

Executing your cloud strategy: managing your organization's digital transformation

Or, don't get eaten by software

@cote & @rseroter
DellEMCWorld, 2016

Slides: <http://cote.io/DellEMCWorld2016>



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Writer and
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developer



“Silicon Valley is coming....

We are going to work hard to make our services as seamless and competitive as theirs.”

-Jamie Dimon, CEO@JPMC,
2015 letter to shareholders

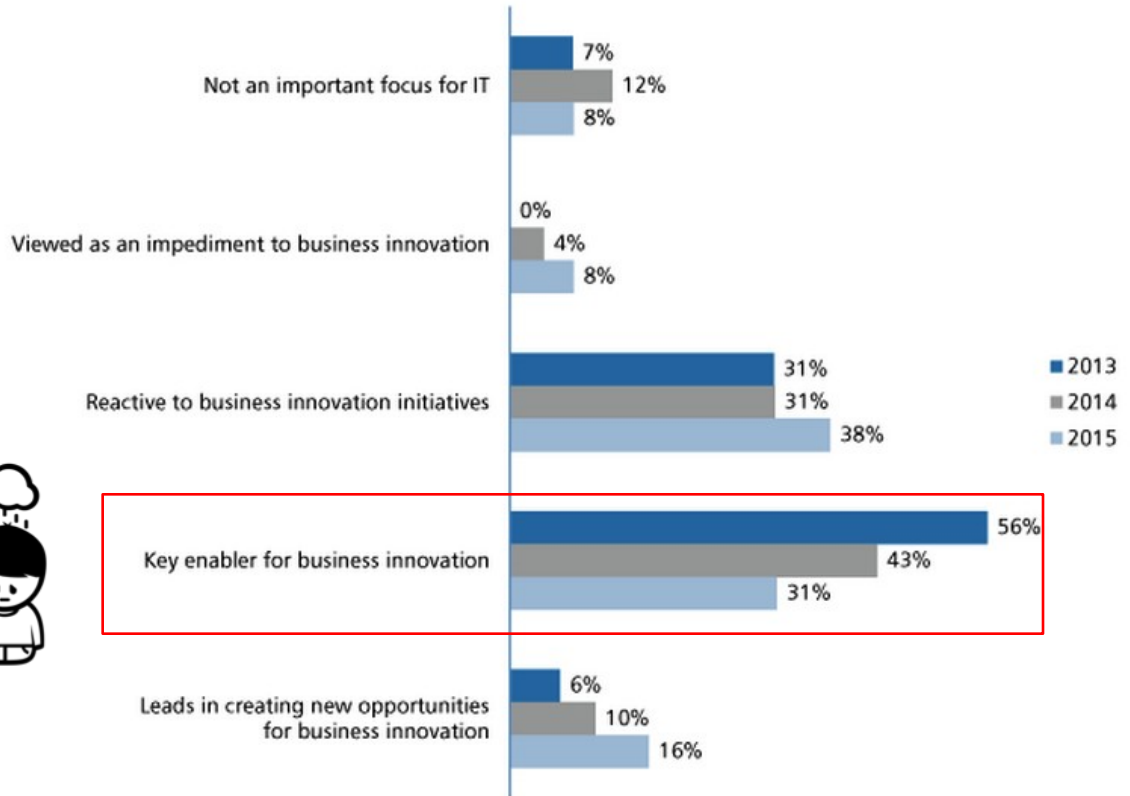
When it comes to cloud strategy, it's pretty much "drunk and disorderly" out there

Which of the following best describes your company's status with regards to a digital transformation effort?



Organizations are held back by an IT agility gap

*What is your
IT
organization's
role in
business
innovation?*





Making IT Matter With Small Batches



*How most
businesses
think they're
doing*

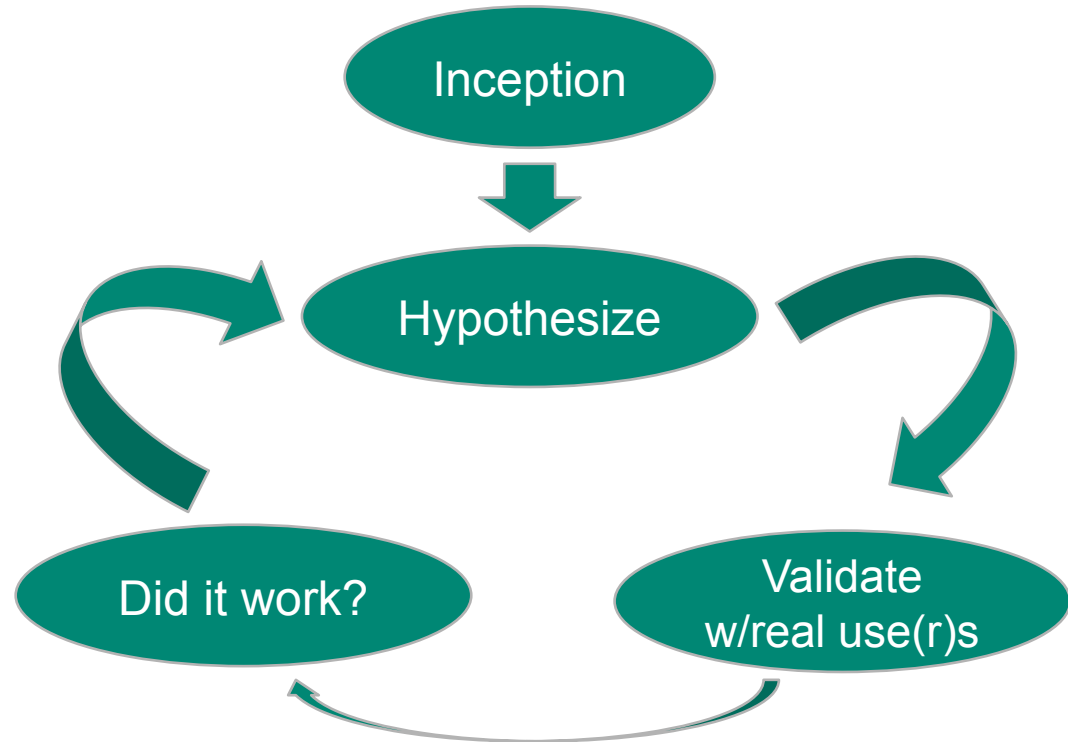


*How smart
businesses
know they're
doing*

Use small batch thinking for more user centric design

“We did an analysis of hundreds of projects over a multiyear period. **The ones that delivered in less than a quarter succeeded about 80% of the time, while the ones that lasted more than a year failed at about the same rate.** We’re simply not very good at large efforts.”

Large financial institution



Sources: [“Good Software is a Series of Little Failures,”](#) Coté, April 2016; [The Lean Startup](#), Eric Ries, 2011. [The Lean Enterprise](#), Barry O’Reilly, Jez Humble, and Joanne Molesky. See [also overview of this approach at the IRS from Dec 2015](#). [“Application Modernization, Service By Microservice,”](#) Kurt Bittner and Randy Heffner, Forrester, Dec 2015. Also: [PDCA](#), [OODA](#), and [Bacon](#).

Small batches enable a user-centric approach

How much do I owe the IRS?

Before

Overview by Year			
YEAR	STATUS	AMOUNT	
2014	Balance Due	\$644	>
2013	Taxes Paid	\$685	>
2012	Refund/Applied	\$100	>
2011	No Information Available	--	

After

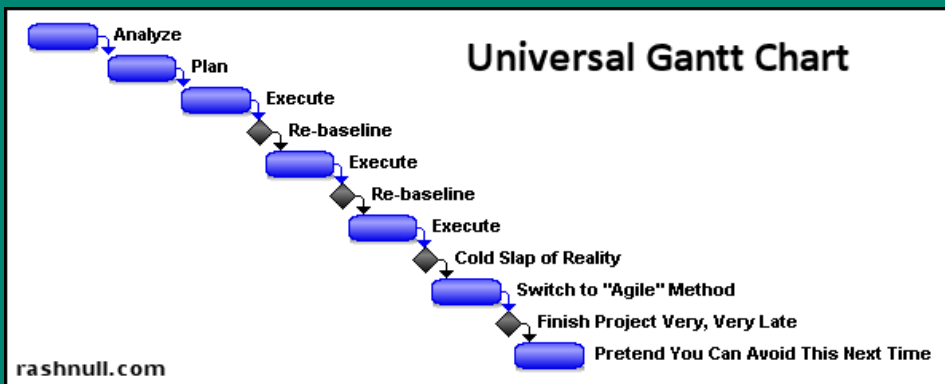
Overview by Year	
YEAR	BALANCE DUE
2014	\$644.00 >
2013	\$0.00
2012	\$0.00
2011	No Return on File >

When software isn't the cure (but it helps)



Agile & DevOps

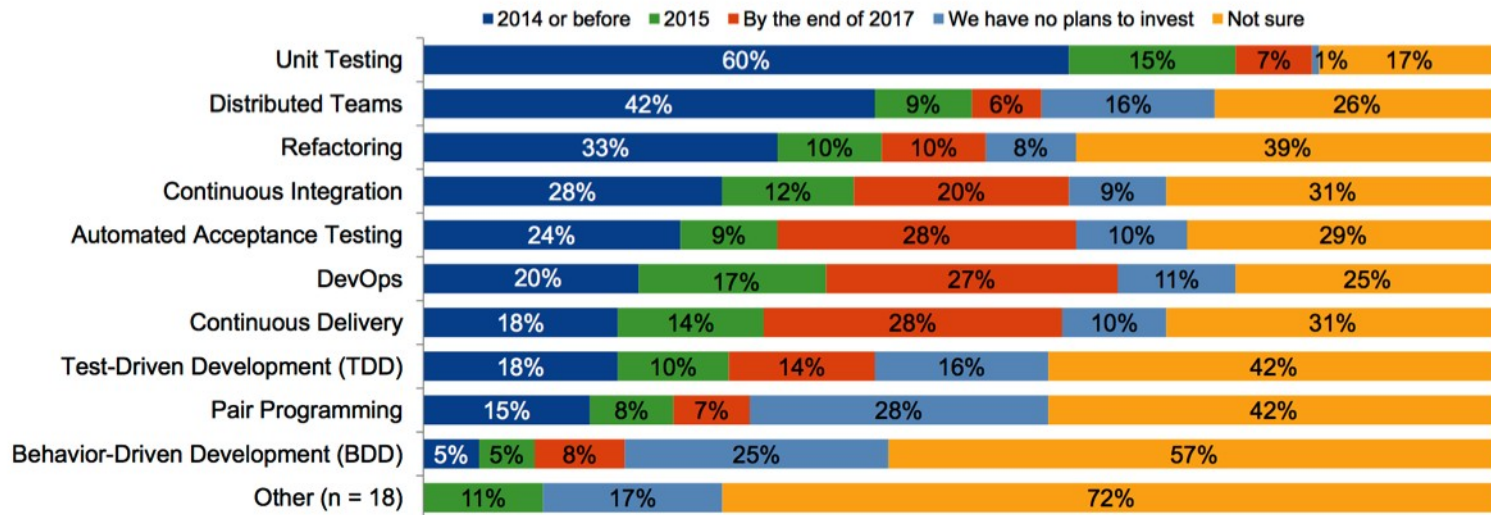
(Low-level Meatware)



After 17 years, “Agile” is not as wide-spread as we think it is – make sure you’re actually doing it

When did or will your organization begin to use each of the following agile enterprise practices?

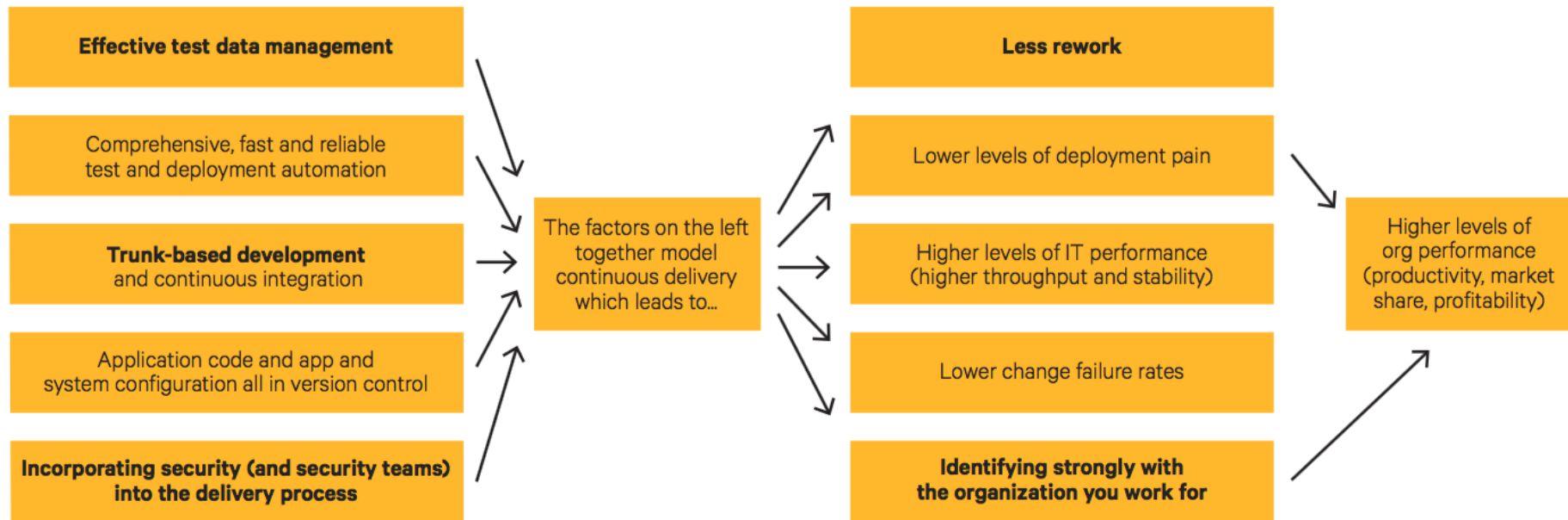
n = 155; Base: Organization uses agile or is in pilot implementation phase



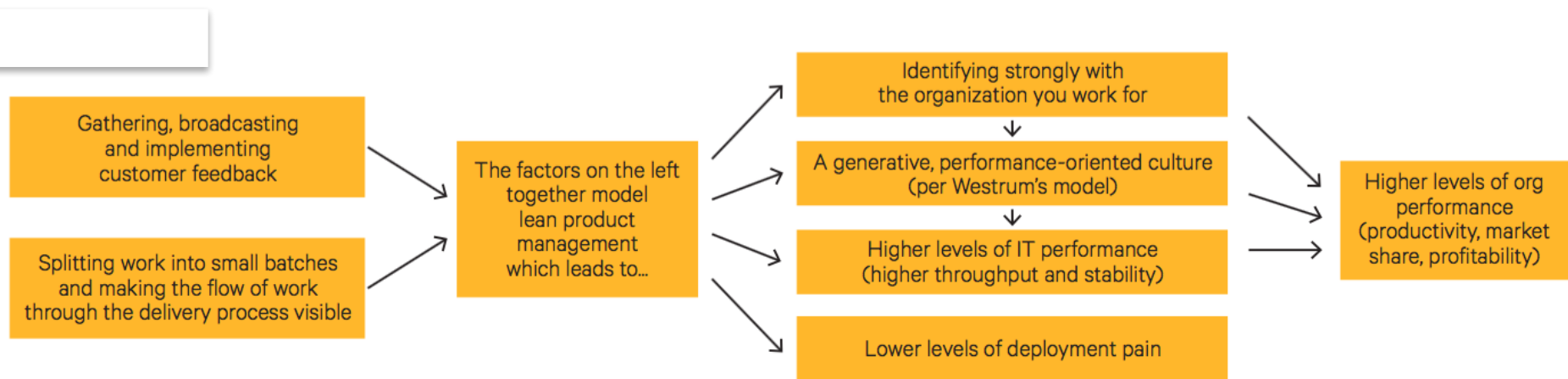
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Gartner

DevOps is more than configuration management



DevOps is more than configuration management



Cultural Transformation

(High-level Meatware)



Change begins and ends with committed management

Or, how t-shirts jump-start digital transformation



“I can’t tell you what having a leader stand-up in front of an organization with a hoodie and t-shirt does to cultural change. It all the sudden makes it OK for everyone within that organization to participate in change.”

-Matt Curry, Allstate

Small teams with end-to-end involvement

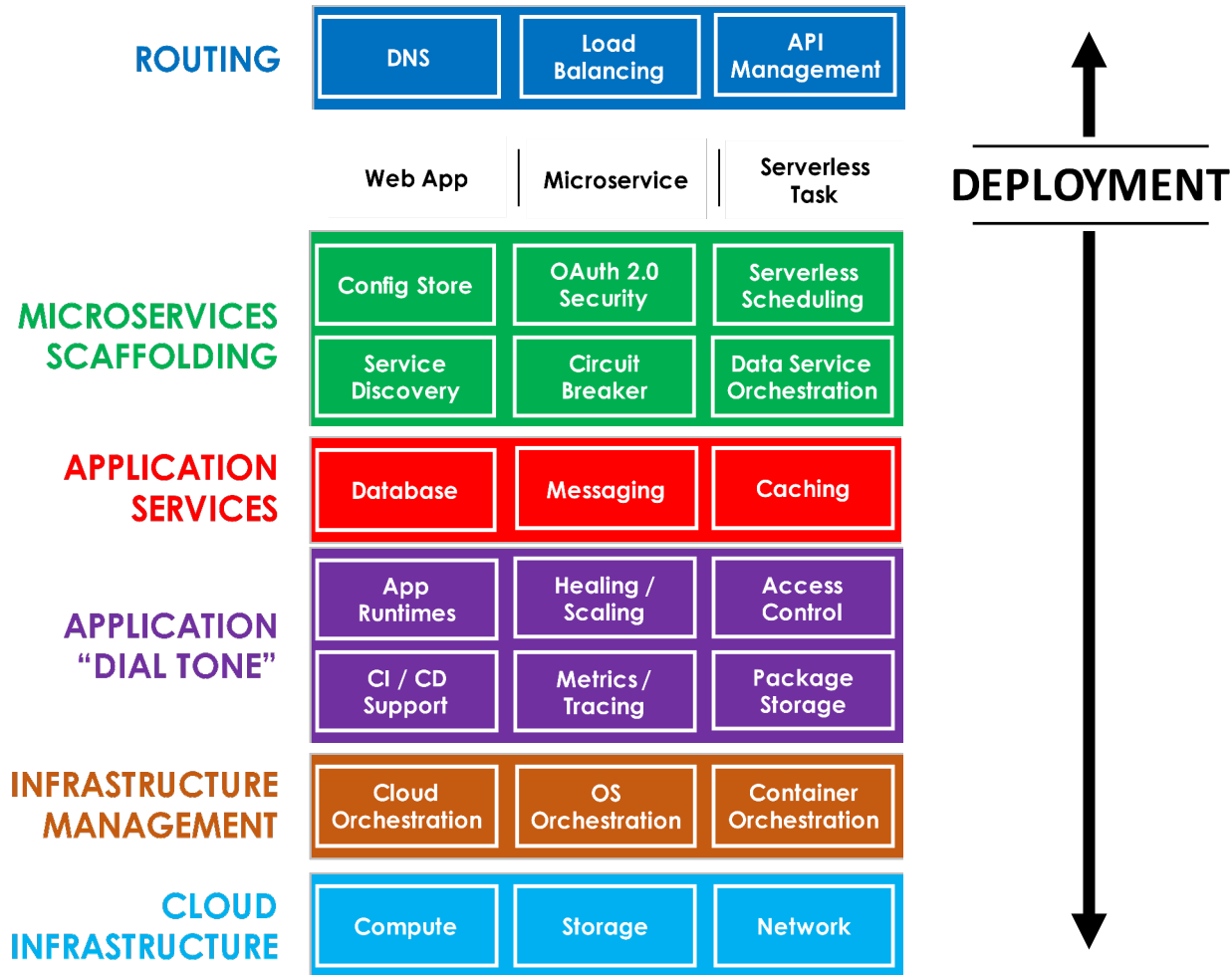
“The best way to do this stuff is to get a multi-disciplinary team of people in house – designer, user researcher, developer, content person – you’re talking a team of about twelve people”

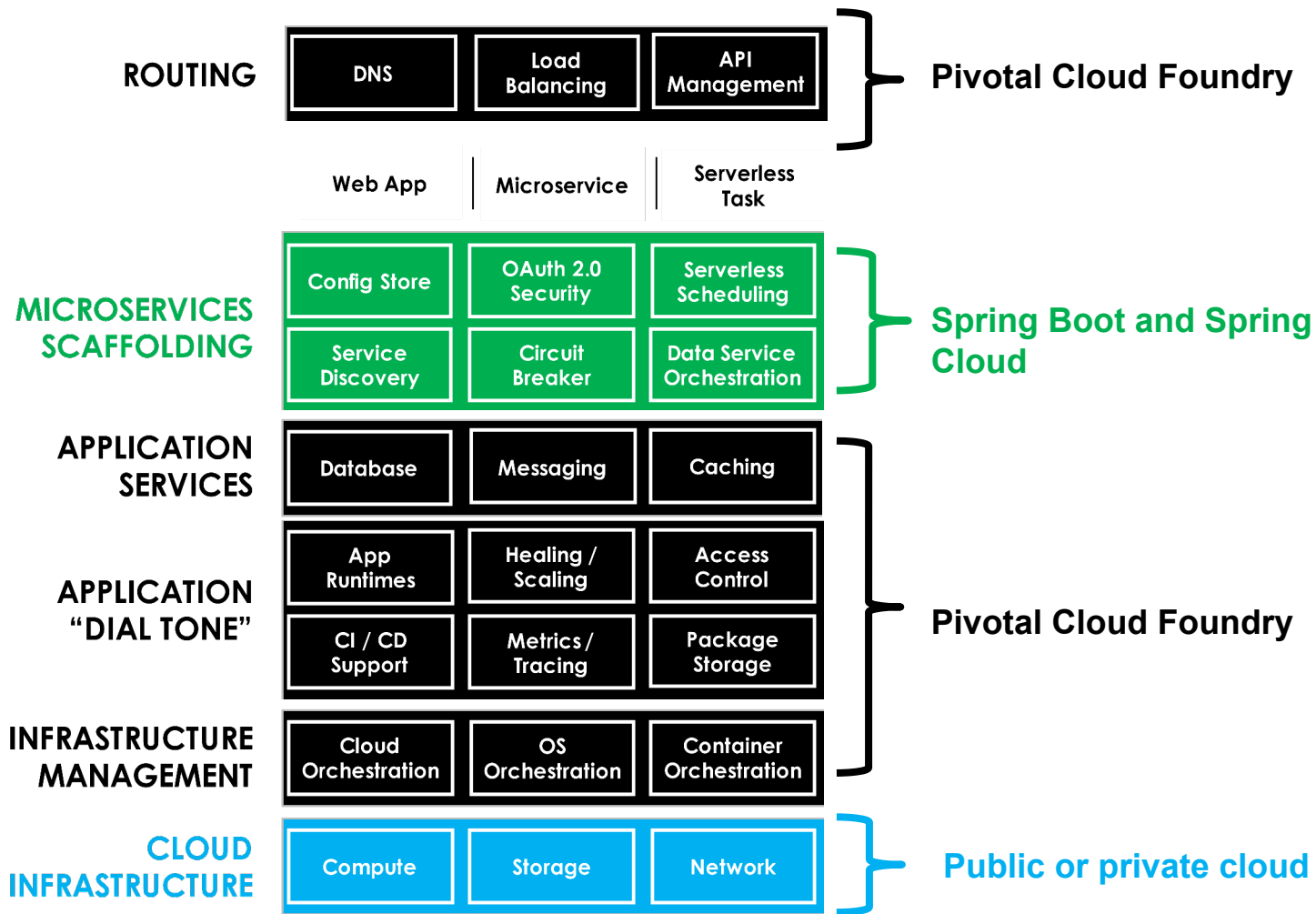


Source: “[Why Britain banned mobile apps; Interview with Ben Terrett, former design chief at the GDS,](#)” GovInsider, June 2016. See also “[From Aristotle to Ringelmann,](#)” June 2016. Picture from [Pivotal SafeMeds scrapbook;](#) “[Roles and Responsibilities for DevOps and Agile Teams,](#)” Coté, May 2016. : “[Introducing cloud at Express Scripts, with Brian Gregory,](#)” Lords of Computing #12, April 2016.

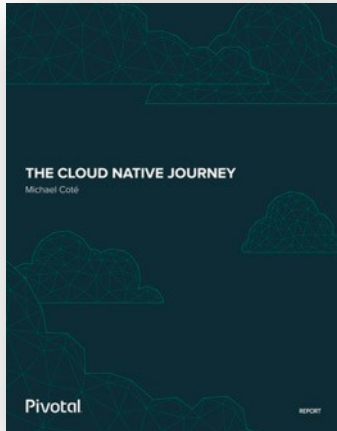
DEMO !

What does modern software LOOK like?

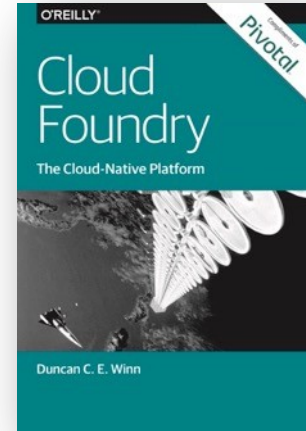
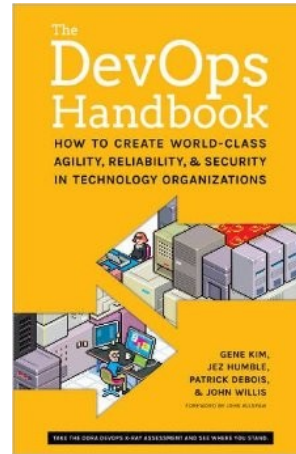
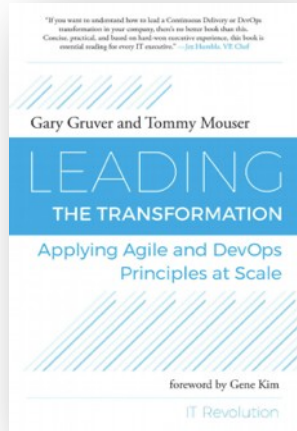




Further reading



[Free at Pivotal.io](#)



[Free at Pivotal.io](#)

“We are uncovering better ways
of developing software by doing
it and helping others do it.”

- [The Agile Manifesto](#), 2001

Thanks!

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