Use

Scrum

and

Continuous Delivery

to

innovate like crazy

Peter Gfader

twitter.com/peitor

Your customer?

Image source: http://gifsoup.com/

Your customer?

Image source: http://pandawhale.com/post/10508/

Schedule

Tracks

Speakers

Engage

Favorites

News

Map

Info

About you

Scrum?

Scrum But?

Scrum And?

1 LOC change

In Production?

Idea

In Production?

About me

Peter Gfader

peter.gfader@zuehlke.ch
http://blog.gfader.com
twitter.com/peitor

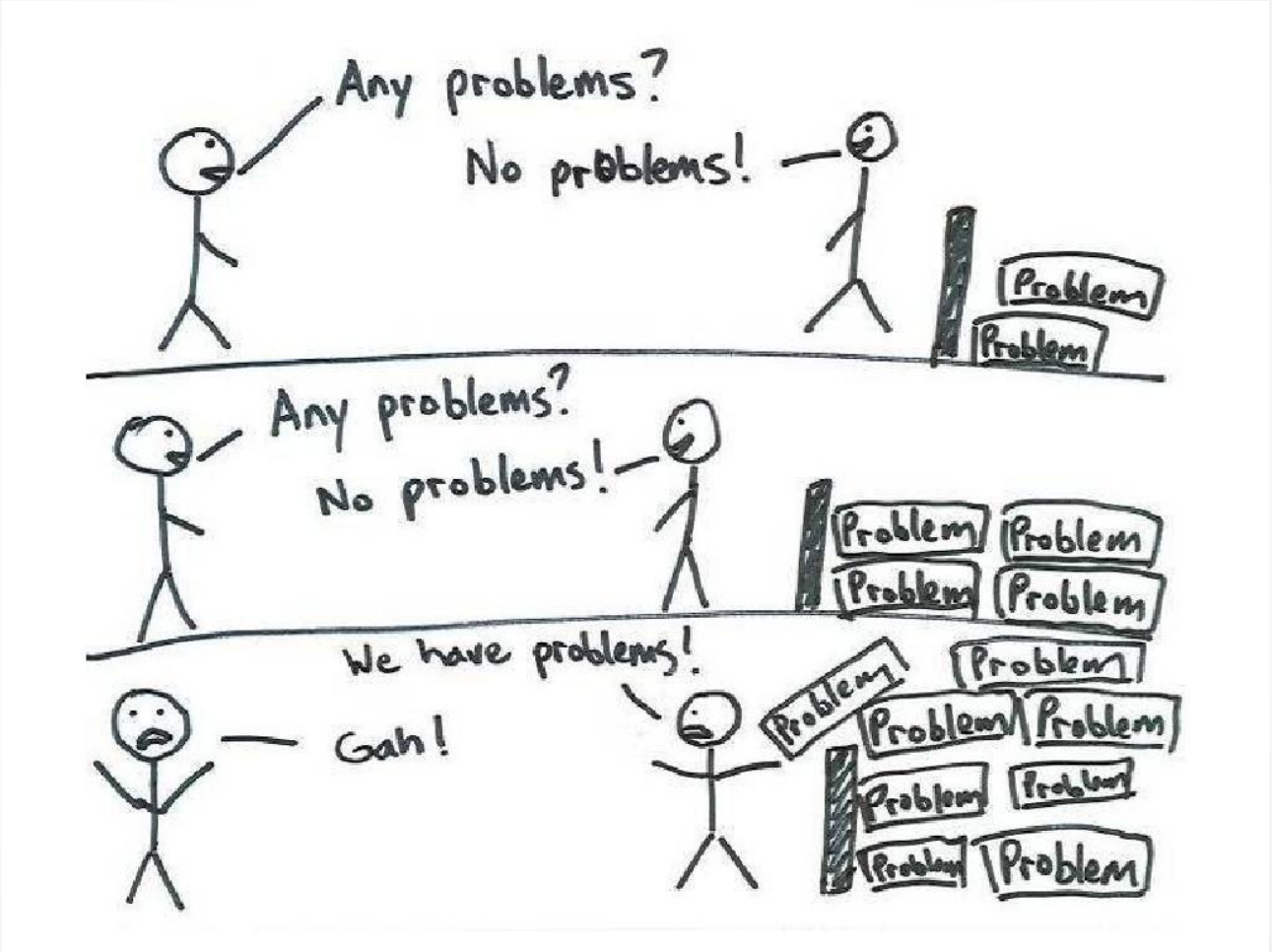


Image source: http://www.slideshare.net/jchyip

Insanity

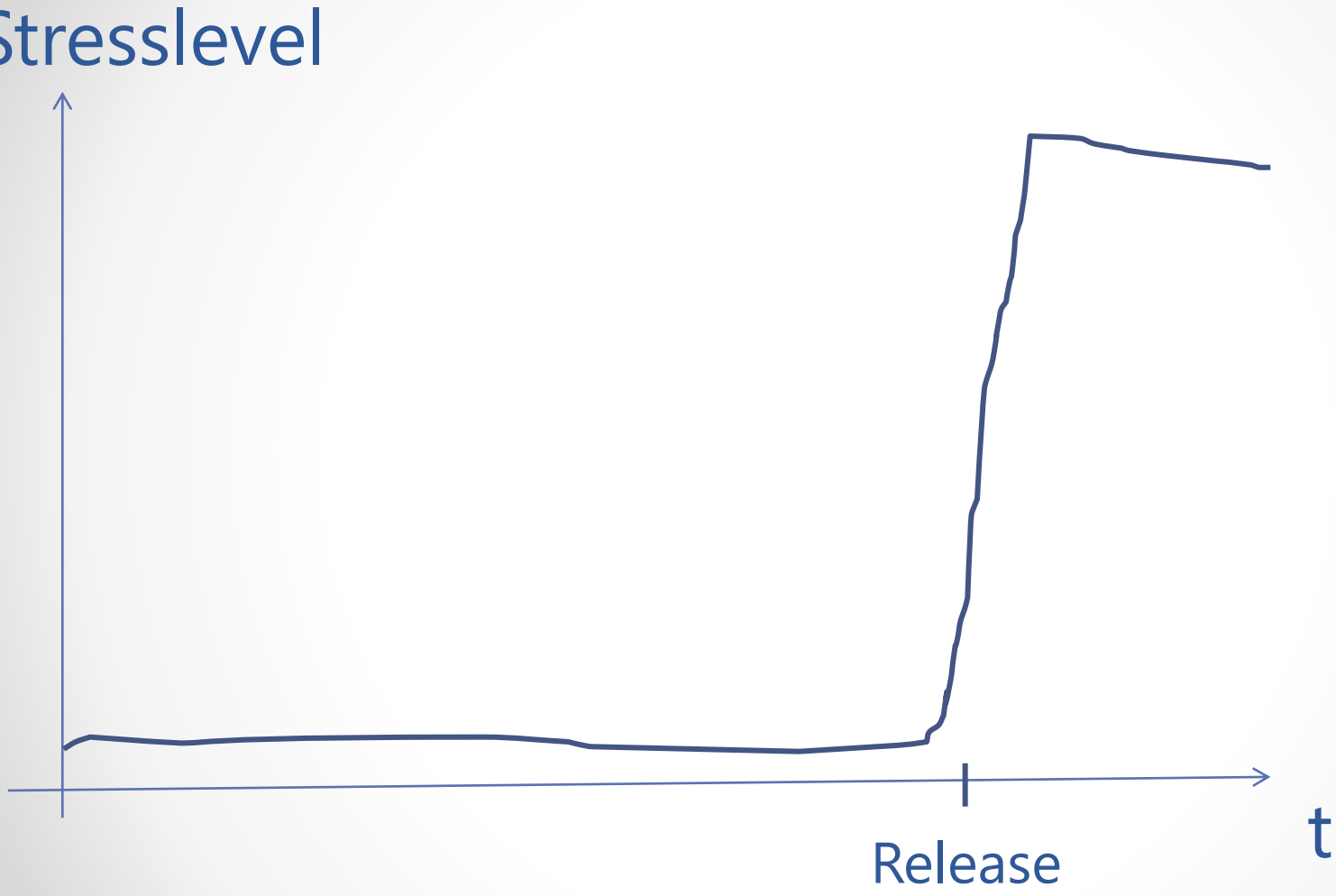
Doing the same thing
over and over again
and expecting different results

Albert Einstein

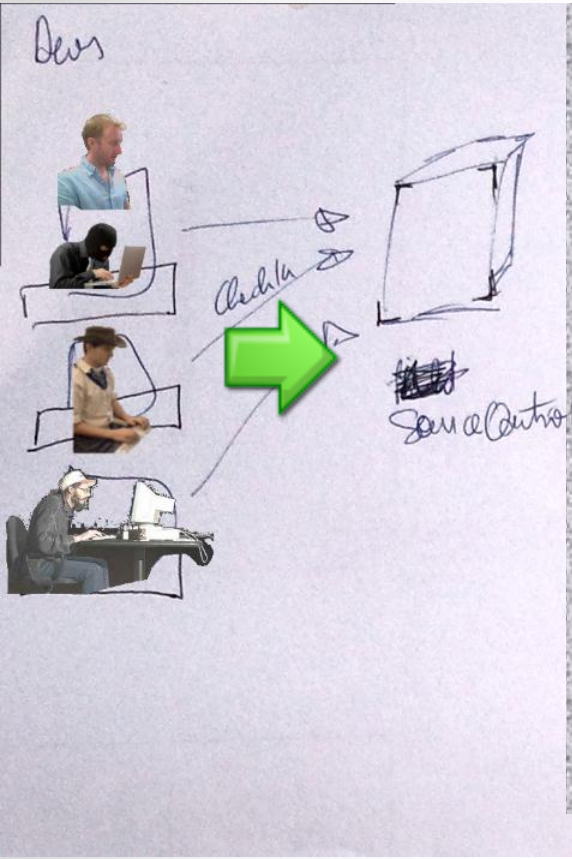

Scrum.org™
Improving The Profession of Software Development

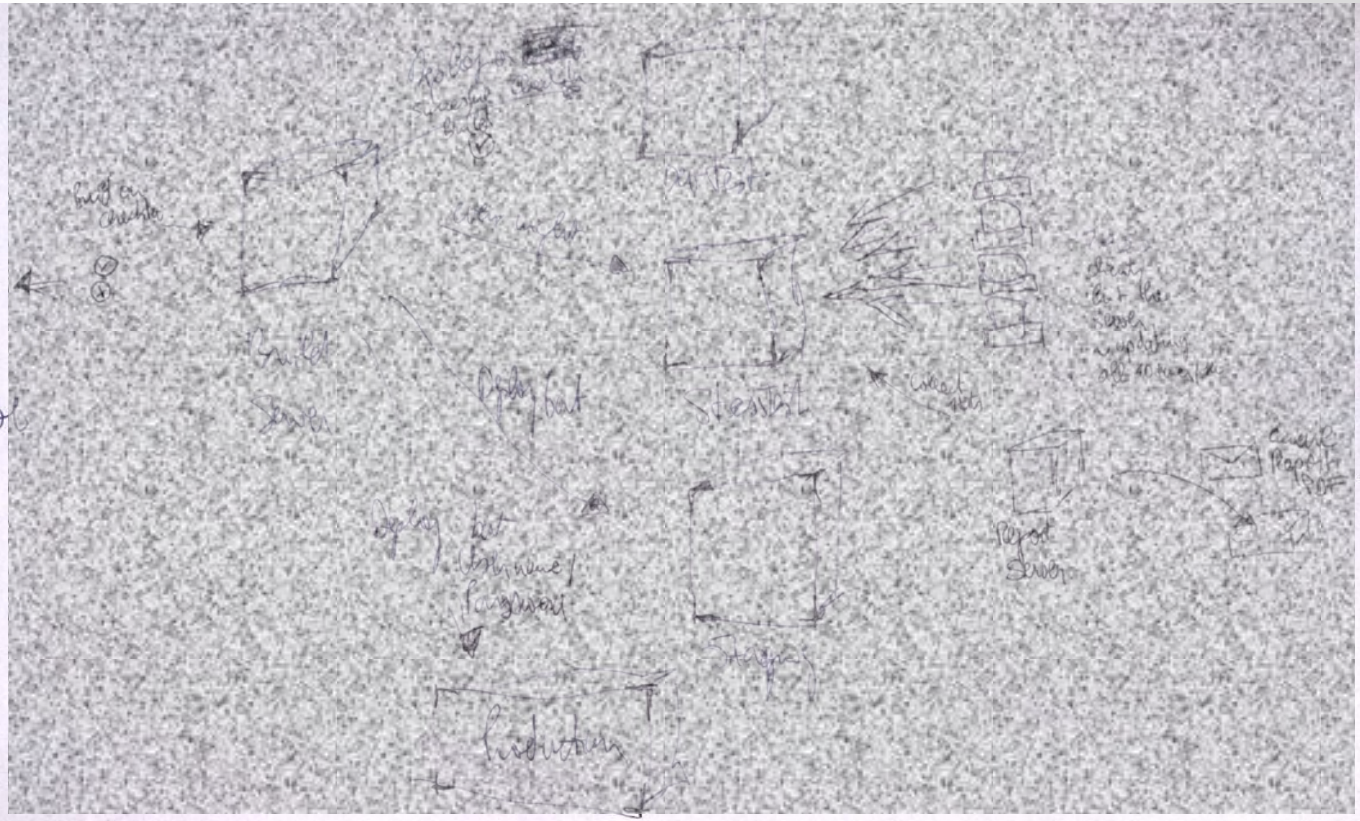
Professional Scrum Developer Trainer

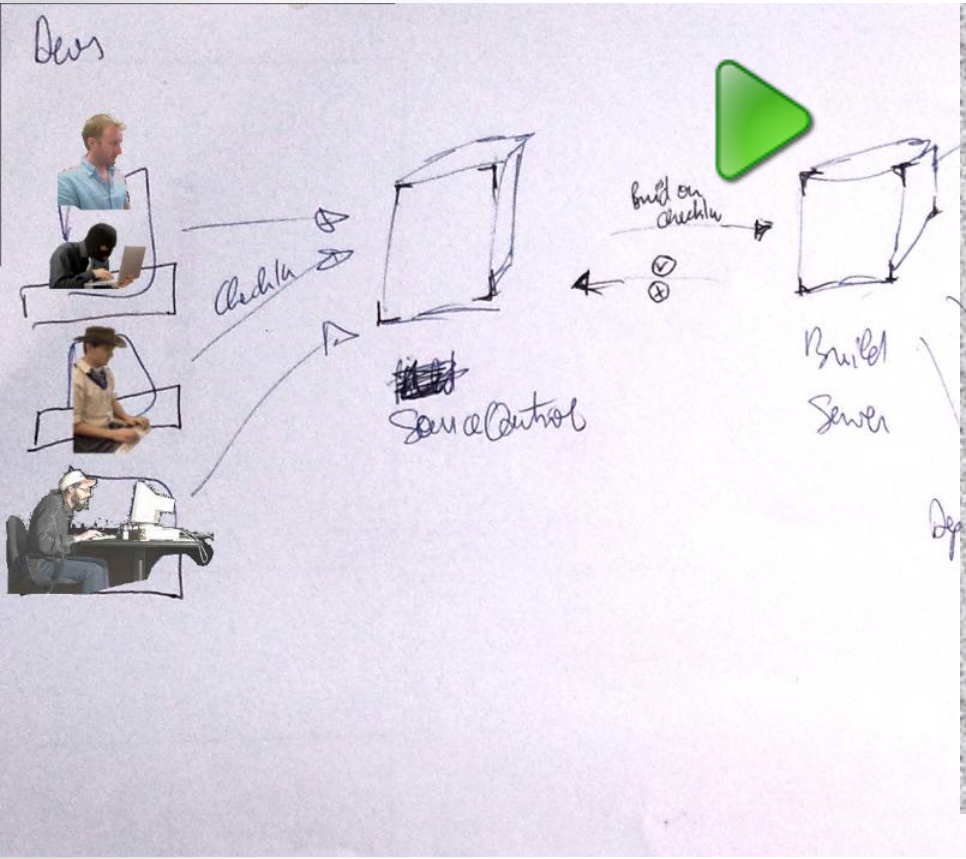
improving software development with Scrum.org™

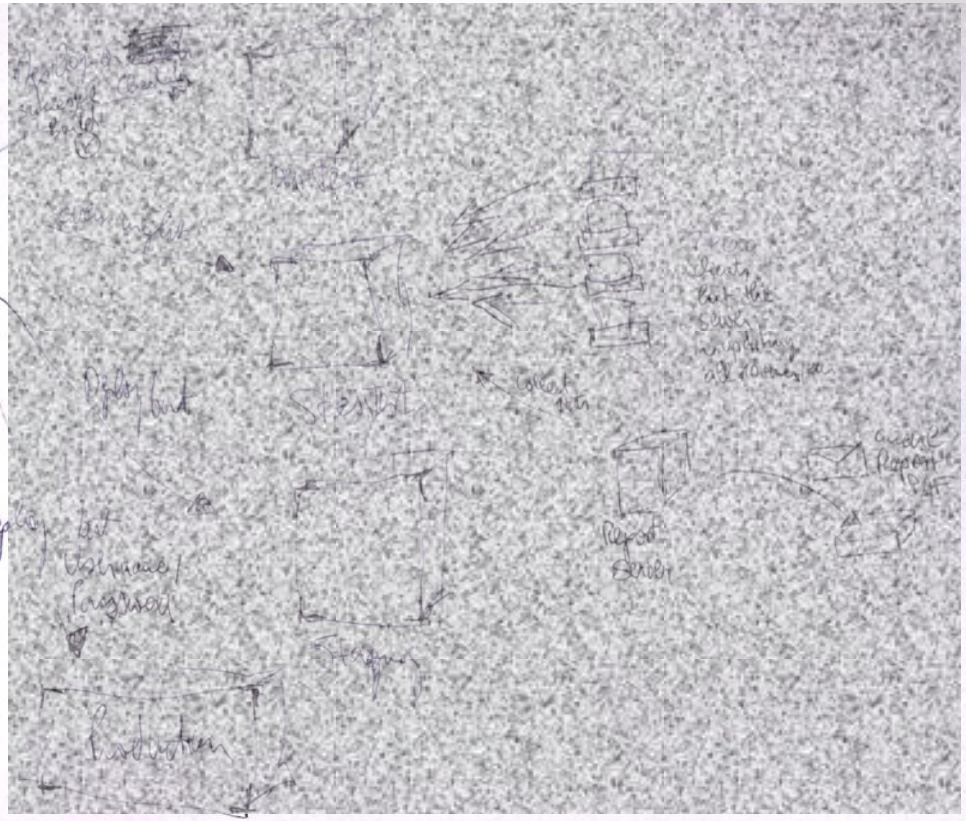

Stresslevel
Release
t

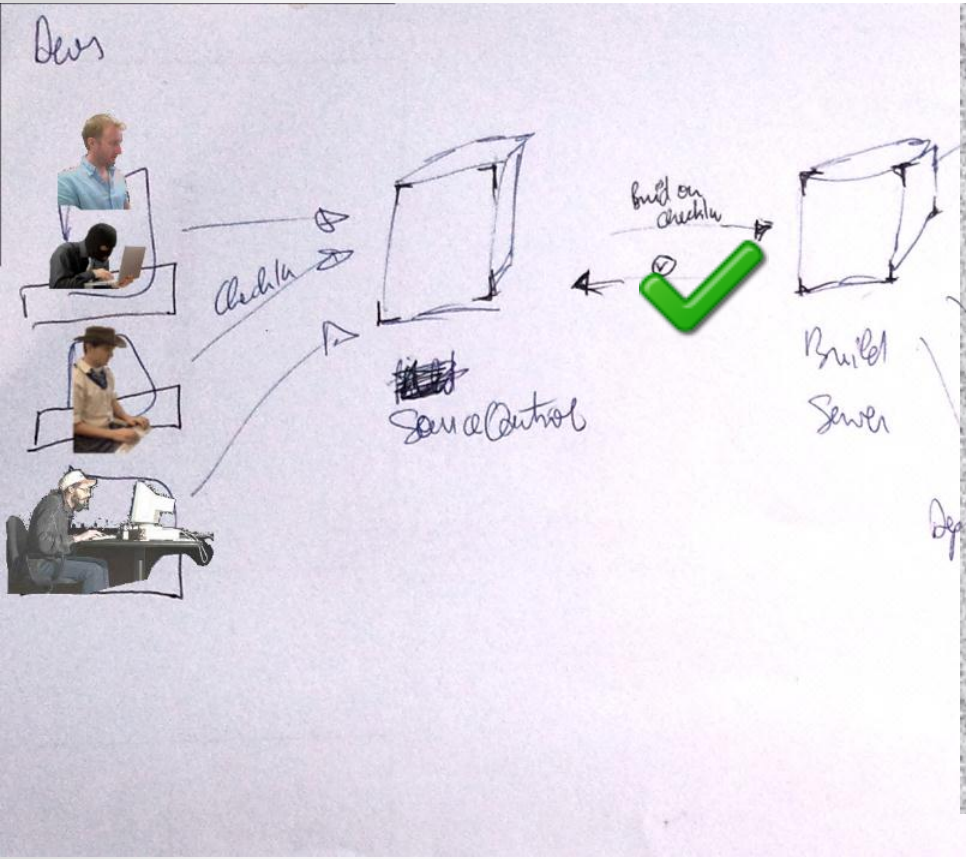
Deploy and Stress Test every night

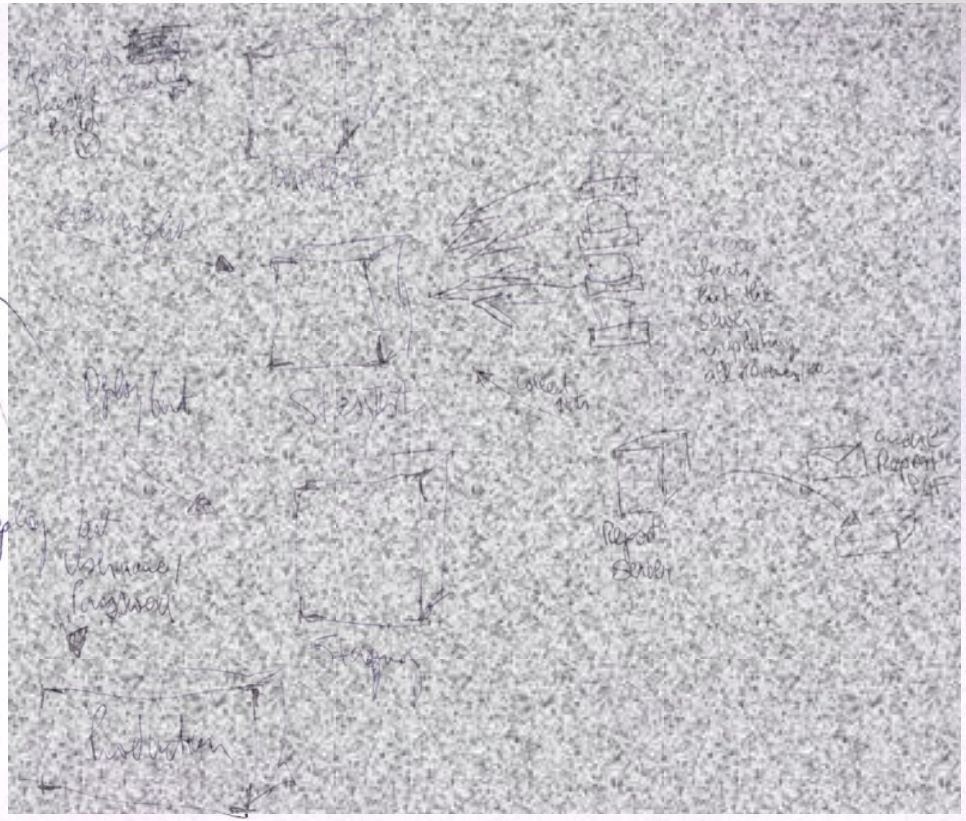

Devs
Source Control

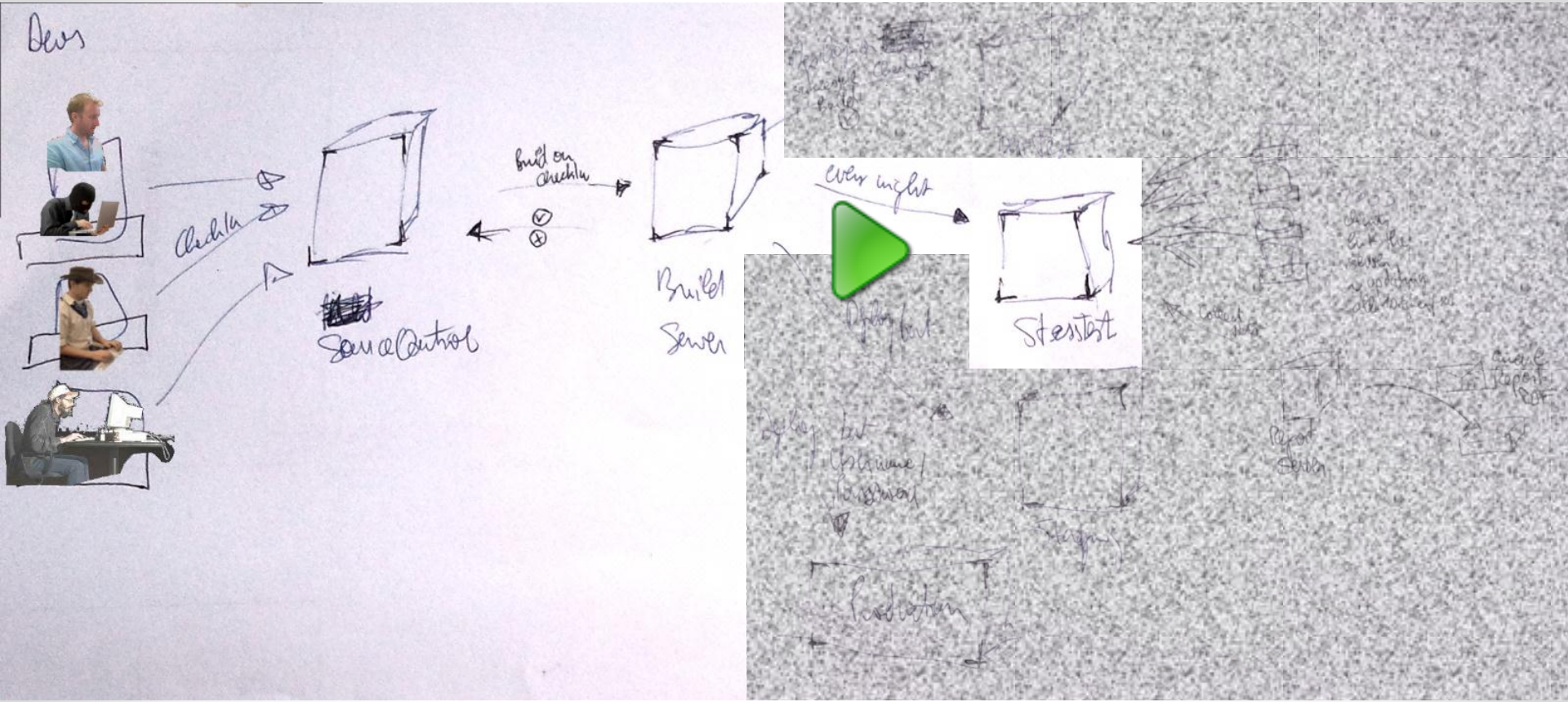


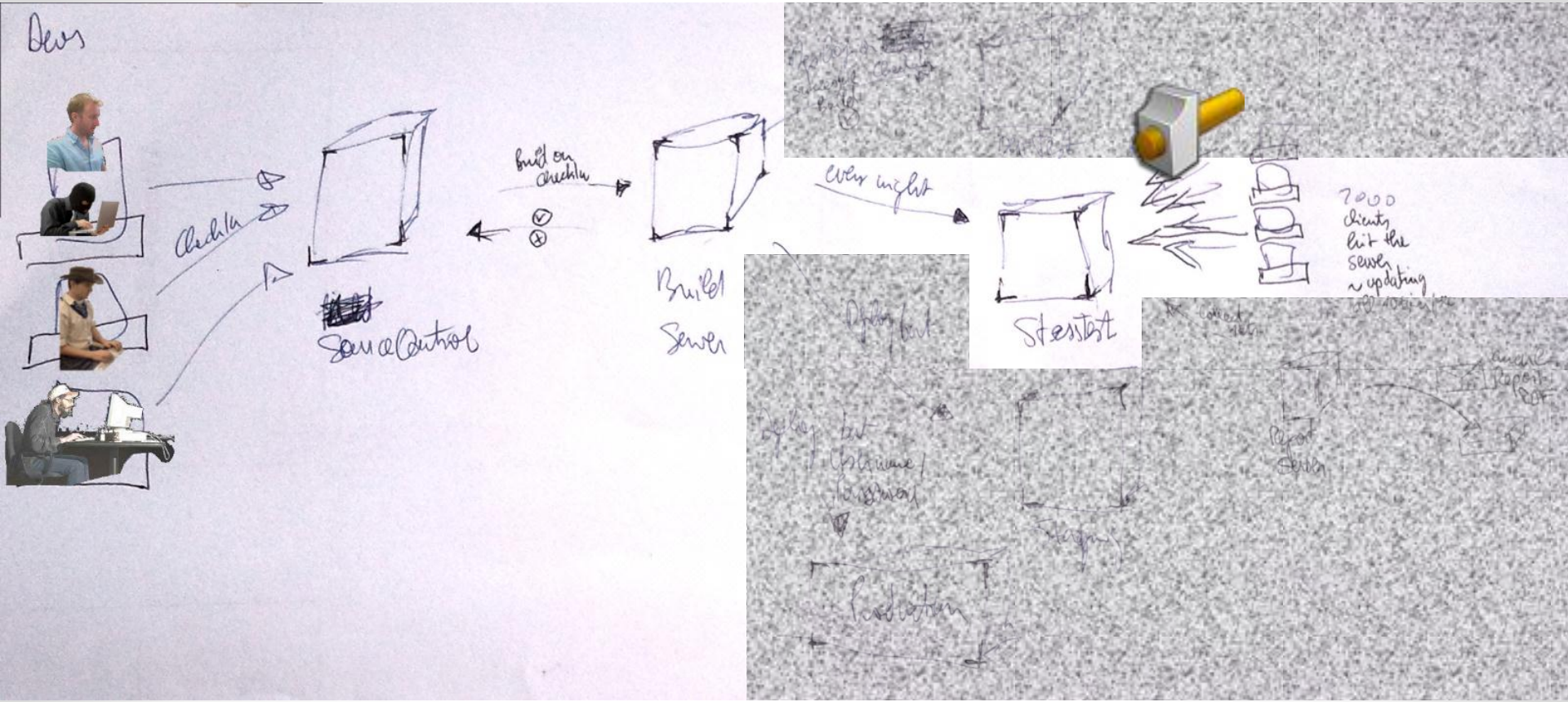

Devs
Source Control
Build Server

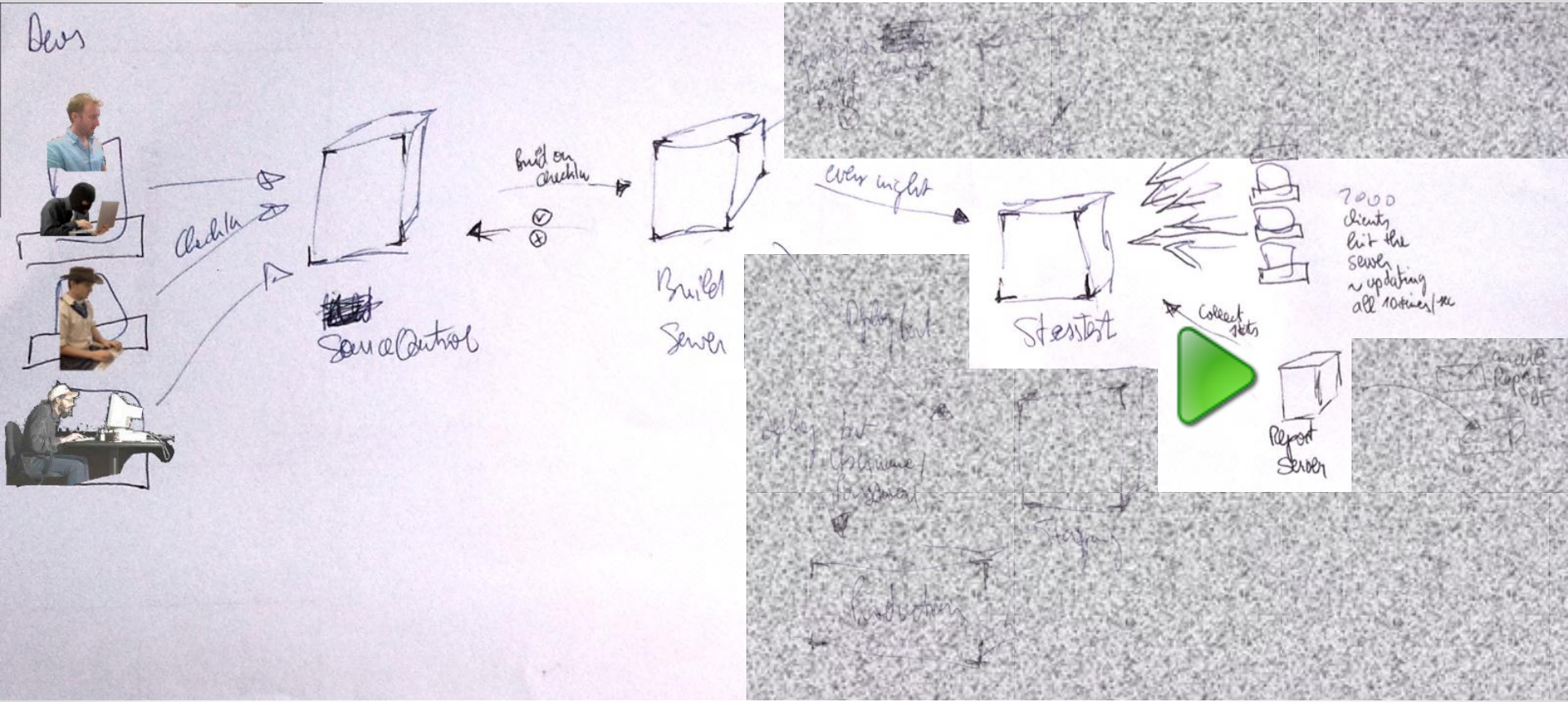


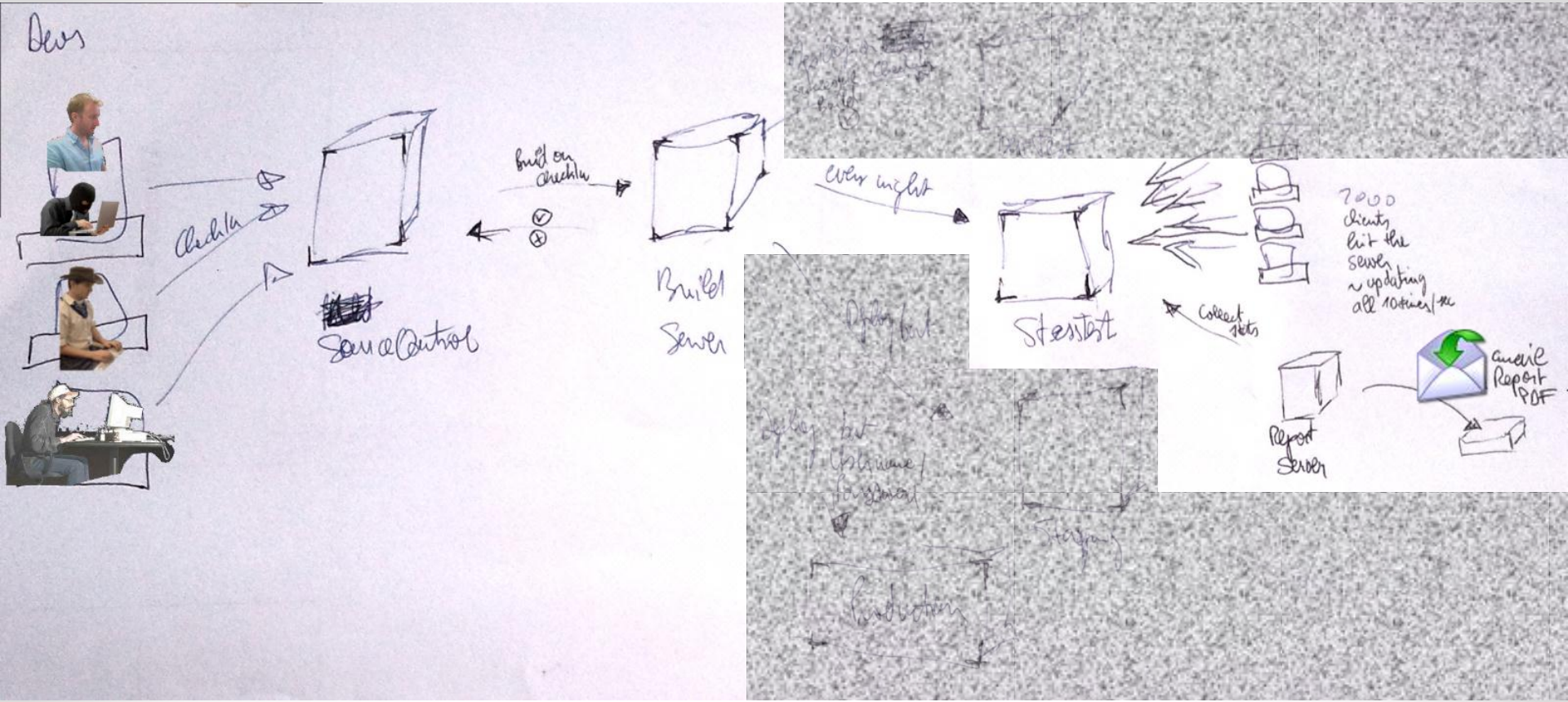

Devs
Source Control
Build Server

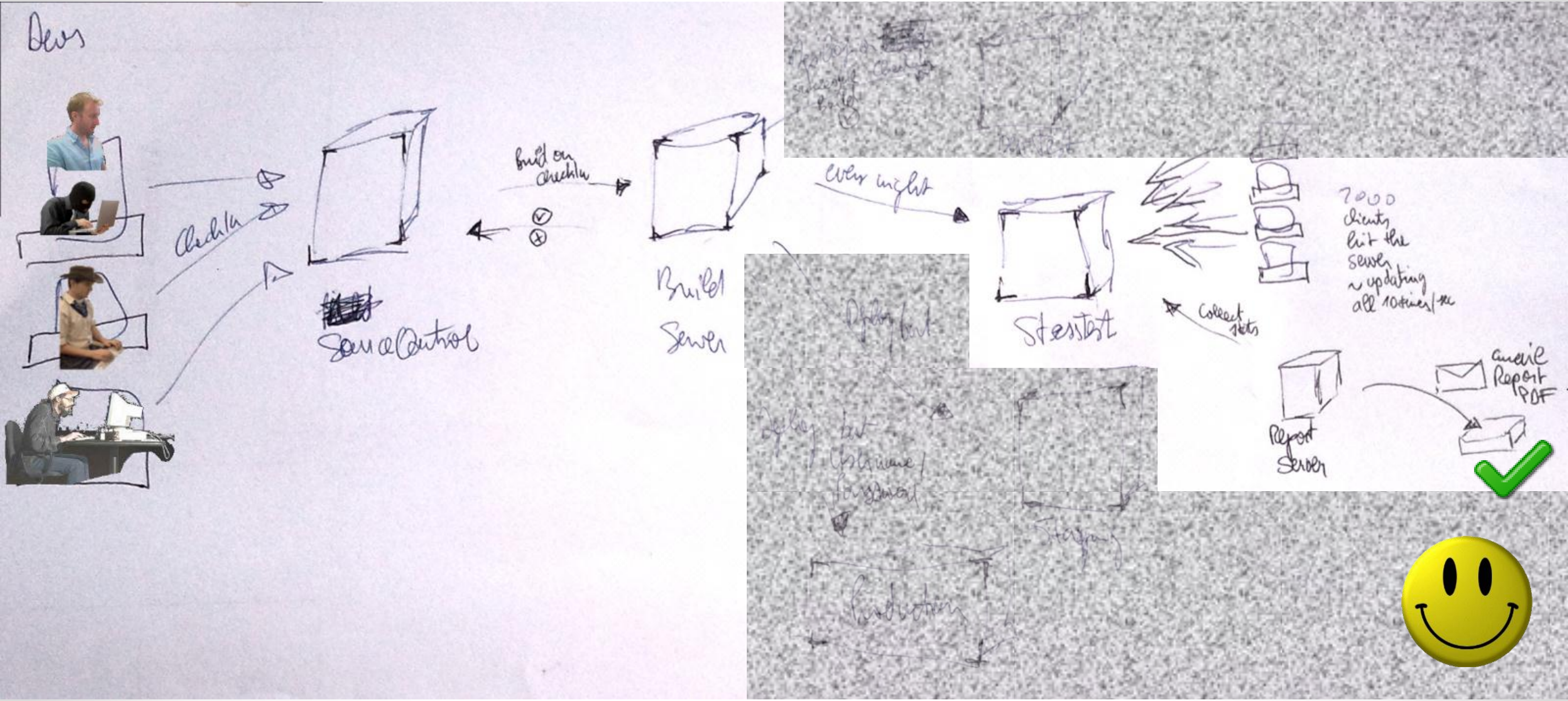



Devs
Source Control
Build Server
Steststat


Devs
Source Control
Build Server
Steeltest
7000 clients hit the server ~ updating


Devs
checkin
Source Control
build on checkin
Build Server
every night
Stresstest
7000 clients hit the server ~ updating all 10 times/sec
Collect stats
Report Server
Report PDF


Devs
Checkin
Source Control
build on checkin
Build Server
every night
Stresstest
7000 clients hit the server ~ updating all 10 times/sec
collect stats
Report Server
create Report PDF


Devs
Checkin
Source Control
Build on checkin
Build Server
Every night
Stresstest
2000 clients hit the server ~ updating all 10 times/sec
Collect stats
Report Server
email Report PDF

Our highest priority is to satisfy the customer

through early and continuous delivery

of valuable software

1st principle of the Agile Manifesto

Our highest priority is to satisfy the customer

through early and continuous delivery

of valuable software

1st principle of the Agile Manifesto

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software

1st principle of the Agile Manifesto

Our highest priority is to ~~satisfy the customer~~ delight the customer through early and continuous delivery of valuable software

1st principle of the Agile Manifesto

How to delight our customers?

Image source: http://fourgifs.com

How to delight our customers?

Know their expectations

How to delight our customers?

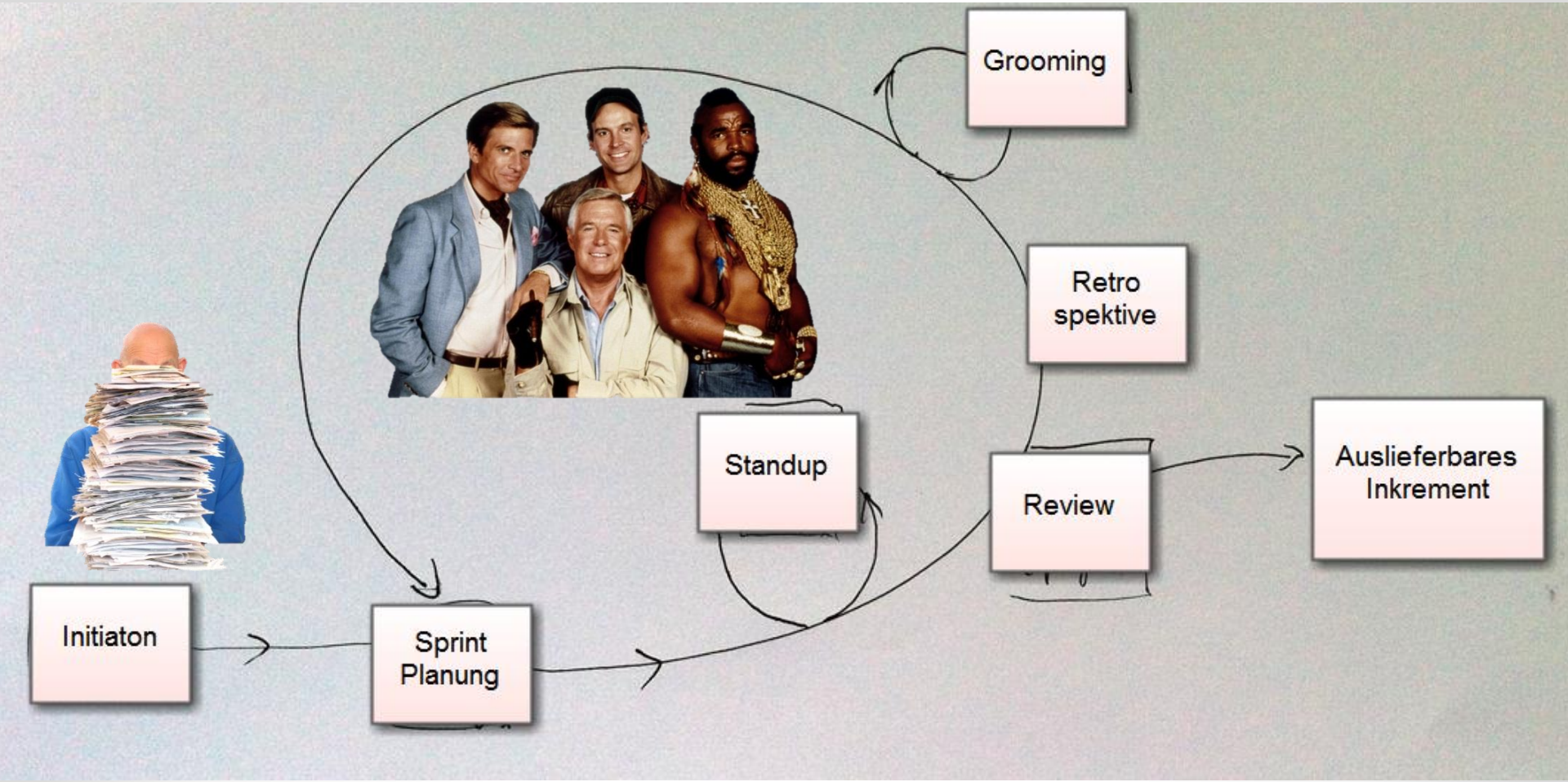
Know th ctations

Talk to them

Image source: http://regretbeingaproductmanager.tumblr.com/post/45877228482

Set the stage

Scrum


Grooming
Retro spektive
Standup
Review
Auslieferbares Inkrement
Initiaton
Sprint Planung

Pain

PO knows our users?

Image source: http://www.flickr.com/photos/jurvetson/5314774452/

4 Week Sprints
→
4 Week next Release

Image source: http://www.flickr.com/photos/biggreymare/3281787278


“Only Joe knows how to deploy”


deployment instructions. docx
RTFM!?
11:34 AM

From: SysAdmin
To: Peter Gfader

Please close the application
We deploy a new version
Restart your machine after lunch

Hard!

Image source: http://mrowkodzik.wordpress.com/2011/11/11/superbohaterowie/

Not fun!

Image source: http://gartner.com

Feature visible
> 2 years?

Image source: http://utahrepro.wordpress.com/2011/02/11/thats-a-waste-of-my-time/

Feature visible
> 2 years?

No one wants it?

Feature visible
> 2 years?

No one wants it?
Very expensive!

What is not Continuous Delivery

!Continuous Delivery

"Production Hardware is ready in 1 year"

!Continuous Delivery

"Next 2 weeks we merge all branches to main"

!Continuous Delivery

"Bugfix Sprint"

Continuous Delivery

Always Production Ready

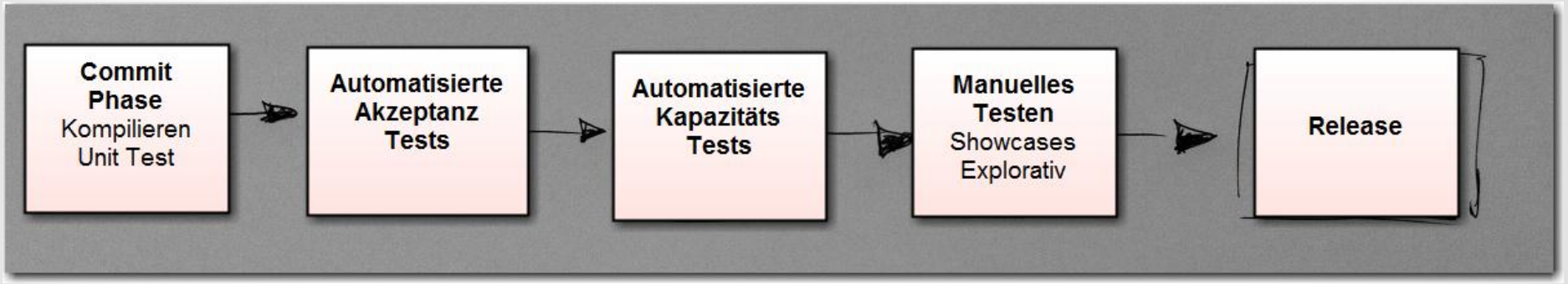
No effort automated deployments

Image source: http://forgifs.com/

1 Click Deployment

~~Continuous Delivery~~

"On Demand Delivery"



Deployment Pipeline

Why CD?

Less risk

Test the whole before go live

Easier

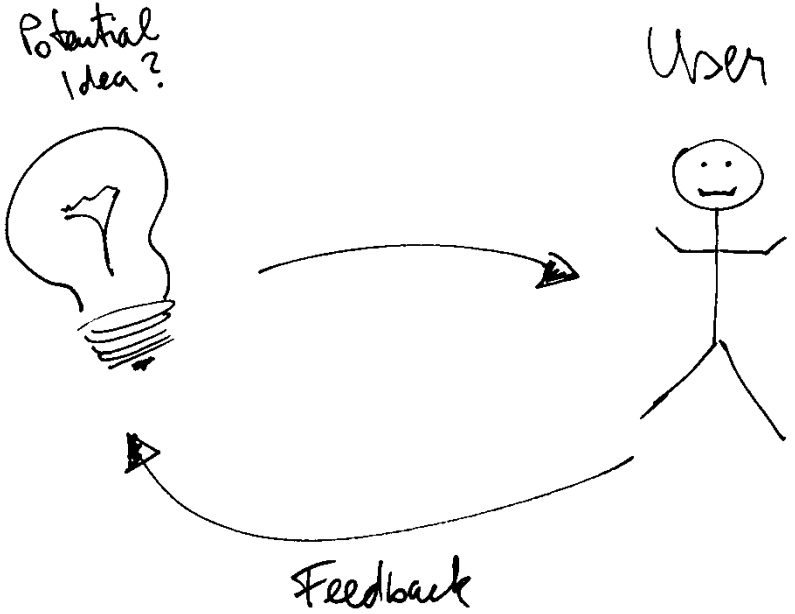
Image source: http://regretbeingaproductmanager.tumblr.com/post/44216498885/

Faster

Image source: http://vocaloid-review.tumblr.com/post/9141481879

*Its **cheaper** to build something in **2 weeks***

...that no one wants


Potential
Idea?
User
Feedback

How CD?

1/2 Everyone

2/2 Automation

Scrum + CD
How?

1/2

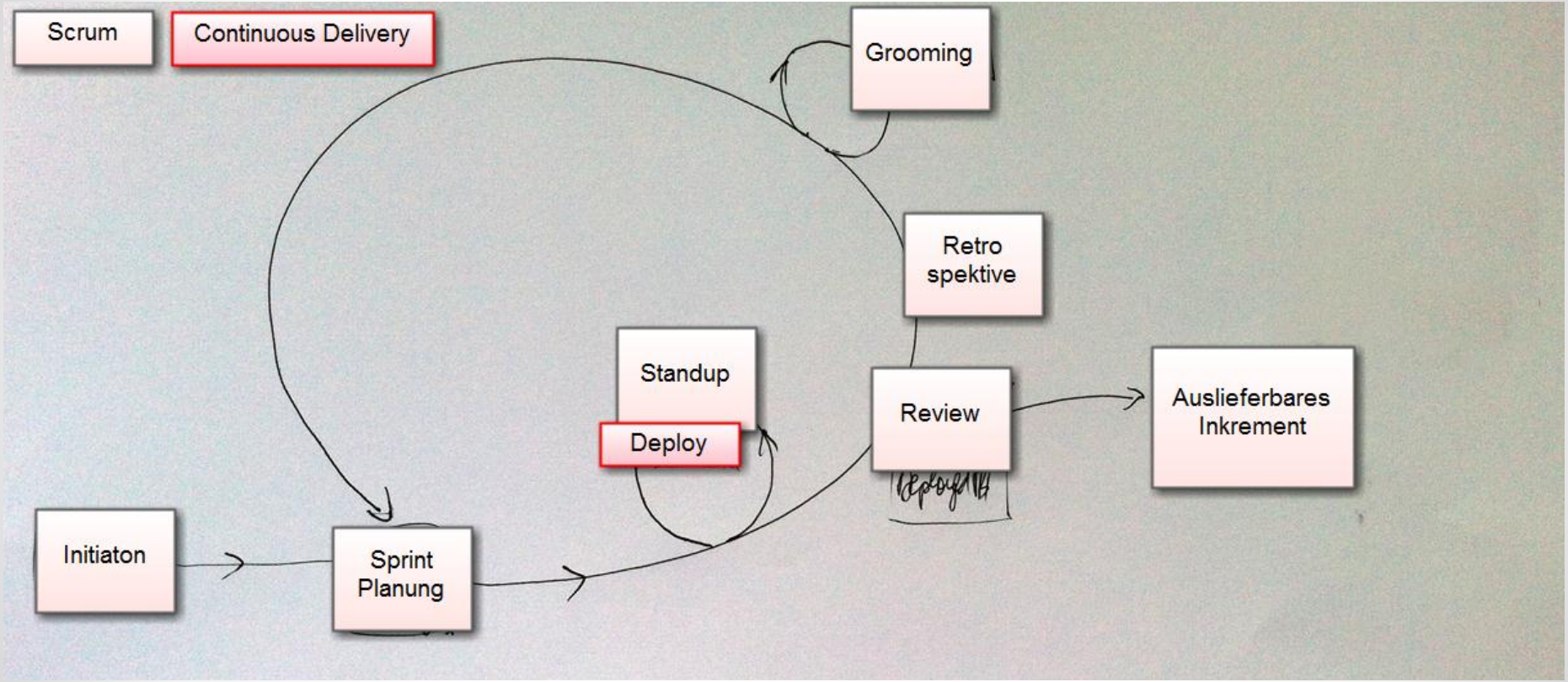
+ Done criteria

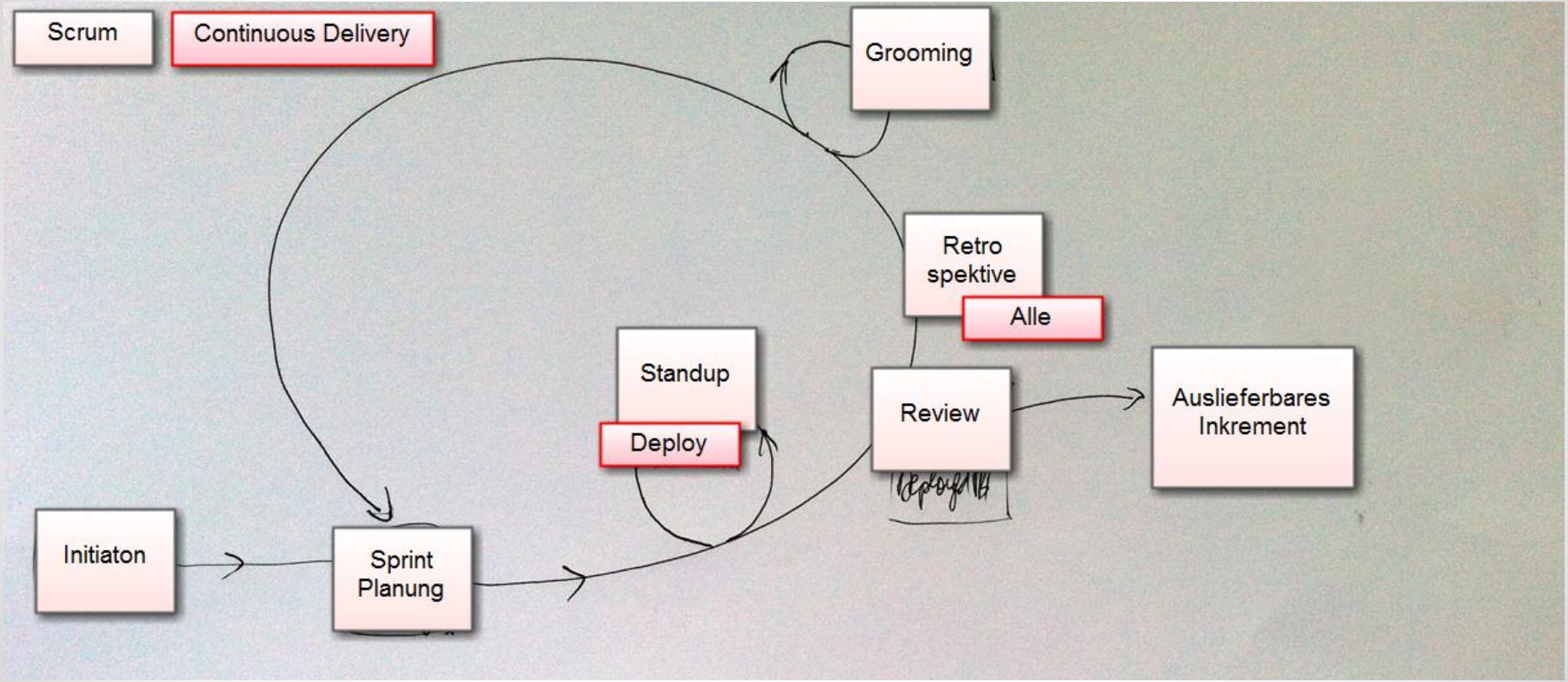
“Deployed to Test”

2/2

+ Done criteria

“Deployed to Production”


Scrum
Continuous Delivery
Grooming
Retro spektive
Standup
Deploy
Review
Auslieferbares Inkrement
Initiaton
Sprint Planung


Scrum
Continuous Delivery
Grooming
Retro spektive
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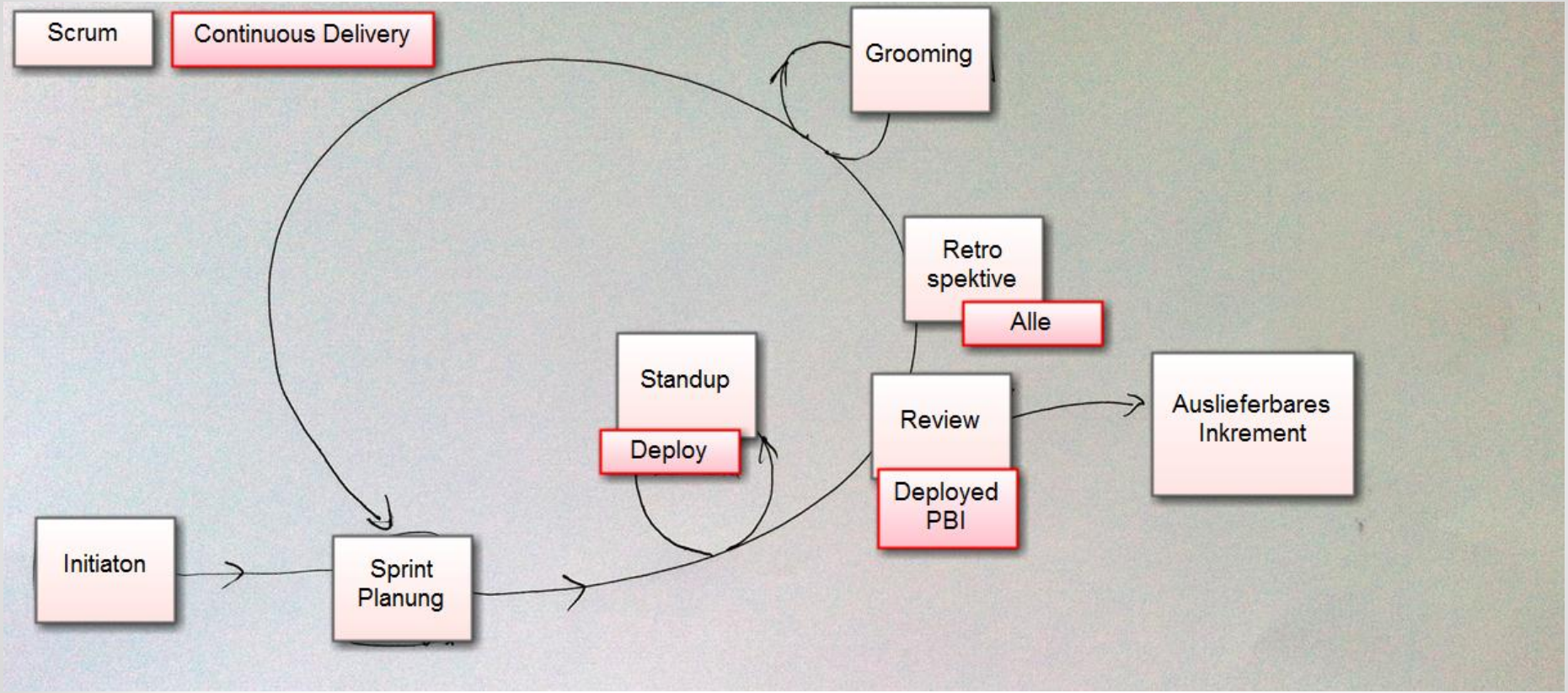
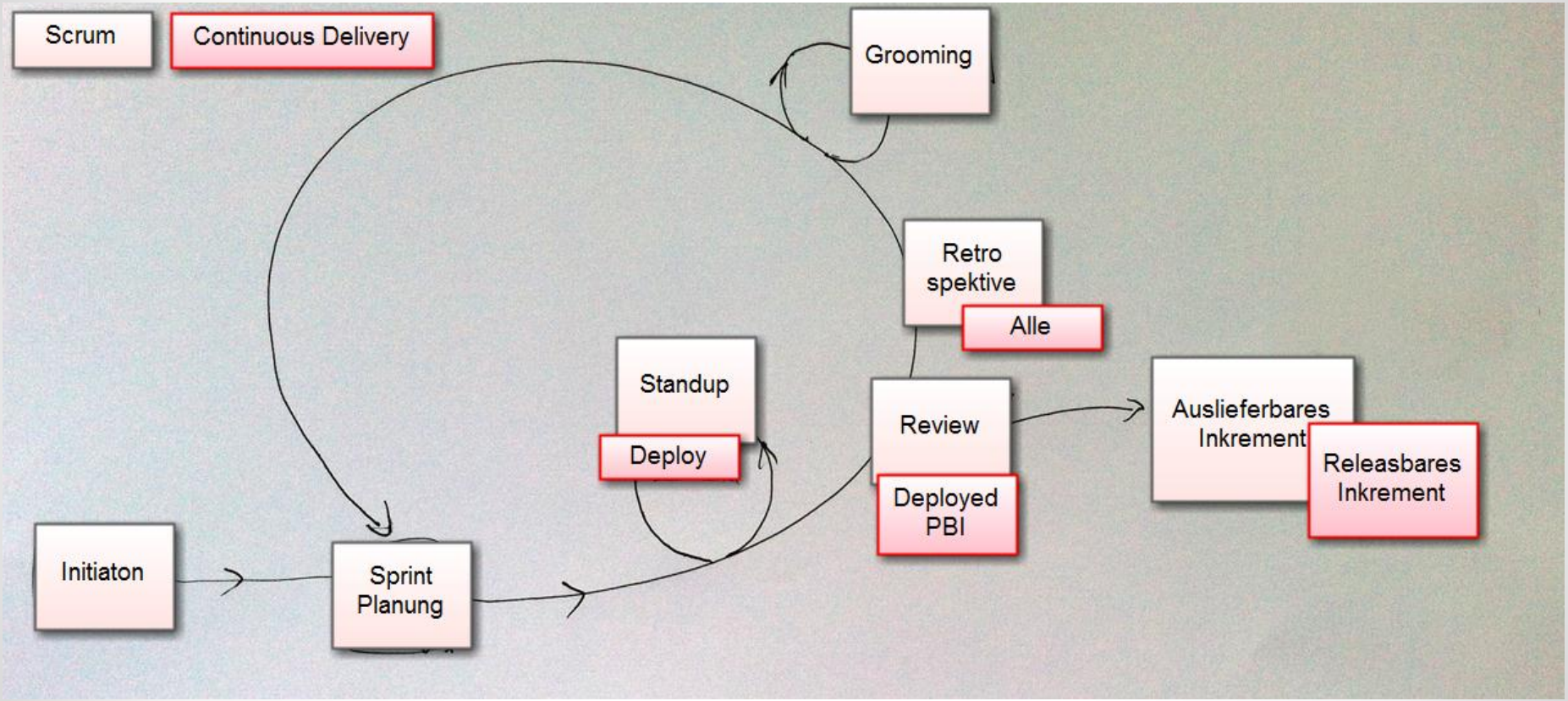
Standup
Deploy
Review
Auslieferbares Inkrement
Initiaton
Sprint Planung


Scrum
Continuous Delivery
Grooming
Retro spektive
Alle
Standup
Deploy
Review
Deployed PBI
Auslieferbares Inkrement
Initiaton
Sprint Planung


Scrum
Continuous Delivery
Grooming
Retro spektive
Alle
Standup
Deploy
Review
Deployed PBI
Auslieferbares Inkrement
Releasbares Inkrement
Initiaton
Sprint Planung

Move single PBIs from Idea until Production

Move single PBIs
from Idea
until Production

"Swarming"

Clarification

Deployed
VS
Released

Deployed = Team

Released = Business

Feature Toggling

Flickr Code

code.flickr.com

FEATURING

Flickr was last deployed 2 days ago, including 4 changes by 1 person.

In the last week there were 76 deploys of 455 changes by 18 people.

Copyright © 2008 Yahoo! Inc. All rights reserved.

FTDD

as in

Feature Toggle Driven Development

Paulo Caroli

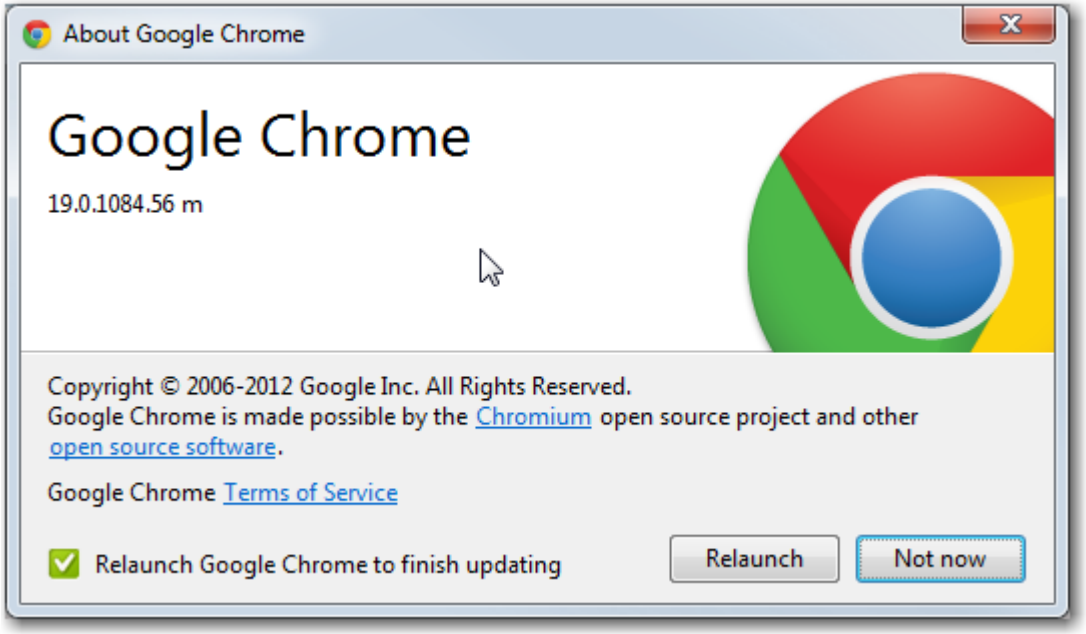
http://agiletips.blogspot.ch/2013/02/toggle-driven-development.html

Release

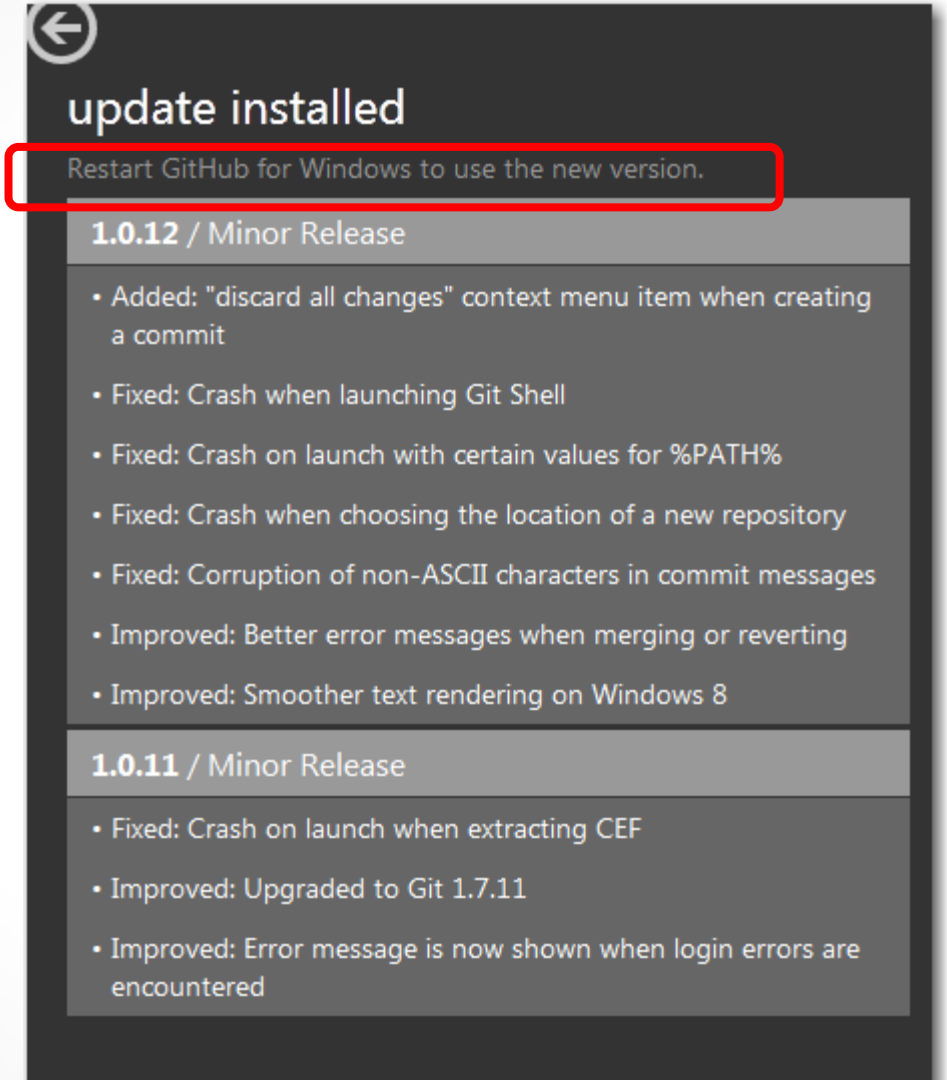
- Event
- Location
- License
- Internal
- Written Manual ready

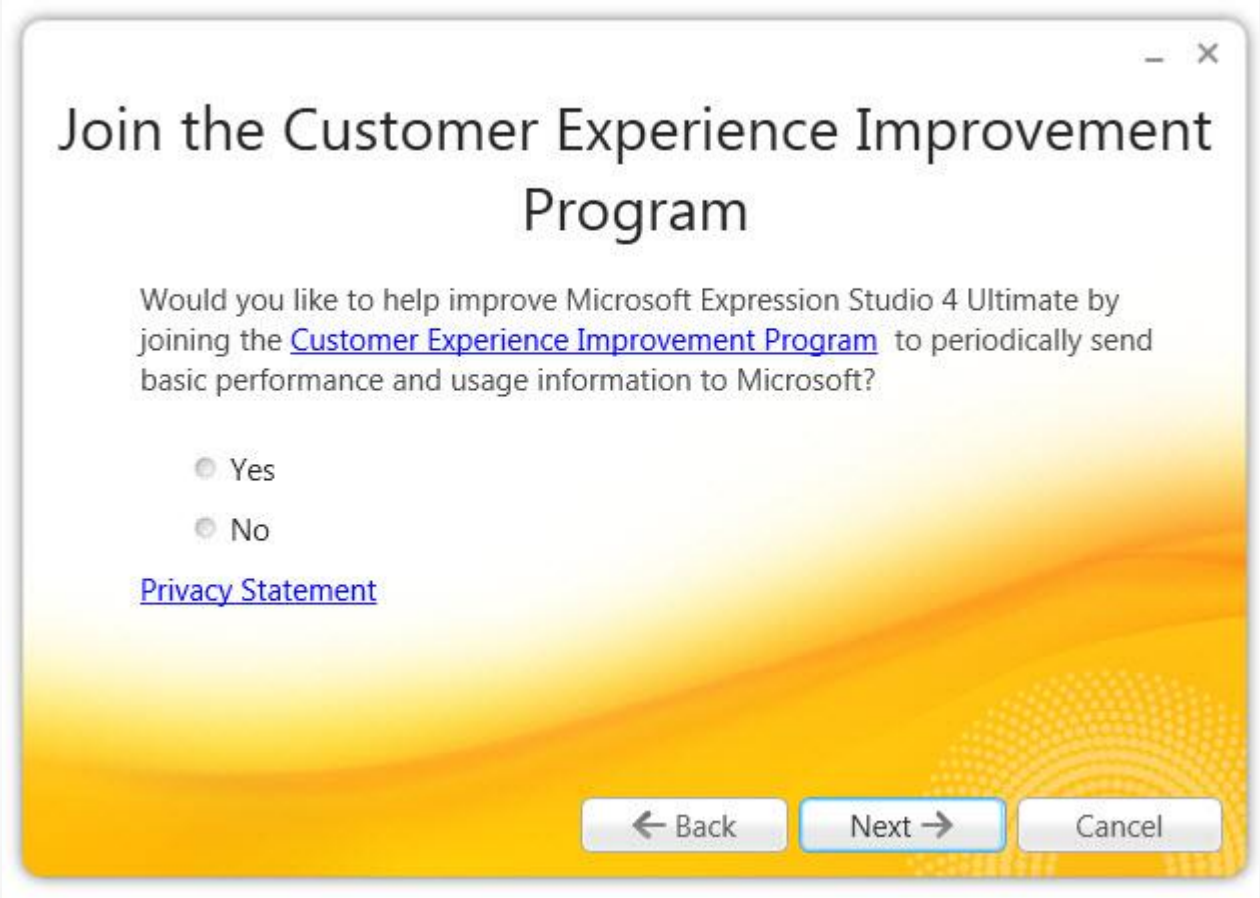
“2 concerns Peter!”

#1
"Works only for the web"



Screenshot from 2 Juli 2012


update installed
Restart GitHub for Windows to use the new version.
1.0.12 / Minor Release
• Added: "discard all changes" context menu item when creating a commit
• Fixed: Crash when launching Git Shell
• Fixed: Crash on launch with certain values for %PATH%
• Fixed: Crash when choosing the location of a new repository
• Fixed: Corruption of non-ASCII characters in commit messages
• Improved: Better error messages when merging or reverting
• Improved: Smoother text rendering on Windows 8
1.0.11 / Minor Release
• Fixed: Crash on launch when extracting CEF
• Improved: Upgraded to Git 1.7.11
• Improved: Error message is now shown when login errors are encountered


Join the Customer Experience Improvement Program
Would you like to help improve Microsoft Expression Studio 4 Ultimate by joining the Customer Experience Improvement Program to periodically send basic performance and usage information to Microsoft?
Yes
No
Privacy Statement
Back
Next
Cancel

#2

"The cost is not worth doing this"

#1

Inventory = waste

Not released software is inventory

http://www.joelonsoftware.com/items/2012/07/09.html

#2

Bugs happen!

How long to release a bugfix?

#2

Bugs happen!

How long to release a bugfix?

Inclusive Tests for Regression + Performance and Deployment?

What happens?

Short feedback cycles

Image source: http://www.flickr.com/photos/daninofal/6754602743/sizes/z/in/photostream/

Short feedback cycles

Nothing new!!!

The "Waterfall model"
Royce, Winston (1970)

http://en.wikipedia.org/wiki/Waterfall_model

Seite 2

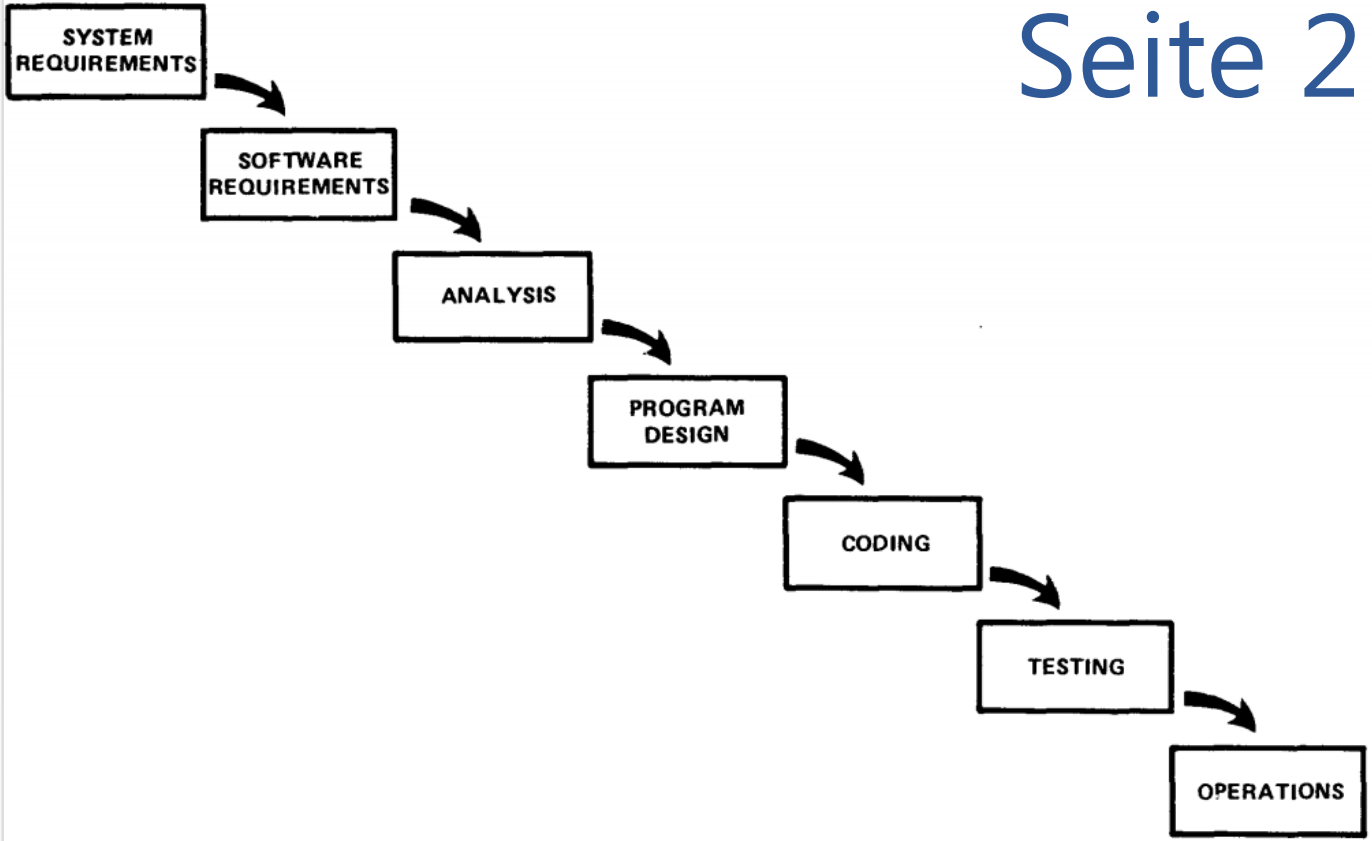


Figure 2. Implementation steps to develop a large computer program for delivery to a customer.

I believe in this concept, but the implementation described above is risky and invites failure. The problem is illustrated in Figure 4. The testing phase which occurs at the end of the development cycle is the first event for which timing, storage, input/output transfers, etc., are experienced as distinguished from

Seite 2

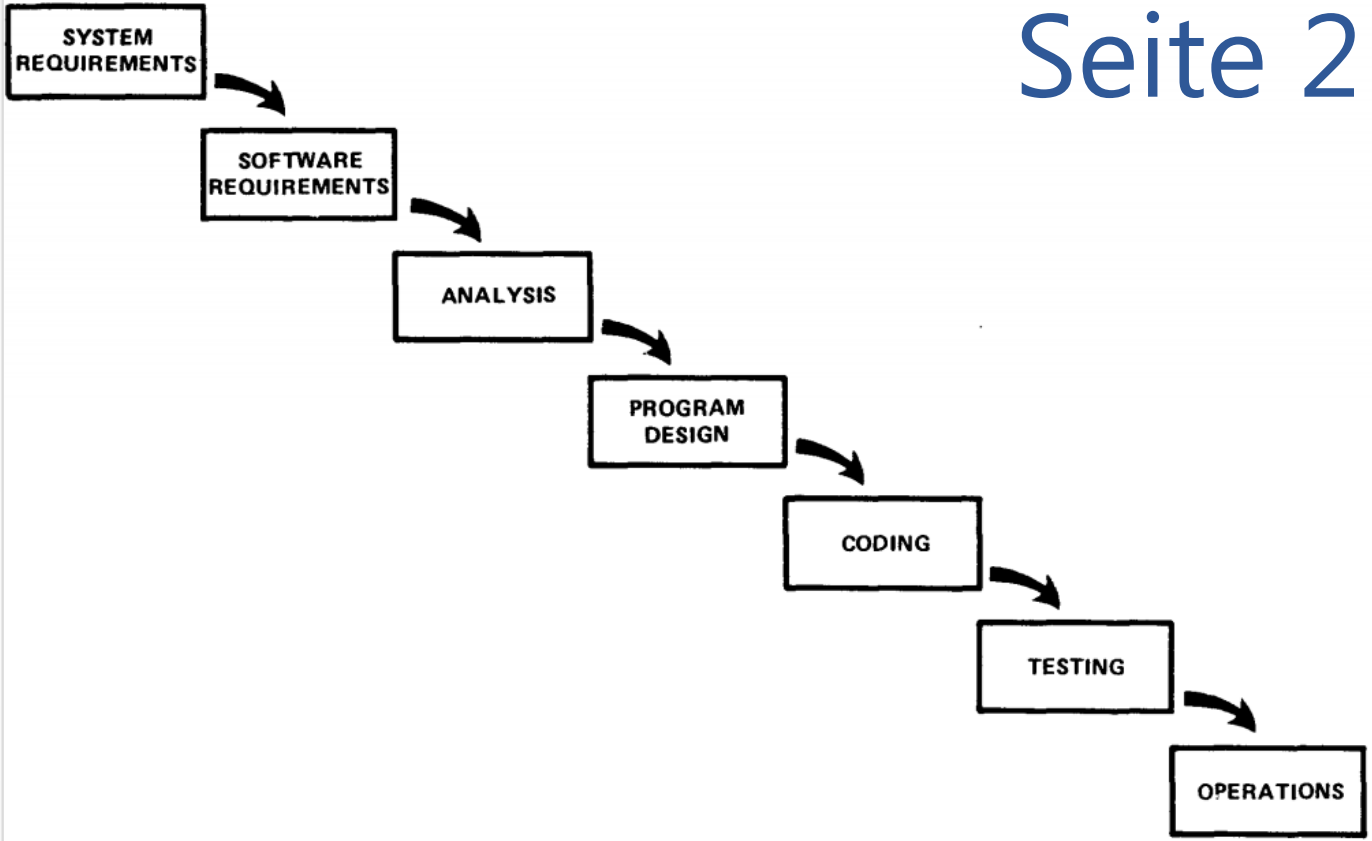
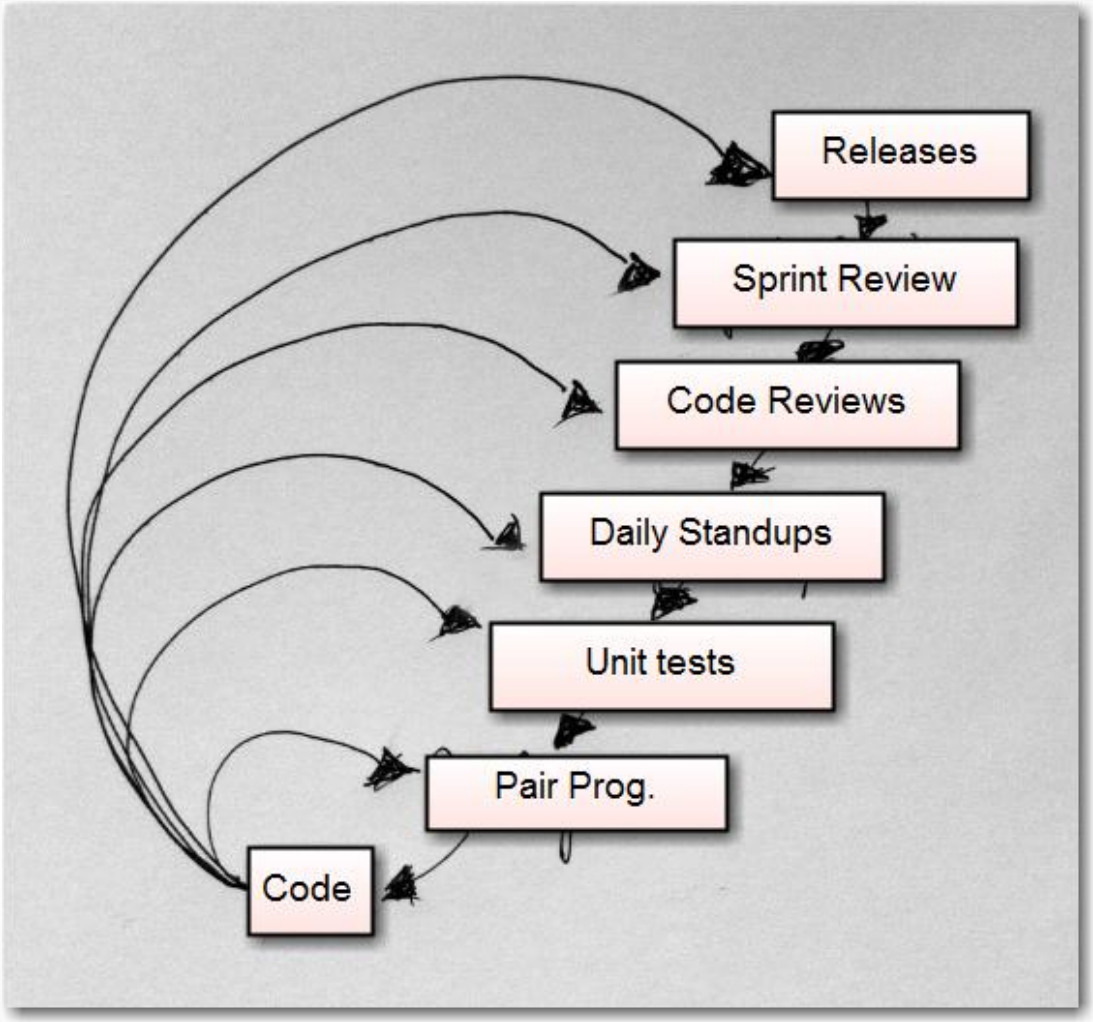


Figure 2. Implementation steps to develop a large computer program for delivery to a customer.

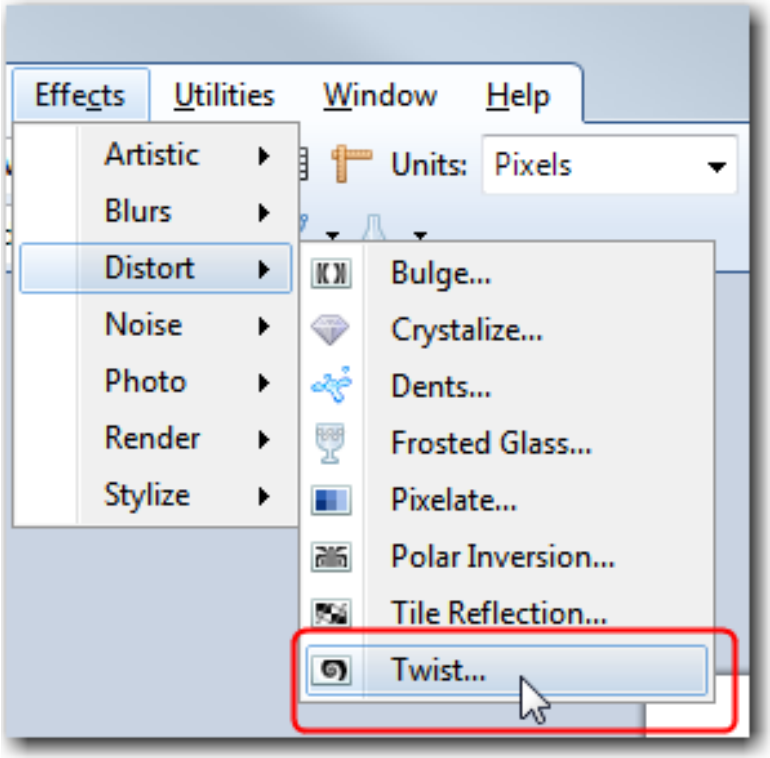
I believe in this concept, but the implementation described above is risky and invites failure. The problem is illustrated in Figure 4. The testing phase which occurs at the end of the development cycle is the first event for which timing, storage, input/output transfers, etc., are experienced as distinguished from

Feedback cycles


Releases
Sprint Review
Code Reviews
Daily Standups
Unit tests
Pair Prog.
Code

Increased collaboration

Test ideas in the market #1/2


Effects
Utilities
Window
Help
Artistic
Blurs
Distort
Noise
Photo
Render
Stylize
Units:
Pixels
Bulge...
Crystalize...
Dents...
Frosted Glass...
Pixelate...
Polar Inversion...
Tile Reflection...
Twist...

This feature is in Alpha stage

Sorry
We are not ready yet

Test ideas in the market
#2/2

http://demo.auctionsplus.com.au/AuctionWeb/ClientBin/BiddingClient.aspx?AuctionID=95

AuctionsPlus Bidding Client

Auction 1

DEMO SEQUENTIAL AUCTION

Auction Status: **Running**

Guest | Exit Auction

Limit Bids | Auto Bids

Lot 002	Sold	$500.00
Lot 003	Sold	$500.00
Lot 004	Sold	$500.00
Lot 005	Sold	$650.00
Lot 006	Sold	$500.00
Lot 007	Sold	$500.00

Lot 008

Full Details	182 Cows Light
Head/Stock	182 Cows Light
Major Breed	Brahman x Brahman

Now Selling:

Lot 008

Increment $20.00/Head

Current Price:

$620.00

Your bid

Click to bid

$640.00

Or, Auto Bid to:

Accept

http://demo.auctionsplus.com.au/AuctionWeb/ClientBin/BiddingClient.aspx?AuctionID=95

AuctionsPlus Bidding Client

Auction 1

DEMO SEQUENTIAL AUCTION

Auction Status: **Running**

TEMPBUYM | Exit Auction

Limit Bids | Auto Bids

Lot 002	Sold	$500.00
Lot 003	Sold	$500.00
Lot 004	Sold	$500.00
Lot 005	Sold	$650.00
Lot 006	Sold	$500.00
Lot 007	Sold	$500.00

Lot 008

Full Details	182 Cows Light
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Now Selling:

Lot 008

Increment $20.00/Head

Current Price:

$620.00

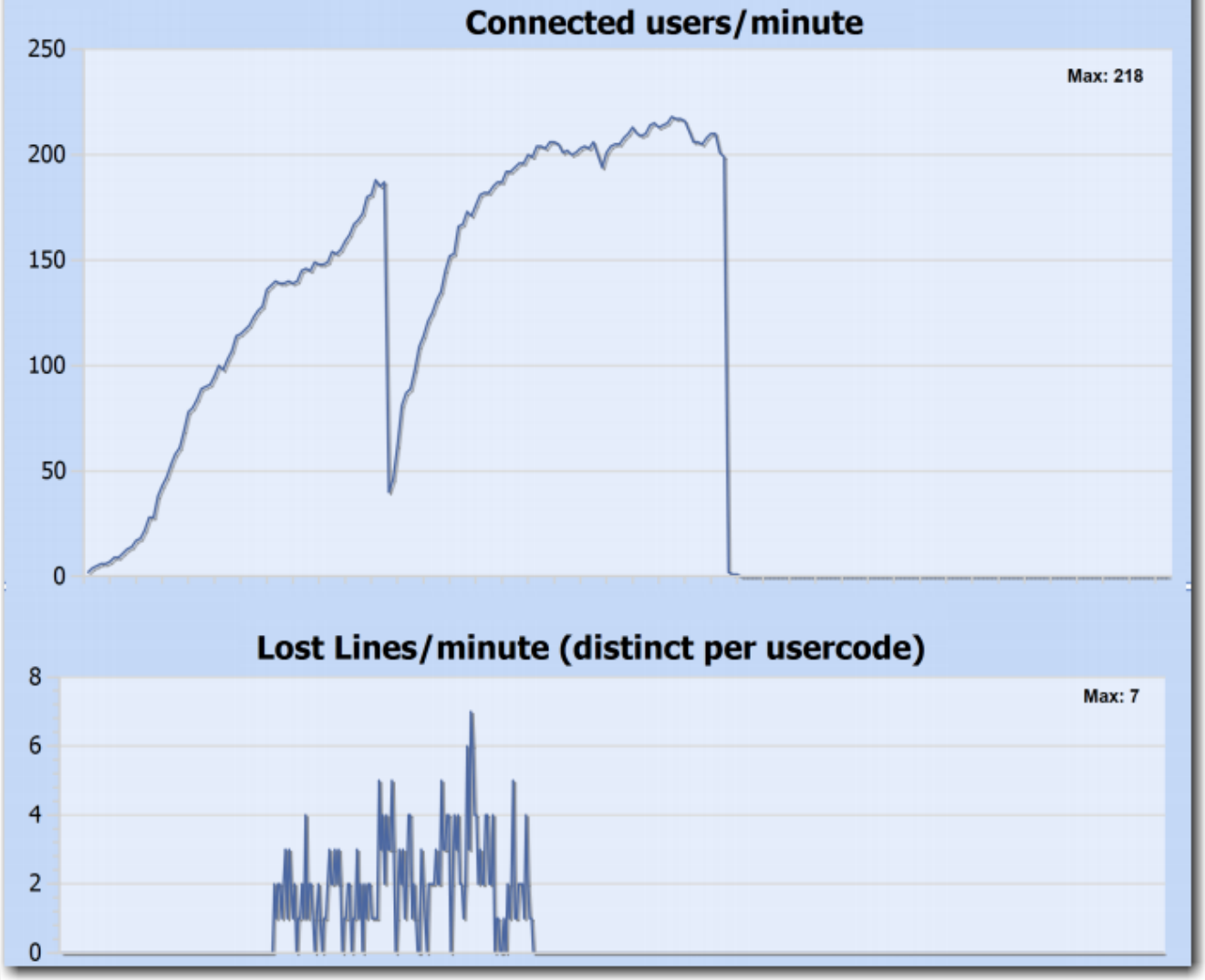
Click to bid

$640.00

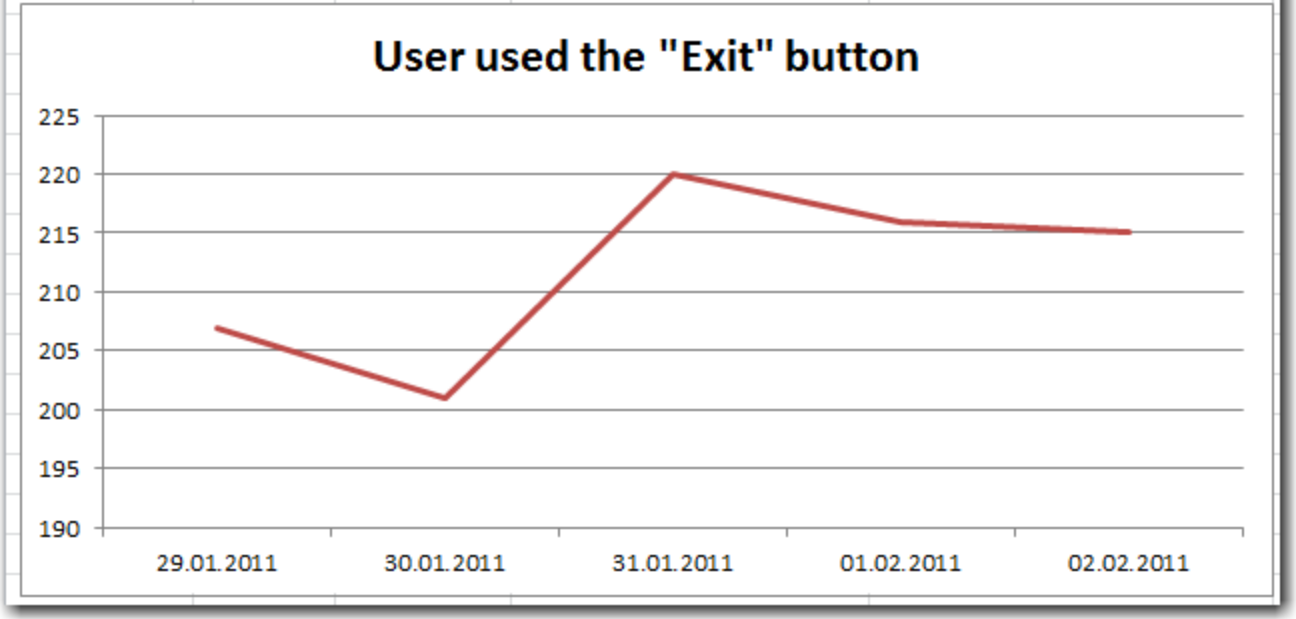
Your bid

Or, Auto Bid to:

Accept


Connected users/minute
250
200
150
100
50
0
Max: 218
Lost Lines/minute (distinct per usercode)
8
6
4
2
0
Max: 7

		User lost line	User used the "Exit" button	User lost line and did NOT use the "Exit" button
Auction 175	29.01.2011	7	207	6
Auction 176	30.01.2011	8	201	5
Auction 177	31.01.2011	9	220	8
Auction 178	01.02.2011	8	216	2
Auction 179	02.02.2011	8	215	1



Validated Learning

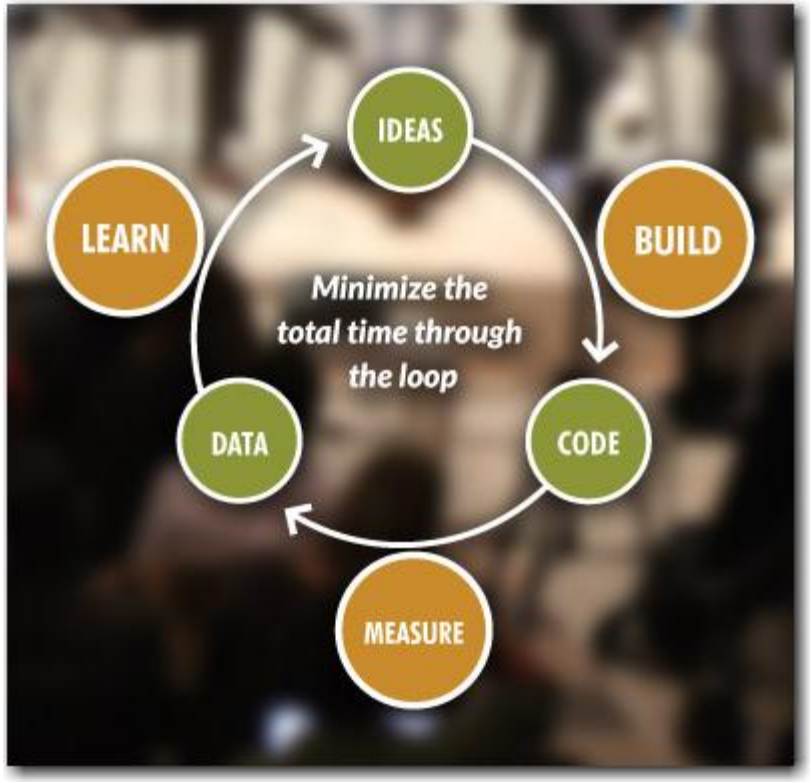
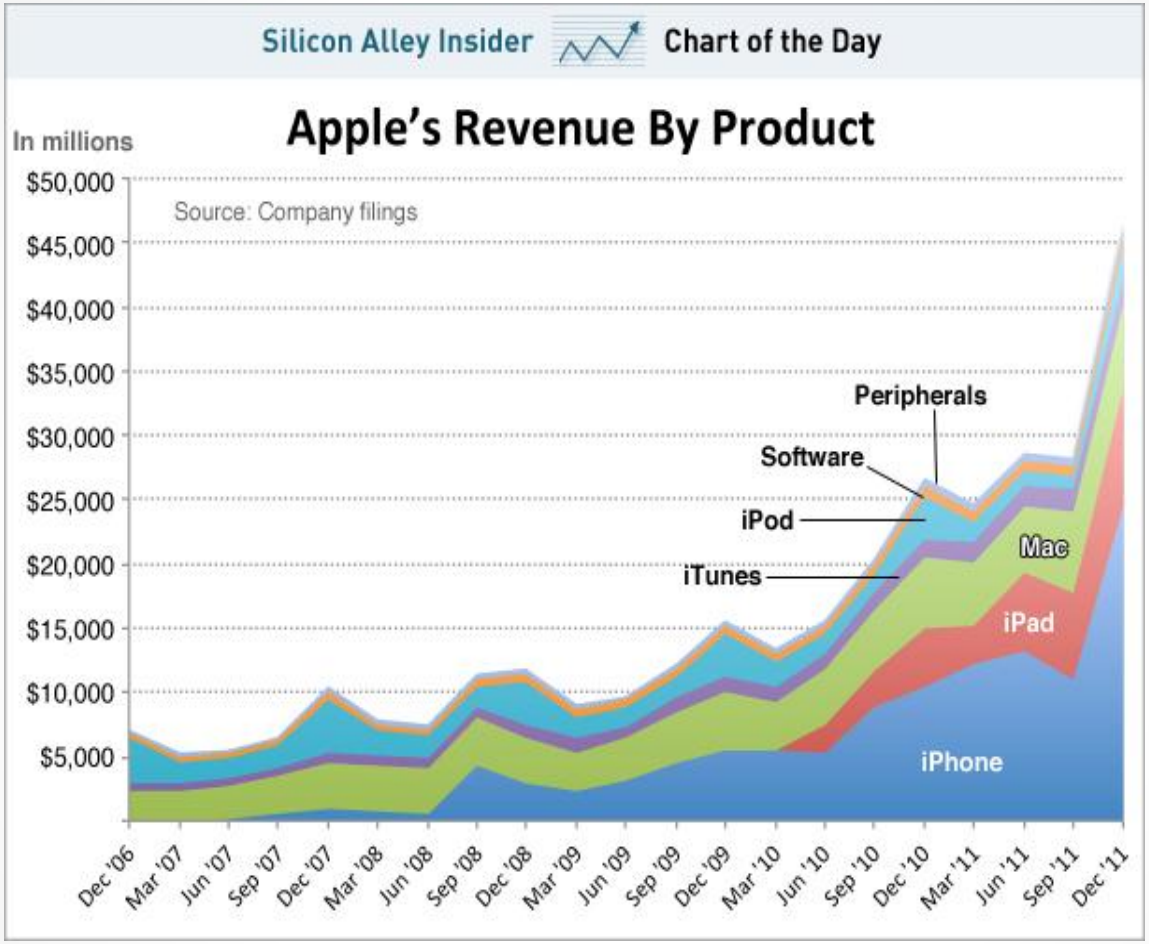


Image source: http://www.userdrivendev.com/p/build-measure-learn-loop_13.html

Innovation isn’t magic

Need for innovation?

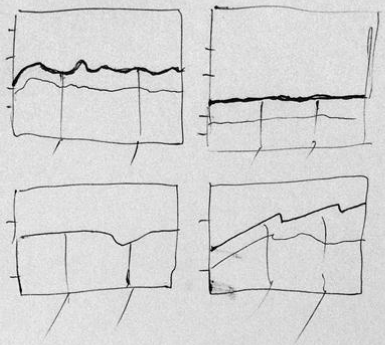


Source: http://www.businessinsider.com/chart-of-the-day-apple-the-iphone-company-2012-1

Imagine

In Produktion

Sys 1 ✓
Sys 2 ✓
Sys 3 ✓



Verfügbar

Multi Image Uploader

Product Suggestions

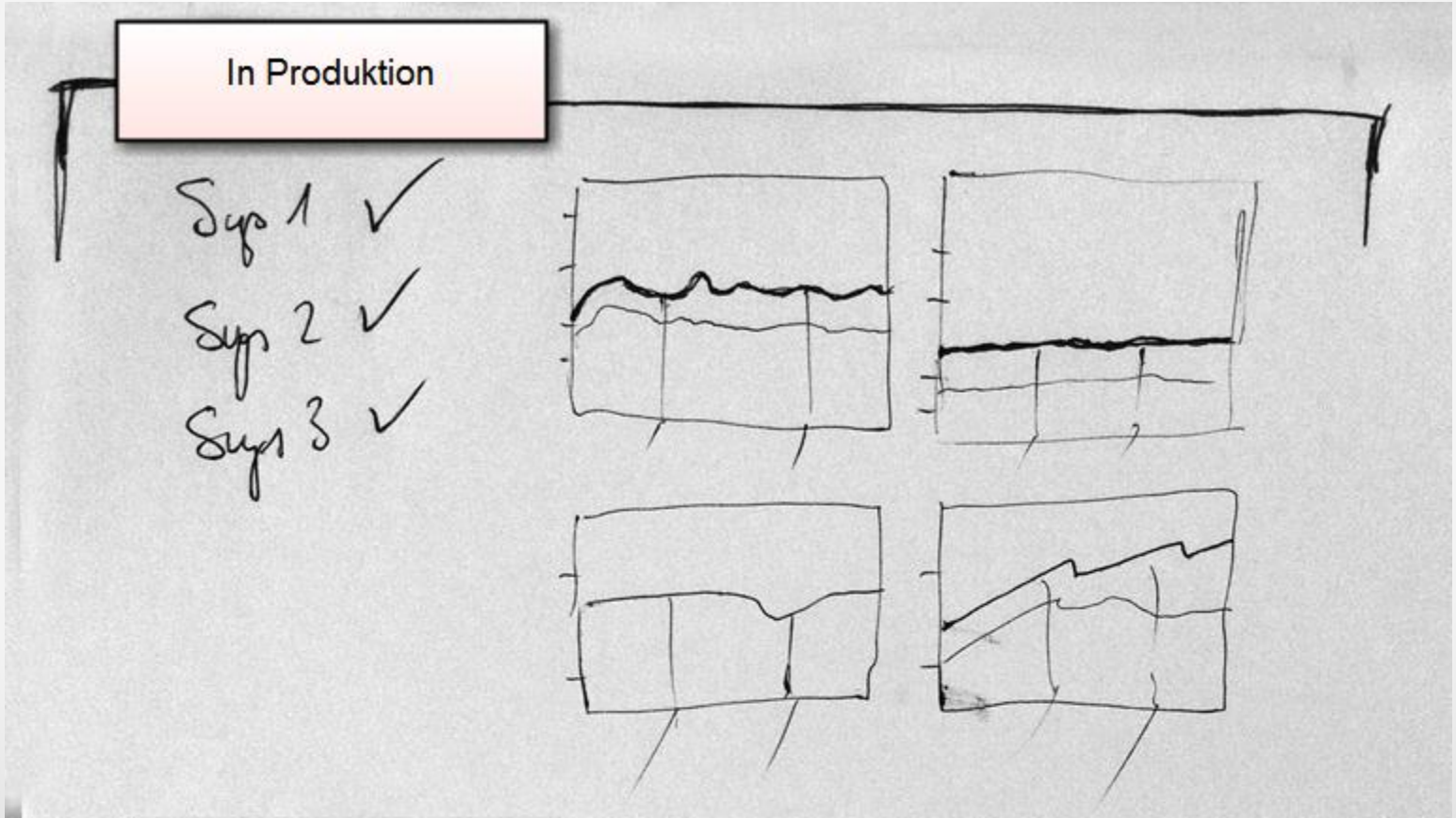
Customer Report #3

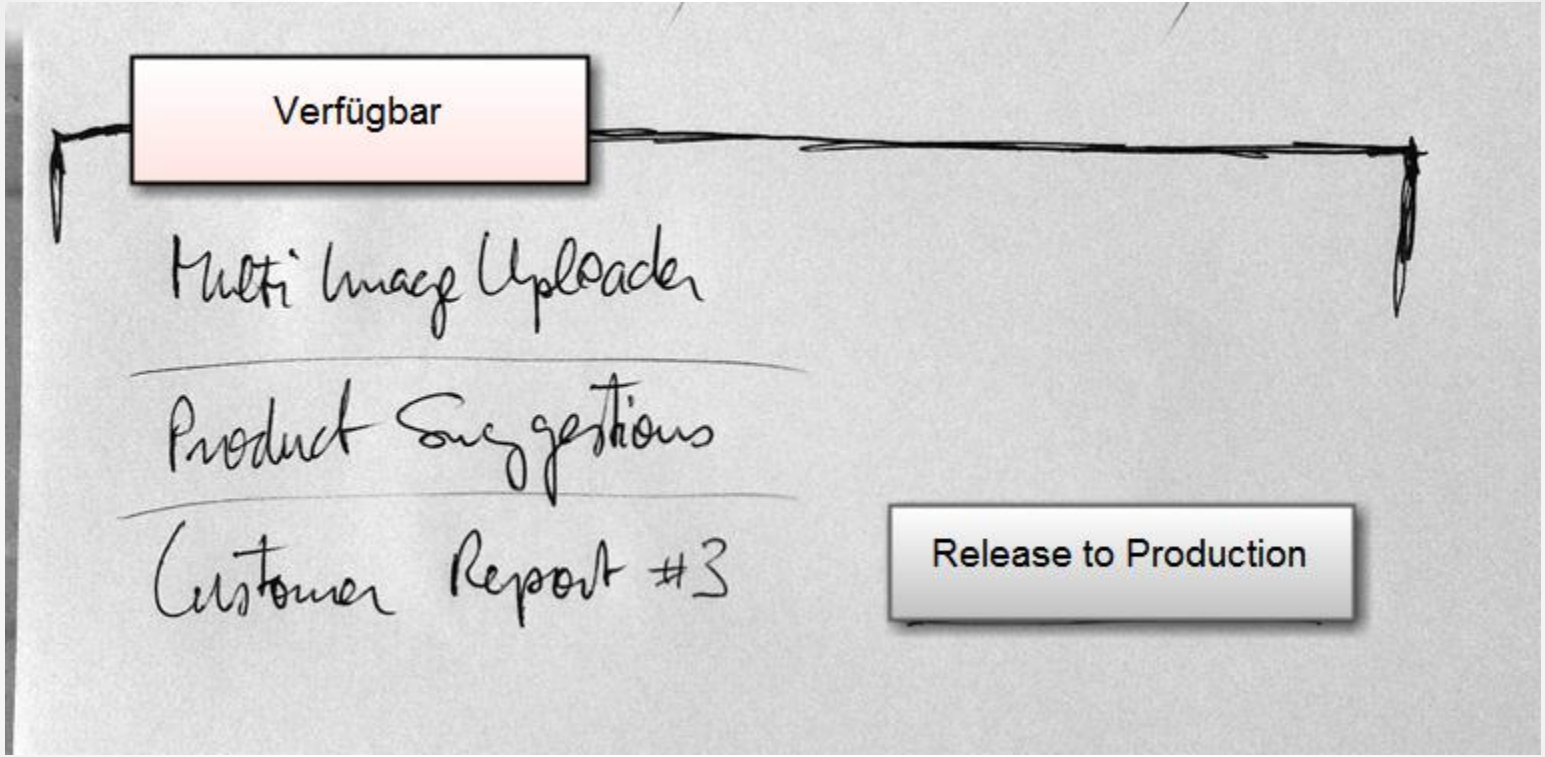
Release to Production

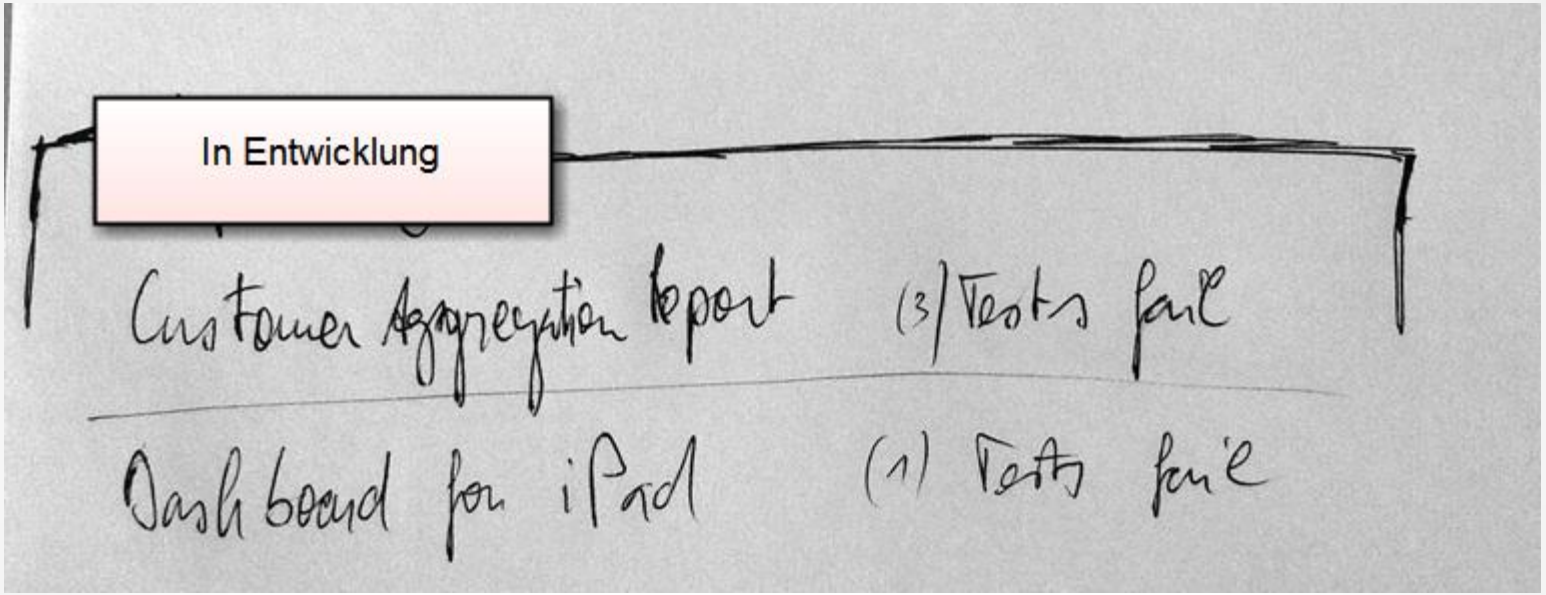
In Entwicklung

Customer Aggregation Report (3) Tests fail

Dashboard for iPad (1) Tests fail

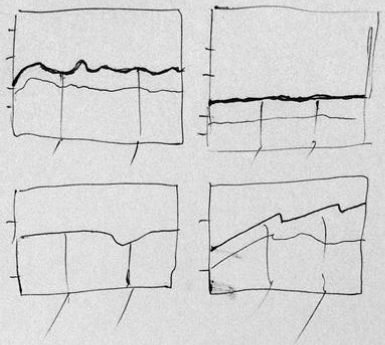

In Produktion
Sys 1 ✓
Sys 2 ✓
Sys 3 ✓


Verfügbar
Multi Image Uploader
Product Suggestions
Customer Report #3
Release to Production


In Entwicklung
Customer Aggregation Report (3) Tests fail
Dashboard for iPad (1) Tests fail

In Produktion

Sys 1 ✓
Sys 2 ✓
Sys 3 ✓



Verfügbar

Multi Image Uploader

Product Suggestions

Customer Report #3

Release to Production

In Entwicklung

Customer Aggregation Report (3) Tests fail

Dashboard for iPad (1) Tests fail

Deliver faster

Test ideas

Learn faster

Innovate

Build the right thing

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Happy business

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Happy people!

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Thanks!

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Whitepaper

Use Scrum + Continuous Delivery to build the right thing

http://www.scrum.org/Community/Community-Publications

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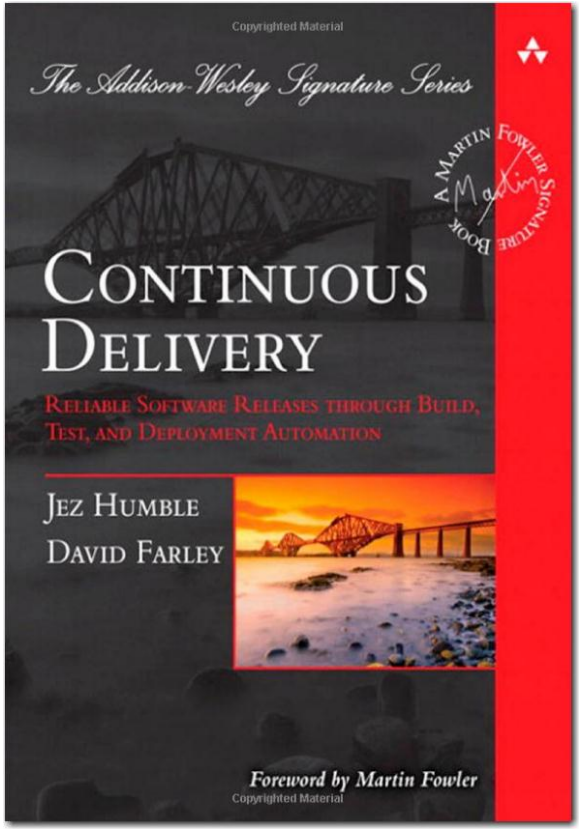
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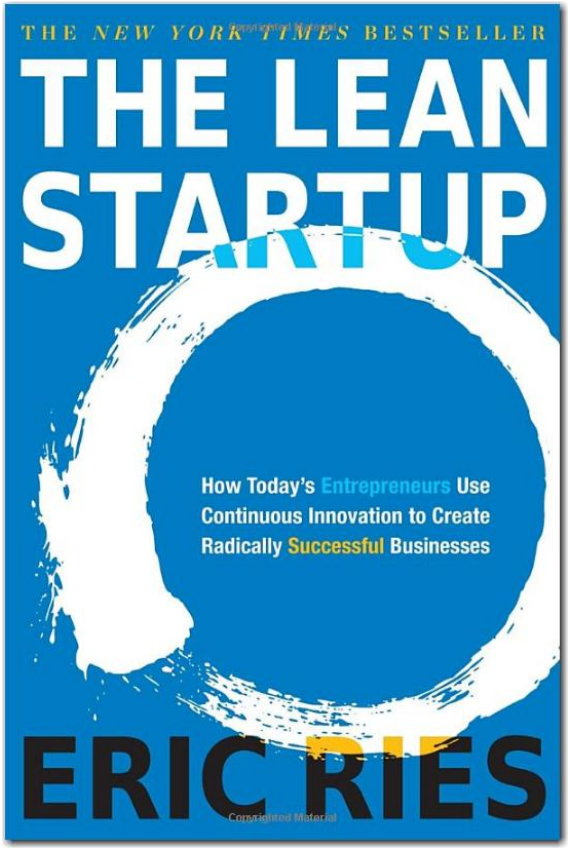
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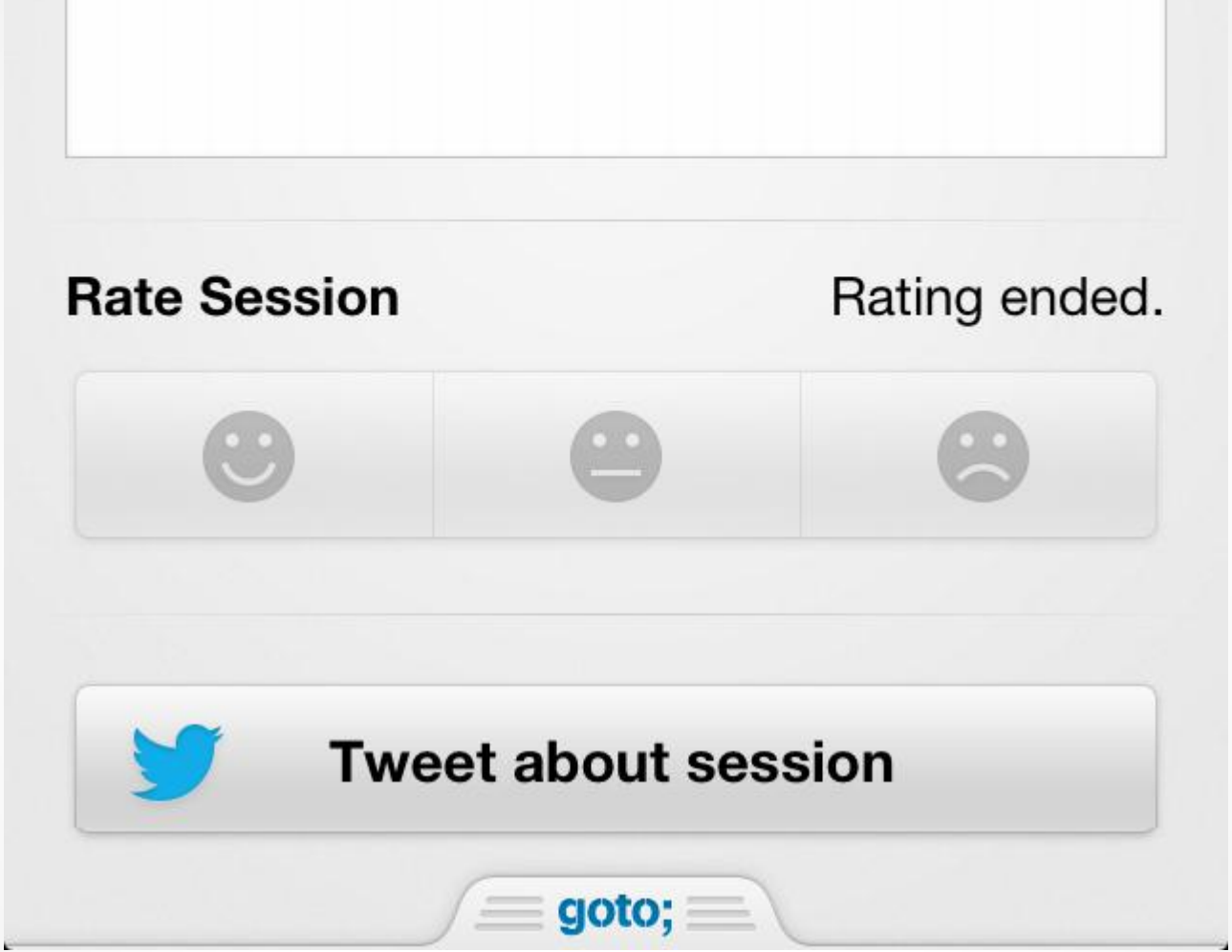
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