
AWS
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Shipping software should be boring

Charity Majors
CTO
Honeycomb

Pierre Tessier
Director, Solution Architects
Honeycomb

Michael Sickles
Team Lead Solution Architects
Honeycomb

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Today’s speakers



Charity Majors
CTO
Honeycomb
@mipsytipsy



Pierre Tessier
Director Solution Architects
Honeycomb
@PuckPuck



Michael Sickles
Team Lead Solution Architects
Honeycomb
@McSick90

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It is more fun to be a great engineer than a mediocre one.

It is more fun to do a great job than a crappy job.

It is more fun to delight users than to let them down.

It is more fun to be well-rested, creative, and curious than grinding long hours.

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1. Make deployments boring

2. Instead, have continuous, interesting conversations with your code

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Who is going to be the better engineer two years from now?



3,000 deploys/year



5 deploys/year

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✨Observability✨
makes deployments **boring**
and insights **interesting**

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Observability enables you to inspect cause and effect at a granular level. It begins with **rich instrumentation,** putting you in constant conversation with your code

Without observability, your team will resort to **guessing** and iterating **without evidence,** and you will struggle to connect **feedback loops,** which will make deploys terrifying

Observability **!=** monitoring

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Observability technology requirements

- High cardinality
- High dimensionality
- Based on arbitrarily wide structured events with span IDs
- Exploratory, open-ended investigation of raw events
- No indexes, schemas, or pre-aggregation
- Bundles the full context of the request across network hops



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Bee Pong

Choose a bee and try to avoid the paddle of doom!

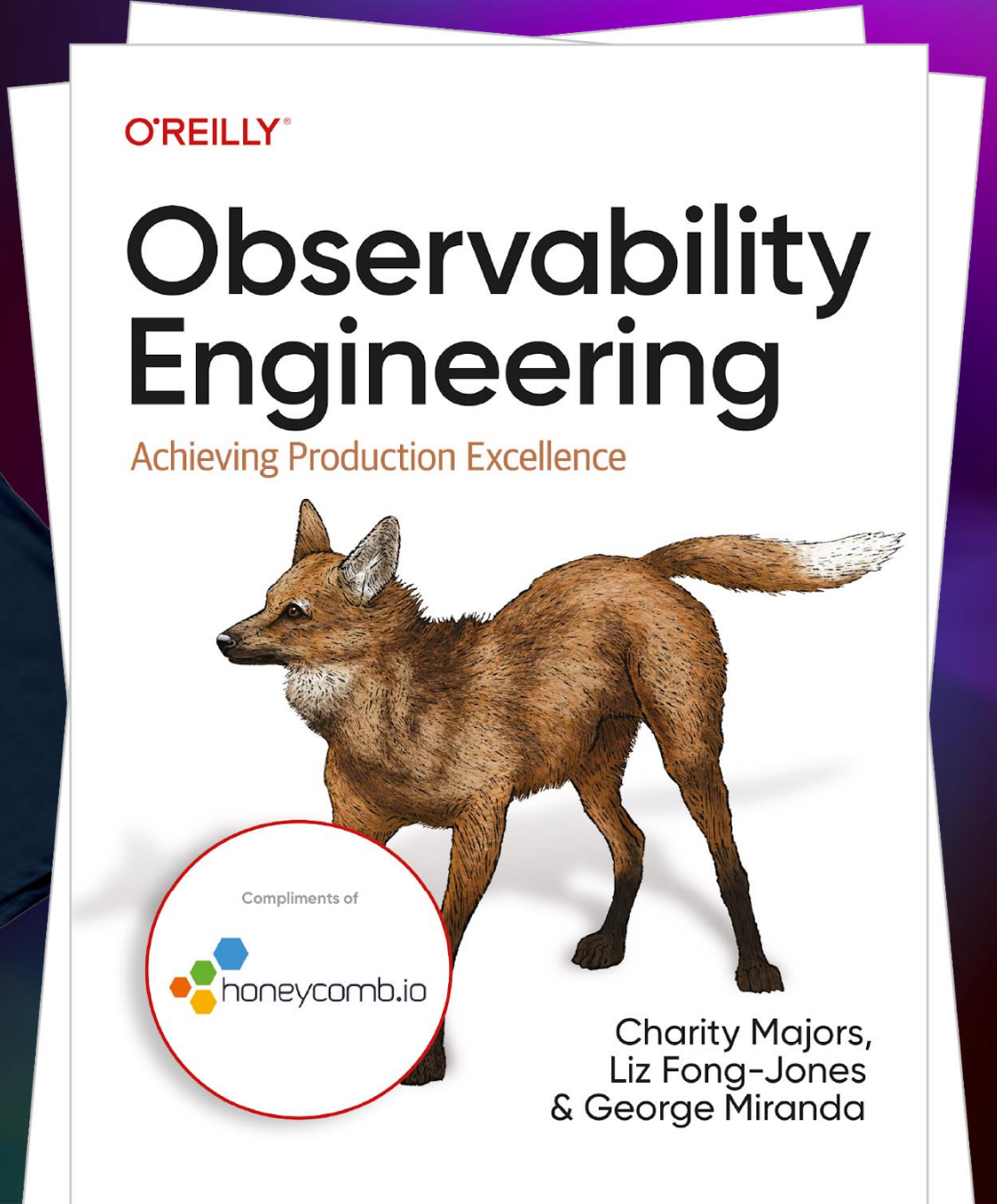
How long will your bee survive?



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Stop by booth #1348 to get your copy





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Thank you!

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