Agile at socialbakers

#scrum #technologies #teams #growth #scaling

Radek Mika

radek@socialbakers.com
@radekmika

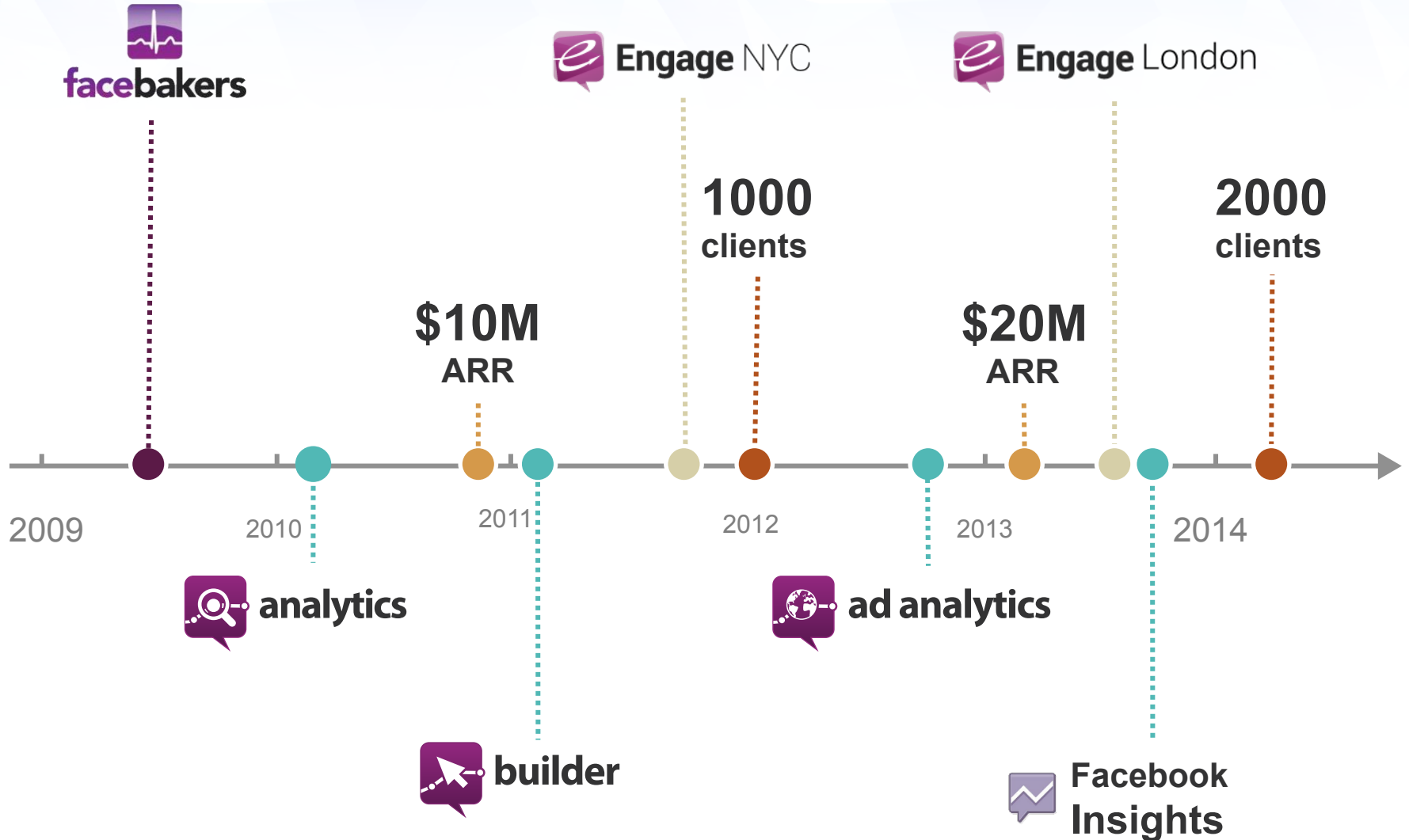About

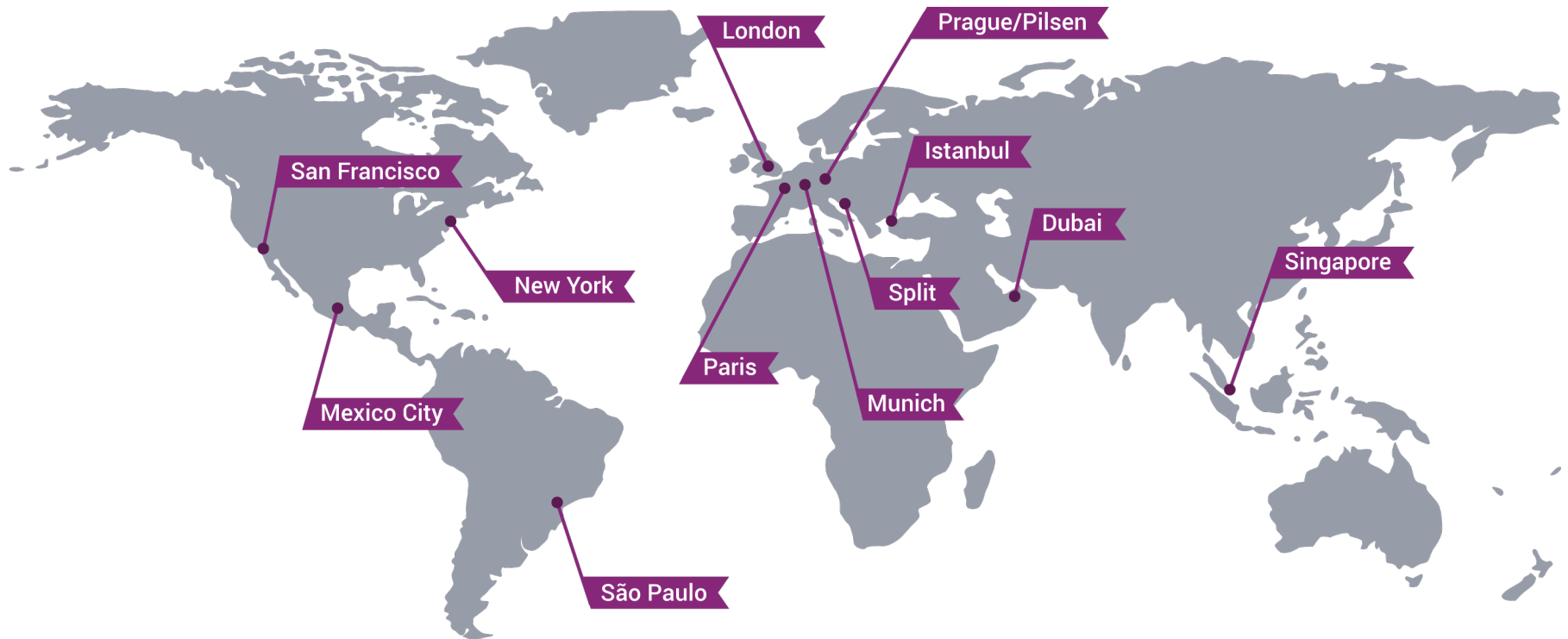socialbakers

Social Media Analytics Company...

socialbakers

listening

ad analytics

Socialbakers
Marketing Suite

analytics

builder

We Grew Fast

socialbakers

facebakers

Engage NYC

Engage London

1000 clients

2000 clients

$10M ARR

$20M ARR

2009

2010

2011

2012

2013

2014

analytics

ad analytics

builder

Facebook Insights

In 13 Offices in 11 Countries

Development Facts

- 150 People

- Agile development culture

- SCRUM, Kanban

- Cloud-based

- We take care of a lot of data

- SOA infrastructure

- Located in Pilsen, Prague and Split

Processes

Beginning of 2011...

- 2 SaaS products

- 10 developers

- 20 clients

- MRR $3350

- Fast growing startup

- No processes

In the Need of Change...

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> Sustainable and scalable process

> Deliver quickly & continuously

> Clear priorities

> Huge amount load of work ahead

> No time and no money to waste
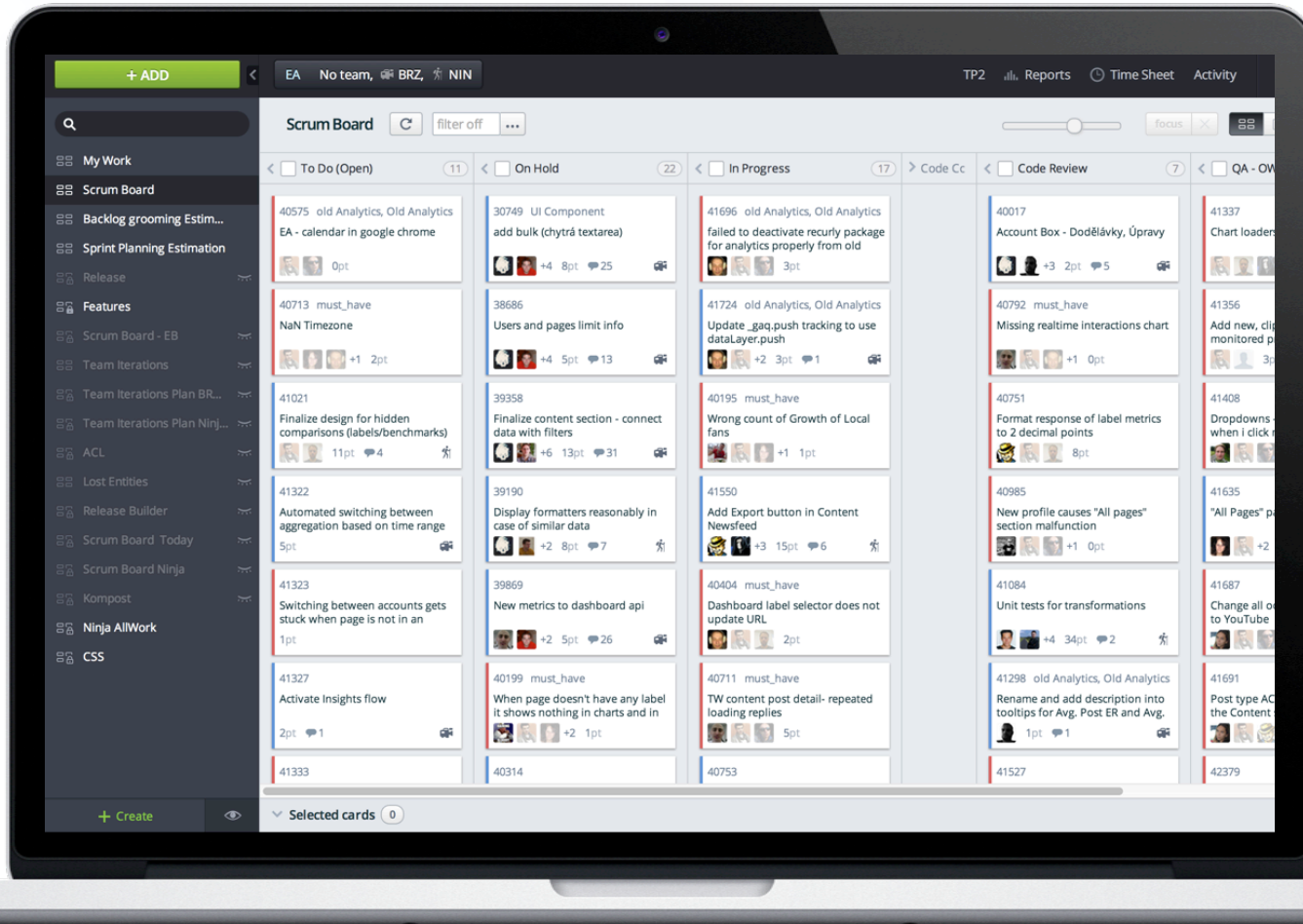
> Change direction quickly

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> SCRUM

> Product teams, PO & SM

> 2.5 days sprints

> Scrum meetings

> Physical task cards => Online tool

> Planning poker & time estimates

> Code Reviews

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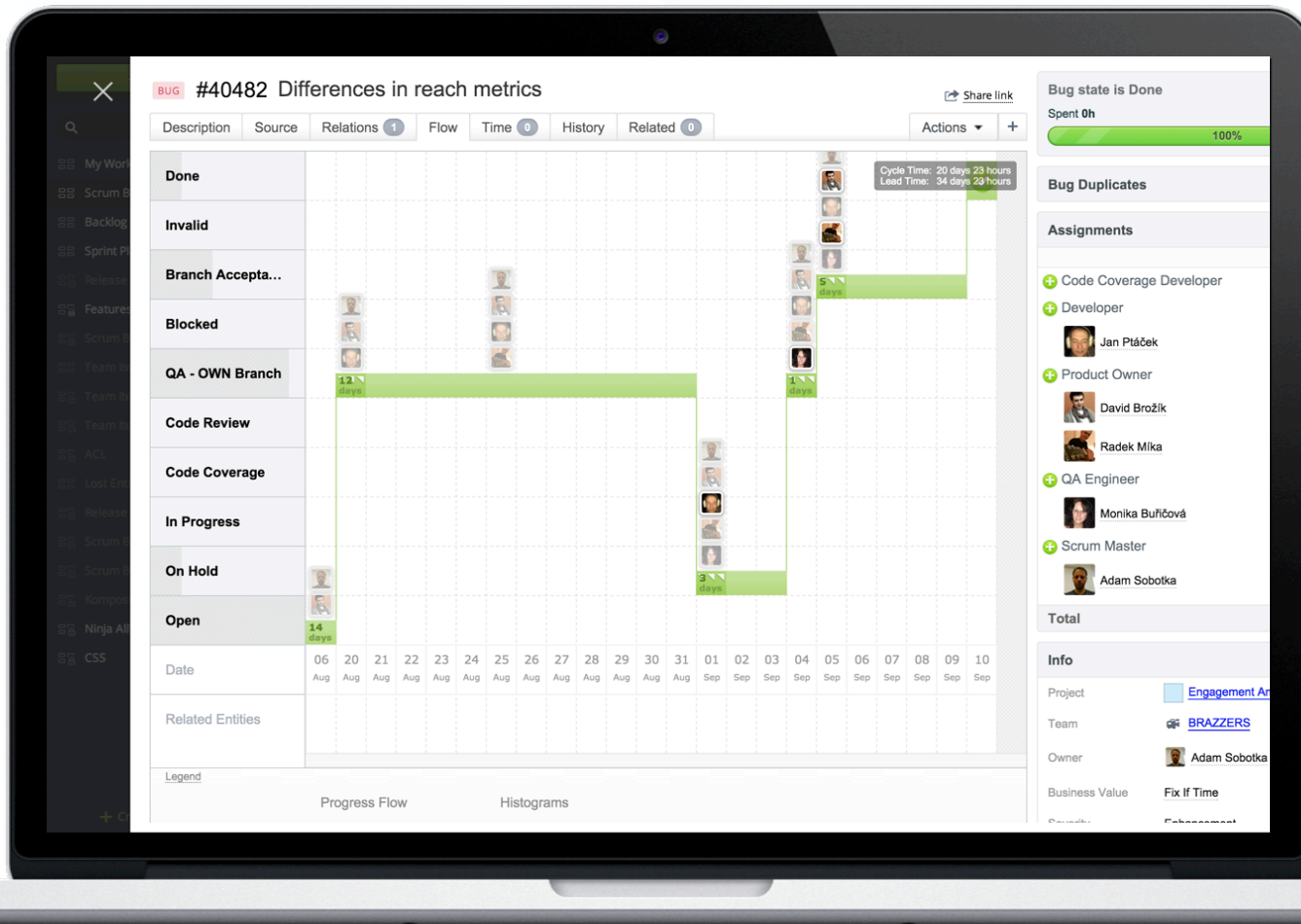
> SCRUM + Kanban

> Mostly 2 weeks sprints

> Relative estimates

> Power of team autonomy

> Regular team syncs

> Continuous Integration and Delivery

> No deadlines & time estimates

Target Process

Target Process
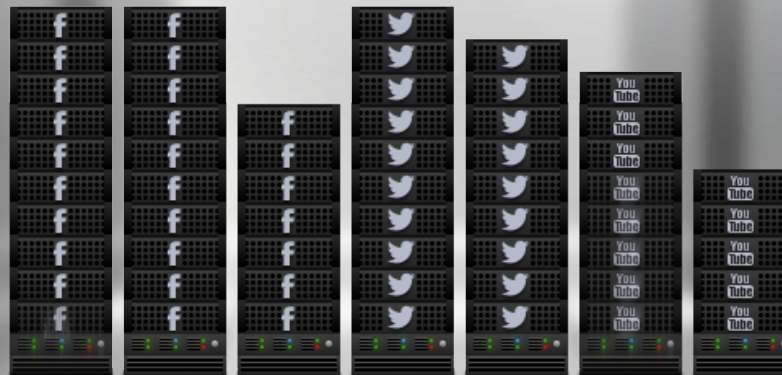
"Scrum is easy to learn, but difficult to master"

Seek Mentors & Advice

Don't Stop to Try New Things and Get Feedback

Technologies

A Few Numbers

> 300+ servers in cloud

> TBs of social data

> Millions of social profiles
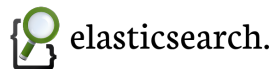
> Hundreds of billions of posts and interactions

Technologies Back in 2010...

And Now...

Cloud · redis · GitLab · Java · mongoDB

React · Ruby · RabbitMQ · APACHE HBASE · git

Apache · elasticsearch · CoffeeScript · php · targetprocess

sensū · node JS · Jenkins · Tokutek · PostgreSQL

APACHE Phoenix · BOWER · puppet labs

Our Focus

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- CI & Gitflow

- SOA architecture

- Scalability and Reliability

- Developers make decisions about technologies

- Consolidation of technologies

Hackatons

Teams

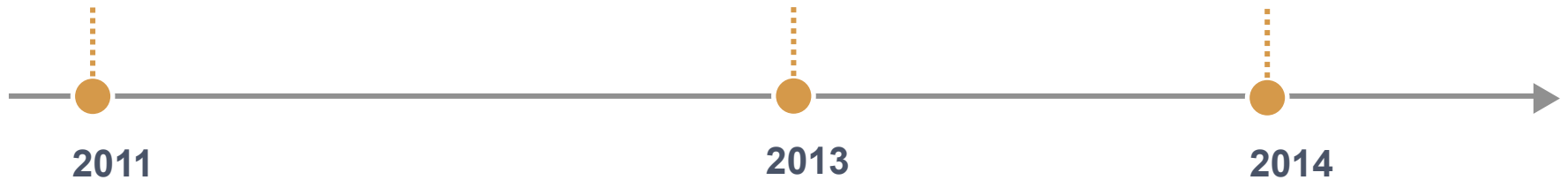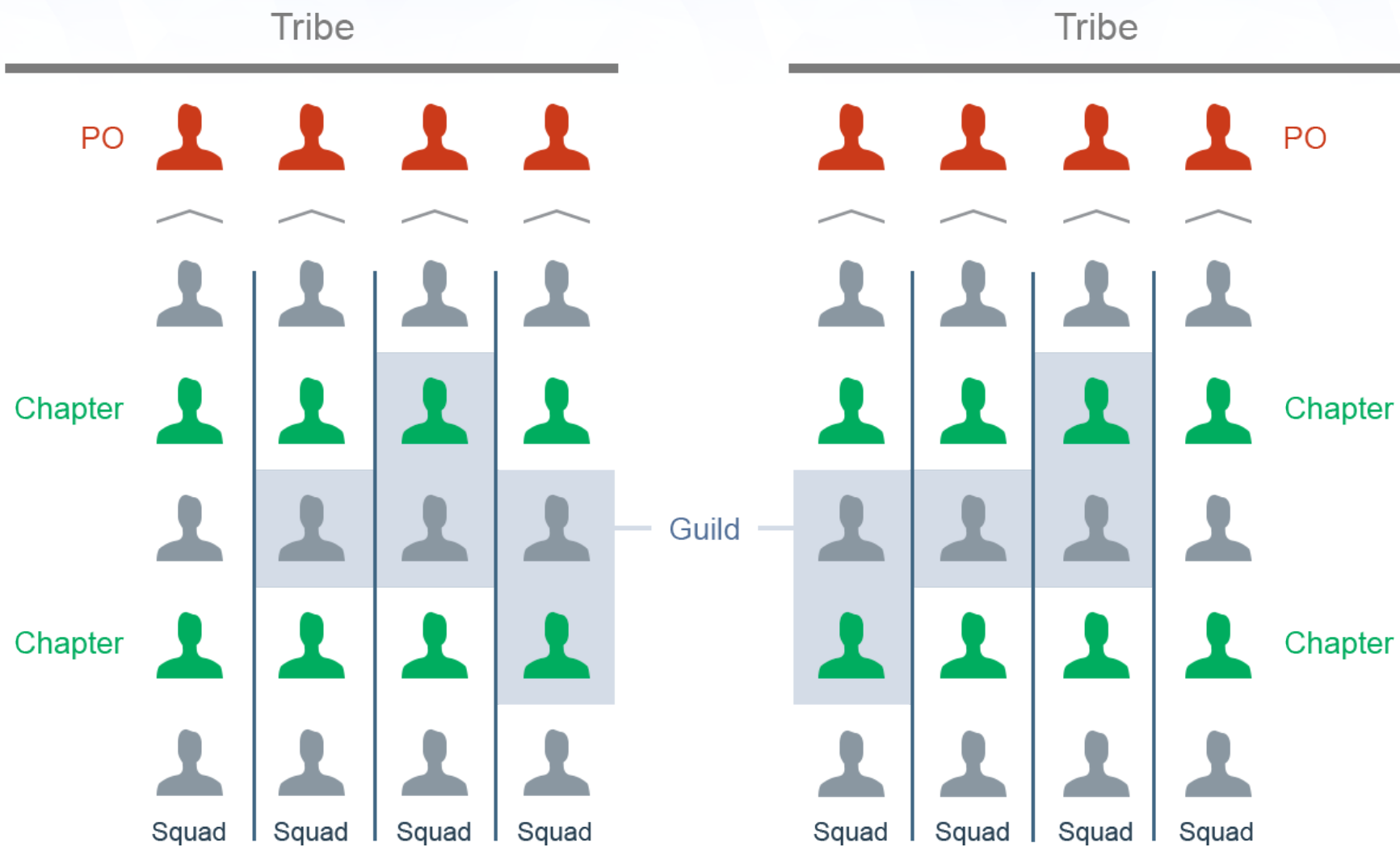# We Grew Fast

Product Dependent Teams

Product Independent Teams

Ninja Teams

2011

2013

2014

Ninja Teams Are Inspired by Spotify

> Processes and technologies are servants…

> Culture matters

> Experiment & try new things

> Todays solutions, tomorrow's problems

> You are never done

Any Questions?

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