

# STEAL or Innovate then STEAL

*Two strategies to exploit technical evolution*

Carl Coryell-Martin, Pivotal Software

GLOBAL PRODUCT DATA  
INTEROPERABILITY  
**S U M M I T**  
**2019**



# Carl Coryell-Martin

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- **Member of Pivotal's Global CTO Team**
- **2010 Opened the Pivotal Singapore Office**
- **2014 Opened the Pivotal Seattle Office**
- **2019 Joined Global CTO team**
- **~10 years of helping Enterprises build software product teams that delivery value.**
- **14 year old Carl wanted to design ultralight aircraft.**

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# My Hypothesis:

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New practices building on evolution in infrastructure technology are driving 3-100X\* improvements in enterprise software development.

\*Sometimes 1000X or more....

# My Hypothesis:

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The same evolutions can transform model based systems development.

\*Sometimes 1000X or more....

# The Goal:

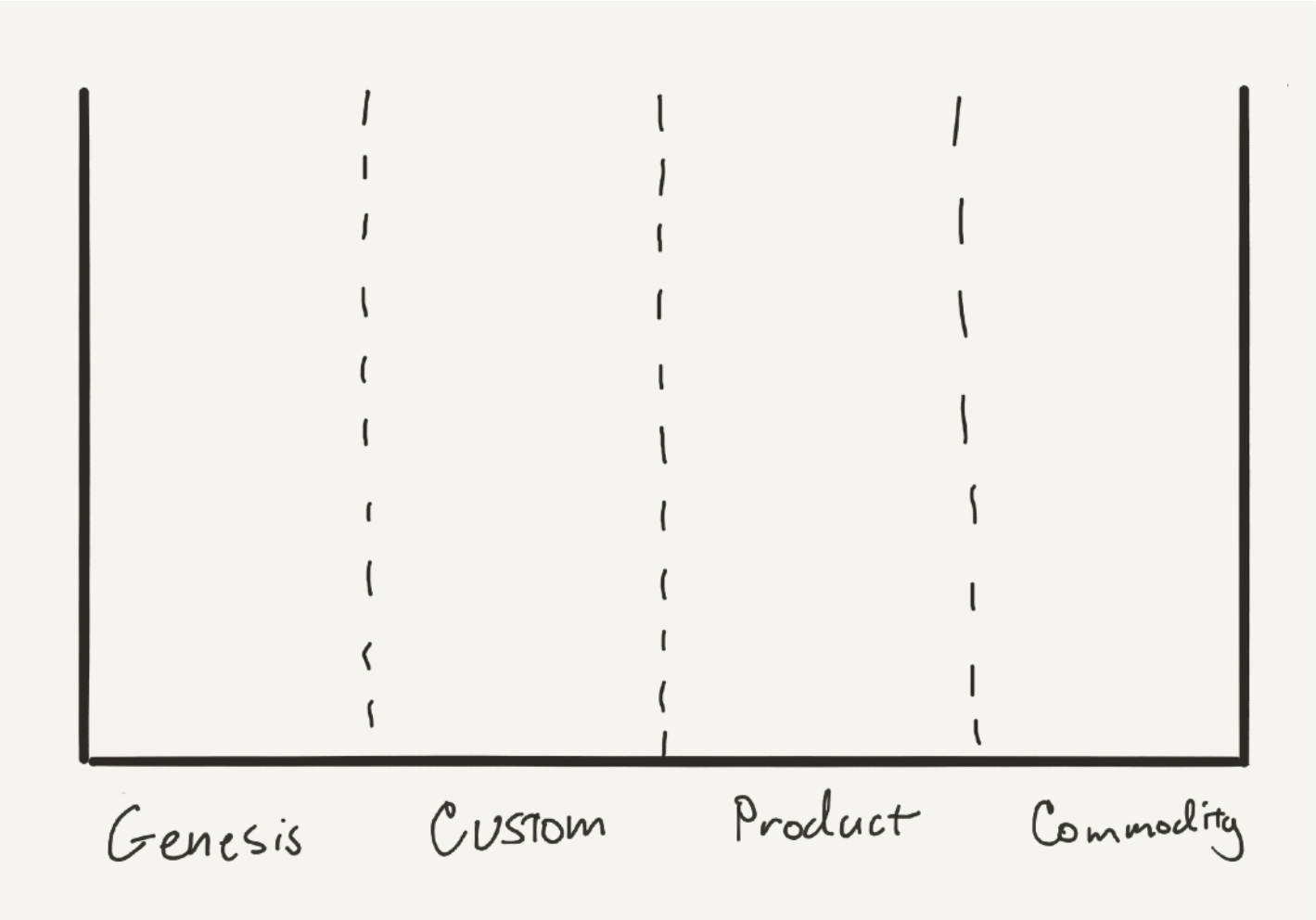
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Deliver  
Better Value  
Sooner, Safer, Happier\*

\*Hat Tip to Jonathan Smart @ DOES '18 for this framing.

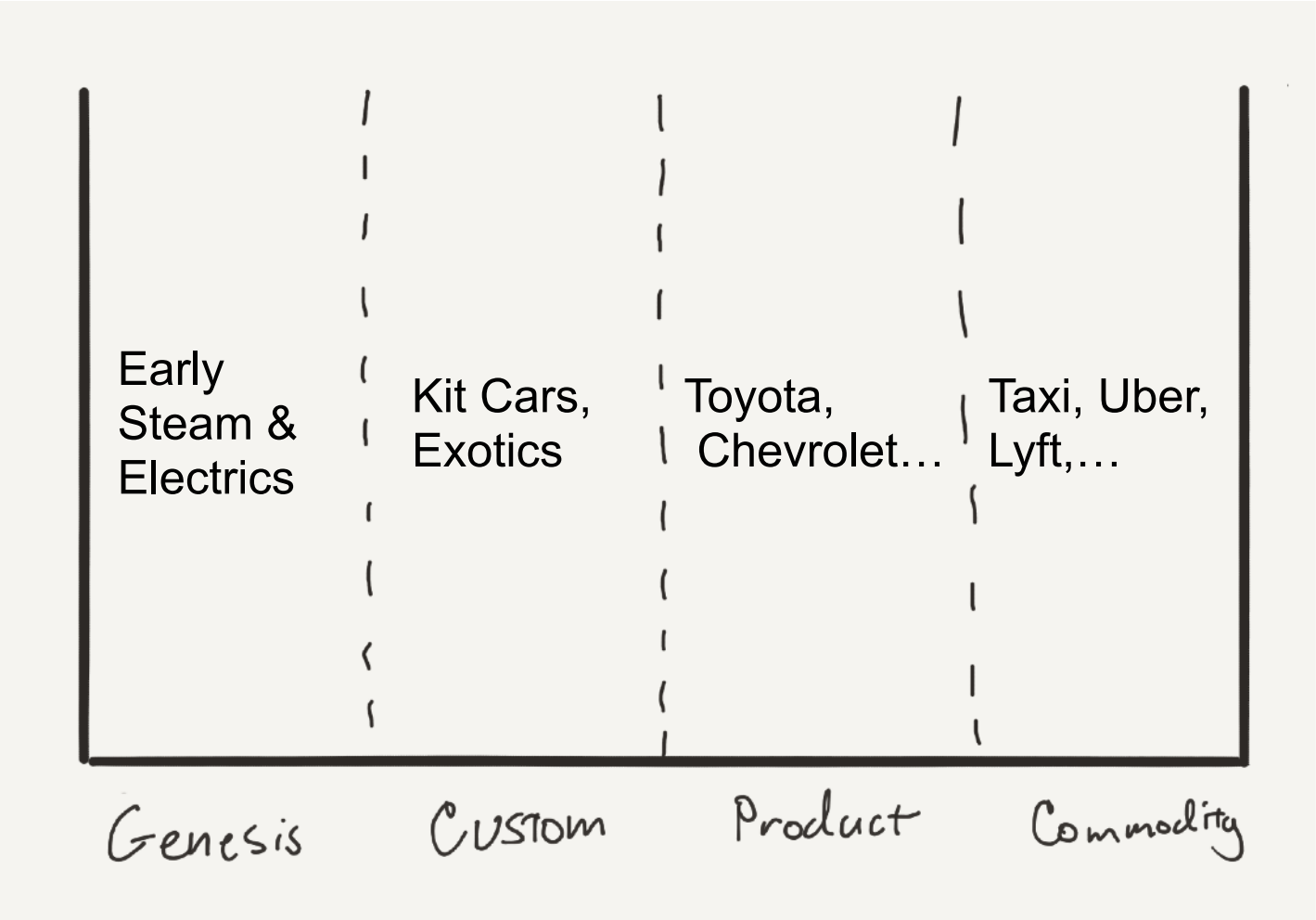
# Wardley's Stages of Technology Evolution

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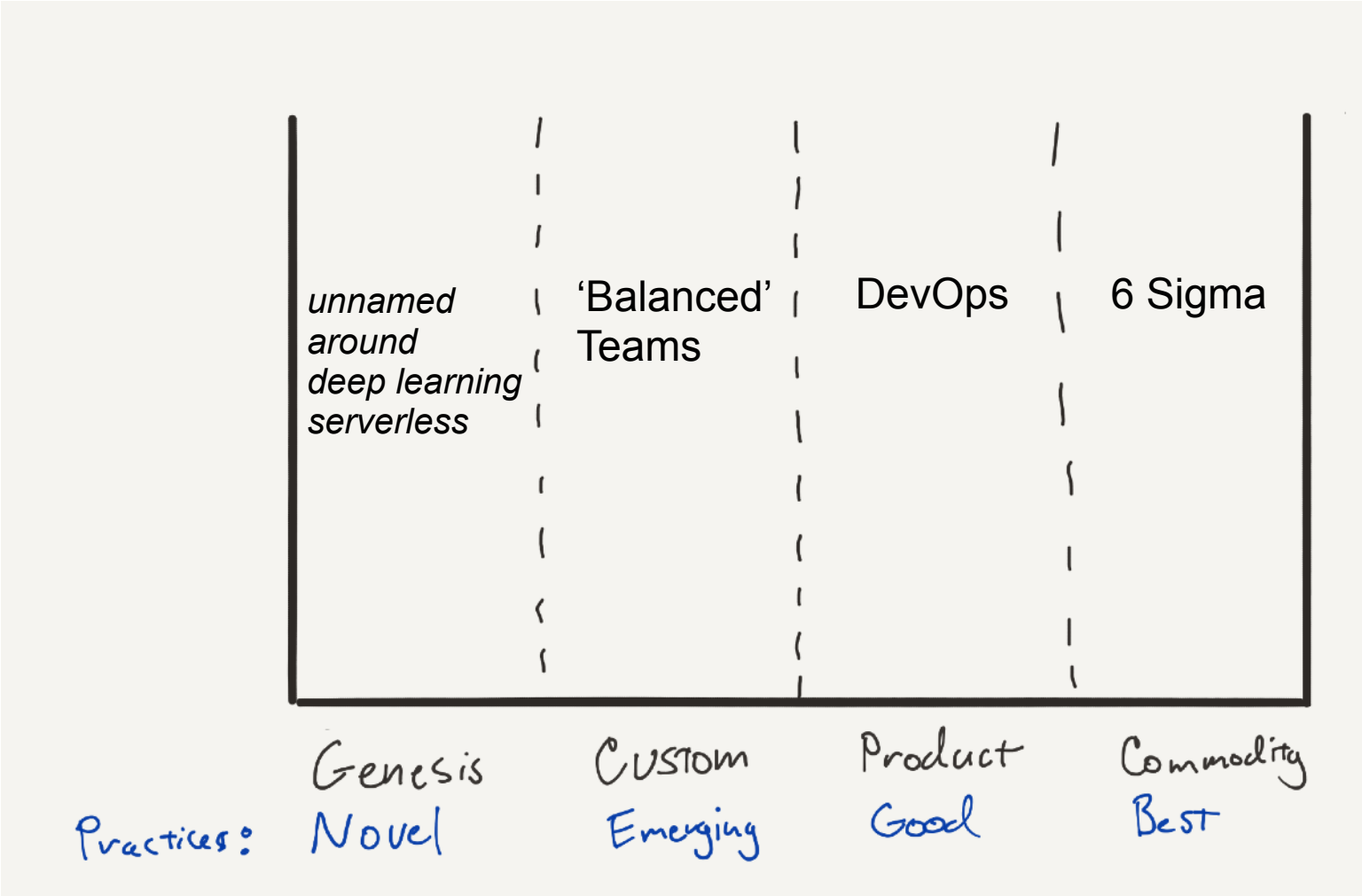
# Wardley's Stages of Technology Evolution

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# Applies to Other Things too...

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# Activities are part of a 'Value Chain'

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# Evolution drives Innovation

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Funding

Program Structure

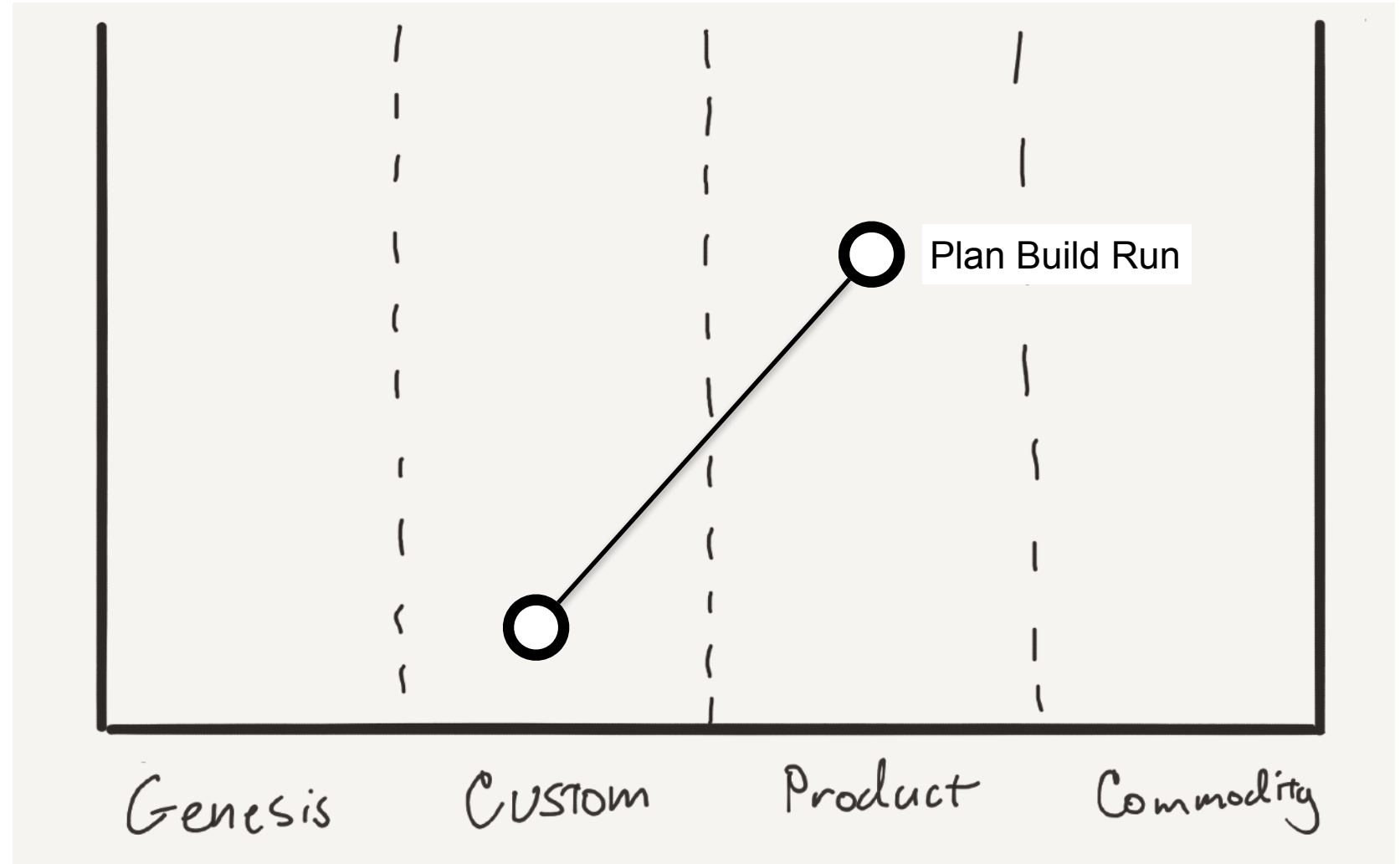
Team Structure

Development Tools

Services

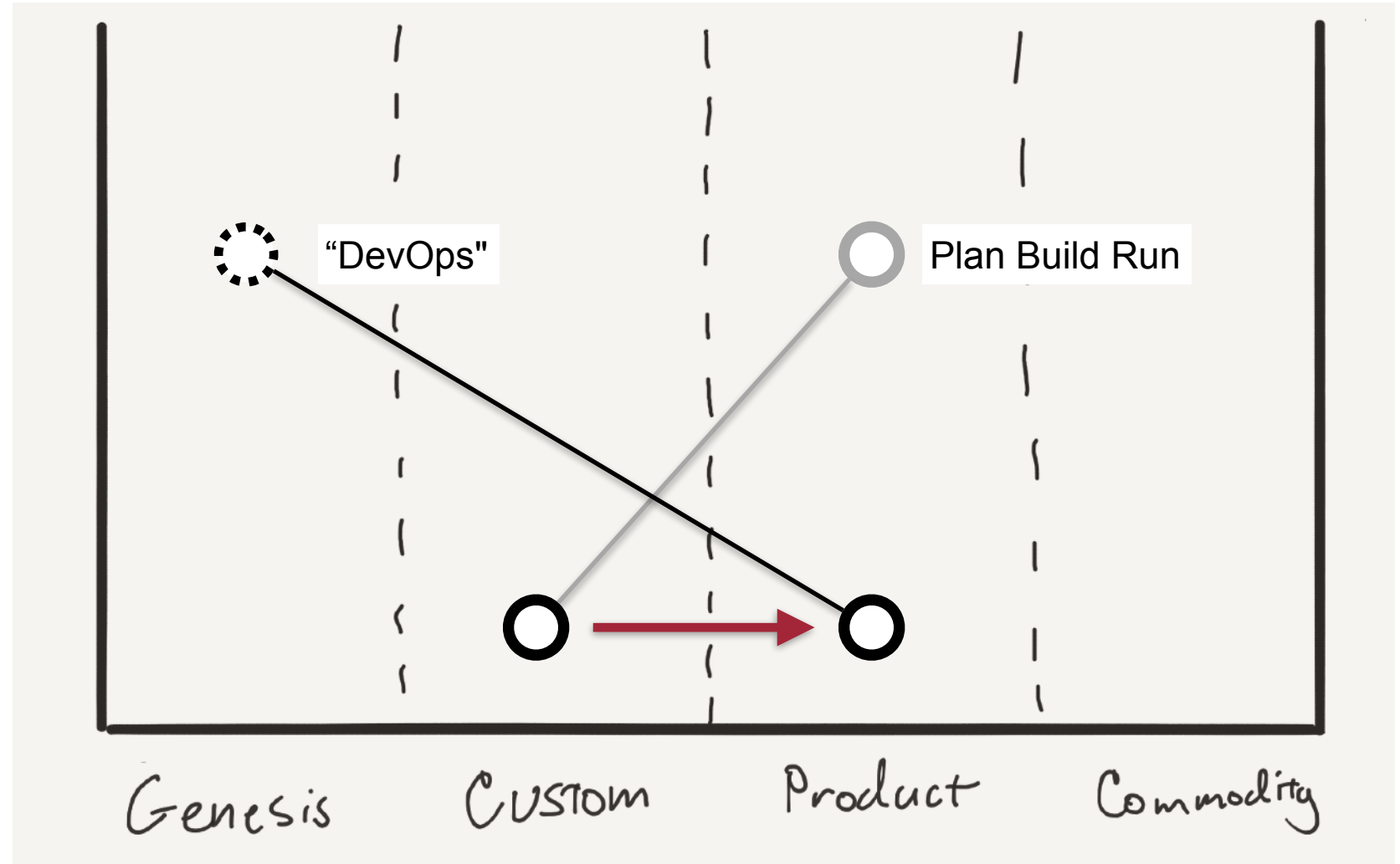
Dev/Test/Stage/Prod

Infrastructure



# Evolution drives Innovation

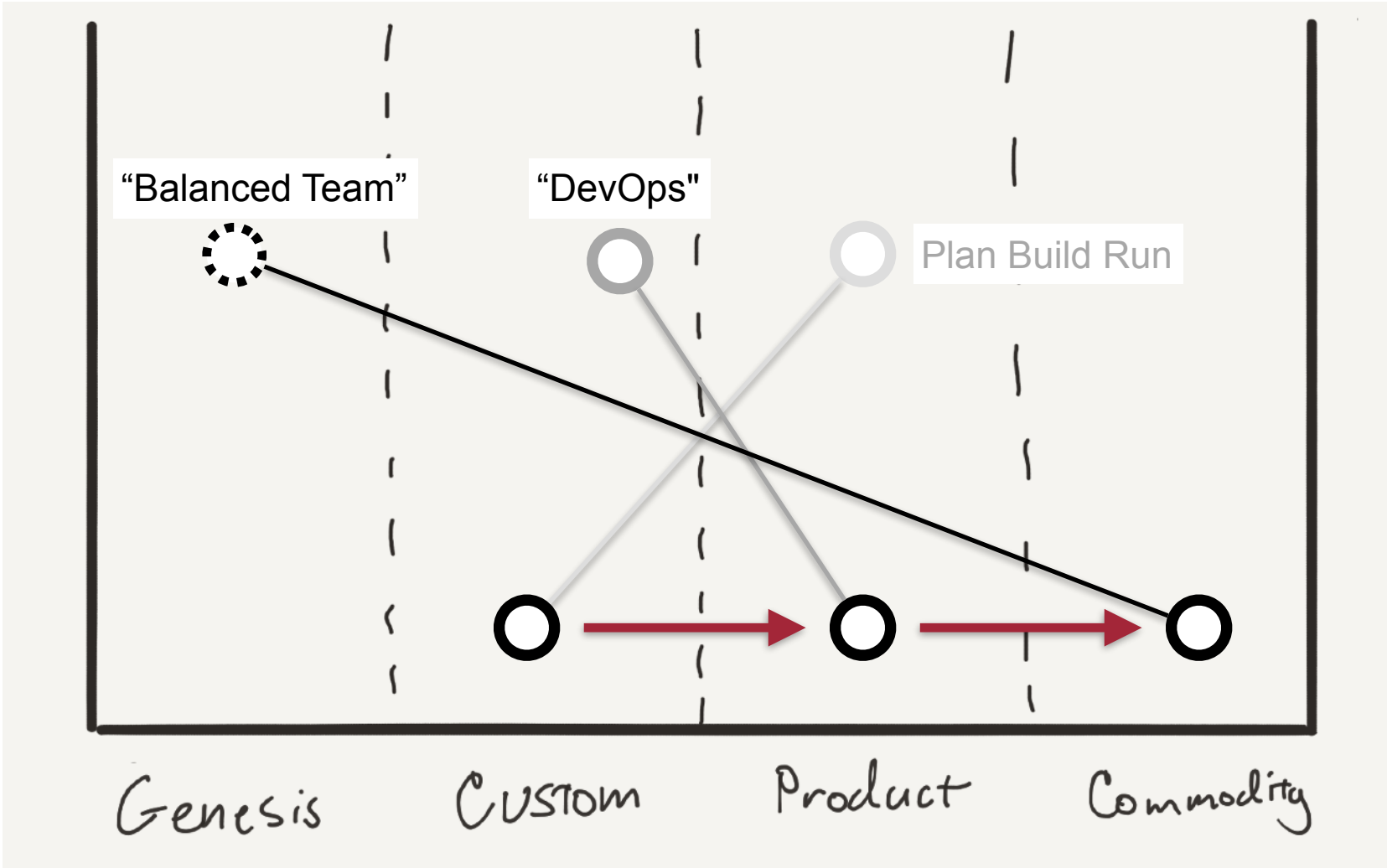
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# Evolution drives Innovation

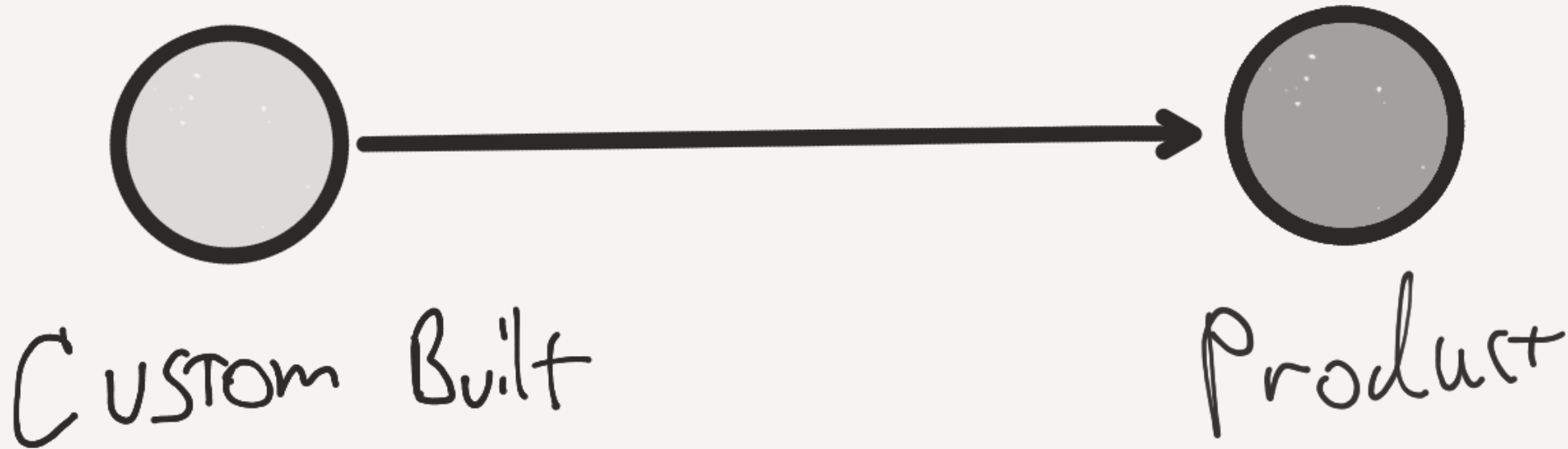
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- Funding
- Program Structure
- Team Structure
- Development Tools
- Services
- Dev/Test/Stage/Prod
- Infrastructure



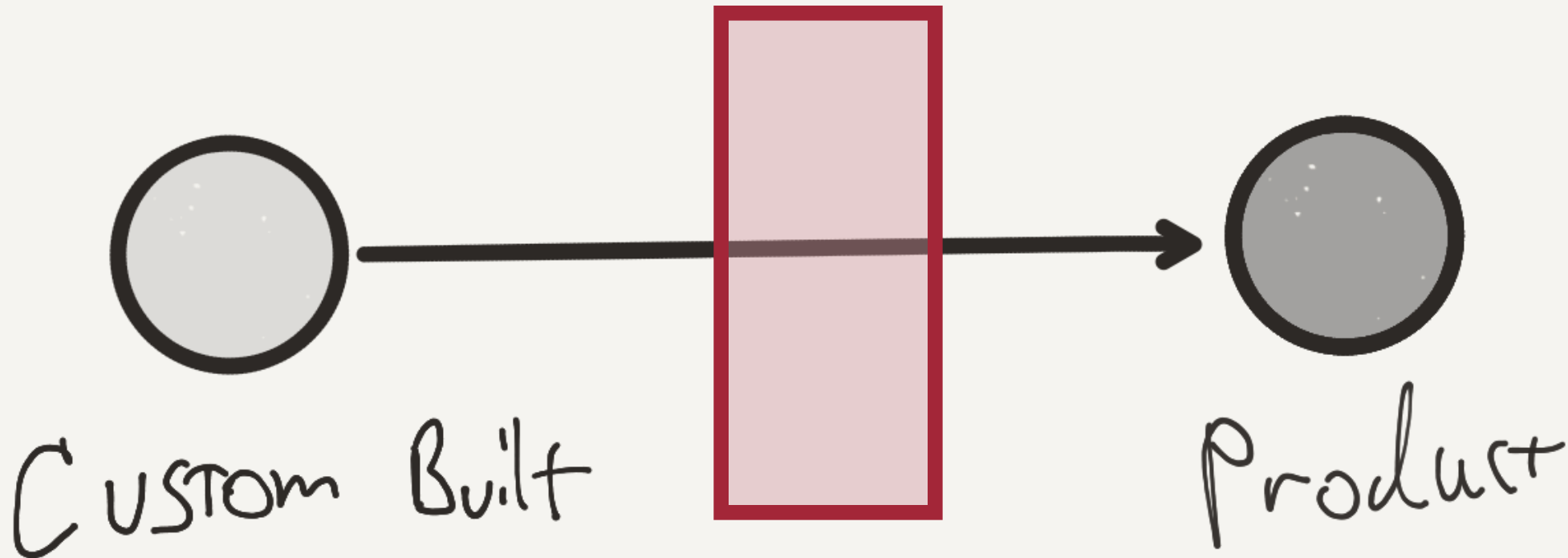
# Why Steal?

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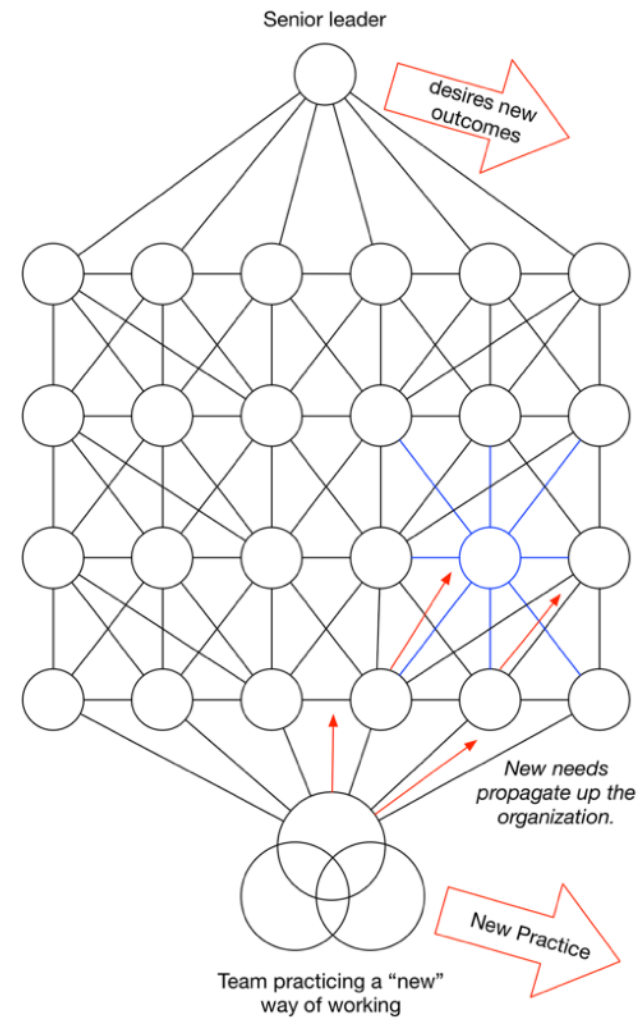
# Why Steal: Barriers to Adoption

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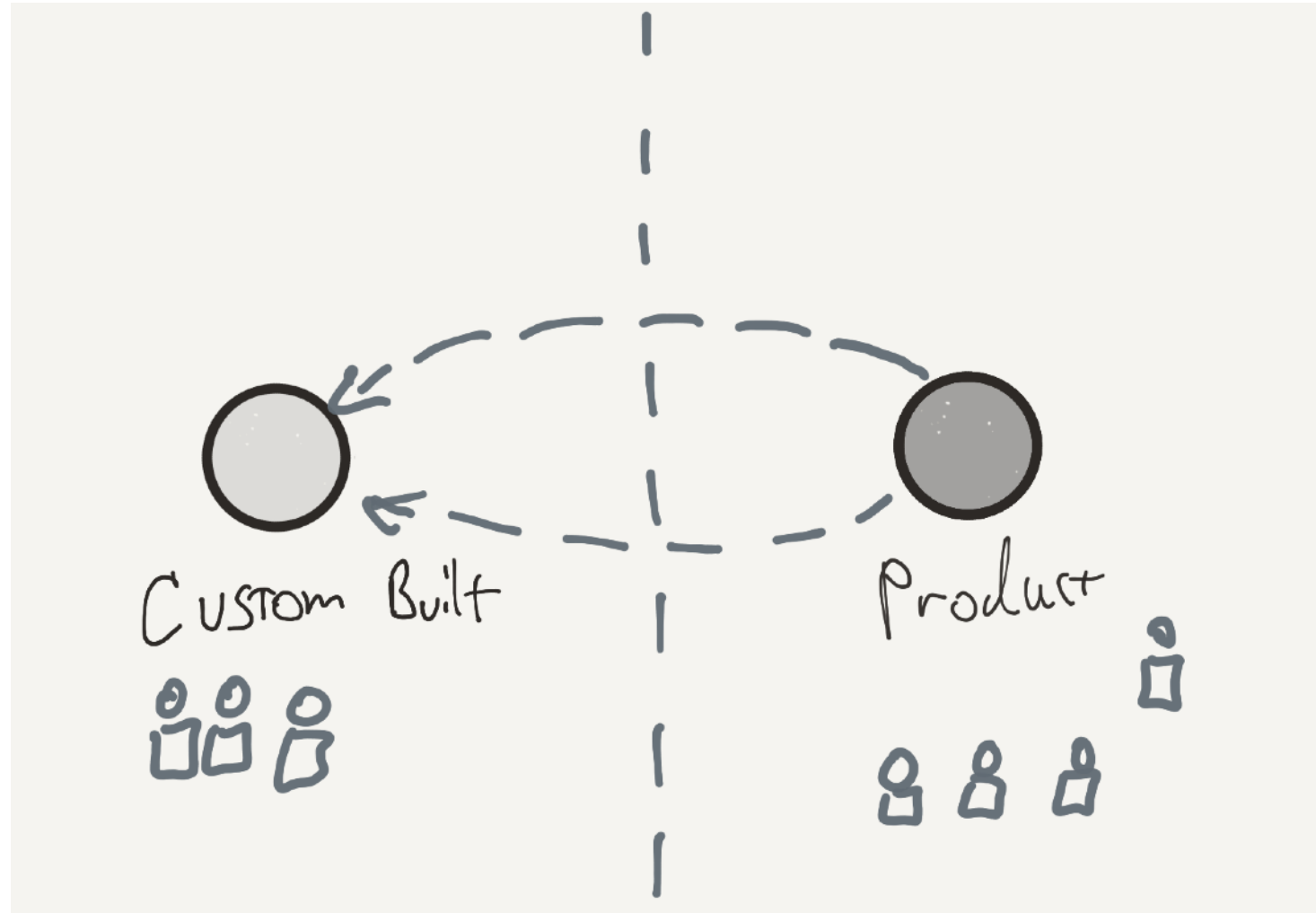
# The Middle Management Bind

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# So: Steal

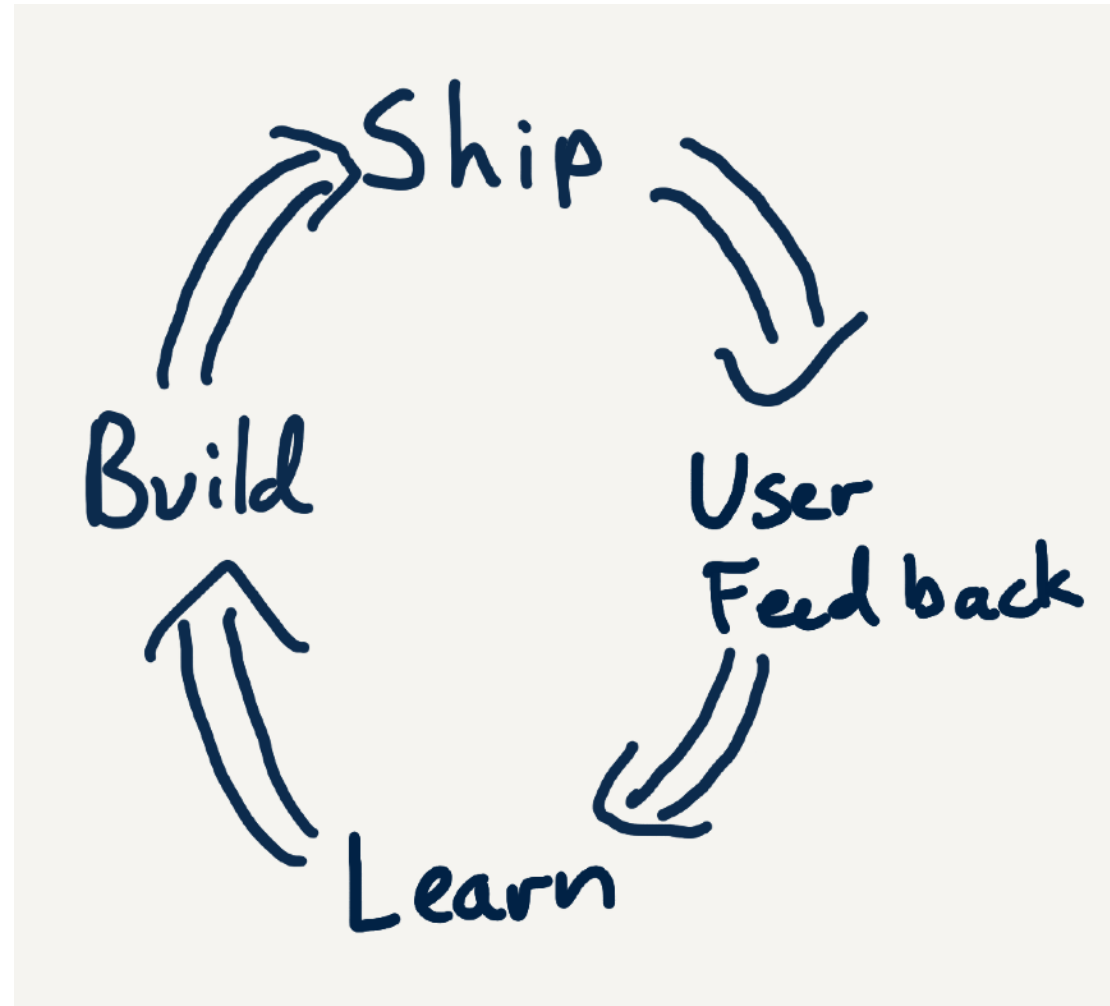
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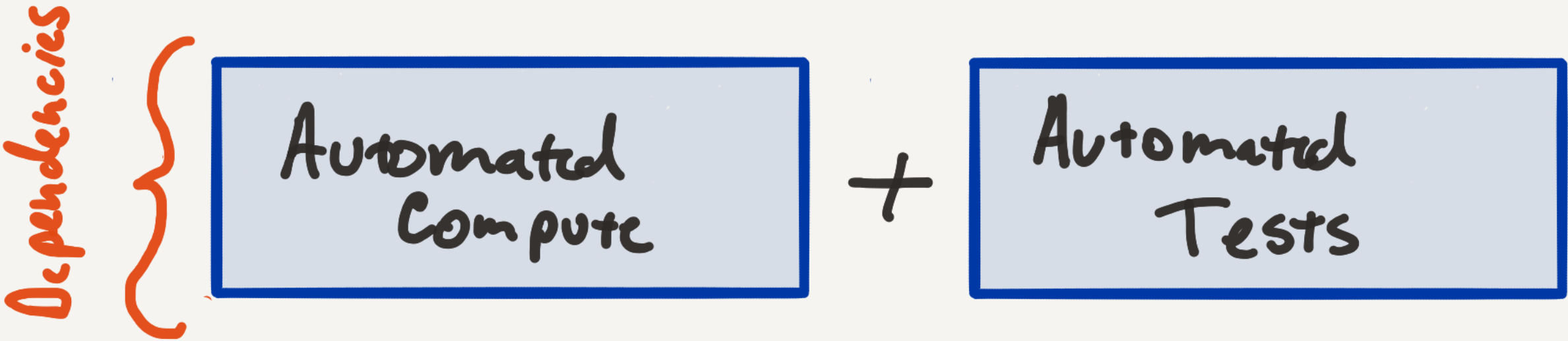
# STEAL: Continuous Delivery

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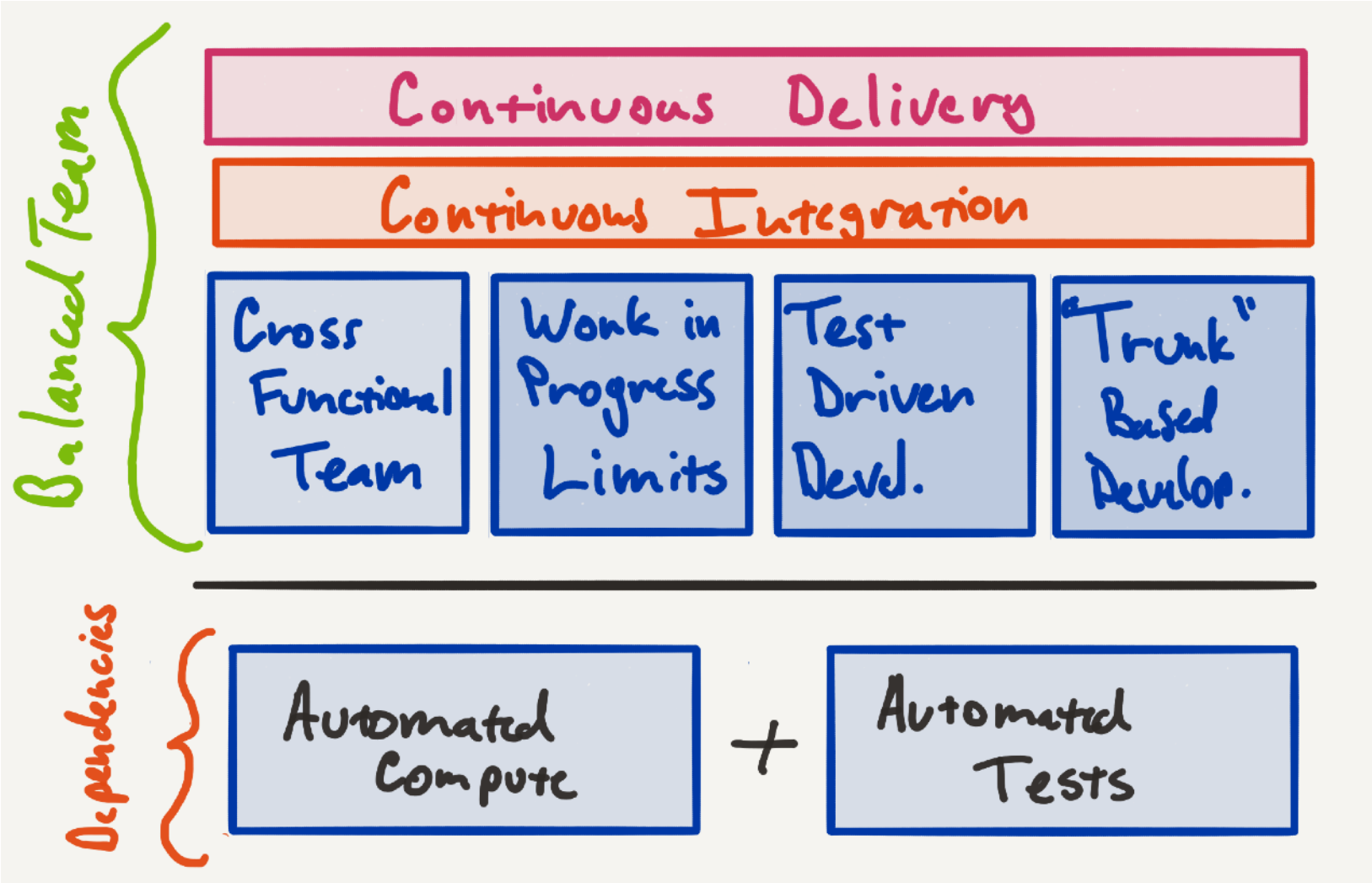
# Requirements: Test & Compute Automation

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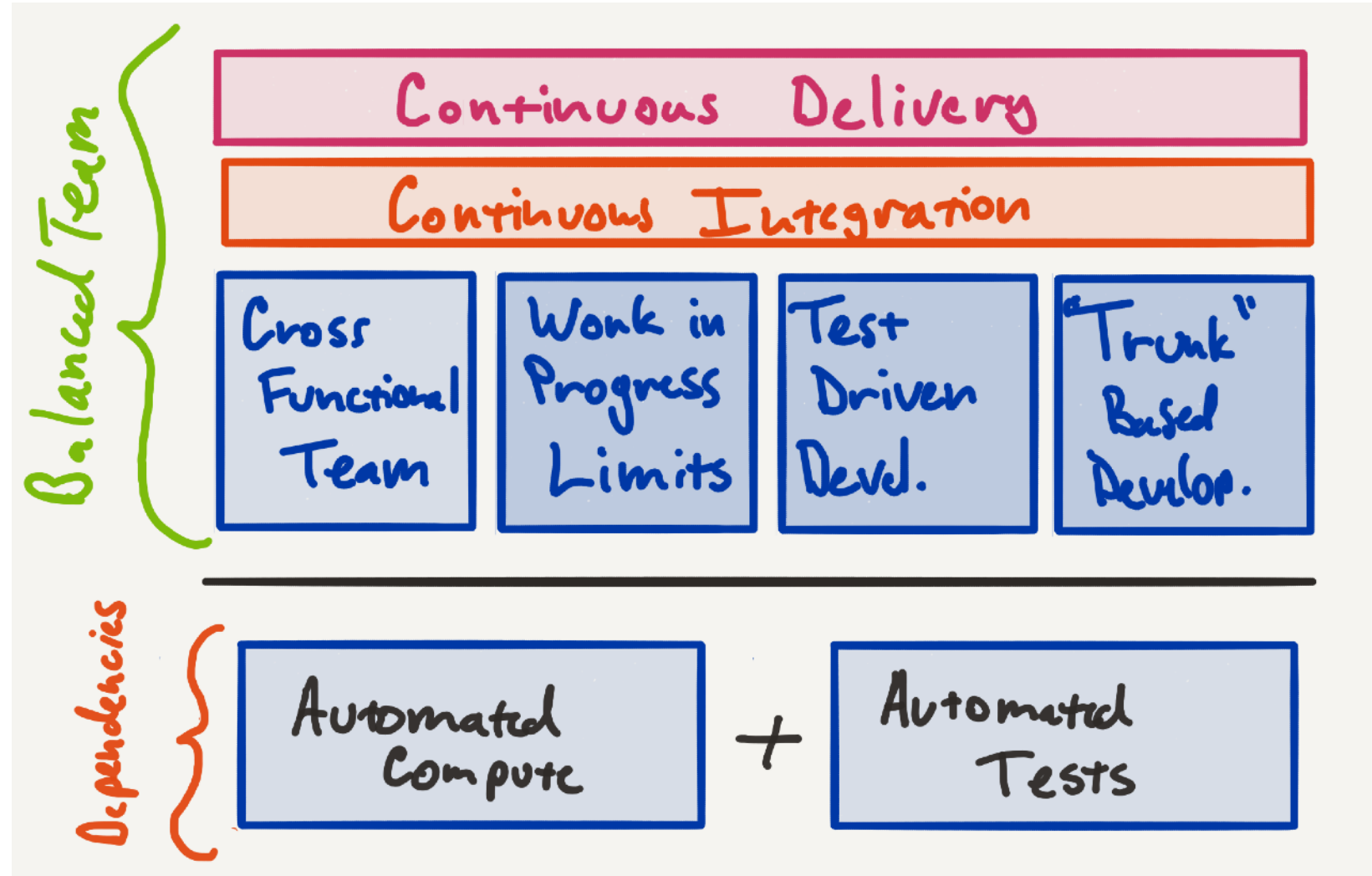
# STEAL: The Balanced Team

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# Elimination of Waste

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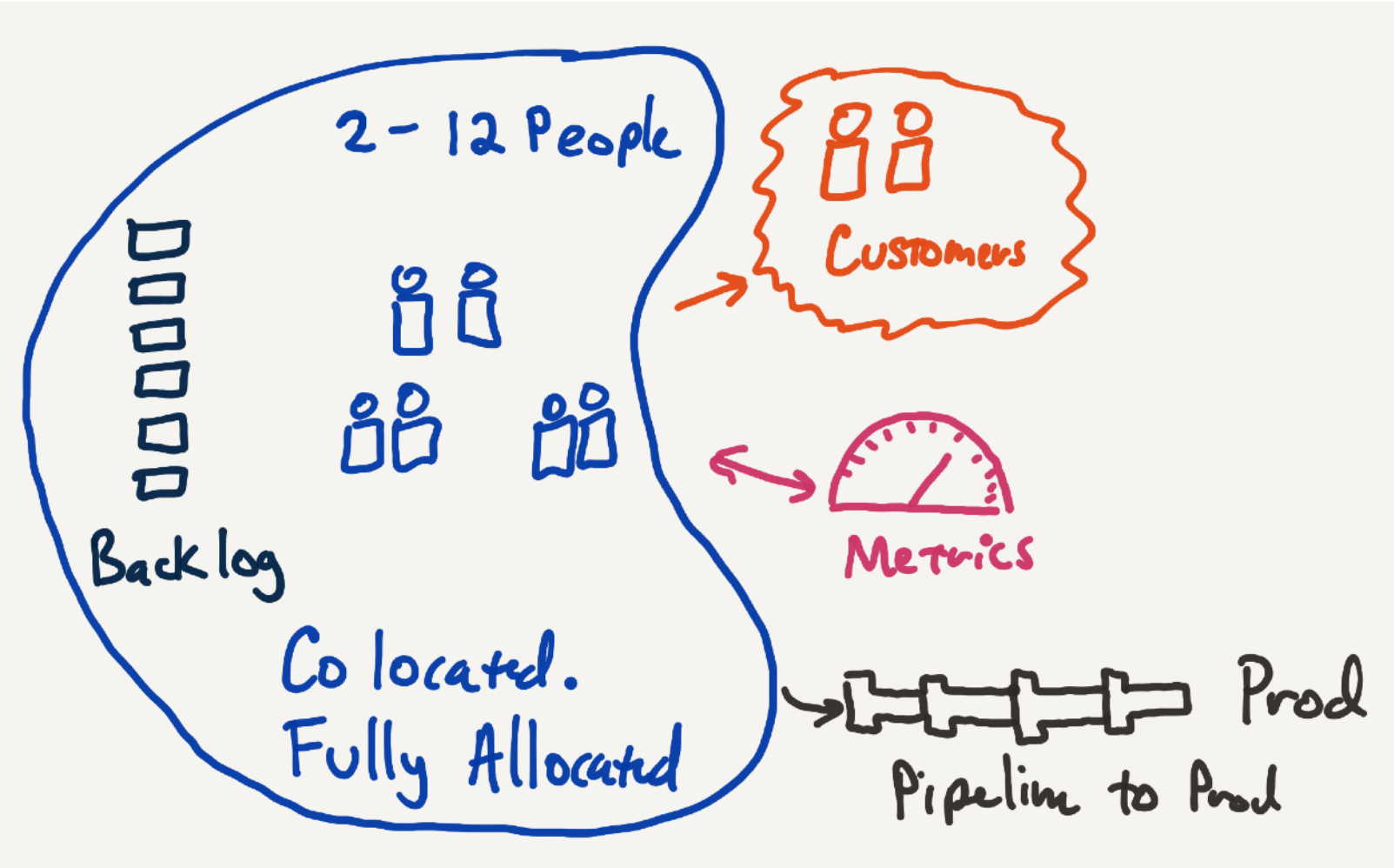


Muda  
Transport  
Inventory  
Motion  
Waiting  
Over processing  
Over production  
Defects

Mura: Unevenness  
Muri: Over burden

# What a “Balanced Team” looks like today

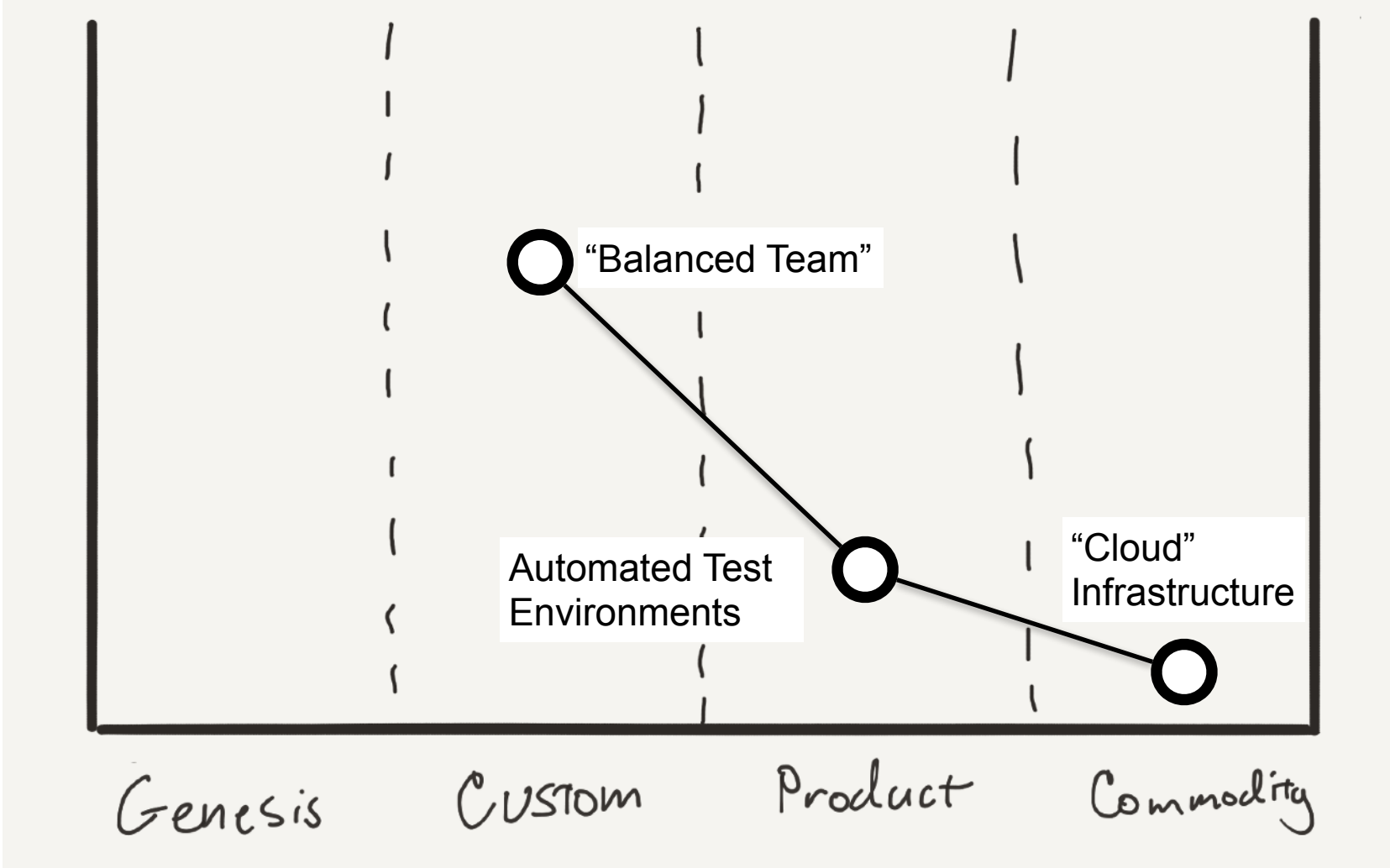
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# Homework: Rest of the Value Chain

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- Funding
- Program Structure
- Team Structure
- Development Tools
- Services
- Dev/Test/Stage/Prod
- Infrastructure



# To Sum Up:

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Exploiting innovation is hard.

# To Sum Up:

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If:

a) you can automate tests

– and –

b) you can automate infrastructure

*try building balanced teams.*



# To Sum Up:

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Have your product teams

STEAL

from the innovators.

# To Sum Up:

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Have your  
commodity/utility/services teams

STEAL

from your product teams.

# Thank you.

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