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HEAVYBIT INDUSTRIES



amazon.com



DevOps Culture

Velocity

Web Performance
and Operations





**Google, Amazon, Microsoft, etc...
built their own automation &
deployment tools to support this**



but it was “secret sauce”



FAIL

everyone else was here

**... inexperienced & poorly
equipped for the world they must
now operate in.**

failblog.org



OPSCODE

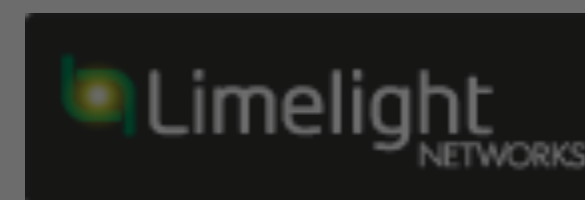
Cloud Infrastructure Automation



OPSCODE Chef

20,000+ Users
1,000+ Contributors

Thousands of Companies
reaching over a billion people



fastly



PAGERDUTY

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Instacart

“Stage Appropriate”

**“Stage Appropriate” advice,
where Stage == Early
&& Market == B2B**

#0

*Not appreciating how
nice HB is while you
have it.*

#1

You think B2D != B2B

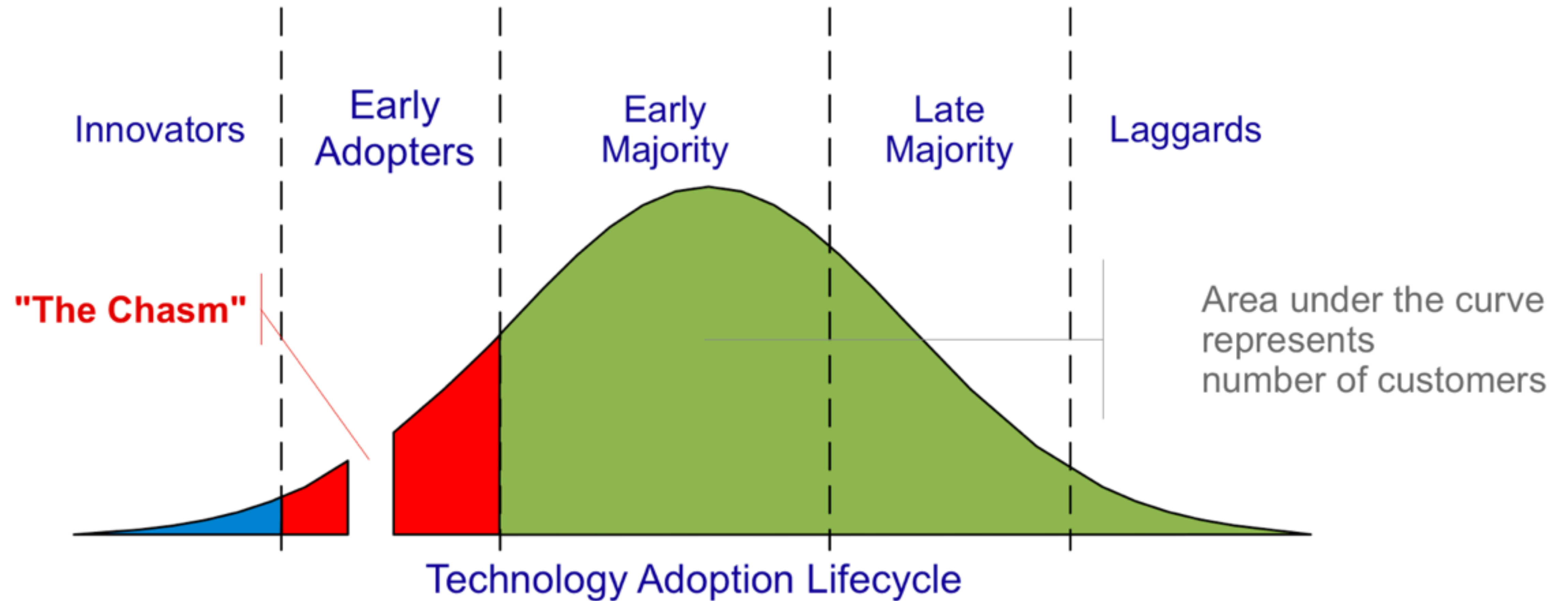
B2C == B2B ==

**You make a product and people
at a company use & pay for it.**

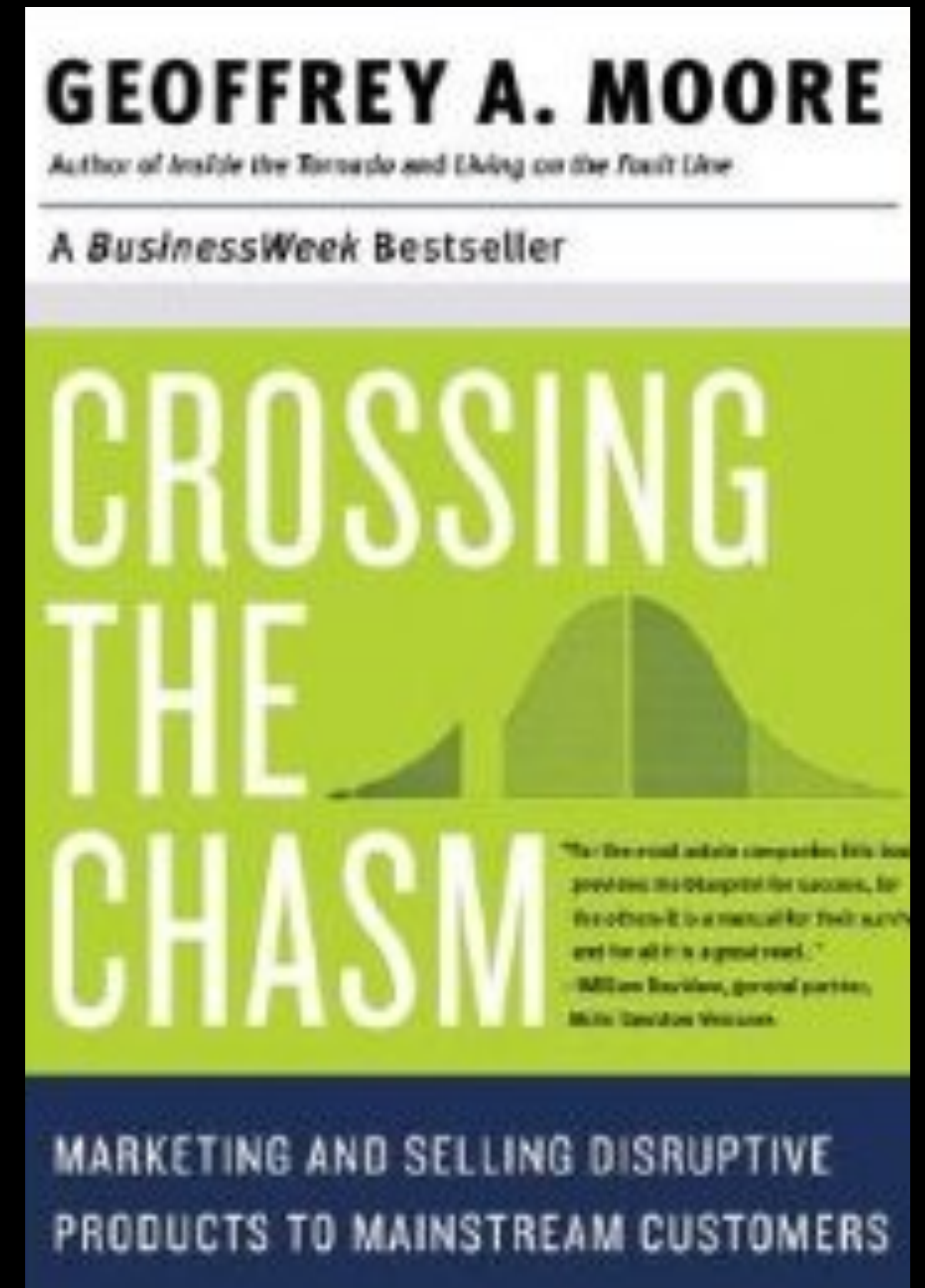
You Become
What You Disrupt

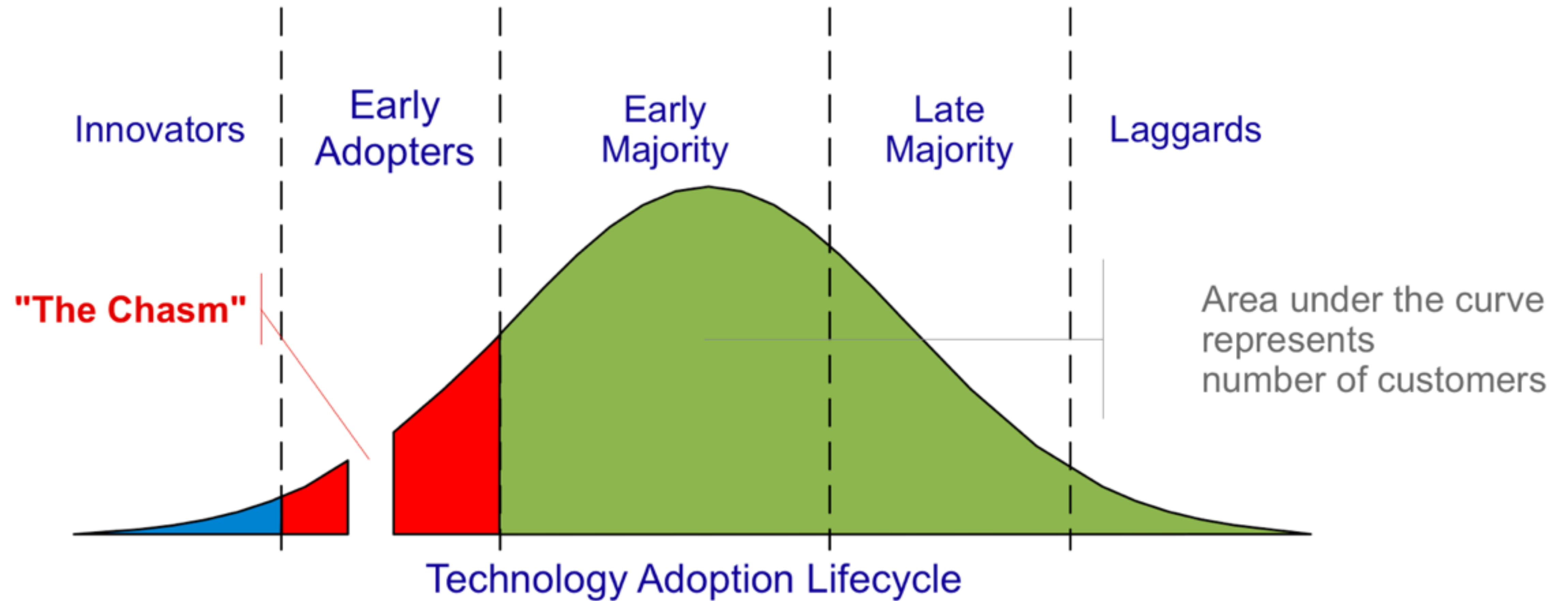
#2

**Confusing early “customers” for
future customers.**



Read “Crossing the Chasm” or GTFO!!!





#3

**You think Developer Adoption
will magically turn into \$\$\$**

#4

*“Our customer is
(\$person_with_creditcard)
at BigCo... we don’t have to deal
with procurement.”*

#5

***“We don’t need salespeople,
we’re self-serve.”***

**That's true... if ACV is under
\$100 per month or \$500 per year
and/or if your product is non-
strategic. So...**

A close-up of Gene Wilder as Charlie Bucket from the 1971 film "Chocolat". He is wearing a brown top hat, a purple velvet jacket, a white shirt, and a brown bow tie. He has a slight, knowing smile and is resting his chin on his right hand.

**YOU DON'T NEED
SALESPEOPLE?**

**PLEASE, TELL ME MORE ABOUT HOW
YOUR PRODUCT IS DIFFERENT THAN
EVERYTHING ELSE BIG COMPANIES BUY.**

Fun Fact:

**You can get a Masters Degree in
Procurement.**

**Eventually you have to deal
with this...**



**misaligned
incentives**

**BLOCKS REDDIT TO
IMPROVE PRODUCTIVITY**



**BROWSES REDDIT
ALL DAY LONG**

**PROVED MONGODB IS "WEB
SCALE"**

ON HIS LAPTOP

IT WORKED FINE IN TEST

OPS PROBLEM NOW

DONT MIND ME

JUST SUPPORTING MY DEVELOPERS

A young boy with light brown hair, wearing a white dress shirt and a red patterned tie, stands in a crowded indoor setting. He has a sad, pouting expression on his face and is holding onto his tie with both hands. The background is blurred, showing other people and warm lighting.

ARCHITECT

**LOOKING FORWARD TO EVALUATING YOUR
DESIGN, NEXT YEAR.**

meme-generator.net

DON'T MIND ME



JUST KEEPING OUT DANGEROUS THREATS

AND THEN I SAID

**DID THIS GO THROUGH OUR
STANDARD PROCUREMENT PROCESS?**

WILL ONLY USE TOOLS

THAT DON'T EXIST YET



**misaligned
incentives**

You must be building:

1.Sales

2.Customer Support

3.Community

4.Professional services / solutions

5.Marketing

#6

**Hiring the wrong people for
Sales, Support, Services,
Community, Marketing**

Don't Over Hire.
(generally, no Cs or VPs)

#7

***“Community will now be led by our
new VP of (Sales | Marketing)”***

#8

...blah blah *GO TO MARKET*
blah blah *PARTNERS* blah blah
REVENUE...

[cloud computing](#) / [nimbula](#) / [private clouds](#)

Cloud Startup Nimbula Opens Doors to Partners

by [Derrick Harris](#) MAR. 8, 2011 - 8:41 AM PDT



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SUMMARY: *Hot private-cloud startup Nimbula is getting in on the ecosystem act, announcing this morning a partner program currently comprised of Opscode, Puppet Labs, Scalr, enStratus and Cloud Cruiser. It's more proof that it's very difficult to go it alone in the cloud computing software space.*

[tweet this](#)



Hot private-cloud startup Nimbula is getting in on the ecosystem act,

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Jun. 24, 2013

We're close to the second half of 2013, and the news (besides the stock market) has been...

[Netflix open sources its Hadoop manager for AWS](#)

As SDN providers jockey for position, PLUMgrid hopes partnerships will make it stand apart

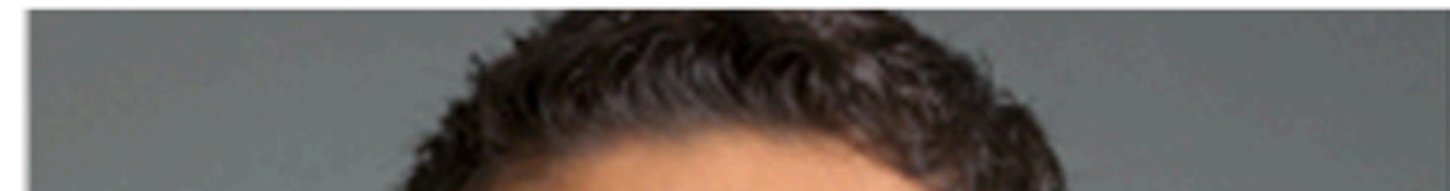
Permalink to As SDN providers jockey for position, PLUMgrid hopes partnerships will make it stand apart

by [Jordan Novet](#) 2 HOURS AGO

 No Comments    +1 

A▼ A▲

SUMMARY: *While many network vendors sit*



Stone Soup





Will do endless
WebEx for
Partner \$\$\$\$

**THIS FLIMSY CHARADE
DEMEANS US BOTH**



Partnerships are “Validation” and
“Social Proof”.

**It doesn't count until you have
joint paying customers, and will
get more because you offer
integrated service.**

Partnerships that work:

1. Joint paying customers.

2. Don't plan for new revenue

(unless you have a major player w/ existing channel)

3. Must have Salespeople w/ Quotas

4. You will do ALL of the work

#9

Marketing/PR will be “securing speaking engagements”

NO THEY WON'T!

THAT IS NOT HOW IT WORKS!!!

How it works:

- 1. You have a story to share that people will want to hear & repeat to others.**
- 2. You YOURSELF propose that story to a conference chair**
- 3. You follow up with that conference chair & get others to say you will be awesome.**
- 4. Be awesome.**
- 5. Repeat.**

***One hour of prep per minute of
speaking.***

#10

*Not being ready for
next fundraising.*

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