

## CHAPTER ONE

# The End

## Your Success Formula

Creating a success formula for the marketplace begins with answering the right questions to provide the best solution to each challenge you face. And when you are able to present results in the way a customer requests, you are more than halfway there.

The next unique success ingredient is your packaging. You may present a perfectly reasonable solution, but if it comes in a way the customer doesn't understand, you'll have lost them. Therefore, you must package your product or solution so the customer can both appreciate and make use of it.

Another part of your success formula is timing. Imagine a restaurant presenting you with your favorite food when you are already full. Instead of bringing you joy, the food you so dearly love becomes an irritant. You may not even like to smell it. Now imagine being offered this special delicacy when you are hungry and have a craving for it. You'll be thrilled, won't you? And if asked to rate the experience, you'll give the restaurant five stars.

As you can see, becoming successful in the marketplace isn't complicated rocket science:

- **Ask the right questions to provide the best solution to a problem**
- **Correctly package the solution**
- **Present it at the right time**

Now that you have all this figured out, you may be asking yourself, "What's next?" If this is you, you are in the right place because the most profitable next

step is to transform your success formula into a system you can run without too much effort while yielding high returns on your investment. That's how you nail it every time and become a consistent success.

But what has this got to do with DevOps or IT operations as a whole? I'm glad you asked that, too! It's the way to differentiate yourself and move from the sea of sameness to the island of individuality. It's how you provide unique experiences for your clients. And it's how you develop faster software applications with exactly the right features, colors, functionality, and superior quality—just like your clients requested.

Imagine presenting your finished product, your client jumping out of the chair, giving you a big hug, and shouting, “YES! I knew if anyone could do this, it would be you. I can't thank you enough. This is EXACTLY what we needed!”

## Gathering the Right Requirements

One day you walk into a shop to buy a beautiful ball, and the shopkeeper says, “I know exactly what you need.”

She walks away and happily returns a few moments later with a lovely but expensive package. You open it with great expectation only to see an orange! The frustration and disappointment you feel are intense.

That's the mistake application delivery organizations (and teams) keep making, which affects huge fortunes every day. These organizations deliver what they think you are asking for, when they feel the solution is needed, and in a manner they believe you'll like—without ever asking what you actually need and how it should be delivered. To make matters worse, even though it's

NOT WHAT you asked for or need, they charge you for a premium orange packaged with premium materials.

**To Gather the Right Requirements to Succeed in the Marketplace, You Must:**

## **1. Ask Questions**

- What are you looking to achieve with this solution or product?
- What's your vision of the end product?
- What do you need from me?
- What time frame are you looking at?
- What's your budget?
- What are the must not haves?
- What are the must haves?
- What are the nice to haves?
- What feature are you interested in?
- What colors, themes, photos, or other characteristics would you like to highlight?

Questions like these will give you deep insights into the client's interests and help you to get a clear picture of the request.

## **2. Take Many Notes**

When meeting with your customer, use whatever note-taking method works best for you. It's always a great idea to bring another team member who

understands the scope and nature of the work requested and the language, technologies, and deliverables. Enlisting the help of such an expert provides a wealth of insights and will cover angles that you might otherwise miss.

### **3. Repeat What You Hear**

It's essential to repeat what you think you hear from the customer to ensure you've captured the essence of what they've said. This is where you make your first fortune and build the customer's trust in your abilities to deliver. Ask questions to position yourself as an expert and the best representative for the job. This is also the point where you seal your marching orders and confirm timing, payments, and delivery method. You must pay close attention!

## **Changing Normal**

Changing normal is about constantly questioning the status quo to add significant value to it. It's about being proactive rather than reactive. And it's about being able to predict what problems will need to be solved now and in the future. When you constantly change the status quo and provide an exceptional experience, your solution will remain attractive to your client base, and the competition will always be behind.

I can picture the questions you must have: "How do I even identify the status quo when the marketplace is changing so rapidly?" and "How can I provide technological solutions for the future while I'm struggling to understand current technologies?" I'm glad you are asking about such things. It's an indication that you are already aligning your mindset correctly.

Always ask questions and strive to do new things in new ways!

## Competitive Advantage

Competitive advantage can be sustainable or temporal. The key question to ask is, “When does it make sense to have sustainable competitive advantage, and when does it make sense to pursue temporal competitive advantage?” In the technology sector, you must be on top of new technologies and be extremely quick to adapt to new ways of adding value. Please note that added value does not necessarily mean added price. Micheal Porter says, “Competitive advantage is cost advantage and differentiation advantage.”

To begin gaining competitive advantage, you must find ways to provide cutting-edge solutions at a lesser cost while being significantly different from your competitors:

- Find out what your competitors are doing and do it differently
- Provide different times for service
- Create new packaging
- Leverage your economies of scale and the technology and expertise you already have
- Follow Elon Musk’s advice to invest in value-added activities—things that will add value to your product or service rather than things that won’t add value but increase your expenses

Competitive advantage lies in your ability to know when, what, and how to do what you do best. Not all products and services are meant to last long in the marketplace. Understanding your product and market trend is critical. Understanding that the spotlight may be temporal is also important. This is a concept stock traders understand very well. Just because you have a product leading in market share today doesn’t mean it will remain a cash cow

tomorrow. To maintain competitive advantage, you must begin working on the future needs of your clients while launching your current product. That way, you have enough time to pull together the best resources at the best cost and produce high quality, cutting edge products in record time.

**Setting a Good Example:** DevOps is designed to enable you to achieve competitive advantage in record time. The infinity loop of activity between the development and operations teams ensures a continuous process of productivity, quality checks, delivery, and improved efficiency. The DevOps approach makes companies adapt faster and smarter to innovations and changes, allows for easy integration of new technologies, and facilitates the removal of obsolete technologies—all while leveraging dynamic capabilities. It's record-breaking and has enormous potential to provide faster delivery of solutions, which will be more consistent and can be deployed simultaneously in several different environments.

The focus of DevOps should be primarily on easily replicable delivery processes and standardizing development environments to improve efficiency, security, and delivery predictability.

### **It's Possible to Implement DevOps Culture in Several Stages:**

Phase 1: **Plan.** You can do this with tools like Jira.

Phase 2: **Coding and Version Control.** I suggest Git or Bitbucket.

Phase 3: **Build.** Look into Maven and Gradle.

Phase 4: **Test.** This will involve unit and integration testing, code review, and packaging— using tools like Selenium, SonarQube, and Junit.

Phase 5: **Release**. Two possibilities are Jenkins and Bamboo.

Phase 6: **Deploy**. My list includes Ansible, Chef, AWS Code Deploy, Puppet, and Saltstack.

Phase 7: **Operate**. I can think of four options here: Ansible, Docker, Kubernetes, and Terraform.

Phase 8: **Monitor**. You have several choices of which I am aware: Nagios, Splunk, New Relic, Prometheus, Grafana, and ELK Stack.

## Use Cases

Putting it as simply as I can, DevOps is a way of doing things, and because it's standardized and replicable, you can adapt it to industries other than information technology. Consider the following:

- **Healthcare** uses established procedures and power plans to get patients through the triage process, doctor examination, treatment, and discharge. Most facilities like hospitals, clinics, and other medical services with high efficiency rates are designed with continuous input from clinicians and patients, who are the primary users of the facilities and services.
- **The Financial Industry** is a super-user of the DevOps methodology, especially when releasing new banking and financial applications features. DevOps has also enabled banks to deploy highly available, scalable, secured, and reliable applications in as little as 45 seconds.



- **Education** uses tested and established structures to take students from novice to expert in different knowledge areas. Knowledgeable graduating students who become subject-matter experts in less time than traditional education counterparts indicate the implementation of agile DevOps methodologies.
- **Construction** uses established processes to design, build, assemble, survey, and close. This has reduced the time it takes to build entirely habitable houses from years to just a few months.
- **The Airline Industry** creates a touchless experience via mobile phones, including check-in, bag check, and boarding. This involves a combination of agile and DevOps methodologies. Airline manufacturing has also adopted a continuous testing standard that has significantly increased accuracy in its production systems.
- **Car Manufacturing** employs established production systems to get from idea to vehicle in record time. They have also incorporated some lean methodologies to improve accuracy.
- **Software Development** achieves faster delivery of applications with DevOps, using established continuous integration, delivery, testing, and monitoring of pipelines.

That's the focus of this book.