



TECH UNICORN
BUILDERS

From Code to Customer

How Continuous Deployment Can Accelerate
Your Software Development Cycle

Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Who is deploying at least once a month?

Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Once a week?

Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Once a day?

Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Continuously?

Tobi(as Mende), Tech Unicorn Builders

Continuously (even Fridays 🤔)?

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



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

Tobi(as Mende), Tech Unicorn Builders





TECH UNICORN
BUILDERS

Continuous Deployments.



Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS



... allow to move faster.

Tobi(as Mende), Tech Unicorn Builders



... give you feedback earlier.



TECH UNICORN
BUILDERS



... bring you closer to your
customers.

Tobi(as Mende), Tech Unicorn Builders



... enable you to build better
products faster.



... make deployments
a non-event.



TECH UNICORN
BUILDERS

Love deployments. ❤️

Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Hate spending time on them.



Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS

Story Time



Tobi(as Mende), Tech Unicorn Builders



TECH UNICORN
BUILDERS



B2B SaaS

Tobi(as Mende), Tech Unicorn Builders



6 teams (growing to 15)



TECH UNICORN
BUILDERS



2 services

Tobi(as Mende), Tech Unicorn Builders



9-ish frontends



Deployments: twice a week



By the QA team











TECH UNICORN
BUILDERS

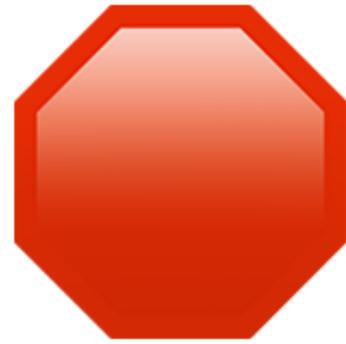
The Challenges



Tobi(as Mende), Tech Unicorn Builders



A deployment monolith "owned"
by 6-15 teams



A downstream QA team as the "blocking dependency"



Dev teams completely disconnected from deployments



TECH UNICORN
BUILDERS



Nobody owning the deployment process

Tobi(as Mende), Tech Unicorn Builders



Lack of awareness



Painfully slow deployment process



TECH UNICORN
BUILDERS

The Solutions

Tobi(as Mende), Tech Unicorn Builders

A close-up, slightly blurred image of a dartboard. Three darts are visible, all pointing towards the center bullseye. Two darts have red flights, and one has a green flight. The dartboard has a white face with black and red rings, and numbers like 9, 13, 6, and 10 are visible. The text "An exciting vision" is overlaid in white, bold font across the center of the image.

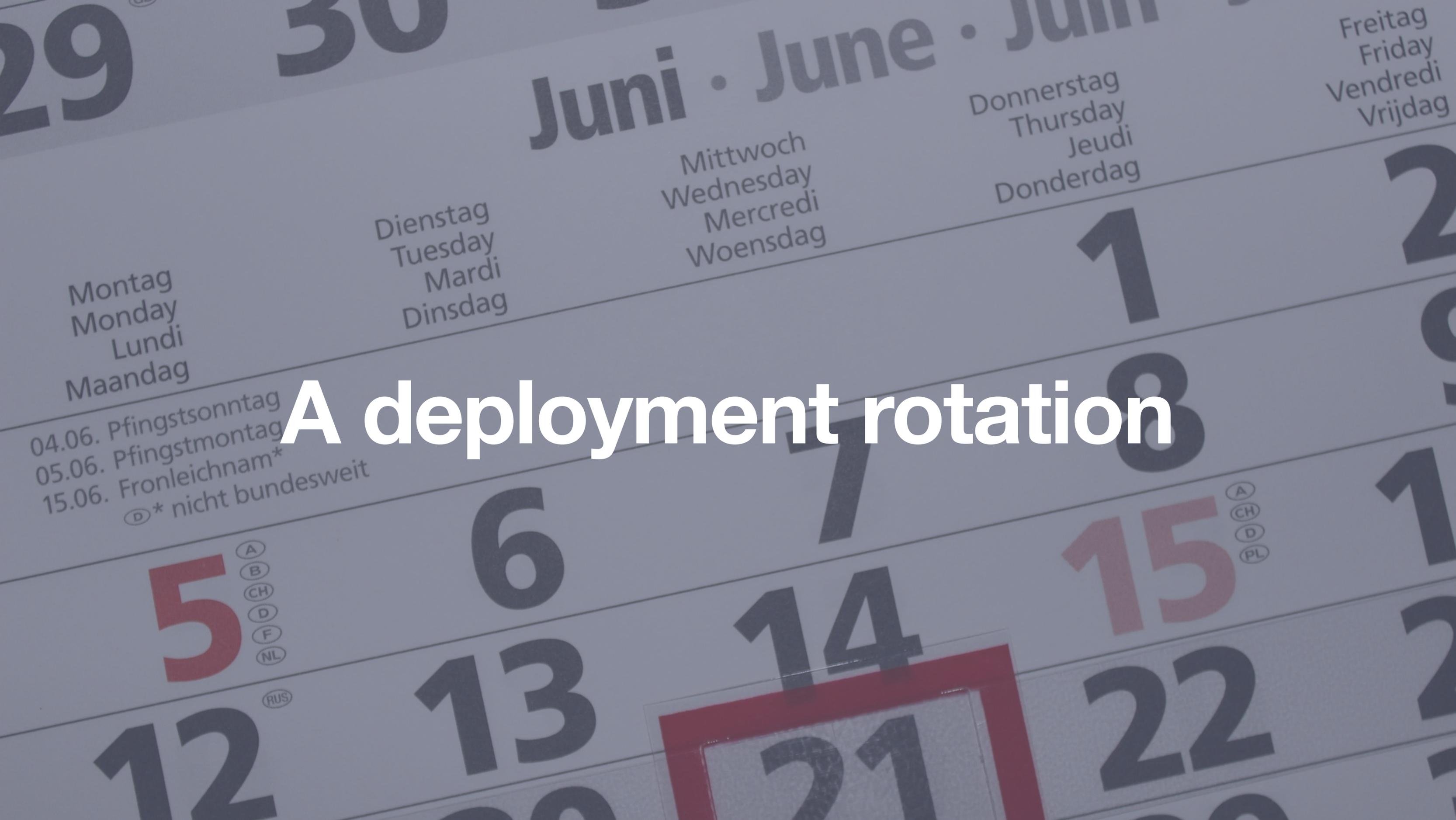
An exciting vision

A close-up photograph of several hands of different ages and skin tones stacked together in a circle, symbolizing support and unity. The hands are positioned in the center of the frame, with fingers interlaced. The background is a soft-focus pattern of colorful, abstract shapes in shades of pink, red, yellow, and green. The text "Find supporters" is overlaid in the center in a bold, white, sans-serif font.

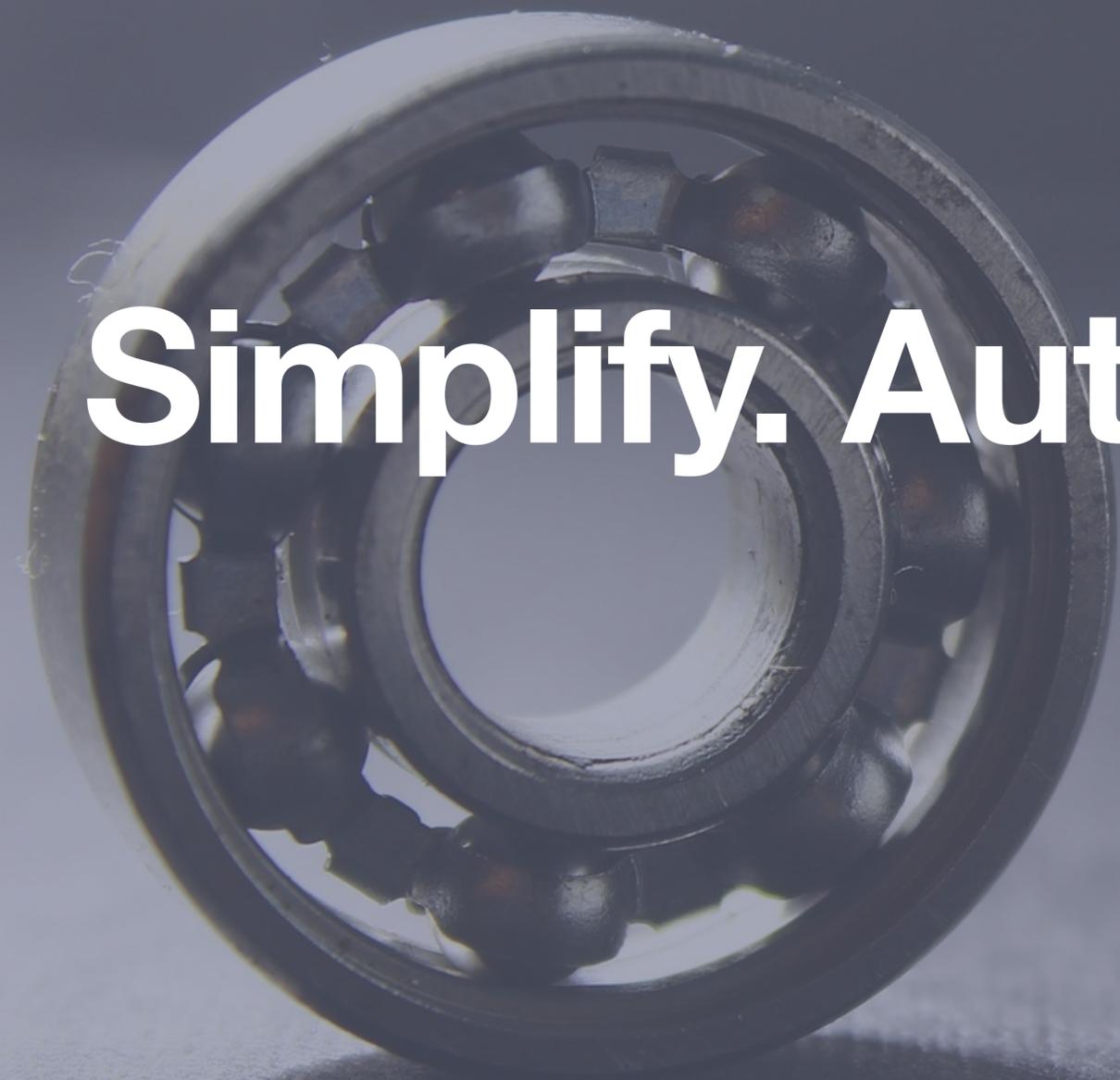
Find supporters

A construction site on a railway track. A large, cylindrical pipe is being lowered into a trench by a crane. The pipe is suspended by several heavy chains. In the background, a yellow crane is visible, and several workers in orange safety vests and hard hats are standing on the tracks. The scene is set outdoors with trees and a building in the distance. The text "A dedicated DevEx team" is overlaid in white on the image.

A dedicated DevEx team



A deployment rotation



Simplify. Automate. Accelerate.

The image shows two red fire alarm pull stations mounted on a light-colored wall. Each station has a white circular center with a red button. The red outer ring of each station has embossed text. The left station's text includes 'RECALL', 'SPRINKLER', 'FIRE', 'ALARM', and 'M'. The right station's text includes 'RECALL', 'SPRINKLER', 'FIRE', 'ALARM', and 'M'. The white center of the right station has embossed text that reads 'WHEN BELLS RING CALL FIRE DEPT.'. A large white text overlay is centered across the image.

Improve monitoring and alerting

Decouple deployment and release

A Buddhist monk in a brown robe is shown from the side, reaching out with his right hand towards a white dove in flight. The dove is positioned above the monk's hand, with its wings spread. The background is a soft, out-of-focus green and blue, suggesting a natural outdoor setting. The text "Decouple deployment and release" is overlaid in white, bold, sans-serif font across the center of the image.



Technical coaching and mentoring



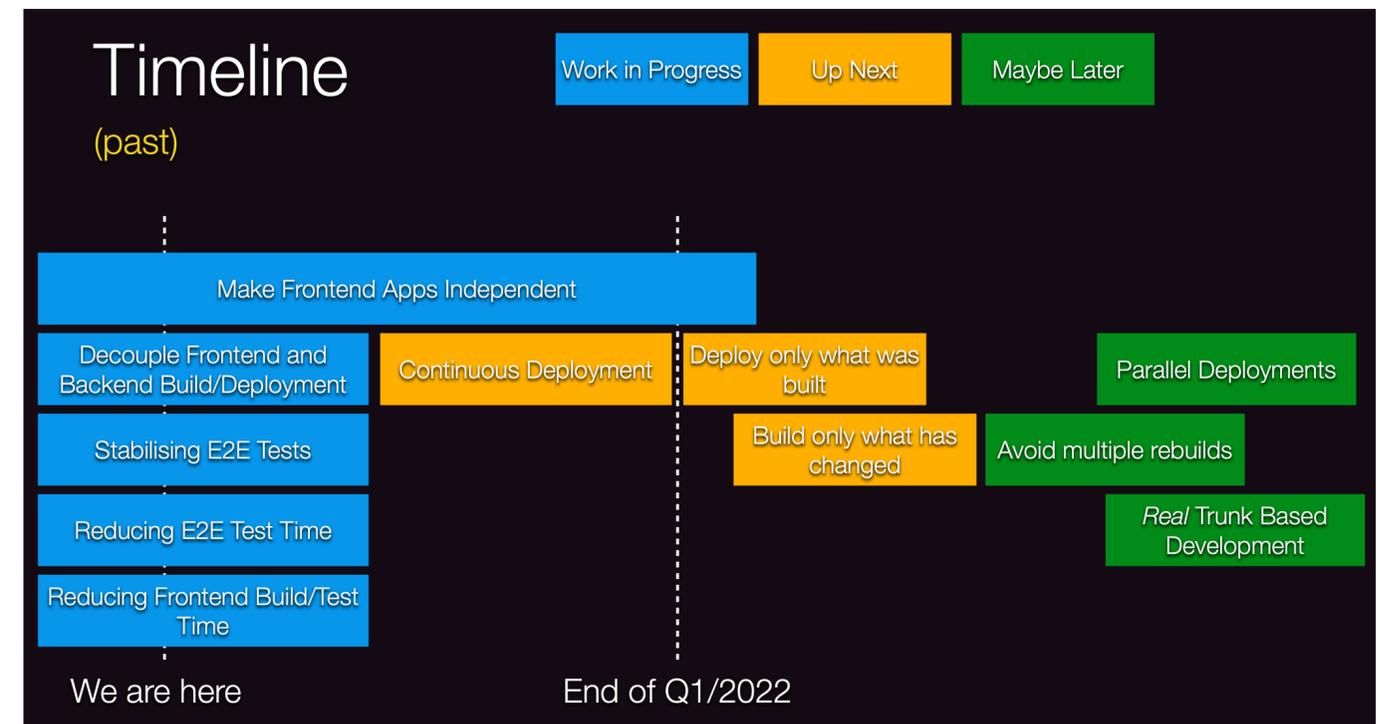
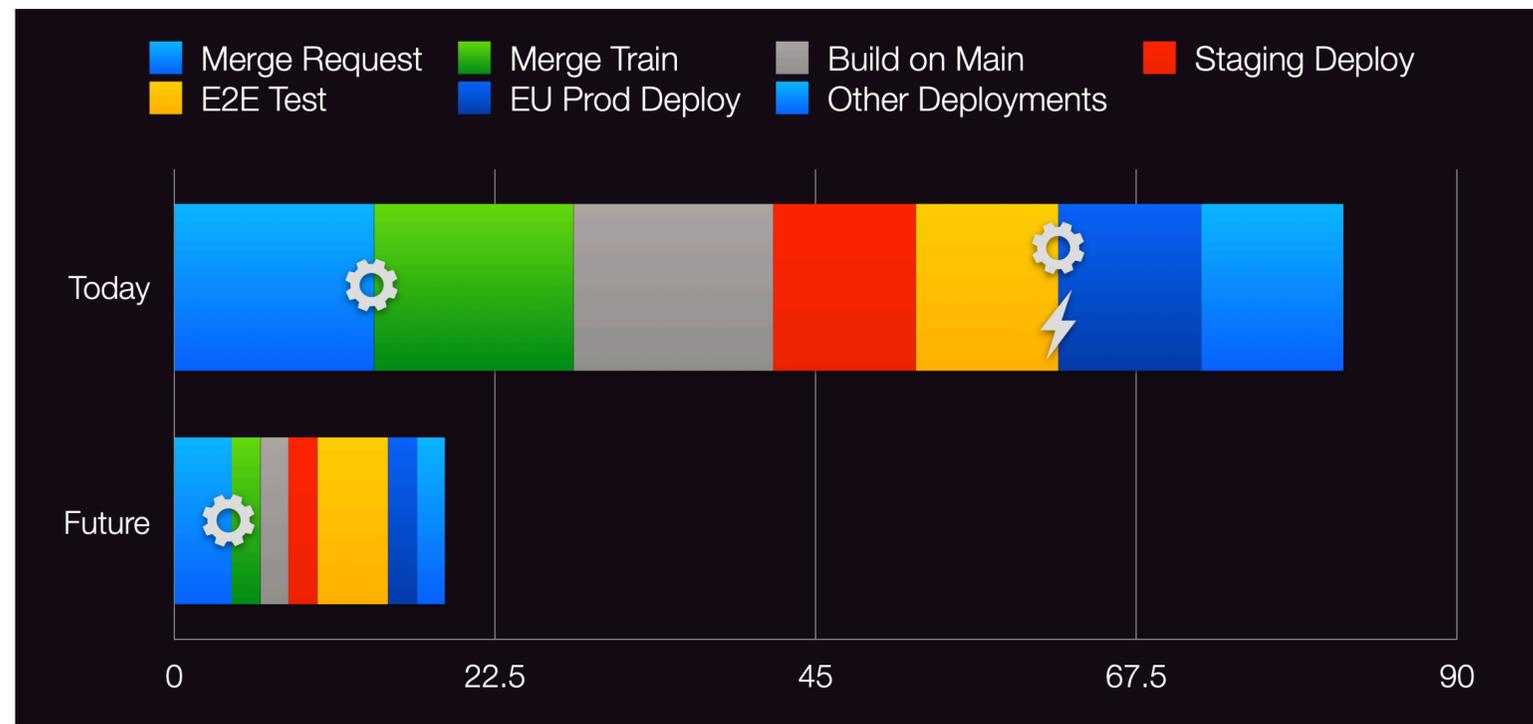
Migrate to Playwright

A close-up photograph of a paintbrush with a light-colored wooden handle and dark brown bristles. The brush is positioned diagonally across the frame, resting on a surface. The background is a soft-focus watercolor wash in shades of purple and orange. The text "Refresh the vision" is overlaid in white, bold, sans-serif font across the center of the image.

Refresh the vision

Refreshing the Vision

Internal Presentation: From Push to Production in 15 Minutes





TECH UNICORN
BUILDERS

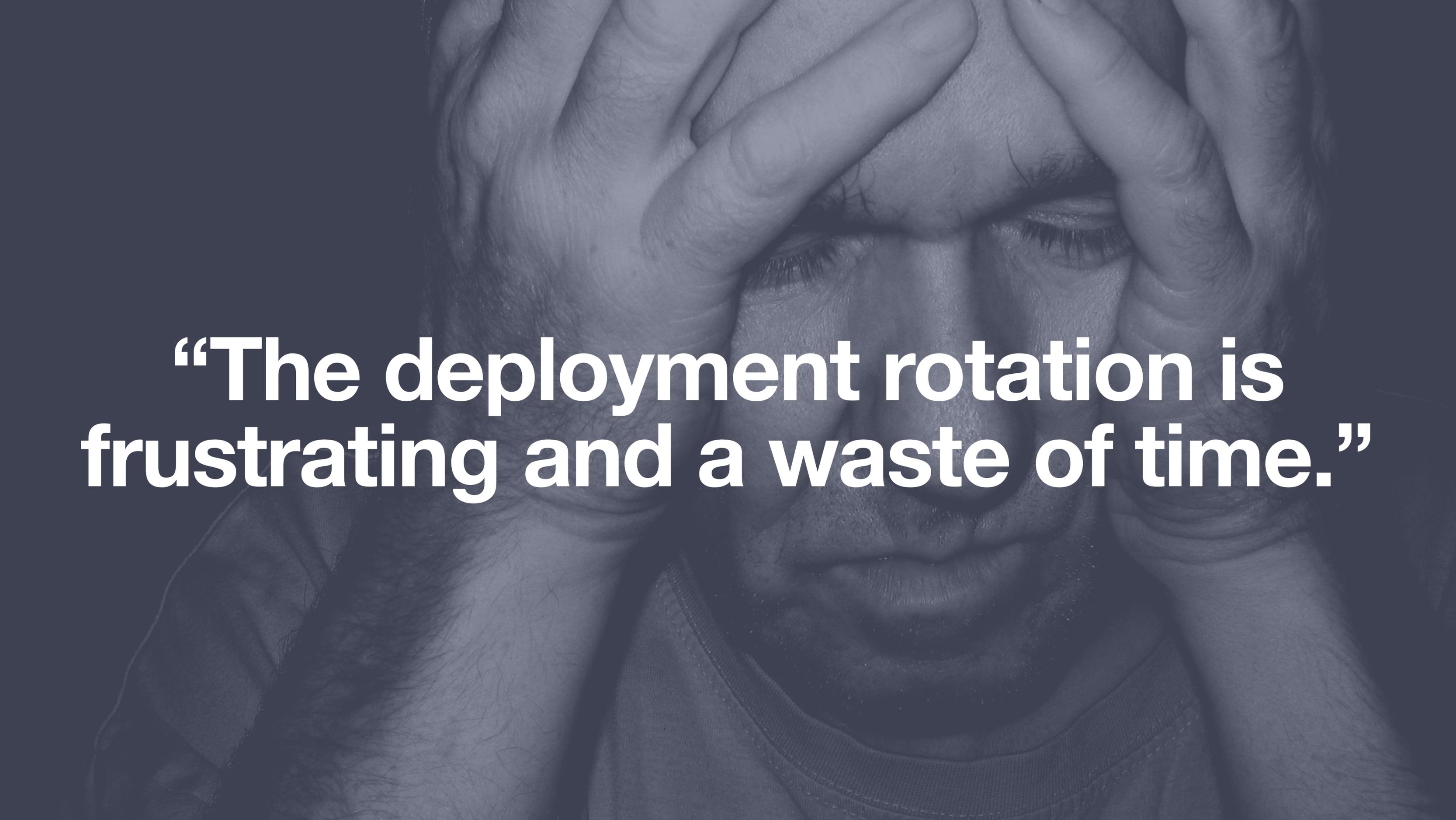
The push-backs



Tobi(as Mende), Tech Unicorn Builders

A white unicorn with large, feathered wings and a single golden horn is depicted running through a sky filled with soft, golden-hued clouds. The unicorn is in a dynamic, rearing posture, facing right. The overall scene is ethereal and fantastical.

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

A close-up, monochromatic photograph of a man's face. He has his eyes closed and his hands pressed against his forehead, with his fingers spread across his temples. The lighting is dramatic, highlighting the texture of his skin and the intensity of his expression. The overall mood is one of frustration, stress, or despair.

“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 pointing downwards, with the index finger extended. The background is a plain, light-colored wall.

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

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



... three weeks later ...

A man with a goatee and a blue shirt is looking confused while holding a laptop. He has a white earbud in his ear and his hand is raised in a questioning gesture. The background is a solid grey color.

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

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

CLOSED



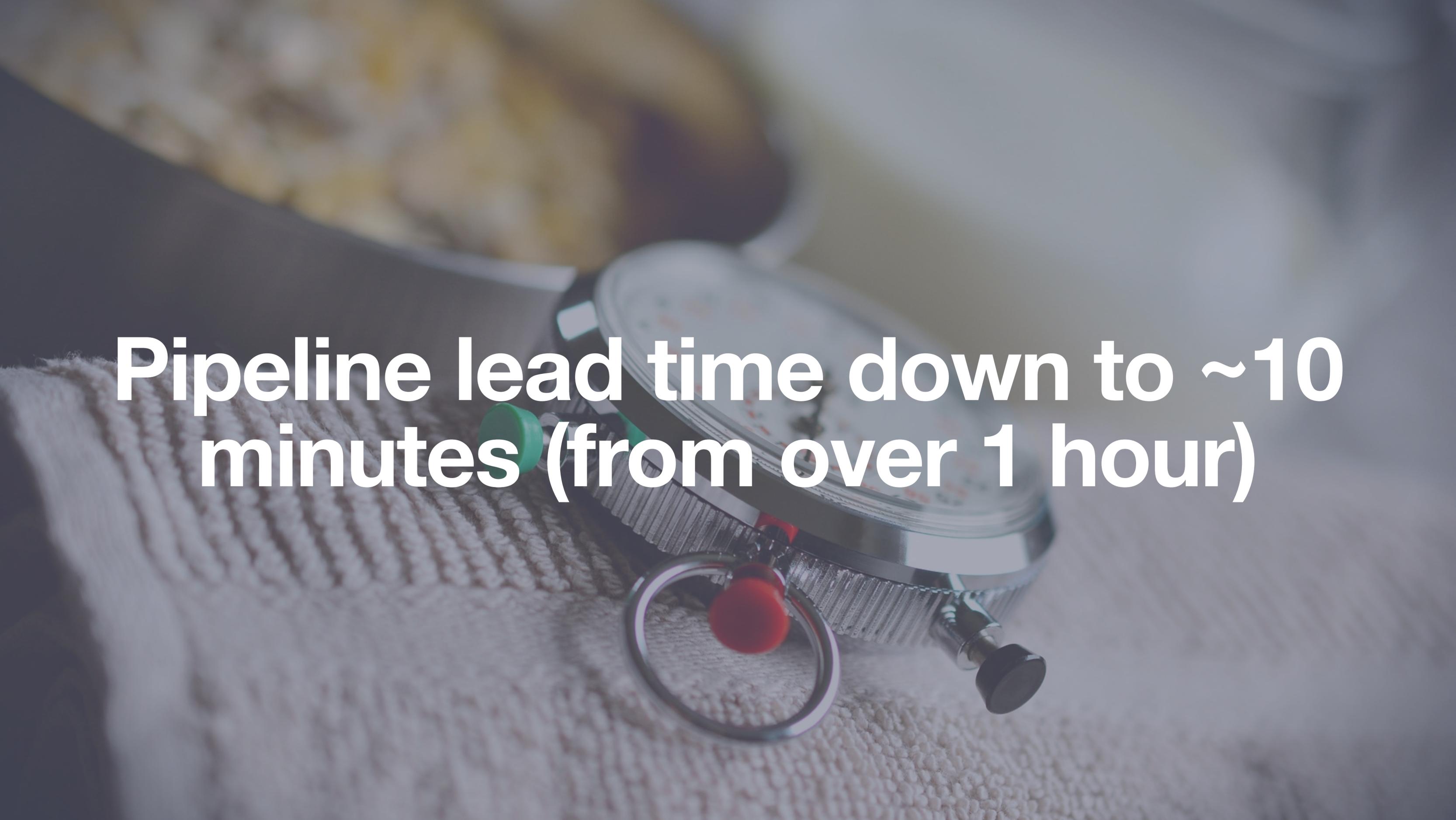
TECH UNICORN
BUILDERS

The results

Tobi(as Mende), Tech Unicorn Builders



**Continuous deployments every
day**



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

A close-up photograph of a small, grey and white tabby kitten curled up and sleeping peacefully inside a dark-stained wooden bowl. The kitten's eyes are closed, and its ears are perked up. The bowl has a prominent wood grain pattern. The background is a soft, out-of-focus grey. Overlaid on the center of 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.**

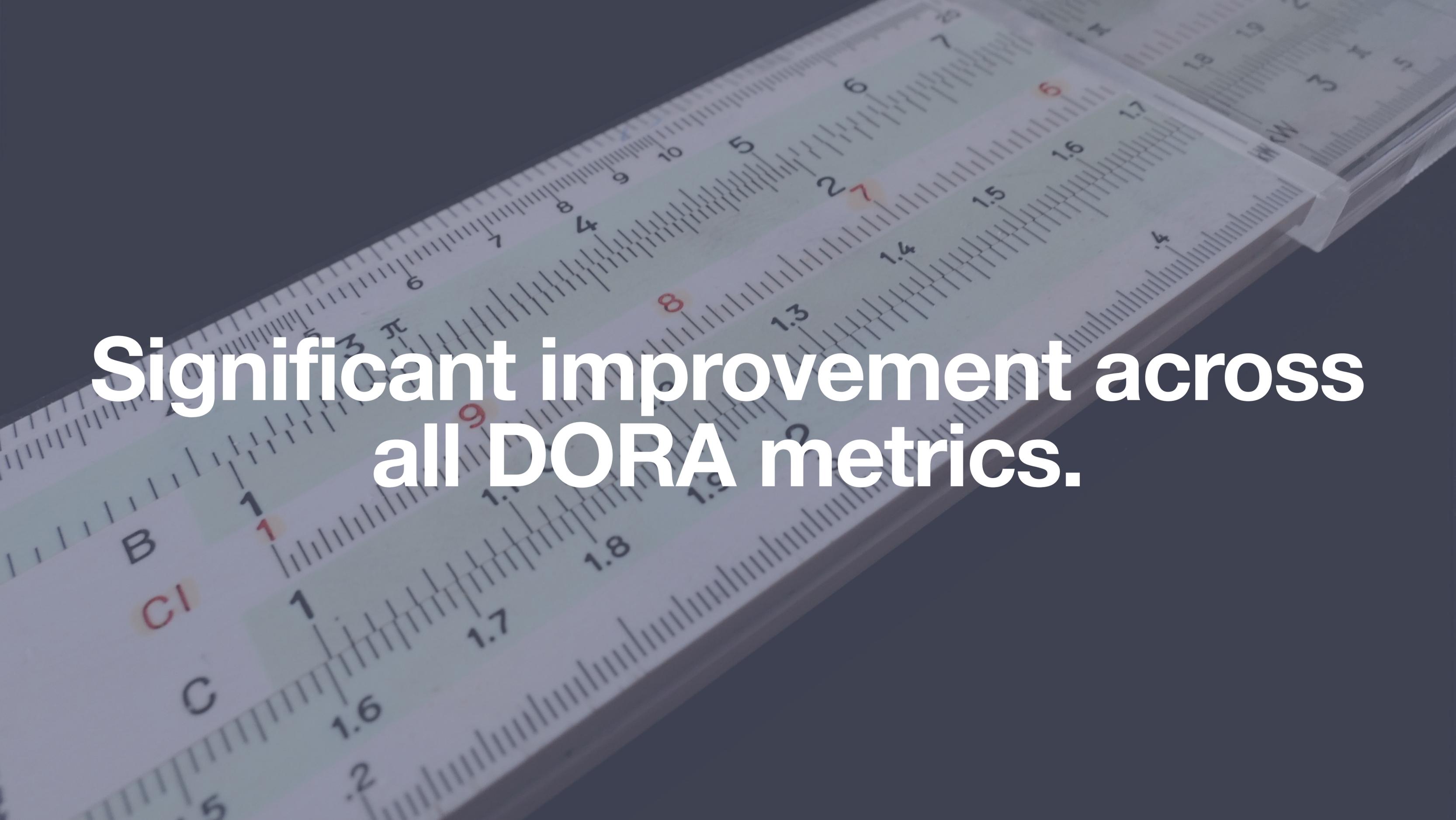
possible

~~*impossible*~~



A red speedboat with a Mercury outboard motor is shown in motion on a blue body of water. The boat is moving from left to right, leaving a white wake. The text "Dev teams were moving faster." is overlaid in white on the boat.

Dev teams were moving faster.

A close-up, slightly blurred image of a slide rule. The slide rule is positioned diagonally across the frame. It features several scales with numbers and mathematical symbols. Visible numbers include 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 2.0, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 3.0, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 4.0, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 5.0, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 6.0, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.8, 6.9, 7.0, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9, 8.0, 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 8.7, 8.8, 8.9, 9.0, 9.1, 9.2, 9.3, 9.4, 9.5, 9.6, 9.7, 9.8, 9.9, 10.0. Mathematical symbols like pi (π) and infinity (∞) are also visible. The text "Significant improvement across all DORA metrics." is overlaid in white, bold font across the center of the slide rule.

**Significant improvement across
all DORA metrics.**

A magnifying glass is positioned over a dictionary page. The text 'The QA team became an enabling team.' is overlaid in large, white, bold font across the center of the magnifying glass. The background shows various dictionary entries, including 'mutually insoluble', 'light-sensitive coating on photographic film', 'enact', and 'enabling'.

The QA team became an enabling team.

A man with a beard and glasses is shown from the chest up, wearing a light blue button-down shirt. He has a wide-eyed, open-mouthed expression of surprise or excitement, with his hands pressed against his cheeks. The background is a plain, light grey color. Overlaid on the image is the text "Customers loved it." in a bold, white, sans-serif font.

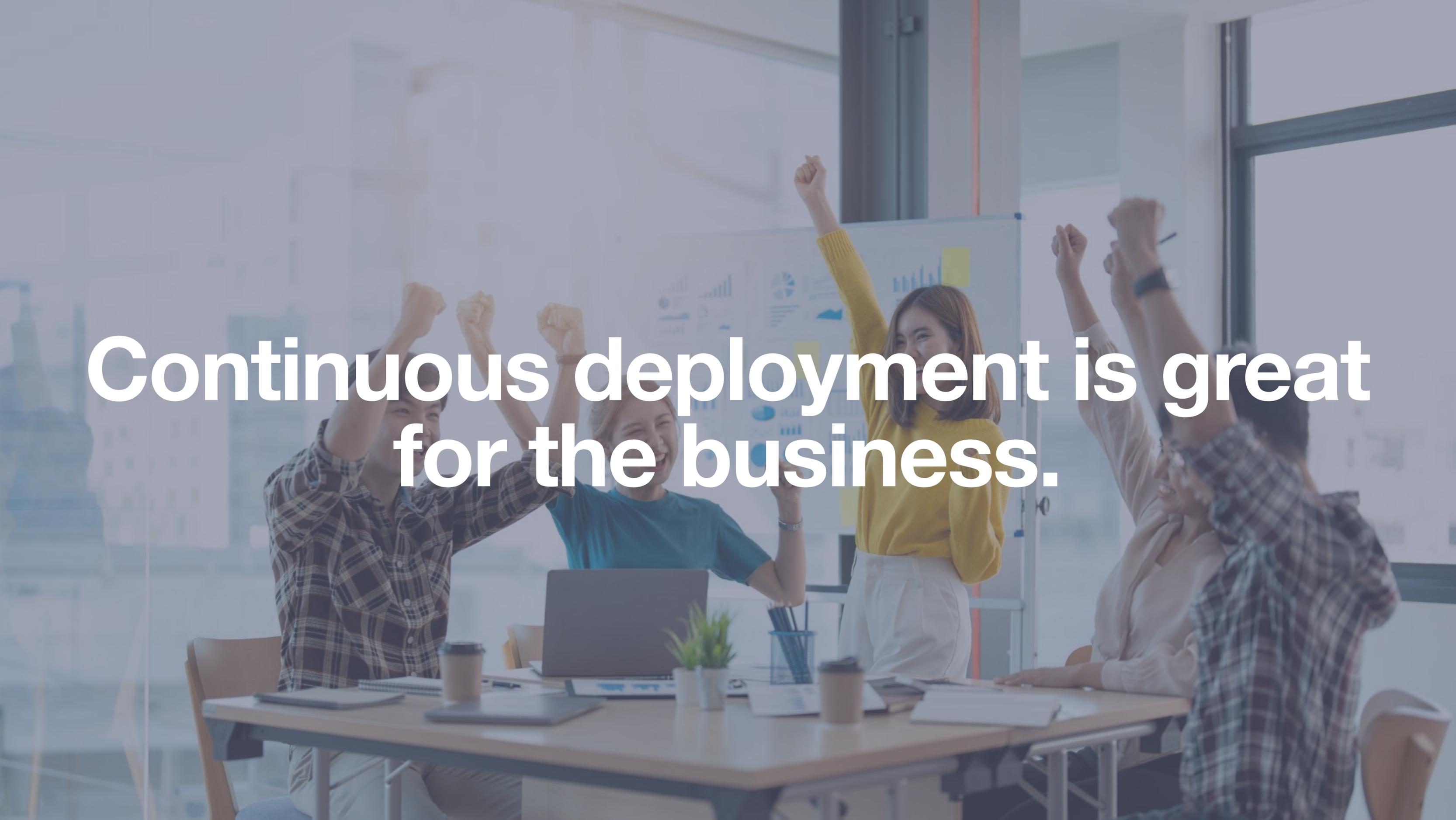
Customers loved it.



TECH UNICORN
BUILDERS

The Takeaways 🍴🍽️🔪

Tobi(as Mende), Tech Unicorn Builders



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



**Continuous deployment
enforces healthy constraints.**



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

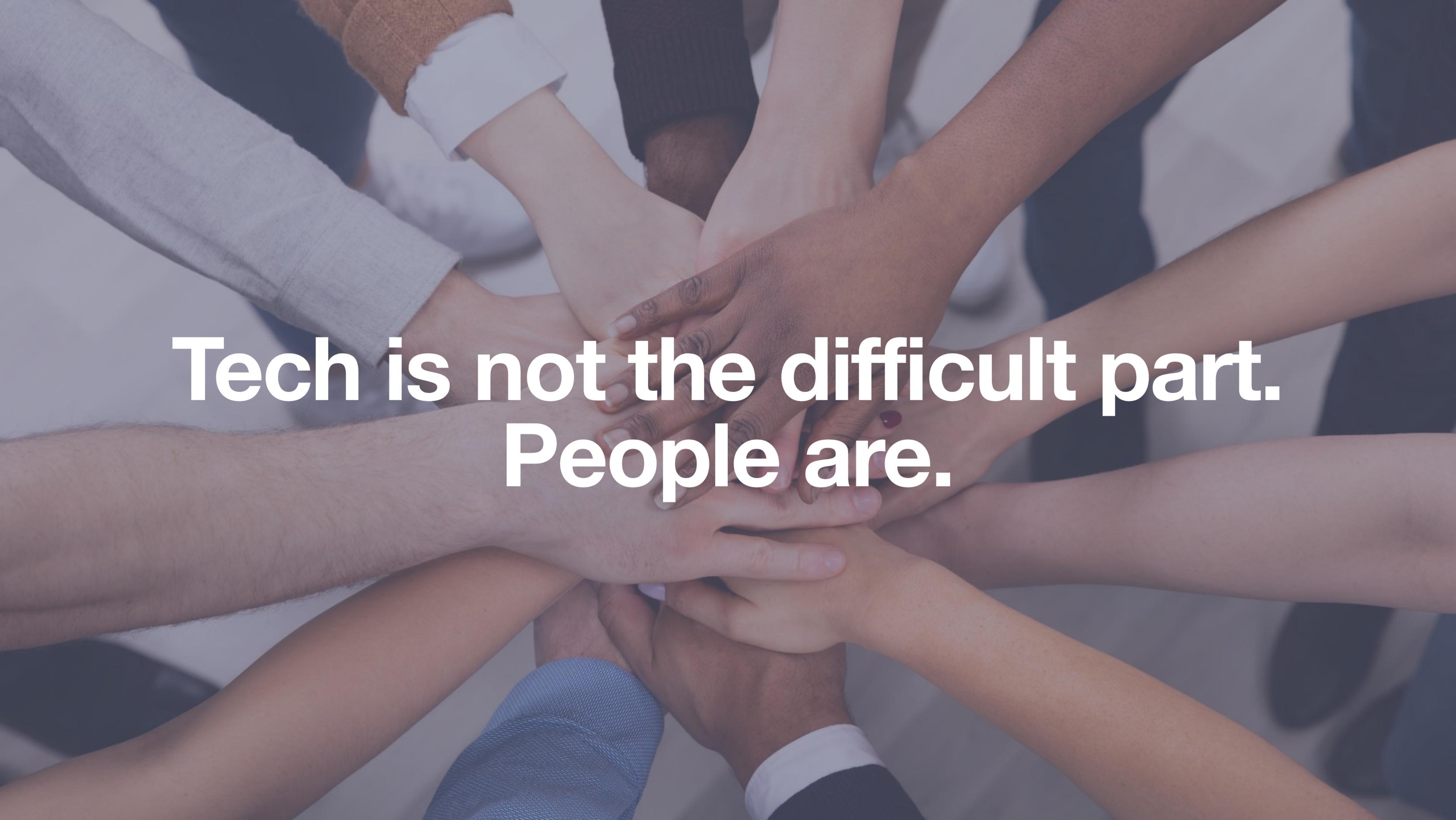
A landscape photograph featuring a grassy field in the foreground, a line of trees in the middle ground, and a bright sunburst effect behind the text. The sky is a soft, hazy blue. The text is centered and reads:

**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 (w/)
exchange in formal
have a connecting
writing, speech, ge
that is though

Over-communicate.

A group of people holding hands in a circle, symbolizing support and community. The image is a close-up, low-angle shot of several hands clasped together in a circle. The hands are of various skin tones and are holding each other in a firm grip. The background is a soft, out-of-focus light blue-grey color with some bokeh light effects. The overall mood is positive and collaborative.

Find supporters and sponsors.



TECH UNICORN
BUILDERS

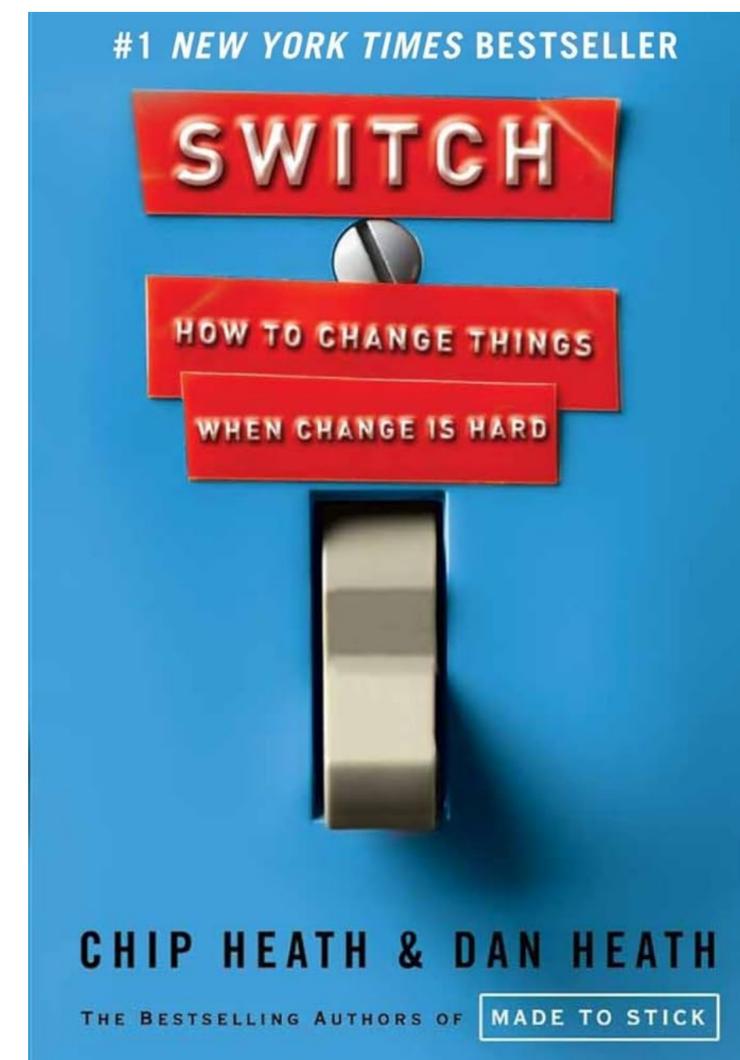
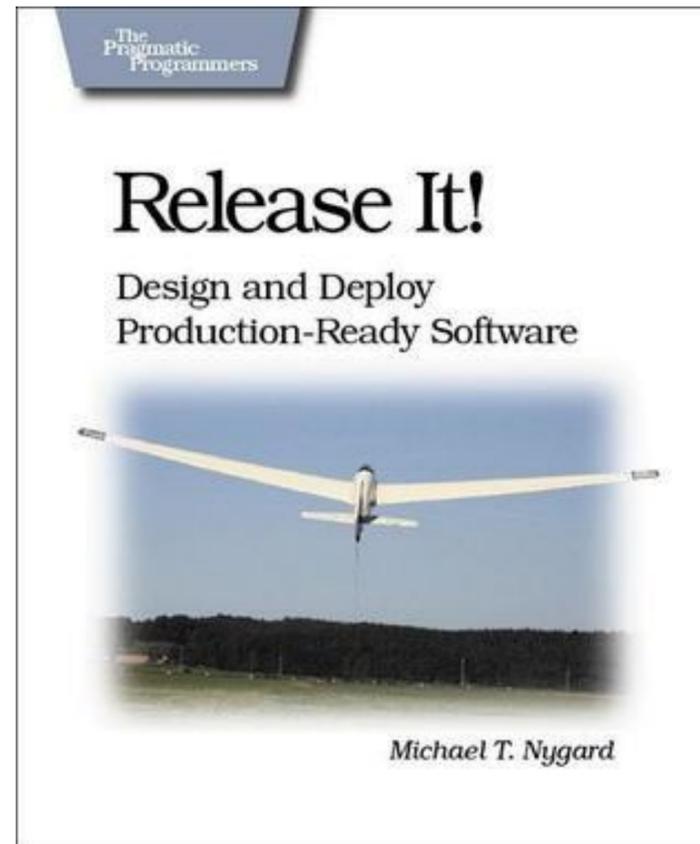
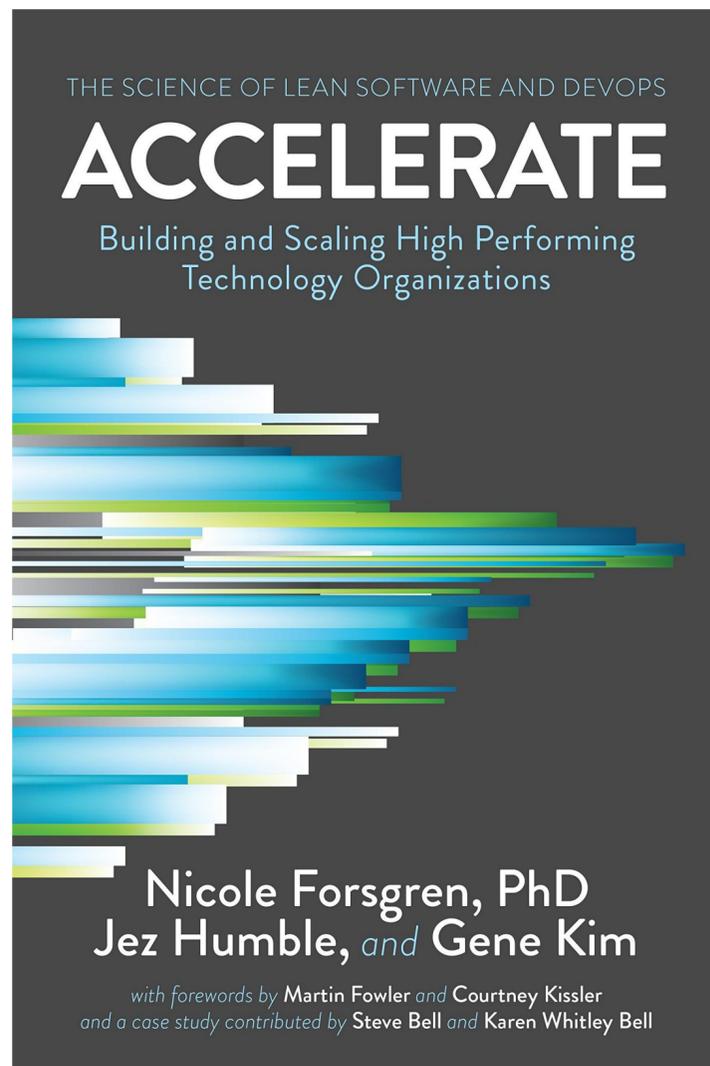


Closing Words

Tobi(as Mende), Tech Unicorn Builders

Closing Words

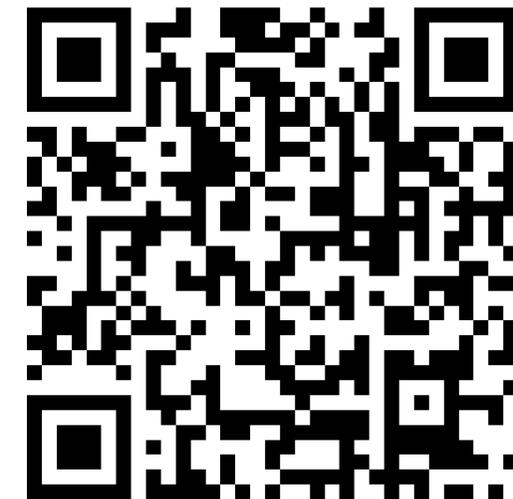
Books



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



TECH UNICORN
BUILDERS

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

Tobi(as Mende), Tech Unicorn Builders



Please Give
Feedback and
Connect