

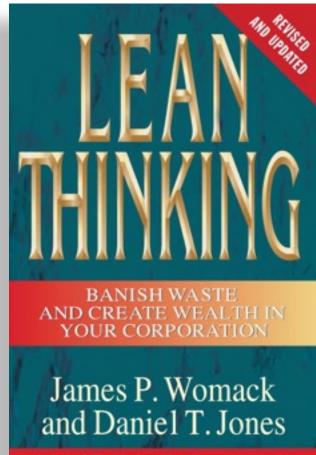


# Are You *Really* Delivering Customer Value?

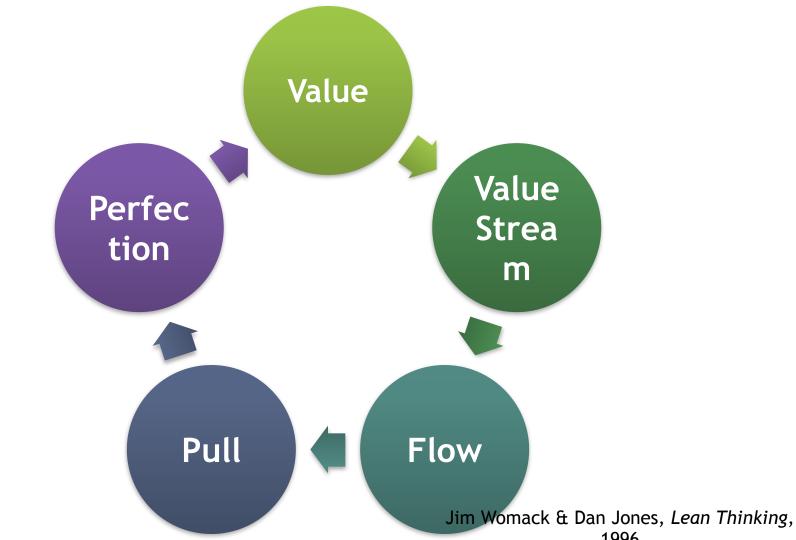
#### Karen Martin @karenmartinopex

Join the conversation ilgotoidn

Workshops: Sept 14-14 // Conference: Sept 16-18, 2015



Authors of The Machine That Changed the World







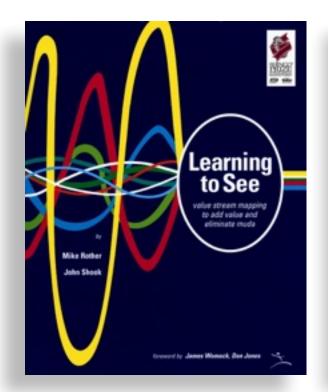


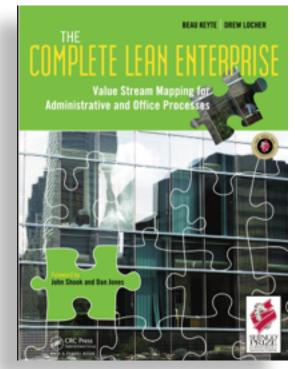
# Speed is the differentiator

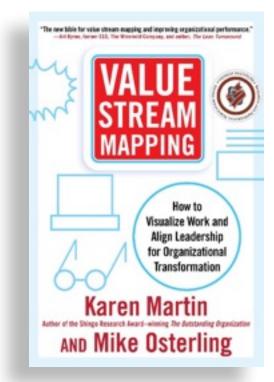
### Value Stream

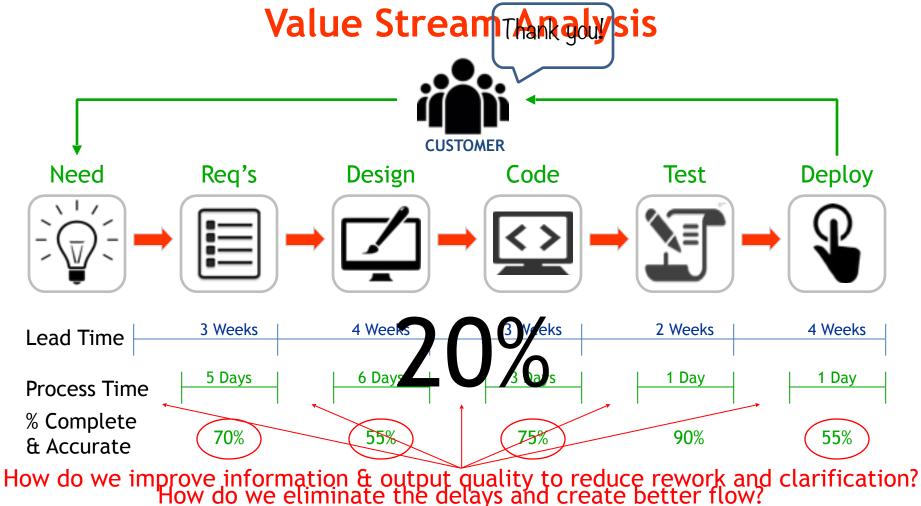
# A system of interconnected people and entities.



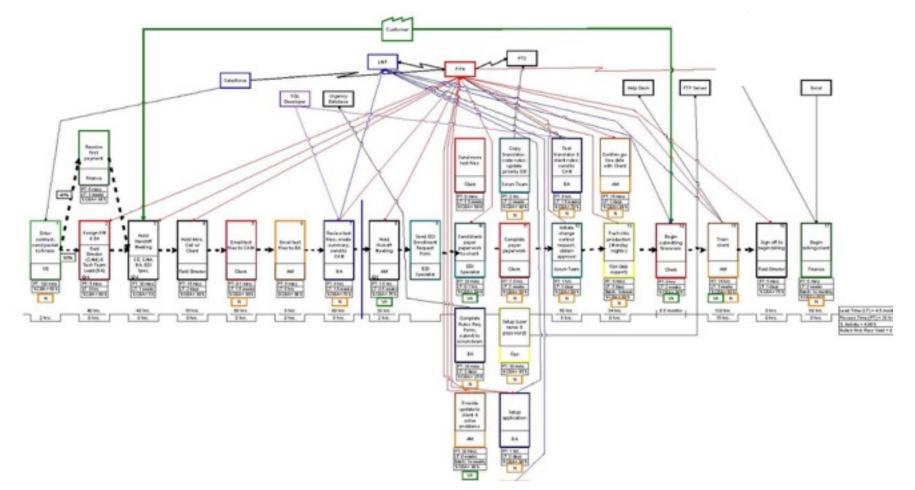


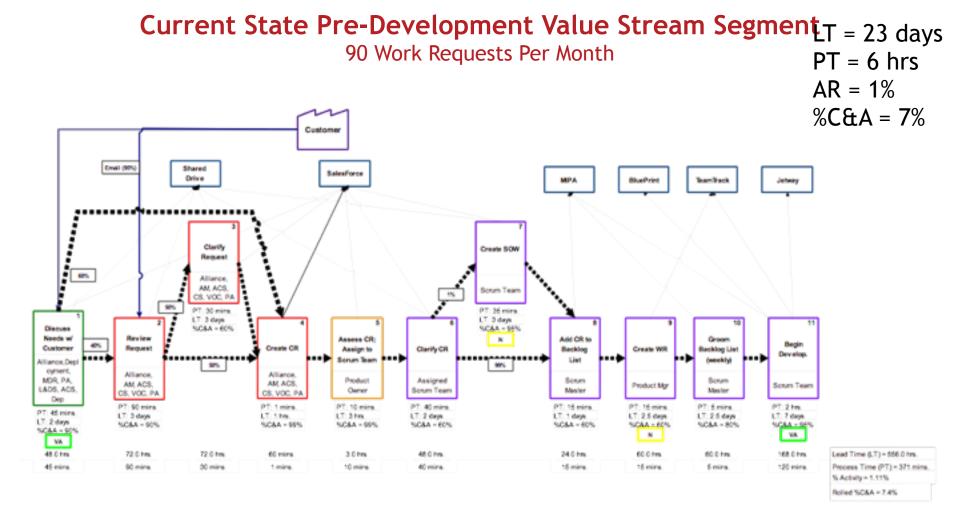






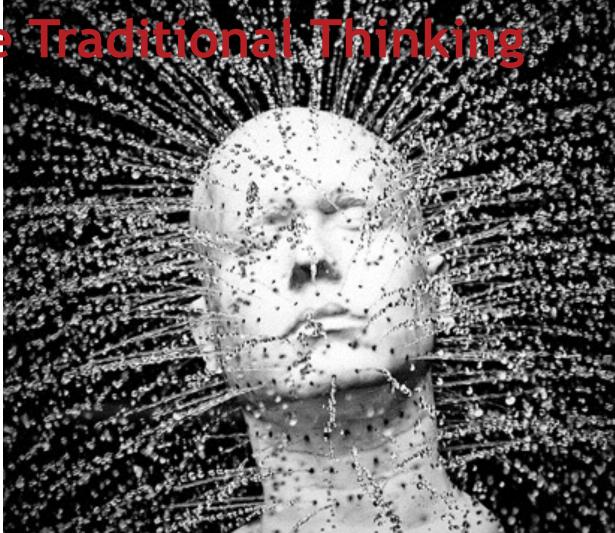
#### Software Development Value Stream





## Challenge

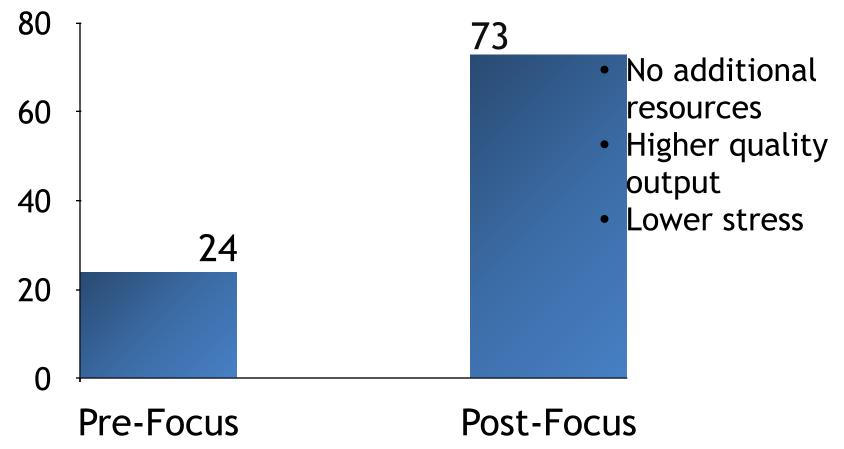
- Roles & responsibilities
- Solo development
- "It's complicated"
- Batched releases
- Specialization
- Serialization
- Switch-tasking



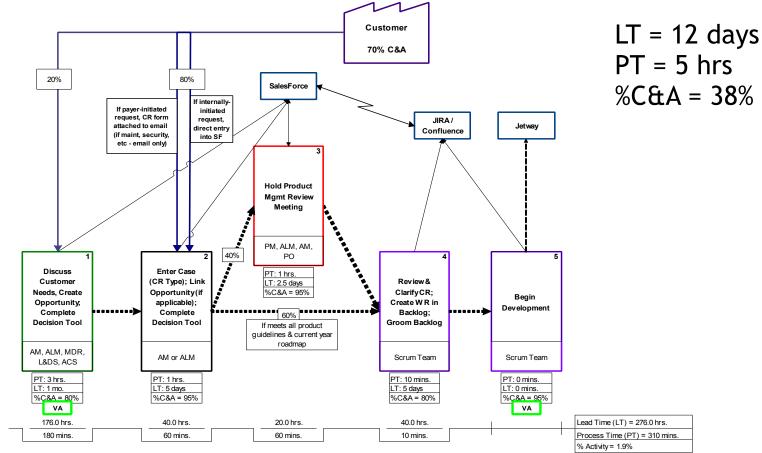


#### The Power of Focusing on Fewer Projects at Once

**Deployments Completed in One Year** 



#### Future State Pre-Development Value Stream Segment



Rolled %C&A = 38%

#### http://philcalcado.com/2015/09/08/how\_we\_ended\_up\_with\_microservices.html

About

Phil Calçado
How we ended up with microservices.
Sep 8, 2015
Microservices + Value Stream Mapping + SoundCloud +
Microservices are a thing these days.
Interest over time. Web Search. Worldwide, 2004 - present.
microsevices
1
2008 2007 2009 2011 2013 2019
Google: View full seport in Google Trends

When I was at SoundCloud, I was responsible for the migration from a monolithic Ruby on Rails application to a constellation of microservices. I've told the technical side of this story multiple times, both in presentations, and as a multi-part series for SoundCloud's engineering blog. These engineering bits are what people are most interested in hearing about, but recently I realised I never explained to a wider audience how we ended up using microservices to begin with.

Reduced lead time from 66 days to 16 days

### Be Careful Who/What You Fall in Love With



### Fall in Love with Customer Value

# **Questions?**



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Let us know

vhat you think



## Please **Remember to** rate this session

Thank you!

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