

# Automating People *Back* Into IT

Knowledge |  
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# conclusions

- For IT to survive, they need to re-focus on people, away from just process, governance, and risk
- Technologies from the consumer world are making this possible
- We're just at the start of applying them, but there's already useful folklore

# who's RedMonk?

- Broad focus on software, developers, “makers.”
- **Developer Relations**
- **Bottom-up-approach** to understanding software
- Our research is **free** at **RedMonk.com** - text, podcasts, videos, etc.
- We **work mostly with vendors, advising, and consulting**

Michael Coté



James Governor



Stephen O'Grady



Tom Raftery



# cloud

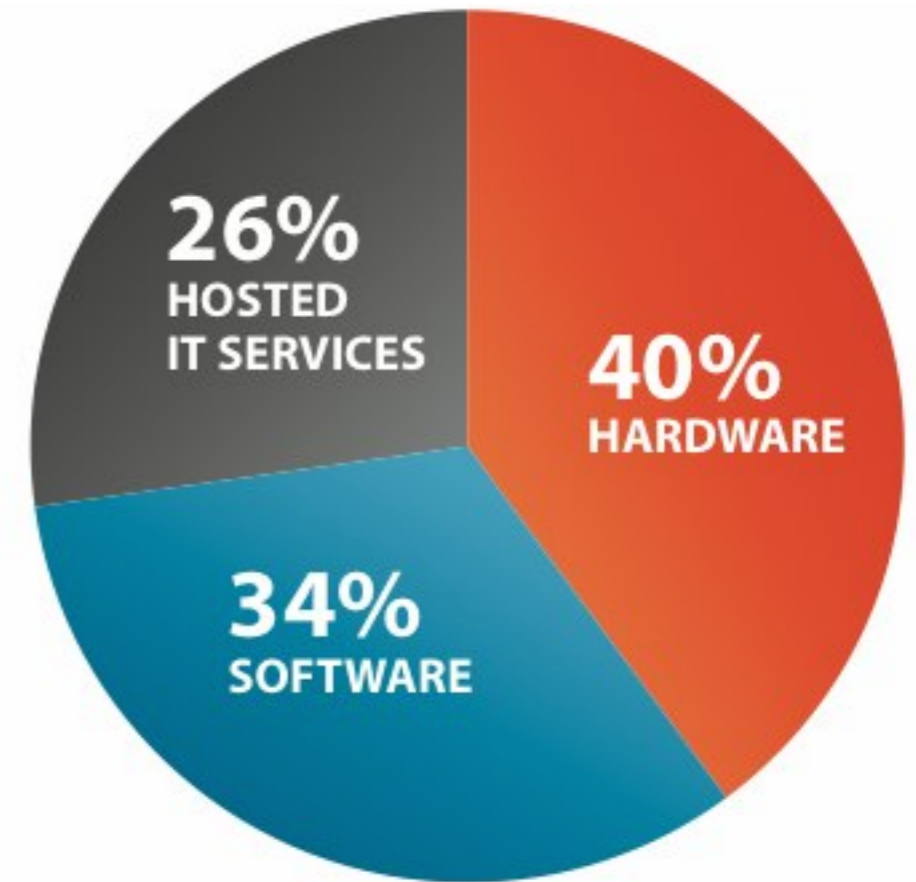
**42% of SMB IT pros planning on using cloud services by mid-2011**

- [Spiceworks State of IT SMB, April 2011](#)

**2009: \$17 billion was spent on cloud-related technologies, hardware and software**

**2013: \$45 billion by 2013**

- [IDC, March 2010](#)



Q1/Q2 2011 Budget Allocation

SPICEWORKS™  
IT'S EVERYTHING IT

Figure 3

 **RedMonk**

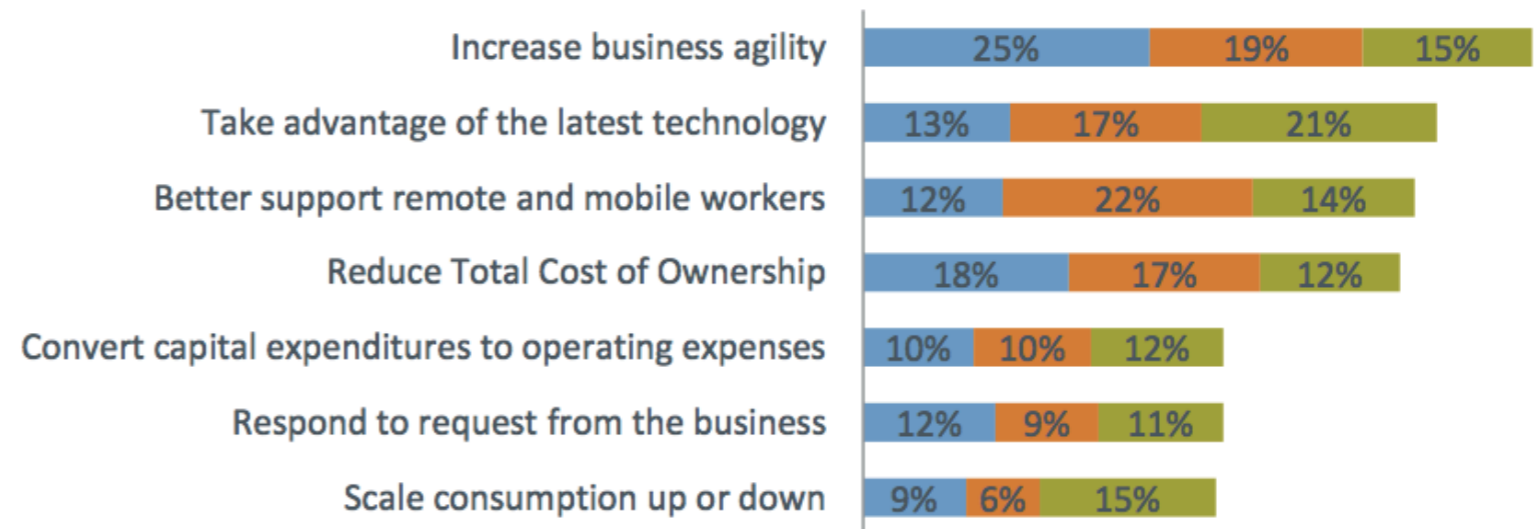
# reasons for cloud

- Managing Cost
- More Flexibility
- Product benefits
- Self-service

## Cloud Adoption Drivers

*% of Respondents*

■ Top Choice ■ Second Choice ■ Third Choice



Source: State of the Public Cloud: The Cloud Adopters' Perspective, Oct 2010



# cost

<b>IT</b>	<b>Bechtel</b>	<b>Cloud</b>
WAN by megabit	\$500	\$15
Sysadmins	1:20,000	1:100
Storage (GB/month)	\$3.75	\$0.15

Source: March, 2009



# melting snow-flakes with cost

The screenshot shows the IBM Research website homepage. At the top, there is a navigation bar with the IBM logo on the left, a search bar, and a "Search" button. Below the navigation bar, there are links for "Home", "Solutions", "Services", "Products", "Support & downloads", and "My IBM". On the right side of the navigation bar, it says "Welcome [ IBM Sign in ] [ Register ]".

The main content area is titled "Research". On the left side, there is a sidebar menu with the following items: "IBM Research", "Research for government", "Research for clients", "Research Areas", "People", "News", "Careers", and "About".

In the center of the page, there is a large graphic with the "IBM Research" logo and a list of research centers: ALMADEN, AUSTIN, CHINA, HAIFA, INDIA, TOKYO, WATSON, and ZURICH.

On the right side, there is a "Search Research" section with a search input field and a "Browse people", "Browse projects", and "Browse papers" section.

Below the search section, there is an "Inventors' Corner" section featuring a photo of a person and the text: "Inventors' Corner: U.S. Patent #7,741,722 – Through-wafer vias". There is a "Learn more" link and an "Archives" link.

At the bottom of the main content area, there is a "Breaking News from IBM Research" section. It features a photo of a purple and red molecular structure and the headline: "IBM and The Institute of Bioengineering and Nanotechnology Find Breakthrough for MRSA Treatment". The text below the headline reads: "Researchers from IBM and the Institute for Bioengineering and Nanotechnology published a nanomedicine breakthrough in *Nature Chemistry*, demonstrating the first biodegradable antimicrobial polymer nanoparticles to combat drug-resistant bacteria and infectious diseases like Methicillin-resistant Staphylococcus aureus, known as MRSA. Unlike conventional antibiotics, these nanostructures target infected cells without destroying healthy red blood cells." There is a "Learn More" link below the text.

At the bottom right of the page, there is a "Ponder This" section with a blue and white graphic.



**The Buffet!**

<http://www.flickr.com/photos/philliecasablanca/2585231313/>



<http://www.flickr.com/photos/jeffk/3748664478/>

# 3 guides for cloud adoption

- Let cost be your guide
- Focus on what cloud can do for you
- If it ain't broke, don't cloud it

\* More: <http://monk.ly/cloudplanning>



# no half-steppin'

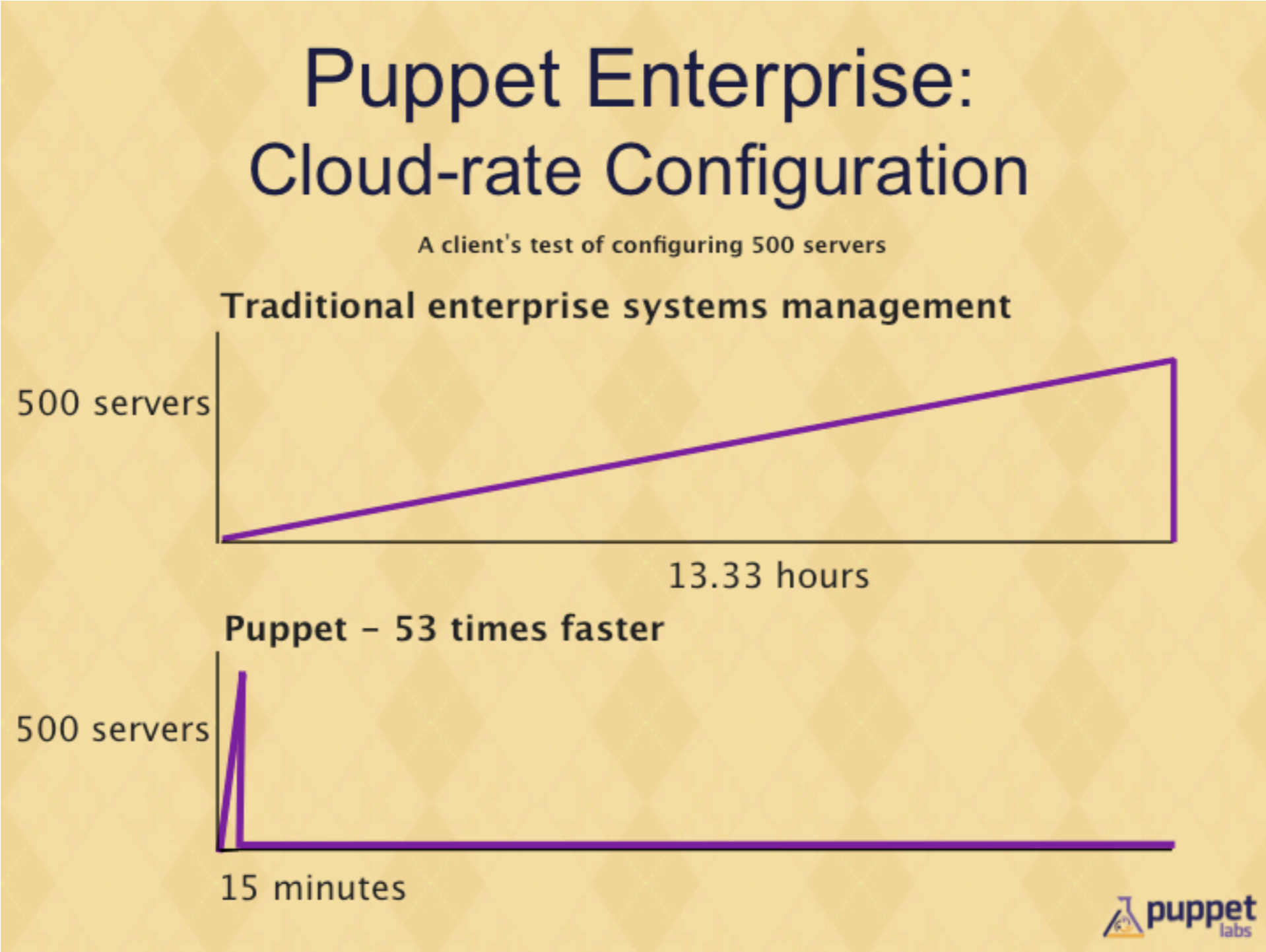


“[T]he way I like to highlight it is it's the difference between building robotics factories for automobile manufacturing versus kind of having an assembly line for automobile manufacturing. It's a fundamental transformation of the way that you actually build IT systems.”

- [Randy Bias, IT Management #087](#)



# automation



Source: Puppet Labs



# model-driven automation

“You configure the security groups *once* and **put it into the template**, and then you’re not going to forget to open port 23 *again* next time you start a system. A core part of what DevOps is realizing as its value proposition is **treating system configuration as code that you can source control, fix bugs in and have them stay fixed, etc.**”

- Ernest Mueller, [February, 2011](#)

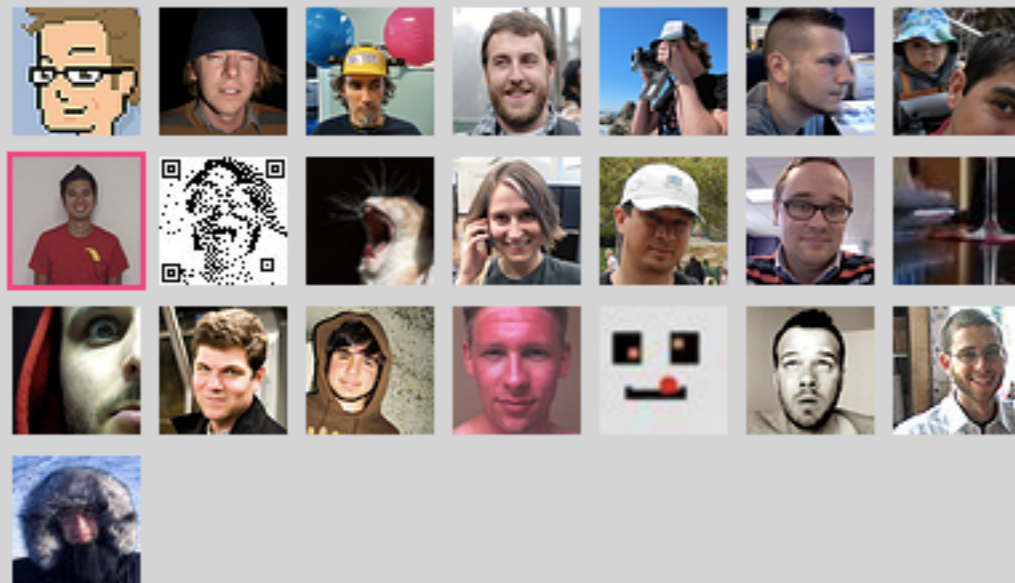


# community support

- Recipes, modules
- You shouldn't be proud that you have a wicked clever way to configure email servers.
- SaaS aggregating data

# dev/ops

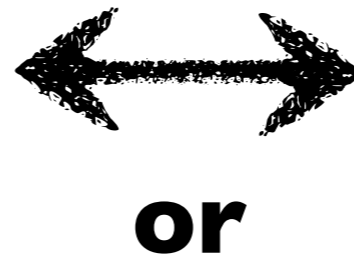
## FEATURING



*Flickr was last deployed 15 hours ago, including 4 changes by 2 people.*

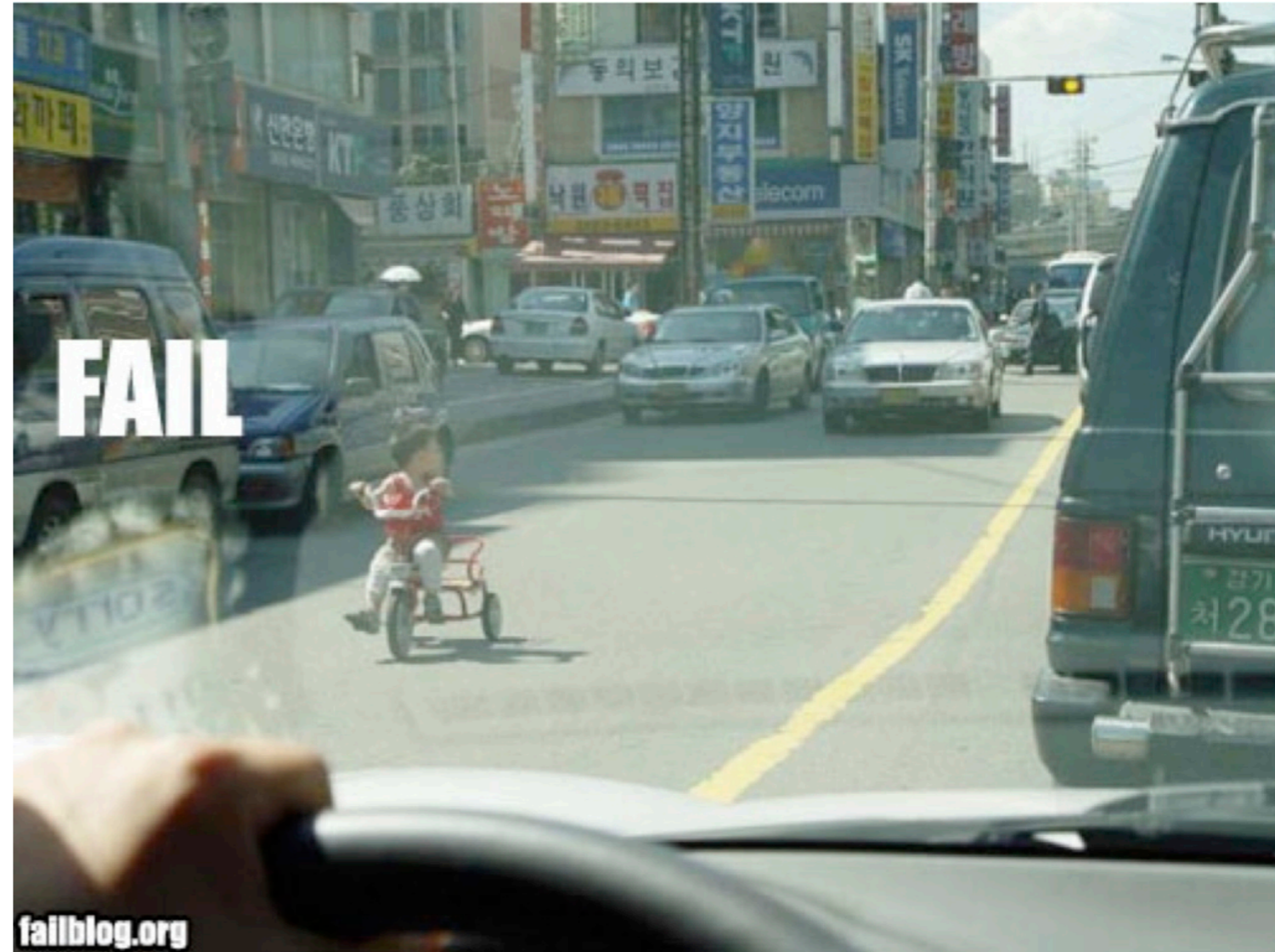
*In the last week there were 64 deploys of 666 changes by 20 people.*

# join them, or set them free



# frequent functionality, safely

- what have you done for me lately?
- apps vs. applications



# beyond tracking suffering



“I can actually look at [a feature] and say, ‘nobody uses feature X.’ It's not even being looked at. And it really helps us shape the future of the app which, on a desktop product, we don't have a lot of data like that.”

- **Brian Sweat, Product Manager at Alterity, Inc.**

Source: [RIA Weekly #69](#)



# sneak a pager on them

**“My pager alerts only me...  
nobody else.”**

With another pager, my whole advantage would have been lost. Sternwood would have heard and known, immediately. But I had the right pager, from Cantel. Silent. Dead silent.

Once it had signalled me – and only me – I took my time, confident that the message was being stored. When I got the chance to read it, unnoticed, there it was. Clear, complete, and quickly legible.

I smiled, but only to myself. I had the edge on Sternwood – and on all the rest. Whatever job you're in, don't miss important information when you're out.

Visit your nearest Cantel Paging Centre.  
Or call Cantel Paging at 1-800-387-8484.

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Or any Cantel Service Centre

<http://www.flickr.com/photos/jbcurio/5534204427/>

RedMonk

# social



Source: Microsoft, <http://www.youtube.com/watch?v=EHIN2Iebeak>



# activity streams

The screenshot shows a Facebook News Feed on the left and the Service-now.com interface on the right. The Facebook feed includes a search bar, navigation links (Home, Profile, Account), and a post by Michael Cote. The Service-now.com interface features a sidebar with navigation options like Service Catalog, Field Service Management, and Reports. The main content area is titled 'Company Feed' and contains several posts, including one from a System Administrator and another from Beth Anglin about a new Chicago office complex.

The screenshot displays a network activity stream with a top navigation bar containing 'Start Here', 'Scan Errors', 'DNS Checkup', 'Alerts', 'Events', 'Timeline', 'Overview', and 'Applications'. The main content area is titled 'Add an Activity' and shows a list of network events categorized by 'Today' and 'Earlier'. The events include actions like 'Removed crap applications from mother-in-law's machine', 'Ticket #5 opened: Laptop Synergy doesn't talk to The Be...', '7 DNS entries were deleted in your network', '5 new DNS entries in your network', '2 devices discovered', '3 DNS entries were deleted in your network', '4 new DNS entries in your network', '4 DNS entries were deleted in your network', '4 new DNS entries in your network', '4 DNS entries were deleted in your network', '4 new DNS entries in your network', '2 devices discovered', '4 DNS entries were deleted in your network', '2 new DNS entries in your network', '2 devices discovered', '4 DNS entries changed in your network', '2 new DNS entries in your network', '2 devices discovered', '11 DNS entries were deleted in your network', '1 DNS entry changed in your network', '4 new DNS entries in your network', '4 devices discovered', '2 new DNS entries in your network', '1 DNS entry was deleted in your network', '1 Application installed on Laptop lilzombie', and '3 Applications uninstalled from Laptop lilzombie'. The bottom status bar shows 'SCAN', 'NEW: 2', and '26'.

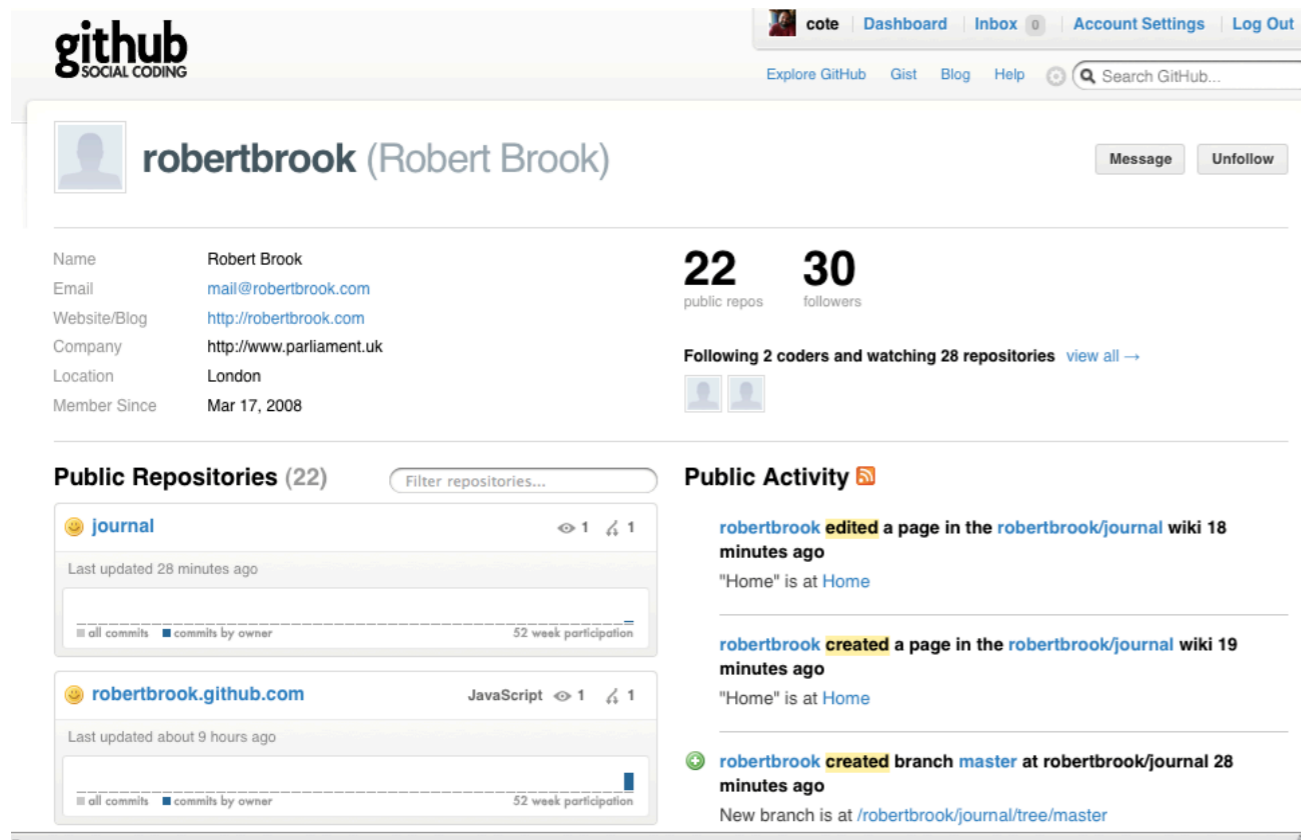


# knowledge base bondo

- You'll never get rid of crap KB, but you can paint it!
- E.g.: MindTouch JavaScript layering in for KM
- Voting, comments, making it “Web 2.0” friendly
- Meat-ware knowledge bases - searching people

The screenshot shows the Intuit Community website interface. At the top, there's a navigation bar with 'Home', 'Help with Intuit', 'QuickBooks Tasks', 'Intuit', 'Guides' (72), 'Answers' (13), and 'Contact Us'. A search bar is on the right. The main content area features an article titled 'Understanding QuickBooks Inventory Cost' with a 'Spotlight' icon. The article text reads: 'If you are using QuickBooks to manage your inventory, you need to understand how QuickBooks deals with the cost of inventory items.' Below the text is a screenshot of the QuickBooks software interface showing an 'Inventory' window with a table of items and their costs. The table has columns for 'Part Number', 'Qty', 'Unit Cost', and 'Total Cost'. Below the article, there are 'Related Articles' such as 'Shipping Costs', 'Adjusting inventory valuation for price decrease', and 'Price Increase/ Updating Inventory Prices'. A 'Feedback' section asks 'Was this article helpful?' with 'Yes' and 'Report a problem' buttons. The footer includes 'Report Abuse', 'Reply', and 'QuickBooks Home' links.

# operations needs a GitHub



The screenshot shows the GitHub profile page for user 'robertbrook' (Robert Brook). The profile includes a header with the GitHub logo and navigation links (Dashboard, Inbox, Account Settings, Log Out). Below the header is a search bar and a list of links (Explore GitHub, Gist, Blog, Help). The main profile section displays the user's name, a 'Message' button, and an 'Unfollow' button. A statistics box shows '22 public repos' and '30 followers'. Below this, it says 'Following 2 coders and watching 28 repositories'. The profile is divided into two main sections: 'Public Repositories (22)' and 'Public Activity'. The 'Public Repositories' section shows two repositories: 'journal' (last updated 28 minutes ago) and 'robertbrook.github.com' (JavaScript, last updated about 9 hours ago). The 'Public Activity' section shows three recent actions: editing a page in the 'robertbrook/journal' wiki 18 minutes ago, creating a page in the 'robertbrook/journal' wiki 19 minutes ago, and creating a 'master' branch at 'robertbrook/journal' 28 minutes ago.



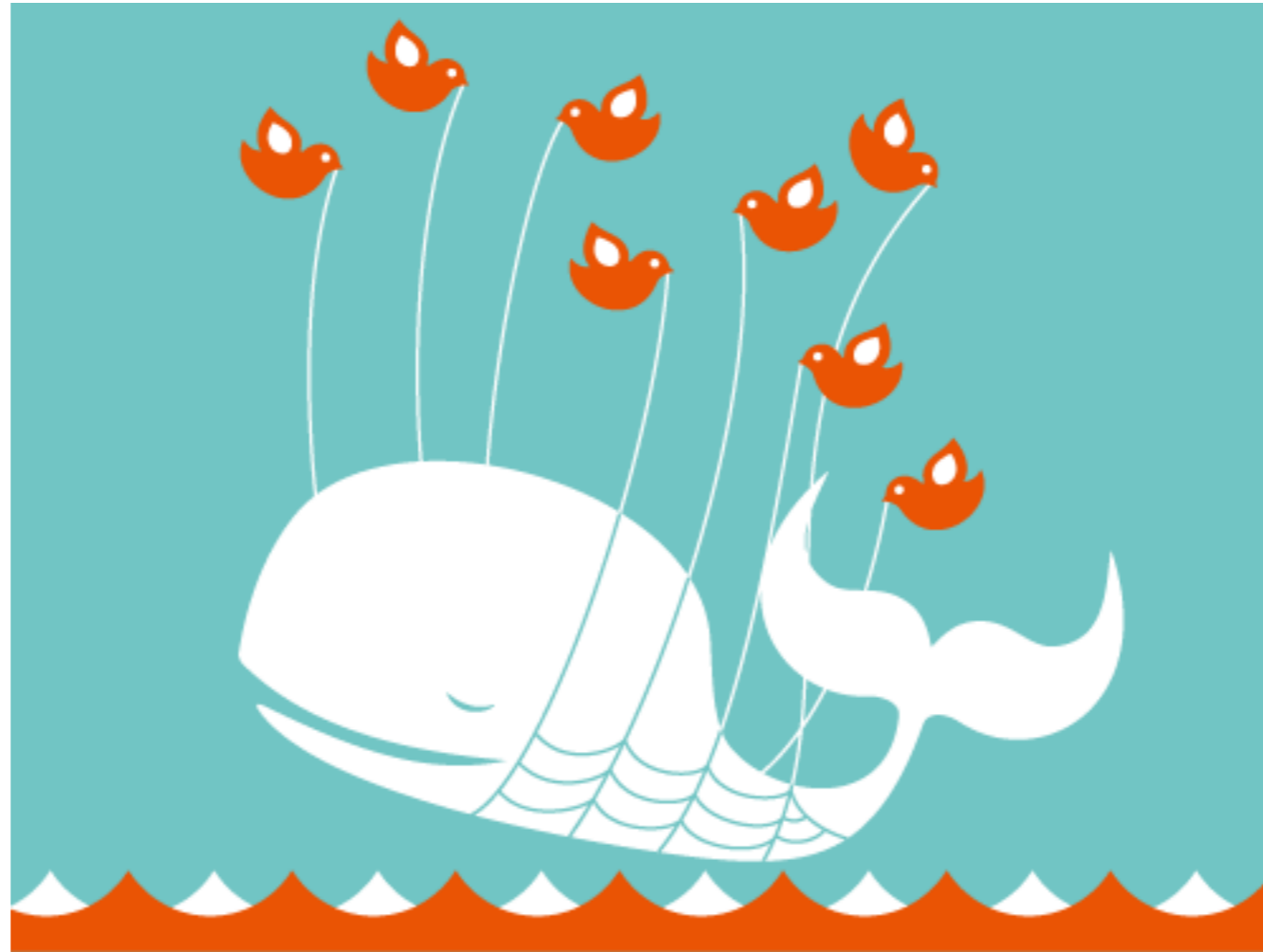
@cote Github's swell for collaboration because code reviews are no longer onerous, formal affairs - you can just comment right in browser.

“...the site is **now hosting one million projects**, confirmed Scott Chacon, VP of Research and Development at GitHub. Approximately **60 percent of these projects are full repositories**...while the remaining **40 percent are ‘gists,’** or short code snippets contained in a single file.”

- TechCrunch, July 2010



# when all else fails: Twitter



<http://www.yiyinglu.com/sc/illustration>



# Thank you!

Feedback: <https://k11.service-now.com>

## Contact

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