



DevOps 2.0 - When Everyone Can Run What's Built

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Windows '95
Windows '98



Winter '16
Spring '17



10:05 AM
10:06 AM

Waterfall Release Every 3 Years is Dead



Marketing: Unable to Predict Future

- Too visionary or too slow
- Aim once, hit once—no time to tune message or positioning



Product: Changing Use Cases

- “We do/don’t need social”
- “Of course we need a single page app”



Dev: Teams Fracture

- Front end, back end, APIs all in different directions
- Branch hell with service packs, back ports



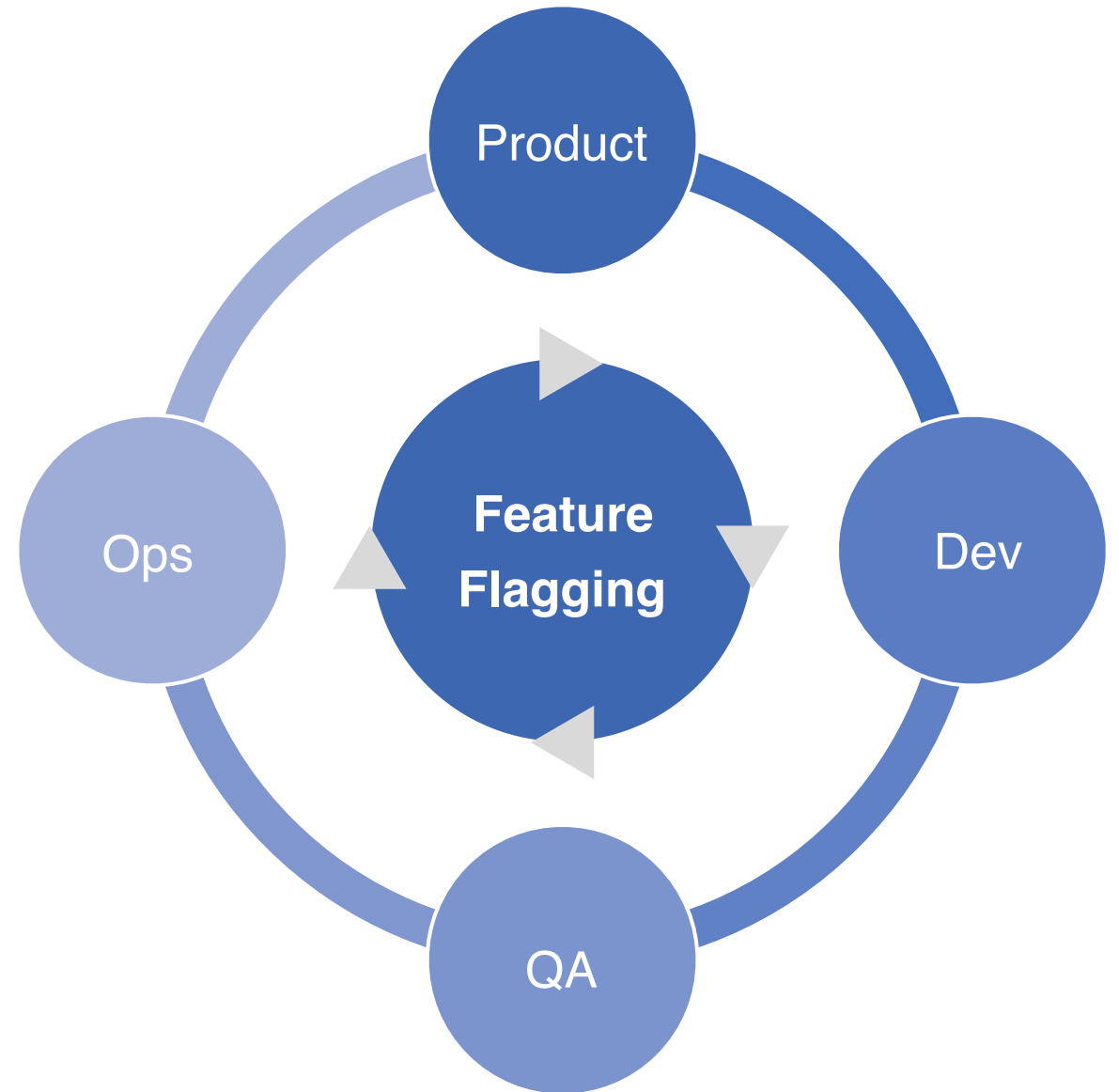
Ops: Hell

It's broken, fix it now!



Feature Flagging: Move Faster with Less Risk

- Built in-house by Facebook, Twitter, Netflix
- Separate code from business logic
- Push functionality to who you want, when you want



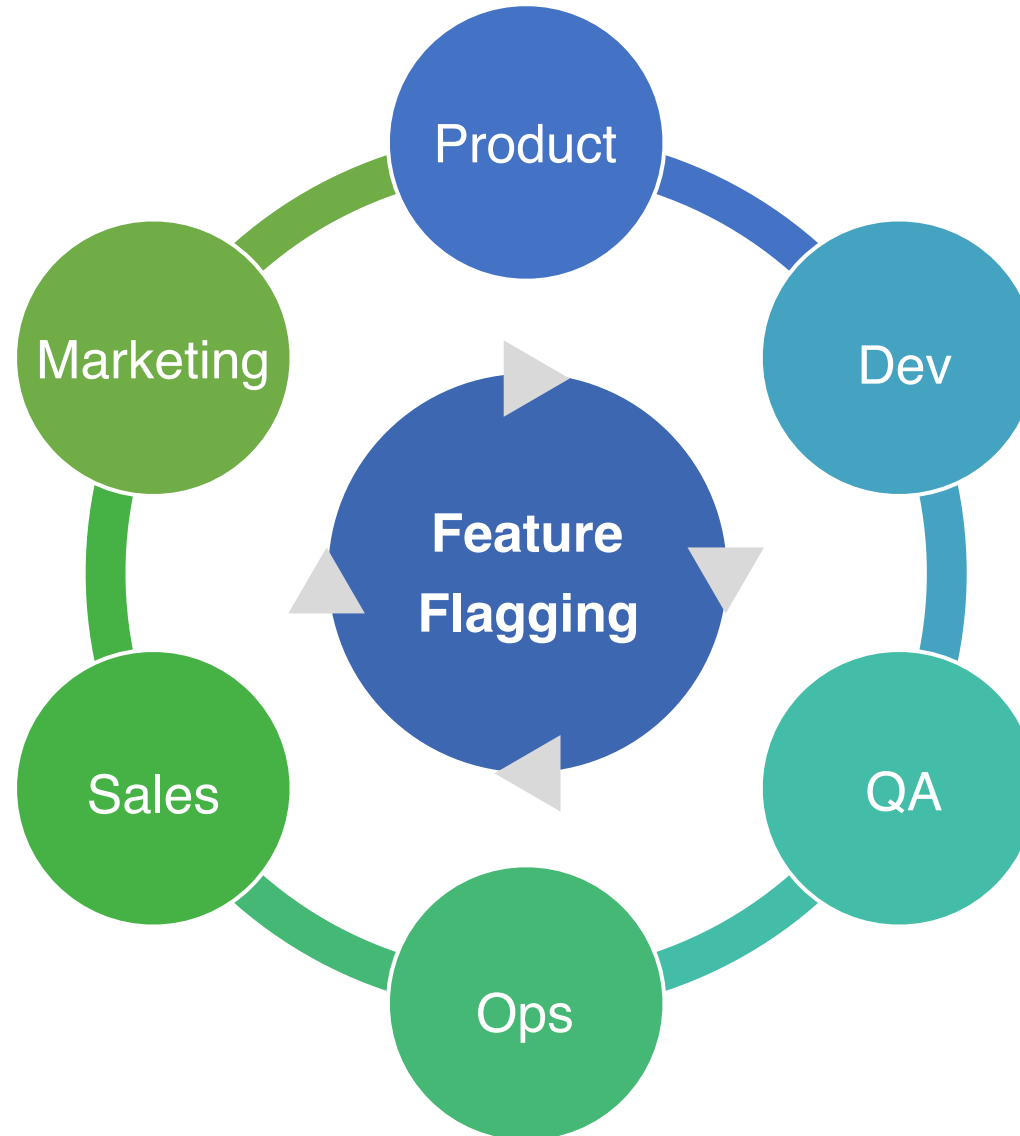
Ops Controls Access to Features



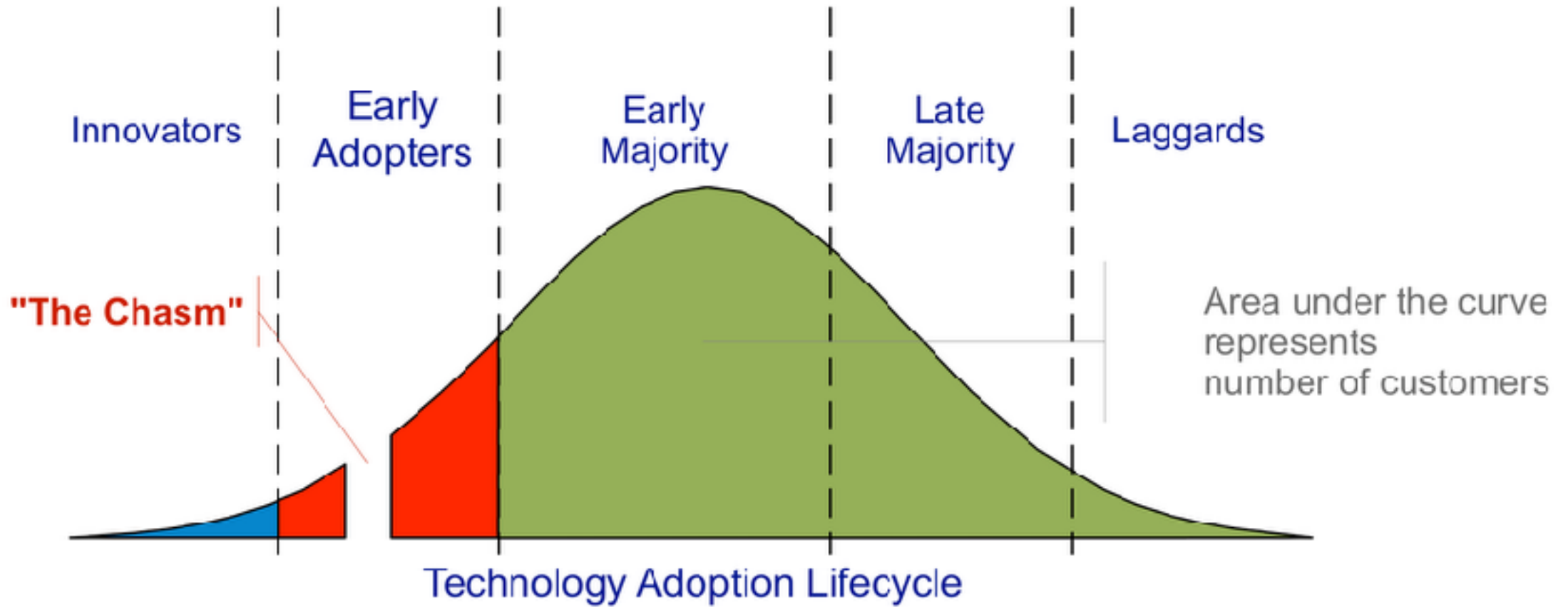
Dev Controls Access to Features



DevOps 2.0: Business Granted Control over Software



Product Controls Access to Features



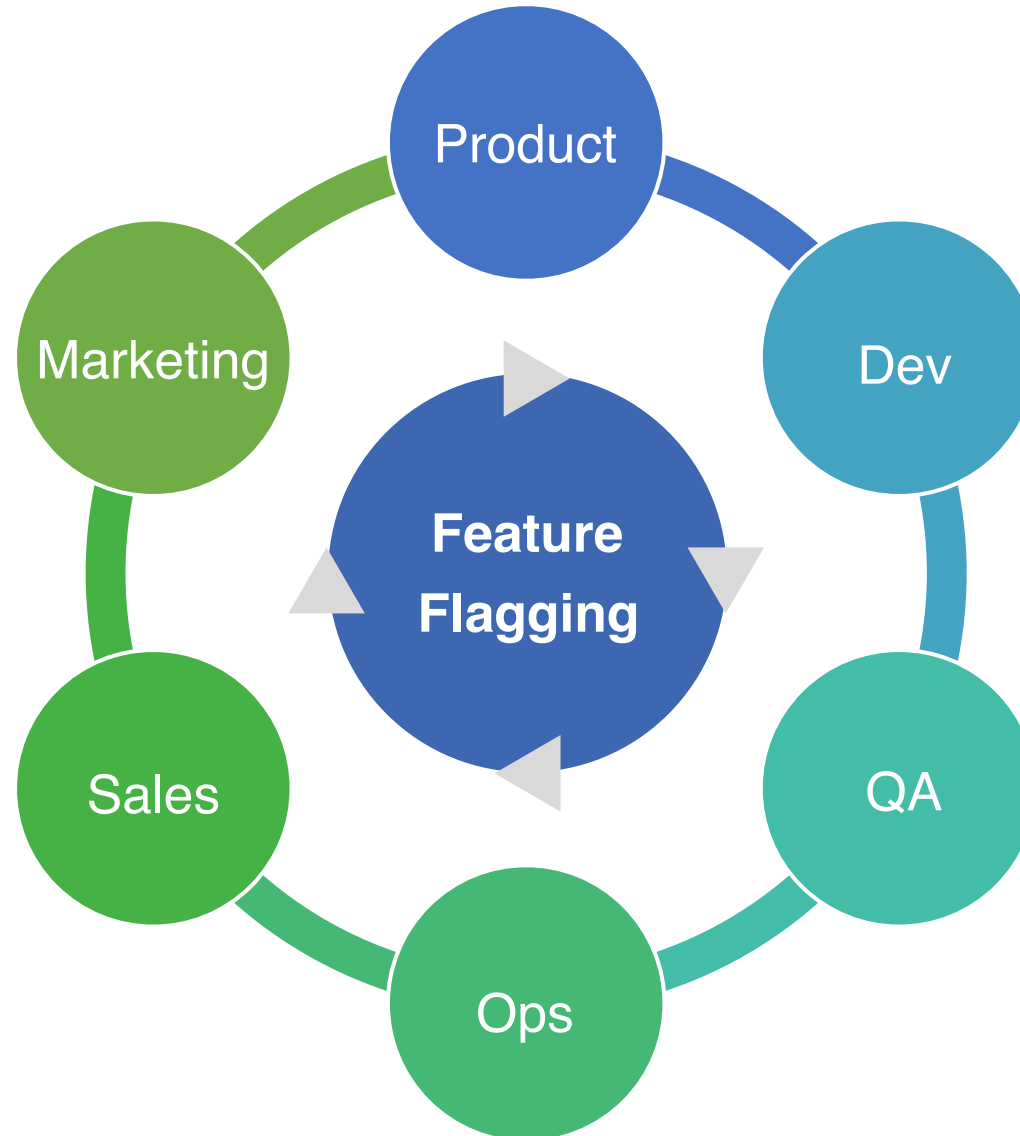
Marketing Controls Access to Features



Sales Controls Access to Features



Developers Gain Control over Software



Questions + Resources

- Feature Flagging Guide:
<https://launchdarkly.com/guide/index.html>
- To Be Continuous Podcast:
<http://www.heavybit.com/library/podcasts/to-be-continuous/>



**Powering software organizations to
launch, measure & control features.**

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