

Devoxx Morocco 2018

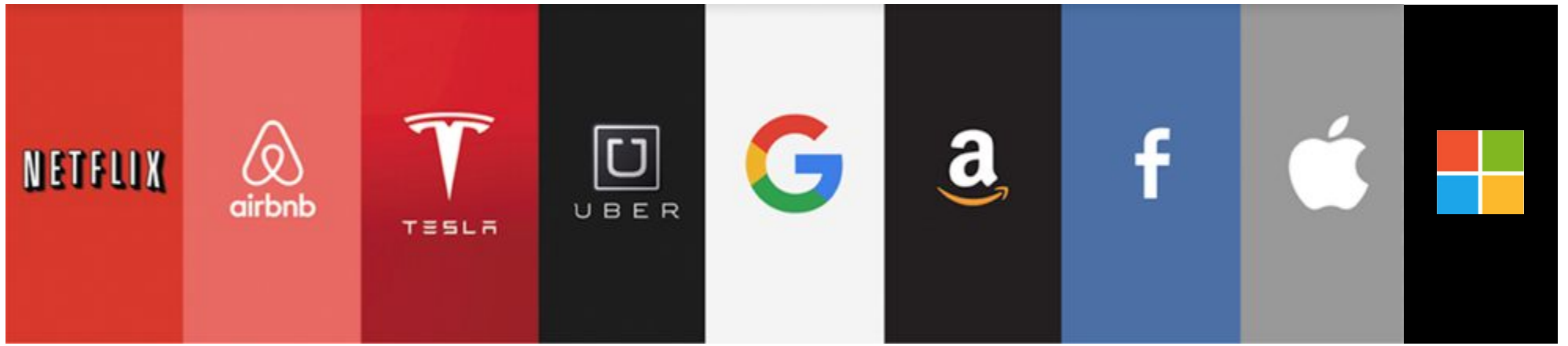
BEYOND THE HYPE

Things you can learn from Big Players

Julien Landuré
@jlandure

Antoine Bonneau
@callmegoodwater





WHO ARE THEY?



ebay YAHOO!





HISTORY

Lots of companies don't succeed over time. What do they fundamentally do wrong? They usually miss the future. — Larry Page, Google



1976



2003

TESLA

amazon.com[®]

1994

facebook

2004

NETFLIX

1997



2008

Google

1998

UBER

2009



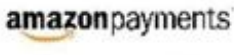
STRATEGY

	Google	amazon	facebook	Apple
Communication	Hangouts		Instagram WhatsApp	FaceTime
Health	Calico			HealthKit
Music	YouTube Music	music	facebook Sound Collection	SHAZAM
Financial	Pay	pay		Apple Pay
Mobility	WAYMO			Apple Car
Media	You Tube	twitch	Facebook Watch	
Corporation	Google Drive	amazon web services	@workplace	

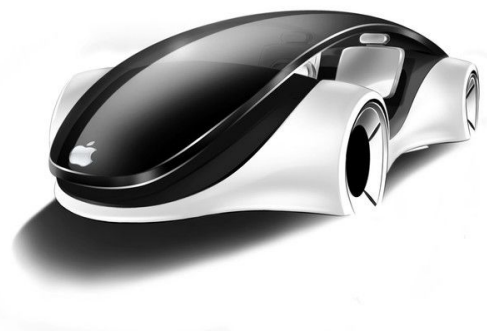


STRATEGY

Disrupting all industries

	g	Apple	f	a
TELECOM & IT	 Fiber	 Apple Sim	 WhatsApp	 Cloud Drive
HEALTH	 Calico	 HealthKit	 Move	 Marketplace
RETAIL	 Shopping express	 iBeacon	 Facebook "Buy" Button	 Grocery Delivery
ENERGY & UTILITIES	 Smart home	 Solar Power	 Internet.org project	 Fulfillment by Amazon
MEDIA & ENTERTAINMENT	 Play	 iTunes Radio	 Oculus	 Gamers Video platform
FINANCIALS	 Wallet	 Apple Pay	 Friend-To-Friend Payment ¹	 Payments API
MOBILITY, TRAVEL & LEISURE	 Car	 CarPlay	 Messenger + Uber integration ¹	 Media app for connected cars





ALL INFRA CONTROL



BUILD vs BUY

75% of application development supporting digital business will be built not bought by 2020 —Gartner



CLOUD FIRST

The question is not whether Cloud Native will be a destination, then, but rather how one gets there – Stephen O'Grady, Redmonk



adrian cockcroft
@adrianco

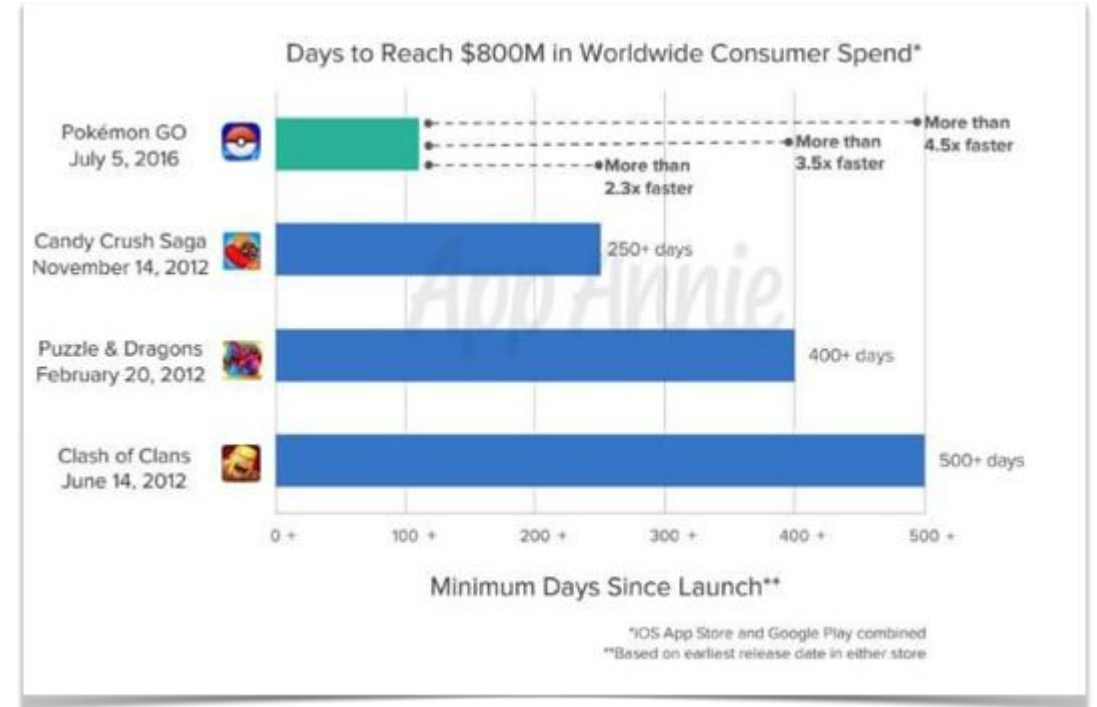
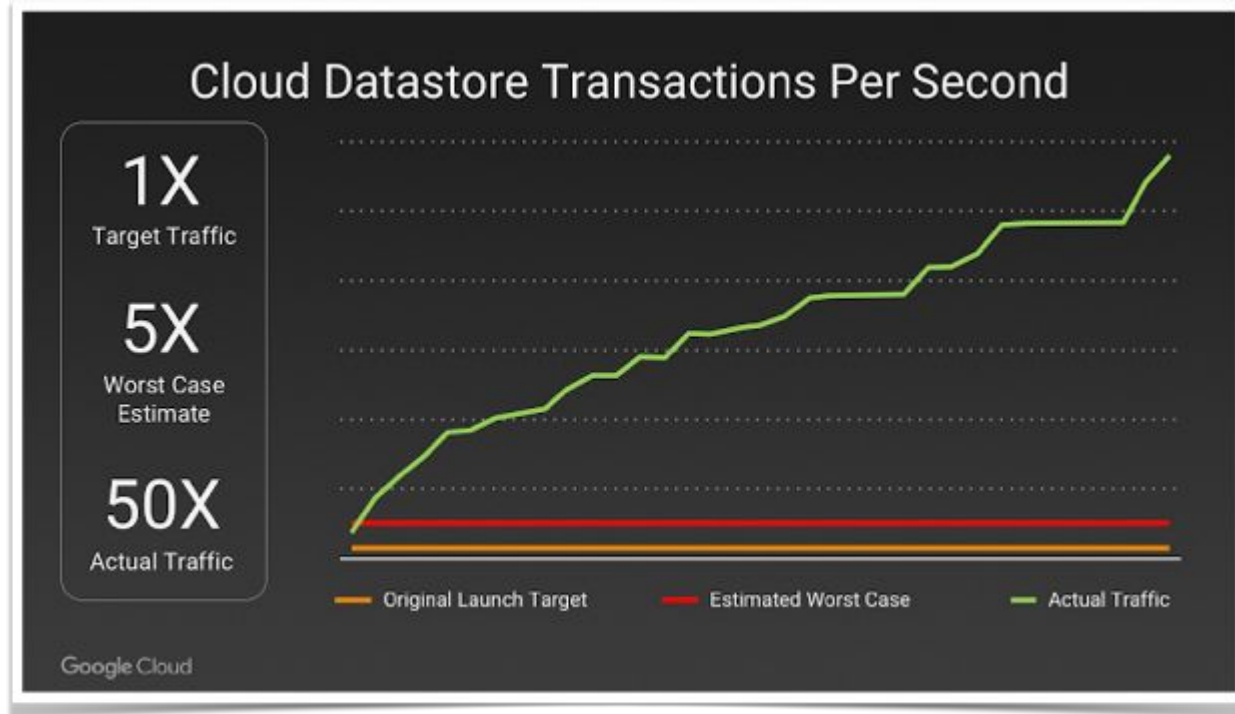


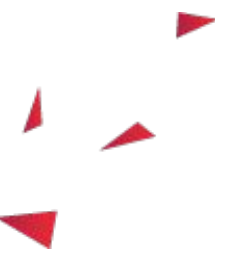
Following

Zynga invested \$100M in datacenters, Netflix invested \$100M in House of Cards. How did that play out? Invest to differentiate product.



CLOUD ONLY





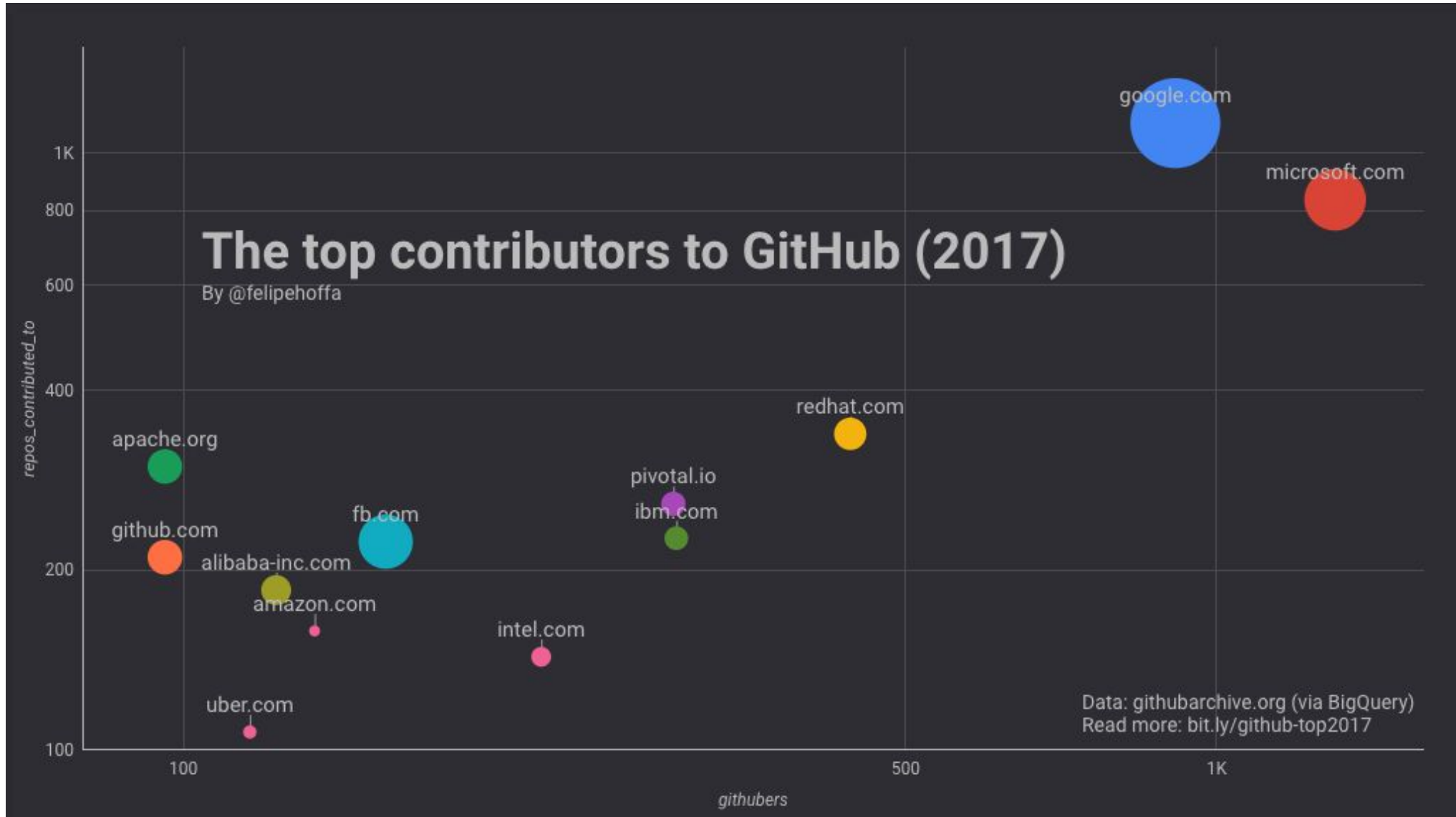
OPEN

APIs are going to be the driver for the digital economy and unless they [companies] are talking about APIs already, they will be left behind. — James Parton, Twilio

- Open Design
- Open Source
- Open API
- Open Community



CONTRIBUTION



STACK

« Talk is cheap, show the code » — Linus Torvalds



TypeScript



Bootstrap



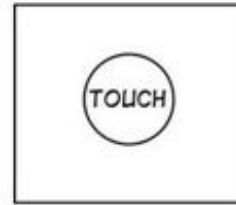
TensorFlow

NETFLIX | OSS

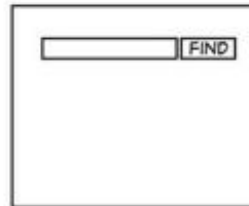


UX

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

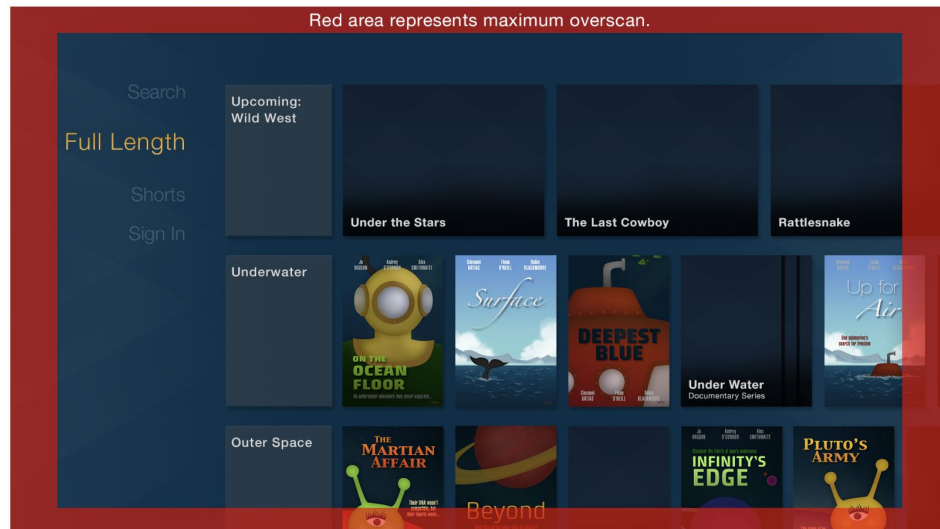
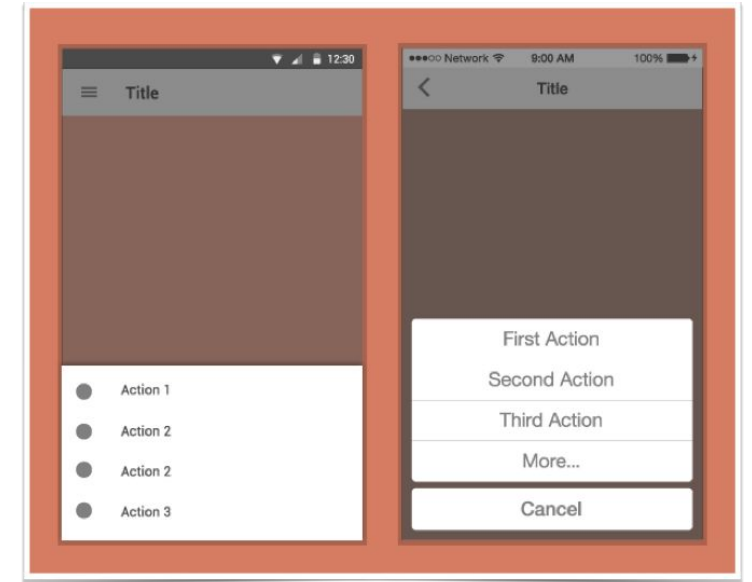
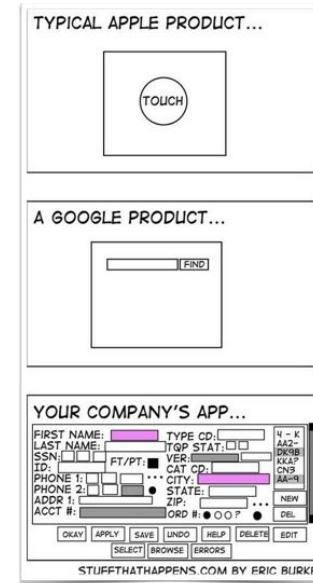
FIRST NAME:		TYPE CD:		4 - K AA2- DK9B KKA? CN3 AA-9
LAST NAME:		TQP STAT:	☐	
SSN:		VER:		
ID:		FT/PT:	☒	
PHONE 1:		CAT CD:		
PHONE 2:		CITY:		
ADDR 1:		STATE:		NEW
ACCT #:		ZIP:		DEL
ORD #:				

OKAY APPLY SAVE UNDO HELP DELETE EDIT
SELECT BROWSE ERRORS

STUFFTHATHAPPENS.COM BY ERIC BURKE



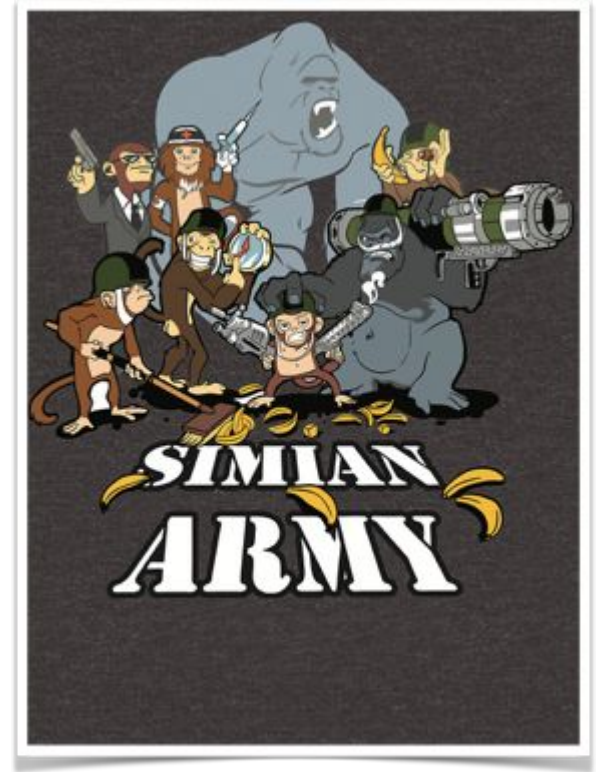
UX



TEST

Anything that can go wrong, will go wrong. — Murphy's law

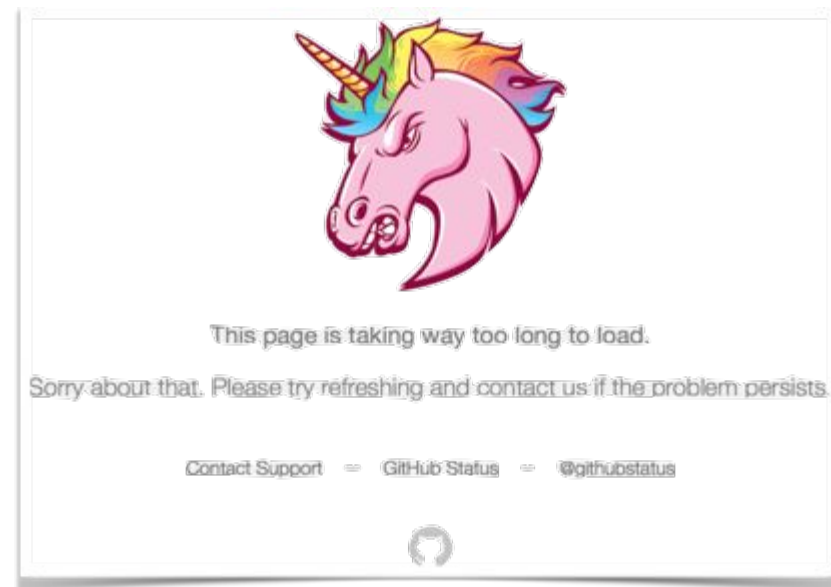
- Chaos Engineering
- Feature flipping
- Traffic Splitting
- Eat your own dog food



MESURE

In God we trust... all others, bring data. — Werner Vogels, Amazon

- Logs as data
- A/B testing
- Canary release
- Failback / CircuitBreaker





R&D

Google is living a few years in the future and sends the rest of us messages — Doug Cutting, Founder of Hadoop

Publication

~4200 chez Google

~1000 chez MS

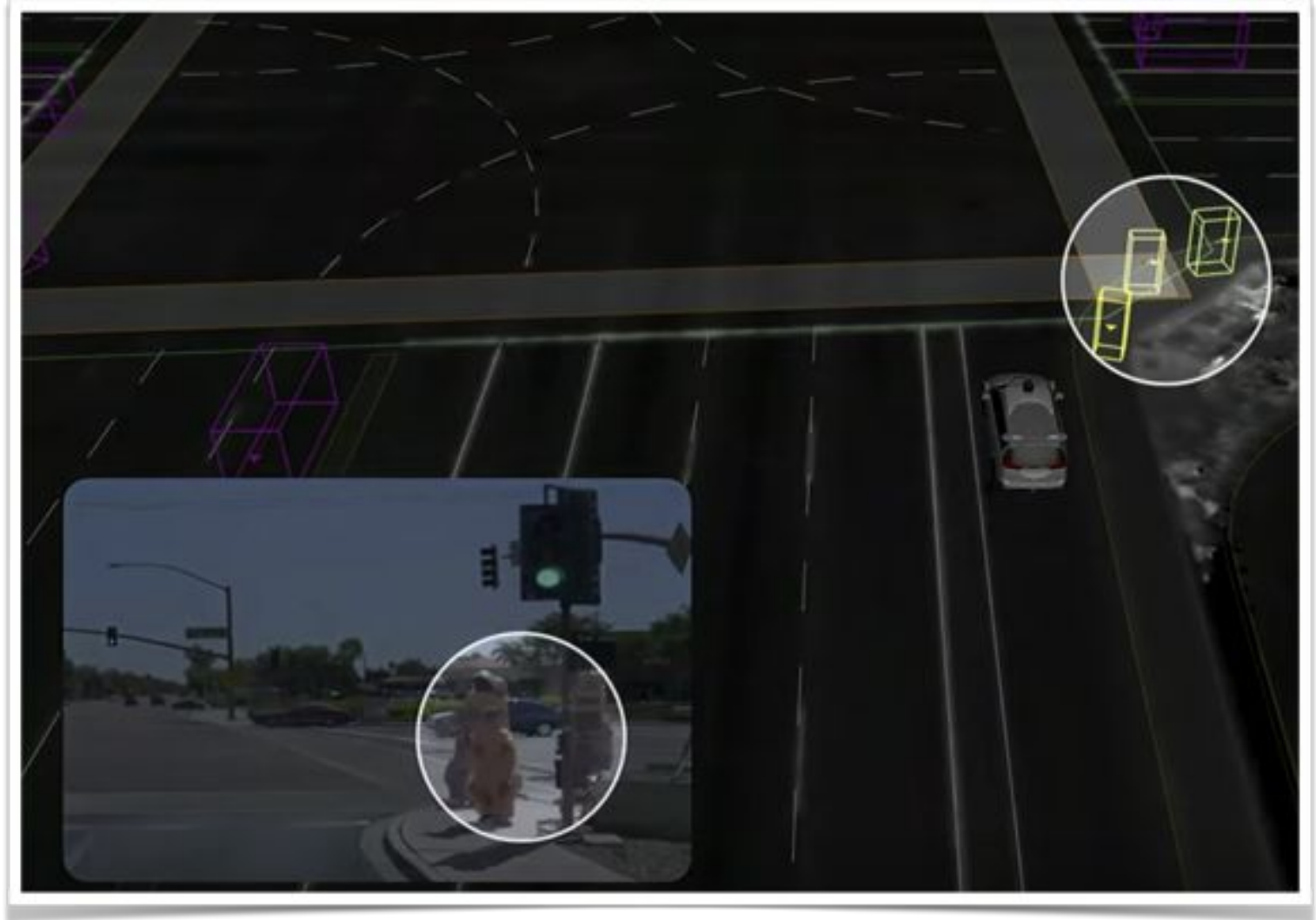
~250 chez FB

Information Retrieval and the Web	197 PUBLICATIONS
Machine Intelligence	597 PUBLICATIONS
Machine Perception	305 PUBLICATIONS
Machine Translation	41 PUBLICATIONS
Mobile Systems	61 PUBLICATIONS
Natural Language Processing	320 PUBLICATIONS
Networking	177 PUBLICATIONS



TECH INNOVATION

- VOICE ASSISTANCE
- SELF DRIVING CAR
- AR/VR





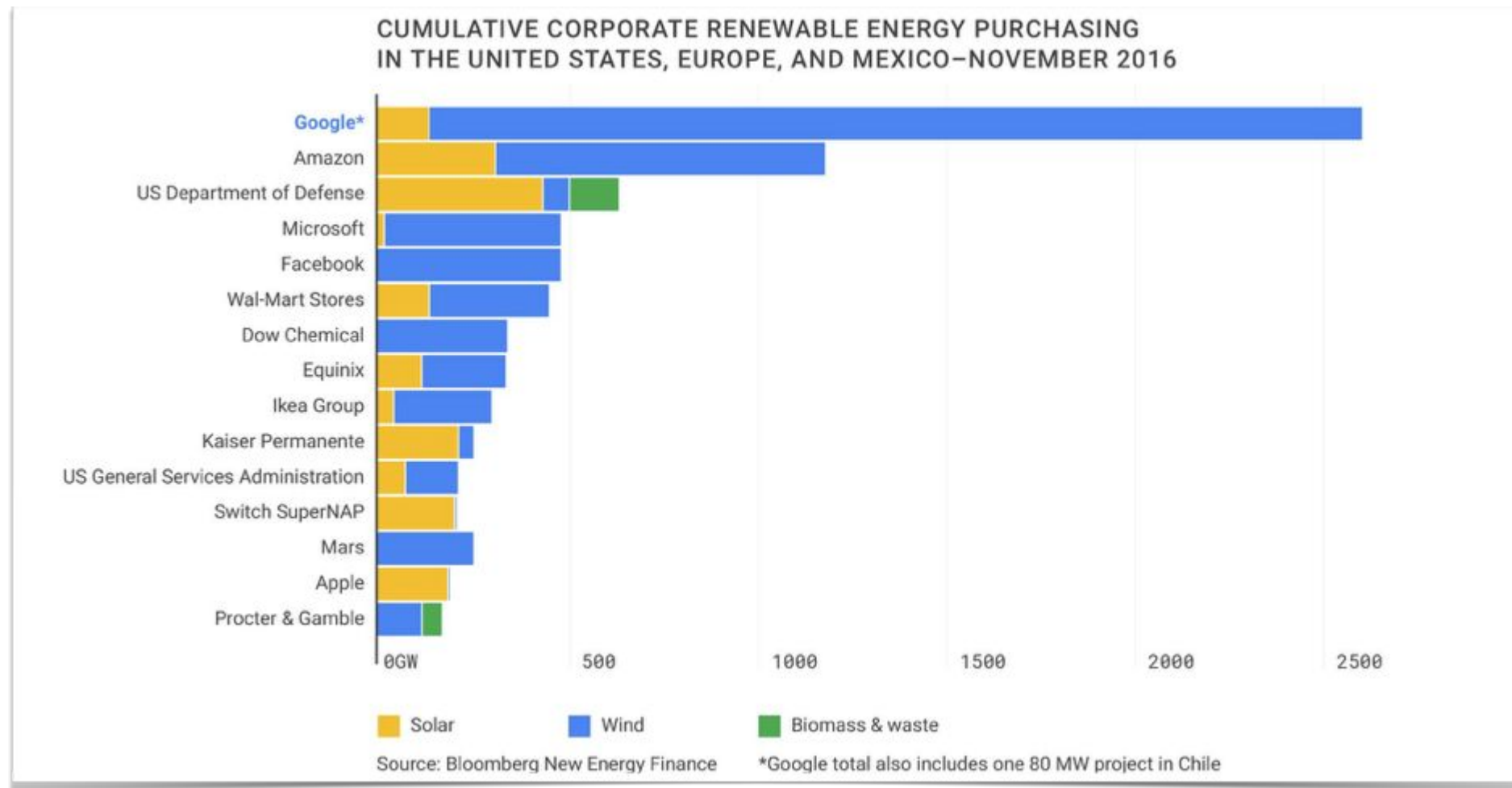
AI & MACHINE LEARNING

I'll be back. — T-800, Terminator

- AI & Bot
- Robotics



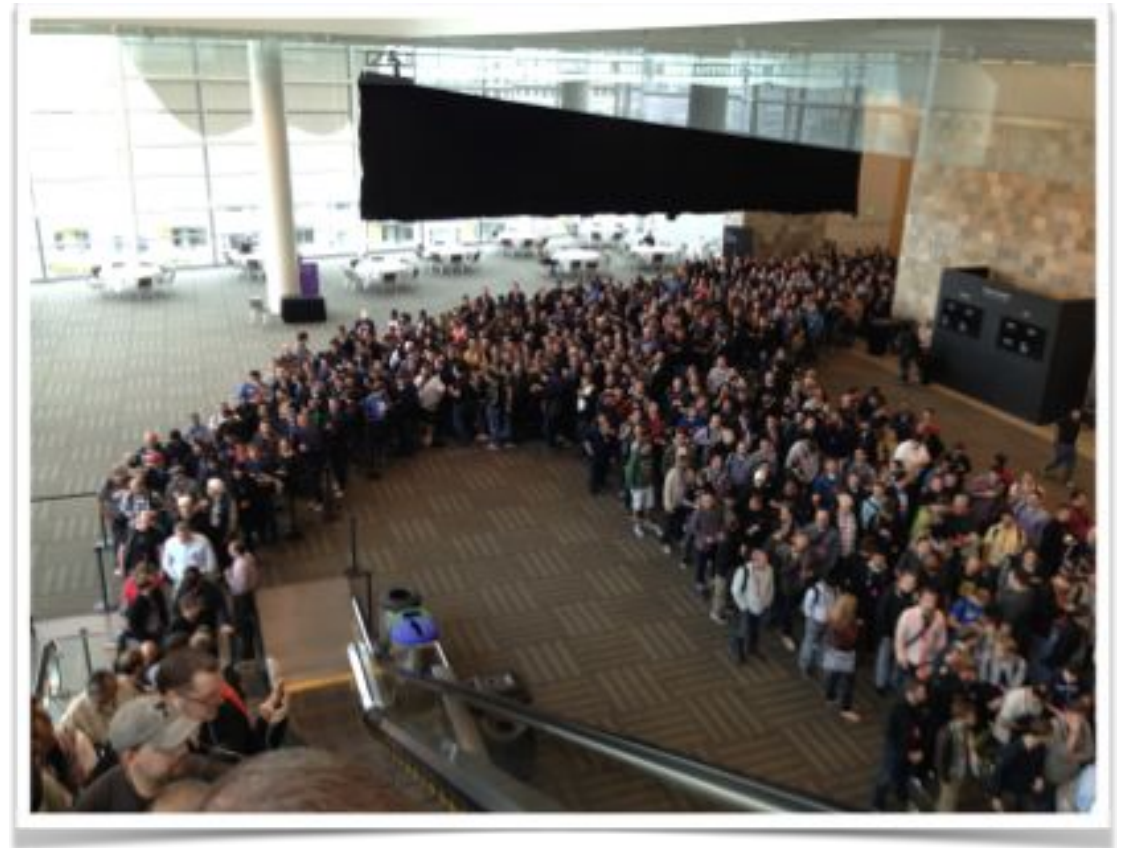
GREEN IT





LEADERS

- Self Marketing
- Story Telling
- They know the product
- One Big Event
WWDC, Google I/O, F8





INSPIRE

I'll put a man on Mars in 10 years — Elon Musk, SpaceX, 2011

SpaceX - Enable human exploration and settlement of Mars

Facebook - To make the world more open and connected

Microsoft - Empower every person and every organization on the planet to achieve more

Amazon - To be Earth's most customer-centric company

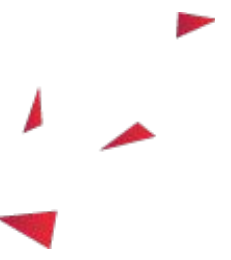
Google - Organize the world's information and make it universally accessible and useful



SHARING CULTURE

Netflix Culture: Freedom & Responsibility





FAIL CULTURE

Planning is guessing. — David Heinemeier Hansson, 37signals

Fail often, fail fast

- « Fail fast, Learn Fast, Get results » - Netflix
- « Move fast and break things » - Facebook
- « Failure is totally OK as long as you fail fast » - Marissa Mayer, Yahoo
- « We try things. And we celebrate our failures » - Eric Schmidt, Google



FAIL CULTURE

The Google Cemetery

List of dead Google products

UPVOTE US ON PRODUCT HUNT 🚀

A total of **44** products have been sent into oblivion 🗑️



Google+

social networking site

2011-2018



goo.gl

URL shortening service

2009-2018



Google Spaces

app for group discussions

2016-2017



Google Talk

instant messaging service

2005-2017



Project Ara

modular smartphone project



Panoramio

geo-located photo sharing



Google Code

project hosting service



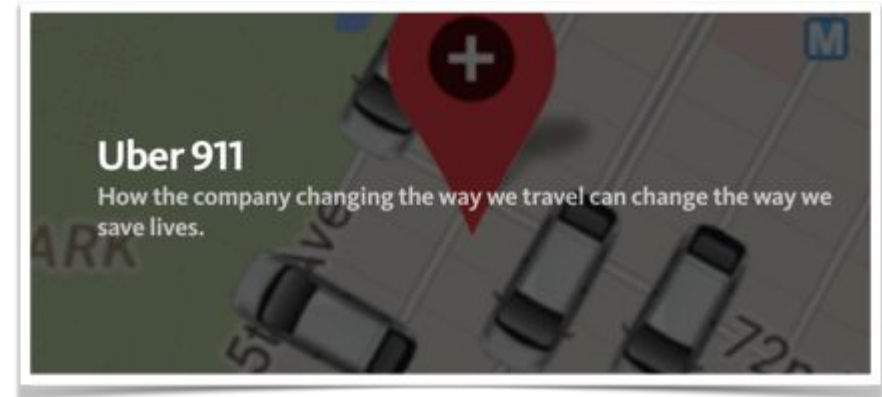
Picasa

online photo-sharing tool



SOCIAL

In New York City, the median response time for an ambulance is 6.1 minutes. The median wait time for an Uber is 2.42 minutes in Manhattan, and 3.1 minutes in the outer boroughs.



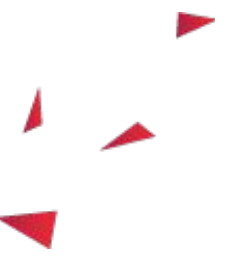
RECRUITMENT

I'd rather interview 50 people and not hire anyone than hire the wrong person
— Jeff Bezos, Amazon

- Hire Different
- Long, long, long...
- Hard questions
- Solve real problem



glassdoor 2014		
25 Highest Paying Companies for Interns		
Rank	Company	Average Monthly Base Pay
#1	Palantir	\$7,012
#2	vmware	\$6,966
#3	Twitter	\$6,791
#4	LinkedIn	\$6,230
#5	Facebook	\$6,213
#6	Microsoft	\$6,138
#7	ebay inc	\$6,126
#8	ExxonMobil	\$5,972
#9	Google	\$5,969
#10	Apple	\$5,723
#11	amazon.com	\$5,631
#12	NVIDIA	\$5,446
#13	Chenon	\$5,424
#14	Adobe	\$5,409
#15	ConocoPhillips	\$5,357
#16	Surface	\$5,158
#17	BLACKROCK	\$5,049
#18	YAHOO!	\$5,039
#19	Capital One	\$4,850
#20	QUALCOMM	\$4,823
#21	NetApp	\$4,691
#22	AUTODESK	\$4,684
#23	intel	\$4,648
#24	JUNIPER	\$4,648
#25	Schlumberger	\$4,634



MANAGE

In some ways, the idea of 20 percent time is more important than the reality of it — Laszlo Bock, Google

- coach manager
- Side project
- Lean & MVP
- 2 Pizza team & Feature team
- Flat hierarchy



LIFE BALANCE

we are a team, not a family — Reed Hasting, Netflix

- Campus
- Unlimited holidays
- Healthcare
- (Valve) Handbook
- Equity & Salary



IN A WORD



Devoxx Morocco 2018

BEYOND THE HYPE

Things you can learn from Big Players

Julien Landuré
@jlandure

Antoine Bonneau
@callmegoodwater

