

When is this DevOps Unicorn Going to Sprout Wings and Fly?

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Before 451 I worked Dell in corporate strategy/M&A for software & cloud; as an analyst for 6+ years at RedMonk; software developer for 10+ years.



The Great Rewrite

Over the next 10 years, Many applications will be rewritten...if not just replatformed

(Don't worry, I won't blue sky for too long.)

Next Steps (beyond “cloud is a thing”)

Planning:

- Segment applications & services
- Differentiating (custom) vs. keeping the lights on (SaaS)
- Green-field vs. brown-field

Boot-strapping:

- Benchmark yourself first
- Start PoCs and labs now
- Do small things while plodding through big problems

“Hell is other people”

- Agility is the magic: reduced cost and release speed
- Engage with “the business”
- Cloud, and DevOps, is a culture war



Israel Gat

@agile_exec

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Colleague and friend @cote came up with the equation {IT-SaaS=what?}. Such a concise way to summarize the grand transformation in #IT!

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10:49 AM - 5 Mar 2014

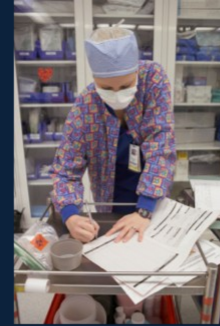
We believe that application development is, indeed, a vital and valuable part of the industry: our theory is that the majority of cloud spending originates with software developers as the prime movers.

Applying the formula 'IT - SaaS = what?' it increasingly seems the case that the 'what?' is custom-written software for ISVs, SaaS and increasingly companies like Nike and Starbucks that are relying on in-house software development for new products such as the Fuelband and mobile payments. Starbucks, for example, is estimated to have pulled in \$1bn in sales from its mobile app.

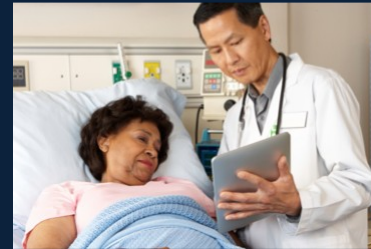
While developers are notoriously parsimonious when it comes to paying for tools and middleware, Atlassian's \$149m in revenue is testament that companies will pay for developer tools straight out. We also note the bets the venture community is placing on developer-oriented companies like those coming from the post-seed round, pre-A round firm Heavybit.

- Me! "Atlassian bundles ALM components around the popular git version control system," 451 Research, March 4th, 2014

Legacy...



New...



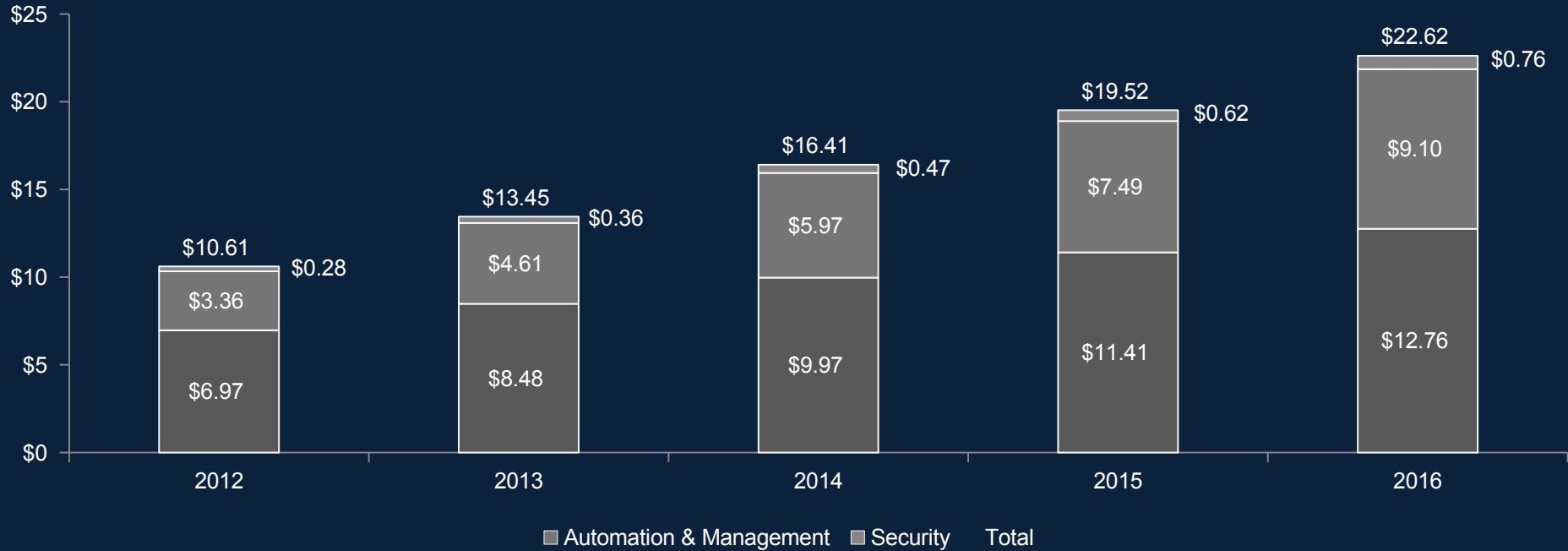
“Cloud” is opening a new way of delivering software, DevOps



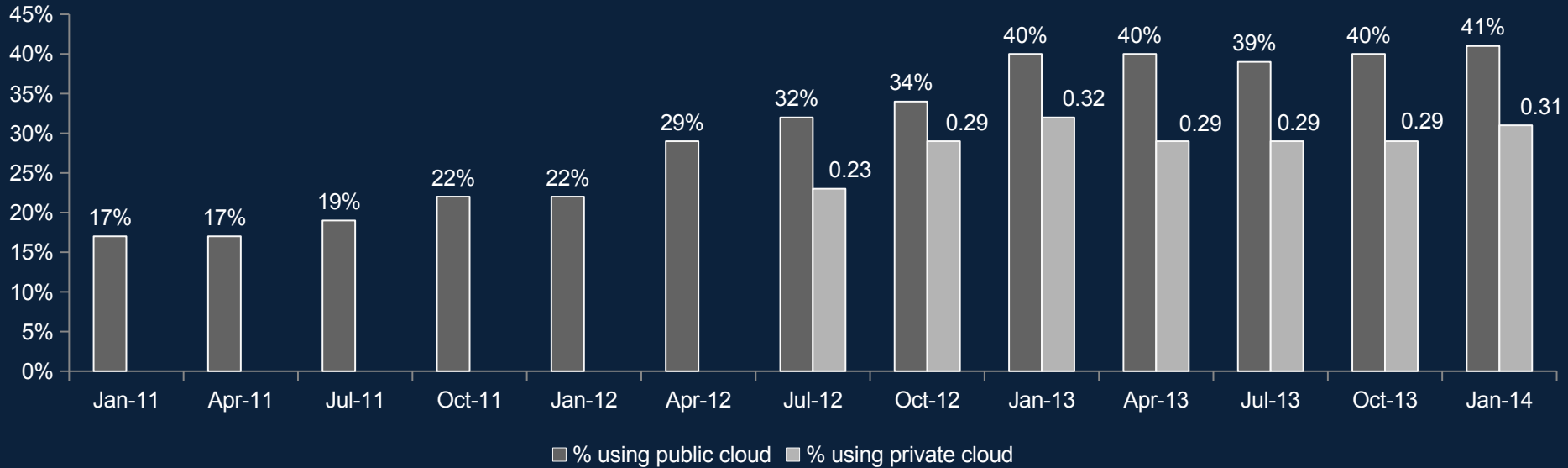
Infrastructure Public Cloud Forecast (\$bn)



Cloud Enabling Technologies (\$bn)

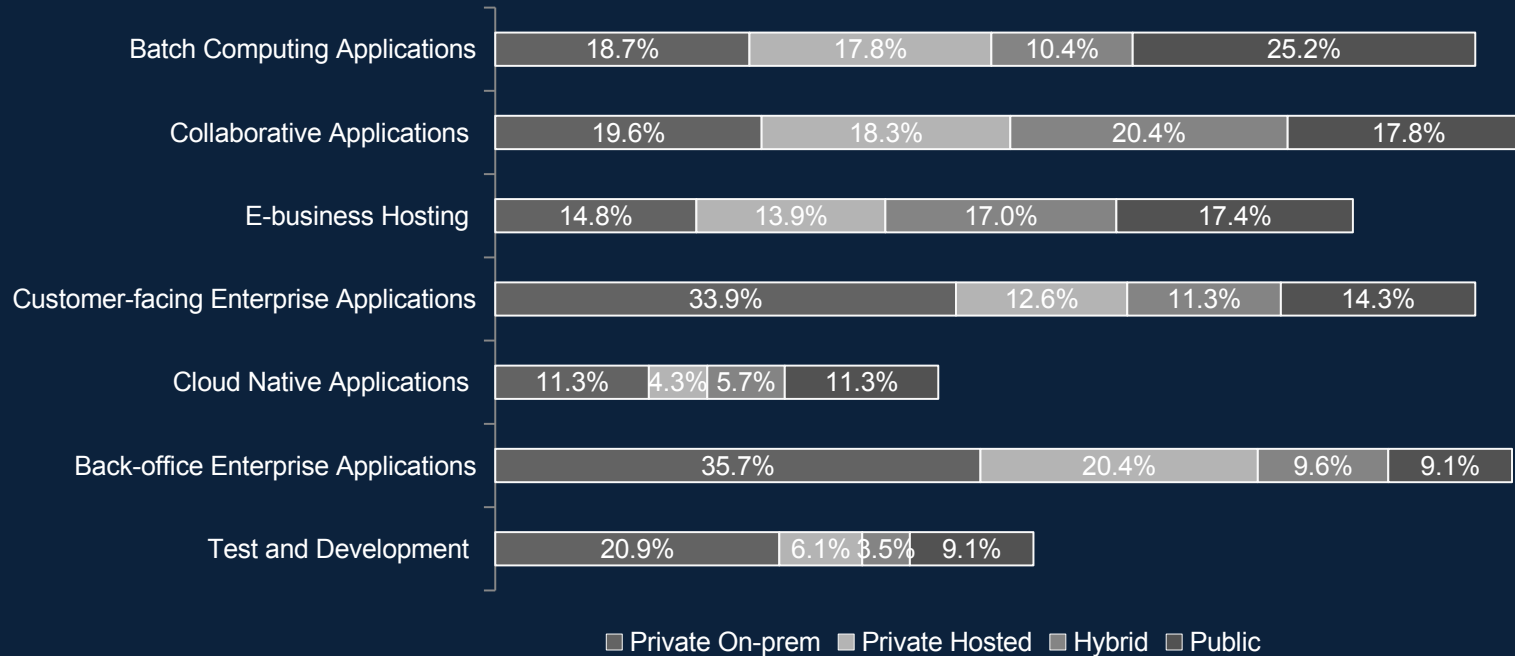


Corporate Market: Public and Private Cloud Usage (Private not tracked until Jul 2012)



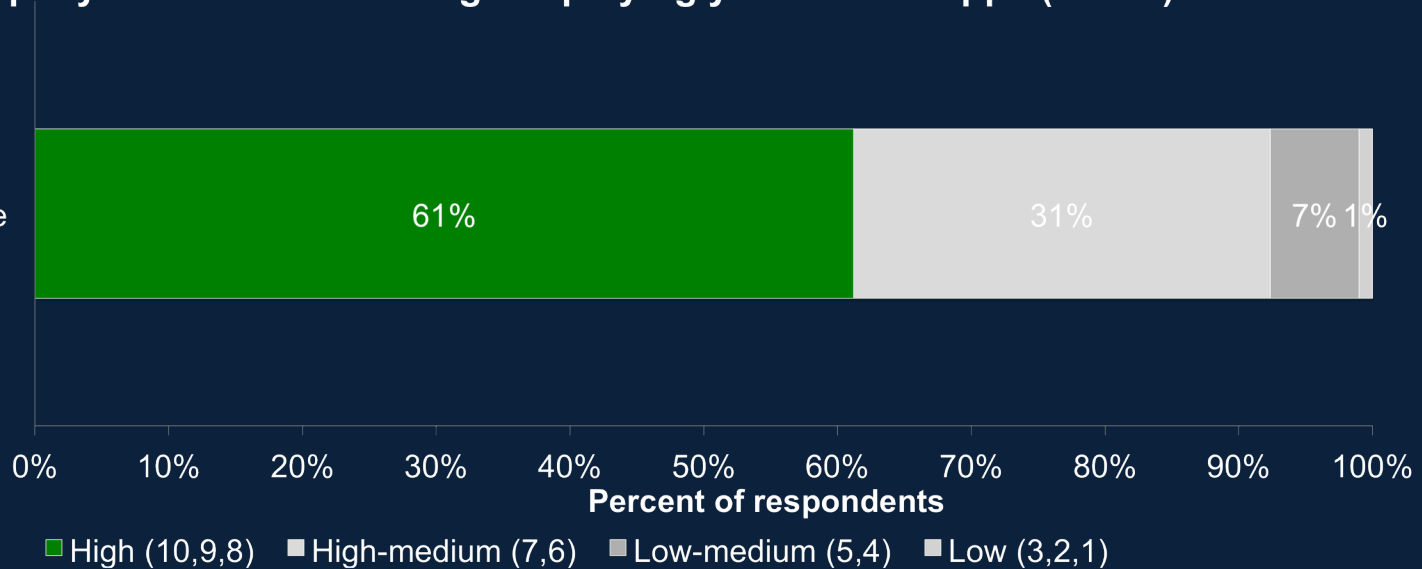
So what are they doing?

Q. Where do you currently host or plan to host these workloads?

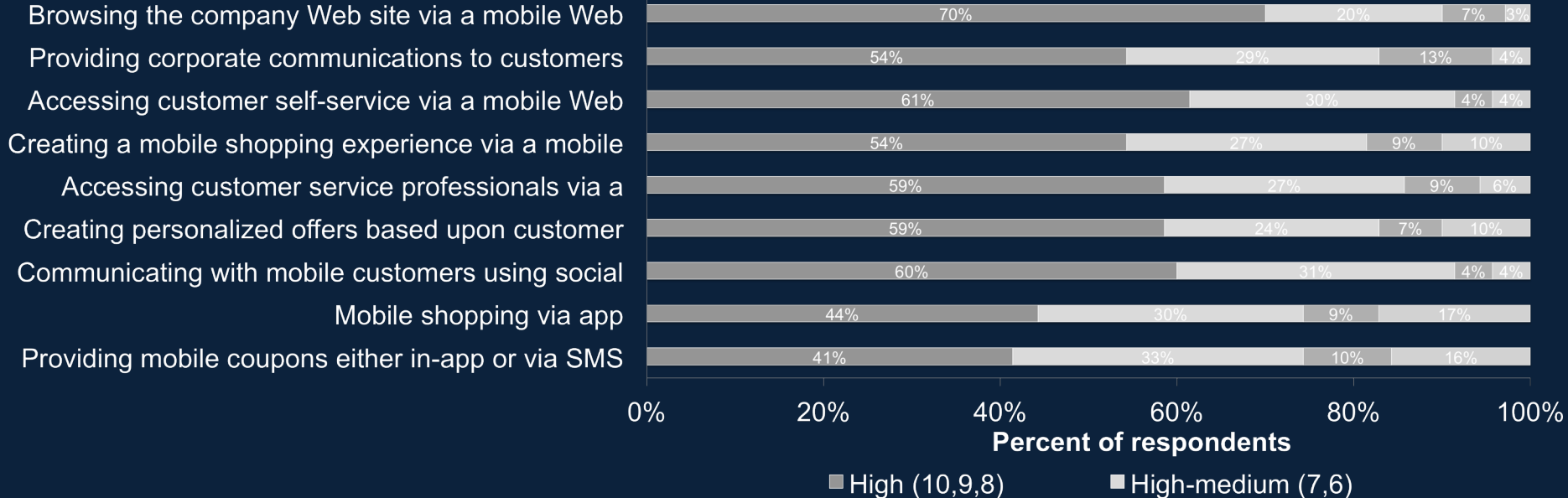


On a scale of 1 to 10, where 1 is no measurable value, and 10 is it had a major impact on your organization's revenues or profits, please rate the business value your company has achieved through deploying your Mobile Apps (n=196)

Rating (1-10) Impact on organization's profits of mobile apps platform

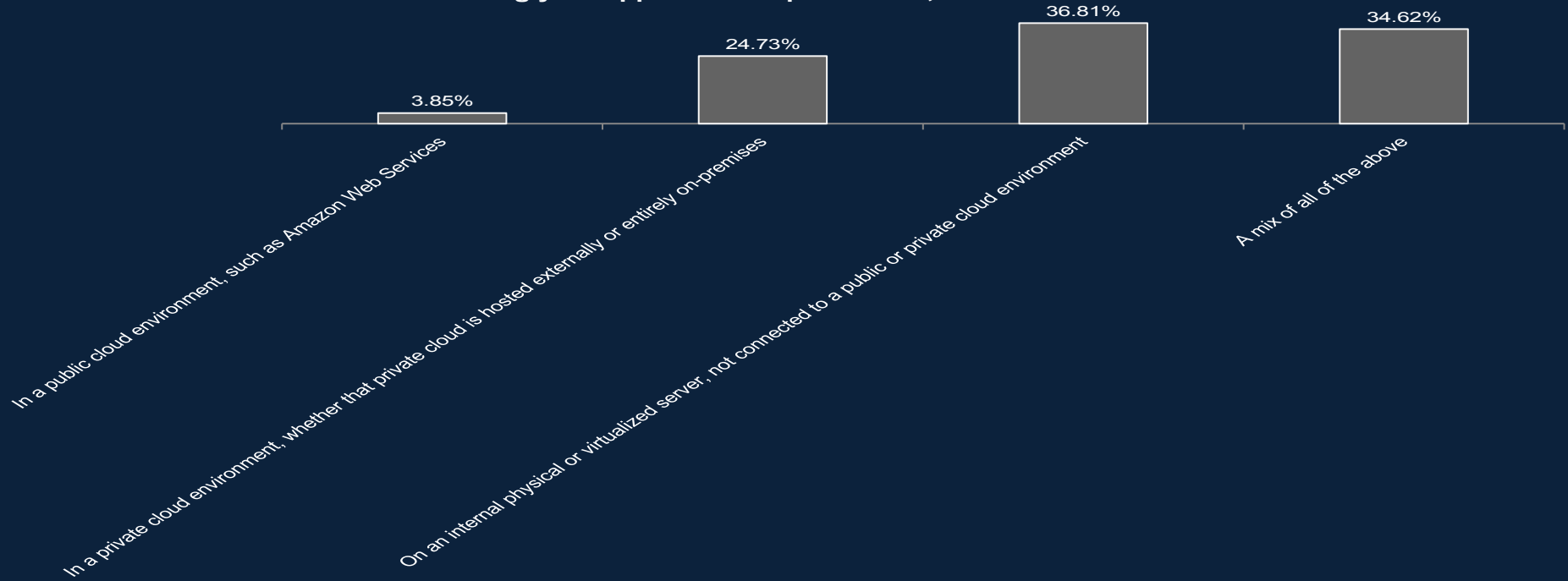


On a scale of 1 to 10, please rate the importance of providing your customers with access to the following services from their smartphones, tablets, or handheld devices (n=70)

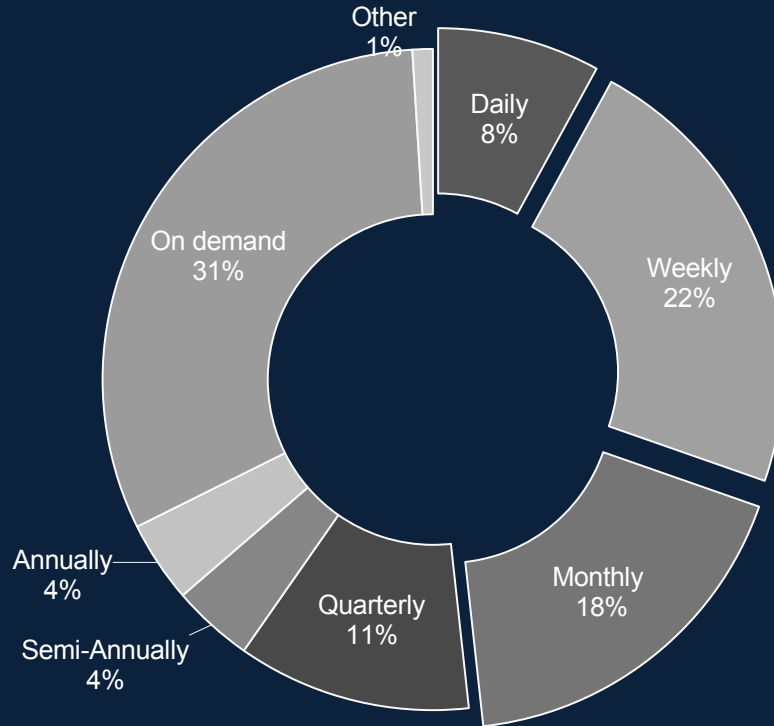


So...DevOps anyone?

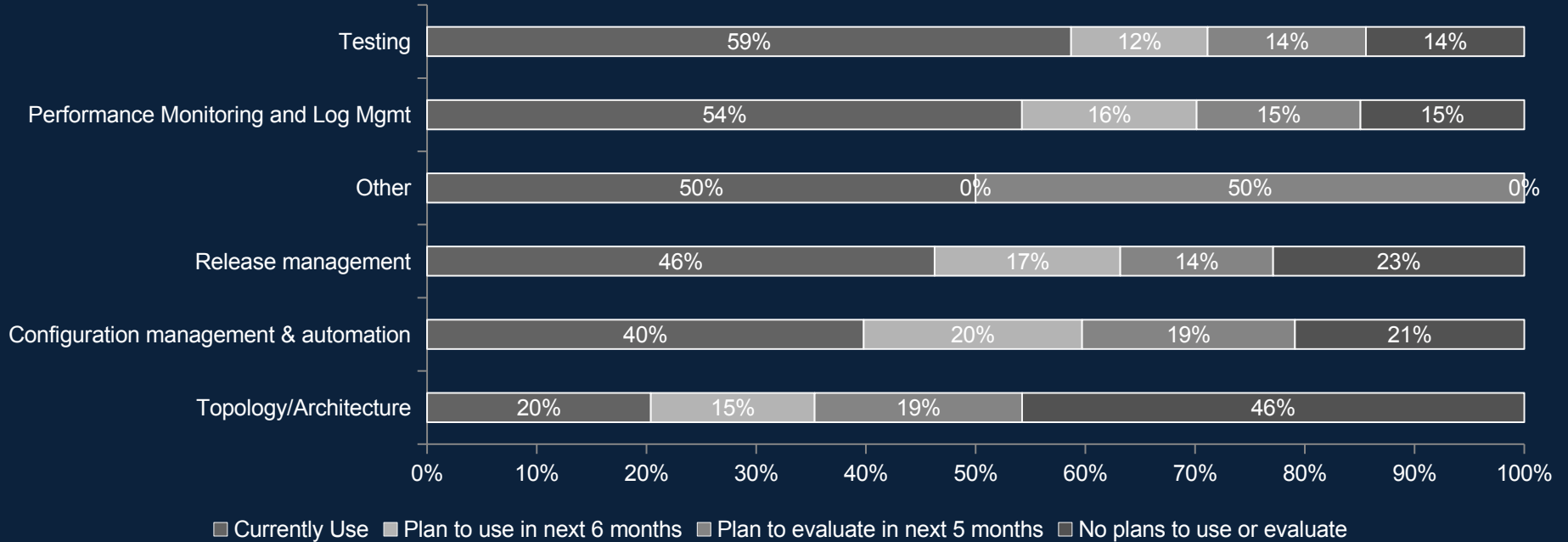
When running your application in production, where does it reside?



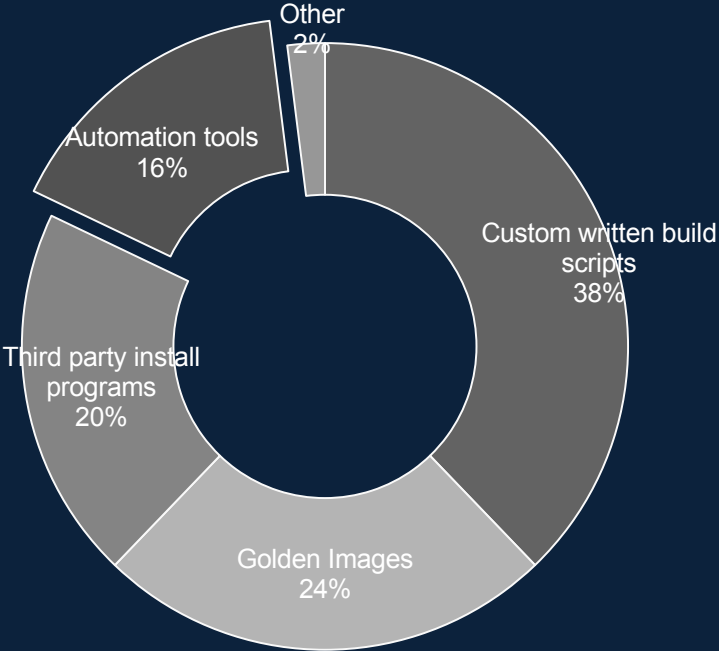
How often do you deploy to production?



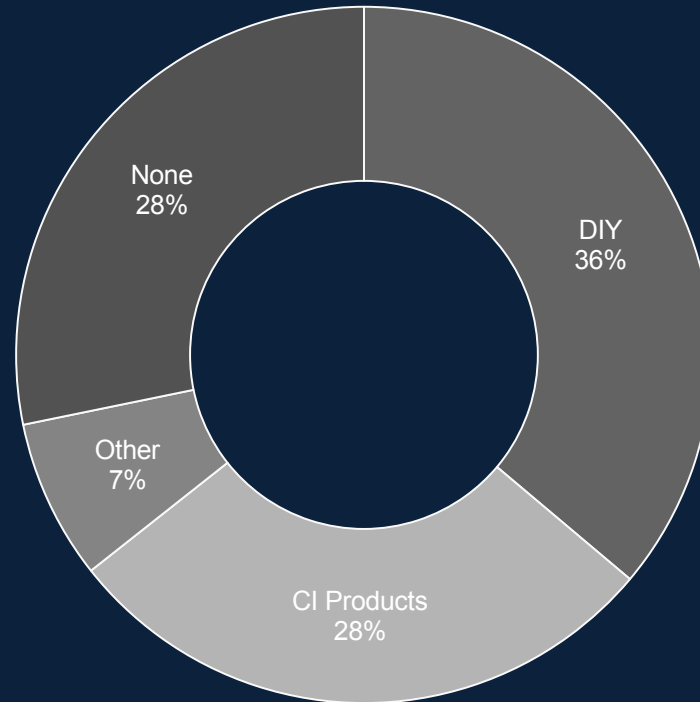
What tools are you using?



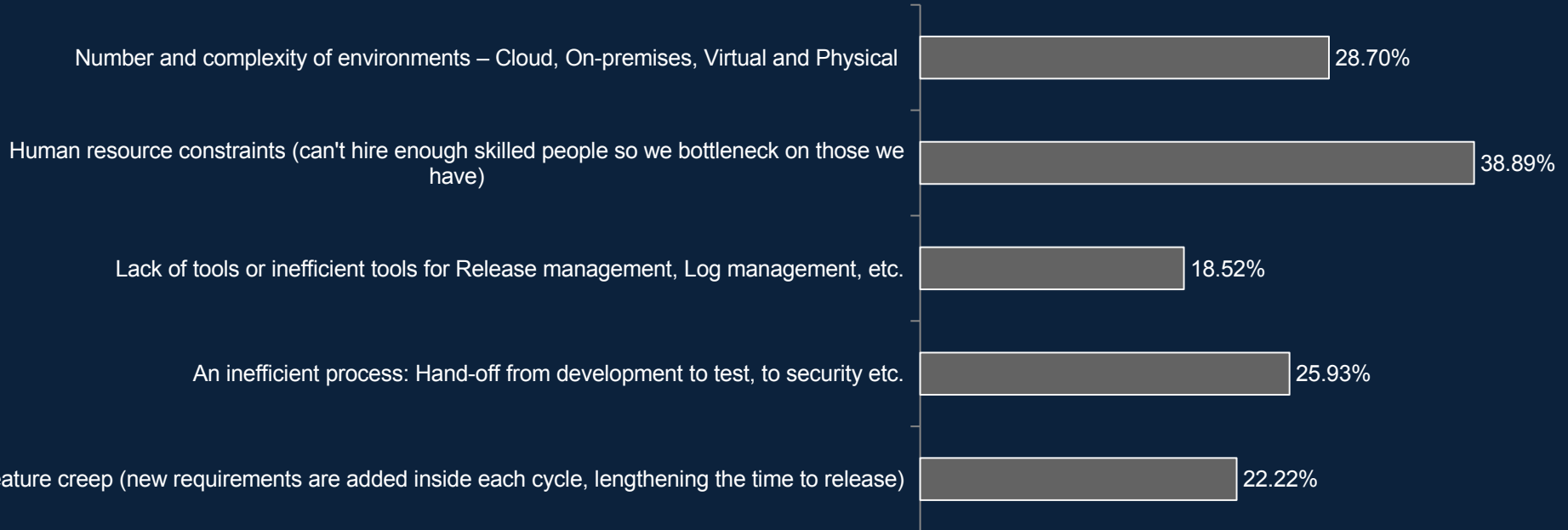
When designing and writing your software, how do you model and specify how the application should be deployed?



What build automation, or continuous integration (CI) tools are you using?



What is holding you back from reducing release cycles?



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There's strong business demand, work to be done as far as the eye can see, and lots of maturing ahead of us.

Good luck out there!



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