Retooling Adobe – Devops Journey

Srinivas Peri | Adobe , Alex Honor | SimplyOps

WARNING

There is nothing on GitHub to download at the end of this talk

We'll talk about tools but that isn't the main point

This presentation is about the journey and the lessons we learned along the way

Srinivas Peri - Adobe

First time public speaker

3rd Velocity

11 Years @ Adobe

Engineering Manager(Devops Evangelist)

Main Focus - fostering Devops @ Adobe

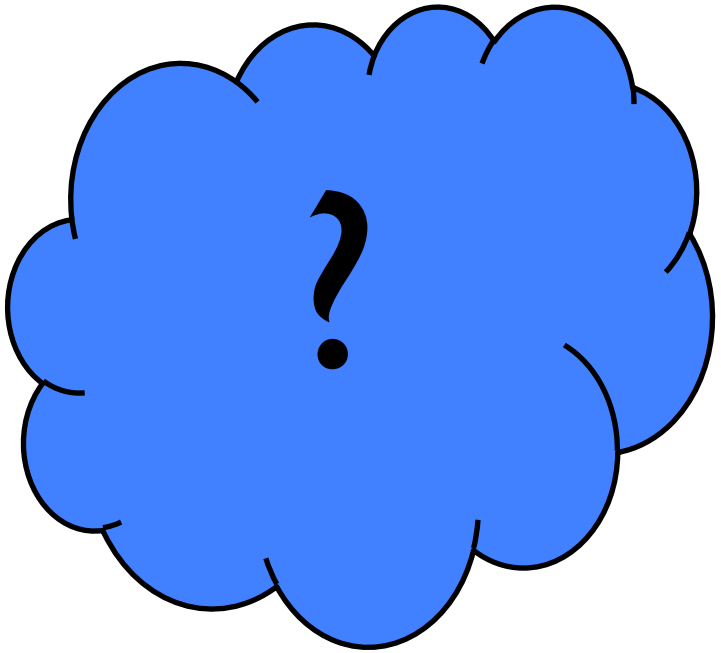
Alex Honor- SimplifyOps

- Founder SimplifyOPs, DTO Solutions
- Project lead Rundeck
- 20 years experience architecture, administration, management
- Main focus: Making operations simple, easy and fun

Adobe's Big Switch

Old Business Model

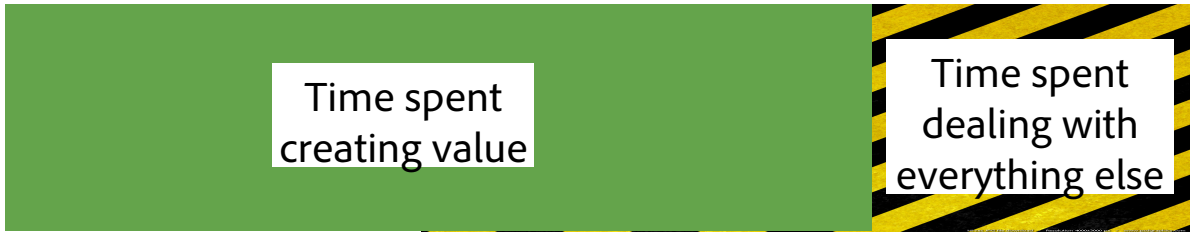
New Business Model



My group's value proposition

Turn this...

Into this...

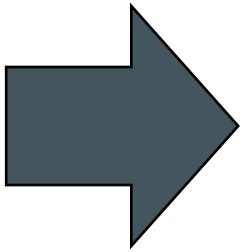


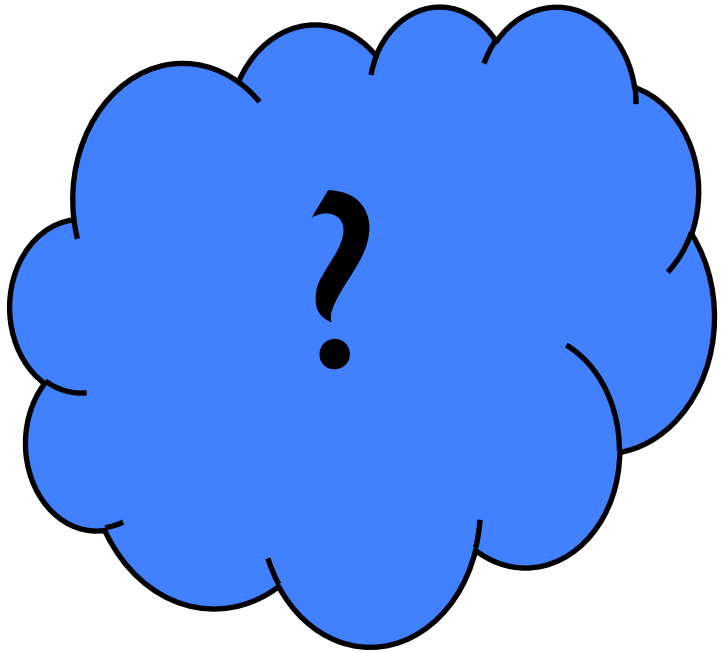
What's our relevance in the cloud ?

Old Business Model

New Business Model

CoreTech
Tools and
Infrastructure

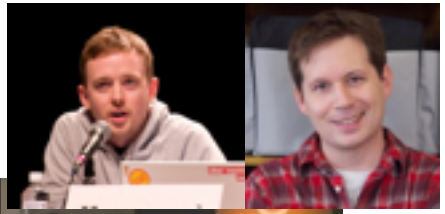


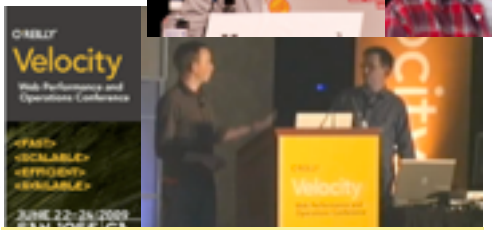


"We make enabling tools"

March 2010

How did I get here?



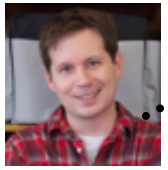


"10+ Deploys Per Day: Dev and Ops Cooperation at Flickr"

DEVOPS DAYS

CDOT

Velocity 2013!!



Typekit , acquired by Adobe

Adobe Shifted to Cloud Subscription Model

Old Business Model

New Business Model

Adobe® Creative Cloud™

Adobe® Marketing Cloud™

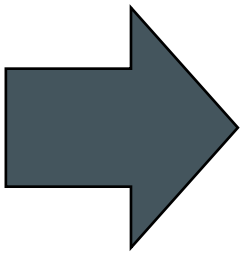
June 2013

We just do it differently

Old Business Model

CoreTech
Tools and
Infrastructure

"We make enabling tools"



New Business Model

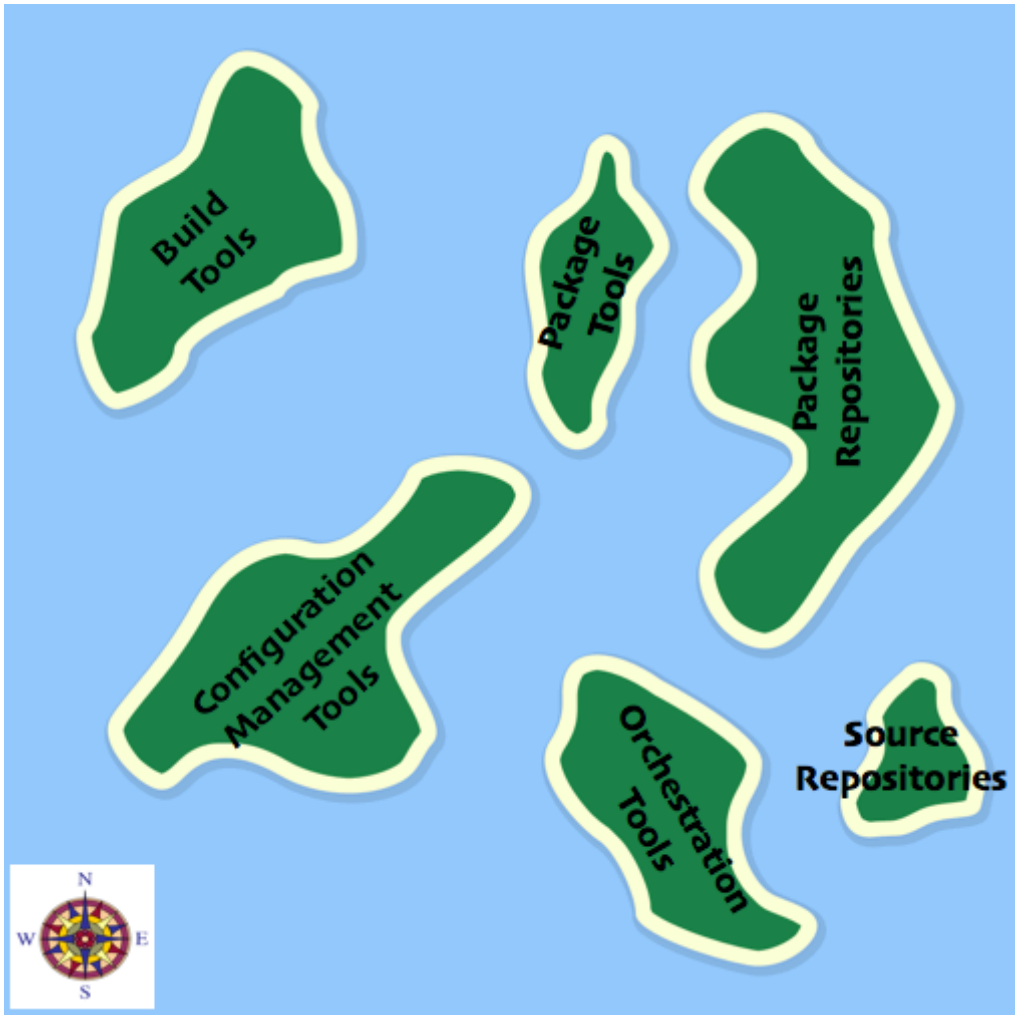
CoreTech
Solution
Engineering

"We make enabling services"

Major realization

"We are no longer toolsmiths... we are now a SERVICE PROVIDER"

What's the first problem we can solve?



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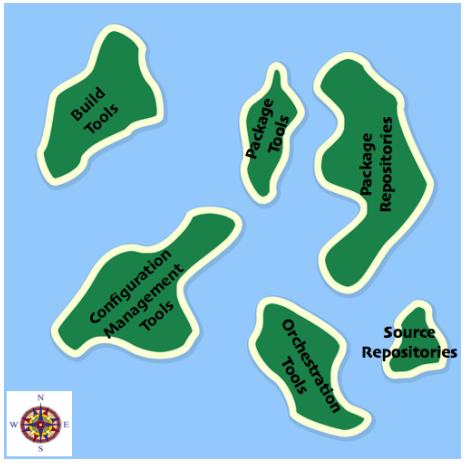
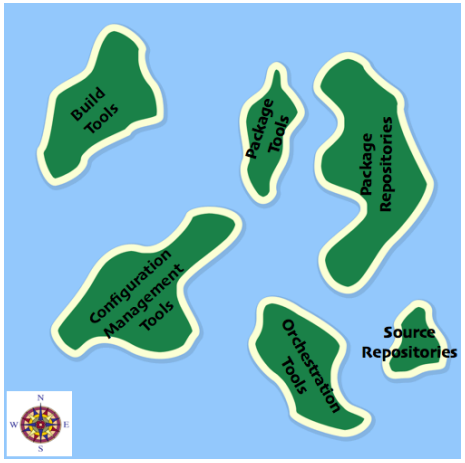
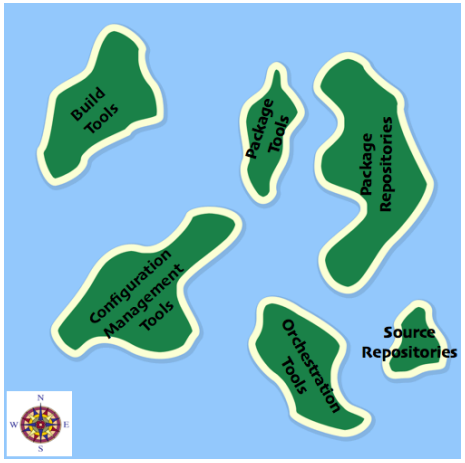


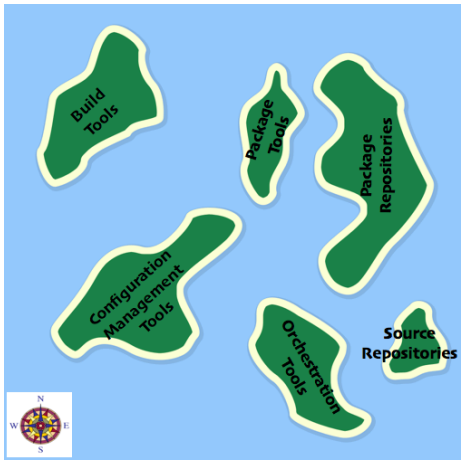
Business Service A



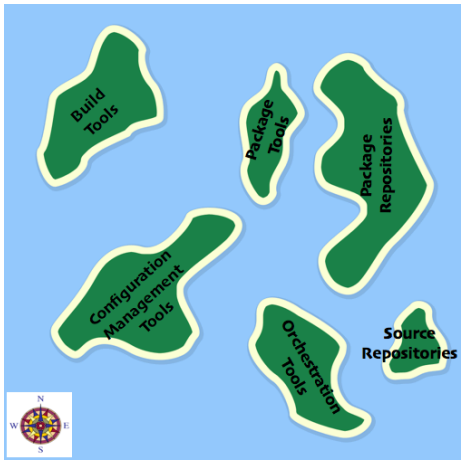
Business Service B



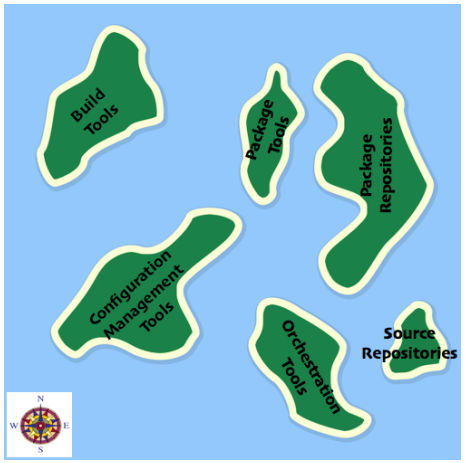
Business Service C



Business Service D



Business Service E



Business Service F

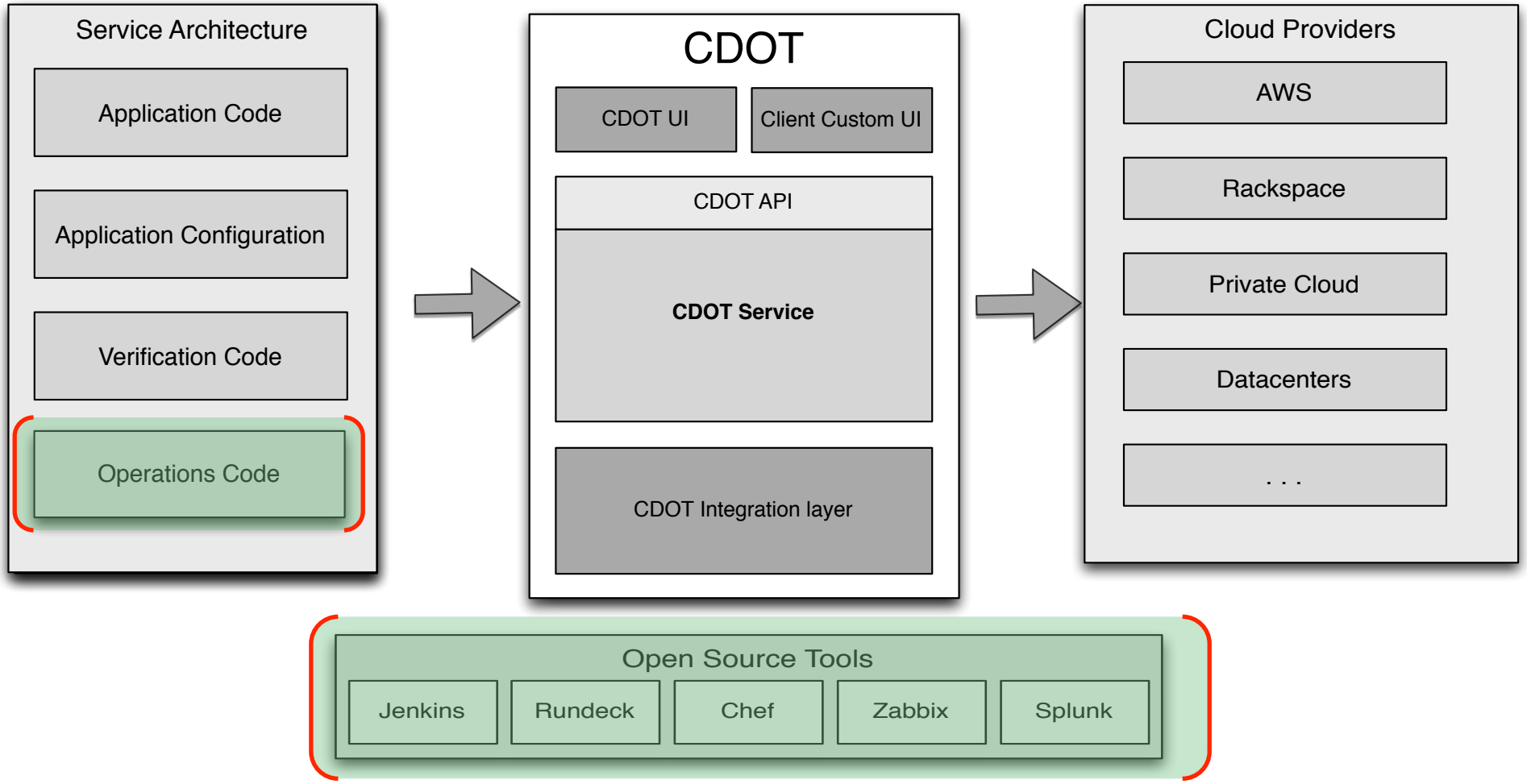
Give them a clear and automated path to Production

CDOT:

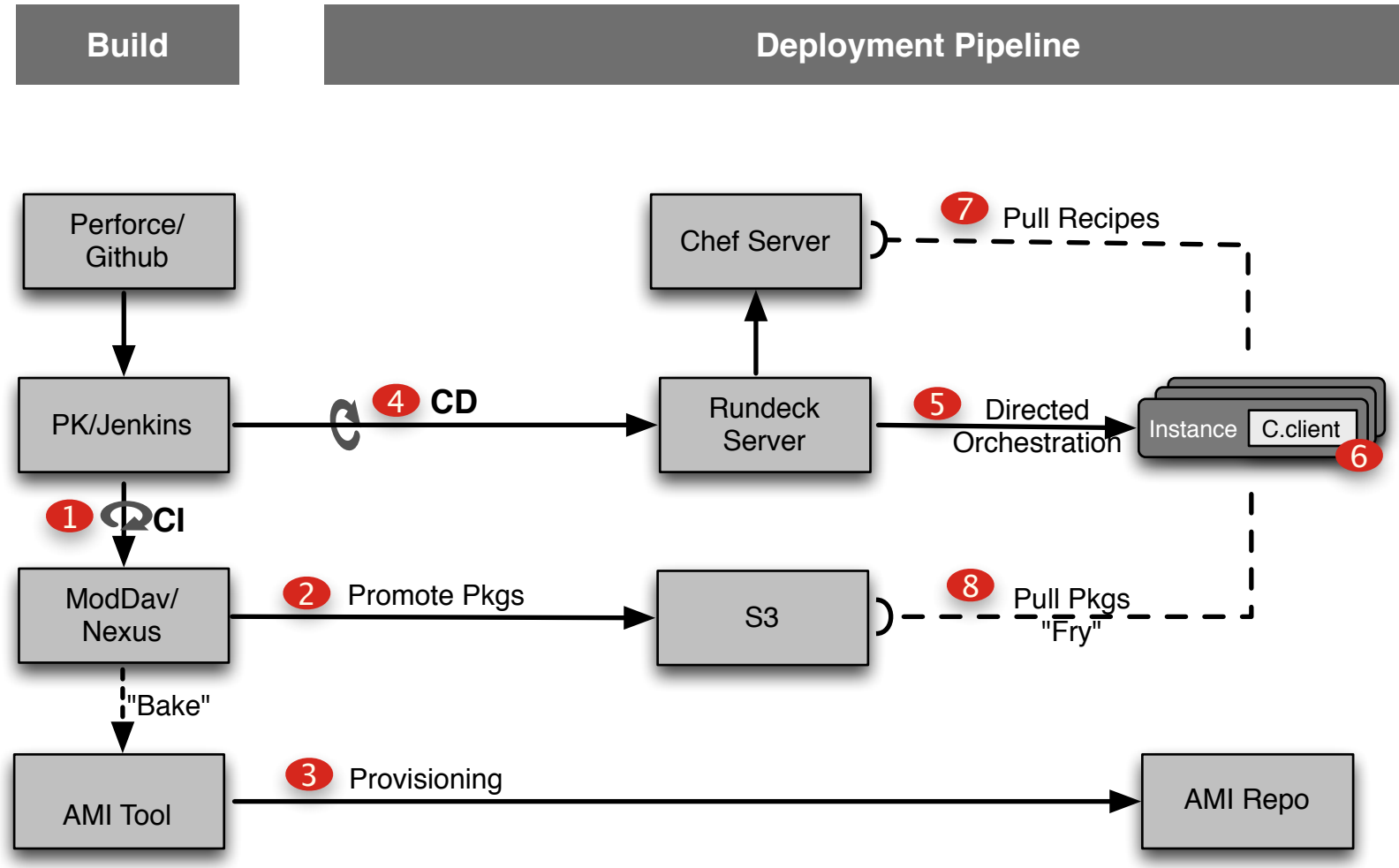
"Connecting the dots"

CDOT – 30k View

Service Architecture Agnostic
Cloud Provider Agnostic

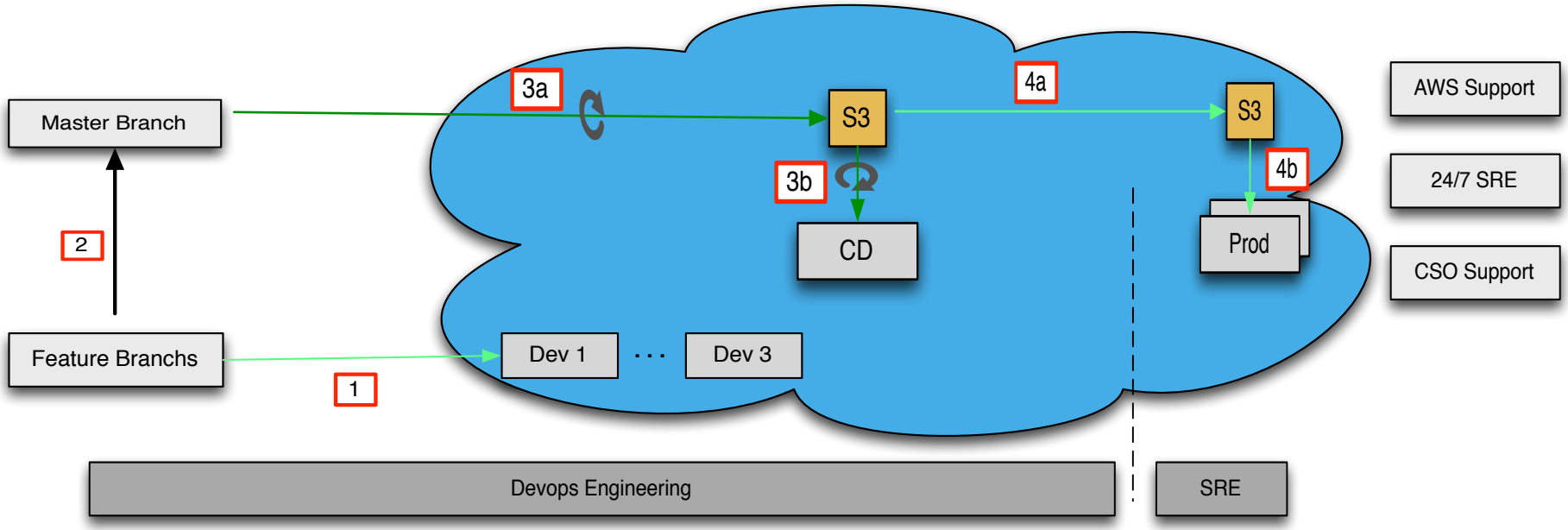


CDOT Toolchain Workflow

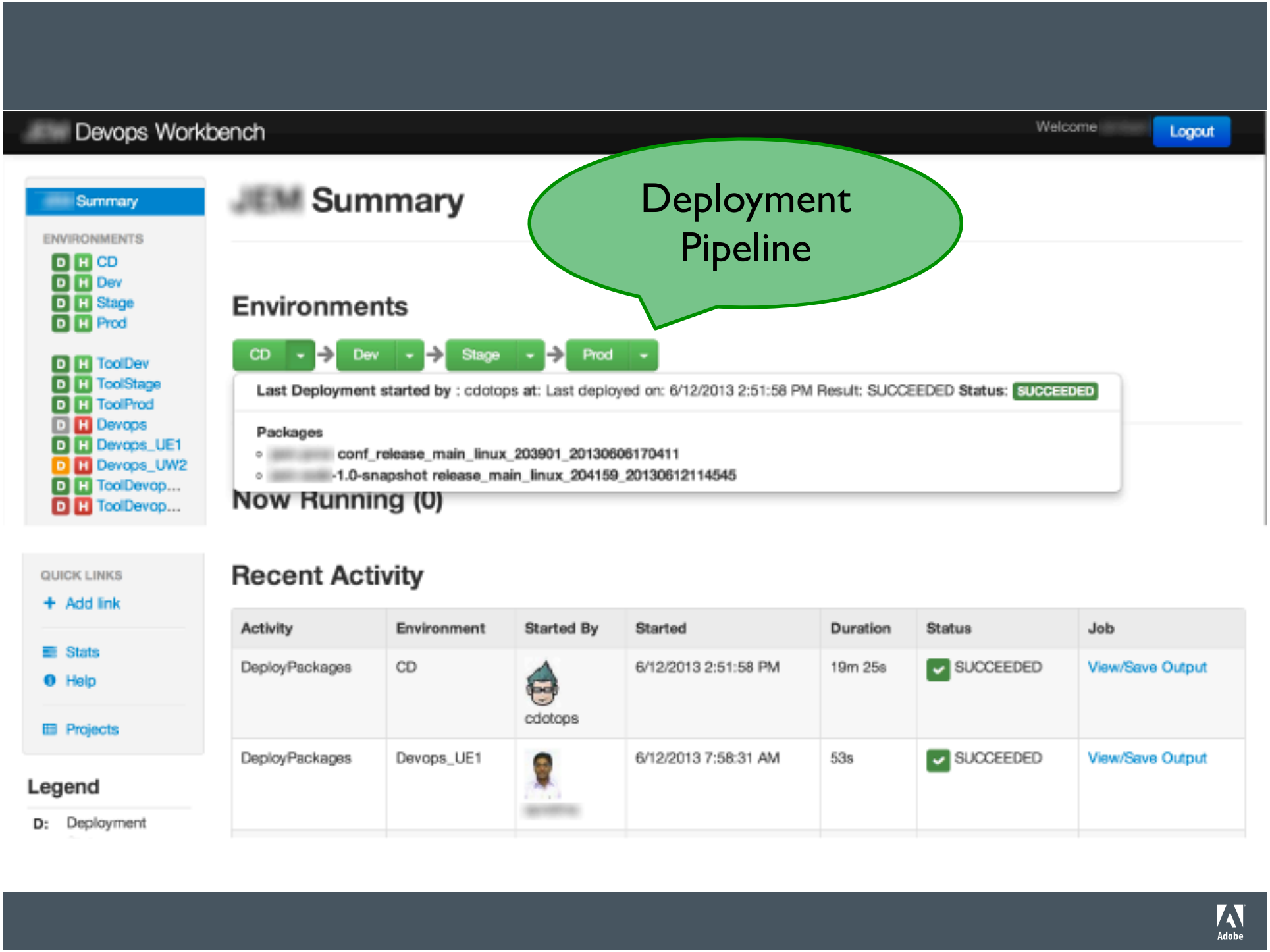


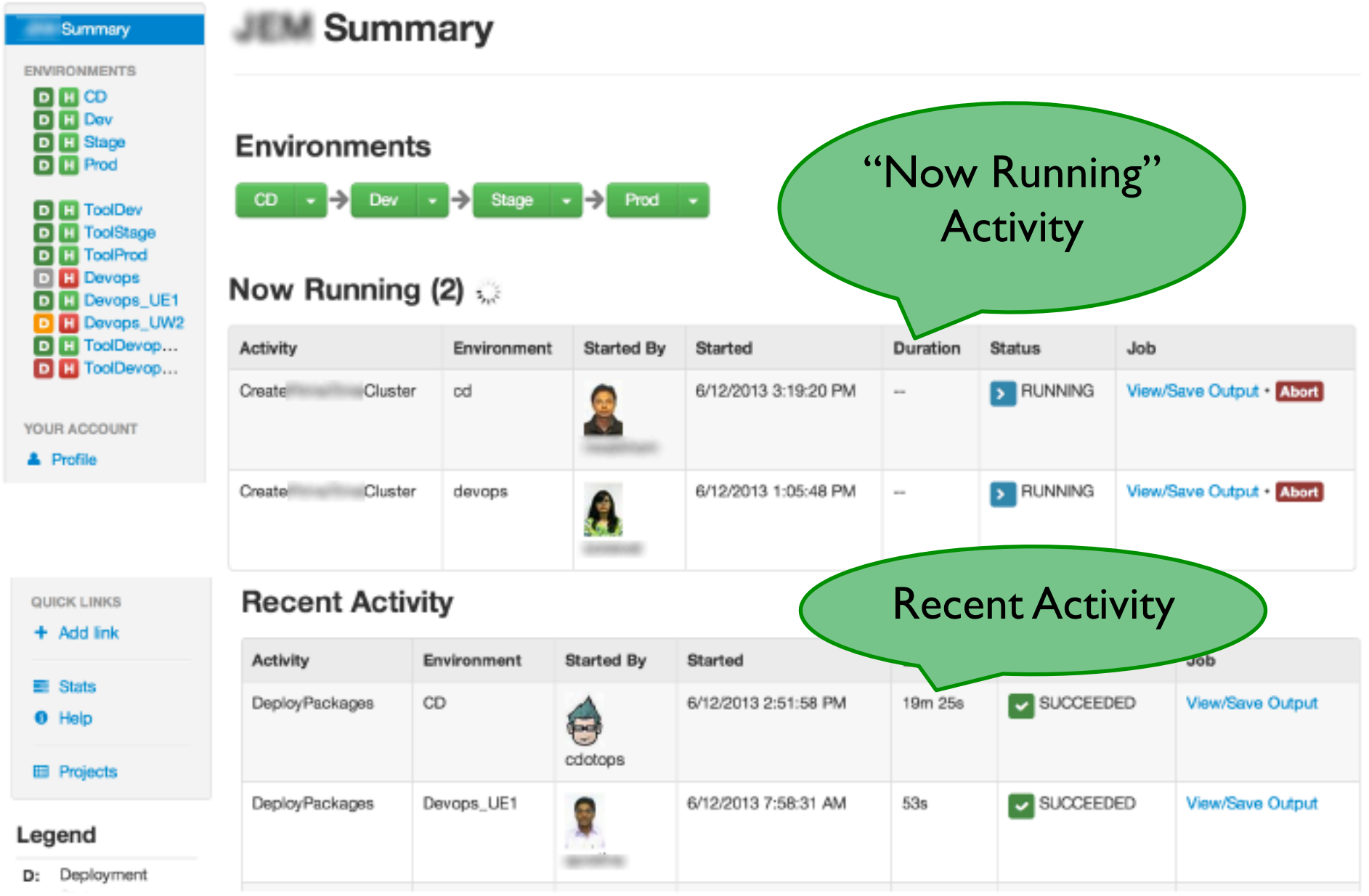
CI - Continuous Integration
CD - Continuous Deployment

CDOT Enhances the full service delivery lifecycle

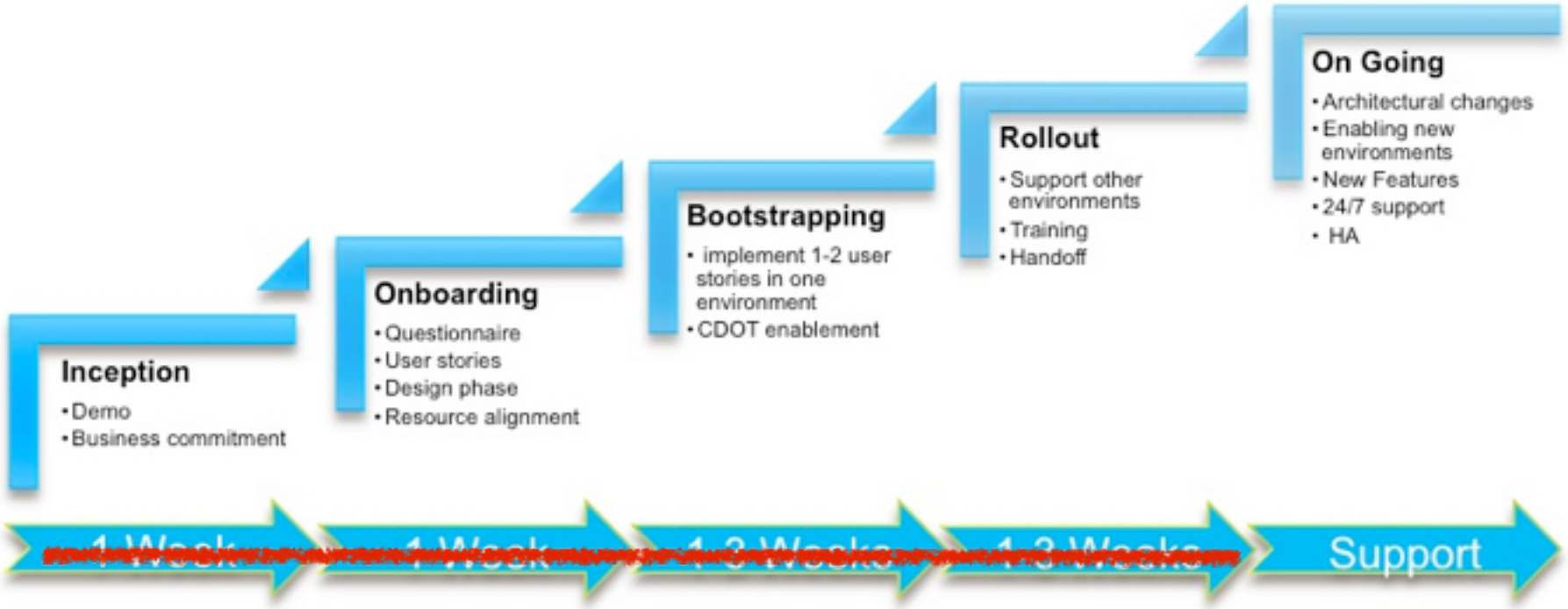


CDOT
Logout
ACL-managed list of your projects
Projects
90 9 1
92 4 4
96 2 1
40 0 1
11 0 0
42 6 1
Adobe


Devops Workbench
Welcome
Logout
Summary
ENVIRONMENTS
D H CD
D H Dev
D H Stage
D H Prod
D H ToolDev
D H ToolStage
D H ToolProd
D H Devops
D H Devops_UE1
D H Devops_UW2
D H ToolDevop...
D H ToolDevop...
QUICK LINKS
+ Add link
Stats
Help
Projects
Legend
D: Deployment
Summary
Deployment Pipeline
Environments
CD
Dev
Stage
Prod
Last Deployment started by : cdotops at: Last deployed on: 6/12/2013 2:51:58 PM Result: SUCCEEDED Status: SUCCEEDED
Packages
conf_release_main_linux_203901_20130606170411
-1.0-snapshot release_main_linux_204159_20130612114545
Now Running (0)
Recent Activity
Activity
Environment
Started By
Started
Duration
Status
Job
Deploy/Packages
CD
cdotops
6/12/2013 2:51:58 PM
19m 25s
SUCCEEDED
View/Save Output
Deploy/Packages
Devops_UE1
6/12/2013 7:58:31 AM
53s
SUCCEEDED
View/Save Output


Summary
ENVIRONMENTS
CD
Dev
Stage
Prod
ToolDev
ToolStage
ToolProd
Devops
Devops_UE1
Devops_UW2
YOUR ACCOUNT
Profile
QUICK LINKS
Add link
Stats
Help
Projects
Legend
D: Deployment
Summary
Environments
CD
Dev
Stage
Prod
"Now Running" Activity
Now Running (2)
Activity
Environment
Started By
Started
Duration
Status
Job
Cluster
cd
6/12/2013 3:19:20 PM
--
RUNNING
View/Save Output
Abort
Cluster
devops
6/12/2013 1:05:48 PM
--
RUNNING
View/Save Output
Abort
Recent Activity
Recent Activity
Activity
Environment
Started By
Started
Job
DeployPackages
CD
cdotops
6/12/2013 2:51:58 PM
19m 25s
SUCCEEDED
View/Save Output
DeployPackages
Devops_UE1
6/12/2013 7:58:31 AM
53s
SUCCEEDED
View/Save Output

Onboarding



~~3 Weeks Total~~

?? Days Total (Self Service)

Onboarding is critical customer experience

Build	1. How many node-roles has code/pkg associated with them ? 2. How many package types ? 3. Who is building them ? 4. Where are they posted ?		
Pkg Repository	1. Where are packages stored as part of CI? 2. How many branches, which branch maps to which environment ?		
Package Promotion	1. What is package promotion logic?		
AMI Requirements	1. What is the base AMI based on ? 2. What are other SW dependencies that needs to be installed ? appservers ,webservers ? etc		
Node Role	Node Roles 1. ?? 2. ??		
Bootstrap script	We need to Embeded bootstrap script in AMI and regenerate AMI		
User data	By default userdata is - a) project b) environment and c)noderole Any specific requriments ?		
Local Orchestration	We need to develop at least 1 chef recipe for each node-role base recipe for default things ?		
CloudFormation Templates	one cloudformation stack file for entire cluster		
Distributed Orchestration	1. CreateEnvironment 2. DeployPackages - should the deploy workflow update existing instances, or create new instances and when they		

CDOT capabilities Summary

- 1-click automated deployment anywhere
- Self-service deployment
- Deploy consistently across environments
- Greater predictability and efficiency
- RESTful API and Custom GUI

- Released as an internal SaaS

How to be a service provider

Step #1: Build a service

Step #2: Create a great user experience

Step #3: Marketing and sales!

Internal “sales” is still sales

- It’s not about explaining technology, it’s about understanding people!
- People are busy... save them time
- People have frustrations and headaches... alleviate those
- People play politics... understand their motivations
- People have fears... listen to and address

Bring backup like any salesperson

- Testimonials!
- Data!
- Website
- Presentations
- Collateral / Whitepapers
- Organize events
  - Internal DevOps conference
  - Lunch/breakfast tech talks
- Videos

Build support

“Get out of your cube
and go talk to people”

Think like a salesperson

1. Get “users” onboard — Dev Guys
2. Get “buyer” onboard — Business Guys
3. Get “partners and suppliers” onboard — Ops Guys

References

- Contact Srinivas Peri : cdot@adobe.com
- Contact Alex Honor : @alexhonor
- http://cdot.adobe-ct.com (leave your comment)