




Fallacy of move fast and break things



Dawn Parzych
Developer Advocate
 dparzych



Elite companies ship 2,555x faster than the slow performers.

Shrinking time between deploys from months to minutes.



46x more
frequent code
deployments



2,555x faster
lead time from
commit to deploy

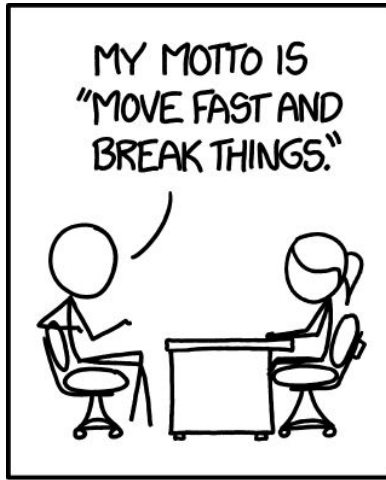


Photo By: Lance Cpl. Garry J. Welch

<https://www.31stmeu.marines.mil/Photos/igphoto/153642/>

“Throw things
at the wall and
see what
sticks.”

@dparzych



JOBS I'VE BEEN FIRED FROM

FEDEX DRIVER
 CRANE OPERATOR
 SURGEON
 AIR TRAFFIC CONTROLLER
 PHARMACIST
 MUSEUM CURATOR
 WAITER
 DOG WALKER
 OIL TANKER CAPTAIN
 VIOLINIST
 MARS ROVER DRIVER
 MASSAGE THERAPIST

**New technology is raising
customer expectations
at breakneck pace.**

Doesn't matter if you're B2B or B2C...

Customers are pushing companies to do better.

Customized Experiences

Instant Value

Fast Performance

Latest Innovation

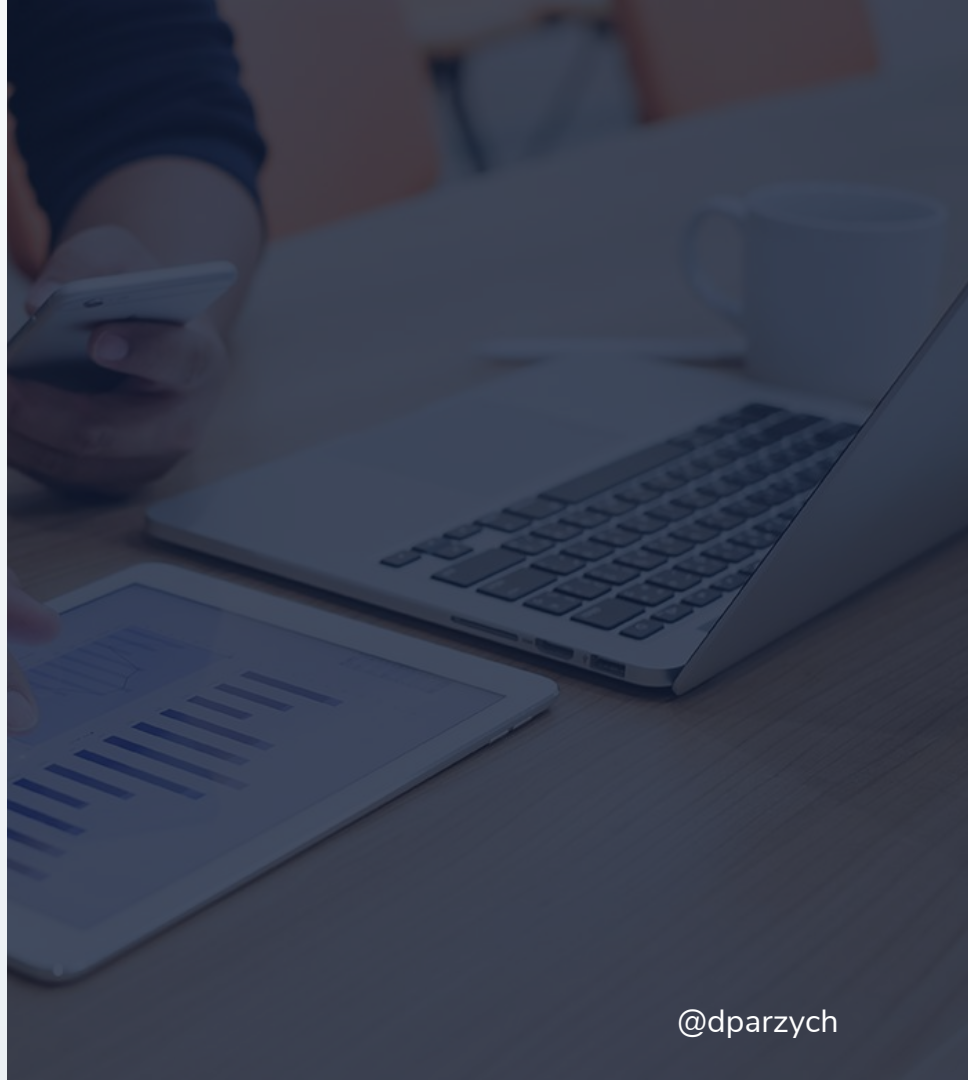
Mobile First

Always Available

100% Reliability

Bug Free

Cross-Platform
Consistency



Consequences of getting it wrong

High MTTR

Employee turnover

Customer churn

Lost sales

Decrease in customer confidence

Burnout

Elite companies ship 2,555x faster & fail 7x less than the slow performers.

Shrinking time between deploys from months to minutes.



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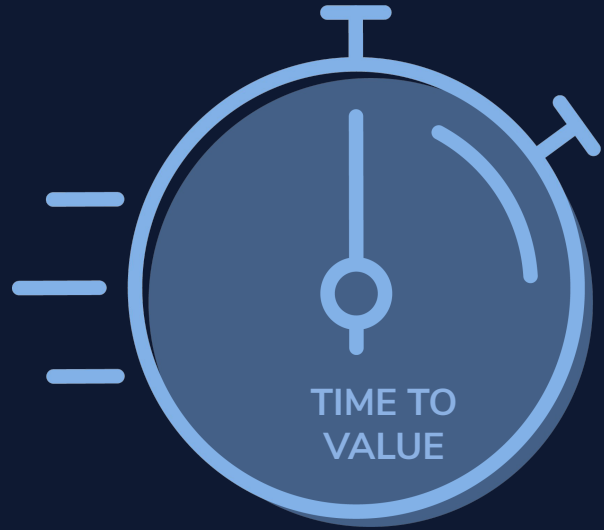
7x lower
change failure rate
(Changes are 1/7 as likely to fail)



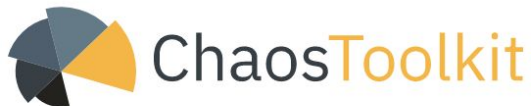
2,604x faster
time to recover
from incidents

The pressure is on...

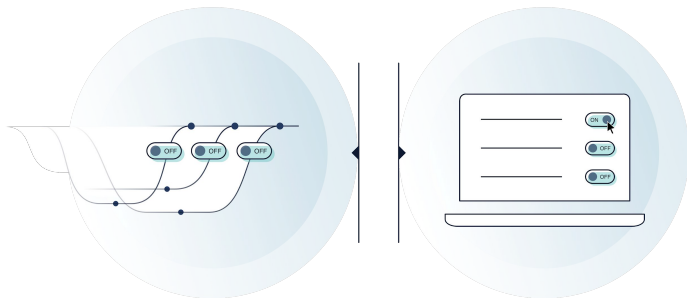
**How do you provide
more value faster
without sacrificing
quality and your
employees health?**



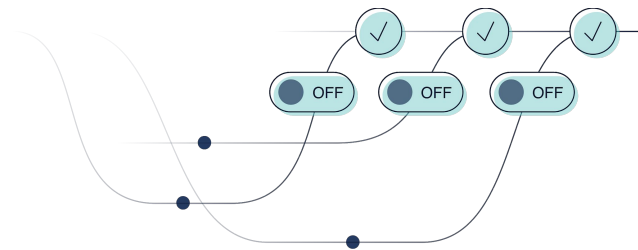
They found a better way to deliver change and stay ahead of competition.



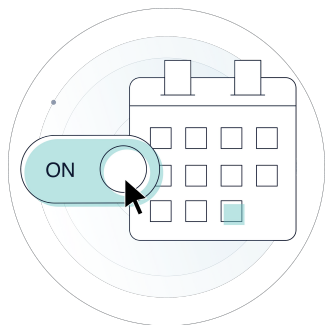
Build



Progressive delivery



Test in production

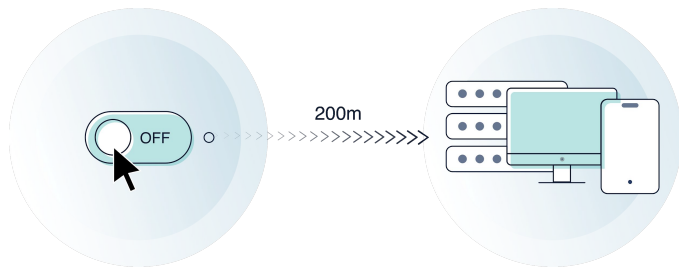


Targeted rollouts

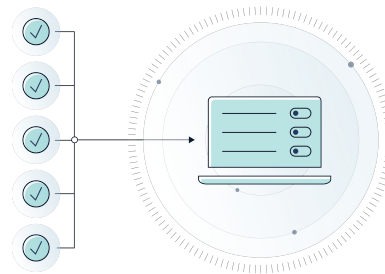


Canary launch

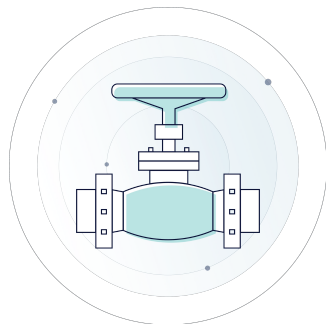
Operate



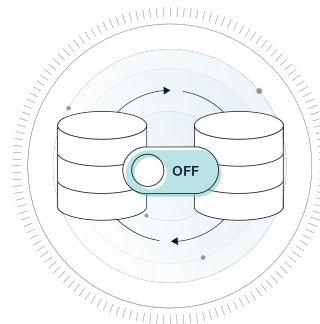
Kill switch



Service metrics



Dynamic configuration



Safe migrations

Experiment *ex-per-i-ment*

noun

/ik'sperəmənt/

A scientific procedure undertaken to make a discovery, test a hypothesis, or demonstrate a known fact.



Why Do Companies Experiment?



Test Hypotheses

Vet new ideas by testing multiple variations.



Measure Impact

Gather data on how a new feature is performing.



Build with Confidence

Gain confidence you're making the right changes.

Rapidly Learn From Your Users & Systems



Beta Groups

Gain earlier feedback
from real users



A/B/n Tests

Test robust functionality
anywhere in your stack



Performance Tests

Measure impact on your
key service metrics



5 best practices

- Create a culture of experimentation & psychological safety
- Define what success looks like as a team
- Recognize your biases
- Plan ahead
- Empower and communicate

To download slides
and/or
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<http://www.launchdarkly.com/dawn>