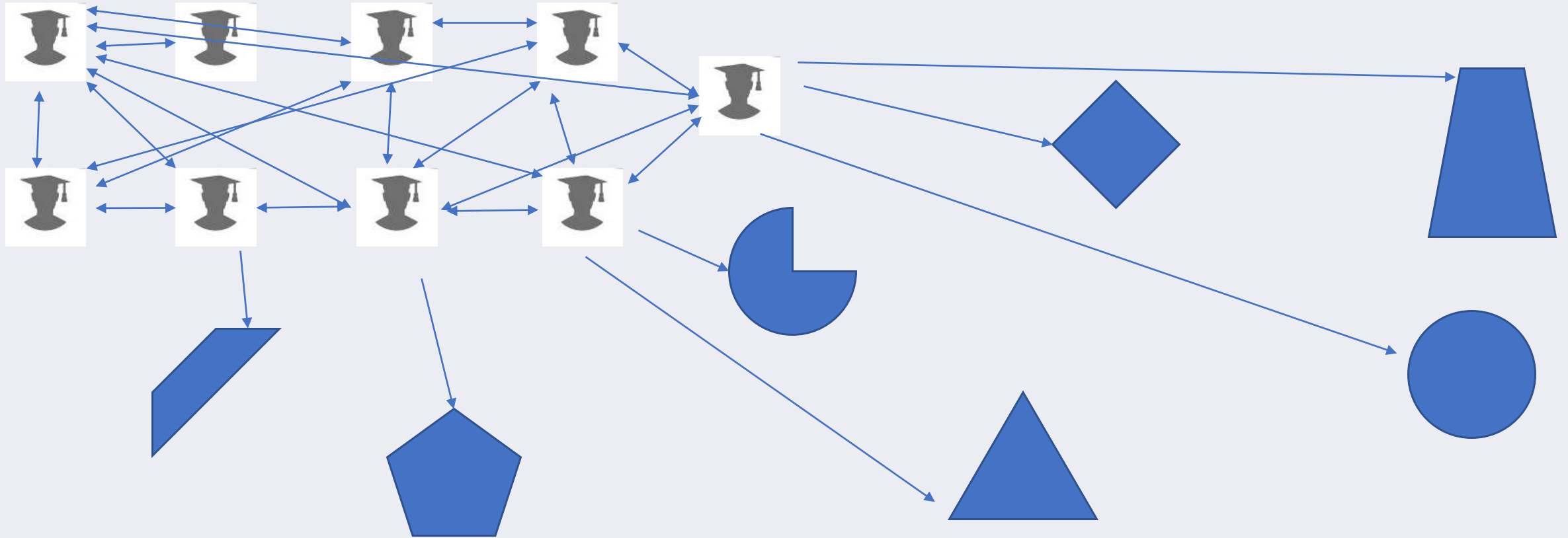


Manager
(Fits bits on calendar)

And how the communicate?

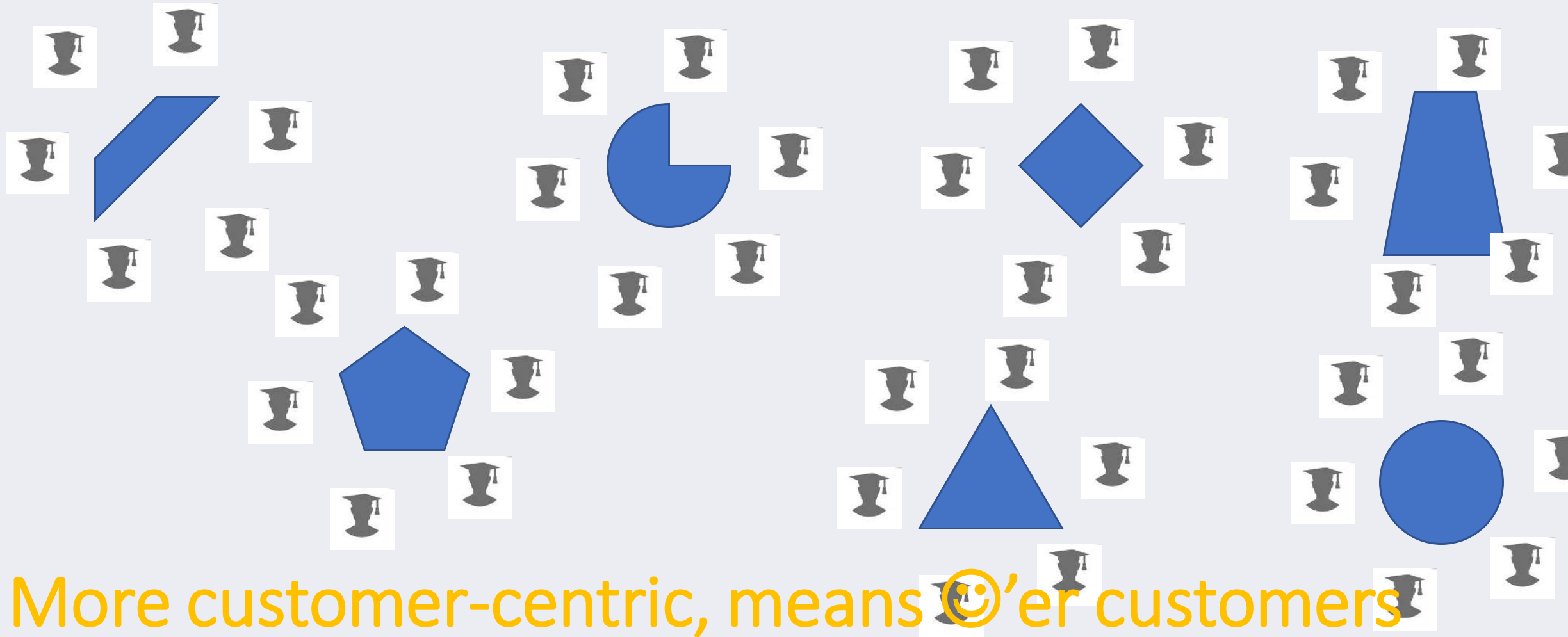


And what products do they support?



Is this customer-centric?

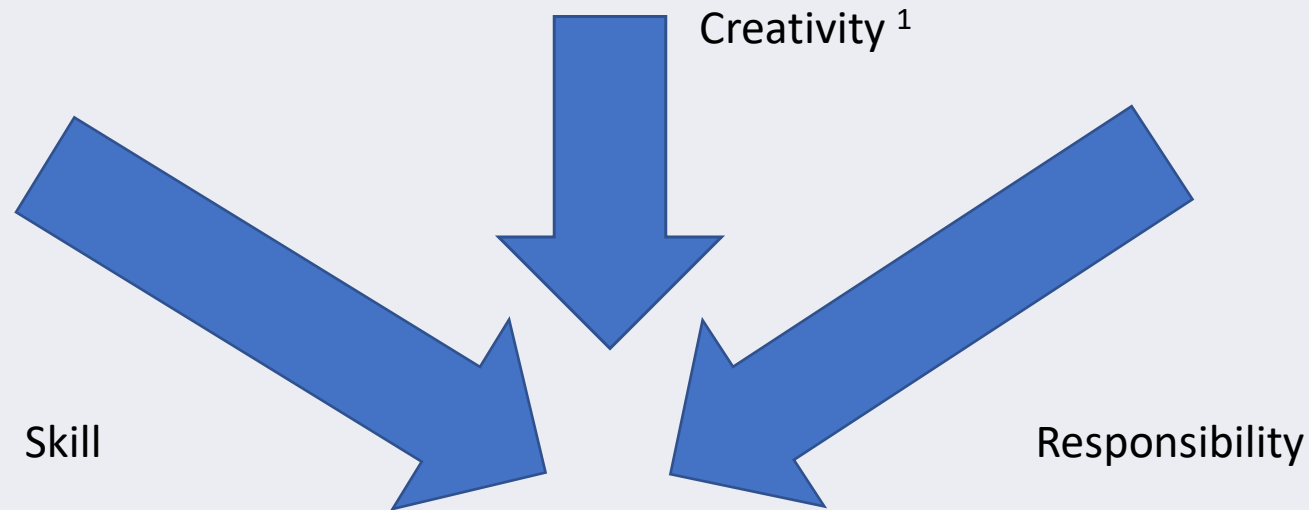
Product Teams



More customer-centric, means ☺'er customers

Don't fire your way to innovation

- Instead, seek to merge skill with responsibility
- Your people, instead of being glorified bit managers, can do what they are good at – injecting creativity



¹ what people are still better at than computers, for the time being

But what about governance?

- “We standardized on Java!”
- “We only run [insert OS here]!”
- “We only use [insert framework here]!”
- The above are the result of trying to solve the Principal-agent problem: “the agent knows some things that the principal does not, and it is too costly for the principal to monitor every action that the agent take” (“Misbehaving: The Making of Behavioral Economics.”)
- So instead of monitoring every action, the principal (IT Governance) reduces the jurisdiction(?), and thus cost, to govern.

The dark underbelly of limiting choice

- By being prescriptive about standards, you've succeeded in reducing the governance cost
- (Applause!)
- But you've prohibitively raised the cost of experimentation.
- Your talented high-dollar developers can only use the hammer you've provided.
- (Insert Hammer/Nail)
- Don't be surprised if your talent leaves
- Or worse, you talent only starts to see nails.

So you are proposing the wild west, except with modern weapons?

- No.
- With evolutionary architectures, strict data access policies, serverless technologies, and infrastructure-as-code, you can simultaneously allow variation and have cheaper, more reliable IT governance that you ever imagined possible.
- The tools aren't here yet, but they're coming quick.



Adoption Paths

- Build vs Buy equation begins to change
 - If you have to customize *anything*, you may want to build
- Come back to activation energy
 - Experiment with internal tools
 - Greenfield “Shining City on the Hill” model
 - Skunkworks
 - Others?