About Me

@keithadam
CLIENT-SIDE

**Optimizely Web**

Client-side experimentation and personalization through a JavaScript snippet

SERVER-SIDE

**Optimizely Full Stack**

Server-side experimentation and feature flagging through developer SDKs

**Optimizely Rollouts**

Free feature flagging through developer SDKs

Test, personalize, roll out the entire user experience
“In theory, there is no difference between theory and practice. But, in practice, there is.”

Yogi Berra and/or Walter J. Savitch, Pascal, who first put it in print in *An Introduction to the Art and Science of Programming* (1984), where it is attributed as a "remark overheard at a computer science conference."
Discovering Enterprises Services Planning

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https://www.slideshare.net/agilemanager/kanban-cadences-information-flow
“A way of planning, scheduling, sequencing, and selecting work for professional services including all forms of knowledge work.”

Q&A with David Anderson on Enterprise Service Planning, InfoQ 11/11/15
Services at Optimizely

Created by Jeff Zych
The Wall of Work 2017
This looks superficially like team standup. Actually, this is a company-level replenishment meeting with CEO present. @Optimizely #lkna17
The Kanban Cadences

Building the Right Thing at the Right Time

- Strategy Review
  - quarterly

- Replenishment Meeting
  - weekly

Improving the System

- Operations Review
  - monthly

- Service Delivery Review
  - bi-weekly

- Risk Review
  - monthly

Teams Delivering

- Kanban Meeting
  - daily

- Delivery Planning
  - per delivery cadence

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https://www.slideshare.net/agilemanager/kanban-cadences-information-flow
“My mind is blown, you’ve actually managed to sort of implement ESP. The class is super theoretical so pretty amazing how you’re executing on it. I’m super impressed.”

Pamela Ongchin, February 2017
Questions?

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