**DevOps**.com

Where the World Meets DevOps

DevOps:
Crossing the Chasm

Another Moore's Law

- Geoffrey Moore's 1991 book has proven prophetic
- Almost every single technology of the last 30 years follows a similar adoption lifecycle pattern
- The key to success is "crossing the chasm" to mainstream adoption
- Mainstream represents market acceptance and majority adoption
- Cloud (AWS) has crossed the chasm?
- DevOps is at the precipice
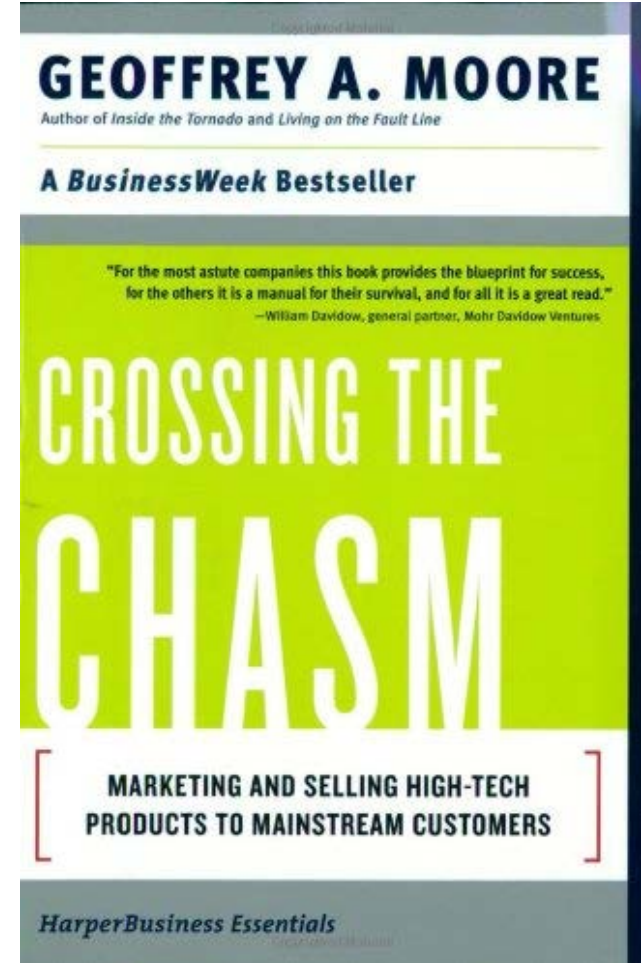
Crossing The Chasm

Technology Adoption Life Cycle Model

Crossing The Chasm between Visionaries and Pragmatists
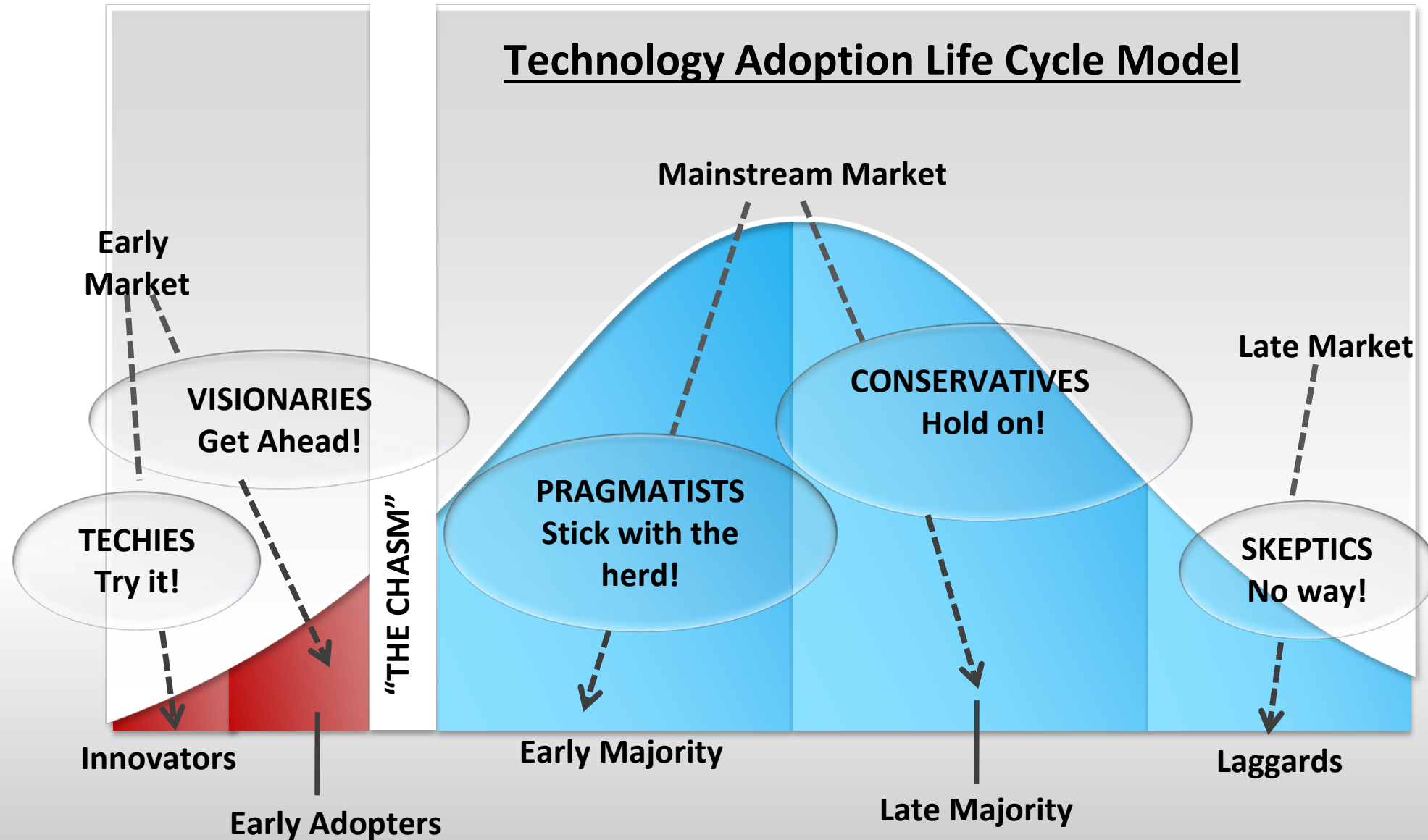
"THE CHASM"

TECHIES
(Innovators)
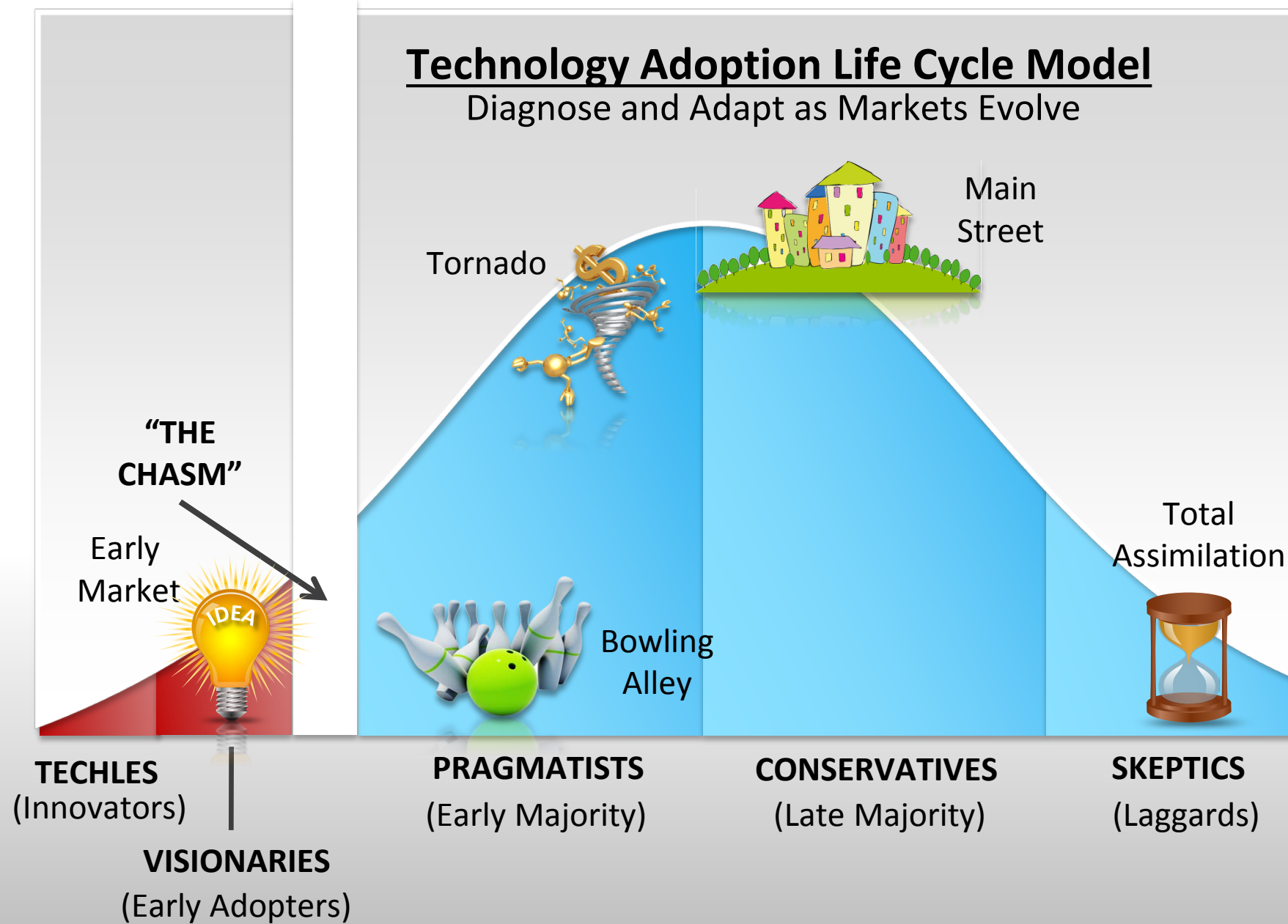
VISIONARIES
(Early Adopters)

PRAGMATISTS
(Early Majority)

CONSERVATIVES
(Late Majority)

SKEPTICS
(Laggards)

Crossing The Chasm- one view

Technology Adoption Life Cycle Model

Mainstream Market

Early Market

Late Market

VISIONARIES
Get Ahead!

CONSERVATIVES
Hold on!

TECHIES
Try it!

"THE CHASM"

PRAGMATISTS
Stick with the herd!

SKEPTICS
No way!

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

Crossing The Chasm – another view

Technology Adoption Life Cycle Model
Diagnose and Adapt as Markets Evolve

Main Street

Tornado

"THE CHASM"

Early Market

Total Assimilation

Bowling Alley

TECHLES
(Innovators)

PRAGMATISTS
(Early Majority)

CONSERVATIVES
(Late Majority)

SKEPTICS
(Laggards)

VISIONARIES
(Early Adopters)

Relative market shares

Technology Adoption Life Cycle Model

Mainstream Market

Early Market

Late Market

VISIONARIES
Get Ahead!

CONSERVATIVES
Hold on!

TECHIES
Try it!

"THE CHASM"

PRAGMATISTS
Stick with the herd!

SKEPTICS
No way!

Innovators
2.5%

Early Adopters
13.5%

Early Majority
34%

Late Majority
34%

Laggards
16%
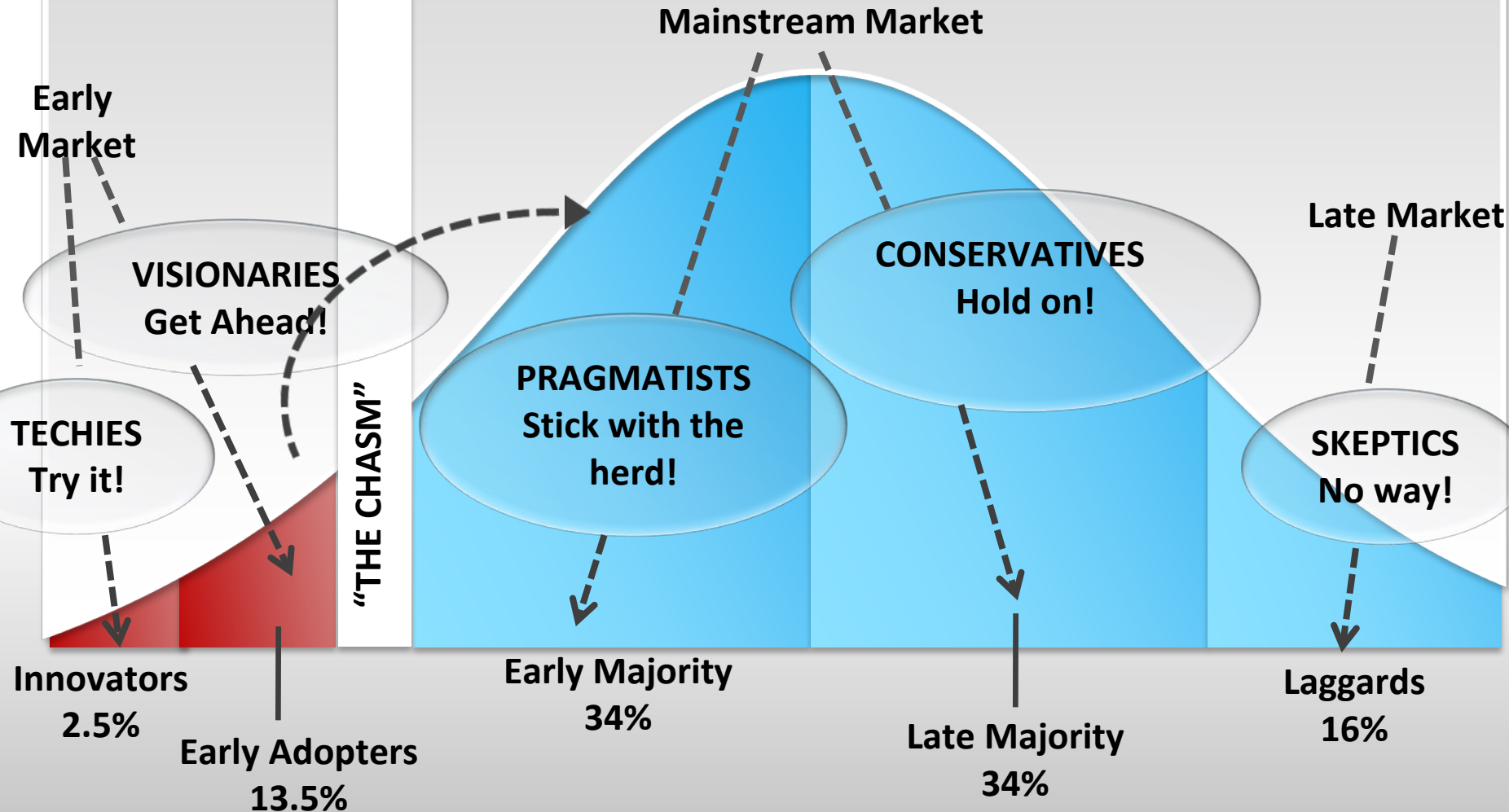
DevOps Adoption

- Where is DevOps on crossing the Chasm?

63% ?

DEVOPS ADOPTION IS ACCELERATING Don't Get Left Behind!

What did the DevOps Survey tell us?

WHAT IS DEVOPS? Collaboration between Development and Operations teams to achieve a common business goal.

DEVOPS ADOPTION IS INCREASING

63% now using DevOps practices in their organization

50% using DevOps in 2011

That's a **26%** increase in DevOps adoption rate

DEVOPS INCREASES AGILITY AND RELIABILITY

Ship code **30X** MORE FREQUENTLY with change lead times of a few minutes

50% FEWER FAILURES with the ability to recover 12x faster

4000+ RESPONDENTS
90+ COUNTRIES

Who took the survey?

COMPANY SIZE
- 20%
- 16%
- 16%
- 22%
- 26%

Legend:
- 1-19
- 20-99
- 100-499
- 500-9999
- 10000+

DEPARTMENT
- IT OPERATIONS 70%
- DEVELOPMENT/ENGINEERING 23%
- QA/OTHER 7%

ROLES
- **75%** ADMINS/ENGINEERING
- **17%** MANAGERS/C-LEVEL
- **8%** CONSULTANTS

Puppet Labs survey 2013

Who is doing DevOps?

63% is a case of when you are a hammer, everything is a nail.

A DevOps company asks respondents to their survey if they do DevOps

The real issue: Who is doing DevOps today?

Unicorns

The mythical, magical Unicorns They almost all do DevOps. While many seek to emulate them or find the key to their magic, others say they are a breed apart and what works for them will not work for those on the other side of the chasm.
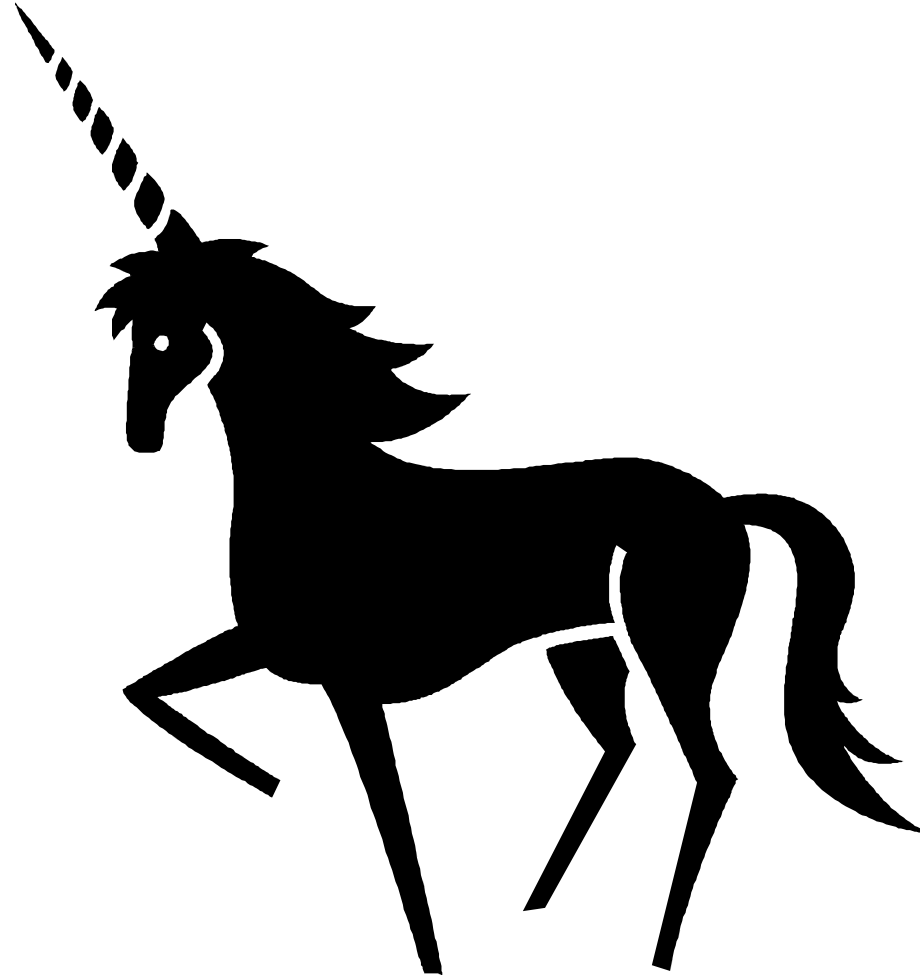
Elephants (horses)

Enterprises are like Elephants. They are surprisingly nimble and very intelligent for such big creatures with great memories. However, their girth does demand a certain way of doing things.

What is the adoption among Elephants? I think it is the lowest of the three groups. I suspect this is true of AWS as well.

According to GigaOm in 2012, 30% of AWS clients were big enterprise http://gigaom.com/2012/11/21/amazons-dead-serious-about-the-enterprise-cloud/
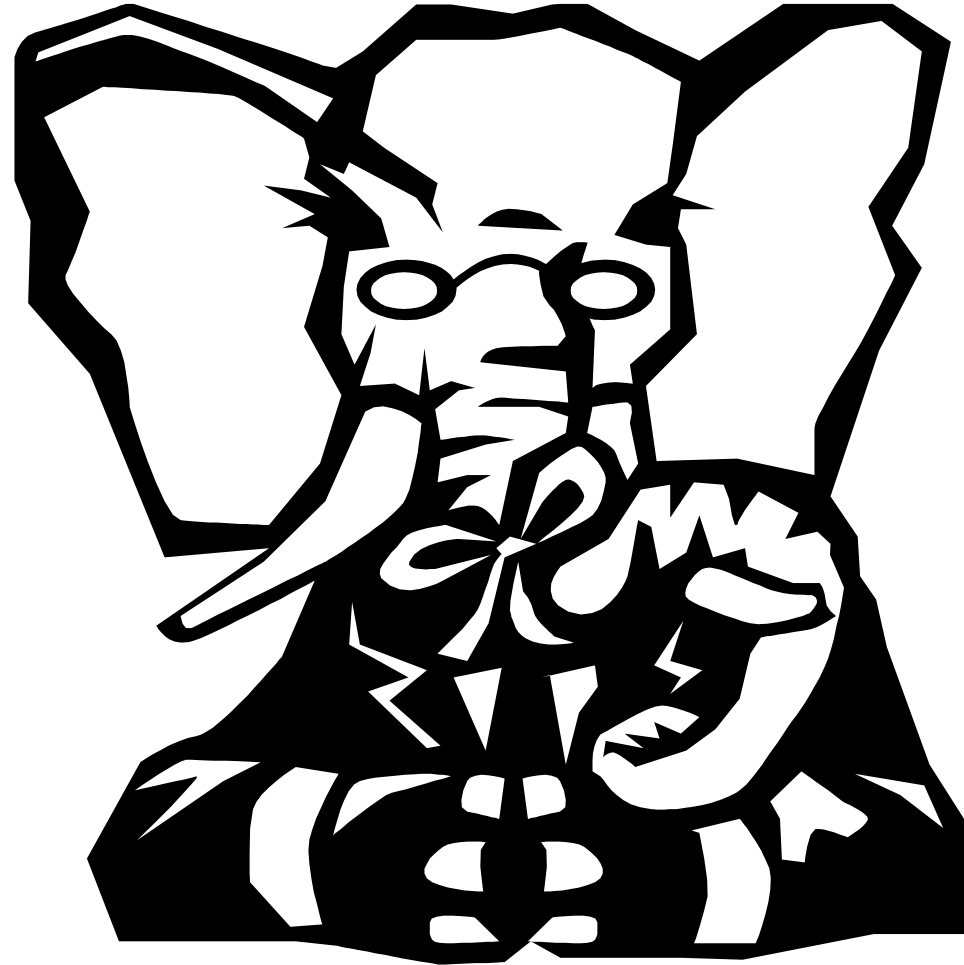
Mice

Elephants are scared of mice. The mice are nimble enough to run in between the elephants legs. They are fast and quick.

Mice do what they have to do to survive. Startups are like mice. DevOps and Cloud are as natural to them as loving cheese is for mice. But at the end of the day startups are not the mainstream.

Startups can still help DevOps cross the chasm

# How do we cross the Chasm?

What can we learn from AWS?

- Enterprises look for the familiar even in the new

- They require solutions that look similar to what they know, they tend towards comfort zones

- Pragmatists want to solve problems, they don't care what the solution is called, only that it solves the problem

- Understand the enterprise

- Understand the problem

- Provide a solution

How will we know?

"THE CHASM"
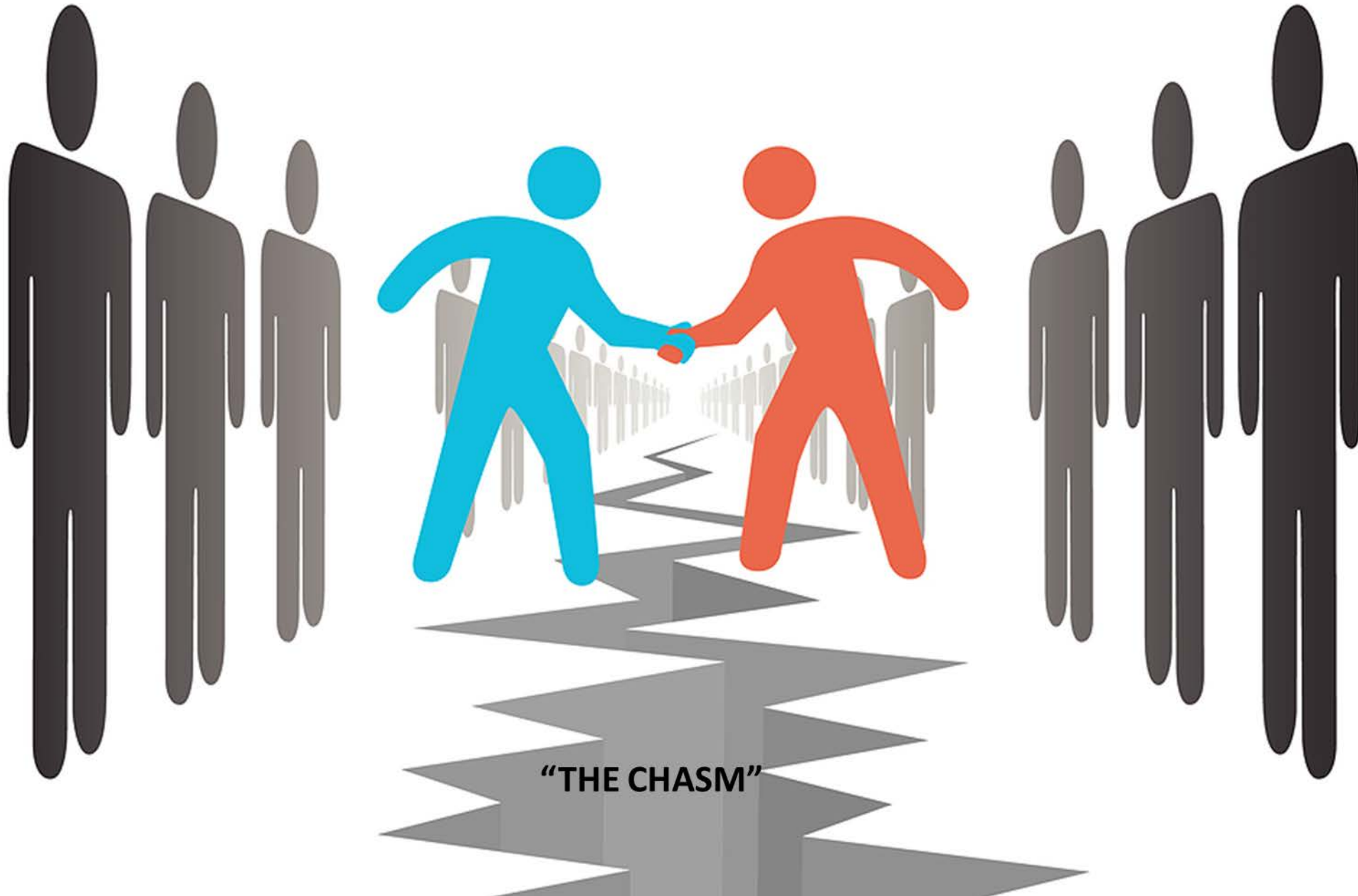
Telltale signs

- Sites like DevOps.com go mainstreamWe see less "what is" and more "how to"

- Unicorns stop being the poster child for DevOps

- Strong financial results with liquidity events for DevOps superstars like Puppet Labs and Chef

"Nothing succeeds like success" - AWS's financial success have given it the aura of mainstream. DevOps needs to do the same.

May 20th @CU Boulder Atlas building. Information and registration at http://www.campdevops.com

Help DevOps cross the Chasm
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www.DevOps.com

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For more info or questions contact ashimmy@devops.com

ITSM Academy's DevOps Fundamentals Course is open
for registration; August 25-28 & December 2-5