The Four Keys To Unlocking DevOps

Kendra Little
@Kendra_Little
Kendra.Little@Red-Gate.com

Founder of SQL Workbooks

Evangelist at Redgate

Microsoft MVP & Microsoft Certified Master
Agenda
What kind of company is Domino’s?
Domino’s is “an e-commerce company that sells pizza”

Digiday, April 2015
Domino's stock price growth vs. Big Tech

Amazon
Apple
Facebook
Google

https://www.theatlas.com/charts/S18QCJyhe
How’d they do it?

- Focus on the customer
- Experimentation by empowered teams
- Visualization of key metrics
Why did Blockbuster fail?
Blockbuster *almost* succeeded
https://hbr.org/resources/images/article_assets/hbr/1104/R1104A_A_lg.gif
‘Total Access’ was built in a silo

- Lacked critical support in the board of directors
- Franchisees felt blindsided
- No cultural change across diverse groups

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>5 employees</td>
</tr>
<tr>
<td>1998</td>
<td>First Nespresso ecommerce platform</td>
</tr>
<tr>
<td>2018</td>
<td>12,000 employees across 40 countries</td>
</tr>
<tr>
<td></td>
<td>500 people in digital ops</td>
</tr>
</tbody>
</table>
“Digital transformation is really a business transformation. And it’s all about the customer.”

Cyril Lamblard, Nespresso
“I am the head of eCommerce, but my incentives on sales performance are not on eCommerce— it’s global. So we are winning all together.”

Cyril Lamblard, Nespresso
The four keys to unlocking DevOps
Standardize team-based development
Standardize – cultural change

- Everyone orients to the compass of the customer
- Break down silos between marketing, IT, Dev, and more
Automate database deployments
Automate – cultural change

• Focus on constant learning and improvement
• Break down tasks and experiment relentlessly
Monitor performance & availability
Monitor – cultural change

- Bring visibility of company health and customer experience into every part of the business
- Empower the people at the edge
Protect and preserve data
Protect – cultural change

- Only use data in accordance with customers’ consent and along with their intent at every step, by default
- Design against disaster
Compliant Database DevOps

- Standardize team-based development
- Automate database deployments
- Protect and preserve data
- Monitor performance & availability
Next steps:
Interact
Learn
Connect
Sources & References: Domino’s


Sources & References: Blockbuster

• https://hbr.org/2011/04/how-i-did-it-blockbusters-former-ceo-on-sparring-with-an-activist-shareholder
Sources & References: Nespresso