Why the fuss about serverless?

simon.wardley@leadingedgeforum.com
WARNING
Audience Pain

Severe risk of harm

No. Of Slides

242
Strategy
Strategy
Maps
Patterns
APIs
Top quality prints and a FREE online photo service

- **Digital and film**
  Easy upload for digital pictures and film rolls

- **Create online albums**
  Unlimited secure space for your pictures

- **Photo upload software**
  FREE
  Upload your images from your desktop

- **Share your photos**
  FREE
  Friends, family, workmates, share the moment

- **Buy prints and gifts**
  Turn your favourite photos into great gifts

**Gifts Gallery**
Turn your photos into great gifts!

**Promotions**
Share pictures & when friend registers, you both get 3 free 6x4 prints.

username
password
Login

forgot password?
Take the Tour
Create an account

Fotango website, 2005, courtesy of CEO.
Fotango

Our strategy is **customer focused**. We will lead a **innovative** effort in the market through our use of **agile techniques** and **open source** to become a leading provider of open standard solutions to the digital world. To develop products of the highest standards we make our clients part of the team. Our final measure of success is the satisfaction of the team at the end of the project.
Business Level Abstractions of a Healthy Strategy
Common Blahs

digital business, big data, disruptive, innovative, collaborative, competitive advantage, ecosystem, open source, networked, efficiency, learning organisation, social media, revolution, cloud based, agile, secure, internet of things, growth, value, customer focused, open, digital first, data leaders, agile, insight from data, platform, sustainable, revolution, culture.
Our strategy is [Blah]. We will lead a [Blah] effort of the market through our use of [Blah] and [Blah] to build a [Blah]. By being both [Blah] and [Blah], our [Blah] approach will drive [Bah] throughout the organisation. Synergies between our [Blah] and [Blah] will enable us to capture the upside by becoming [Blah] in a [Blah] world. These transformations combined with [Blah] due to our [Blah] will create a [Blah] through [Blah] and [Blah].
Blahs
+
Blah template
=
auto generate
64 strategies
Our strategy is customer focused. We will lead a disruptive effort of the market through our use of innovative social media and big data to build a collaborative cloud based ecosystem. By being both digital first and agile, our open approach will drive efficiency throughout the organisation.

Synergies between our culture revolution and networked learning organisation will enable us to capture the upside by becoming data leaders in a digital business world.
Our strategy is **innovative digital business**. We will lead a **growth** effort of the market through our use of **customer focused competitive advantage** and **disruptive social media** to build a **collaborative revolution**. By being both **data leaders** and **cloud based**, our **ecosystem** approach will drive **insight from data** throughout the organisation. Synergies between our **platform** and **open culture** will enable us to capture the upside by becoming **digital first** in a **networked** world.
1. This is the exact wording from our business plan.
1. This is the exact wording from our business plan.

2. I’ve seen two of these used already.
1. This is the exact wording from our business plan.

2. I’ve seen two of these used already.

3. Are you for hire?
Our strategy is collaborative. We will lead an open effort of the market through our use of big data and social media to build a digital business. By being both disruptive and agile, our networked approach will drive internet of things throughout the organization. Synergies between our growth and insight from data will enable us to capture the upside by becoming sustainable in an innovative world. These transformations combined with learning organization due to our data leaders will create a platform through revolution and leaders.

http://strategy-madlibs.herokuapp.com/
The Strategy Cycle

Sun Tzu’s five factors
The Strategy Cycle

Sun Tzu's five factors
The Strategy Cycle

Sun Tzu's five factors
The Strategy Cycle

Sun Tzu's five factors

Purpose
Doctrine
Landscape
Climate
The Strategy Cycle

Sun Tzu's five factors

- Leadership
- Purpose
- Doctrine
- Landscape
- Climate
The Strategy Cycle

- Sun Tzu’s five factors
- John Boyd’s OODA loop

Purpose

Landscape

Doctrine

Climate

Leadership

The “game”
Observe

The Strategy Cycle
Sun Tzu’s five factors
John Boyd’s OODA loop
Observe
Sun Tzu’s five factors

The Strategy Cycle

John Boyd’s OODA loop

Leadership
Purpose

Orient
Doctrine

Landscape

Climate

The “game”
The Strategy Cycle

Sun Tzu’s five factors

John Boyd’s OODA loop
IMPORTANCE OF WHY?
Observe

Decide

The Strategy Cycle

Sun Tzu’s five factors

John Boyd’s OODA loop

The two types of why
The Strategy Cycle
- Sun Tzu’s five factors
- John Boyd’s OODA loop
- The two types of why
Why of purpose = To Win!
Why of movement = here or there?
Movement = LEARNING
The Strategy Cycle
- Sun Tzu’s five factors
- John Boyd’s OODA loop
- The two types of why
Top quality prints and a
FREE online photo service

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Purpose

The “game”

why of purpose
Purpose
Landscape
Observe
The "game"
why of purpose
Landscape
Observe
SITUATIONAL AWARENESS?
From Hernam, head due west towards Hvarf, and you will have sailed north of Hjaltland, so that you just glimpse it in clear weather, but south of the islands, so that the sea is right in between the distant mountains and thus also south of Iceland.

Hauksbók
What would you use to navigate?

west towards Hvarf, and you will have sailed north of Hjaltland, so that you just glimpse it in clear weather, but south of the islands, so that the sea is right in between the distant mountains and thus also south of Iceland.

visual map

verbal story
Pawn (w)
Pawn (w), Pawn (b)  
Pawn (w), Pawn (b)
Pawn (w), Pawn (b), Pawn (w)

Pawn (w), Pawn (b), Pawn (w)
Pawn (w), Pawn (b), Pawn (w), Queen (b)

Pawn (w), Pawn (b), Pawn (w), Queen (b)
Pawn(w), Pawn(b), Pawn(w), Queen(b), Pawn(w), Queen(b), Bishop(w), Knight(b), Queen(w), Pawn(b), Rook(w), Bishop(b),
Knight(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b),
Knight(b), Pawn(w), Bishop(b), Rook(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Rook(w), Bishop(b),
Pawn(w), Pawn(b), Knight(w), Pawn(b), Rook(w), Bishop(b), Queen(w), King(b), Knight(w), Pawn(b), Rook(w), Bishop(b),
Pawn(w), Pawn(b), Pawn(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Queen(w), Bishop(w), Queen(w), Knight(b), Pawn(w),
Pawn(b), Knight(w), Pawn(b), Queen(w), Knight(b), Pawn(w), Knight(b), Pawn(w), Rook(w), Bishop(b), Pawn(w), Rook(w),
Pawn(b), Pawn(w), Pawn(b), Queen(w), Bishop(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Rook(w), Bishop(b),
Pawn(w), Pawn(b), Queen(w), Grain(b), Pawn(w), Pawn(b), Pawn(w), Rook(b), Pawn(w), Pawn(b), Rook(w), Knight(b),
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Pawn(b), Bishop(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Pawn(w), Rook(w), Bishop(b), Pawn(w), Pawn(b), Rook(b),
Pawn(w), Pawn(w), Queen(w), Rook(b), Bishop(b), Pawn(w), Pawn(w), Rook(b), Bishop(b), Pawn(w), Pawn(w), Rook(b),
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Pawn(b), Pawn(w), Knight(b), Pawn(w), Pawn(b), Rook(w), Bishop(b), Pawn(w), Pawn(b), Rook(w), Bishop(b), Pawn(w),
Pawn(b), Pawn(b), Knight(w), Pawn(b), Queen(b), Pawn(b), Pawn(b), Knight(b), Pawn(w), King(b), Knight(b), Pawn(w),
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Pawn(b), Pawn(w), Knight(b), Pawn(b), Queen(b), Pawn(b), Pawn(b), Queen(w), King(w), Knight(b), Pawn(w), Pawn(w),
Queen(b), Queen(w), Pawn(b), Rook(b), Knight(b), Pawn(w), Pawn(w), Pawn(b), Queen(w), Queen(w), Pawn(b), Pawn(b),
Pawn(w), Pawn(b), Queen(w) ... WINS
Pawns, Queens, Bishops, Knights, Rooks, and Kings on a chessboard.

Secrets of Success... WINS
Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

But our research shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.
Pawn (w)
Pawn (w), Pawn (b)
Pawn (w), Pawn (b), Pawn (w)
Pawn (w), Pawn (b), Pawn (w), Queen (b) ... LOST.
What would you use to learn?

secrets of success context specific play
Thermopylae

Athens

Thebes

Artemisium

Army

Navy

Persians

Athens

Thebes
Strengths

A well trained Spartan army

A high level of motivation not to become a Persian slave

Weaknesses

The Ephors might stop the Spartans turning up

A lot of Persians ARE turning up

Opportunities

Get rid of the Persians

Get rid of the Spartans

Threats

Persians get rid of us

The Oracle says a really dodgy film might be produced over 2,000 years later
What would you use to communicate and determine strategy in battle?

- **Strengths**
  - A well trained Spartan army
  - A high level of motivation not to become a Persian slave

- **Weaknesses**
  - The Ephors might stop the Spartans turning up
  - A lot of Persians ARE turning up

- **Opportunities**
  - Get rid of the Persians
  - Get rid of the Spartans

- **Threats**
  - Persians get rid of us
  - The Oracle says a really dodgy film might be produced over 2,000 years later

**Position and movement**

**Magic framework**
<table>
<thead>
<tr>
<th>Chess</th>
<th>Visual</th>
<th>Navigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Context specific</td>
<td></td>
<td>Learning</td>
</tr>
<tr>
<td>Position and movement</td>
<td></td>
<td>Strategy</td>
</tr>
<tr>
<td>Chess</td>
<td>Visual</td>
<td></td>
</tr>
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</tr>
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</tr>
<tr>
<td>Position and movement</td>
<td>Learning</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>Strategy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Situational Awareness</td>
<td></td>
</tr>
</tbody>
</table>
Why did you bomb that hill?
<table>
<thead>
<tr>
<th>Chess</th>
<th>Alchemy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual</td>
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</tr>
<tr>
<td>High</td>
<td>Situational Awareness</td>
</tr>
<tr>
<td></td>
<td>Low</td>
</tr>
<tr>
<td>Chess</td>
<td>Visual</td>
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<tr>
<td>----------------</td>
<td>-------------------</td>
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<td>Situational Awareness</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Space has meaning!
Business Process Map
Digital Map
HOW TO MAP?
USER

Needs

CUP OF TEA
USER

CUP OF TEA

HOT WATER

TEA

KETTLE

WATER

POWER

Needs

Needs

Needs

Needs
Anchor

USER

CUP OF TEA

TEA

HOT WATER

KETTLE

WATER

POWER
Novel Commodity
Evolution = Change = Movement
Certainty
Ubiquity
Custom
Built
Commodity
Service (rental)
Service (utility)
Commodity
Product
Custom
Built
Genesis
Supply competition
Demand competition
SO WHAT?
Purpose
Landscape
Climate
Observe

The “game”

why of purpose
why of movement

Climate

Observe

Landscape

Purpose
Climate
Rules that influence the game
AGILE / In-house

Strong → Weak

focus on reducing cost of change
AGILE / In-house

Strong  Weak
focus on reducing cost of change

LEAN / Off the shelf product

Weak  Strong  Weak
focus on learning & reducing waste

SIX SIGMA / Outsource

Weak  Strong  Weak
focus on reducing deviation
No one size fits all

AGILE / In-house

- Strong
  - focus on reducing cost of change

LEAN / Off the shelf product

- Weak
  - focus on learning & reducing waste

SIX SIGMA / Outsource

- Weak
  - focus on reducing deviation

Climatic pattern

- No one size fits all

Value Chain

- Visible
- Invisible
Value Chain

Visible

- Online Image Manipulation
- Online Photo Storage
- Print
- Web Site
- CRM
- Platform
- Compute
- Data Centre
- Power

Invisible

Uncharted

- Past
- Future
- Competition
- Inertia
- Past success breeds inertia

Climatic pattern

Genesis | Custom Built | Product (+ rental) | Commodity (+ utility) | Evolution
Where to Invest?
The “game”

Orient

Purpose

Why of purpose

Doctrine

Why of movement

Climate

Landscape

Act

Observe
Doctrine
universally applicable principles regardless of context
Emergency Services Mobile Communication Platform (ESMCP)
Doctrine

Think small (as in know the details)
## IT Weapons of Mass Duplication - Leader Board

<table>
<thead>
<tr>
<th>Number of Duplicate Efforts in a single Organisation</th>
<th>Technology Space</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000+ (unconfirmed)</td>
<td>Accounting systems</td>
<td>Global Defence</td>
</tr>
<tr>
<td>1,000+ (estimated)</td>
<td>Risk management</td>
<td>Global Finance</td>
</tr>
<tr>
<td>380</td>
<td>ERP system</td>
<td>Global Energy</td>
</tr>
<tr>
<td>300+</td>
<td>ECM systems</td>
<td>Global Pharma</td>
</tr>
<tr>
<td>170</td>
<td>Cloud projects</td>
<td>Global Technology</td>
</tr>
<tr>
<td>118</td>
<td>Workflow systems</td>
<td>Government</td>
</tr>
<tr>
<td>22</td>
<td>Rules Engines</td>
<td>European Corporate</td>
</tr>
<tr>
<td>14</td>
<td>CRM system</td>
<td>National Bank</td>
</tr>
<tr>
<td>6</td>
<td>General Rule of Thumb</td>
<td>Everywhere</td>
</tr>
</tbody>
</table>
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Mobile Network
Ambient

User

Video

Job Dispatch

Telephony

Messaging

Core Apps

Common Apps

P2P

D2D

P2MP

Video

Messaging

Core Apps

Device

Catalogue

Stats

Device

Catalogue

Device

Location Services

Location Services

Mobile Network

Radio Site Coverage

System Support Services

Emergency Function

Visualisation

MDM / MAM

Purchasing

Billing

Device

Enhancements

Device

Enhancements

Bespoke Coverage

Control Room Connections

LTE Network Enhancement

Local Apps

Store

App Catalogue

App Certification

Device

Certificate

Stats

Network Statistics

Fault

MDM / MAM

Purchasing

Billing

Doctrine

Think small (as in contracts)
UNCHAFTED
Industrialised

Value Chain

Visible

AGILE / In-house
Strong
focus on reducing cost of change
Weak

LEAN / Off the shelf product
Weak
focus on learning & reducing waste
Strong

SIX SIGMA / Outsource
Weak
focus on reducing deviation
Strong

Climatic pattern
No one size fits all

Evolution

Genesis Custom Built Product (+ rental) Commodity (+ utility)
Use appropriate methods
What is a world perception server?
A Should we outsource or build our own?

B Should we outsource or build our own?
A Should we outsource or build our own?

B Should we outsource or build our own?
Uncharted

Industrialised

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Mobile Network

Ambient

User

Emergency Function

D2D

P2P

P2MP

Job Dispatch

Telephony

Messaging

Core

Video

Visible

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Uncharted

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D2D

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Invisible

Mobile Network

Ambient

User

Emergency Function

D2D

P2P

P2MP

Job Dispatch

Telephony

Messaging

Core

Video

Use appropriate methods

Doctrine
Think small (use cells)
Thinking aptitude and attitude
GCHQ: BOILING FROGS?

Technology organisations need to change radically to survive increasing technical and business disruption.
Strategy
Context specific forms of gameplay
Where to Invest?
Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

But our research shows that people with subtle asymmetries—for example, imbalances in ear or finger length—are often better “transformational” leaders, able to inspire followers to put self-interest aside for the good of the group. Furthermore, teams they lead outperform teams whose leaders have more-symmetrical bodies.
Ubuntu Logo,
Co-evolved management tools and practice (Devops)

New Applications (Developers)

Platform

Guest OS

Compute

Server OS

Physical Server

Compute Utility

2008
Uncharted

Industrialised

Genesis

Custom Built Product (+ rental)

Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Platform

Compute

Utility

New Applications (Developers)

Co-evolved management tools and practice (Devops)

Here!

2008

Here!

Here!

Here!

Here!

Here!

Here!

Here!

Physical Server

Server OS

Guest OS

Compute

Commodity

Commodity (+ utility)

Compute Utility

Here!

Here!

Here!

Here!

Here!

Here!

Here!

Here!
Strategy

Maps

Patterns

APIs

SERVERLESS
ECOSYSTEM
Visible

Uncharted

Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Componentisation effect

Component service

Component service

Invisible

Genius | Custom Built | Product (+ rental) | Commodity (+ utility) | Evolution
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible
Invisible

Componentisation effect

Component service

LEVERAGE

INNOVATE
API

Supplier

Ecosystem
(Apparent) rate of innovation  
customer focus  
efficiency  $\propto$ Size of Ecosystem
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

New Applications

User Need

AI Services (Speech / Vision / Chat)

ML Platforms (Kinesis)

ML Engines (Tensorflow)

Compute
WARNING
Uncharted
Industrialised

Application

Visible
Invisible

compute

Value Chain

Evolution

Genesis
Custom Built
Product (+ rental)
Commodity (+ utility)
Uncharted

Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Operating system

compute

compute

compute
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Operating system

compute

High MTTR

Evolution
Uncharted Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Operating system

Novel architectural practice

High MTTR

compute
Uncharted
Industrialised

Value Chain
Visible
Invisible

Application
Operating system
Novel architectural practice
compute
High MTTR

Genesis Custom Built Product (+ rental) Commodity (+ utility)
Visible

Genesis | Custom Built | Product (+ rental) | Commodity (+ utility)

Uncharted

Industrialised

Value Chain

Visible

Uncharted

Invisible

Application

Framework

Operating system

Good architectural practice

High MTTR

compute
Uncharted Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Emerging coding practice

Invisible

Application

Compute

Framework

Operating system

Good architectural practice

High MTTR

Emerging coding practice

Good architectural practice

Application

Framework

Operating system

High MTTR

Emerging coding practice

Good architectural practice

Application

Framework

Operating system

High MTTR
Uncharted Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Best coding practice

Framework

Best architectural practice

Operating system

High MTTR

compute

Best coding practice

Operating system

Framework

Application

Value Chain

Visible

Invisible

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution
Climatic pattern co-evolution

Value Chain

Visible

Uncharted

Industrialised

Application

Best coding practice

Framework

Operating system

Novel architectural practice

Best architectural practice

Compute

Low MTTR

High MTTR

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)
Evolutionary biologists have learned that people with greater “genetic fitness,” as manifested by a high degree of left-right body symmetry, are not just considered better looking but also tend to be healthier, more intelligent, and more dominant than others. They’re the classic alphas who rise to the top of rigidly hierarchical organizations such as the military.

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Make my stuff “cloudy”
Amazon's cloud outage shook the cloud computing industry to its core last month, and at Interop Las Vegas 2011 a panel of cloud experts examined the fallout and the lasting impact of Amazon (NSDQ:AMZN)'s cloud outage.

Amazon's cloud services went down for several hours, and in some cases days, on April 21 after an issue with its Elastic Block Store (EBS) service got stuck in a "re-mirroring storm" in its North Virginia data center. The hiccup knocked several Amazon cloud users offline,
The end of cloud is nigh ...
Shouldn't our architecture evolve as well?
Burn him!

Heretic
**Value Chain**

- **Visible**
  - Application
  - Framework
  - Operating system
  - Best coding practice

- **Invisible**
  - Novel architectural practice
  - Low MTTR

**Uncharted**

- **Genesis**
- **Custom Built**
- **Product (+ rental)**
- **Commodity (+ utility)**

**Industrialised**

- **Inertia**
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Value Chain
Visible
Invisible

Application
Best coding practice
Framework
Operating system

Emerging architectural practice (DevOps)

compute

Best coding practice

Evolution

Best architectural practice

Commodity (+ utility)
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application
Best coding practice
Framework
Operating system
New Tribe

Best architectural practice (

DevOps)

Good architectural practice (Legacy)

compute

Operating system

Best architectural practice (Legacy)

New Tribe

Value Chain

Visible

Invisible

compute

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)

Evolution
It's all about user needs, iterative cycles, automation, feedback loops, ...
So was ITIL
Heretic

Burn him!

Heretic
Uncharted Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Best coding practice

Framework (e.g. Lambda)

Operating system

Best architectural practice (Legacy)

Good architectural practice (DevOps)

compute

Genesis Custom Built Product (+ rental) Commodity (+ utility)
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible
Invisible

Application

emerging architectural practice (JEFF)

Best coding practice

Framework (e.g. Lambda)

Operating system

Good architectural practice (DevOps)

Best architectural practice (Legacy)

compute
Genasis Custom Built Product (+ rental) Commodity (+ utility)
Uncharted

Industrialised

Genesis

Visible

Evolution

Invisible

Value Chain

Application

Best architectural practice (JEFF)

emerging architectural practice (JEFF)

Best coding practice

Framework (e.g. Lambda)

Operating system

Good architectural practice (DevOps)

Best architectural practice (Legacy)

compute

compute

Framework (e.g. Lambda)

Operating system

Best architectural practice (Legacy)

Best architectural practice (Legacy)

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Value Chain

Visible

Invisible

emerging architectural practice (JEFF)

Application

Framework (e.g. Lambda)

Evolution
emerging architectural practice (JEFF)
Uncharted
Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

New Tribe

emerging architectural practice (JEFF)

Application

Framework (e.g. Lambda)
Visible

Application

Emerging architectural practice (JEFF)

New Legacy

Legacy

Best architectural practice (Legacy)

Best coding practice

Operational system

Framework (e.g., Lambda)

Low MTTR

High MTTR

Compute

Product (+ rental)

Commodity (+ utility)

Evolution

Genesis

Custom Built

Value Chain

Uncharted

Industrialised
DevOps is the new legacy?
Heretic

Burn him!

Heretic
RECAP
Orient

Purpose

Landscape

Climate

Doctrine

Leadership

The "game"

why of purpose

why of movement

Act

Decide

Observe

why of movement
The "game" of purpose
why of purpose
why of movement

Act

Orient
Doctrine

Leadership

Purpose

Landscape

Climate

Observe

Decide
(Apparent) rate of innovation
customer focus
efficiency \propto \text{Size of Ecosystem}
Uncharted
Industrialised

Value Chain
Visible
Invisible

Application
Emerging architectural practice (JEFF)

Best coding practice
Framework (e.g. Lambda)
Operating system
Best archiitectural practice (Legacy)

compute
Genesis Custom Built Product (+ rental) Commodity (+ utility)

Best architectural practice (DevOps)

Evolution
New Tribe

emerging architectural practice (JEFF)

Application

Framework (e.g. Lambda)
Uncharted

Industrialised

Genesis Custom Built Product (+ rental) Commodity (+ utility)

Evolution

Value Chain

Visible

Invisible

Application

Best architectural practice (JEFF)

emerging architectural practice

Best coding practice

Framework (e.g. Lambda)

Operating system

New Legacy

Good architectural practice (DevOps)

Legacy

High MTTR

Low MTTR

compute

Emerging architectural practice

Best architectural practice (Legacy)

Lowest MTTR

Highest MTTR

New

Legacy

Evolution

Genesis

Custom Built

Product (+ rental)

Commodity (+ utility)
Heretic

Burn him!

Heretic
map-camp.com
3rd October, Shoreditch Town Hall
Thank you

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