

DevOps Gold:

What the Olympics Teaches Us About Agile Development and Release

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$$y = mx + b$$







\$600



\$600



\$370





\$600



\$370



\$3.50

Why do people do it?



If you don't try to win, you might as well hold the Olympics in somebody's back yard.

-- Jesse Owens

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 **bmcsoftware**

DevOps Lesson #1:

Find and articulate your
motivation for wanting to
“do” DevOps.

What is your objective?

What would constitute
success for you?



СОЧИ 2014
ЖАРКИЕ. ЗИМНИЕ.

СОЧИ 2014

ЖАРКИЕ. ЗИМНИЕ. ТВОИ



sochi.ru
2014





SOCHI 2014
8

SOCHI 2014
22

SOCHI 2014
24



SOCHI 2014

ONBOARD
EUROPEAN SNOWBOARDING MAG

Canada's Mark Morris
Bronze Medal
Snowboard Slopestyle



USA's Ted Ligety Gold, Giant Slalom



Could **you** enter the
Olympics with this
equipment?



Mach 39 Speedskating Skin

@sandhillstrat



Co-Developed: Under Armour Lockheed Martin

2 years to develop

@sandhillstrat



300 hours in wind tunnel

@sandhillstrat













“ArmourGlide” reduces the
coefficient of friction between
your thighs by 65%



Shani Davis
31 years old



Shani Davis Partial List of Accomplishments:

First black athlete to win an Olympic gold medal for an individual sport (2006, Turin, Italy). Won gold in the 1000 meters and silver at 1500 meters.

In 2010 in Vancouver, he repeated:
gold in 1000m, silver in 1500m.

Won the world all-around championships in 2005 and 2006.

Won nine career world-cup titles.

He has 53 career victories on the ISU Speed Skating World Cup, placing him second all-time among men.

Eight world records; three of them current.



1000 meters
Placed 8th



Stefan Groothuis,
Netherlands

Under Armour unfairly beaten up over suits: CEO

Matthew J. Belvedere | @Matt_SquawkCNBC

Friday, 21 Feb 2014 | 9:55 AM ET



Under Armour CEO defends suit dispute

Friday, 21 Feb 2014 | 8:16 AM ET

CNBC's Scott Wapner, and Kevin Plank, Under Armour founder & CEO, discuss the controversy surrounding the Olympic speedskating suits and his company's plans to extend its partnership with the team through 2022.



1500 meters
Placed 11th



Zbigniew Brodka,
Poland



DevOps Lesson #2:

"Your tools alone will not
make you successful."

-- Patrick Debois

BMC DevOps Leadership series

https://communities.bmc.com/community/bsm_initiatives/devops/

<https://2017/07/28/patrick-debois-interview-on-devops--what-it-is-what-its-not>
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DevOps projects
succeed or fail based on
organization change
issues



Mikaela Shiffrin



Gold, Women's Slalom

Youngest Olympic slalom
champion:

18 years, 345 days

She's already won seven World Cup slalom races, more than any other US woman in history other than Tamara McKinney.

Why is somebody so
young so good?

Started young?

@sandhillstrat



Natural talent?

@sandhillstrat





DevOps Lesson #3:

Make sure your
fundamentals are solid.

Have you identified the
fundamental skills you
need to be successful?

Programming
Automation
Server management
Middleware management
Database management
Network management
Program management
Process management
Change management
Defect and incident management



When was the last time
that you released
something you didn't
have to, **just for the**
experience?

DevOps Lesson #4:

Practice, practice, practice.

What's your cadence goal?

Yearly?

Quarterly?

Monthly?

Daily?

Multiple times per day?

"So right now I'm dreaming of the next Olympics, winning five gold medals. Which sounds really crazy. Sorry I just admitted that to you all."

-- Mikaela Shiffrin,
After winning her first Olympic gold medal

DevOps Lesson #5:

Don't underestimate how
far you can go.



Marlies Schild, Austria
4 Olympic medals:
3 silvers, 1 bronze

Ted Ligety, USA
Two Olympic gold medals





Maria Höfl-Riesch
Four Olympic medals:
3 gold, 1 silver

Tina Maze, Slovenia
Four Olympic medals:
2 gold, 2 silver



DevOps Lesson #6:

Benchmark yourself and
incorporate every best-
practice you can find.

There's always another
bottleneck behind the
most visible one you
see today.

DevOps Lesson #7:


Make benchmarking and best practice adoption a repeating habit.



Michael Scully
BMW DesignWorks USA





LAKE  PLACID



“It just destroyed me.
Halfway down, I didn’t
know if I’d pass out.”

-- Michael Scully







15 pounds eliminated

@sandhillstrat



374 pounds regulation

@sandhillstrat





69

design iterations

“In theory, there is no difference
between theory and practice.
But, in practice, there is.”

-- Anonymous



SOCHI 2014



First 2-man medal in
62 years:
Bronze

The women did even
better:
Silver and Bronze

"This has been the most
intensive project of my
career.

I will confess, I loved it."

-- Michael Scully

DevOps Lesson #8:

Don't be afraid to change your existing tools and processes.

You cannot simply
automate your existing
bad process and expect
a significant return.

Break it down and build
it back up, step by step.

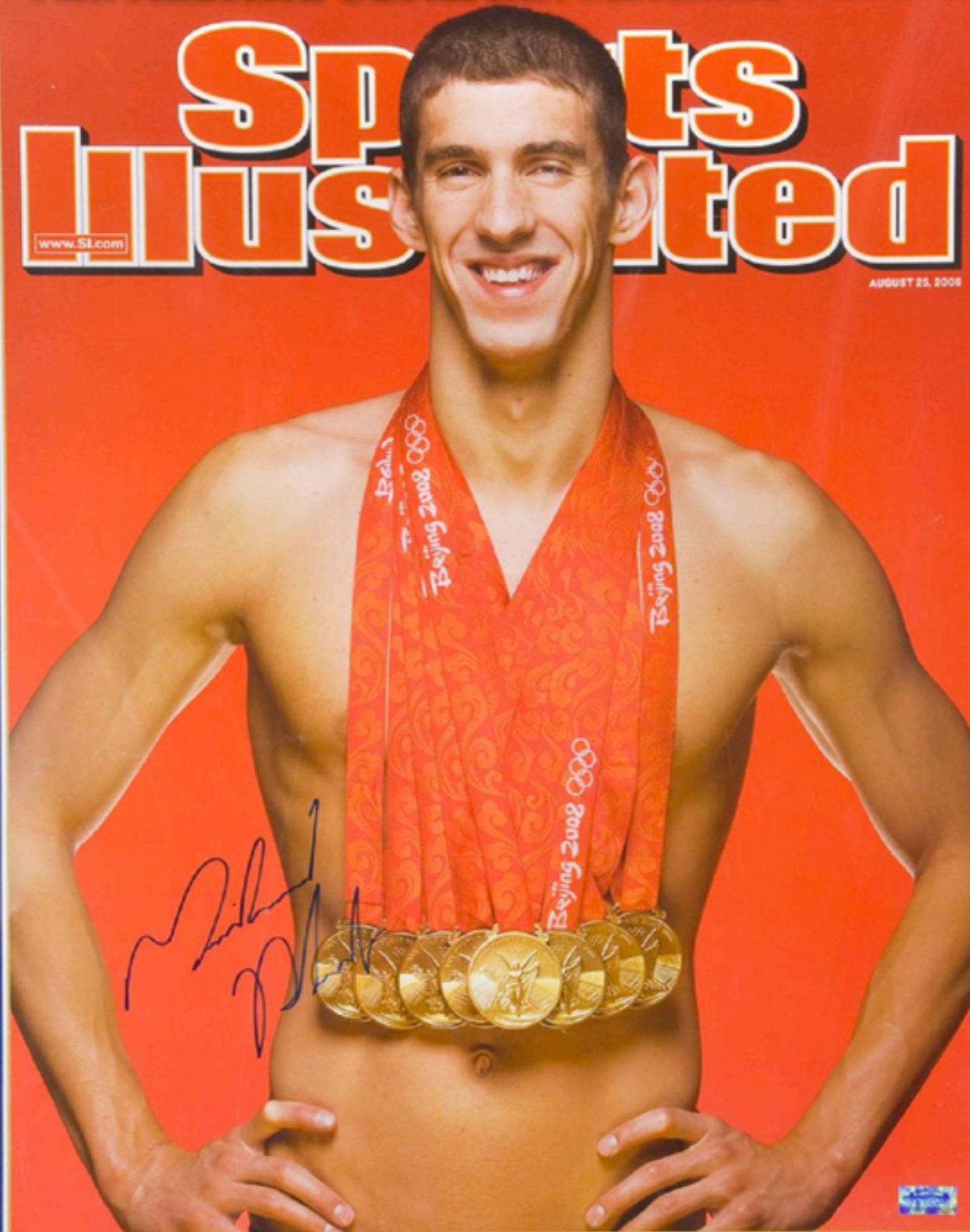
Who is the greatest
Olympian of all time?

THE ALLTIME OLYMPIAN MICHAEL PHELPS

Sports Illustrated

www.SI.com

AUGUST 25, 2008



400 IM WR 4:03.84 | 4 • 100 FREE WR 2:08.24 | 200 FREE WR 1:42.96 | 200 FLY WR 1:52.03 | 4 • 200 FREE WR 6:50.56 | 200 IM WR 1:54.23 | 100 FLY OR 50.58 | 4 • 100 M WR 3:28.34

Olympian	Country	Sport	Total Medals	Gold Medals
Michael Phelps	USA	Swimming	22	18
Larisa Latynina	USSR	Gymnastics	18	9
Nikolai Adrianov	USSR	Gymnastics	15	7
?	?	?	13	8

Who is the greatest
winter Olympian of all
time?





Ole Einar
Bjørndalen

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Shooting Distance:
50 meters

Prone:
1.8 inch (45 mm)

Standing:
4.5 inch (115 mm)





150 meter penalty loop
20 – 30 seconds

Sochi: two gold medals

First Olympics: 1994, Lillehammer, Norway

Best finish: 7th

He's been to a total of six Olympic games.

He's 40

@sandhillstrat



This is my 20th year in the sport. I've known swimming and that's it. I don't want to swim past age 30; if I continue after this Olympics, and come back in 2016, I'll be 31. I'm looking forward to being able to see the other side of the fence.

-- Michael Phelps

Silver:
Dominik Landertinger,
Austria:
26 years old

DevOps Lesson #9:

DevOps is not just for the young, venture-funded, Web 2.0 companies.

Even stodgy “brick and mortar” enterprises have leading edge web sites.

But you're going to
have to train hard.

Don't underestimate
the amount of calories
you're going to burn.



Vancouver Olympics, 2010
Canada: Tessa Virtue and Scott Moir: Gold
USA Meryl Davis and Charlie White: Silver



Vancouver Olympics, 2014

USA Meryl Davis and Charlie White: Gold

Canada: Tessa Virtue and Scott Moir: Silver



Marina Zueva coaches both teams



Marina Zueva
Andrei Vitman
1975
Berlin



DevOps Lesson #10:

You need a good coach.

The most important
skills a coach brings
are...

...an outside
perspective...

...and an ability to
motivate you to keep
going.

Recap



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Thank You

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