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20 Nov 2018

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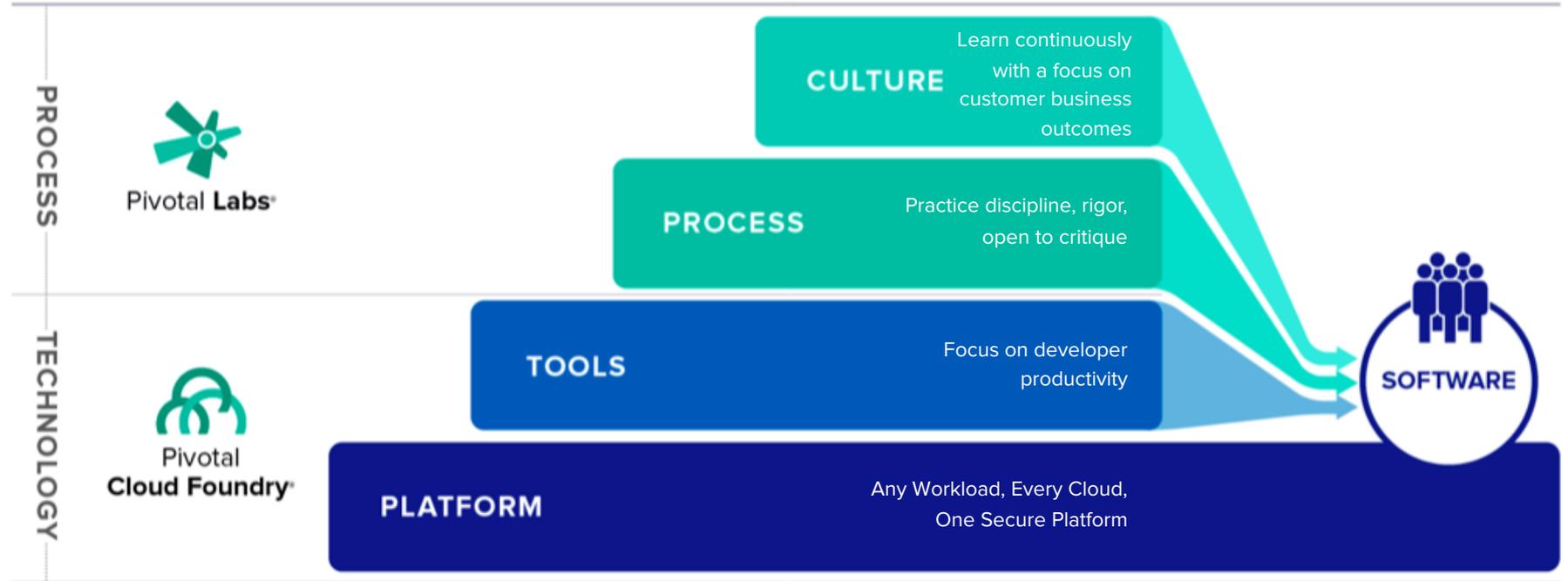
Secrets of Success for Digital Transformation

Digital transformation just means creating better software



Côté
Director, Pivotal
@cote

Pivotal: transforming how the world builds software



Enterprises are transforming with Pivotal

AUTO & TRANSPORTATION



INDUSTRIAL & BUSINESS SVCS.



FINANCIAL SERVICES



HEALTHCARE & INSURANCE



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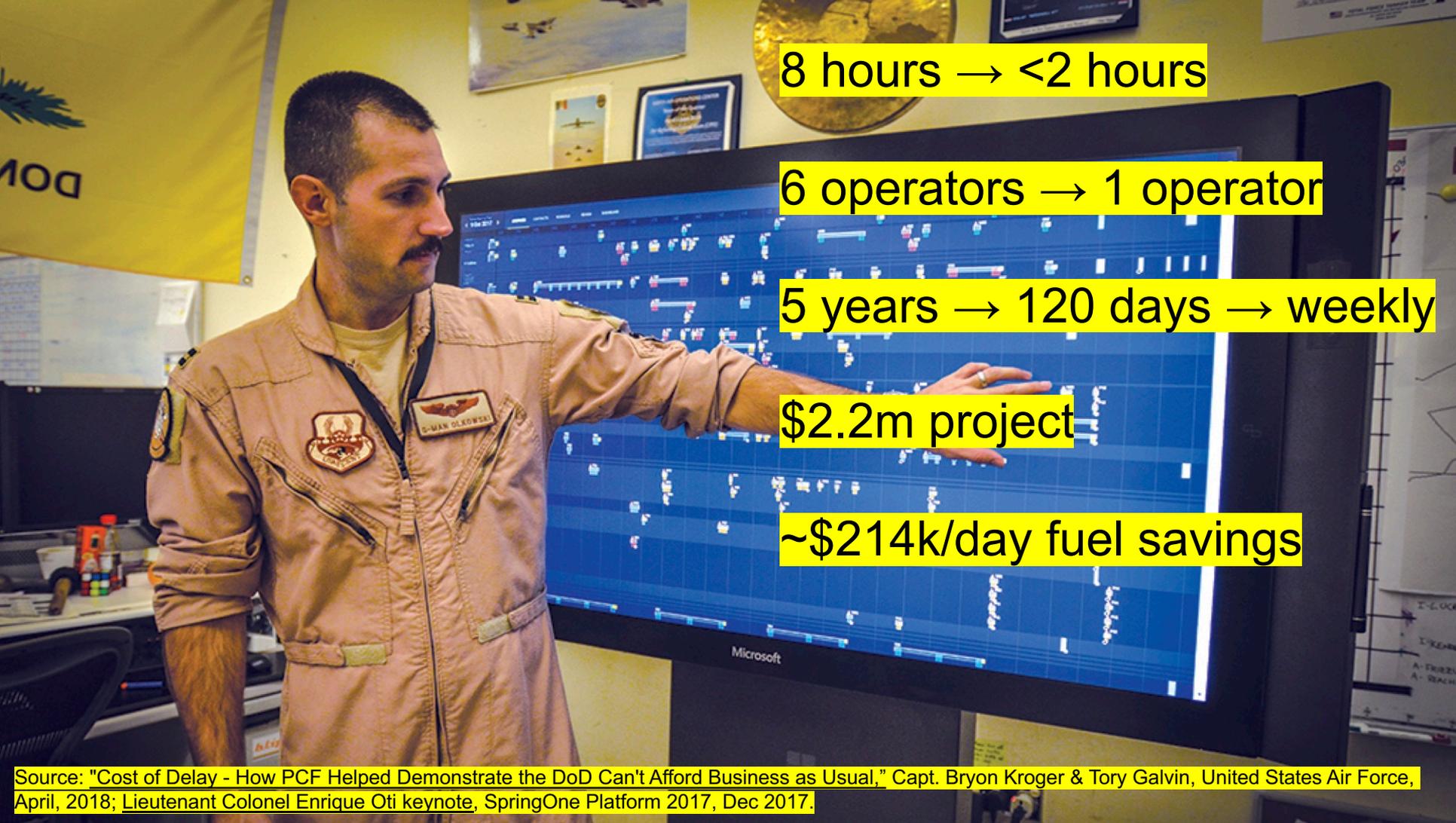


CONSUMER & COMMUNICATIONS





Source: [Lieutenant Colonel Enrique Oti keynote](#), SpringOne Platform 2017, Dec 2017.



8 hours → <2 hours

6 operators → 1 operator

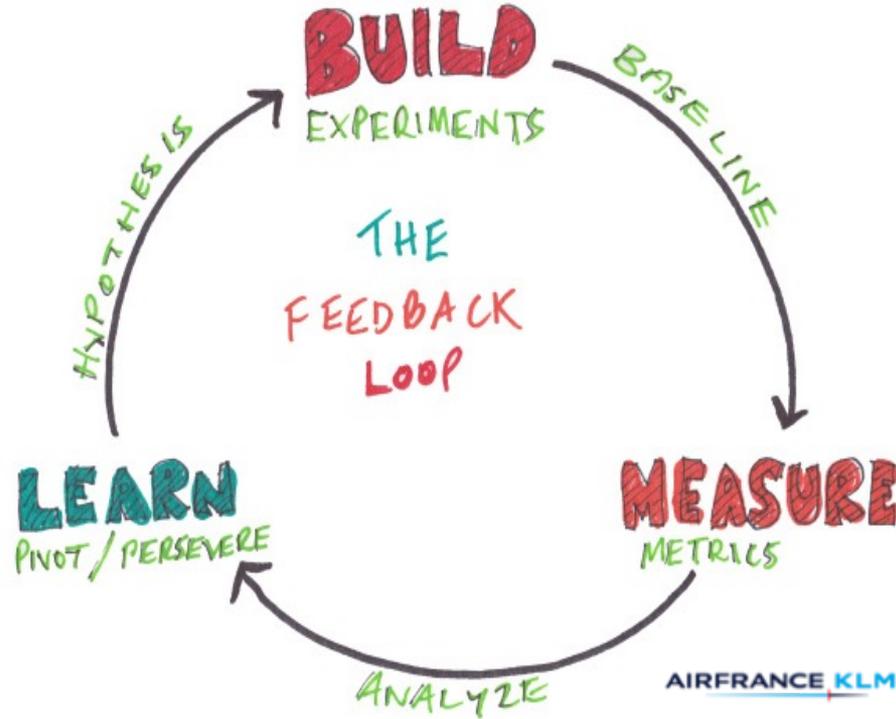
5 years → 120 days → weekly

\$2.2m project

~\$214k/day fuel savings

Source: "Cost of Delay - How PCF Helped Demonstrate the DoD Can't Afford Business as Usual," Capt. Bryon Kroger & Tory Galvin, United States Air Force, April, 2018; Lieutenant Colonel Enrique Oti keynote, SpringOne Platform 2017, Dec 2017.

Service Delivery → Product Delivery



“The Business”



Corporate strategy, revenue goals, mission, etc.

IT Leadership, EAs, etc.

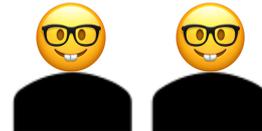


Culture, process, methodology, governance, compensation, etc.

Product teams



Platform Engineers



Private or public IaaS

From coding 20% of the time coding to 90% of the time



An agile methodology, proven over 25+ years:

- Team roles: devs, designers, product managers
- Owns & dedicated to the product
- Paired programming
- Test-driven Development
- Short iterations
- Continuous Integration & Continuous Delivery



Development

Extreme Programming

Building working software at a consistent speed and quality in the face of changing requirements.

PRACTICES

- Paired Programming
- Test-Driven Development
- Short iterations
- Continuous Integration / Continuous Deployment



Design

User Centered Design

Ensuring the software solves a real problem for real users in a desirable and usable product.

PRACTICES

- User Interviews
- Ethnographic studies
- Persona definition
- Prototype creation



Product
Management

Lean

Reducing the risk of building the wrong thing while comfortably changing direction

PRACTICES

- Minimum Viable Product (MVP) definition
- Lean experiments
- Identify & test assumptions
- Data driven decisions

“The Business”



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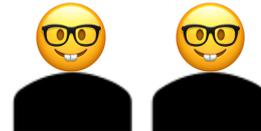


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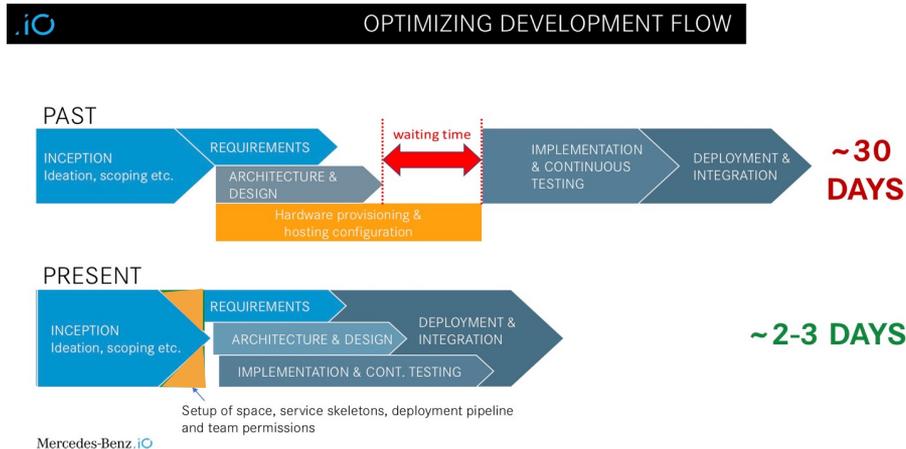


Platform Engineers



☁️ Private or public IaaS ☁️

Platform as a Product by removing toil



DAIMLER

Functions

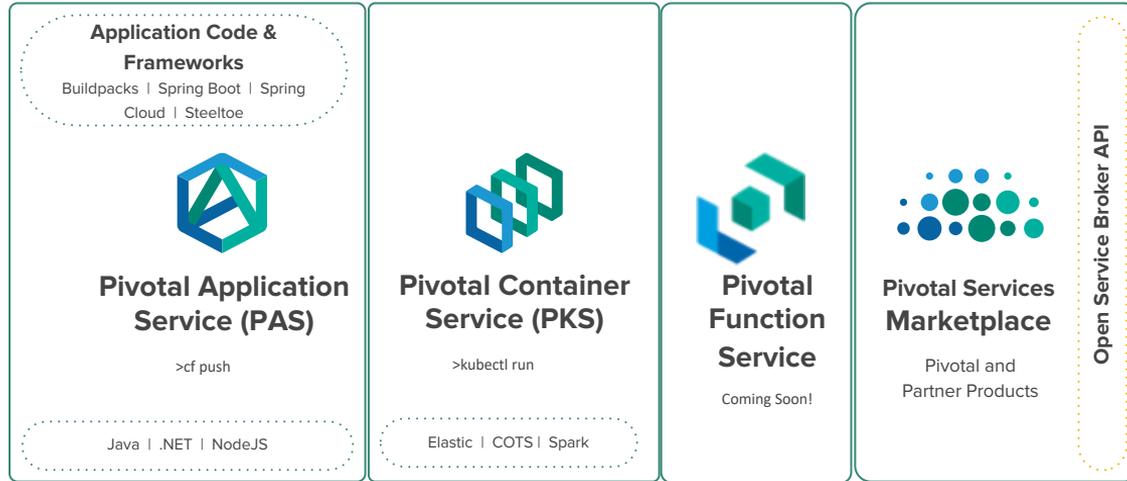
- Removes toil with automation & programming
- Stands up & manages the platform
- Creates shared services/middleware/etc.
- Consults with initial projects

Insane staff efficiency

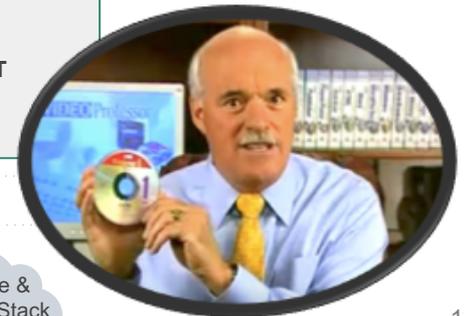
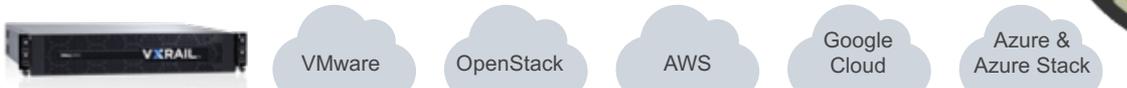
- T-Mobile USA: 8 ops to 300 developers, 11k containers
- Dick's Sporting Goods: 6 ops to 120 devs.



Pivotal Cloud Foundry®



CPI (15 methods)



“The Business”



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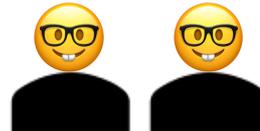


Culture, process, methodology, governance, compensation, etc.

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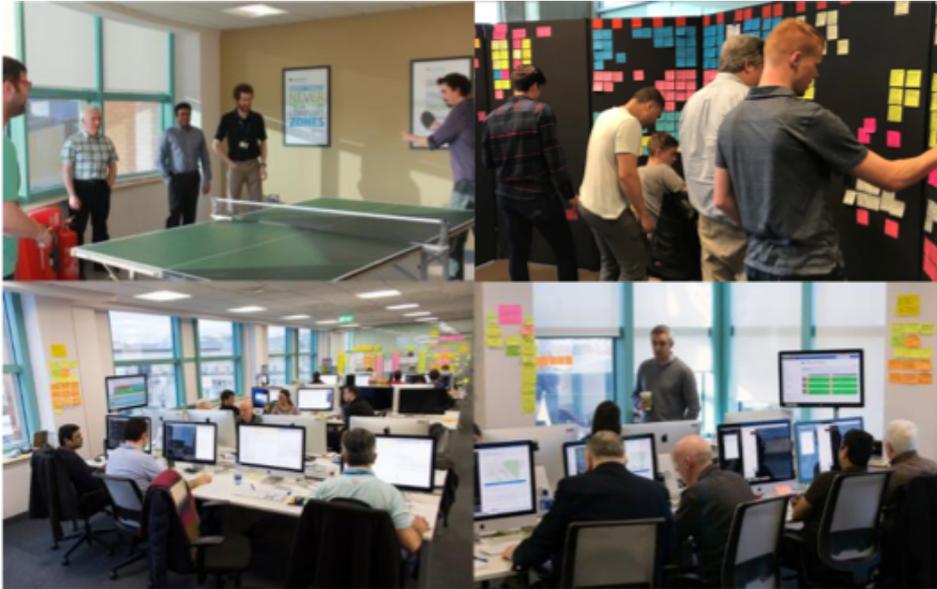
“Executive sponsorship for us was absolutely critical. Without that we could not have gotten anywhere that we needed to be.”

Brendan Aye

T-Mobile
(USA)

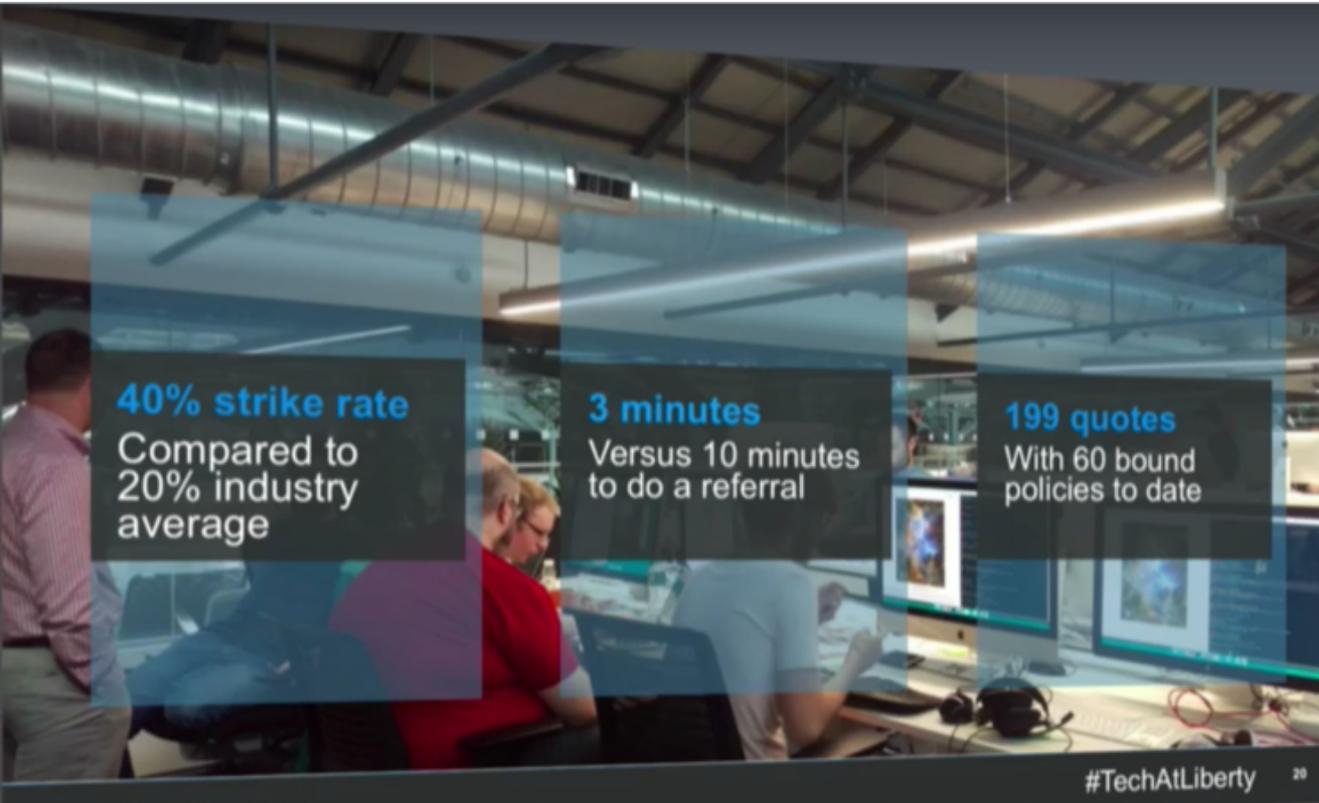


Leading the change to a culture of innovation



- Vision, strategy, & fighting stupid
- Create a culture of innovation, risk taking, and focusing on people (“users”)
- Give product teams autonomy, trust, and voice
- Establish trust by doing what you say, delegating, and celebrating failure learning.
- Feedback loops: OKRs, surveys (ENPS), silence, churn, results.

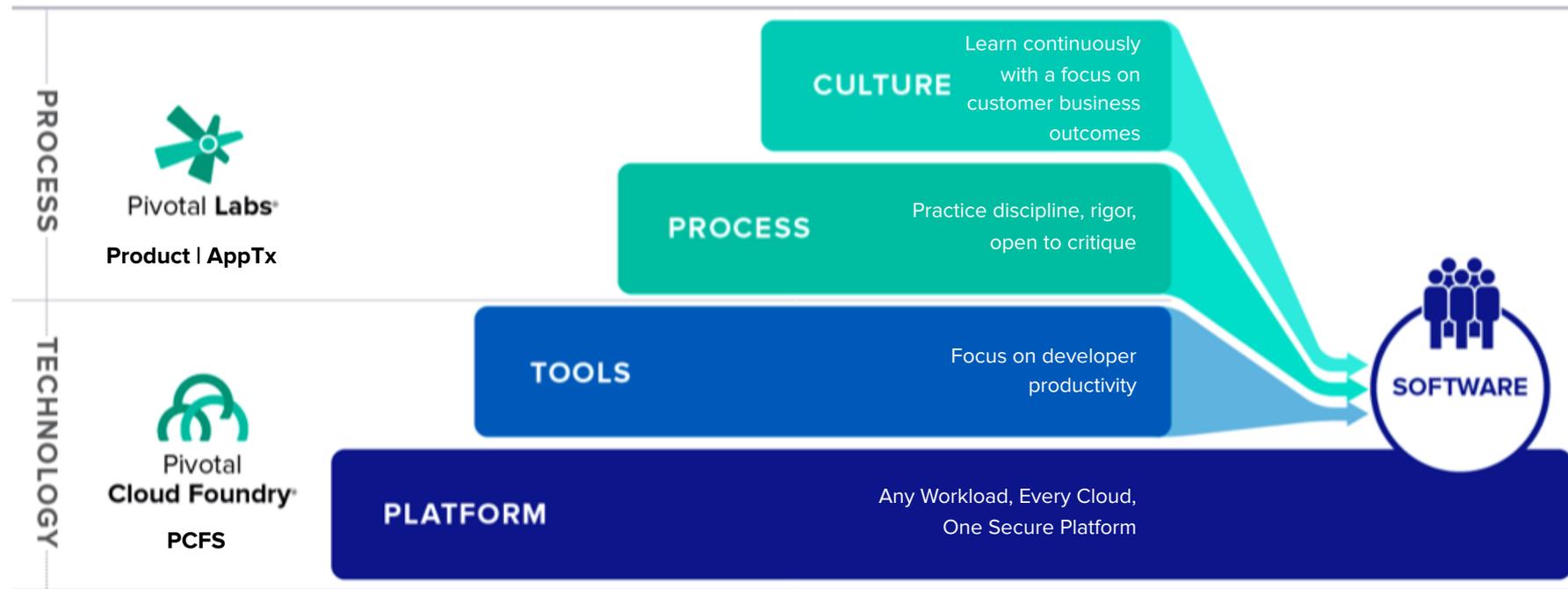
A new business in 6 months, 2x sales average



Liberty Mutual Insurance

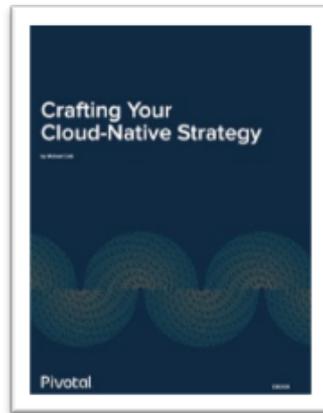
#TechAtLiberty 20

Start with a 10 week “working PoC”



“We are uncovering better ways of developing software by doing it and helping others do it.”

- *The Agile Manifesto*, 2001



<http://cote.coffee/bettersoftware/>

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