

# Creating Self Service, High Velocity Data Cultures

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# Agenda

- Introduction + Overview
- Keys to Success
- Best Practices
- Case Studies
- Recap + Q&A

# Goals

Give you practical guidance to help you create a sustainable self service high velocity data culture

# Who Am I

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Why should you  
listen to me?

## 01 **Current Job**

CEO Meroxa  
Angel Investor

## 02 **Engineer**

Microsoft  
Intel  
Cisco

## 03 **PM**

Zendesk(Early/IPO)  
VSCO  
Heroku  
Twitter

## 04 **Founder**

Klick Push(acq.)  
Marmalade(acq.)  
Super Heroic



# Greatest Hits

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Data driven experiences that have created massive value

## 01 **Twitter**

**MonViz** - 12B Observability events/min growing at 75% y/y

## 02 **VSCO**

**CM2** - Ingest and autotag millions of photos in real time

## 03 **Zendesk**

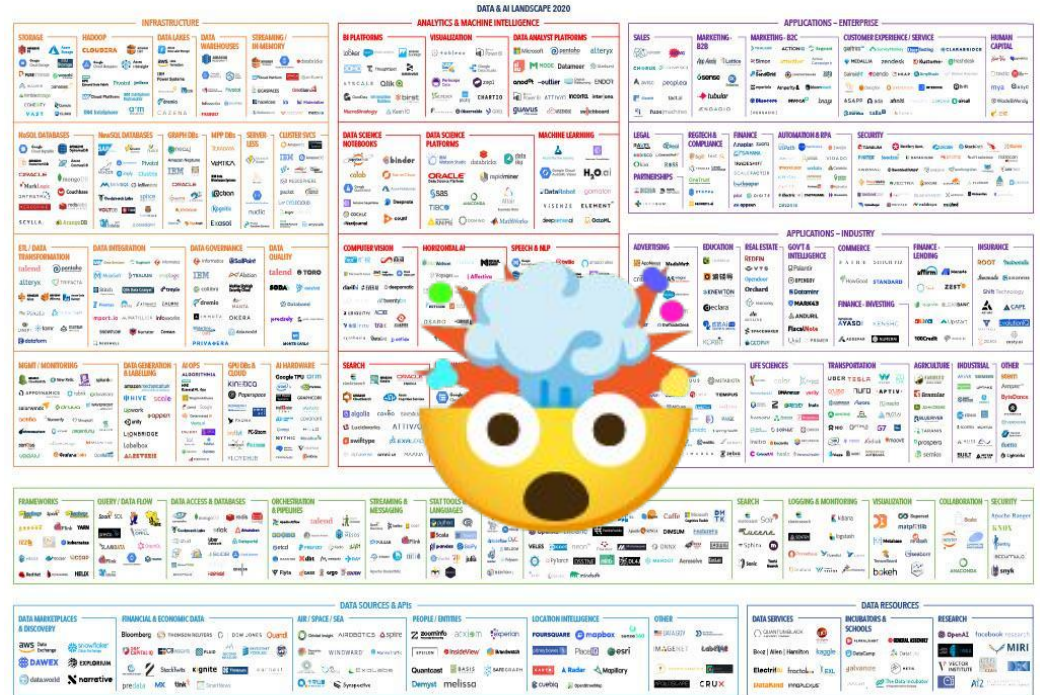
**API v2** - Ingest API v1 logs into Hadoop to inform endpoints to build new internal and external dev platform

## 04 **Microsoft**

**MAP** - Automation framework for data centers. Real time analytics and status monitoring

# Every Data Org Today

Data silos, no  
source of truth, time  
to value measured in  
months, wasted  
resources



# What Orgs Should Be

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Self sustaining,  
collaborative, and  
able to quickly  
derive insights and  
innovate





# Keys to Success(4 Ps)

# Purpose

Collective understanding  
amongst the team of the  
ideal end state

# People

Person or group  
responsible for executing  
and maintaining the  
optimal state

# Process

Set of coordinated actions required to repeatedly and predictably achieve the desired results

# Platform

Systems needed to  
automate the process

# Best Practices

# High Level Guidance for Success

- Appoint a DRI
- Be obsessed with customer/stakeholder success
- Audit and gap analysis of process and platform
- Build around the blessed cowpaths
- Measure time to value

# Secret Sauce

- Think real-time first
- Known set of data components mapped to specific need
- Have quarterly audits for relevancy and freshness
- Ensure teams demo/publish their products
- Utilize Github for code reuse



# Case Study: Twitter

# Case Study: Zendesk

**Recap & Q&A**

**Thank you**