



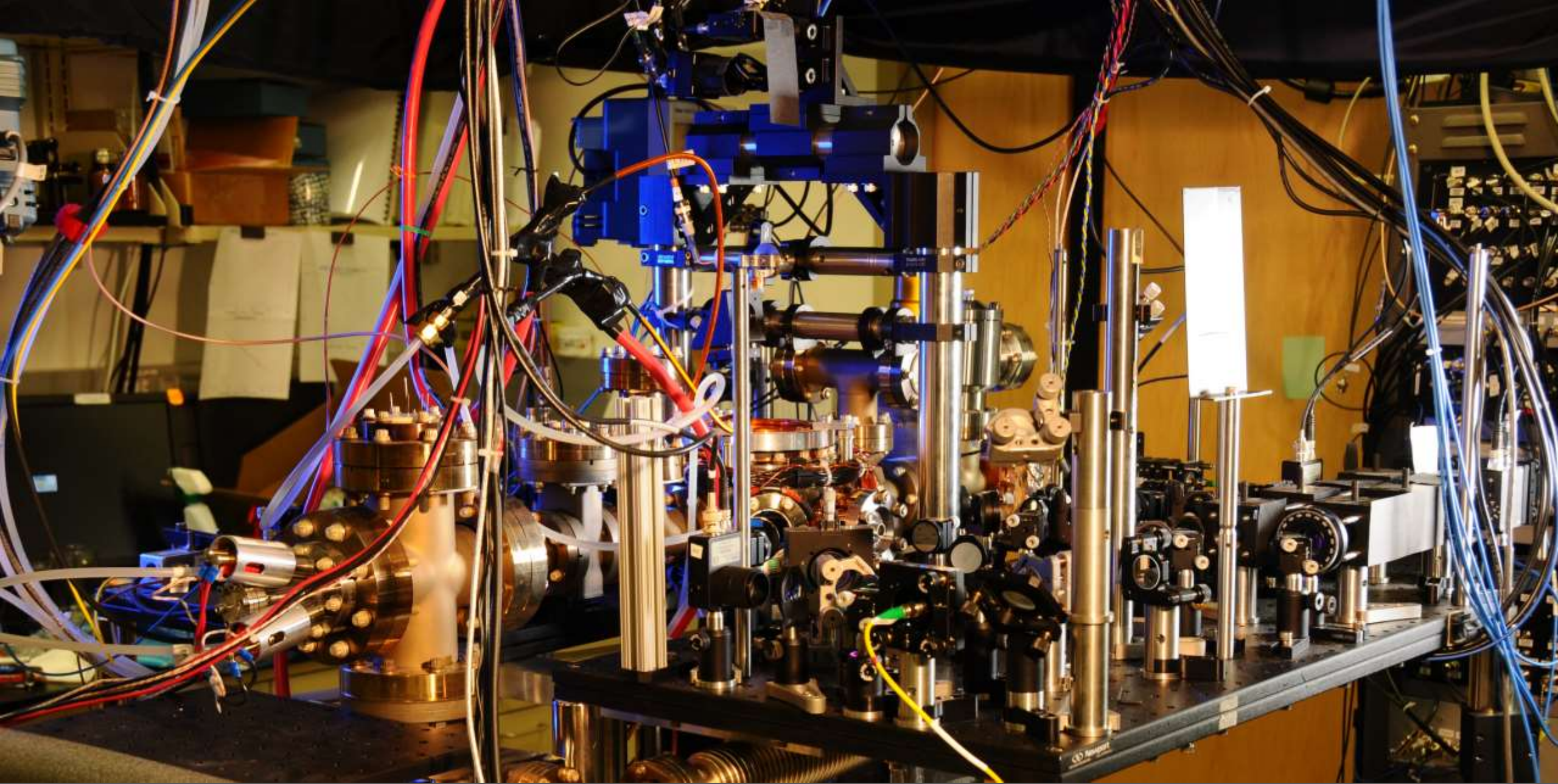
Your business  
doesn't have  
technology problems











You still have  
problems



Tom


":-)"

Male  
30 years old  
Santa Monica,  
CALIFORNIA  
United States

Last Login:  
8/27/2006

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Tom is in your extended network

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MySpace Records - in stores soon! ([view more](#))

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Tom's Blurbs



# BLOCKBUSTER

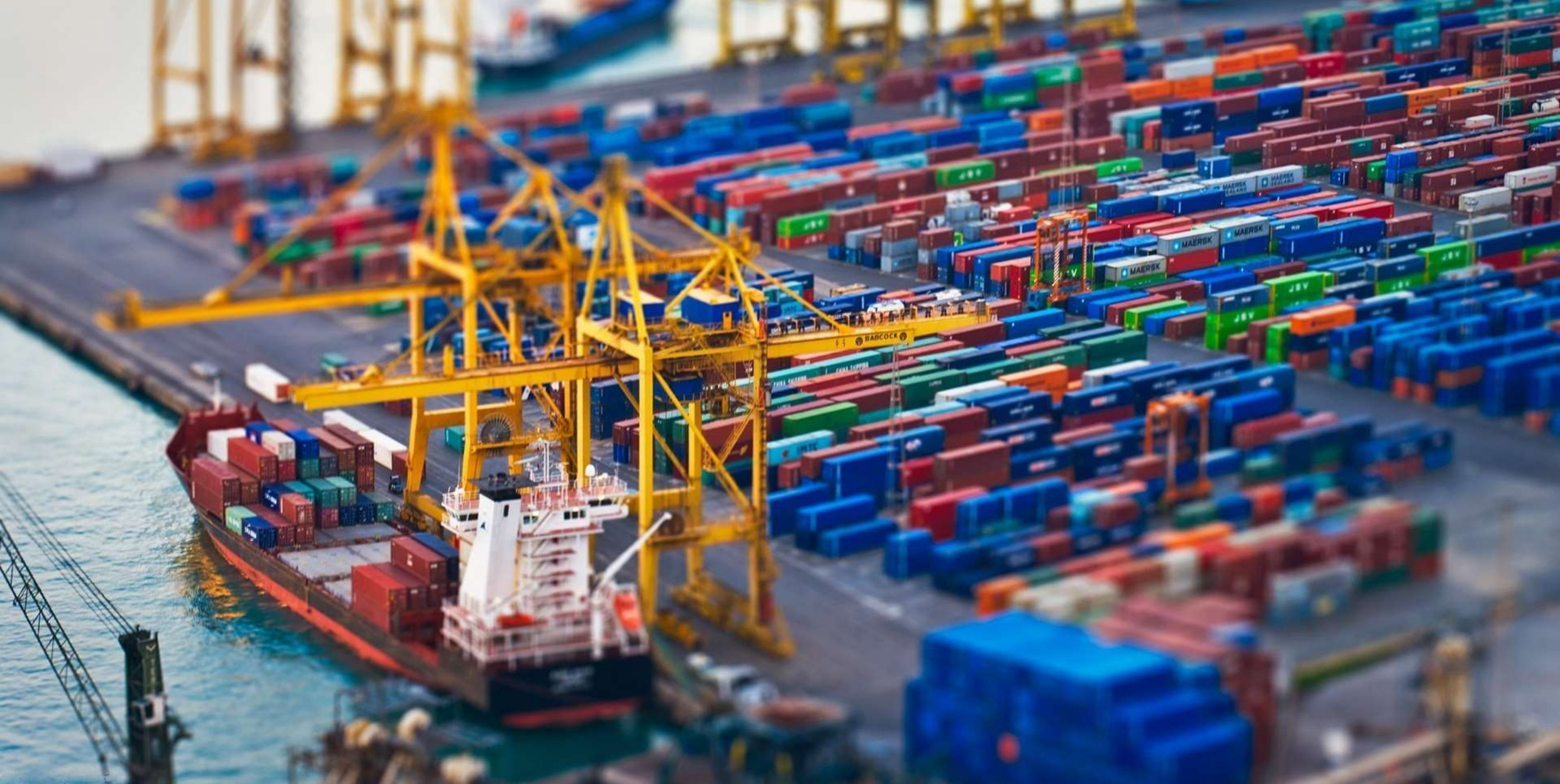


**PARIVEDA**  
SOLUTIONS



Partner  
Network





*Solving  
technology  
problems isn't  
your business*

You don't have  
technology problems



How much time does IT  
spend on solving  
business problems?



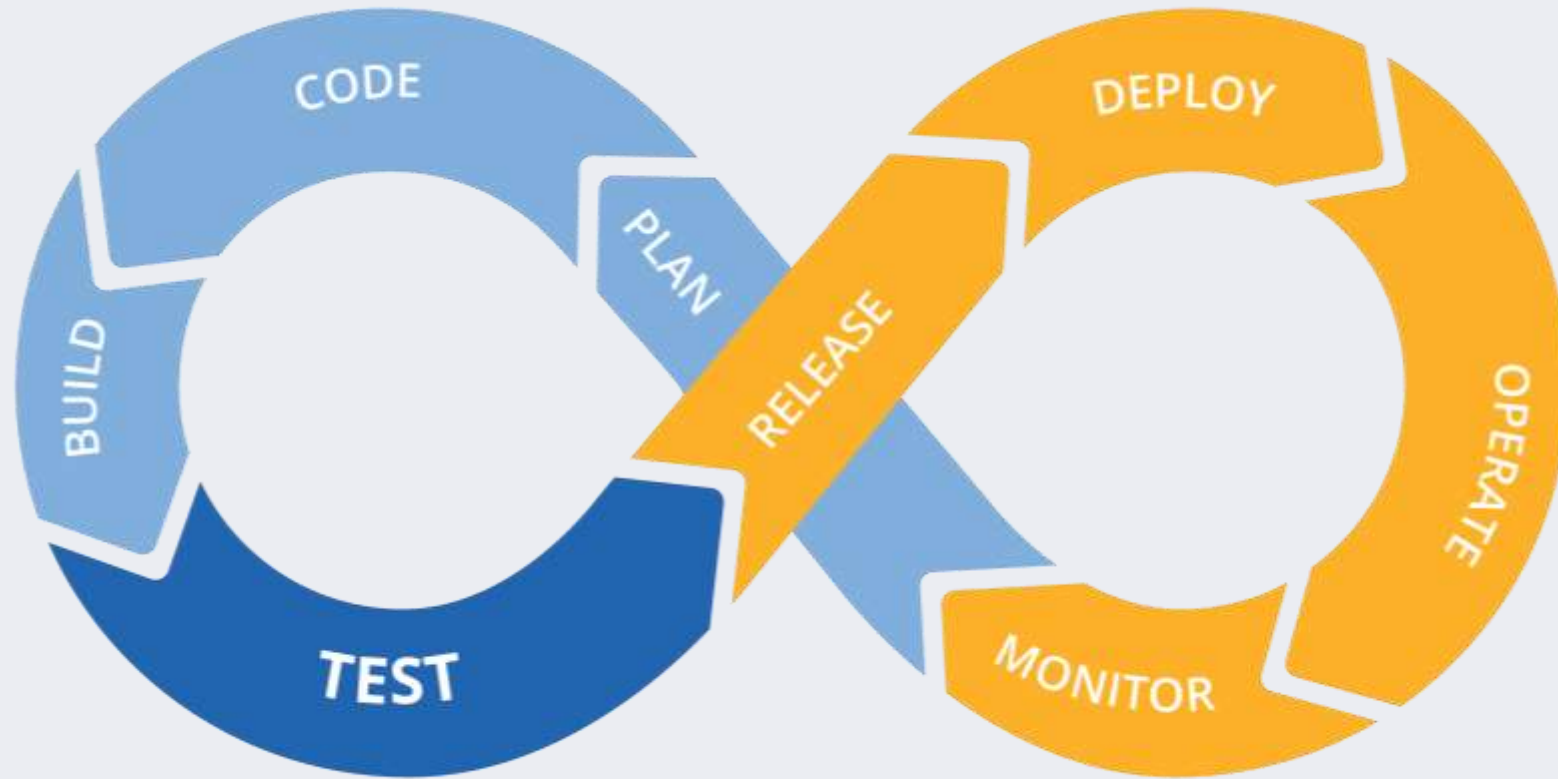
0 - 30%

30 - 60%

60 - 90%

We have nothing new  
to offer here

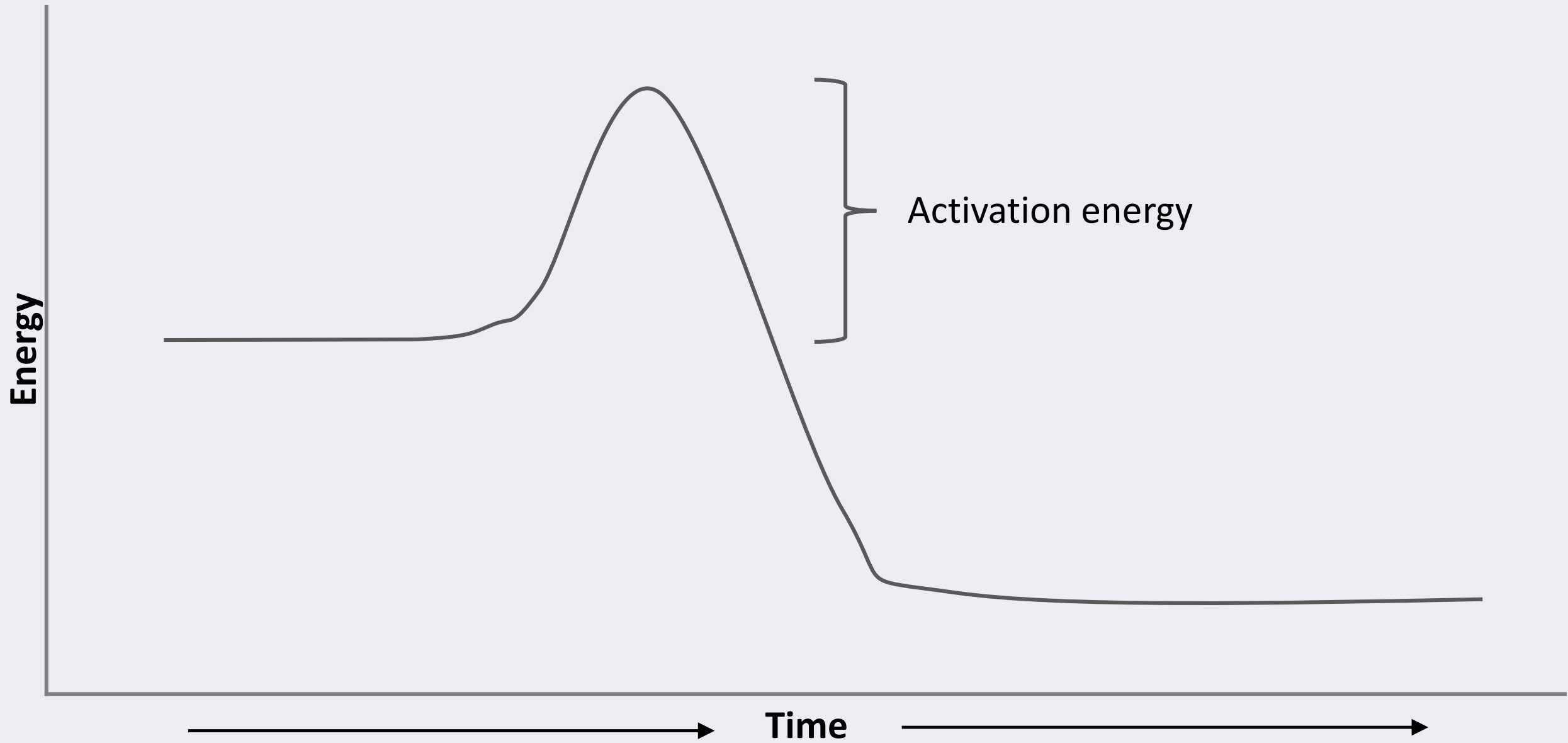


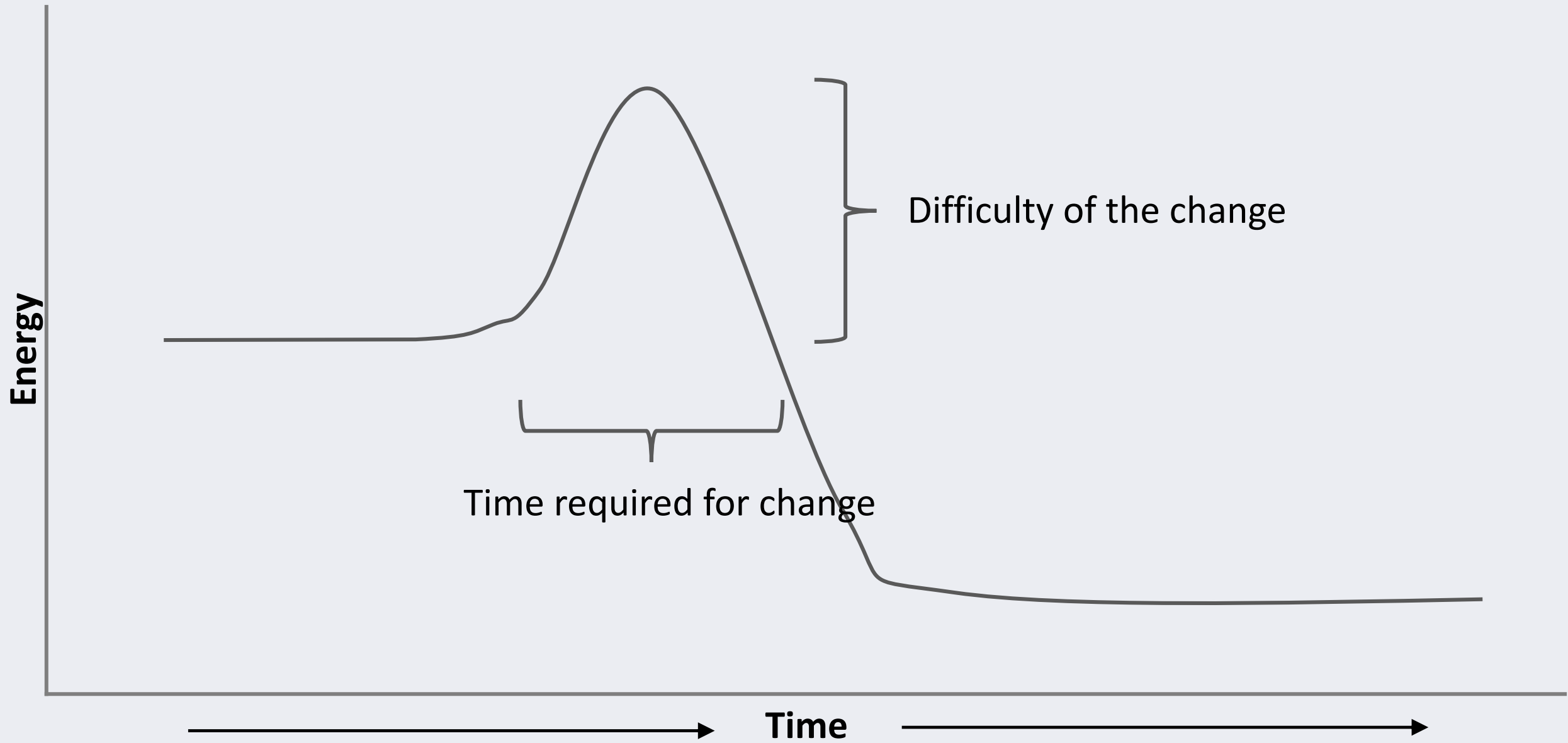


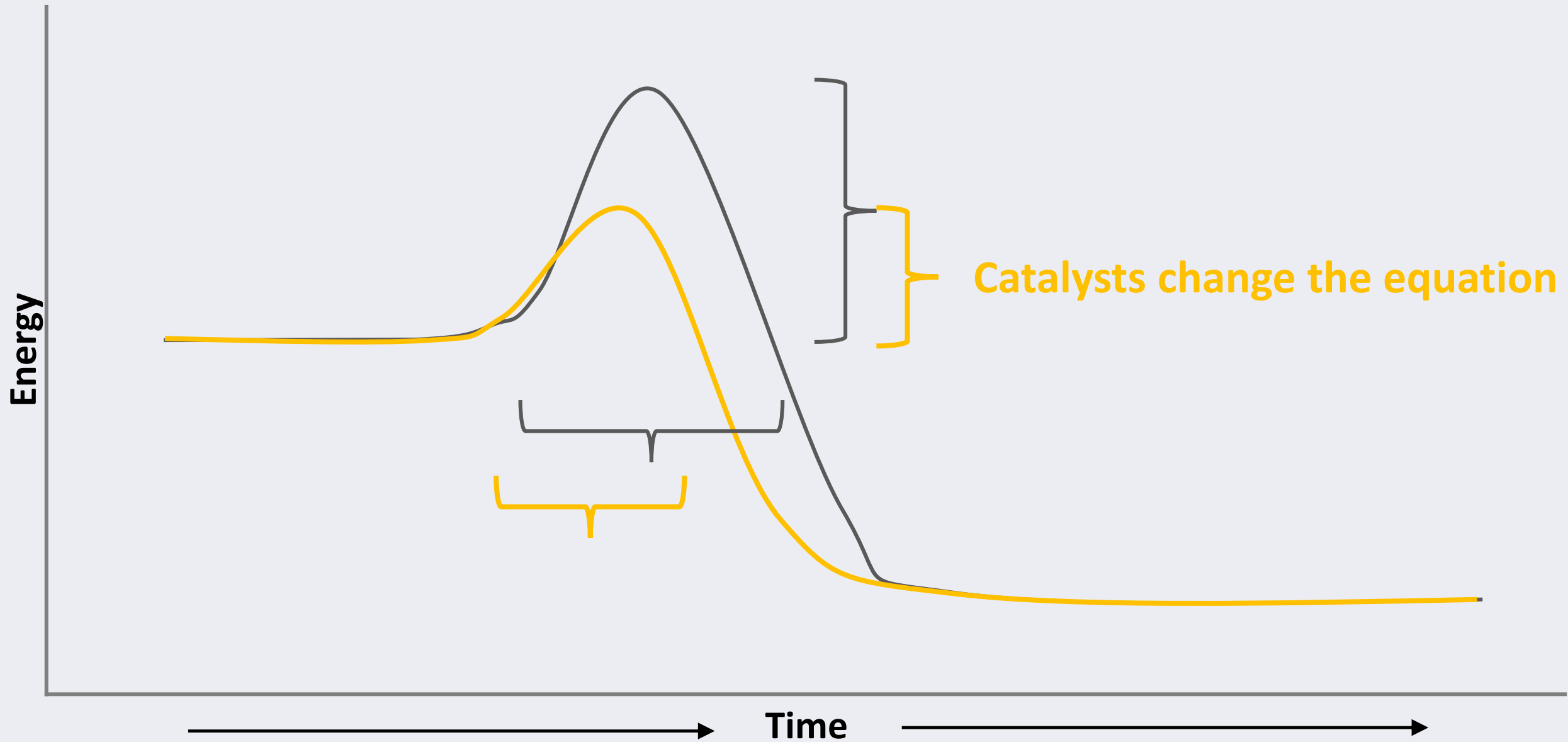
Metric	I	II	III
<b>Culture</b>	- Execute defined processes		- Learning organization - Feedback loops
<b>Organization</b>	- Technology & platform teams	- Lifecycle teams	- Autonomous product lifecycle teams
<b>Projects</b>	- Large, cross-team projects - Multi-year	- Series of small, discrete projects - Some cross-cutting	- Focus on products - Mission-based - Autonomy and experimentation - Iterative
<b>Data decision making</b>	- HiPPO	- Structured, schedule reporting - Frequently in silos	- Data-driven - Everyone in organization has access to all data
<b>Delivery</b>	- Monthly (+) - Manual	- Weekly - Automated in some environments, for some applications	- Multiple times a day - Fully automated
<b>Cloud adoption</b>	- Exploring the cloud	- Moving to the cloud	- 100% cloud adoption
<b>Operations</b>	- Analyzing to see if something broke		- Analyzing to see if business value created
<b>Security</b>	- Security theater	- Firewall security blanket	- Publish security practices

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











# What is serverless

- Architectural patterns built using utility compute services
  - True variable cost
  - Infinite scalability
- Lambda
  - Function as a service
  - Infinitely scalable out of the box
  - Pay for duration of function invocation – per 100 ms of usage

# Benefits of serverless

- True variable cost computing
- Time to market goes from months or weeks to days or hours
- Built in support for things you should be doing already
  - Infrastructure as code
  - API driven development and data analysis to inform product development
  - Small teams

# Serverless as catalyst

- It's like magic – haven't met a developer who didn't love it
- Easy to use, easy to experiment with
- Low cost to learn, develop with, experiment with – only cost is time, no infrastructure or hosting
- Starts a chain reaction across your organization

# Serverless as Trojan horse

- It's like magic – haven't met a developer who didn't love it
- Easy to use, easy to experiment with
- Low cost to learn, develop with, experiment with – only cost is time, no infrastructure or hosting



# Who should do it

- Everyone, but the value will you get is inversely related to the investments you have made in DevOps and the cloud already
- For mature DevOps and cloud companies the benefits will be more incremental because they are already following best practices
- For companies without strong DevOps or cloud practices the value is much higher

# How to try it

- If the people you've hired have built a mature DevOps and cloud company they already know about serverless and love it, and probably are already using it
- If the people you've hired haven't built a mature DevOps and cloud company
  - If they would like to but can't for whatever reasons, they likely know about serverless and have used it on side projects and love it
  - If they aren't pushing for DevOps or cloud there's a good chance they don't know anything about serverless (or DevOps practices in general)
- Know the group you are working with

# Challenges to implement

- Retailers run large off the shelf software packages, how to incorporate serverless models around it

# GameStop story



Where it's already started



***StanleyBlack&Decker***

**NORDSTROM**



**The Seattle Times**

