

THE JOURNEY TO CONTINUOUS DEPLOYMENT

TRANSFORMING TECHNOLOGY, CULTURE, AND
MINDSET

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How would it feel, if your changes would go to
production **within minutes?**

STATE IN SUMMER 2020:

- One monolithic system.
 - one backend,
 - one frontend, and
 - some smaller services around
- Six engineering teams.
- One monolithic deployment **twice** a week.

- **One** staging environment.
- **One** QA team, E2E-testing on staging.
- **Five** production environments.

Who would be responsible for **executing the release process?**

The QA team.

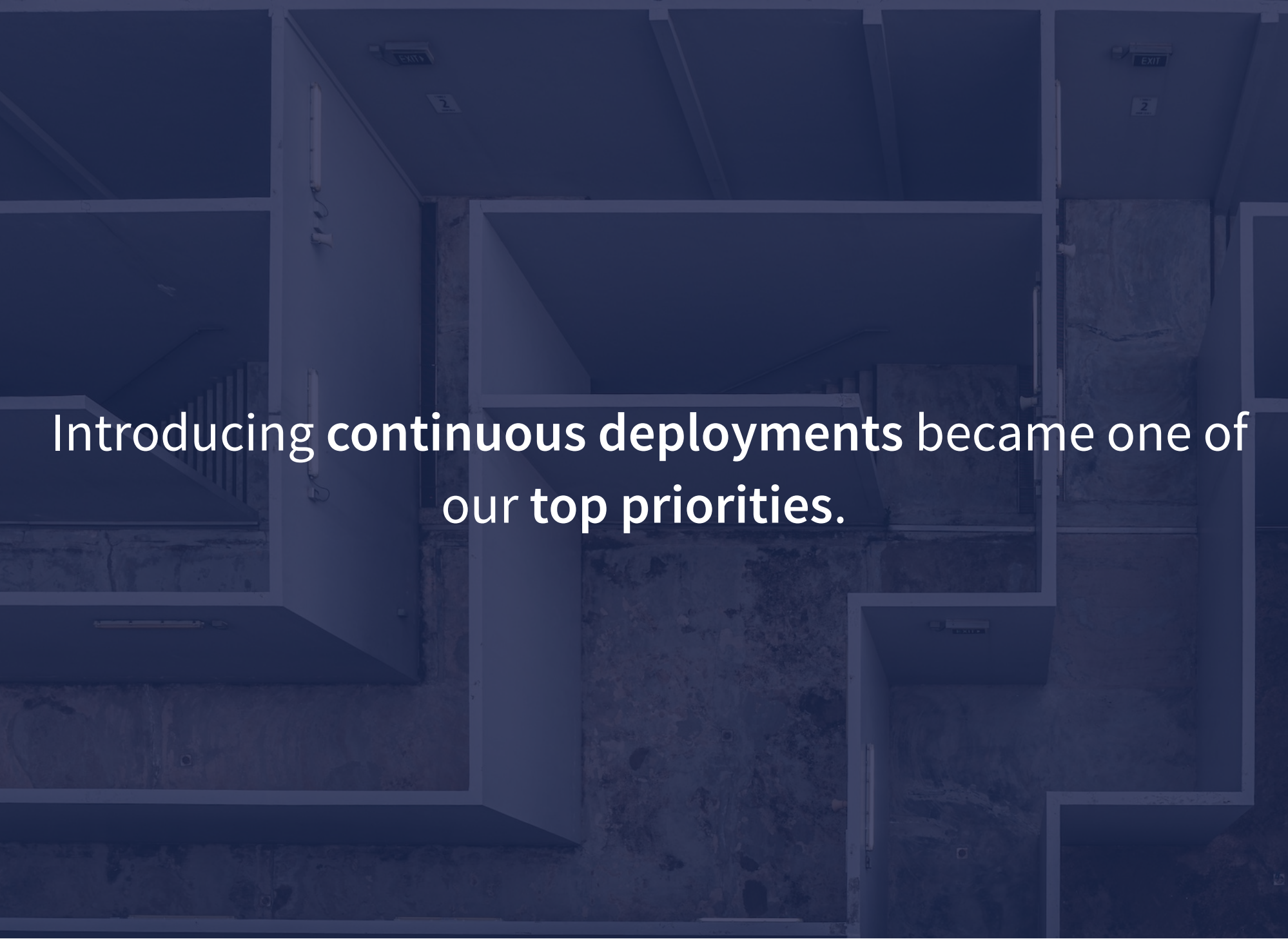
DEPLOYMENTS WERE

- painful
- slow
- risky
- mystical
- scary

The QA team became a **silos** and **bottleneck** in the deployment process.

THE SOLUTION

Starting the Platform and Developer Experience team in 2021.



Introducing **continuous deployments** became one of our **top priorities**.

Continuous deployments require a different mindset.

We need to make changes

- small,
- continuous, and
- non-breaking.

Many process steps were not relevant.

Nobody knew the full picture.

OUR SOLUTION

👉 The Deployment Rotation

THE IDEA

- Involve every team.
- Rotate the responsibility.
- Improve the process together.

A small, scruffy dog with grey and white fur is running towards the camera in shallow water. The dog's mouth is open, and its tongue is hanging out. The background is a blurred, light-colored surface, possibly sand or a beach. The entire image has a dark blue overlay.

Tech Leads loved the idea.

A man in a light-colored suit jacket and dark shirt is sitting at a desk, shouting into a rotary telephone. He has a frustrated expression, with his mouth wide open and eyes squinted. The phone is white with a coiled cord. A pair of glasses with a patterned frame is on the desk to the left. The background is a solid dark blue color.

But: Some teams hated it.

LEARNING

Involve more people in the change.

Why could we not *just* automate that process?

How would you call this quality assurance practice?

Hope.

Hope is not a great quality assurance practice.

Our software delivery process and culture needed improvements.



Some improvements:

- Removed or automated manual steps.
 - Added end-to-end tests to the pipeline.
 - Stabilized automated tests.
 - Reduced deployment duration. Increased stability.
 - Introduced release toggles.
- 👉 Reduced pipeline lead time from **1 hour** to **10 minutes.**

What did this mean for the deployment rotation?

A close-up photograph of a car's engine start/stop button. The button is circular with a metallic ring and is set into a dark, textured surface. The text "ENGINE START STOP" is printed in white on the button. A small rectangular slot is visible at the top of the button. The lighting is dramatic, with a bright light source in the upper right corner creating a strong highlight on the button's ring and casting deep shadows.

ENGINE
START
STOP

A hand holding a yellow sticky note with the word "WHY?" written on it, set against a background of dense green foliage.

WHY?

Let's not deploy on Fridays.

... for now!

THREE WEEKS LATER.



*Sorry
we are*

CLOSED

DELIVERY

ALWAYS ON TIME

How would **your work** look like?

What is needed to **successfully** introduce **continuous** deployments?

A close-up, top-down view of a target with concentric rings. A single yellow dart is embedded in the center bullseye. The target has numbers 3, 6, 7, 8, 9, 8, 7, 6, 5 written vertically along the center. The image is dimly lit with a blue tint.

You need a vision.



1, 2, 3...

You need to communicate it.

LET'S GO!

A dark blue background featuring two hands forming a heart shape. The hands are positioned centrally, with fingers interlaced to create the heart's outline. The right hand has a tattoo of several small stars on the forearm. The text "You need to find supporters." is overlaid in white, centered horizontally and partially overlapping the heart shape.

You need to **find supporters.**

A group of people are shown from the chest down, sitting in a circle on the ground. Their hands are stacked on top of each other in the center, forming a pyramid shape. The image is dimly lit with a blue tint. In the background, a person is wearing a black t-shirt with a 'Jack Daniel's' logo. Another person is wearing a plaid shirt. The overall mood is one of unity and teamwork.

You need to involve people.

A photograph of a child and an adult walking on a large log in a wooded area. The child is wearing a yellow hoodie, dark pants, and blue rain boots. The adult is wearing a grey sweater, blue jeans, and blue rain boots. The adult is holding the child's hand. The scene is dimly lit, suggesting dusk or dawn. The text "You need to make it safe." is overlaid in white on the image.

You need to make it safe.

How can I introduce **ANY** change in my company?

1. Observe.
2. Plan.
3. Take a step.
4. GOTO 1.

Arriving at **continuous deployments** was a long
journey.

15 teams

60 people

countless incremental, small and safe changes

A person with a backpack is standing on a road at dusk, looking down the road. The scene is dimly lit, with a dark sky and silhouettes of trees and hills in the background. The person is wearing a dark jacket and blue jeans. The road has double yellow lines and a white edge line. A green sign is visible on the left side of the road.

What is your first step today?

CONNECT WITH ME!



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