It’s Simple...
Baffling-late-adopters as a Service
Retweeted by Andrew Clay Shafer
Expand
“What is the meaning of life, the universe... and everything?”

Douglas Adams - The Hitchhiker's Guide to the Galaxy
42.
Life is complicated...

but we use simple abstractions to deal with it.
Translate:

“It’s too complicated!”

as:

“Too many moving parts and I can’t intuit it’s behavior”
What’s the most complicated thing you deal with intuitively?
**HAND COMPUTER**

These machines began as tools to help individuals and businesses manage their affairs. Over time, they evolved into personal assistants, capable of performing a wide range of tasks. As these machines turned into computers, they started serving the needs of a wider range of people, from professionals to consumers. Today, we take these devices for granted, but it's important to remember that they have come a long way from their humble beginnings.
Simplifying work.
Freedom and Responsibility Culture

Reed Hastings - CEO Netflix
Netflix Culture Deck - 2009 - 15 million views

“It may well be the most important document ever to come out of the Valley.”

Sheryl Sandberg - COO Facebook - 2013
If you want to build a ship, don't drum up the people to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.

-Antoine De Saint-Exupery, Author of The Little Prince
Imposing process drives away talent.
“We can’t copy Netflix because it has all those superstar engineers, we don’t have the people”

*Fortune 100 CTO after a Netflix presentation - 2013*

“We hired them from you, and got out of their way...”

*Adrian Cockcroft - in response*
“The basic thesis of this article is that organizations which design systems (in the broad sense used here) are constrained to produce designs which are copies of the communication structures of these organizations.”

Melvin E. Conway - 1968 - Conway’s Law
How Do Committees Invent?
Systems are simple and flexible.

Rules are complicated and rigid.
“You built it, you run it.”

Werner Vogels - Amazon CTO
ACM Queue Volume 4, Issue 4 - 2006
Simplify the things we build.
From Project to Product
Time to value
Optimize for the customers you want to have
Monolithic apps only look simple from the outside.
Microservices enforce separation that makes them less complicated.
Symmetry
Invariants
Assertions
Systems
Where are we going next?
“We see the world as increasingly more complex and chaotic because we use inadequate concepts to explain it. When we understand something, we no longer see it as chaotic or complex.”

Jamshid Gharajedaghi - 2011
Innovate
Leverage
Commoditize

Simon Wardley @swardley

http://blog.gardeviance.org/2013/01/ecosystems.html
Innovation Stage

Controversial
Poorly defined
Pioneer adoption
Leverage Stage

Clear concept
Too many choices
Mainstream adoption
Commoditize Stage

Compatible implementations as a service

Base for the next innovation
Thank you.