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4 Key Focus Areas for Effective Performance Engineering

January 25, 2017

Brought to you by Vivit's Performance Engineering SIG Leaders

Todd DeCapua

Petar Puskarich

Paul Shovlin

Chris Trimper

Today's Speaker

Todd DeCapua
Senior Director of Technology and Product Innovation
Corporation Service Company

Webinar Housekeeping

- This “LIVE” session is being recorded
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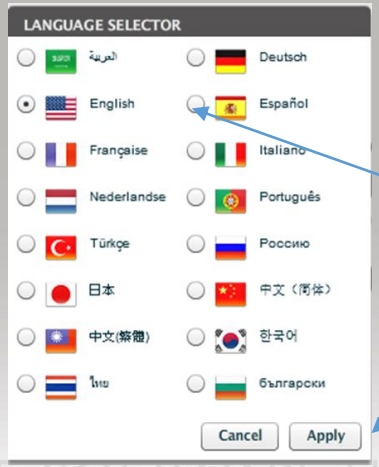

YOUR INDEPENDENT HPE SOFTWARE USER COMMUNITY

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January 25, 2017

BB11501
4 key focus areas for Effective Performance Engineering

Todd DeCapua

Senior Director: Technology and Product Innovation

CORPORATION SERVICE COMPANY®

Agenda

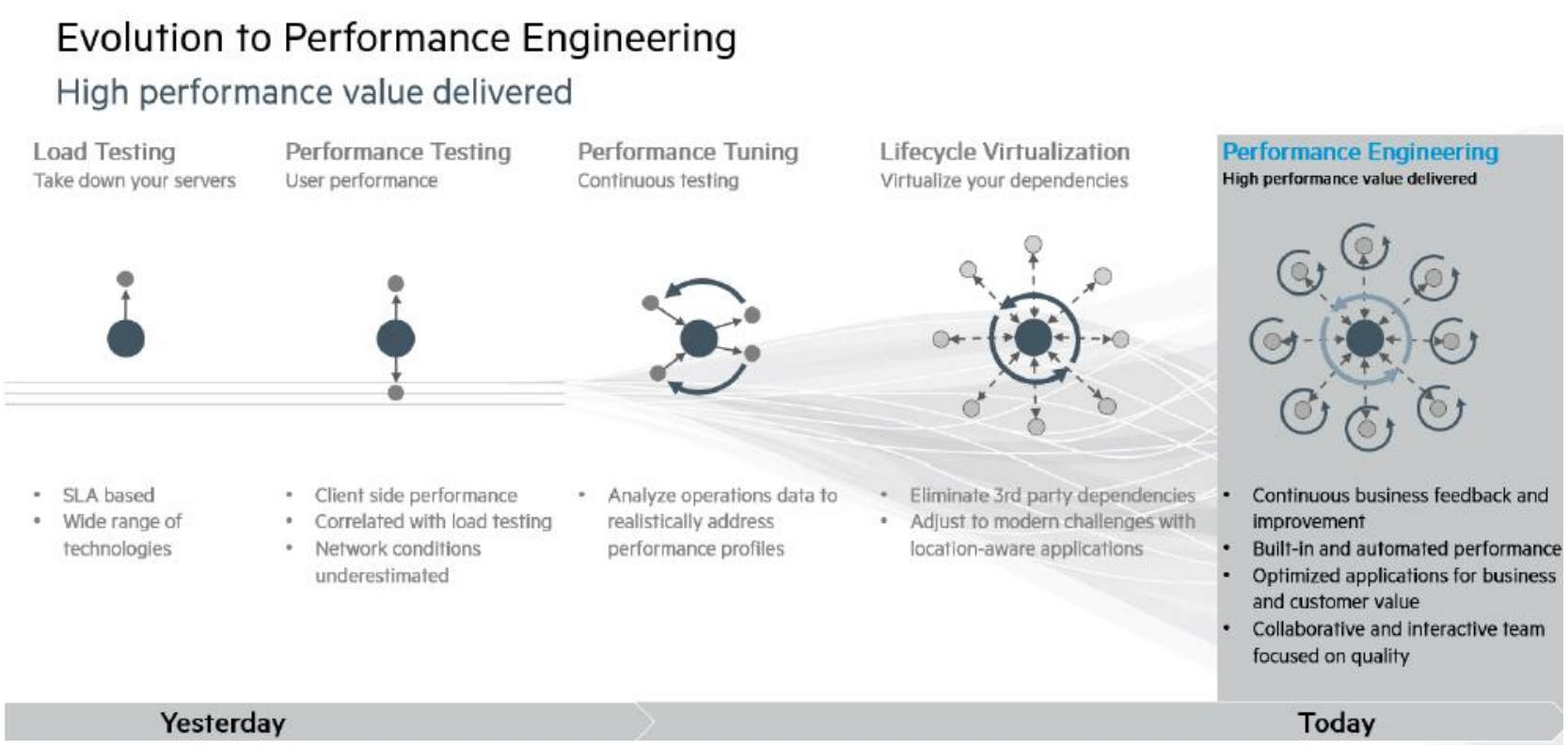
- **Introduction**
- **4 Key Areas**
  - Build
  - Develop
  - Optimize
  - Focus
- **Summary**
- **Q&A**

***We will take a few quick polls throughout**

Introduction

- **Learn how technology and business teams adopt Effective Performance Engineering to transform their organizations with the end user in mind.**

Evolution


Evolution to Performance Engineering
High performance value delivered
Load Testing
Take down your servers
Performance Testing
User performance
Performance Tuning
Continuous testing
Lifecycle Virtualization
Virtualize your dependencies
Performance Engineering
High performance value delivered
SLA based
Wide range of technologies
Client side performance
Correlated with load testing
Network conditions underestimated
Analyze operations data to realistically address performance profiles
Eliminate 3rd party dependencies
Adjust to modern challenges with location-aware applications
Continuous business feedback and improvement
Built-in and automated performance
Optimized applications for business and customer value
Collaborative and interactive team focused on quality
Yesterday
Today

What Is Effective Performance Engineering?

While Performance Engineering is often defined narrowly as ensuring that nonfunctional requirements are met (such as response times, resource utilization, and throughput), the trend has moved toward a much broader application of the term.

"Performance Engineering" doesn't refer only to a specific role. More generally, it refers to the set of skills and practices that are gradually being understood and adopted across organizations that focus on achieving higher levels of performance in technology, in the business, and for end users.

Performance Engineering embraces practices and capabilities that build in quality and performance throughout an organization, including functional requirements, security, usability, technology platform management, devices, third-party services, the cloud, and more.

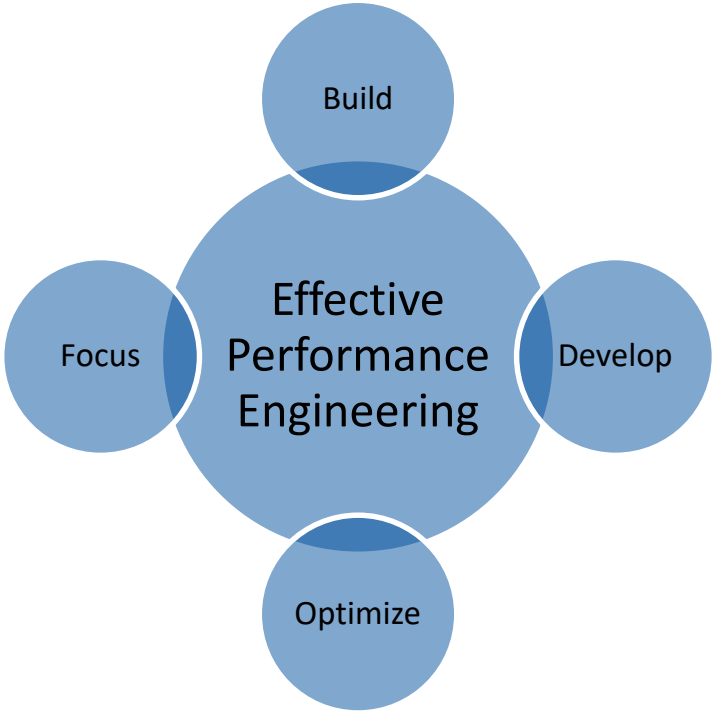
Stakeholders of Performance Engineering run the gamut, including Business, Operations, Development, Testing/Quality Assurance, and End Users.

We'll explore several different facets of Performance Engineering in this book, providing a well-rounded overview of the practices and capabilities that make up Effective Performance Engineering.

Poll

- **What stakeholder do you most relate? [select one]**
  - Business
  - Operations
  - Development
  - Testing / Quality Assurance
  - End Users

4 Key Focus Areas



Build

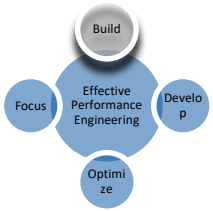
- Hardware
- Software
- Culture
- Business

The *Harvard Business Review* published an article titled "The Defining Elements of a Winning Culture," which shows how a company's culture can have a powerful impact on its performance.

HBR found a set of seven "performance attributes" that enable the best-performing companies. Here is their list:

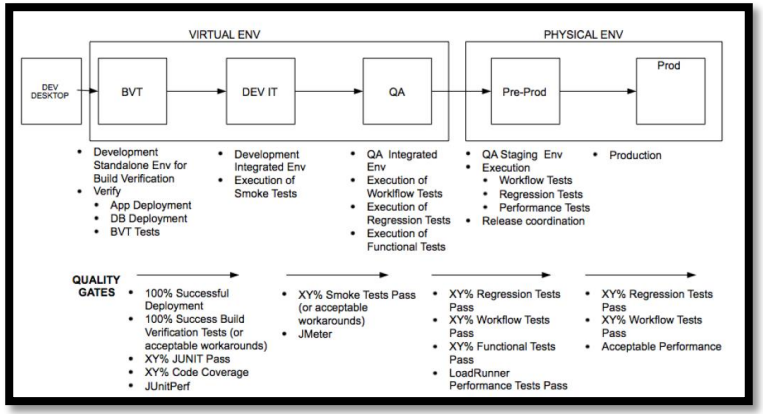
1. Honest. There is high integrity in all interactions, with employees, customers, suppliers, and other stakeholders;
2. Performance-focused. Rewards, development, and other talent-management practices are in sync with the underlying drivers of performance;
3. Accountable and owner-like. Roles, responsibilities, and authority all reinforce ownership over work and results;
4. Collaborative. There's a recognition that the best ideas come from the exchange and sharing of ideas between individuals and teams;
5. Agile and adaptive. The organization is able to turn on a dime when necessary and adapt to changes in the external environment;
6. Innovative. Employees push the envelope in terms of new ways of thinking; and
7. Oriented toward winning. There is strong ambition focused on objective measures of success, either versus the competition or against some absolute standard of excellence.

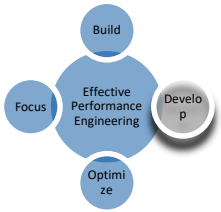
The article mentions Apple and Steve Jobs specifically: "Steve Jobs builds a challenging culture at Apple —one where 'reality is suspended' and 'anything is possible'—and the company becomes the most valuable on the planet."



Develop

- Code, frameworks, and service reuse
- Metadata repository
- Automated Tests
- Lifecycle Virtualization
- Quality Gates





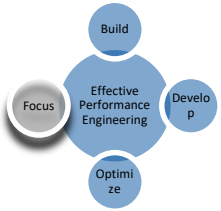
Optimize

- Production Incidents
- Instrumenting
- Virtualization
- Monitoring

Focus

- Committed stories vs. delivered results
- Quality across the lifecycle
- Production incidents over time and recurrence
- User sentiment
- Continuous improvement

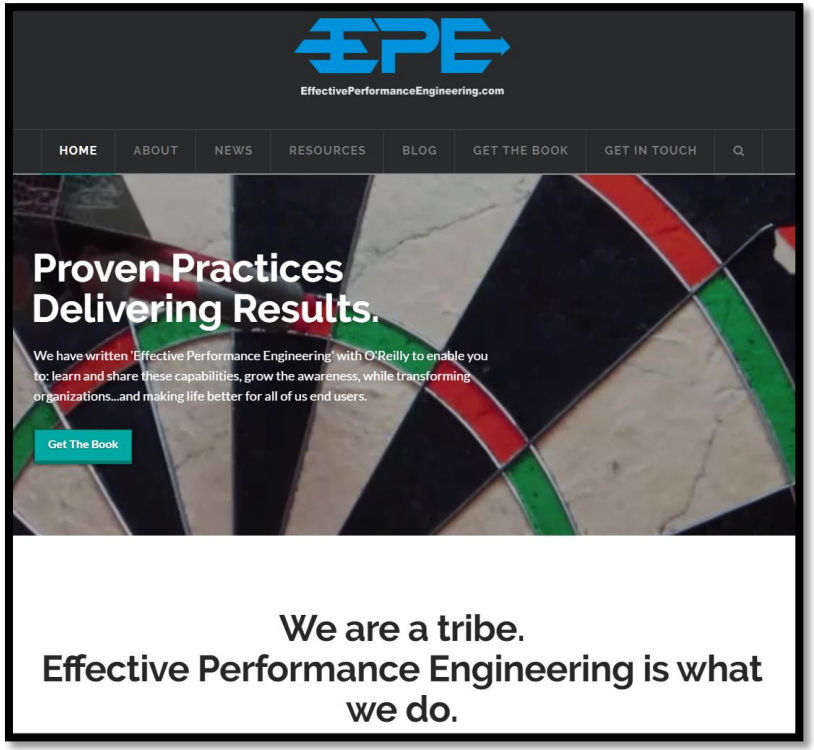
Teams		Releases				
		Team Averages	2016-Jan	2016-Feb	2016-Mar	2016-Apr
% Commit Done	Alpha	97%	96%	98%	97%	
# Prod Incidents		**2**	**1**	0	**1**	
% Commit Done	Beta	**94.33%**	**92%**	95%	96%	
# Prod Incidents		**6**	**3**	**2**	**1**	
% Commit Done	Gamma	100%	100%	100%	100%	
# Prod Incidents		**1**	0	0	**1**	
% Commit Done	Delta	**93.33%**	100%	100%	**80%**	
# Prod Incidents		**2**	0	0	**2**	
% Commit Done	Epsilon	**92.33%**	**85%**	95%	97%	
# Prod Incidents		**1**	0	0	**1**	
% Commit Done	Totals	95.398%	94.6%	97.6%	94%	
# Prod Incidents		12	4	2	**6**	



Poll

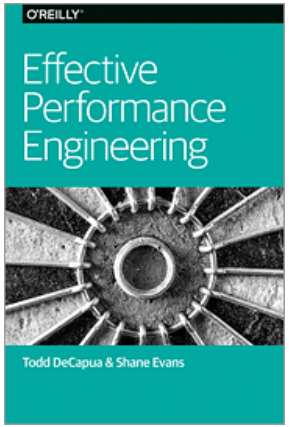
- **Which of the 4 key focus areas of EPE do you have the most influence? [select one]**
  - Build
  - Develop
  - Optimize
  - Focus
  - All Of The Above

Website



http://www.EffectivePerformanceEngineering.com

Book



Effective Performance Engineering
By Todd DeCapua, Shane Evans
Publisher: O'Reilly
Released: July 2016

In order to deliver meaningful results, you need to build Effective Performance Engineering into every aspect of the enterprise, from IT and business management to internal and external customers and all other stakeholders. In this report, you will learn why success depends on adopting a cross-discipline, intra-business mindset that enables you to build a performance-focused culture *throughout* your organization.

How do you thrill customers by consistently outperforming their expectations? Or optimize applications before the first piece of code is written? Authors Todd DeCapua and Shane Evans outline a path to Effective Performance Engineering that spans requirements, design, development, testing, deployment, monitoring, and support. You'll discover why delivering great performance depends on business, technology, and stakeholders working closely together.

This book will help you:

- Understand what Effective Performance Engineering is across your enterprise
- Define a performance culture throughout your organization
- Explore ways to add Performance Engineering throughout your lifecycle
- Increase revenue, competitive advantage, customer acquisition and retention, and brand value
- Identify your stakeholders and focus on their best interests
- Build a cross-functional team of technologists, business people, and customers
- Determine which performance metrics you need to accelerate
- Learn about analysts, preferred partners, and software tool vendors that can help you adopt Effective Performance Engineering
- Get a clear path for moving from performance testing to Effective Performance Engineering

http://www.oreilly.com/webops-perf/free/effective-performance-engineering.csp

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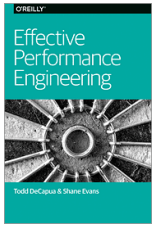

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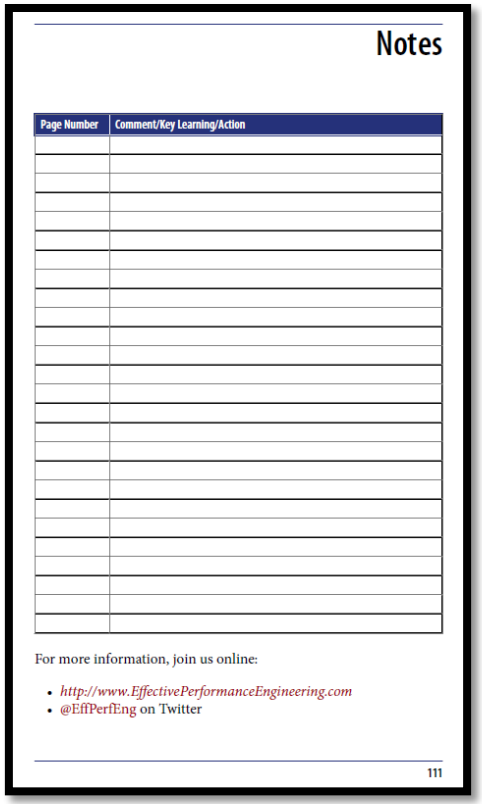
Share and Learn



Notes

Page Number	Comment/Key Learning/Action

For more information, join us online:

- *http://www.EffectivePerformanceEngineering.com*
- @EffPerfEng on Twitter

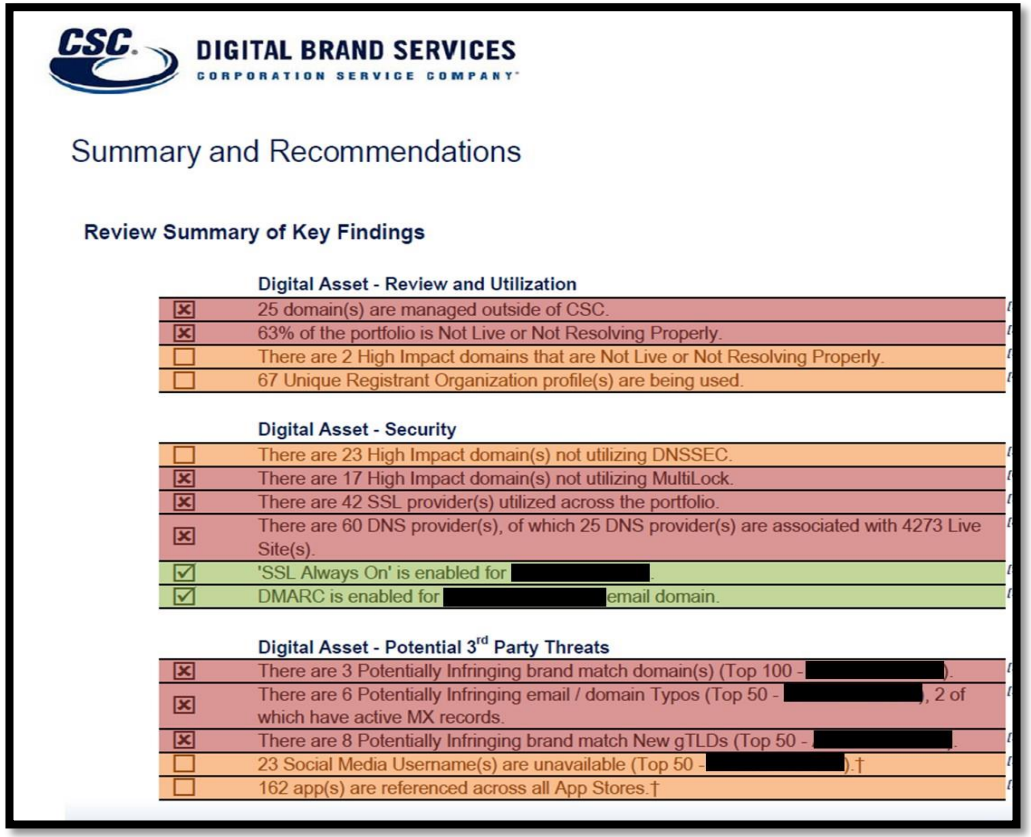
111

bit.ly/EPENotes
@EffPerfEng

Poll

- **Which of the 4 EPE education and collaboration tools do you find most helpful? [select as many needed]**
  - Website
  - Book
  - Twitter
  - Collaborative Notes
  - All Of The Above

How Do You Manage Your Digital Assets?



DIGITAL BRAND SERVICES
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Summary and Recommendations

Review Summary of Key Findings

	Digital Asset - Review and Utilization
☒	25 domain(s) are managed outside of CSC.
☒	63% of the portfolio is Not Live or Not Resolving Properly.
☐	There are 2 High Impact domains that are Not Live or Not Resolving Properly.
☐	67 Unique Registrant Organization profile(s) are being used.

	Digital Asset - Security
☐	There are 23 High Impact domain(s) not utilizing DNSSEC.
☒	There are 17 High Impact domain(s) not utilizing MultiLock.
☒	There are 42 SSL provider(s) utilized across the portfolio.
☒	There are 60 DNS provider(s), of which 25 DNS provider(s) are associated with 4273 Live Site(s).
☑	'SSL Always On' is enabled for [redacted].
☑	DMARC is enabled for [redacted] email domain.

	Digital Asset - Potential 3rd Party Threats
☒	There are 3 Potentially Infringing brand match domain(s) (Top 100 - [redacted]).
☒	There are 6 Potentially Infringing email / domain Typos (Top 50 - [redacted], 2 of which have active MX records.
☒	There are 8 Potentially Infringing brand match New gTLDs (Top 50 - [redacted].
☐	23 Social Media Username(s) are unavailable (Top 50 - [redacted]).†
☐	162 app(s) are referenced across all App Stores.†

Be Proactive

Consolidate and secure your digital assets

Centralizing your digital assets puts you in control. CSC® Digital Brand Services helps you manage your domain names, social media usernames, SSL/TLS certificates, and DNS more efficiently to secure them against cyberattacks.

LEARN MORE >

Optimize and promote your digital portfolio

Developing a connected digital brand strategy ensures your digital portfolio is working hard. CSC helps you find the optimum mix of assets—including .brands—to drive traffic and support your campaigns while minimizing online brand abuse.

LEARN MORE >

Monitor for threats and enforce your rights

Protecting your brands online means detecting and removing threats. CSC Digital Brand Services helps you monitor your brand across the digital channels, prioritize results, and take action against the most serious infringements.

LEARN MORE >

Poll

- **How do you manage your digital assets? [select one]**
  - Consolidate and secure your digital assets
  - Optimize and promote your digital portfolio
  - Monitor for threats and enforce your rights
  - All of the above
  - Not sure, but want need to learn more

Thanks and Q&A

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Facebook

HPE Blogs

SD Times

iSixSigma

YouTube

Google+

TechBeacon

O'Reilly

Application Developer Magazine

100 Software Testing Quotes [checkout #44]

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