



BizDevOps

a business-first
approach to DevOps

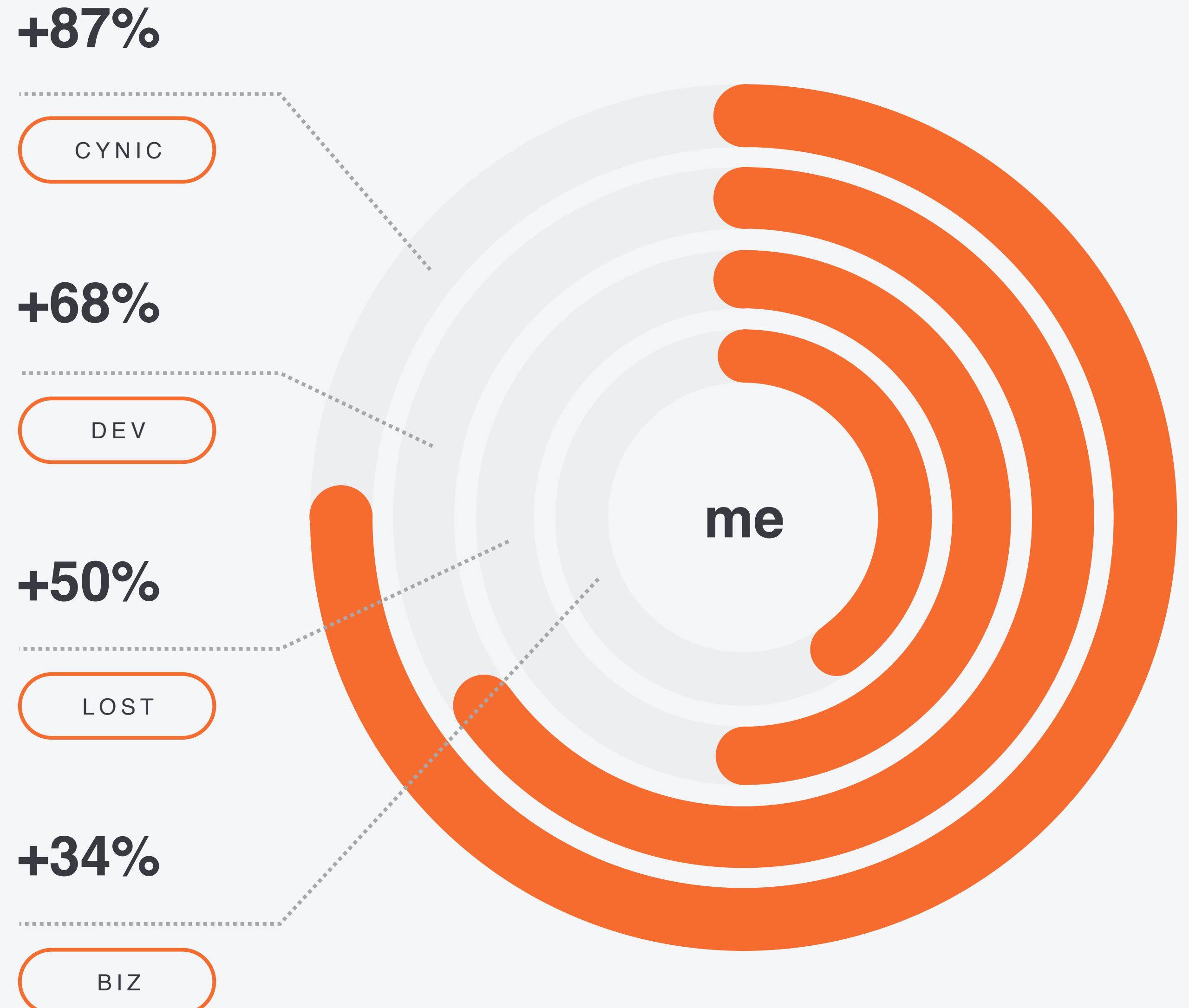


@papa_fire



Leon Fayer

- 20+ years in tech
- dev->manager->biz->dev
- engineer first
- currently @OmniTI
- build and operate large systems



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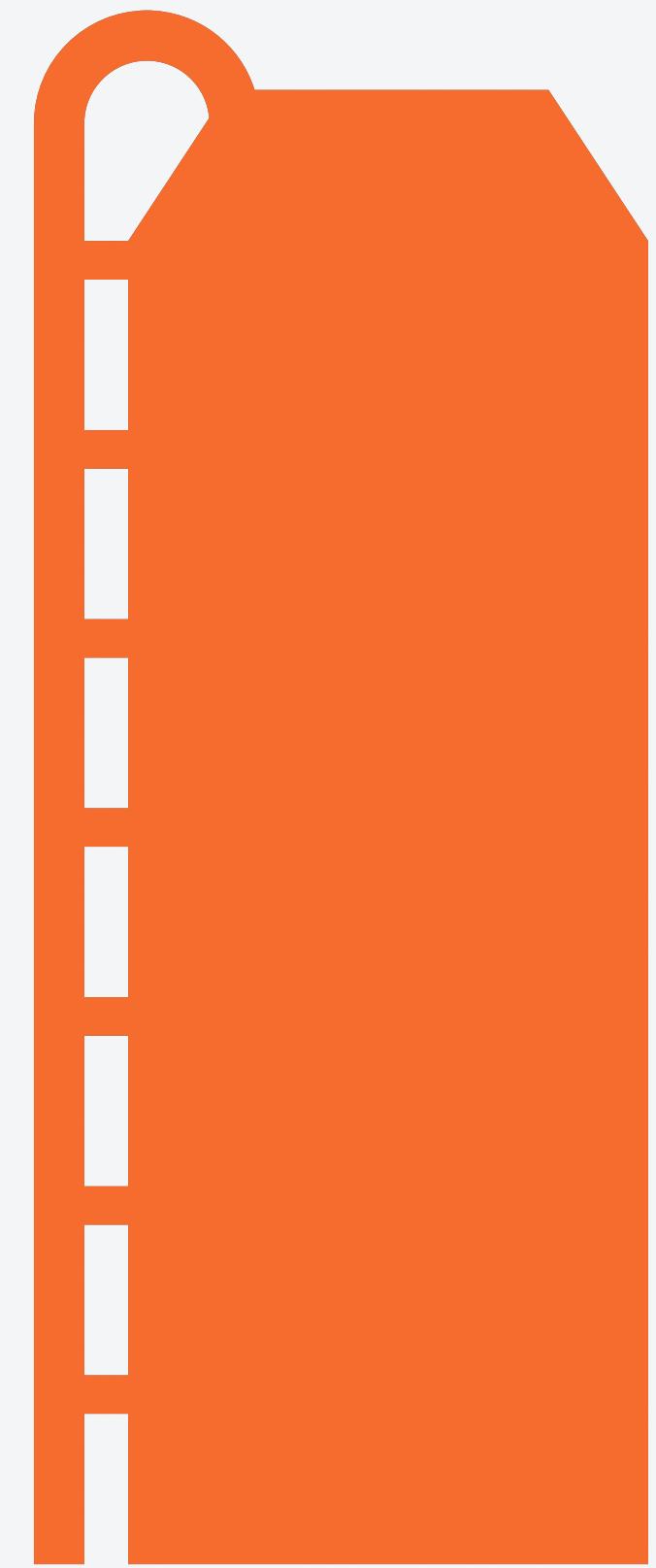
WHAT is DevOps?



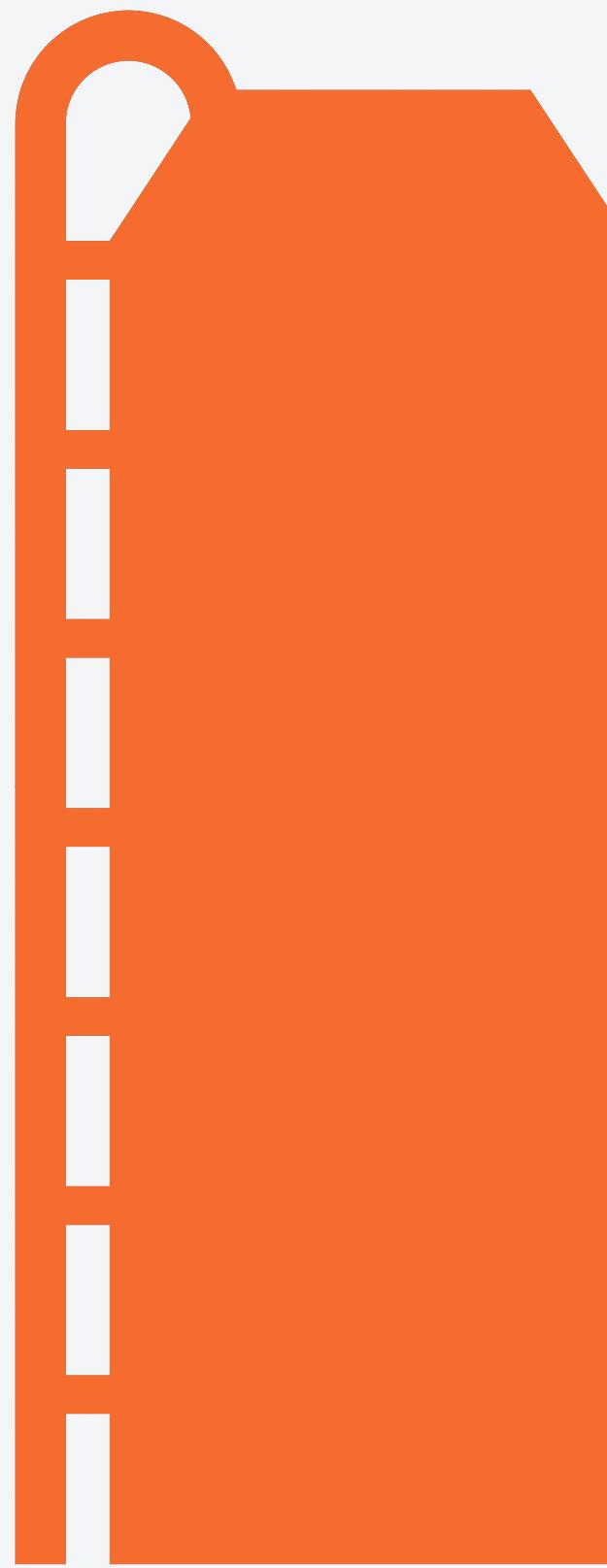
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develop
software



operate
software



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dev needs to understand
how application runs



done (adj.)

software, web. a moment in time when
your users stop using your software



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ops needs to understand
how application works



Losing money

The definitive guide

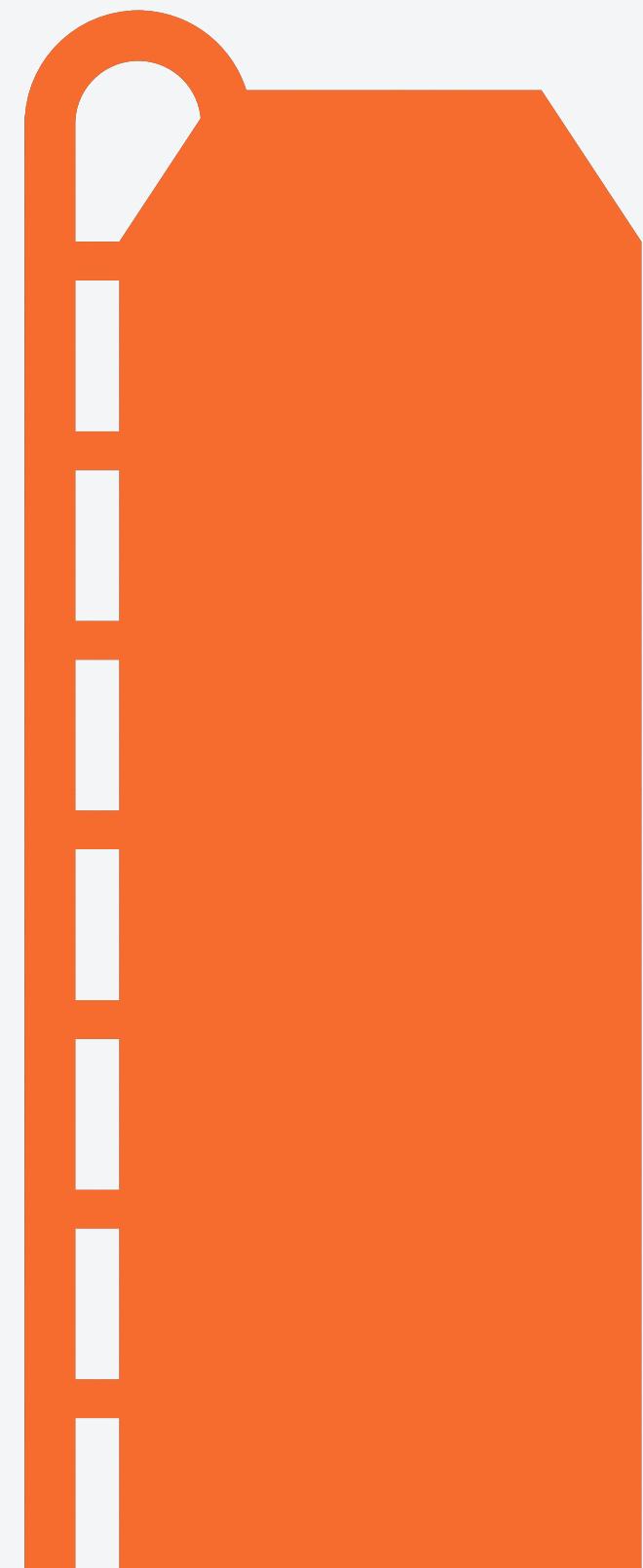
O RLY?

Leon Fayer

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DevOps



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Culture
Automation
Measurement
Sharing



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DevOps

is a misnomer



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horse



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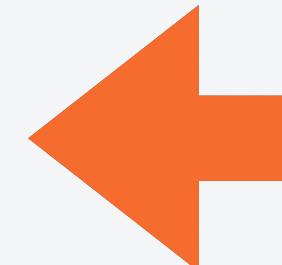
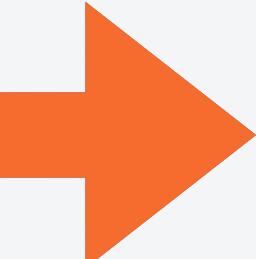
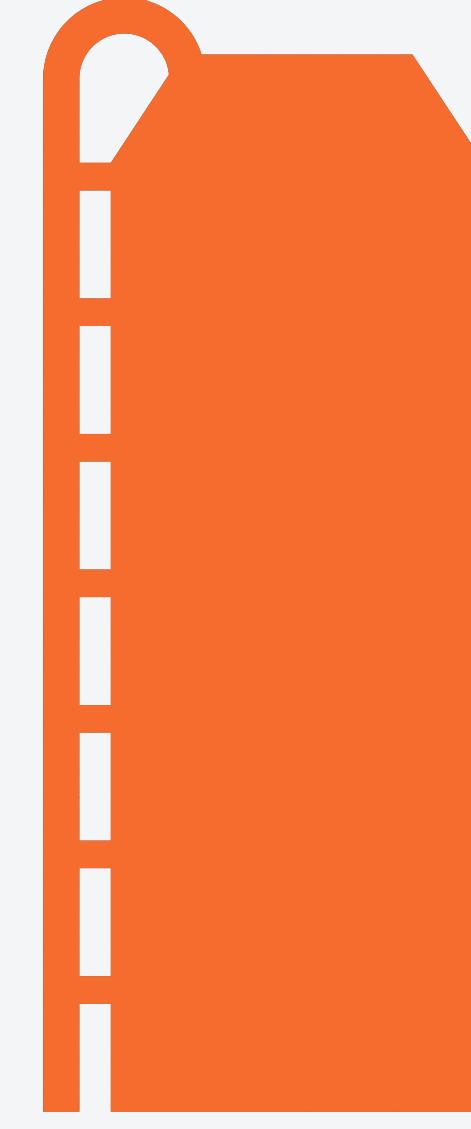
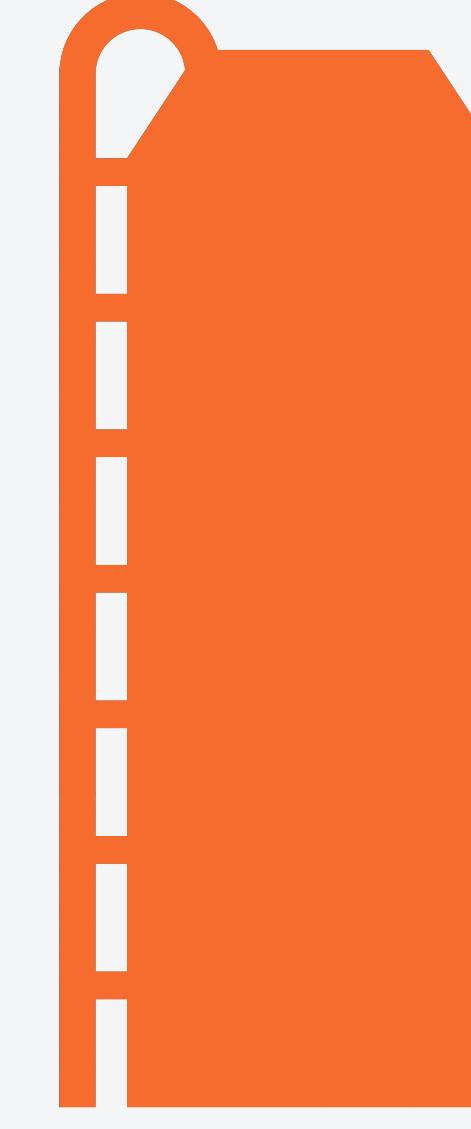
tech

DBA

DevOps

QA

security



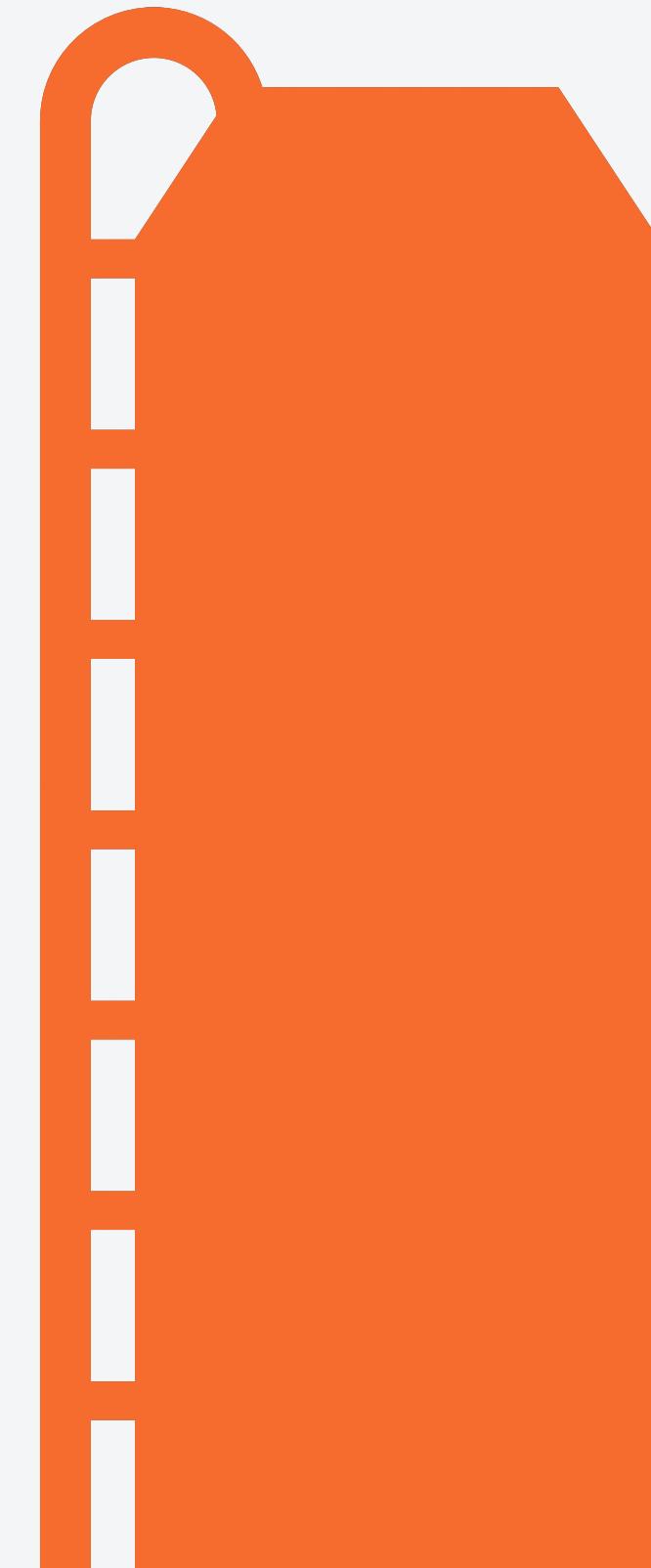
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Rugged Enterprise

DevSecNetQAGovOps

©Nathen Harvey

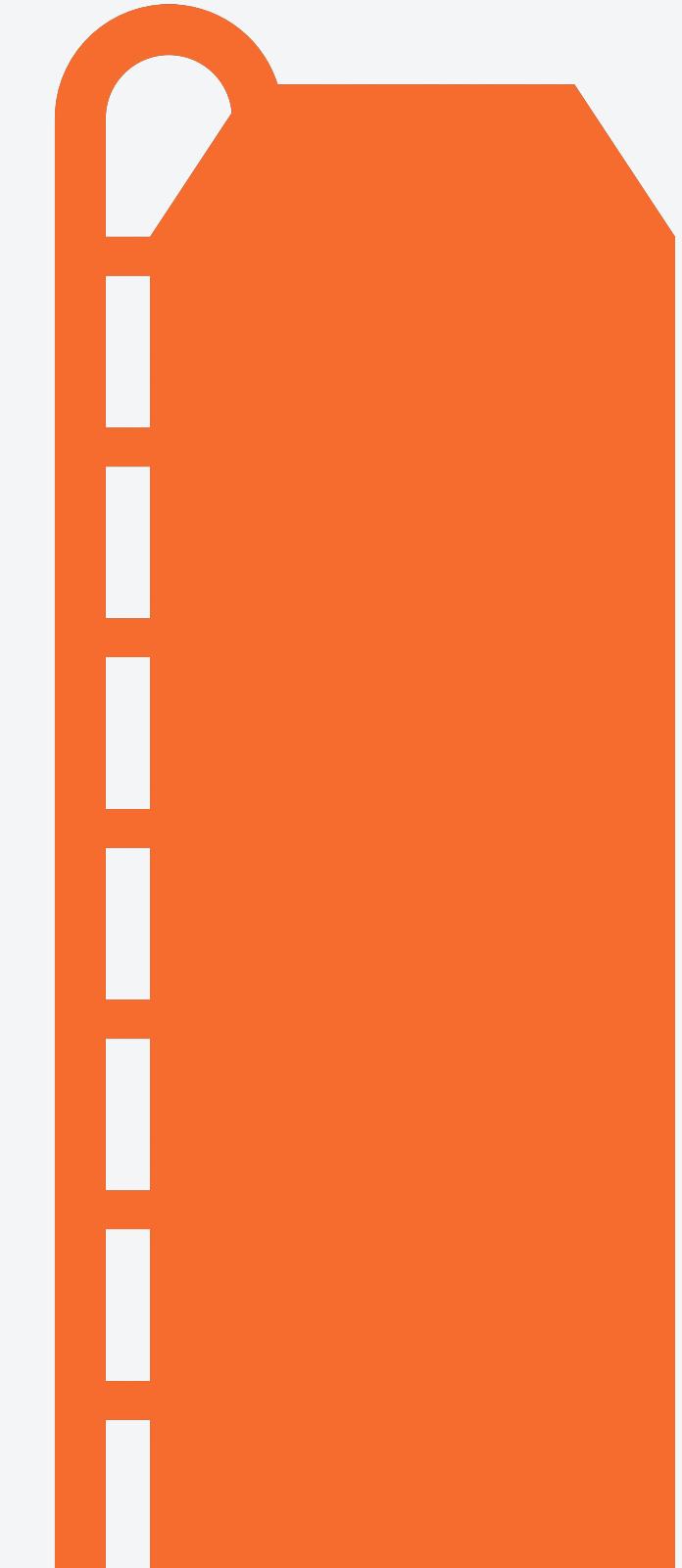


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Biz Rugged Enterprise

DevSecNetQA GovOps



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DevOps (n.)

a culture, movement or practice that emphasizes the collaboration and communication





WHY should you care?



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tech responsibility is to
develop and operate software



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tech responsibility is **not** to
develop and operate software



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tech responsibility is to
empower business



@papa_fire



Rebecca

@rmillerwebster



Following

"It's not our job to ship great design. It's our job
to use our design skills to build a better
business" @shayhowe @ChicagoCamps
#PPPConf

4:28 PM - 11 Aug 2016



...



@papa_fire



I don't give a **** if my
datacenter is on fire

as long I am still
making money



@papa_fire



technology is useless
unless it supports business



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business success is a
shared goal



shared goals means
shared KPIs



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marketing tech



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every technical decision
should support a
business need



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yes, that includes tool choices



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valid reasons



cutting edge technology
competitor uses it
documented benefits
can scale better



@papa_fire

invalid reasons



cutting edge technology
competitor uses it
documented benefits
can scale better



@papa_fire



every technical decision
should support a
business need



@papa_fire



there is just one problem



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tech does not

understand business



sometimes it makes
no sense



@papa_fire



WOW!

Congratulations [FIRSTNAME]!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam et iaculis libero, quis varius ligula. Vivamus a nibh consequat, efficitur massa id, sollicitudin ante.

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@papa_fire



WOW!

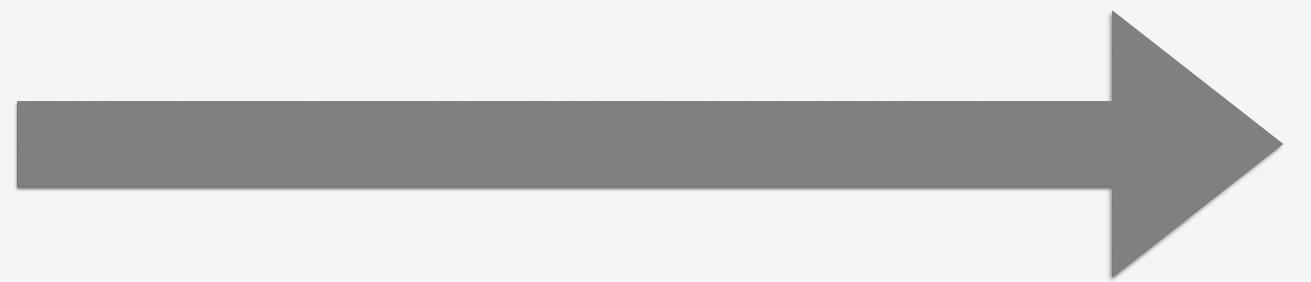
Congratulations [FIRSTNAME]!

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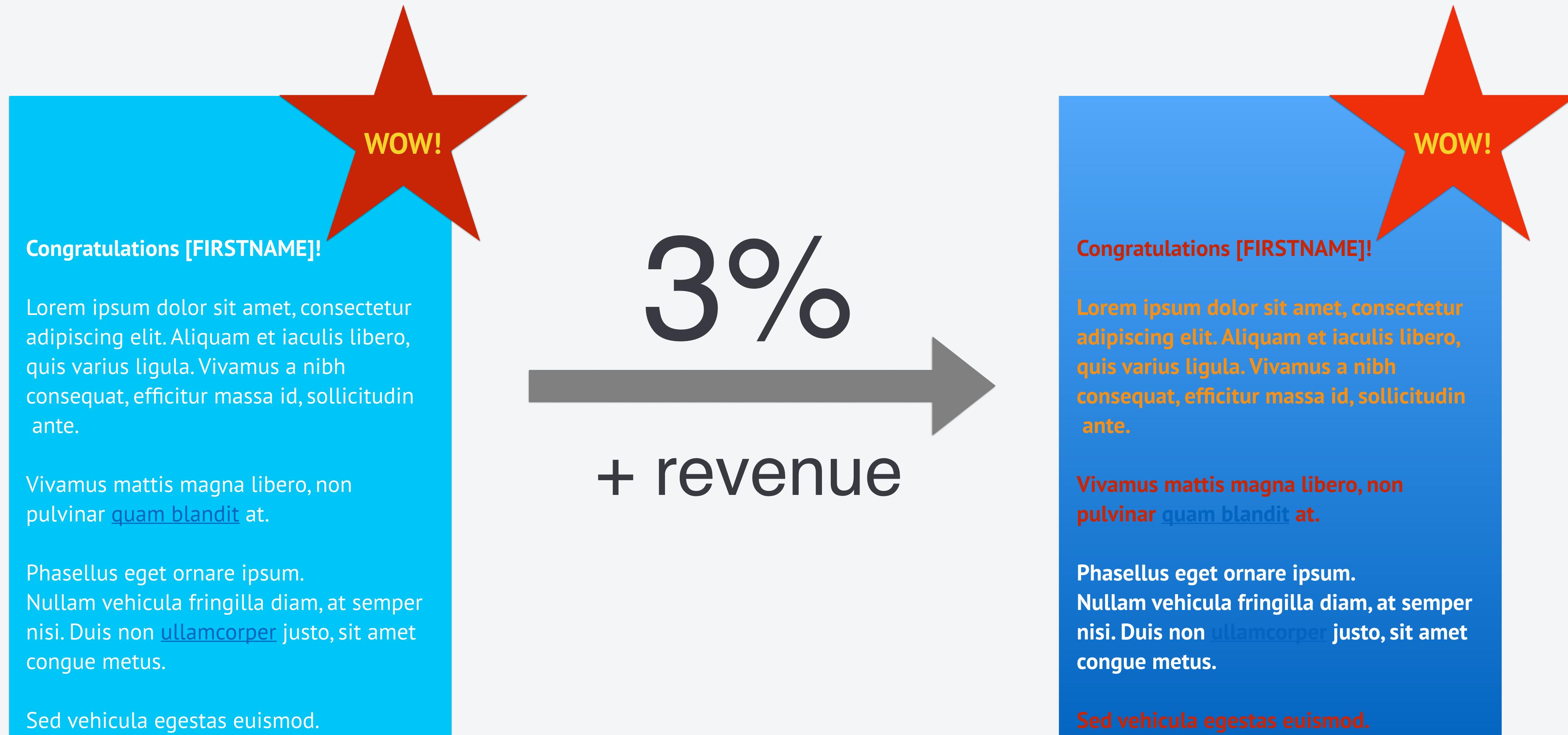
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@papa_fire



@papa_fire



@papa_fire



WOW!

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Sed vehicula egestas euismod.

2.6%

~~3%~~

+ revenue

WOW!

Congratulations [FIRSTNAME]!

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tech does not

understand business

and that's ok



@papa_fire



business does not

understand technology



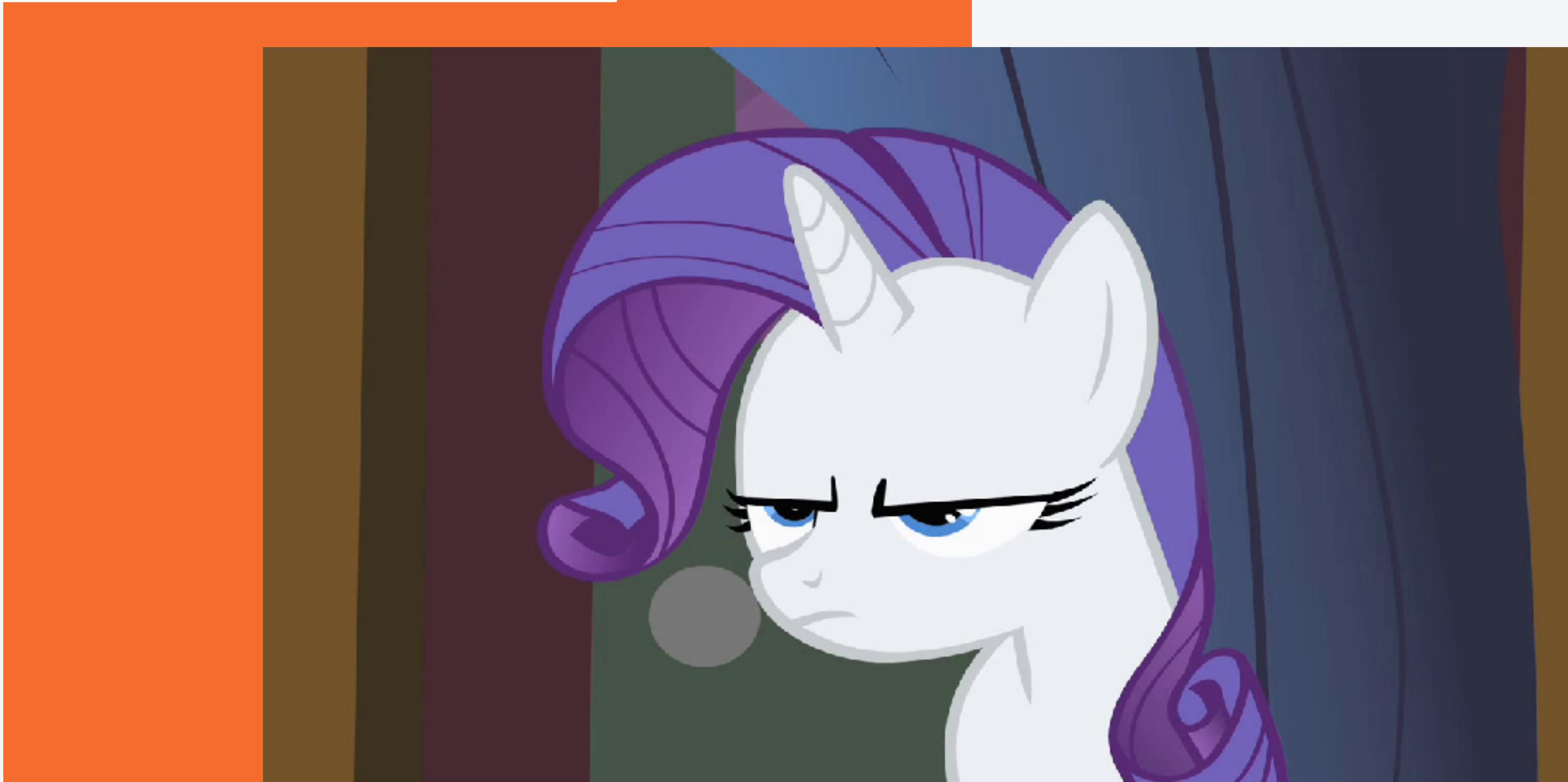
mrb

@mrb_bk



Follow

I still don't understand why developers write code with bugs in it! Seems like such a frustrating waste of time!



@papa_fire



everyone is a master

in their own silo ...



@papa_fire



... and a noob

in others



@papa_fire



I WORKED ALL
WEEKEND TO GET
THE BUGS OUT OF
THE DATABASE.



www.dilbert.com scottadams@aol.com

BUT NOW THE
DATA MAKE US
LOOK BAD. PUT
BACK THE BUGS.



@papa_fire



I NEED YOU TO
EXPLAIN THE CONCEPT
OF THE HYBRID CLOUD
IN SIMPLE TERMS.



A HYBRID CLOUD IS
A TECHNOLOGY YOU
DON'T UNDERSTAND
COMBINED WITH
ANOTHER ONE.



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common sense?



@papa_fire



everyone speaks

their own language



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fail quickly

fail often



@papa_fire



80% today > 100% tomorrow



@papa_fire



fail quickly

fail often



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@papa_fire



How do we learn?



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DevOps (n.)

a culture, movement or practice that emphasizes the collaboration and communication





everyone is a master

in their own silo



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break down
knowledge silos



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inclusivity



@papa_fire



sometimes it's hard



@papa_fire



 **Tina Belcher**
@Quemini

Me: Ugh, I don't understand why app developers don't do 12am releases so most users aren't interrupted. 😕

6:35 PM - 8 Aug 2016



@papa_fire



assume everyone
is trying to do good

**what we've got here is a
failure to communicate**



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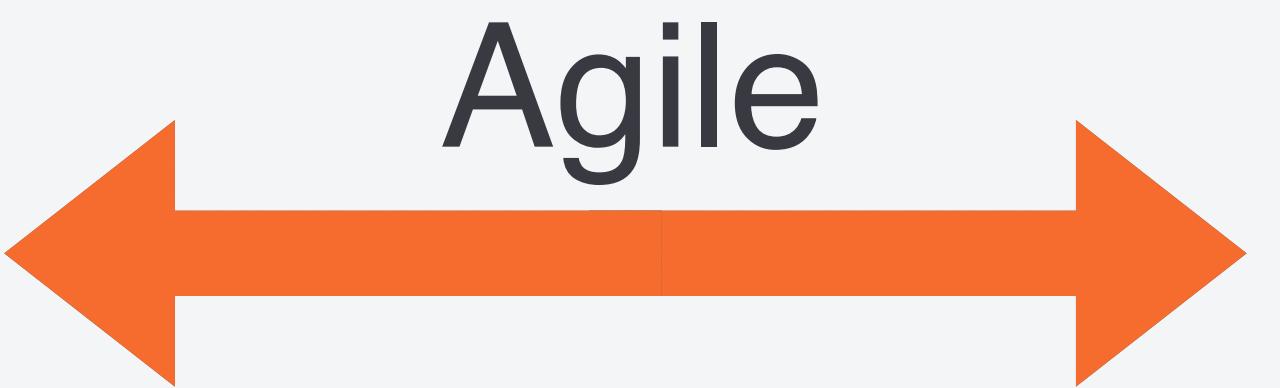
(continuous)communication



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business



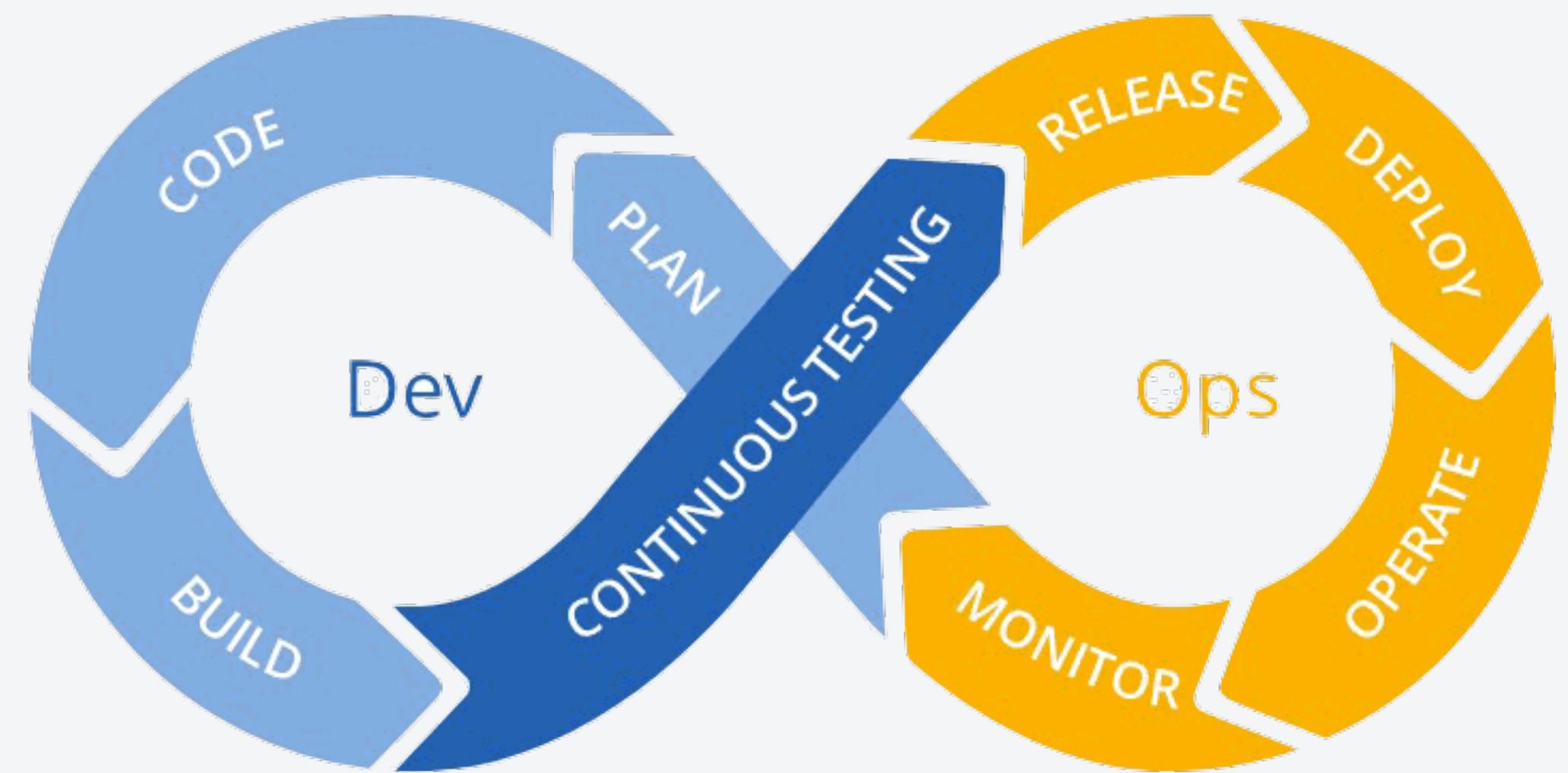
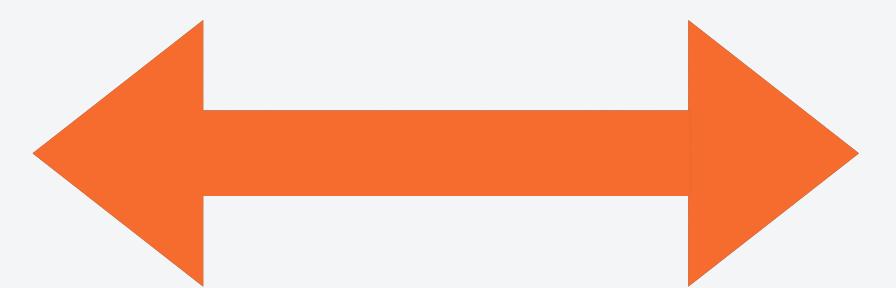
tech



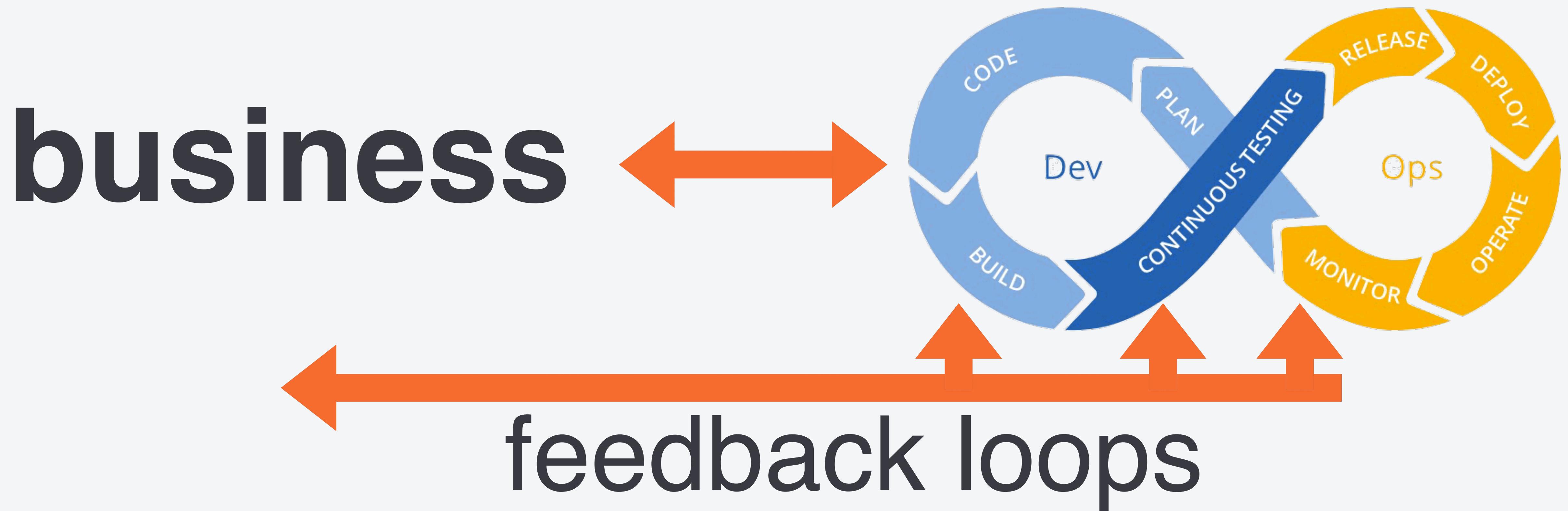
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business



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business needs to be
integrated into
tech processes



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before

requirements

during

sprint planning

after

post mortem



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how does your decision
impact business?



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DenishPatel

@DenishPatel



Following

When you are solving problem while *zillions* of eng managers and VPs are in the channel, it doesn't help to solve problem faster! #opslife

LIKE

1



10:23 AM - 29 Jun 2016



1

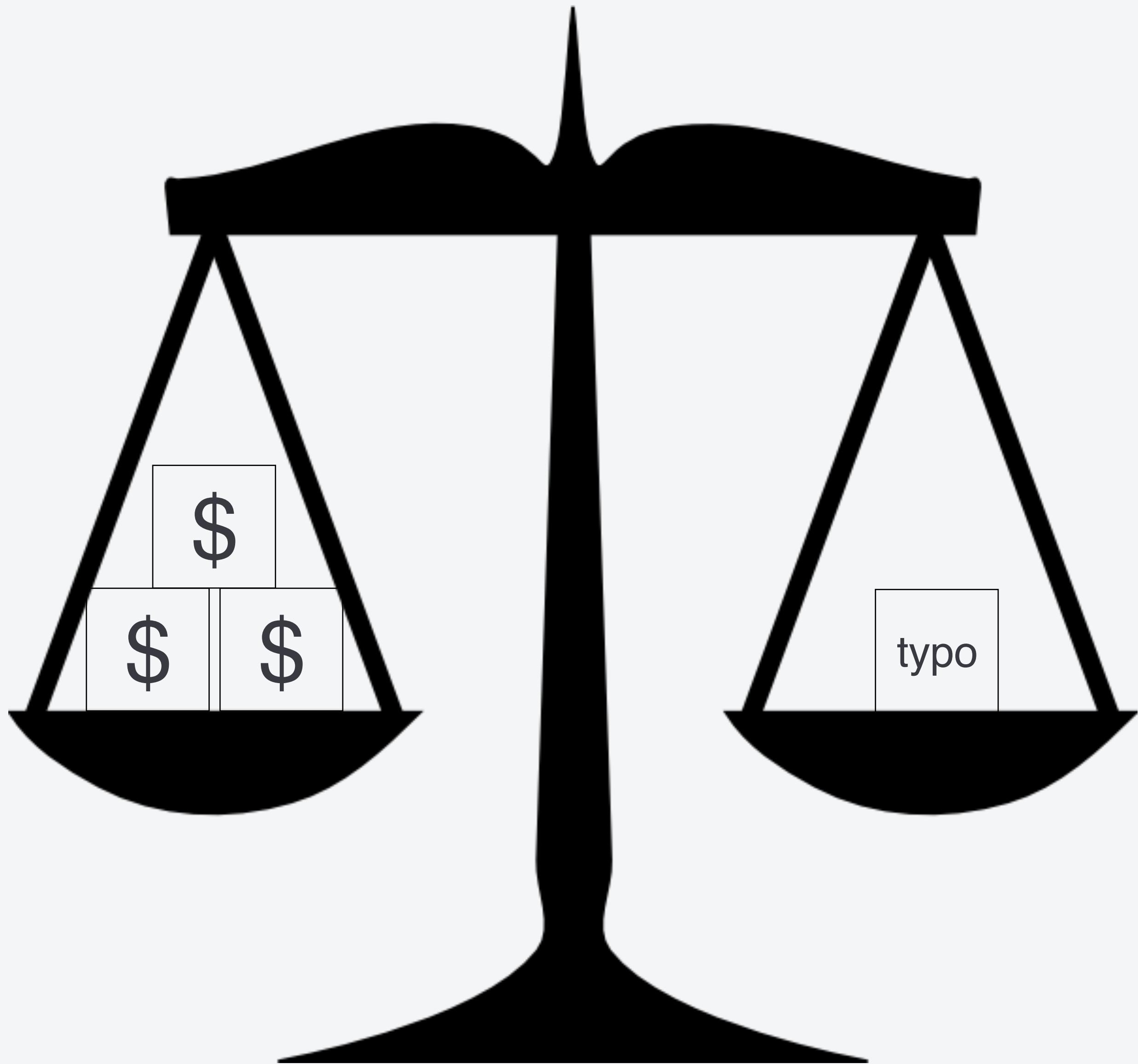
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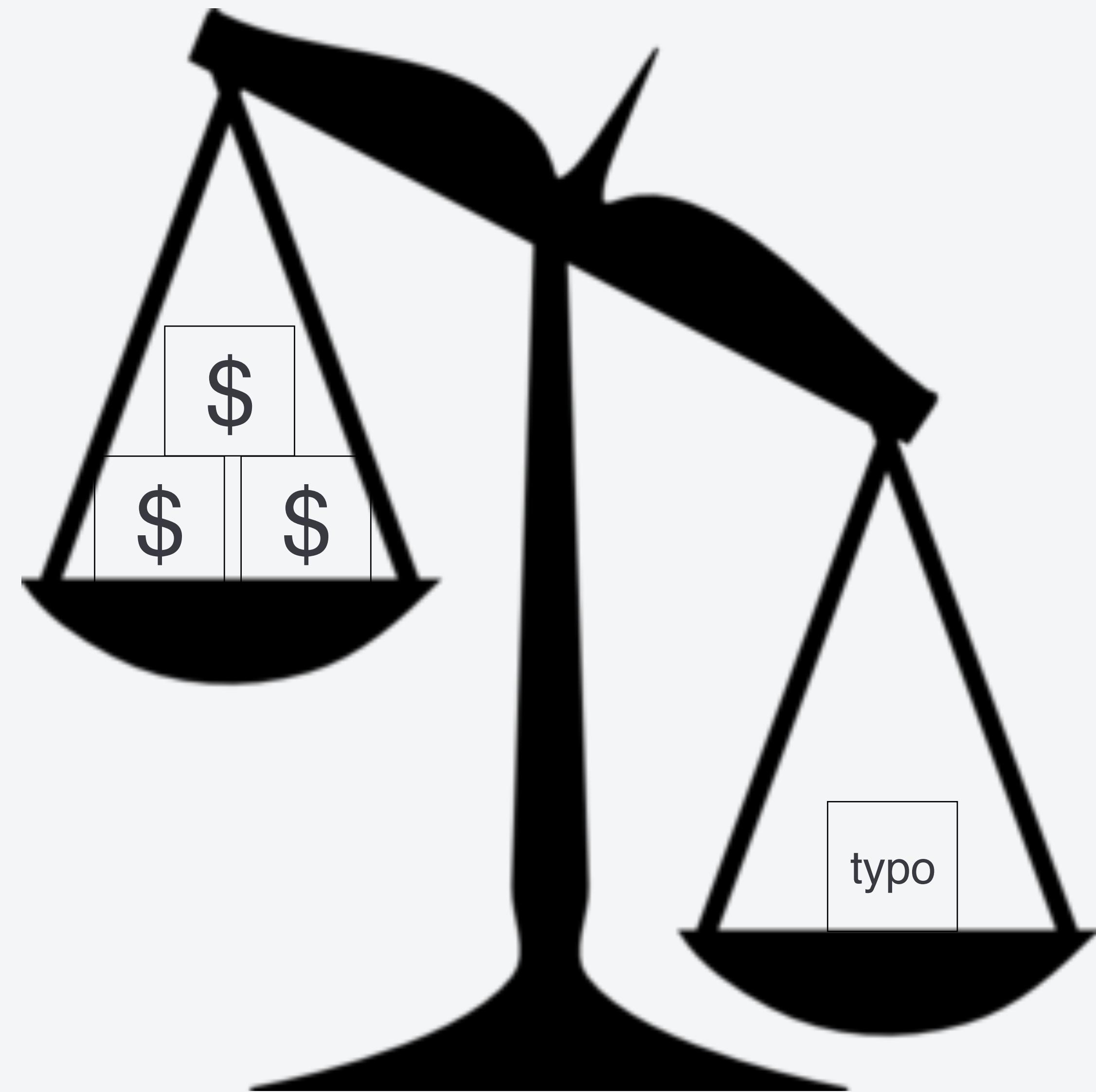
judge on value
not point of view



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different perspectives
are extremely valuable



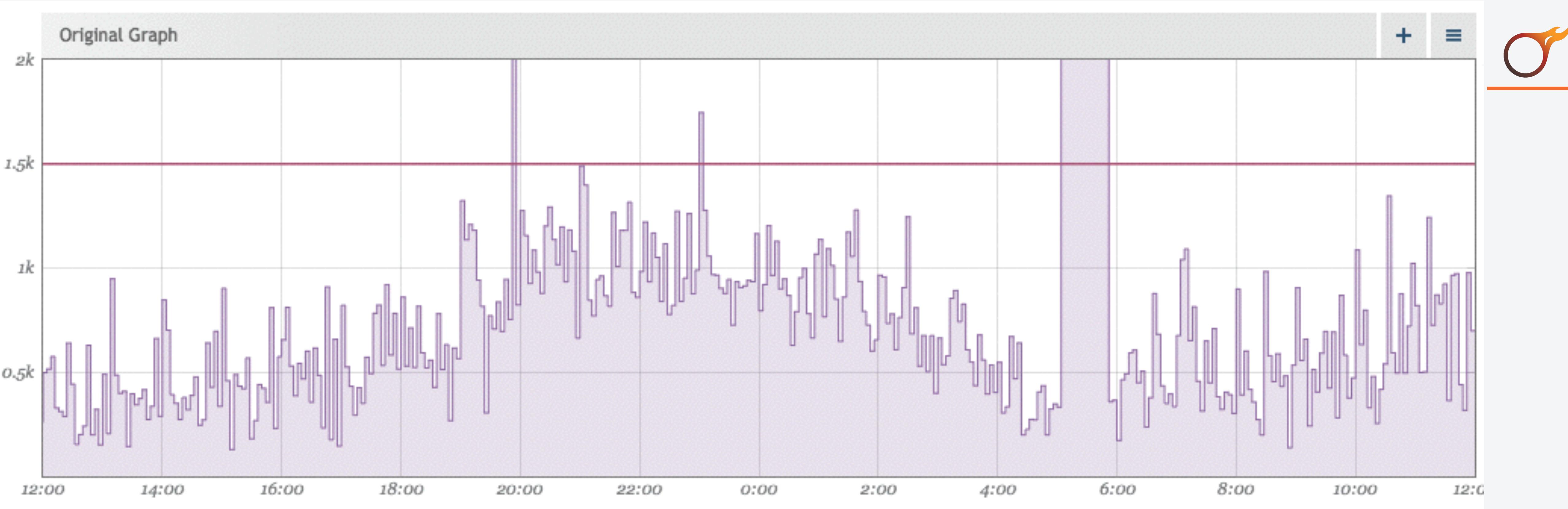
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(even in retrospect)



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user perceived performance



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99th percentile below threshold
SLAs are not violated

this is fine



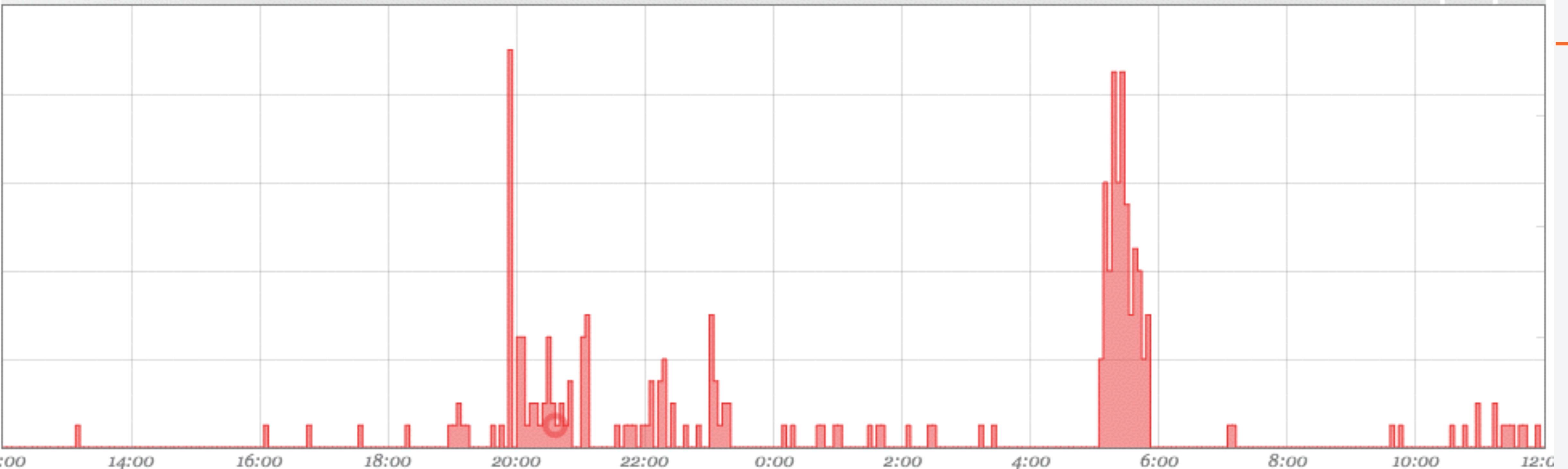
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**99th percentile below threshold
SLAs are not violated**

this is fine?



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users (revenue) effected



context
is important



visibility



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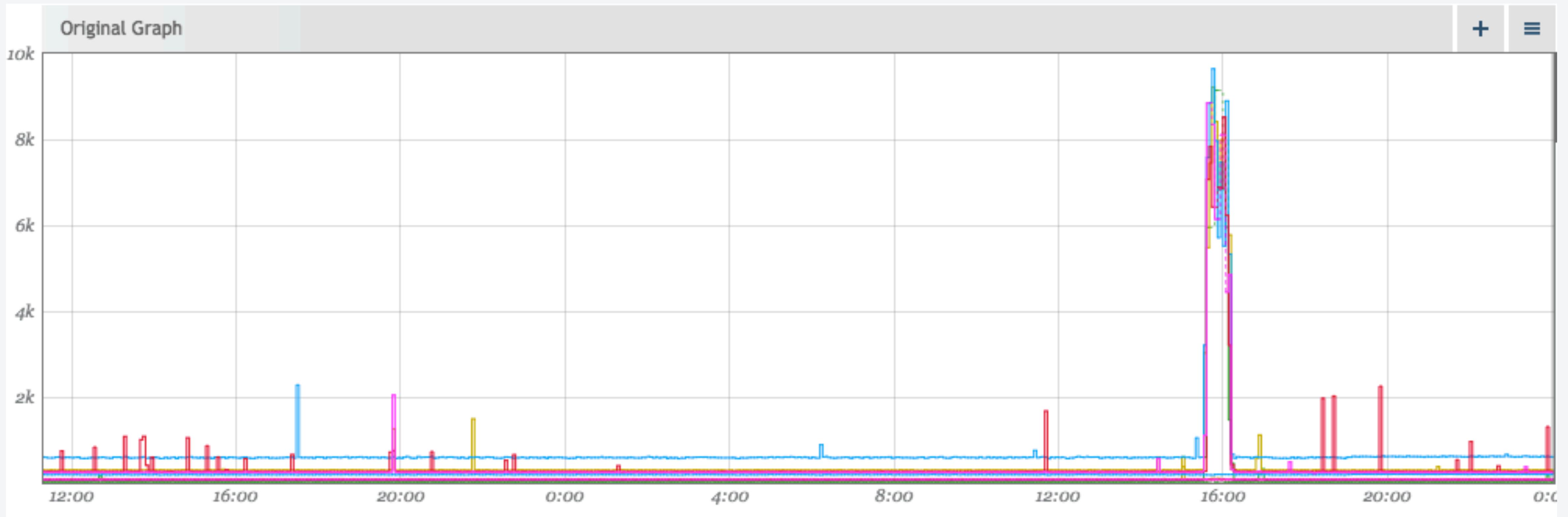


see
the same
picture



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perceived performance

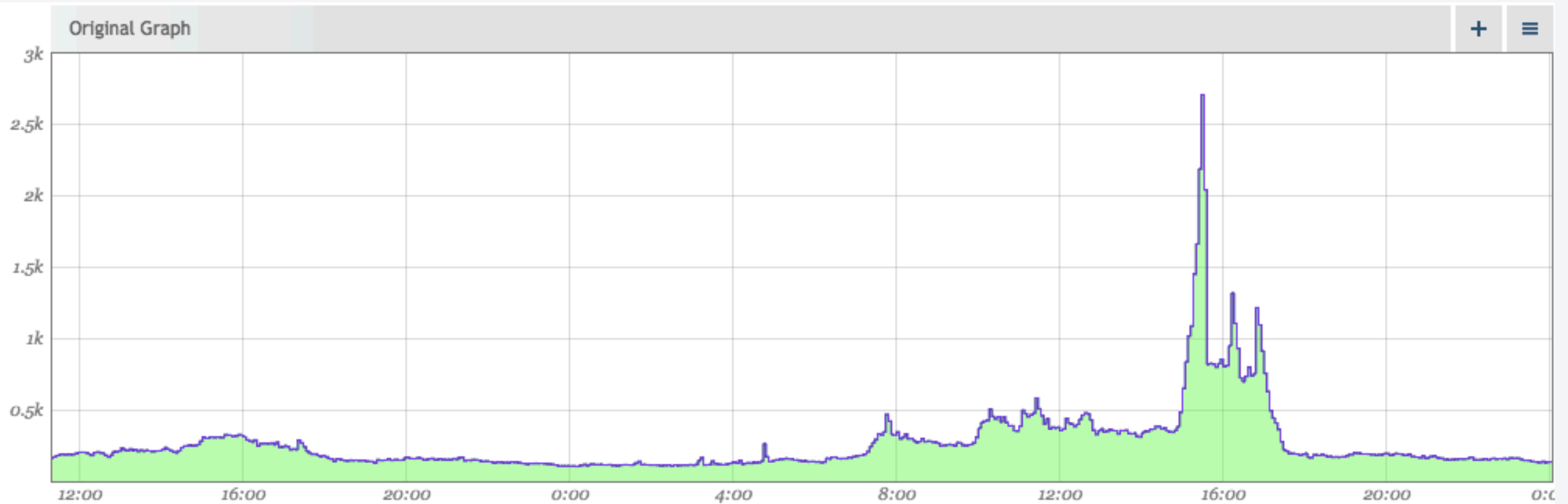


what ops see



@papa_fire

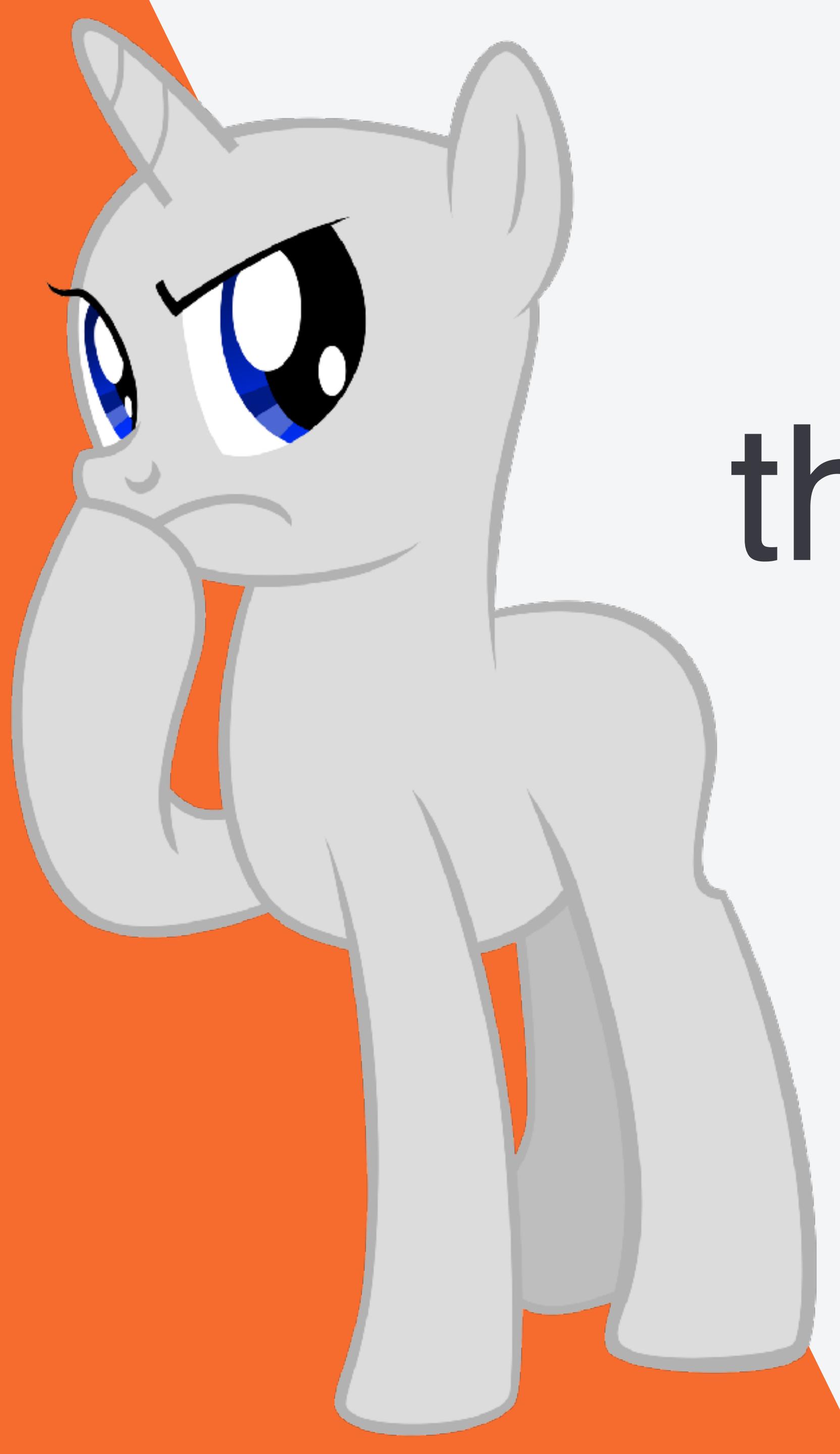
promotion success



what marketing sees



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think there is a
correlation?



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what to monitor?



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in God we trust
all others we
monitor



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systems
latency
resource utilization
application performance
integration points
availability
profit
KPIs
growth
revenue
expenses
efficiency
clickthroughs
conversions
visits



@papa_fire



systems
latency
resource utilization
application performance
integration points
availability
profit
KPIs
growth
revenue
expenses
efficiency
clickthroughs
conversions
visits

operations
development
CEO
finance
marketing



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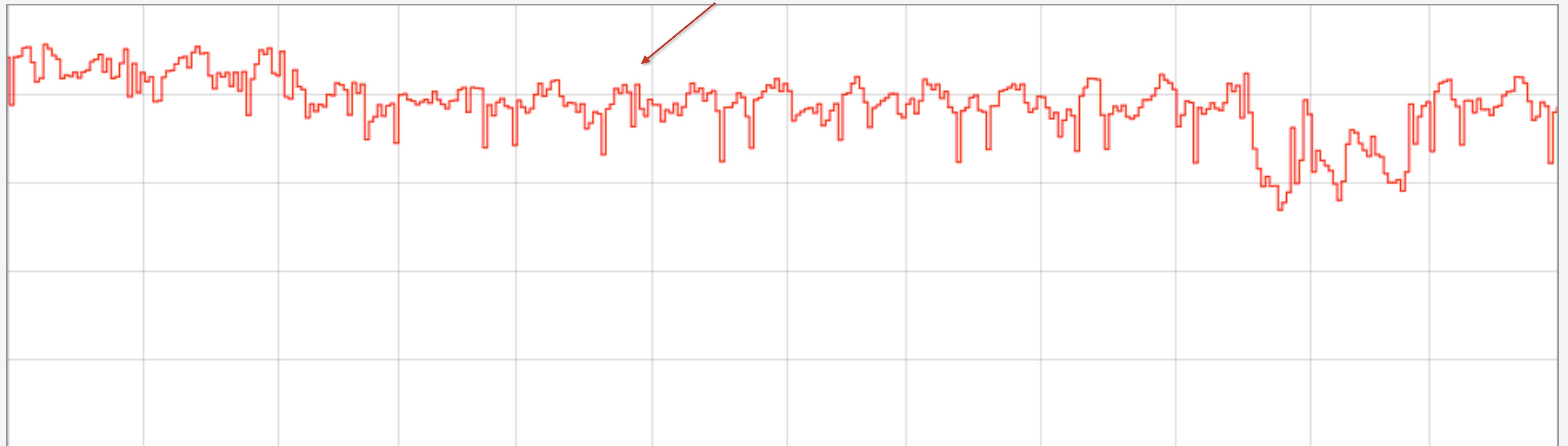
don't underestimate
cross-silo correlation



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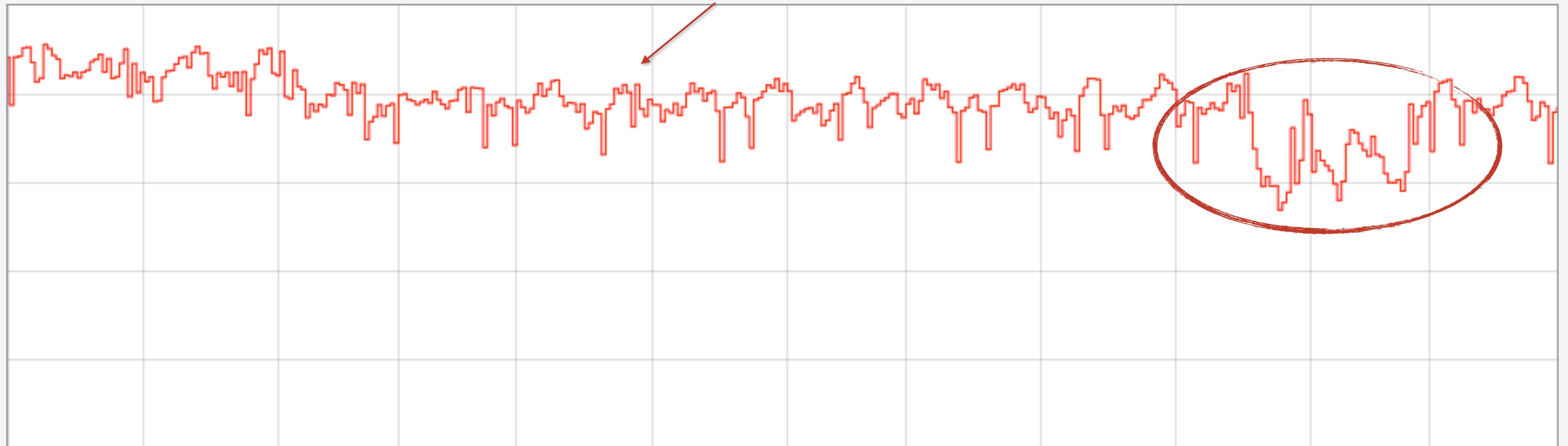


revenue



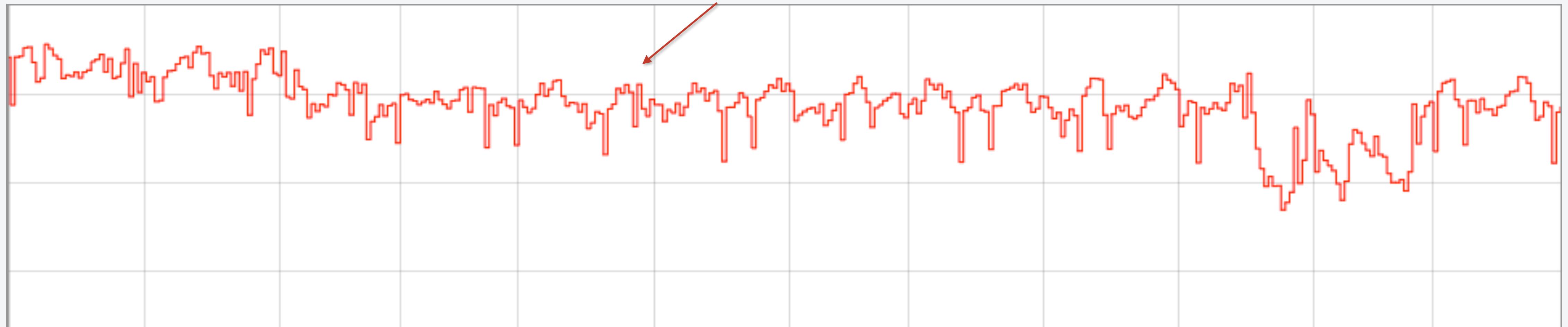


revenue





revenue



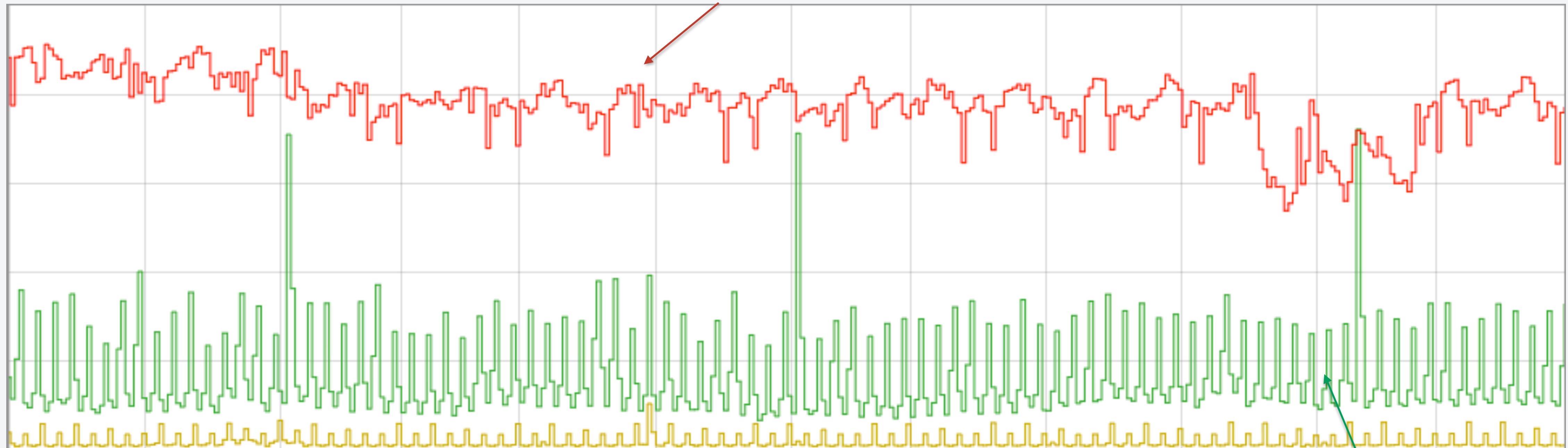
user visits



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revenue

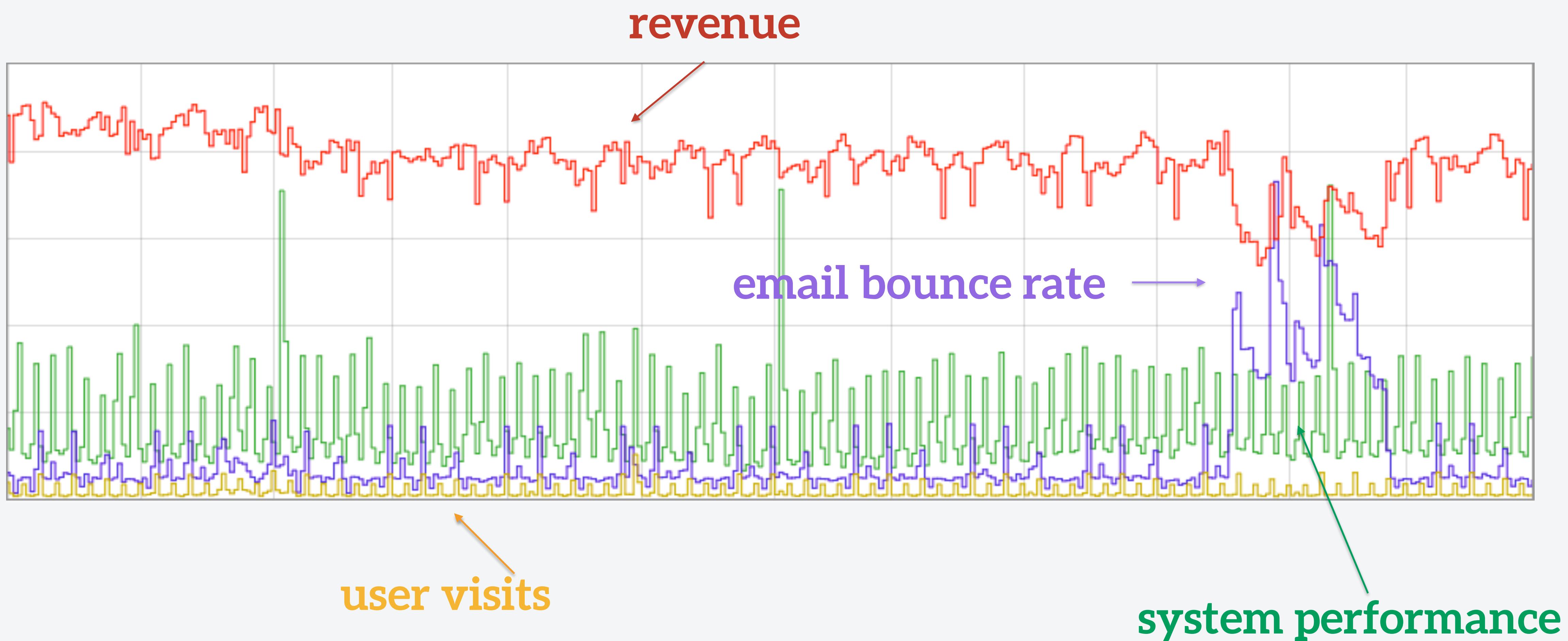


user visits

system performance



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observe
everything



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act on
what's important



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collect
correlate
collaborate



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business success is a
shared goal



why would progress not be shared?



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HOW to BizDevOps?



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there is no
silver bullet



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success is a
series of
small wins



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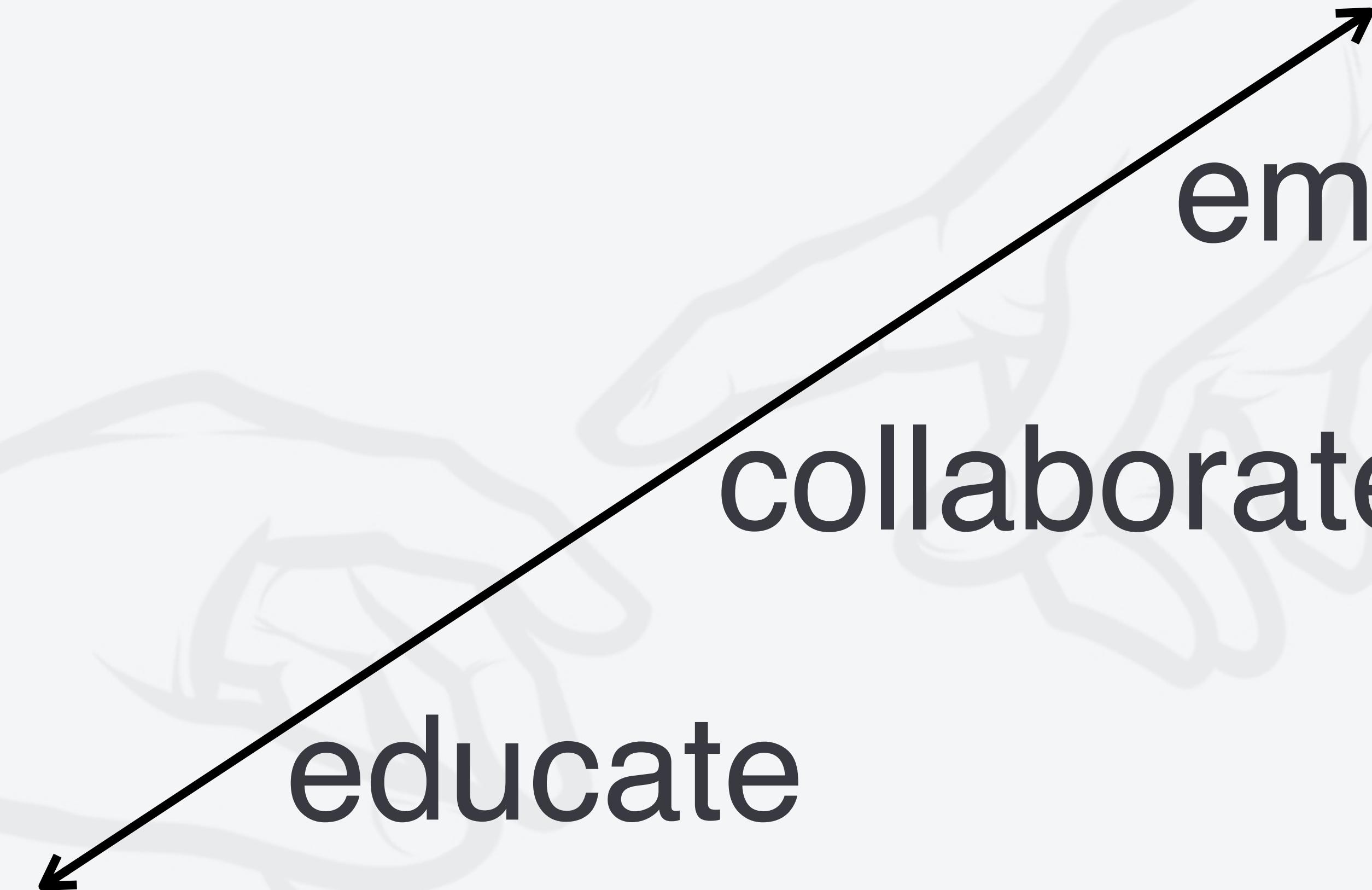
tech

educate

collaborate

biz

empathize



@papa_fire



be wary of managers



@papa_fire



show value



show value

(in their language)



@papa_fire



Culture
Automation
Measurement
Sharing



@papa_fire





questions?