

Implementing PROGRAMMER ANARCHY

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Emerging Experiences at...

The logo for MailOnline is displayed on a white rectangular background. The word "Mail" is in a large, bold, black, stylized serif font. The word "Online" is in a smaller, grey, sans-serif font. Above the "i" in "Mail" is a pink swoosh. Below the "i" in "Mail" is a blue swoosh. The entire logo is centered on the slide.

MailOnline

- ♦ C-level executives understand this
- ♦ **Agile is a Social Change**
- ♦ Middle management scared of this
- ♦ Result: Half-baked Agile implemented

- ◆ Development driven by stories

- ◆ Stories small

Agile Side Effect:

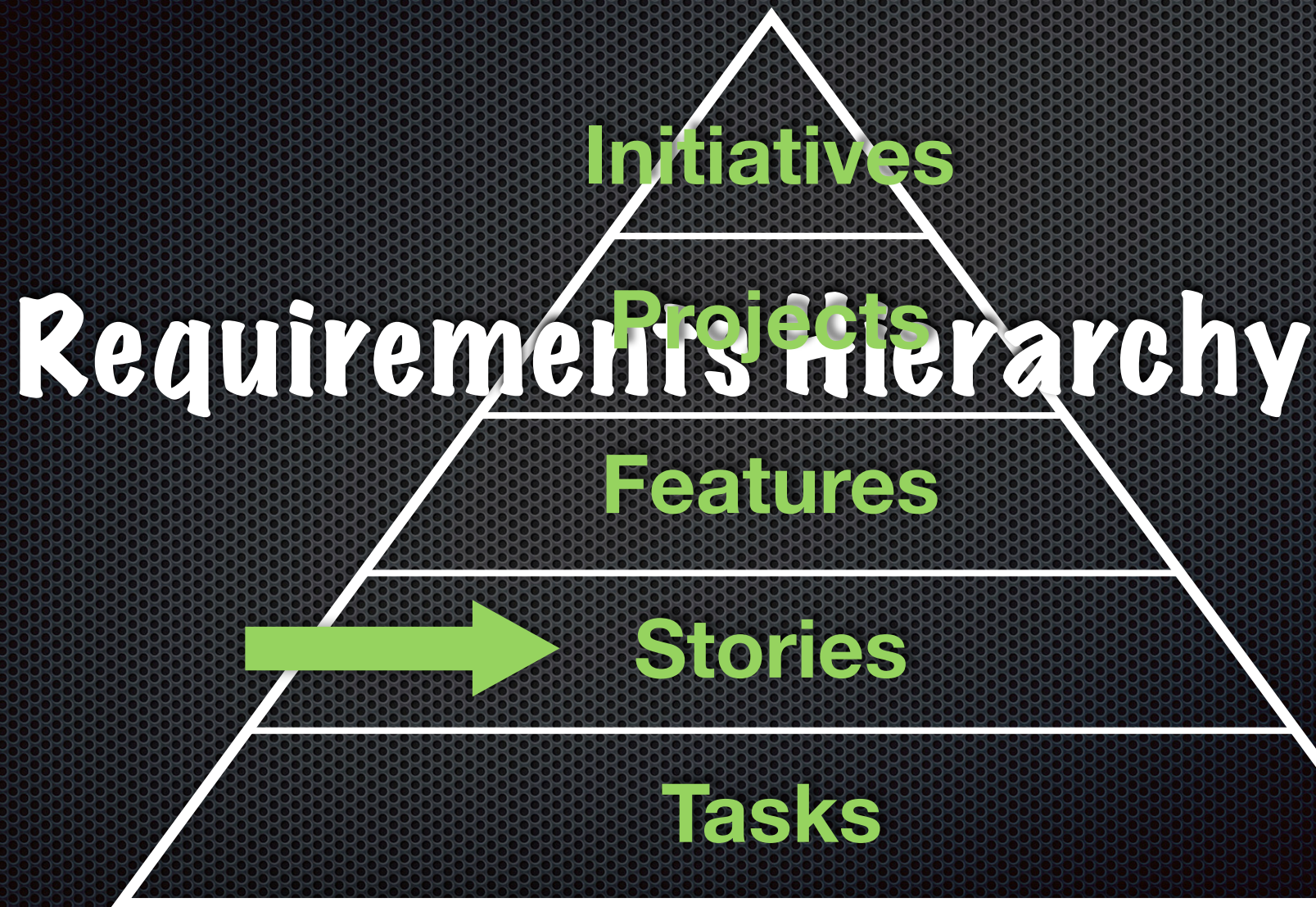
- ◆ Priority set by customer

Story Tyranny

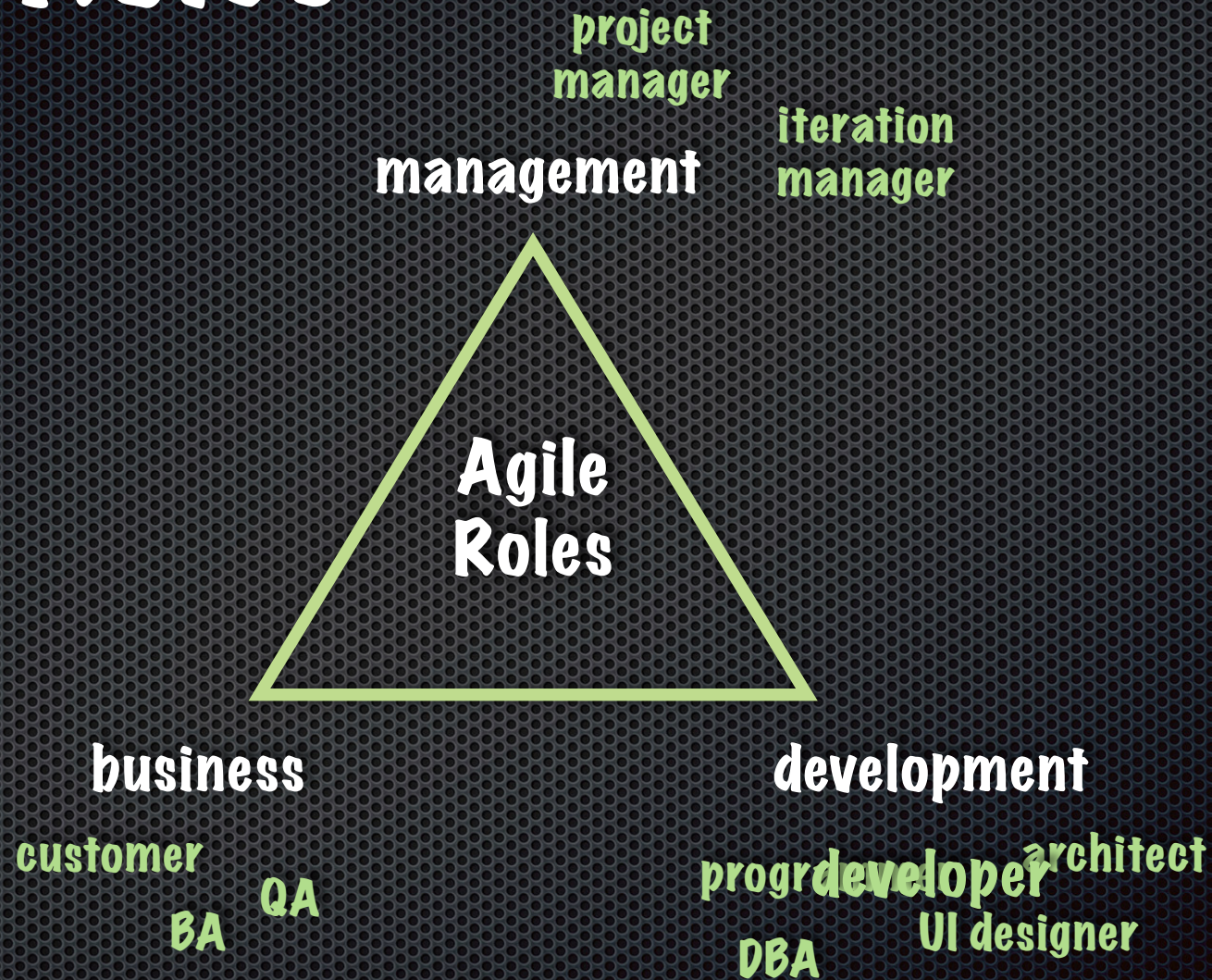
- ◆ Story-level estimates and metrics

Problem:

**Developers become disconnected
from business problem (Drones)**



Agile Roles



Anarchy Roles

- ♦ Customer ✓
- ♦ ~~Project manager~~ X
- ♦ ~~Business analyst~~ X
- ♦ Developer ✓
- ♦ ~~Quality assurance / tester~~ X
- ♦ ~~Manager of programmers~~ X

Fate of Roles: QA

project
manager

iteration
manager

management

- ★ QA tools are Programming tools

- ★ Selenium

- ★ Cucumber

- ★ Service Architecture creates complex systems

- ★ Need architecture skills to properly test

- ★ Shift toward monitoring over acceptance testing

business

development

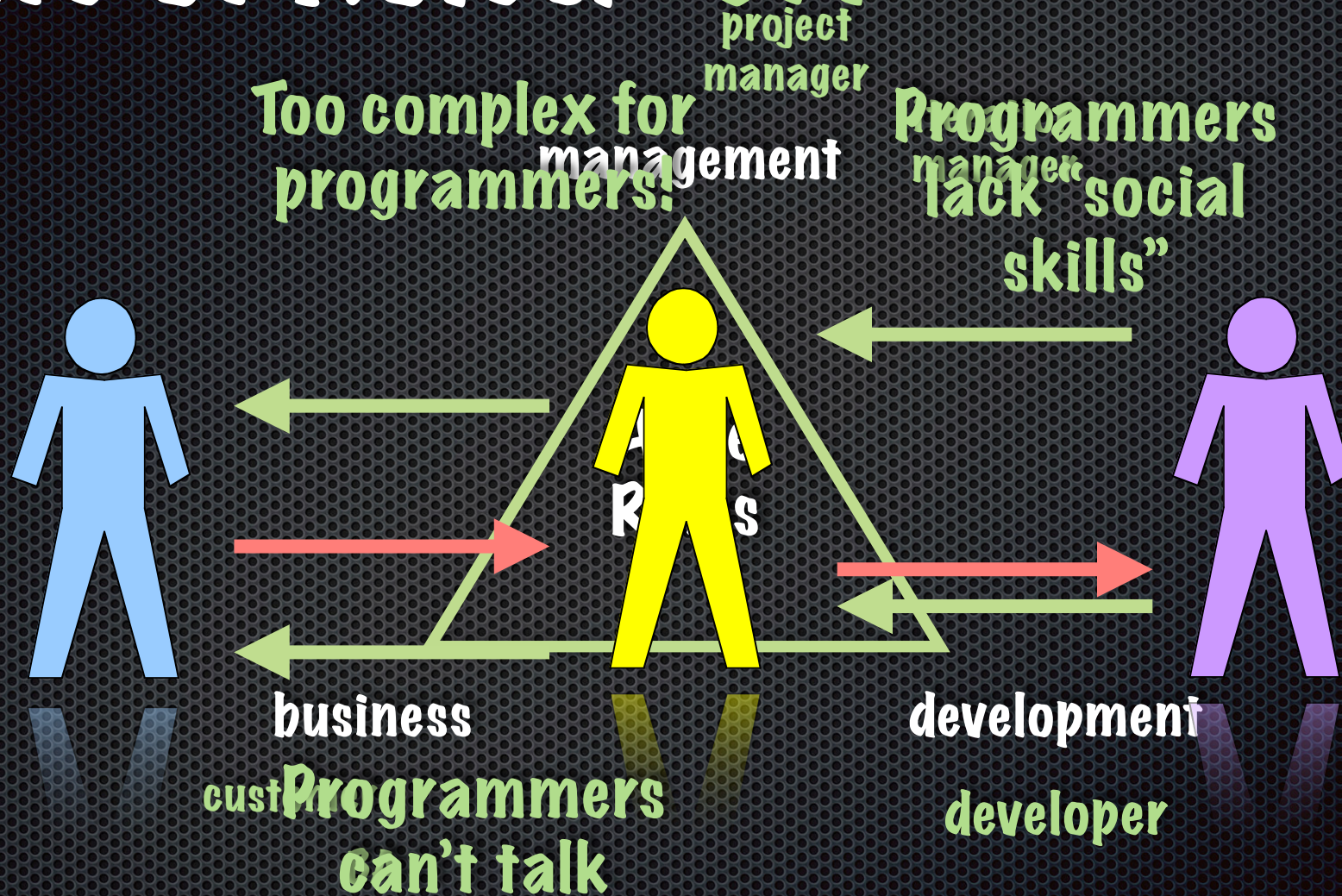
customer

BA QA

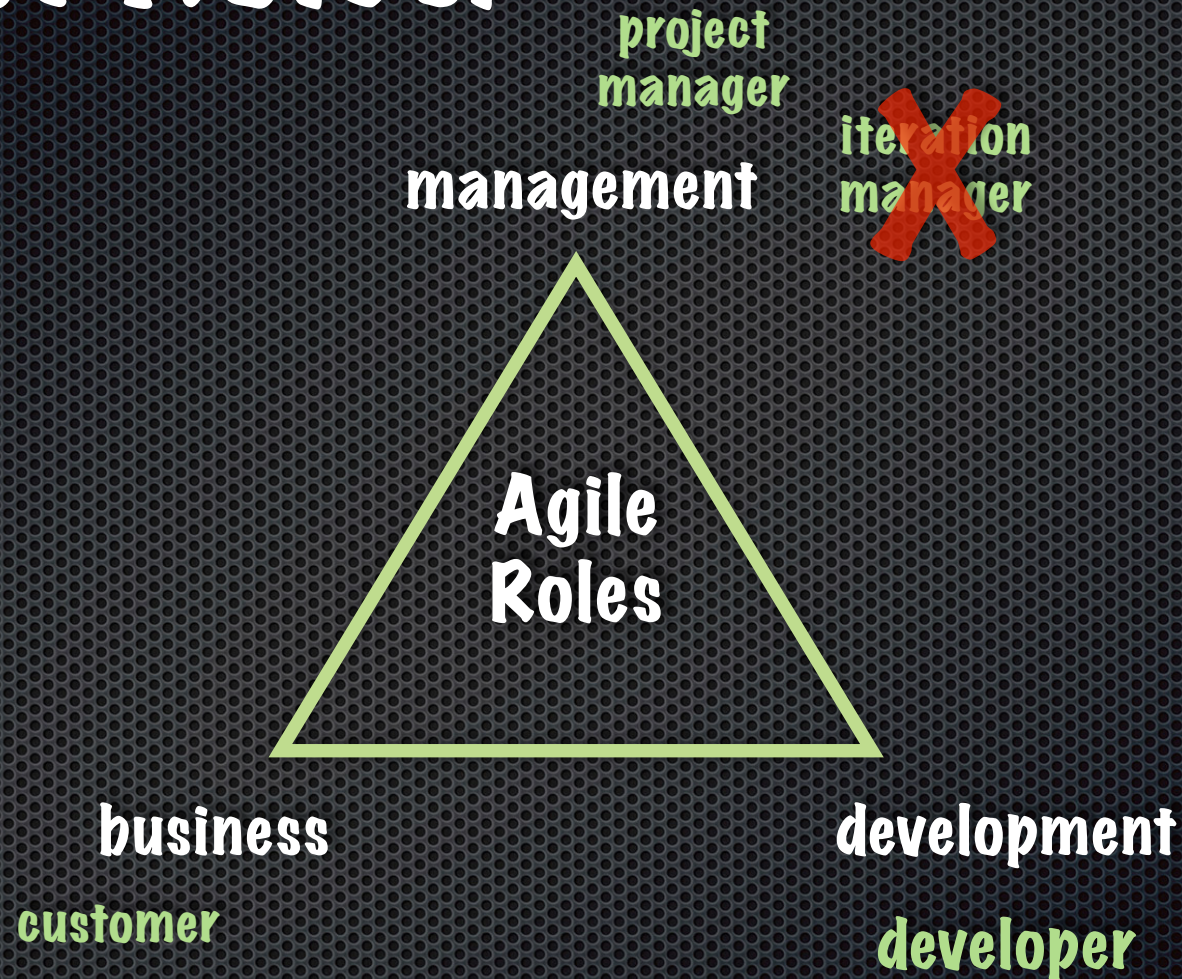
developer

Agile
Roles

Fate of Roles: BA



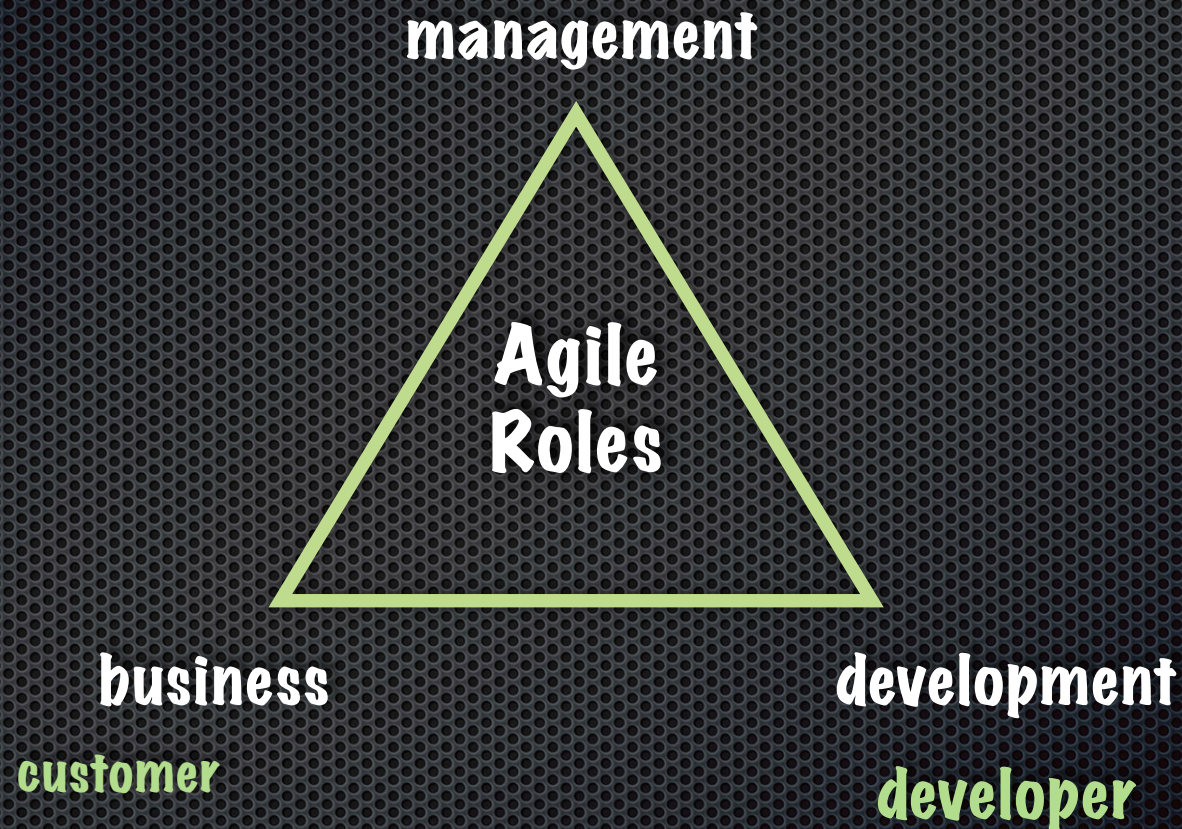
Fate of Roles:



Fate of Roles: **Manager**

Power-
Hungry
Boss

Anarchy Roles



forwardtechnology.co.uk

We've Been Busy

In the last 7 days **58** developers have made
1068 commits resulting in **357** deploys

✦ Prior system:

✦ .NET with SQL Server

Example: Energy Revolution

✦ New system:

✦ Ruby, Clojure, C++, Node.js, R

✦ MySQL, MongoDB

✦ HAML, SASS

- ✦ Ruby for energy calculation – big improvement!

- ✦ Rewrote in Clojure

- ✦ Rewrote in Clojure (again)

Example: Energy Revolution

Question: What manager would let them to do it?

Hence: No manager!

- ◆ **Old system:**

Example: Click Tracking
◆ **Ruby-based, 32 servers with 40% utilization**

- ◆ **New system:**

- ◆ **Node.js, 22 servers with 10% utilization and lower latency**

Agile Best Practices **Not Used**

✦ ~~Stand ups~~ **Trust w
collocation**

✦ ~~Story narratives~~

✦ ~~Retrospectives~~

✦ ~~Estimates~~

✦ ~~Iterations~~ **Results,
not blame**

✦ ~~Mandatory pairing~~

✦ ~~Unit tests~~

✦ ~~Acceptance tests~~

✦ ~~Refactoring~~

✦ ~~Patterns~~

✦ ~~Continuous integration~~

**Small,
short-lived
apps**

**Continuous
deployment**

Agile 2013:



- ✦ Online version of Daily Mail
- ✦ Company established in late 1800's
- ✦ MailOnline largest online newspaper in world
- ✦ Challenge: Introduce Anarchy to an established IT

Transformation Summary

Was

- ♦ **Project focus**
 - ♦ 3-6 month
 - ♦ BAU for smaller
- ♦ **Specialists**
 - ♦ Front-end
 - ♦ Back-end
 - ♦ Design
 - ♦ Test
 - ♦ Deployment
- ♦ **SCRUM**
 - ♦ Story & task focus

2013

- ♦ **Feature focus**
 - ♦ 1 month or less
 - ♦ Longer for new platforms
- ♦ **Poly-skilled**
 - ♦ Broadly-skilled developers == Experts
 - ♦ Experts float amongst efforts
- ♦ **Aggressive Agile**
 - ♦ Table-based teams of 5-8
 - ♦ Rotation to balance & broaden

Pervasive Change Required:
so change everything!

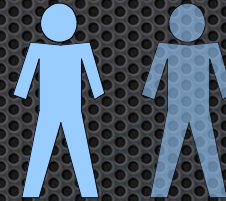
- ✦ **Change the titles (and job descriptions)**
- ✦ **Change technology stack (with intense training)**
- ✦ **Change physical layout**



Master



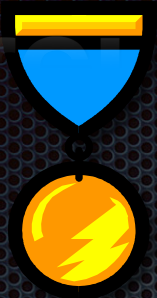
Journeyman



Apprentice



Master



2 Years - Never

Journeyman



2-6 Months



Apprentice





Key Business Tech

Platform

iOS
Android
Databases
Big Data

Languages

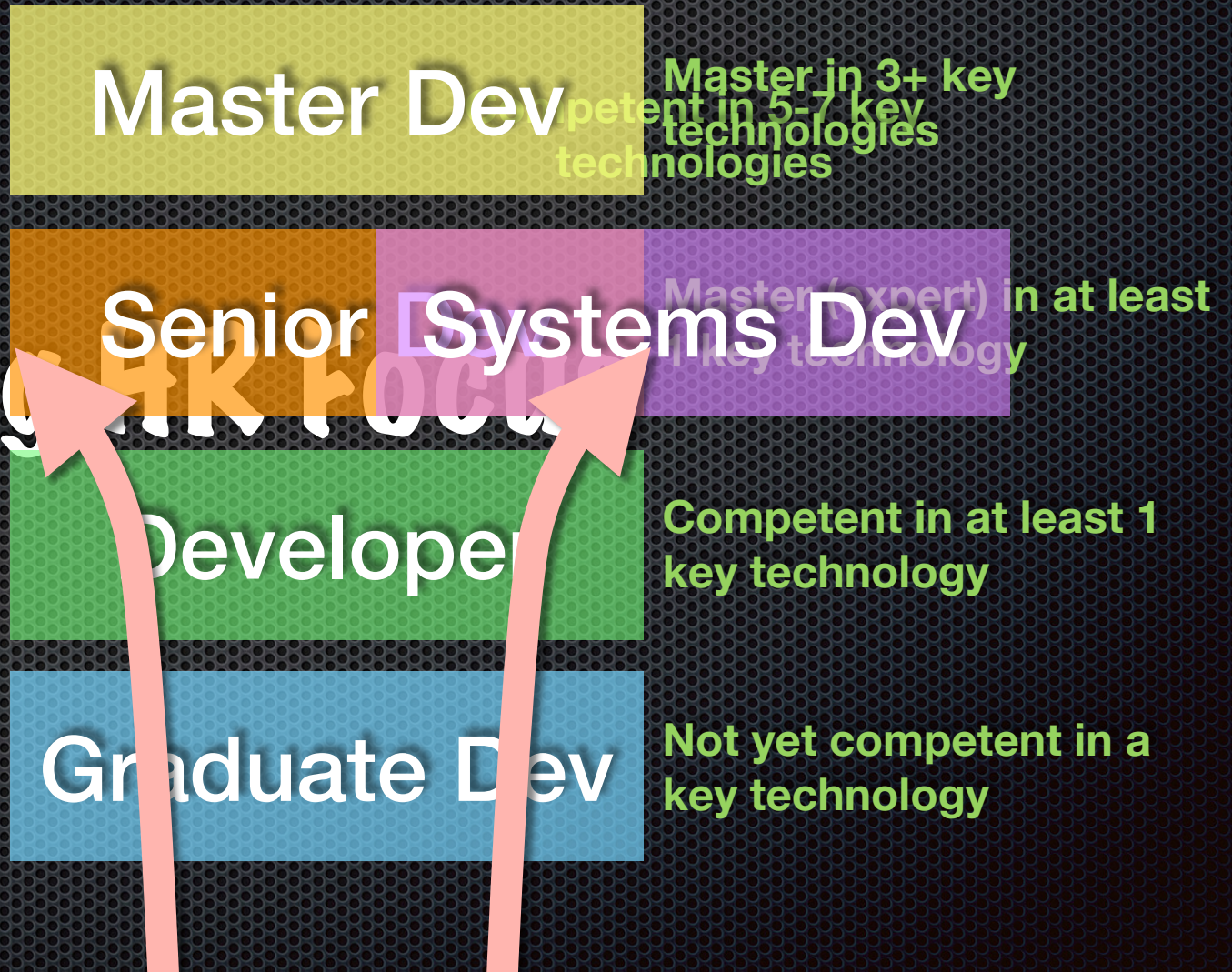
HTML/CSS/JS
Java
Ruby
Server-side JS

Software Delivery

Agile management
OOD / Architecture
Testing

Matching

Dual career path
for Developers

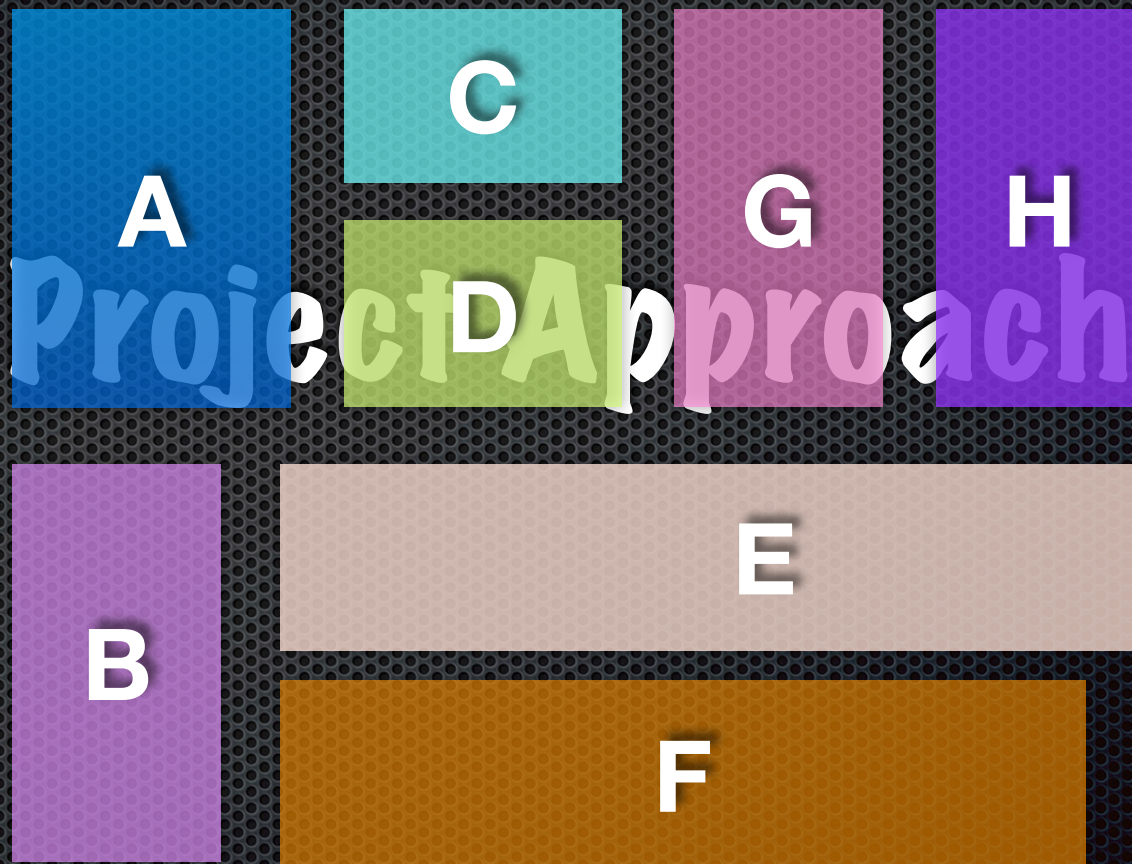


- ♦ Intensive OO training class (40 hours, off-site)

Training in Working Together

- ♦ Developers, tech leads, QA, and SCRUM masters
- ♦ Everyone encouraged to participate (but still optional)

“Tables”



- ✦ Absorbed 20 more developers 1 Jan - 1 Mar

- ✦ By April 15

- ✦ Delivering LeaderBoard, a new page (Ruby, Node.js)

- ✦ Building first replacement page (Clojure, Node.js)

MailOnline Scorecard

- ✦ Explored numerous message bus technologies

- ✦ Supporting MicroService architecture

- ✦ Rebuilt Android application

- ✦ By September, replaced front-end completely

- ✦ 130K Java with 4K Clojure + Node.js micro-services monitoring

For last year, creating ...



- ♦ **Titles: Only “Developer”**

- ♦ **Remote pairing (4 time zones in US + Canada)**

- ♦ **Still meet developers face-to-face for the first time quarterly**

Like MailOnline, Plus...

- ♦ **Teams decide assignments/roles each day**

- ♦ **New technologies/processes for most developers**

- ♦ **Clojure**

- ♦ **Micro-services**

- ♦ **Flat, self-organizing teams**

