

# From Code to Customer

How Continuous Deployment Can Accelerate  
Your Software Development Cycle

Tobi(as Mende), Tech Unicorn Builders



# Who is deploying at least once a month?

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# Once a week?

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# Once a day?

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# Continuously?

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# Continuously (even Fridays 🤔)?



# How would it feel if your changes are live within minutes?

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# How would the process of a multi-deployment migration look like?

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# Continuous Deployments.



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... allow to move faster.





... give you feedback earlier.



... bring you closer to your  
customers.



... enable you to build better  
products faster.





... make deployments  
a non-event.

Love deployments. ❤️

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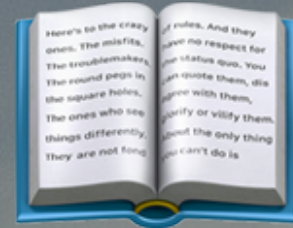


Hate spending time on them. 🤔

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# Story Time



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# B2B SaaS

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6 teams (growing to 15)





2 services





# 9-ish frontends





# Deployments: twice a week





By the QA team



















# The Challenges



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A deployment monolith "owned"  
by 6-15 teams





# A downstream QA team as the "blocking dependency"





# Dev teams completely disconnected from deployments

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# Nobody owning the deployment process

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# Lack of awareness

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# Painfully slow deployment process

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# The Solutions

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A close-up, slightly blurred image of a dartboard. The dartboard has a white face with black and red scoring rings. Three darts are visible: two red darts on the left and two green darts on the right. The text "An exciting vision" is overlaid in the center in a white, sans-serif font.

**An exciting vision**



A close-up photograph of several hands of different skin tones stacked together in a supportive gesture, with fingers interlaced. The hands are positioned in the center of the frame. A semi-transparent dark grey overlay covers the entire image, and the text "Find supporters" is written in white, bold, sans-serif font across the middle of the hands. In the background, there are blurred colorful patterns, including a rainbow-colored fabric on the left and a pink and white floral pattern on the right. A pink wristband is visible on one of the lower hands.

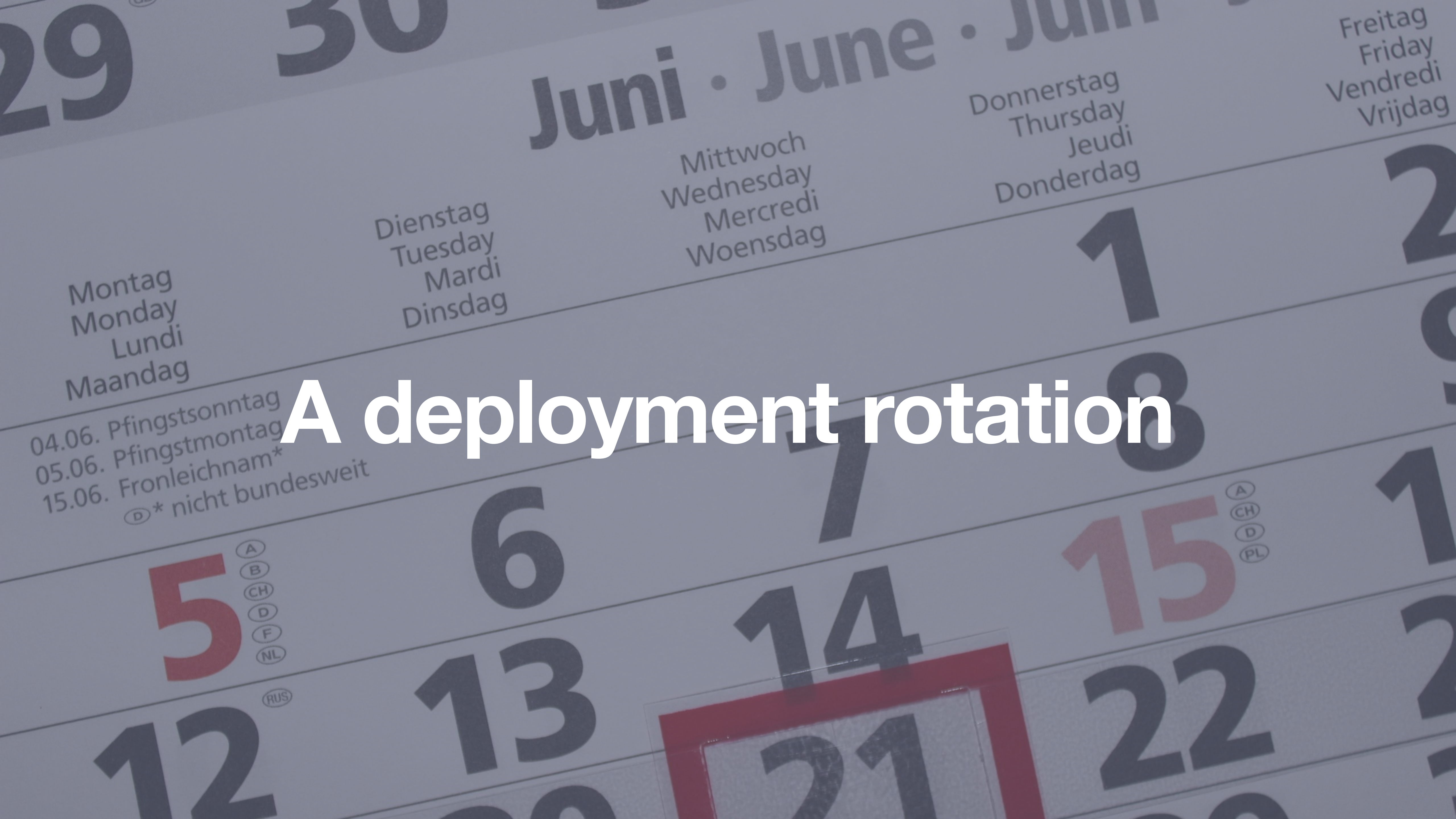
**Find supporters**





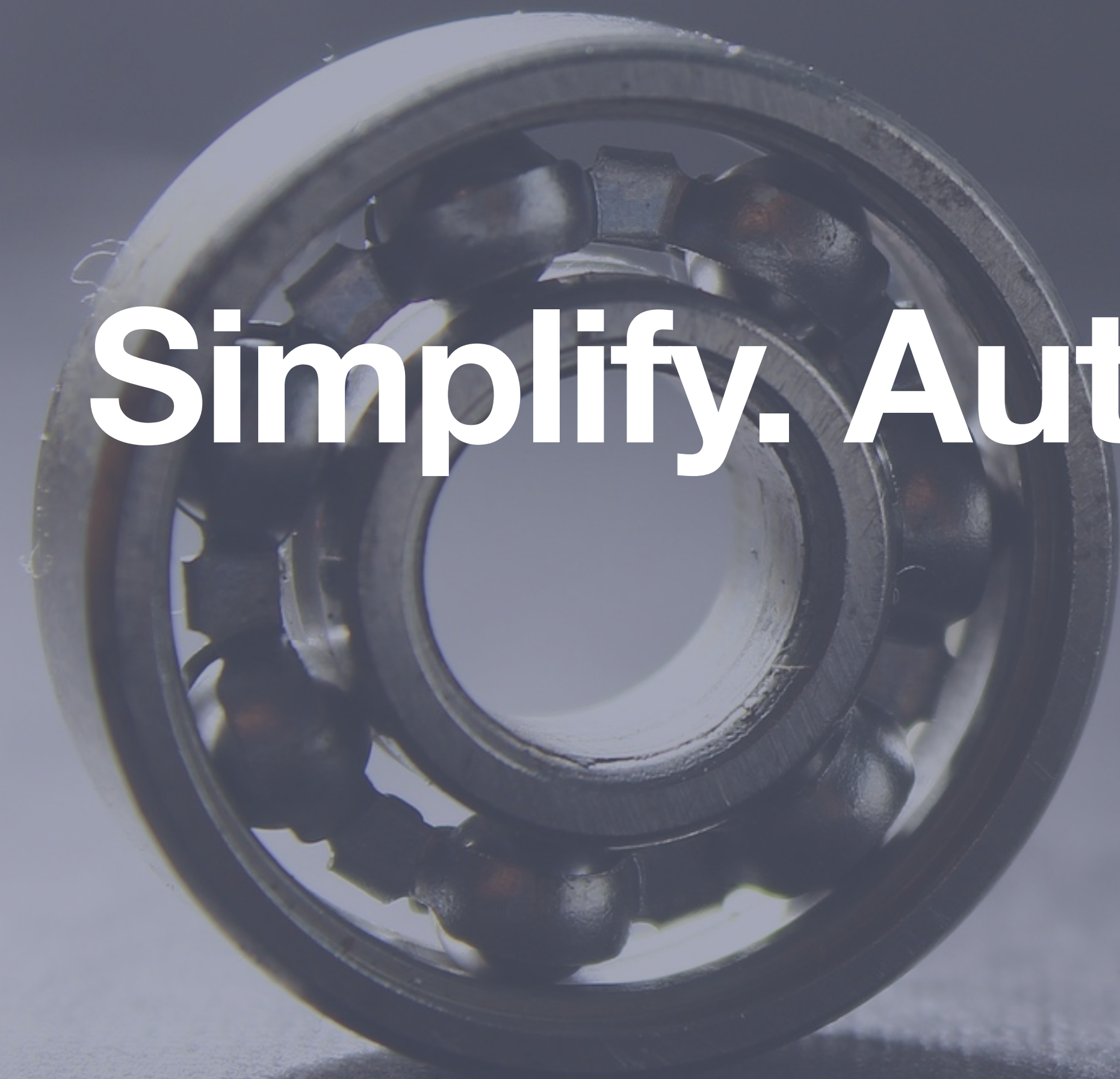
A dedicated DevEx team





A deployment rotation





**Simplify. Automate. Accelerate.**





**Improve monitoring and alerting**



# Decouple deployment and release







# Technical coaching and mentoring





**Migrate to Playwright**



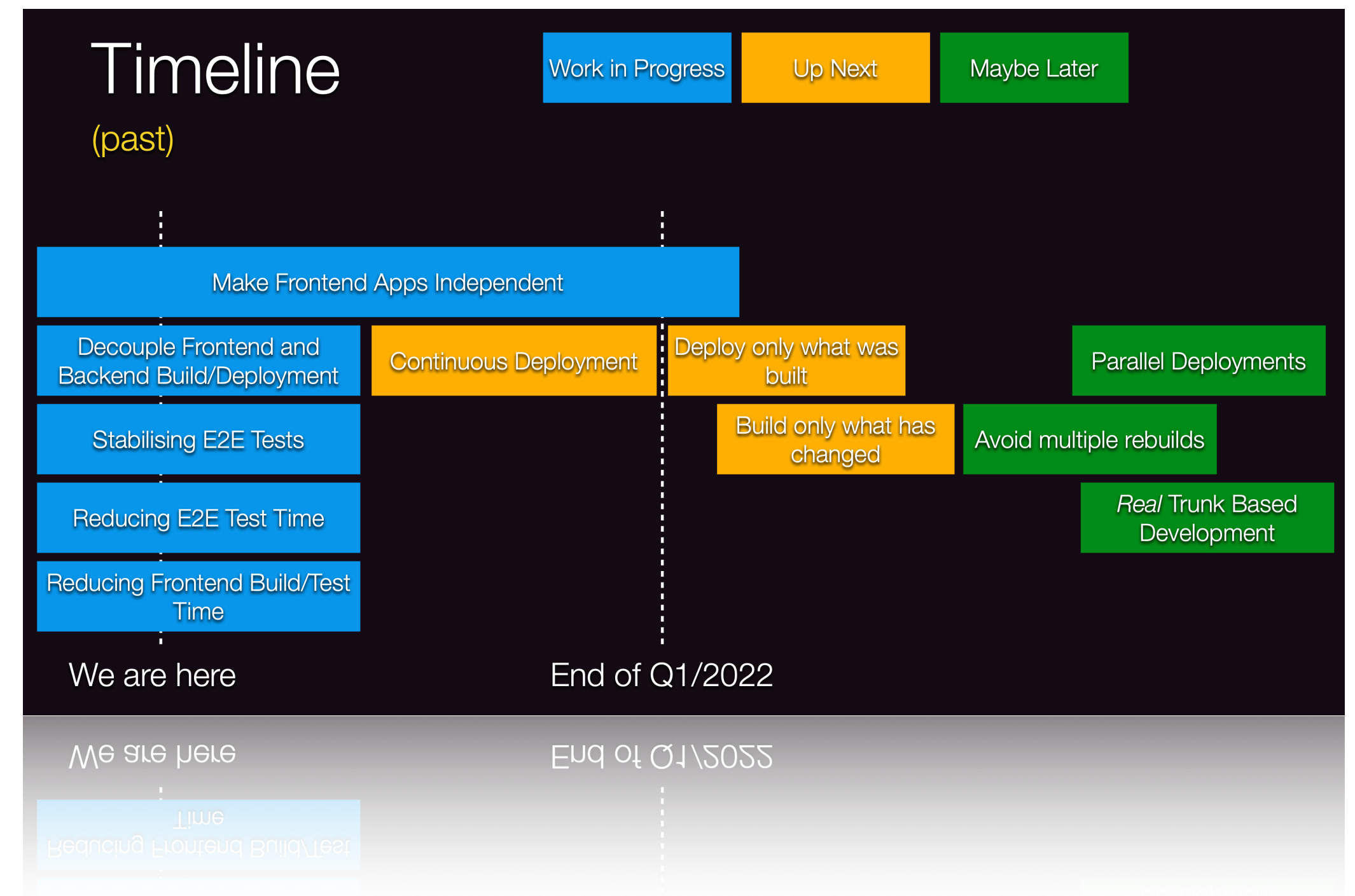
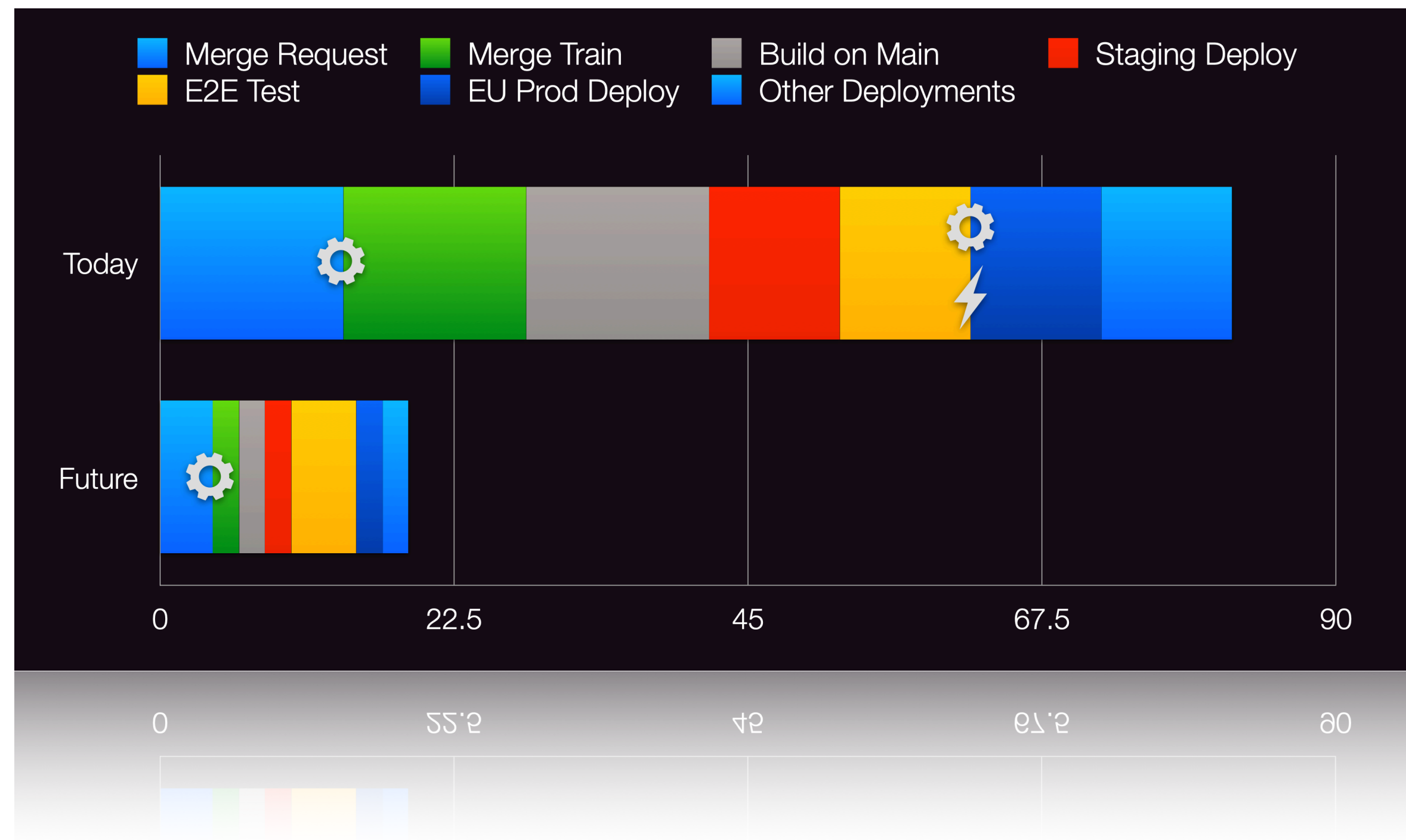
A close-up photograph of a paintbrush with a light-colored wooden handle and dark, dense bristles. The brush is positioned diagonally across the frame, resting on a surface covered with soft, blended watercolor washes in shades of purple and orange. The text "Refresh the vision" is overlaid in a clean, white, sans-serif font, centered horizontally and partially overlapping the brush's bristles.

**Refresh the vision**



# Refreshing the Vision

## Internal Presentation: From Push to Production in 15 Minutes





# The push-backs 🙅

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A white Pegasus with large, feathered wings is depicted in a dynamic pose, running or flying through a sky filled with soft, golden-hued clouds. The Pegasus has a long, flowing mane and tail, and a single, long, golden horn on its forehead. The overall scene is ethereal and majestic.

**“Continuous deployments won’t  
work here!”**



A close-up, black and white photograph of a man's face. He has a beard and is wearing a dark t-shirt. His hands are pressed against his face, with his fingers spread across his forehead and eyes, suggesting a state of stress, frustration, or despair. The lighting is dramatic, with strong shadows.

**“The deployment rotation is  
frustrating and a waste of time.”**



A person wearing a blue and purple patterned hoodie is shown from the chest down. Their right hand is extended, with the index finger pointing downwards. The background is a solid light blue color.

**“We don’t want to own the E2E tests. That is not our job.”**



**“Deploying on Fridays is  
madness!”**





**... three weeks later ...**

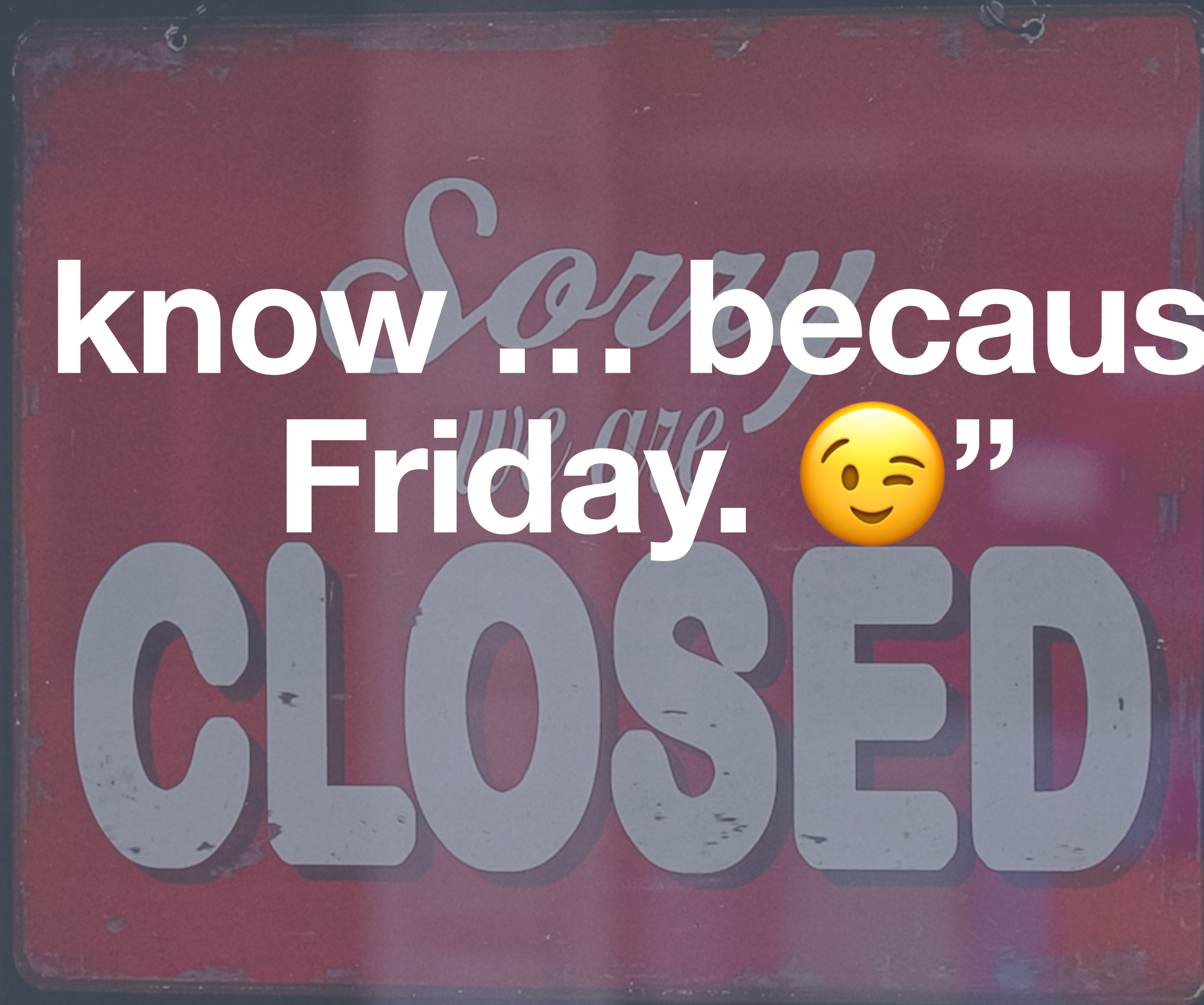




**“Do you know why our changes  
are not deployed?”**



“Yes, I know ... because ... it’s  
Friday. 🤗”





# The results

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Continuous deployments every day





**Pipeline lead time down to ~10  
minutes (from over 1 hour)**



A close-up photograph of a small, striped tabby kitten sleeping peacefully inside a large, dark-stained wooden bowl. The kitten's eyes are closed, and its ears are perked up. The bowl has a prominent wood grain and a smooth, polished finish. The background is a soft, out-of-focus grey. Overlaid on the image is the text "Deployments became a non-event." in a bold, white, sans-serif font.

**Deployments became a non-  
event.**



Dev teams had more  
confidence.

possible

~~im~~

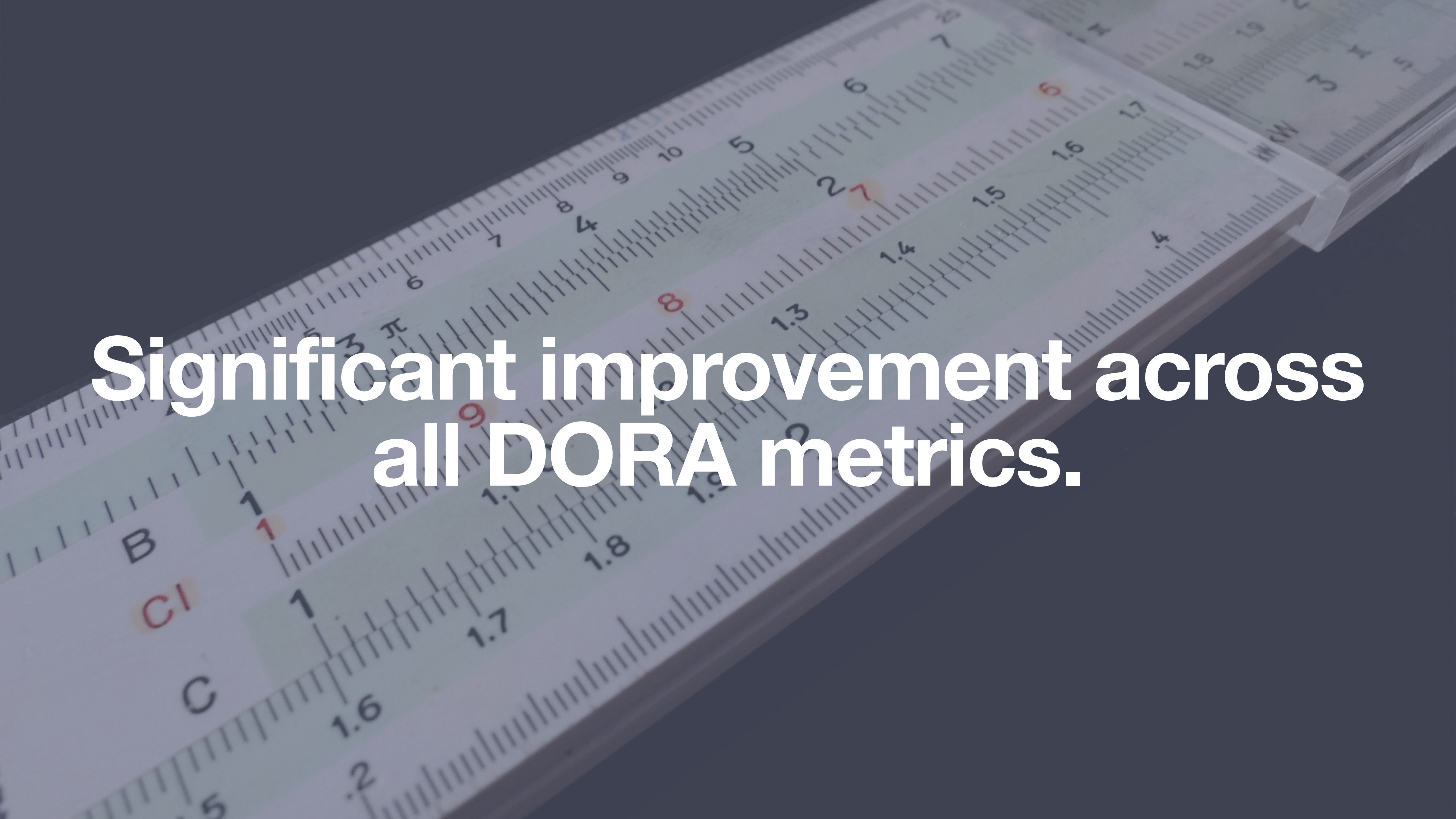




**Dev teams were moving faster.**







**Significant improvement across  
all DORA metrics.**



A magnifying glass with a dark handle and a circular lens is positioned over an open dictionary. The lens is focused on the word 'enabling', which is printed in a bold, serif font. The surrounding text in the dictionary is slightly blurred, showing various words and their phonetic transcriptions. The background of the entire image is a light gray with a subtle pattern of faint, overlapping text from the dictionary pages.

**The QA team became an  
enabling team.**



A man with dark hair, a full beard, and glasses is shown from the chest up. He is wearing a light blue button-down shirt. His mouth is wide open in a shout, and his hands are pressed against his cheeks, emphasizing his expression. The background is a solid, muted blue-grey color.

**Customers loved it.**



# The Takeaways 🍴🍽️🔪

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A group of five diverse office workers are celebrating a success in a modern office setting. They are gathered around a wooden table, with some standing and some sitting. All five individuals have their right fists raised in the air, expressing joy and triumph. The office has large windows in the background, providing a view of a city skyline. On the table, there are two coffee cups, a laptop, and some papers. A whiteboard with various charts and graphs is visible in the background. The overall atmosphere is one of professional achievement and teamwork.

**Continuous deployment is great  
for the business.**





**Continuous deployment  
enforces healthy constraints.**





**Continuous deployment leads to  
higher software quality and stability.**



A landscape photograph featuring a grassy field in the foreground and a line of trees in the background. The sun is positioned behind the trees, creating a bright sunburst effect that illuminates the scene. The text is overlaid in the center, with the sunburst effect appearing to emanate from behind the word 'earlier'.

**The earlier you start,  
the easier it is.**



**Have an exciting vision.  
Start small.**

**START  
SMALL**







**Tech is not the difficult part.  
People are.**



to be best in any  
point of view.  
**Communicate** |  
exchange in formal  
have a connecting  
writing, speech, ge  
that is though

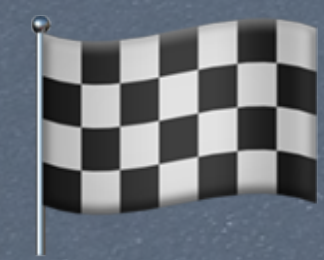
**Over-communicate.**



A low-angle, upward-looking shot of several people's hands clasped together in a circle, forming a supportive grip. The hands are of various skin tones and are wearing different types of clothing, including a white long-sleeved shirt and a grey knit sweater. The background is a soft, out-of-focus light blue-grey. The text "Find supporters and sponsors." is overlaid in the center in a bold, white, sans-serif font.

**Find supporters and sponsors.**





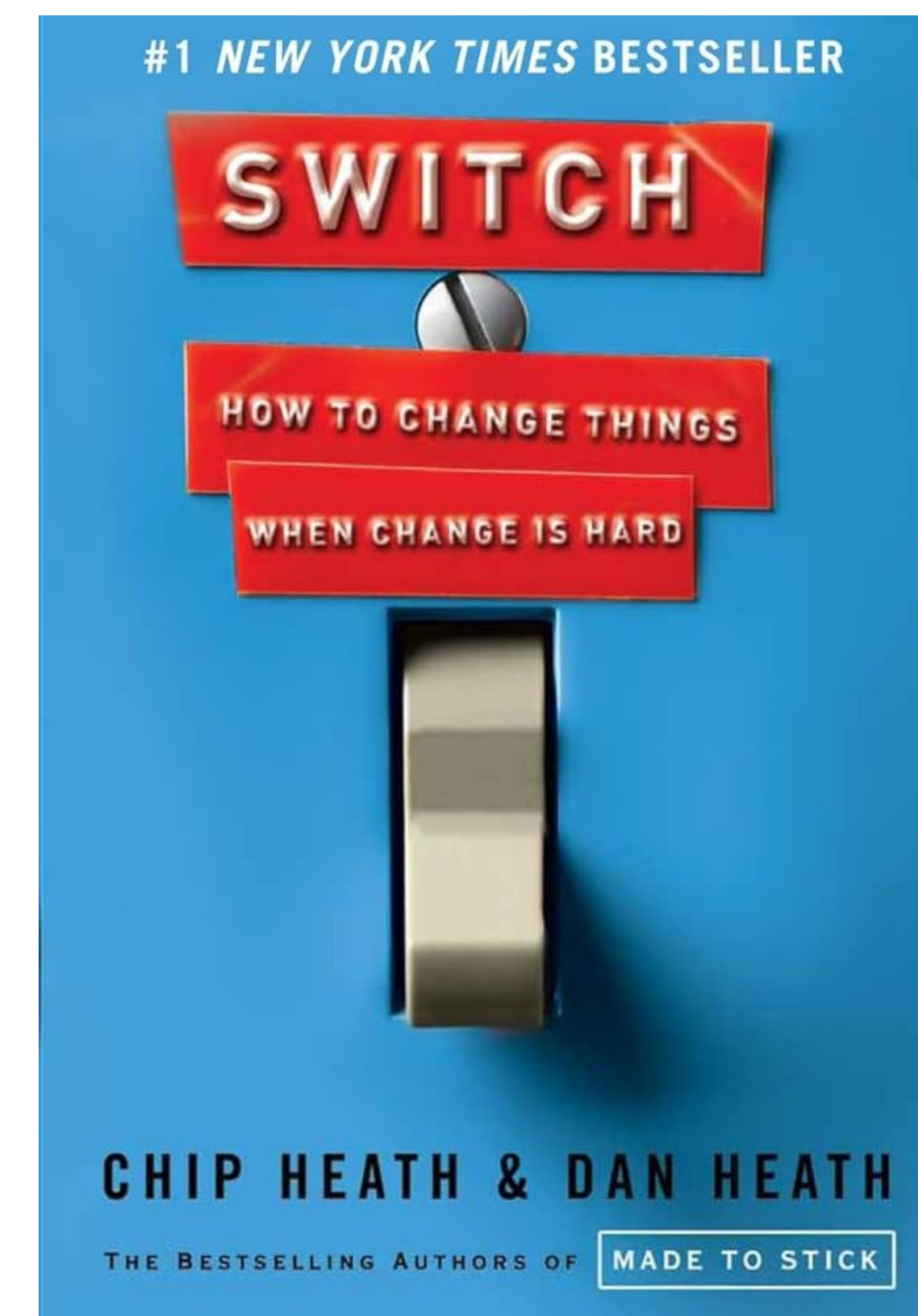
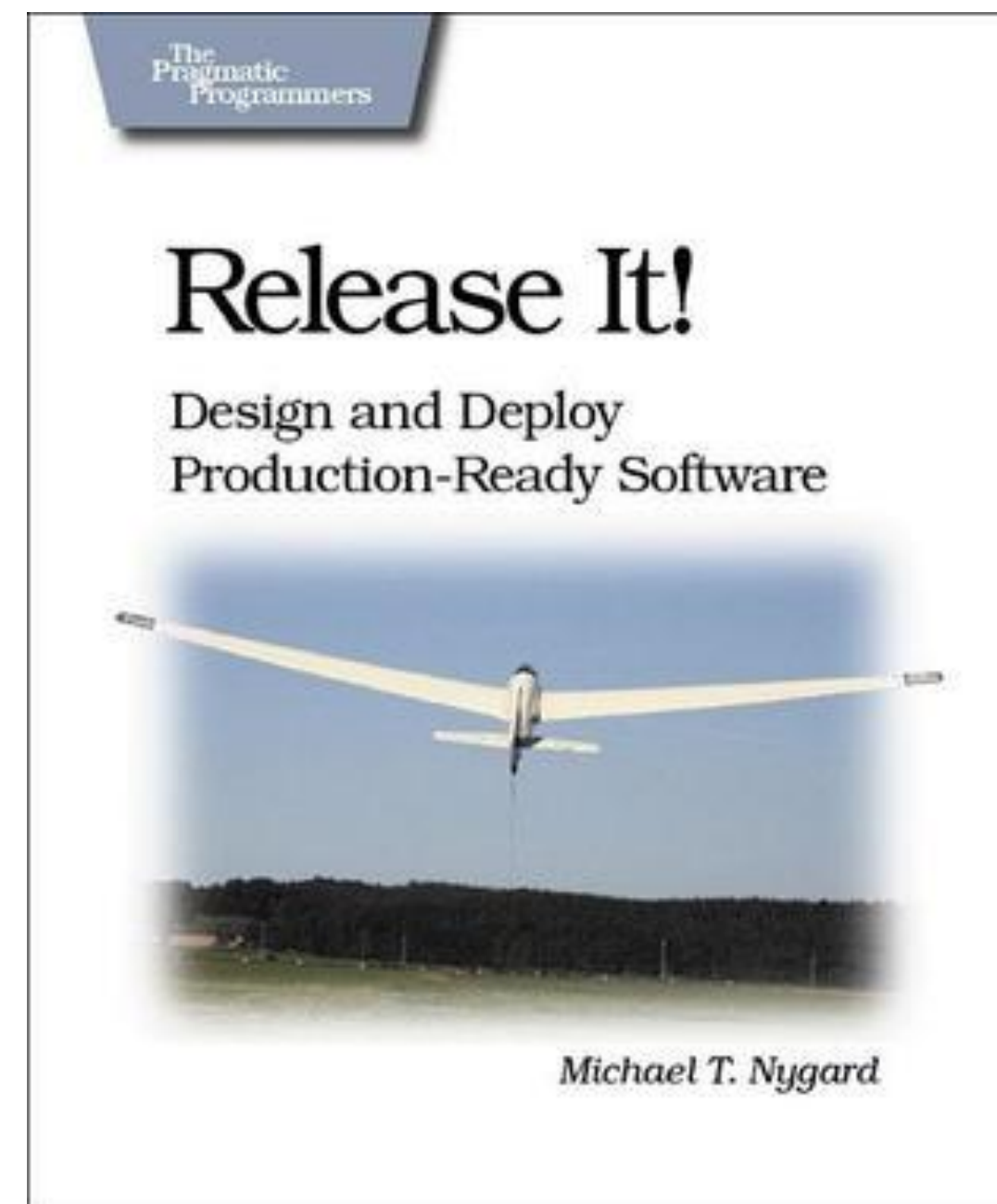
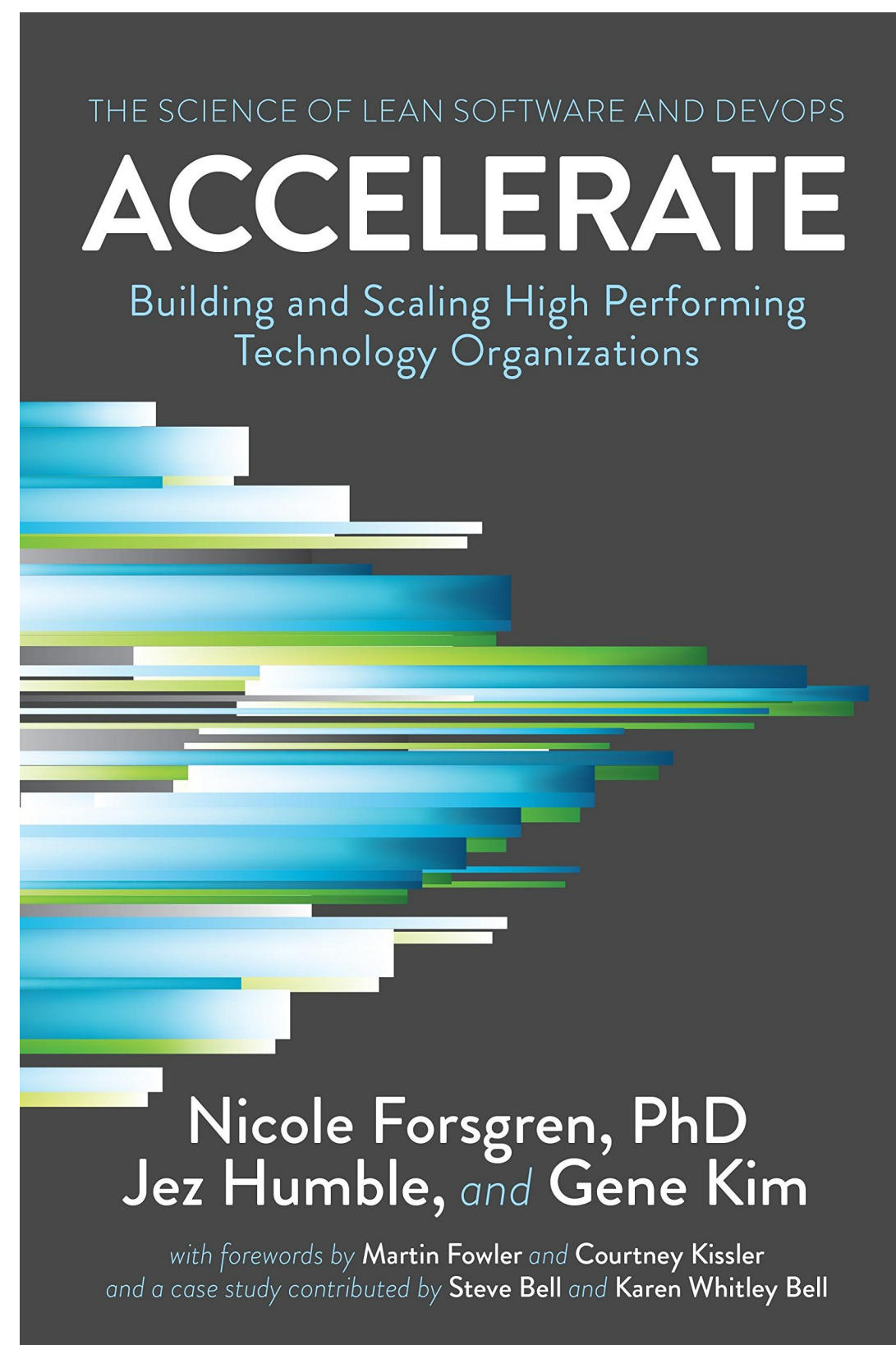
# Closing Words

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# Closing Words

## Books





# About me

**Tobi(as Mende) – techunicorn.builders**

- Helping software companies build better software products faster
- Doing this through:
  - Tech + Leadership Consulting,
  - Technical Agile Coaching,
  - Interim Engineering Leadership,
  - Workshops, Courses, Mentoring



Please Give Feedback  
and Connect



# What is the first step toward continuous deployments **you** take on Monday?

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Please Give  
Feedback and  
Connect