





SpringOne Platform by Pivotal.

Productize your services!

Stephan Hagemann
@shageman

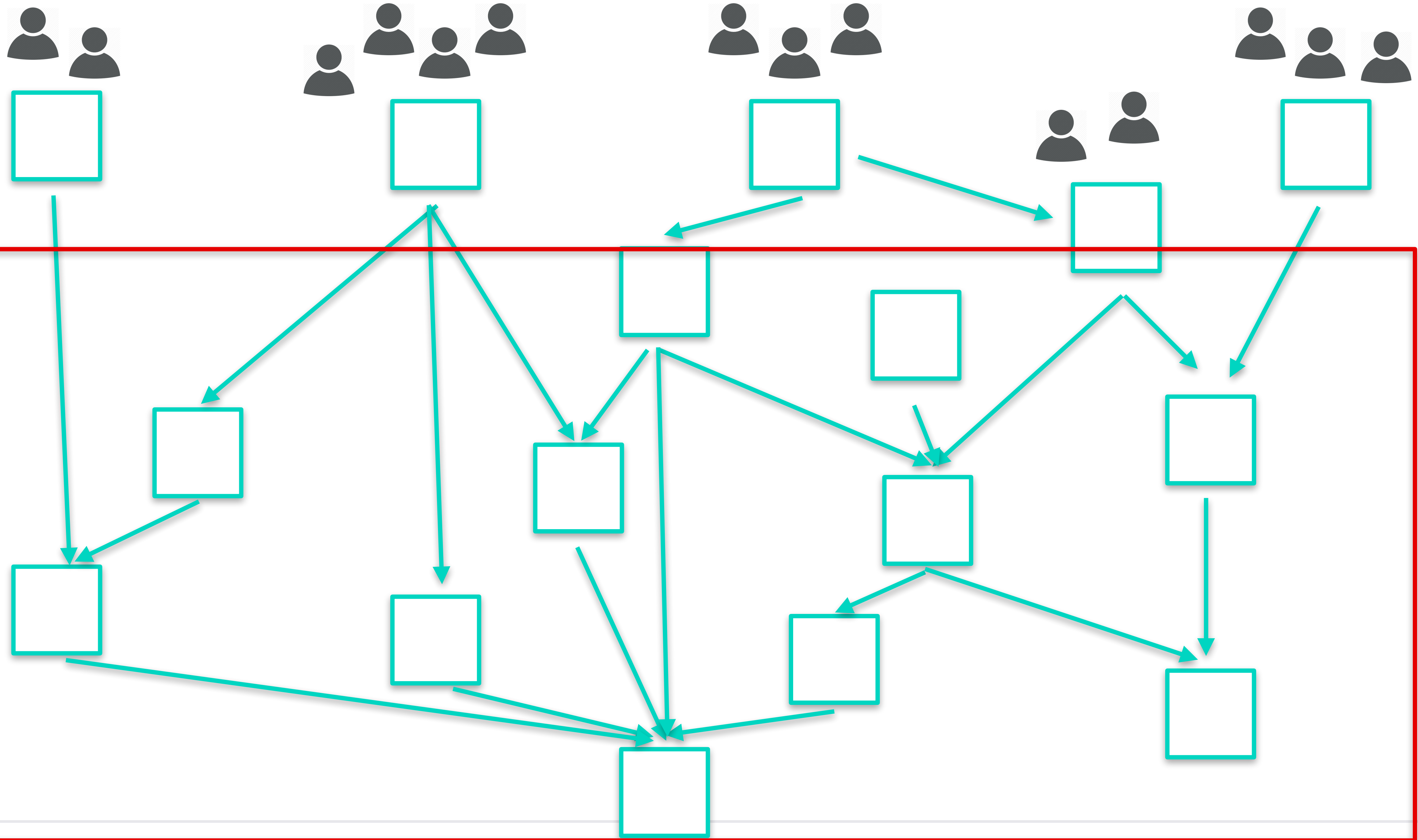


Part I

A Software Development Journey

What I mean when I say *services*





What I mean when I say *productize*



Agile

Lean

User
centered
design



Agile

Lean

User
centered
design





★★★★★
SALTY CAPE
REVIEW: THE PORTER 36
★★★★★



SOUND GIF











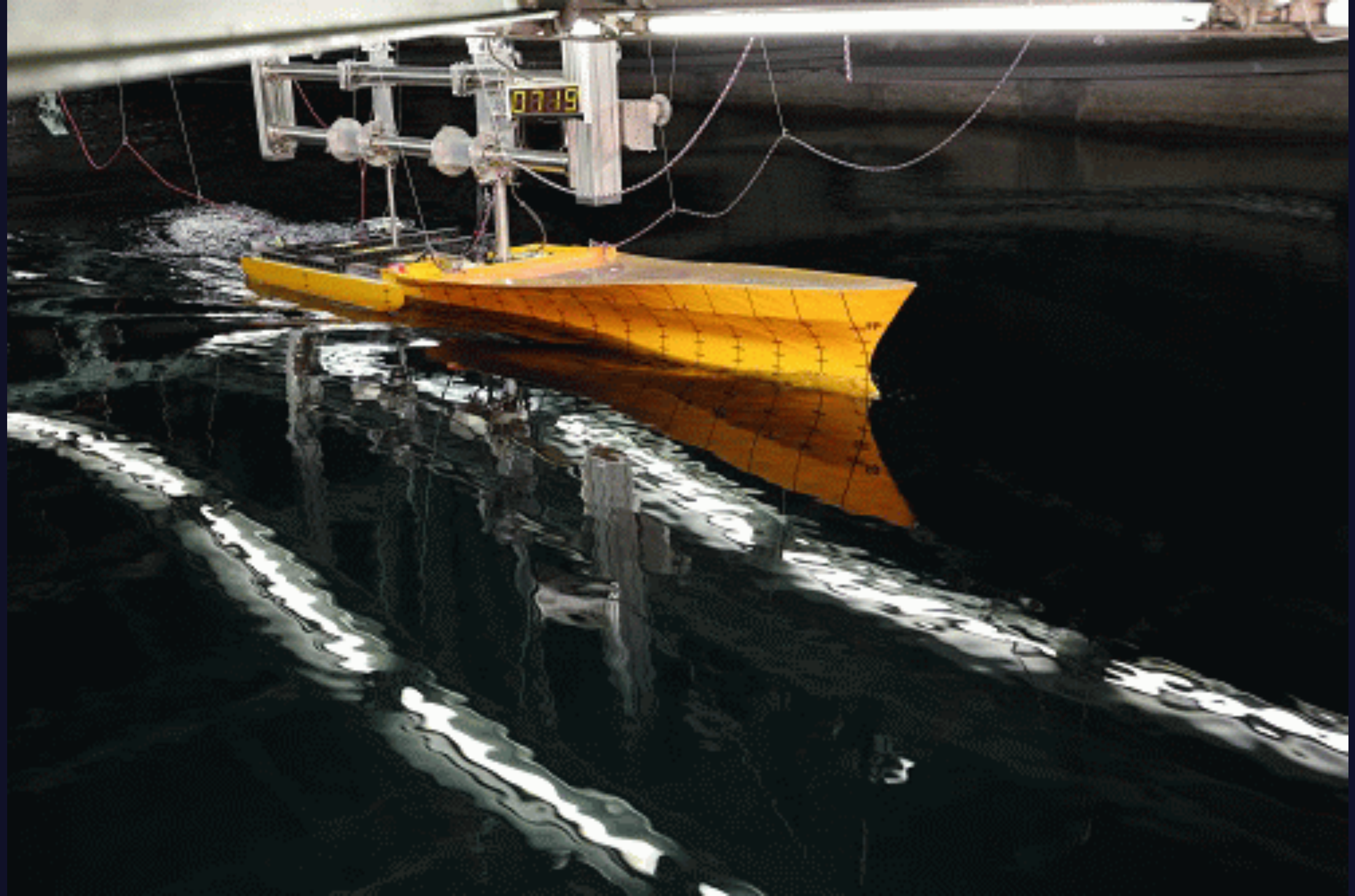
Agile

Lean

User
centered
design











Agile

Lean

User
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design

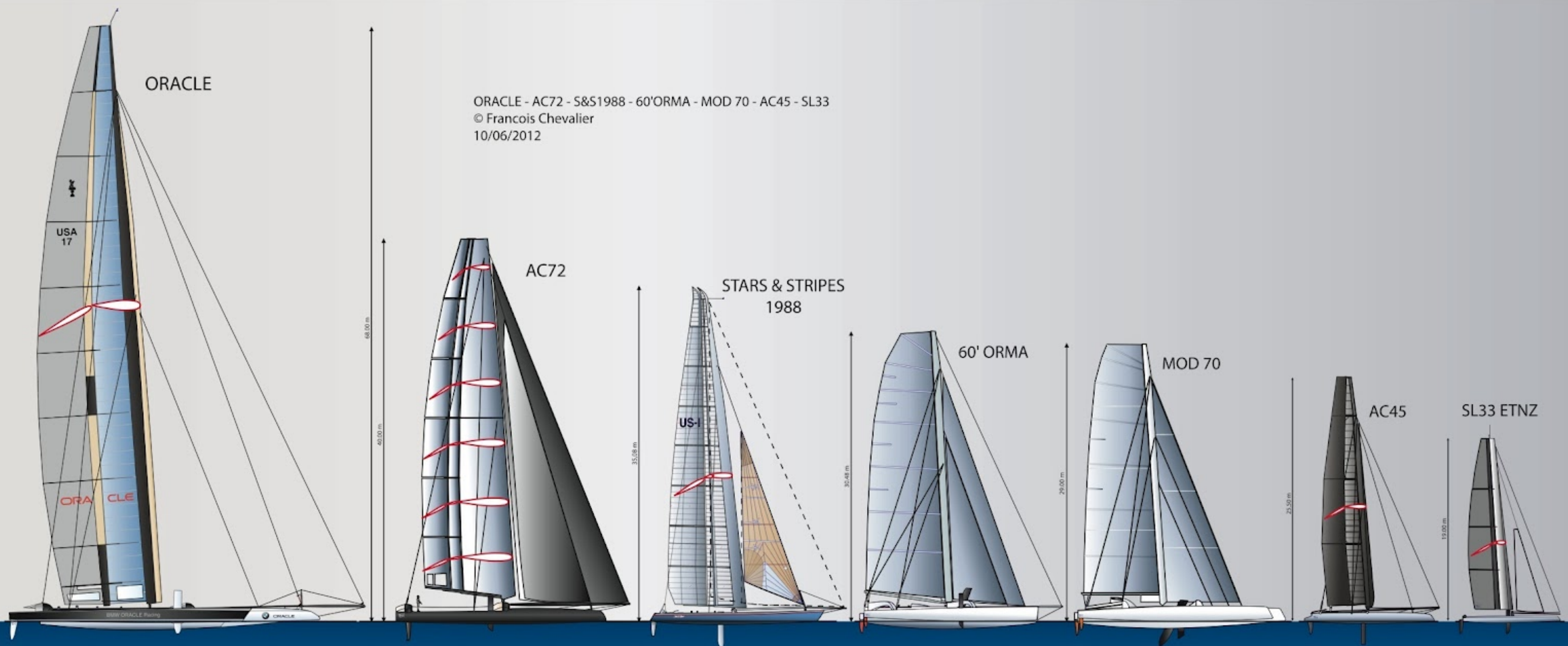




The image displays a collection of 30 sailboat models, each representing a different America's Cup challenger or defender. The boats are arranged in a grid, with each entry including the year, the boat's name, a small image of the boat, and a brief description of its significance. The boats are shown in various colors and configurations, reflecting the evolution of the sport over time. The grid is organized into five rows of six. To the right of the grid is a section titled 'International Competition' showing flags of various nations that have competed, including Canada, China, France, Germany, Italy, Japan, South Africa, Spain, and Sweden. At the top right is a large image of the America's Cup trophy.

Year	Flag	Boat Name	Description
1859	USA	Amos	Three-masted wooden schooner, first challenger to the America's Cup.
1870	USA	Whaler	Three-masted wooden schooner, first defender of the America's Cup.
1871	USA	Sappho	Three-masted wooden schooner, second challenger to the America's Cup.
1876	USA	Albatross	Three-masted wooden schooner, second defender of the America's Cup.
1881	USA	Martha	Three-masted wooden schooner, third challenger to the America's Cup.
1882	USA	Pacific	Three-masted wooden schooner, third defender of the America's Cup.
1886	USA	Mayflower	Three-masted wooden schooner, fourth challenger to the America's Cup.
1887	USA	Volunteer	Three-masted wooden schooner, fourth defender of the America's Cup.
1890	USA	Thetis	Three-masted wooden schooner, fifth challenger to the America's Cup.
1891	USA	Defender	Three-masted wooden schooner, fifth defender of the America's Cup.
1892	USA	Columbia	Three-masted wooden schooner, sixth challenger to the America's Cup.
1893	USA	Reliance	Three-masted wooden schooner, sixth defender of the America's Cup.
1896	USA	Resolute	Three-masted wooden schooner, seventh challenger to the America's Cup.
1898	USA	Enterprise	Three-masted wooden schooner, seventh defender of the America's Cup.
1900	USA	Reliance	Three-masted wooden schooner, eighth challenger to the America's Cup.
1901	USA	Thetis	Three-masted wooden schooner, eighth defender of the America's Cup.
1902	USA	Thetis	Three-masted wooden schooner, ninth challenger to the America's Cup.
1903	USA	Thetis	Three-masted wooden schooner, ninth defender of the America's Cup.
1904	USA	Thetis	Three-masted wooden schooner, tenth challenger to the America's Cup.
1905	USA	Thetis	Three-masted wooden schooner, tenth defender of the America's Cup.
1906	USA	Thetis	Three-masted wooden schooner, eleventh challenger to the America's Cup.
1907	USA	Thetis	Three-masted wooden schooner, eleventh defender of the America's Cup.
1908	USA	Thetis	Three-masted wooden schooner, twelfth challenger to the America's Cup.
1909	USA	Thetis	Three-masted wooden schooner, twelfth defender of the America's Cup.
1910	USA	Thetis	Three-masted wooden schooner, thirteenth challenger to the America's Cup.
1911	USA	Thetis	Three-masted wooden schooner, thirteenth defender of the America's Cup.
1912	USA	Thetis	Three-masted wooden schooner, fourteenth challenger to the America's Cup.
1913	USA	Thetis	Three-masted wooden schooner, fourteenth defender of the America's Cup.
1914	USA	Thetis	Three-masted wooden schooner, fifteenth challenger to the America's Cup.
1915	USA	Thetis	Three-masted wooden schooner, fifteenth defender of the America's Cup.
1916	USA	Thetis	Three-masted wooden schooner, sixteenth challenger to the America's Cup.
1917	USA	Thetis	Three-masted wooden schooner, sixteenth defender of the America's Cup.
1918	USA	Thetis	Three-masted wooden schooner, seventeenth challenger to the America's Cup.
1919	USA	Thetis	Three-masted wooden schooner, seventeenth defender of the America's Cup.
1920	USA	Thetis	Three-masted wooden schooner, eighteenth challenger to the America's Cup.
1921	USA	Thetis	Three-masted wooden schooner, eighteenth defender of the America's Cup.
1922	USA	Thetis	Three-masted wooden schooner, nineteenth challenger to the America's Cup.
1923	USA	Thetis	Three-masted wooden schooner, nineteenth defender of the America's Cup.
1924	USA	Thetis	Three-masted wooden schooner, twentieth challenger to the America's Cup.
1925	USA	Thetis	Three-masted wooden schooner, twentieth defender of the America's Cup.
1926	USA	Thetis	Three-masted wooden schooner, twenty-first challenger to the America's Cup.
1927	USA	Thetis	Three-masted wooden schooner, twenty-first defender of the America's Cup.
1928	USA	Thetis	Three-masted wooden schooner, twenty-second challenger to the America's Cup.
1929	USA	Thetis	Three-masted wooden schooner, twenty-second defender of the America's Cup.
1930	USA	Thetis	Three-masted wooden schooner, twenty-third challenger to the America's Cup.
1931	USA	Thetis	Three-masted wooden schooner, twenty-third defender of the America's Cup.
1932	USA	Thetis	Three-masted wooden schooner, twenty-fourth challenger to the America's Cup.
1933	USA	Thetis	Three-masted wooden schooner, twenty-fourth defender of the America's Cup.
1934	USA	Thetis	Three-masted wooden schooner, twenty-fifth challenger to the America's Cup.
1935	USA	Thetis	Three-masted wooden schooner, twenty-fifth defender of the America's Cup.
1936	USA	Thetis	Three-masted wooden schooner, twenty-sixth challenger to the America's Cup.
1937	USA	Thetis	Three-masted wooden schooner, twenty-sixth defender of the America's Cup.
1938	USA	Thetis	Three-masted wooden schooner, twenty-seventh challenger to the America's Cup.
1939	USA	Thetis	Three-masted wooden schooner, twenty-seventh defender of the America's Cup.
1940	USA	Thetis	Three-masted wooden schooner, twenty-eighth challenger to the America's Cup.
1941	USA	Thetis	Three-masted wooden schooner, twenty-eighth defender of the America's Cup.
1942	USA	Thetis	Three-masted wooden schooner, twenty-ninth challenger to the America's Cup.
1943	USA	Thetis	Three-masted wooden schooner, twenty-ninth defender of the America's Cup.
1944	USA	Thetis	Three-masted wooden schooner, thirtieth challenger to the America's Cup.
1945	USA	Thetis	Three-masted wooden schooner, thirtieth defender of the America's Cup.
1946	USA	Thetis	Three-masted wooden schooner, thirty-first challenger to the America's Cup.
1947	USA	Thetis	Three-masted wooden schooner, thirty-first defender of the America's Cup.
1948	USA	Thetis	Three-masted wooden schooner, thirty-second challenger to the America's Cup.
1949	USA	Thetis	Three-masted wooden schooner, thirty-second defender of the America's Cup.
1950	USA	Thetis	Three-masted wooden schooner, thirty-third challenger to the America's Cup.
1951	USA	Thetis	Three-masted wooden schooner, thirty-third defender of the America's Cup.
1952	USA	Thetis	Three-masted wooden schooner, thirty-fourth challenger to the America's Cup.
1953	USA	Thetis	Three-masted wooden schooner, thirty-fourth defender of the America's Cup.
1954	USA	Thetis	Three-masted wooden schooner, thirty-fifth challenger to the America's Cup.
1955	USA	Thetis	

				
Canada 1977, 1981, 1984, 1987	China 1980	France 1968, 1972, 1976, 1980, 1984, 1988, 1992	Germany 1972	Italy 1968, 1972, 1976, 1980, 1984, 1988
				
Japan 1964, 1968	South Africa 1996	Spain 1964, 1968	Sweden 1972, 1976, 1980, 1984, 1988, 1992	



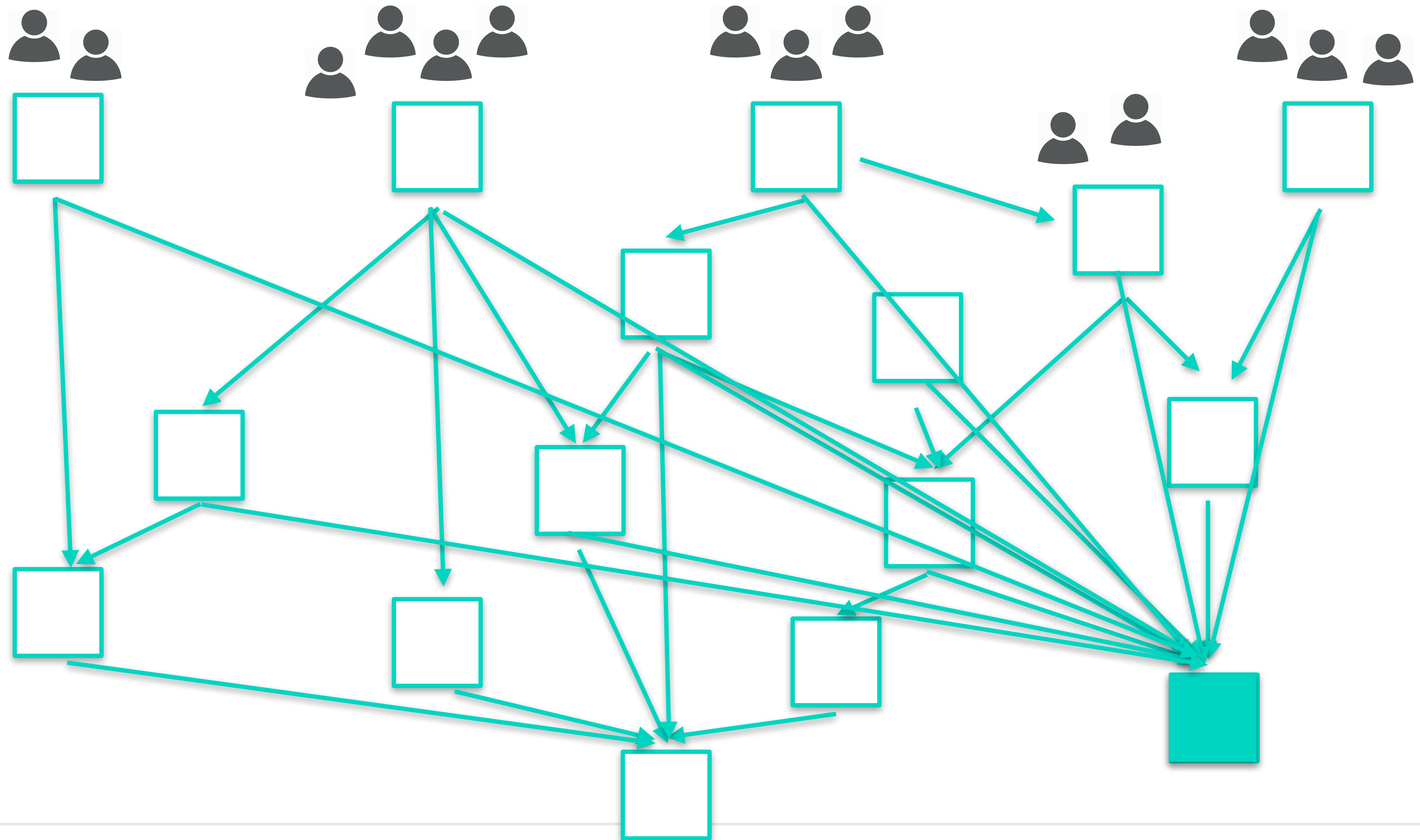




Agile

Lean

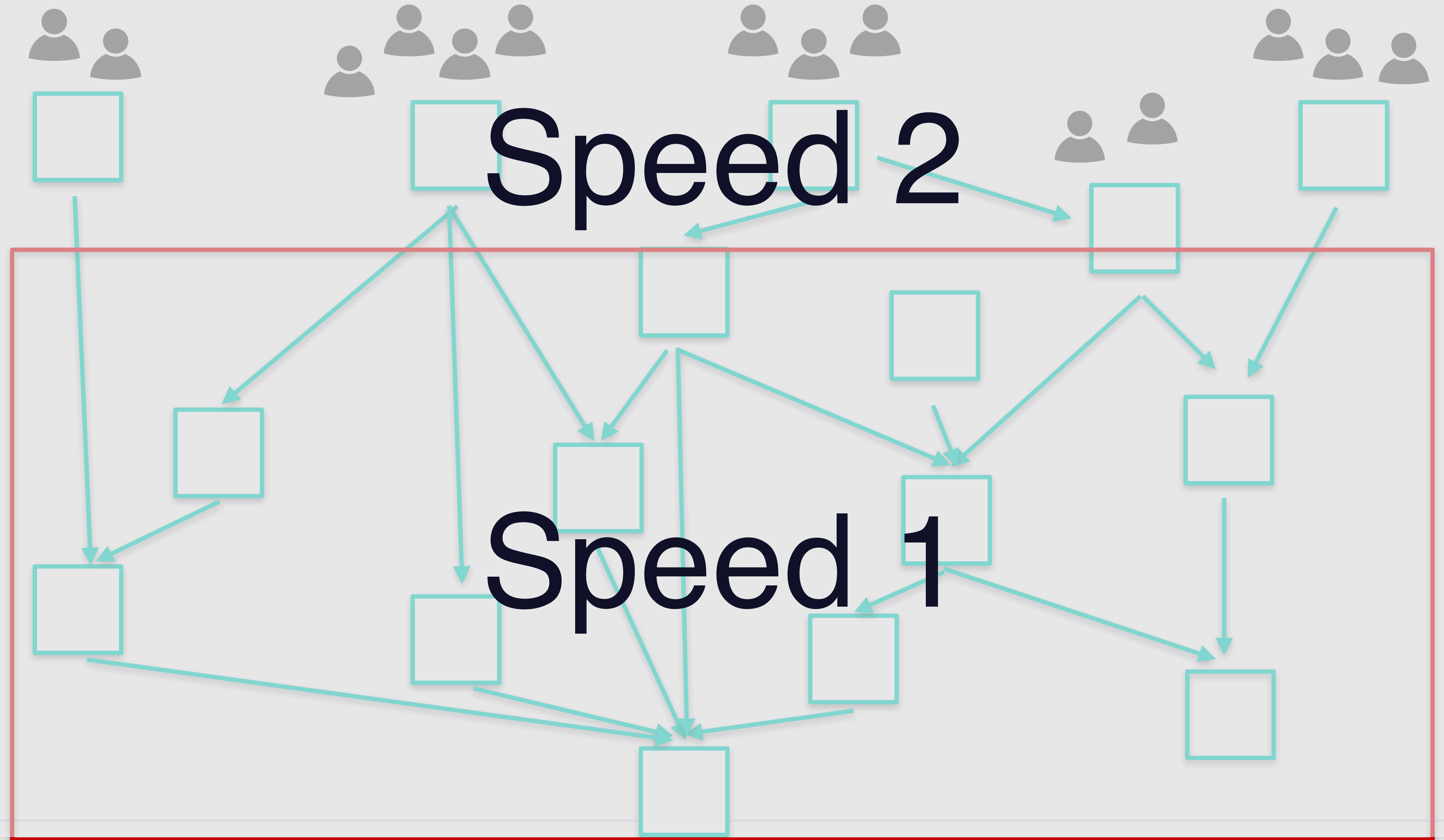
User
centered
design



and then there is *Two Speed IT...*

Speed 2

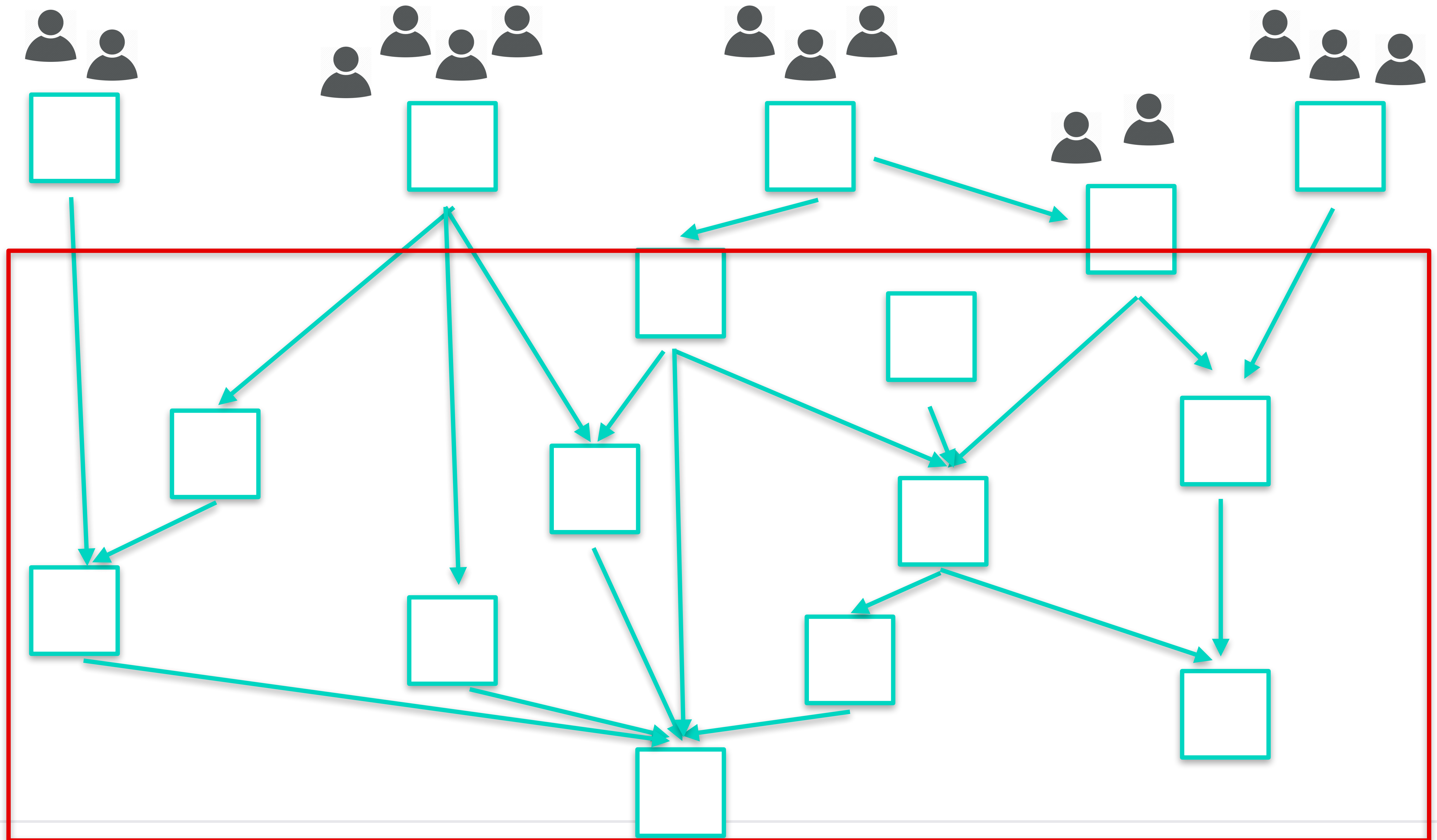
Speed 1





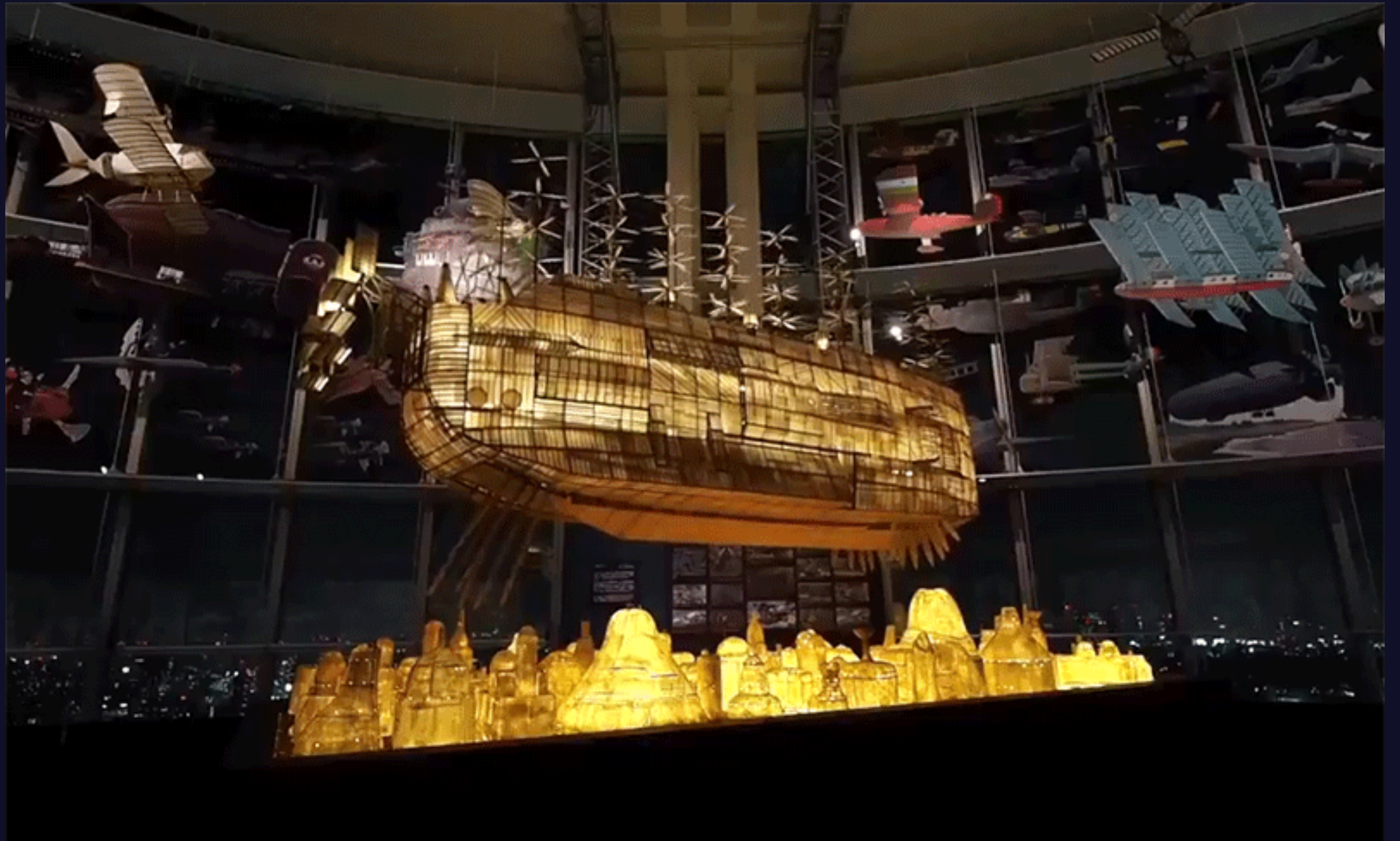








Typical Antipatterns







MAKE GIFS AT [GIFSOUP.COM](https://gifsoup.com)



Part II

A Productized Service





I REGRET NOTHING









Example: Service + Broker + Client

—

Aurora Mirea and Sannidhi Jalukar

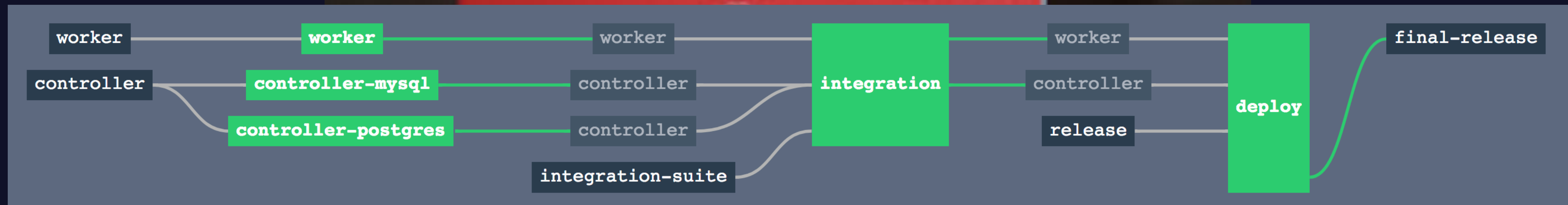
<https://github.com/auramirea/cloudfoundry-service-broker>

Part III

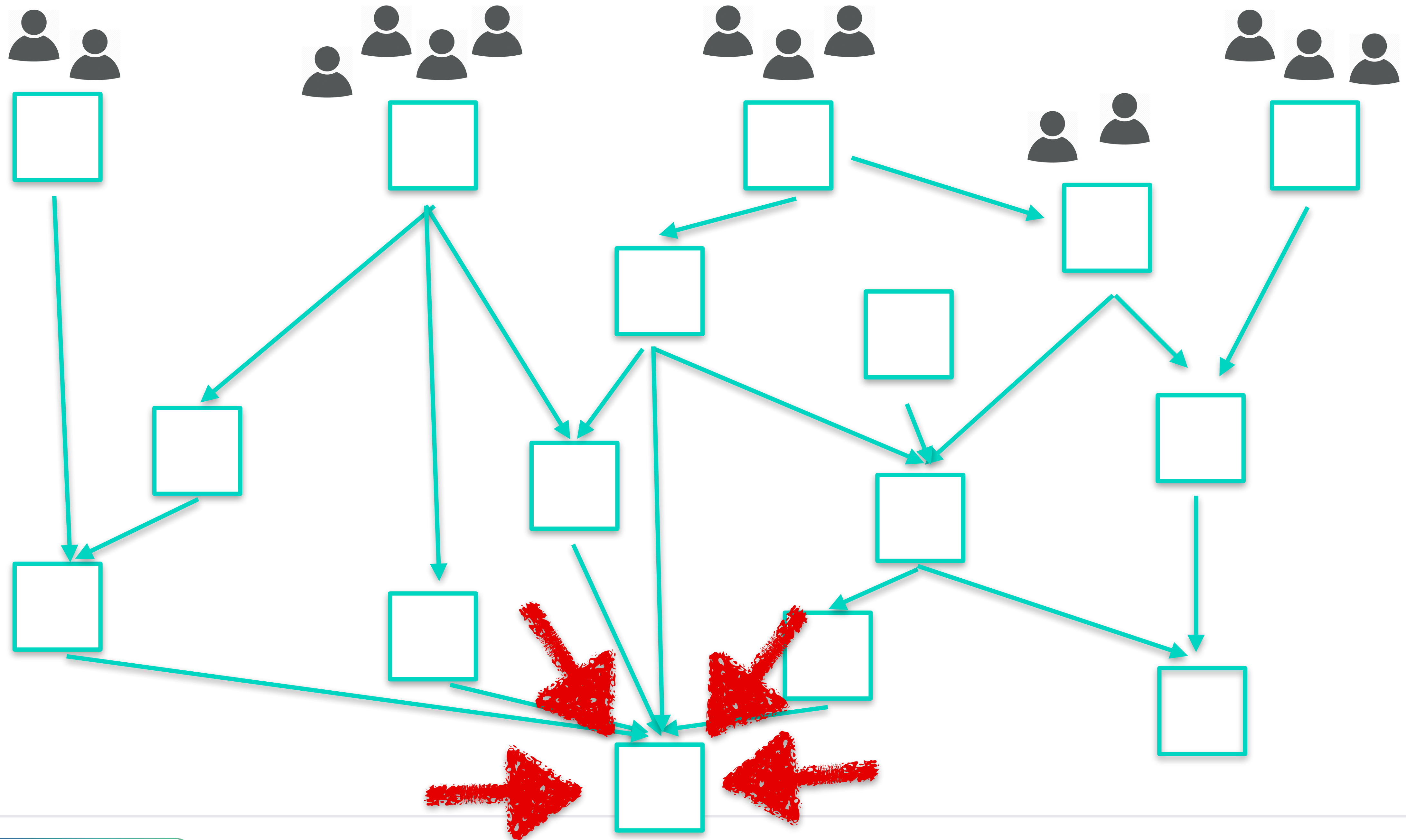
Journeys from the Wild



MERCHANT
MARINER
CREDENTIAL



United States
of America







Learn More. Stay Connected.

Tomorrow: Same
time! Same room!

The Modern Family - Modernizing Applications to
Pivotal Cloud Foundry - Getting Out of the Big Ball Of Mud

SpringOne Platform by Pivotal.

 @s1p #springone

Summary

Use modern software development practices based on Lean, Agile, and user-centered design for all your services, *including your internal services!*

Conclusion

How far can we take this?









Panama Canal - Miraflores Locks 12/30/08 07:47:12









Tube JEFFHK

Learn More. Stay Connected.

Thank you for your attention!

Stephan Hagemann

@shageman

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