Welcome

Room 306
Session 15473
Thursday August 7th
08:30 to 09:30

Change you can believe in:
why every change is an
outage waiting to happen

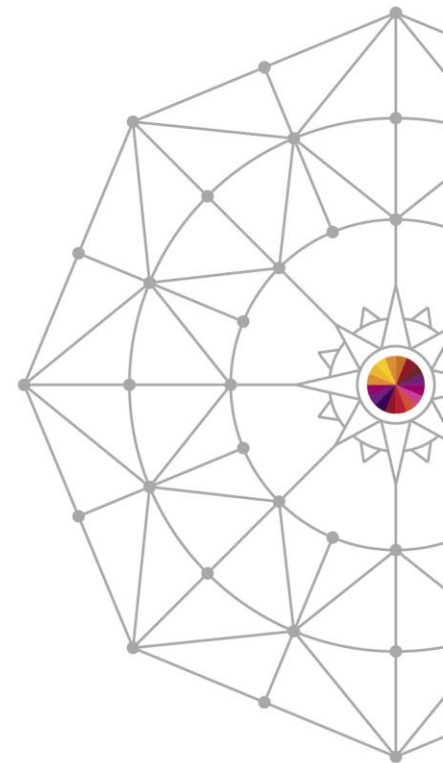## Kevin Parker, Presenter
VP and Chief Evangelist,
Serena Software

CHANGE YOU CAN BELIEVE IN

OBAMAIPOSTERMAKER.COM

Change you can believe in

Kevin Parker, Serena

@kevinparkerusa #SHAREorg

Today I …

- Tracked it
- Recorded it
- Prevented it
- Permitted it
- Duplicated it
- Notified it
- Approved it

- Tested it
- Compressed it
- Transmitted it
- Copied it
- Deployed it
- Logged it
- Counted it

- Versioned it
- Encrypted it
- Compared it
- Masked it
- Mitigated it
- Audited it
- Documented it

- Taught it
- Measured it
- Questioned it
- Managed it
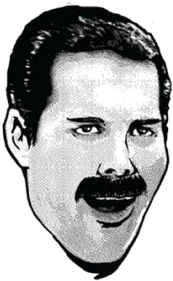- Restored it
- Packaged it
- Changed it

Change
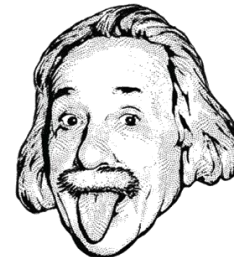
Humans are amazing

TEEN
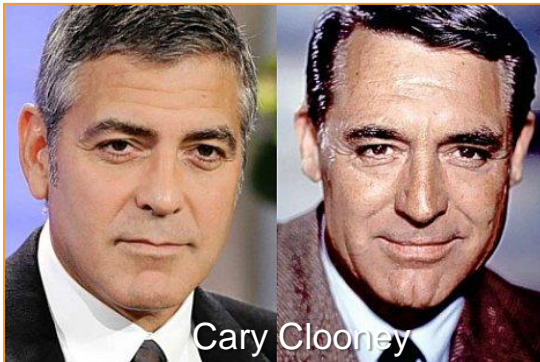
OLD MAN
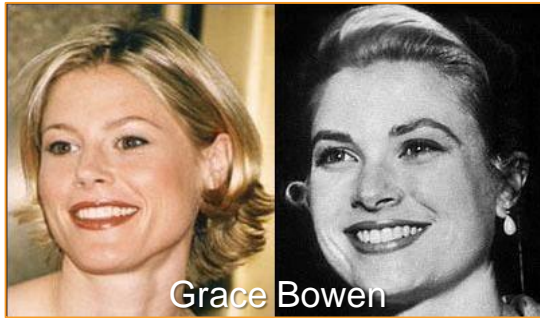
GERiATRiC

BiZARRE

QUEEN

OLD MASTER

GENiUS

BRiLLiANT

We can see what isn't there

The brain is a wonderful thing

Grace Bowen

Vladimir Craig

Kevin Klinsmann

Cary Clooney

Afghan Cher

Carl Capello

And so is the internet

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We know when it's just wrong

It's usually Harmless …

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Technology is friend and foe

Or vanity

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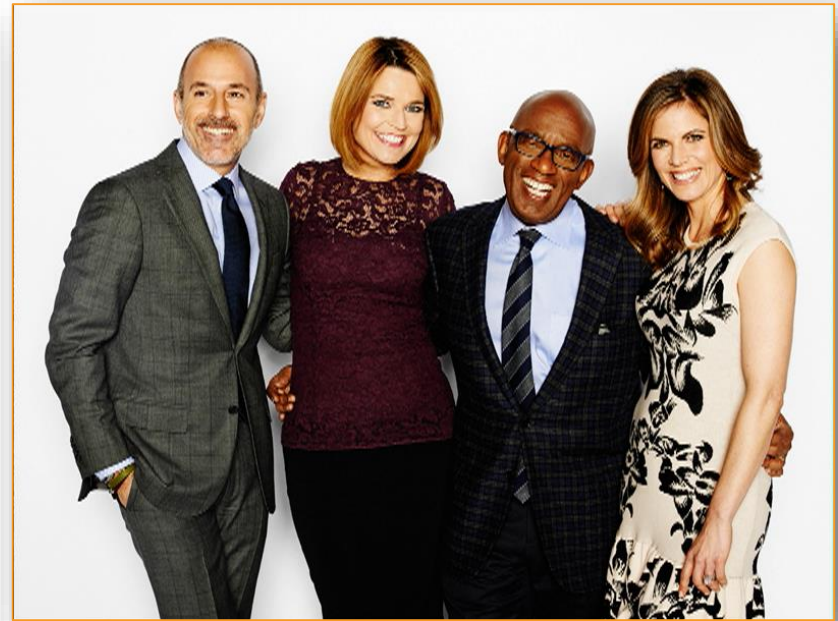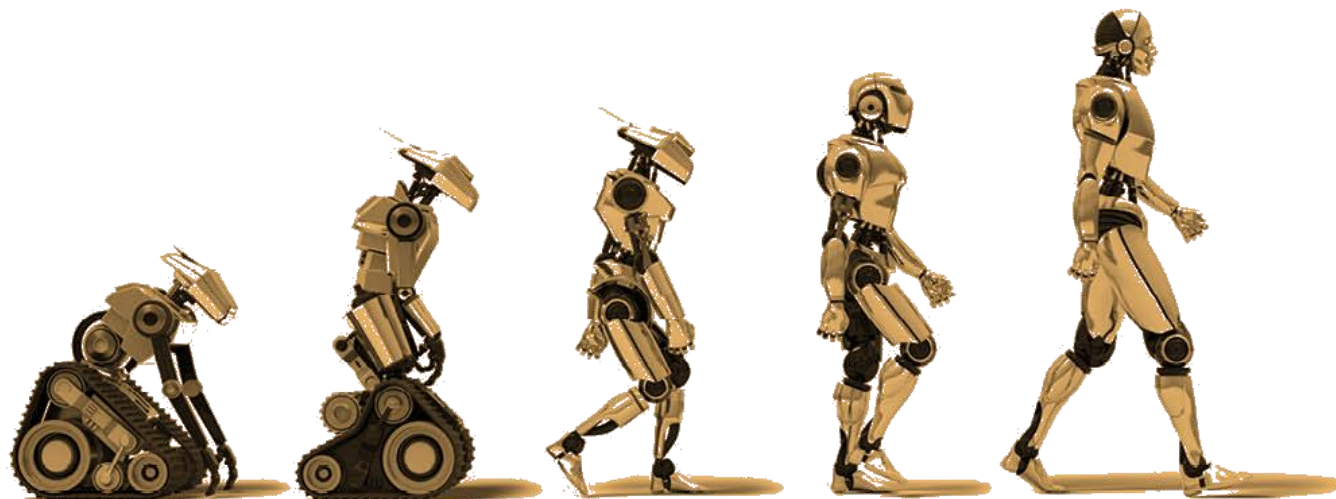
Change
It is who we are: It is why we are here: It is what we do

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Change is changing

Budget
20 New projects
80 Maintenance
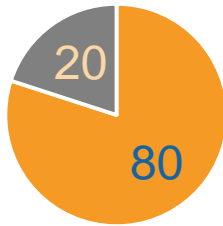
■ Maintenance   ■ New projects

Columbia Business School

Budget
28 New work
72 Keep the lights on
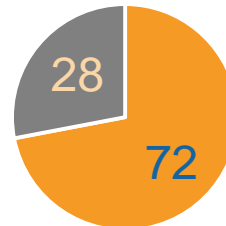
■ Keep the lights on   ■ New work

Forrester Research

Expectations
37 BAU
63 Innovation
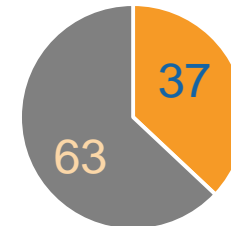
■ BAU   ■ Innovation

AlixPartners
CFO Research

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Change how we change

Can we change? Do we trust enough?

VERY GRADUAL CHANGE WE CAN BELIEVE IN

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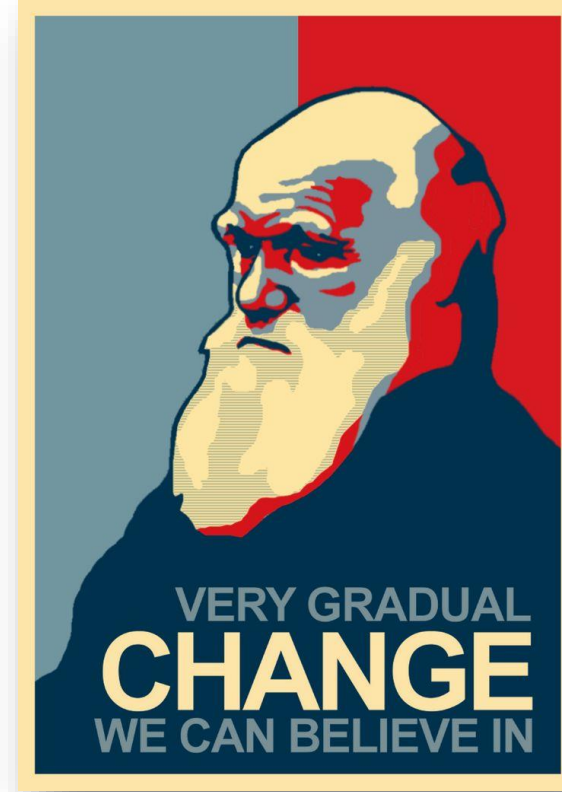
Take 10 chimpanzees & a banana

ABCDEFG
HIJKLMN
OPQRST
UVWXYZ

CAPITAL LETTERS ONLY PLEASE

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Area by the semi-perimeter method

$$area = \sqrt{(s-a)(s-b)(s-c)} \quad where \; s = \frac{a+b+c}{2}$$
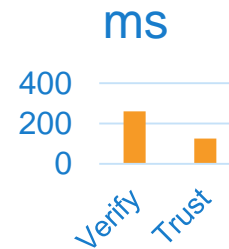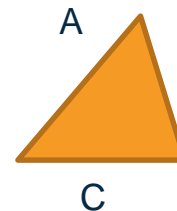
```fortran
PROGRAM main
REAL sidea, sideb, sidec, sp, aot
WRITE (unit=*, fmt=1001, advance="no")"Enter length of A: "
READ (unit=*, err=91, fmt=1002) side a
WRITE (unit=*, fmt=1001, advance="no")"Enter length of B: "
READ (unit=*, err=92, fmt=1002) sideb
WRITE (unit=*, fmt=1001, advance="no")"Enter length of C: "
READ (unit=*, err=93, fmt=1002) sidec
IF (ABS(0.0 - sidea) < 0.000001) THEN
   PRINT *, 'Invalid triangle: length of side A is zero'
   STOP
END IF
IF (ABS(0.0 - sideb) < 0.000001) THEN
   PRINT *, 'Invalid triangle: length of side B is zero'
   STOP
END IF
IF (ABS(0.0 - sidec) < 0.000001) THEN
   PRINT *, 'Invalid triangle: length of side C is zero'
   STOP
END IF
IF (sidea < 0) THEN
   PRINT *, 'Invalid triangle: length of side A is negative'
  STOP
END IF
IF (sideb < 0) THEN
    PRINT *, 'Invalid triangle: length of side B is negative'
   STOP
 END IF
 IF (sidec < 0) THEN
   PRINT *, 'Invalid triangle: length of side C is negative'
   STOP
 END IF

     IF (sidea > sideb + sidec) THEN
       PRINT *, 'Invalid triangle: A is greater than lengths of B + C'
       STOP
     END IF
     IF (sideb > sidec + sidea) THEN
       PRINT *, 'Invalid triangle: B is greater than lengths of C + A'
       STOP
     END IF
     IF (sidec > sidea + sideb) THEN
       PRINT *, 'Invalid triangle: C is greater than lengths of A + B'
       STOP
     END IF
     sp = (sidea + sideb + sidec) / 2
     aot = (sp * (sp - sidea) * (sp - sideb) * (sp - sidec)) ** 0.5
     WRITE (unit=*,fmt=1003) "Area of triangle ", sidea, ", ", sideb,
    &         ", ", sidec, " is ", aot
     STOP
  91 PRINT *, 'Invalid data entered for side A'
     STOP
  92 PRINT *, 'Invalid data entered for side B'
     STOP
  93 PRINT *, 'Invalid data entered for side C'
     STOP
1001 FORMAT(a)
1002 FORMAT(f6.2)
1003 FORMAT(a,f6.3,a,f6.3,a,f6.3,a,f8.3)
     END PROGRAM main
```
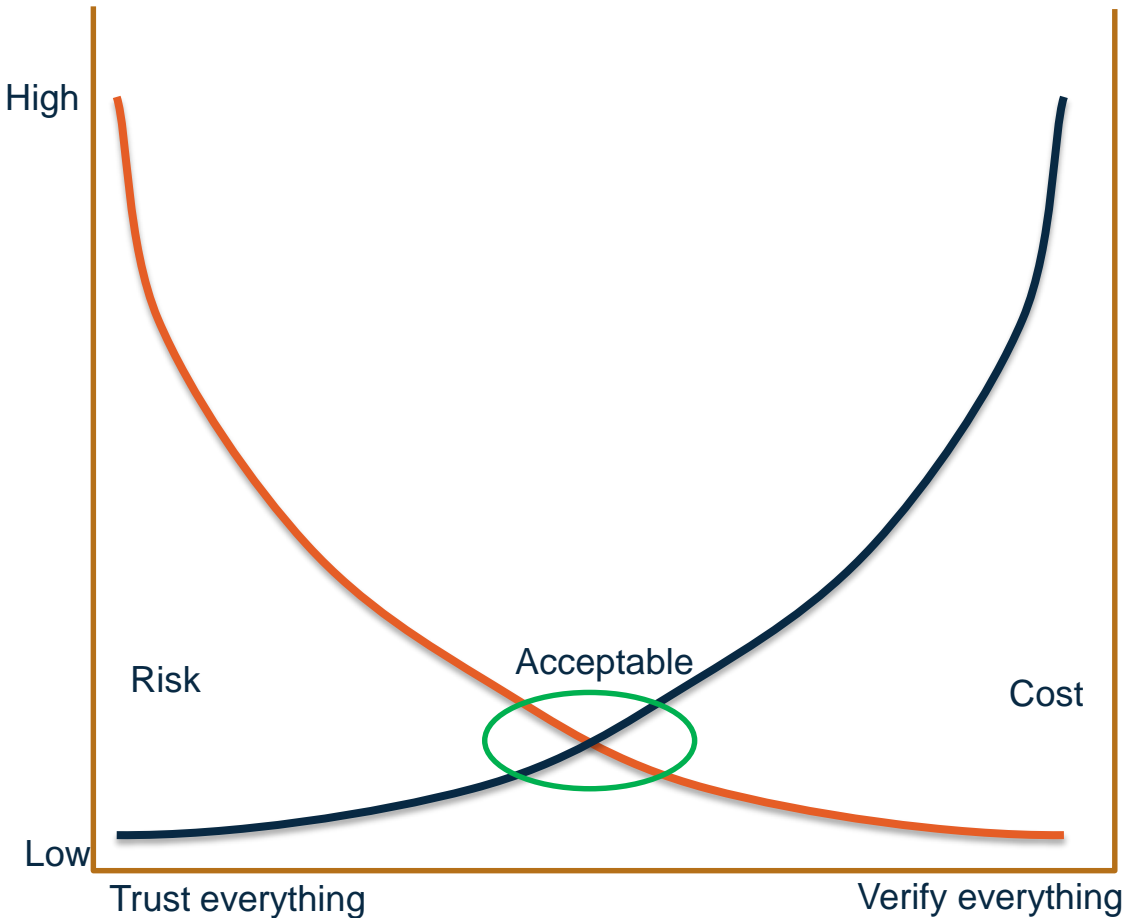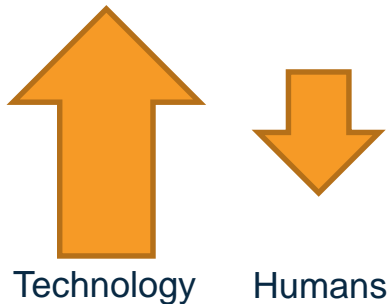
ms

A

B

C

400
200
0

Verify   Trust

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Did it change? Don't Check it?

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Change the way we change

What and when

Technology   Humans

How and why

Technology   Humans

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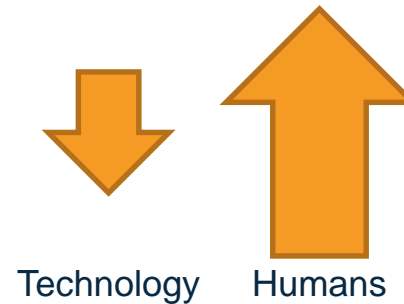
Shift the emphasis

Technology → Human being

Technology

- AUTOMATE PROCESS … RELEASE MANAGEMENT
- GATHER TELEMETRY … NO STATUS MEETINGS
- FLAG EXCEPTIONS … EXCEPTIONALLY
- TRACK CHANGES … KIPLING THEM
- ASSESS RISK … CODE ANALYSIS
- SET THRESHOLDS … EARLY WARNING

Human being

- PRIORITIZE … MANAGE, DIRECT, PRESIDE
- ALIGN … KNOW WHAT YOUR PEERS KNOW
- COLLABORATE … PUT THE "I" IN "TEAM"
- COMMUNICATE … STATUS, EXPECTATIONS, TIMEFRAMES
- EMPOWER … ENABLE SUCCESS, GET OUT OF THE WAY
- IDEATE … IT IS WHO WE ARE AND HOW WE EVOLVE

You're a human being not a human doing

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Change leaders you can believe in

SERENA™

Managing Applications   Managing Systems
Managing Artifacts   Managing Configurations
Managing Versions   Managing Relationships

Since 1980

Prize time

Name the movie?

Name actor #1?

Name actor #2?

Name actor #3?

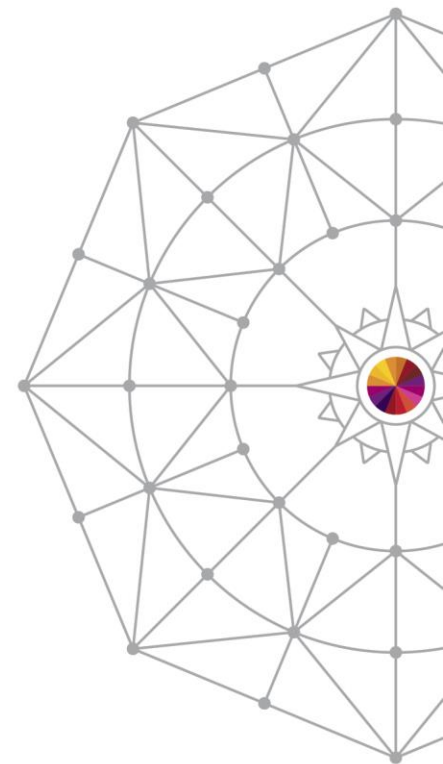How are these actors related to the prize?

Kevin Parker

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