

# Why Can't We CD?

The common issues that stop  
focus, flow, and joy





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Value Stream Architect  
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# Why Continuous Delivery?

# Legacy Delivery

1. Build everything to spec





# Legacy Delivery

1. Build everything to spec
2. Hand it off to test



# Legacy Delivery

1. Build everything to spec
2. Hand it off to test
3. Deliver it



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# Legacy Delivery

1. Build everything to spec
2. Hand it off to test
3. Deliver it
4. War room



Blame

Mistrust

Fear



“Failure is not an option!”



# Why We Fail

The requirements are wrong

We misunderstand them

They change rapidly



Failure is a promise



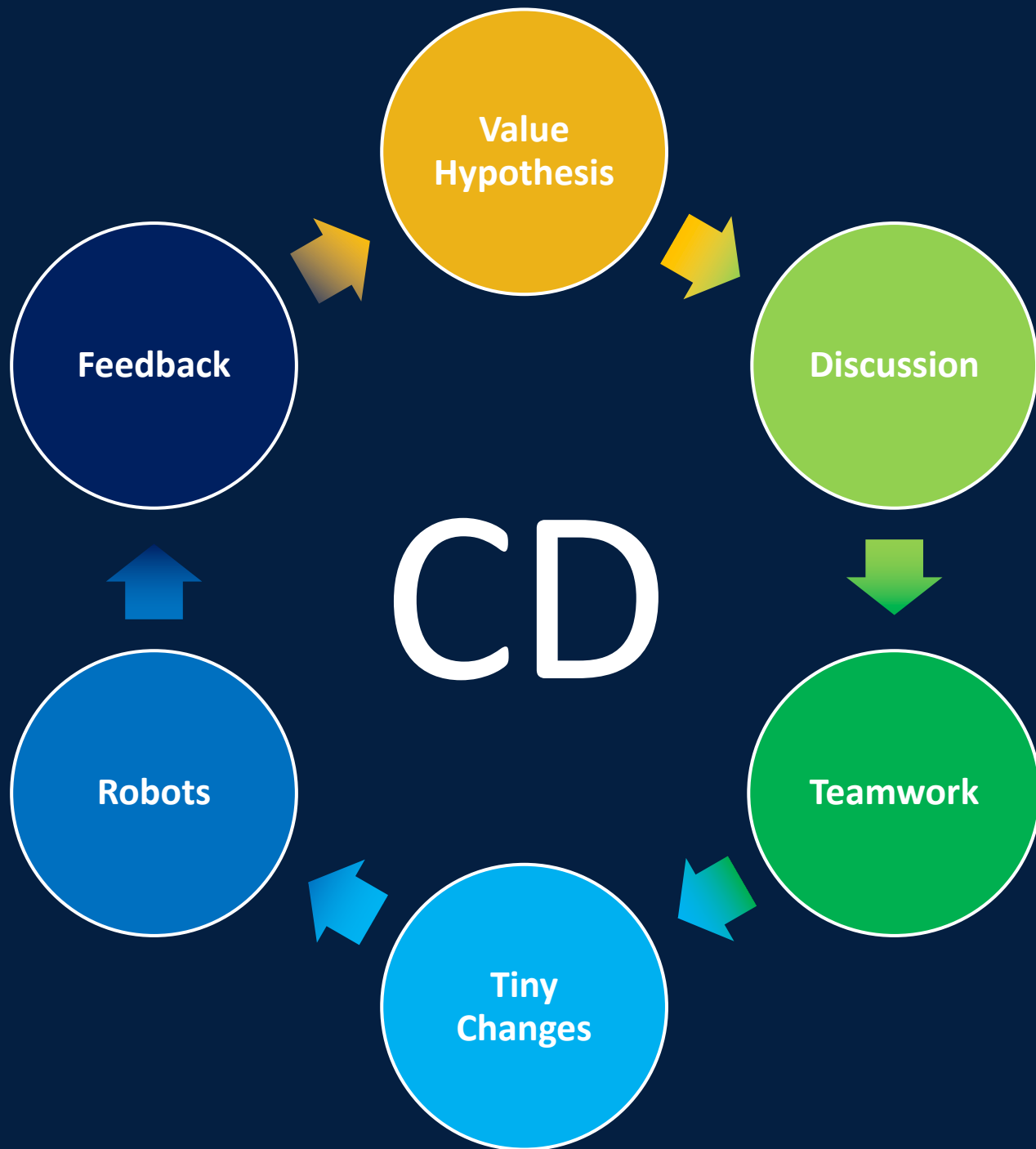
Preparing is optional

*“We automated the build!”*

*“We’re doing CD!”*

*“Why didn’t things get things better?!”*

CD is a practice, not robots



Faster feedback

Sooner, safer value delivery

More humane way of working

A silhouette of a person pushing a large sphere up a hill, set against a blue background. The person is on the left, pushing the sphere up a black curved line representing a hill. The sphere is large and black. The background is a solid blue color.

# The Main Challenges



# 1. Leaky Pipelines

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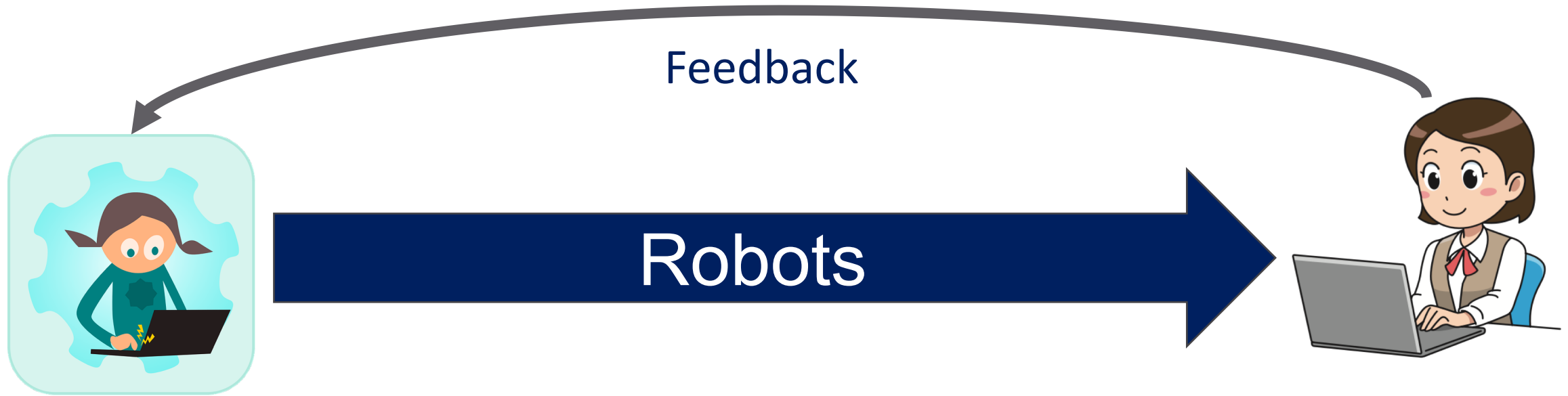
Handoffs

“Hot fix” exception flows

Manual processes



## Single Automated Path to Deliver



Establishing an automated feedback loop is the highest priority...

and 10% of the solution

# Automated Feedback

Hay  
Needle

Hay

Hey

Hay

Needle

Hay

Hay



Hay  
Needle  
Hay

Enables smaller batches

Easier to find needles

Reduces waste & toil

Only if we make small changes

## 2. Eventual Integration

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“Why would we merge before it’s complete?”

Quality requires  
Continuous Integration

# Large Batches Create Needles

Hay  
Needle  
Hay  
Hey  
Hay  
Needle  
Hay  
Hay

Waiting for “feature complete”

Heavy code review process

External approvals

Ineffective & manual testing

# CI Removes Needles

All changes integrated to trunk at least daily

~80% confident before commit

Feedback from trunk in < 10 minutes

CI improves quality:

Uncovers upstream waste and quality issues

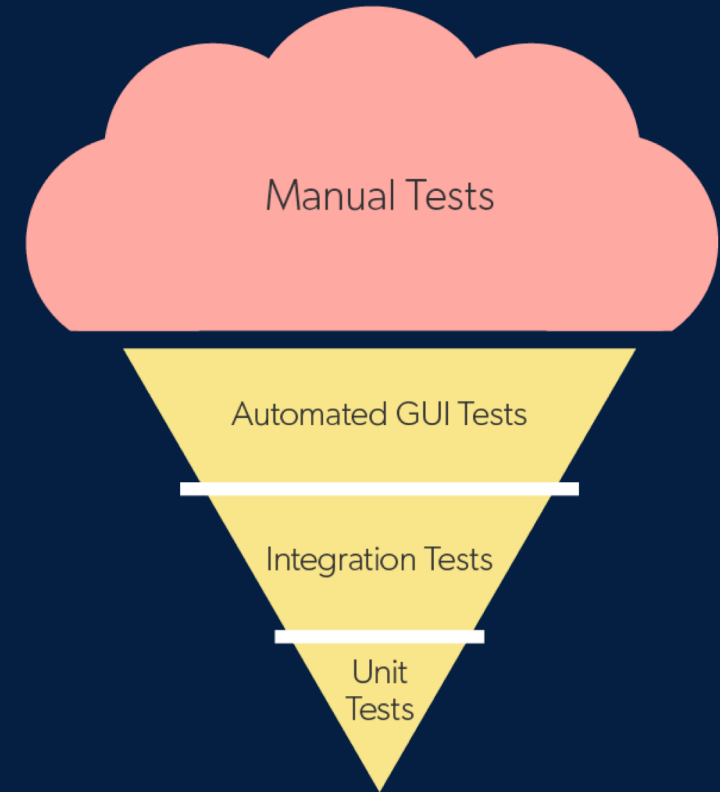


### 3. Ineffective Test Architecture

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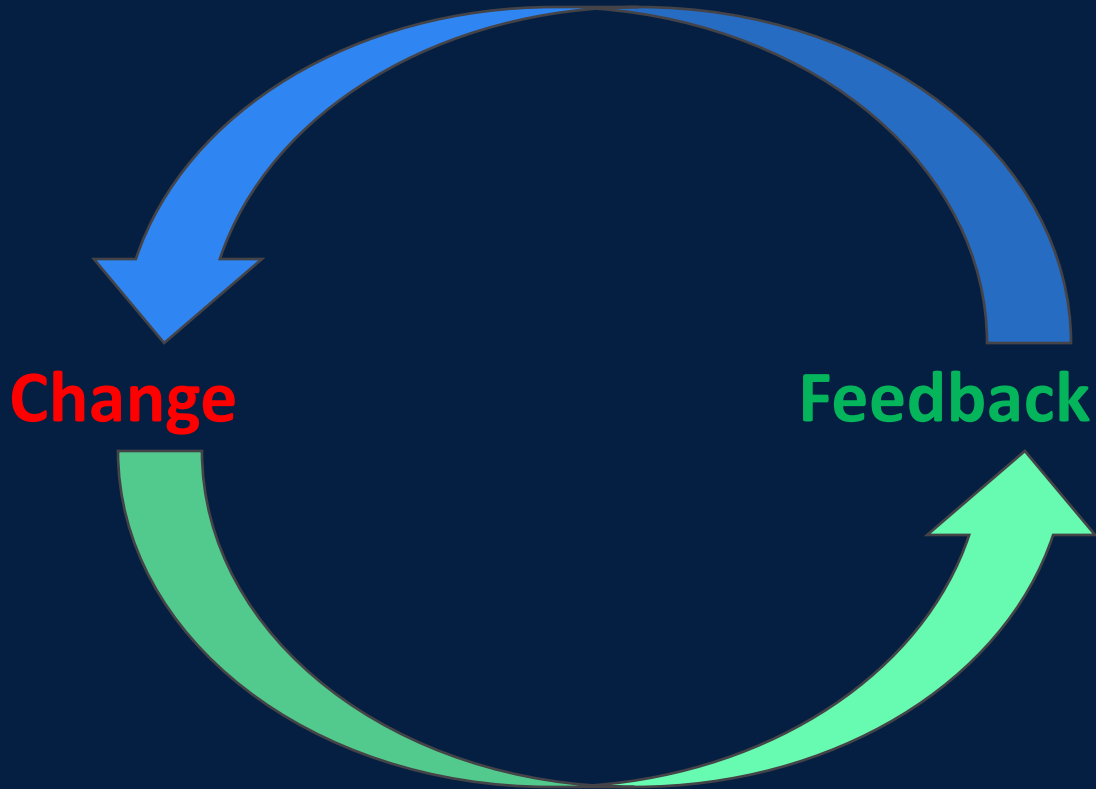


Confident before commit?



Not with this test architecture

# Efficient & Effective Tests



Reliably report poor quality

Execute quickly

Alert early in the flow

Optimize for quality feedback

# Feedback Blockers

Infrequent delivery



# Feedback Blockers

Infrequent delivery

Testing as a secondary activity





# Feedback Blockers

Infrequent delivery

Testing as a secondary activity

Flaky tests





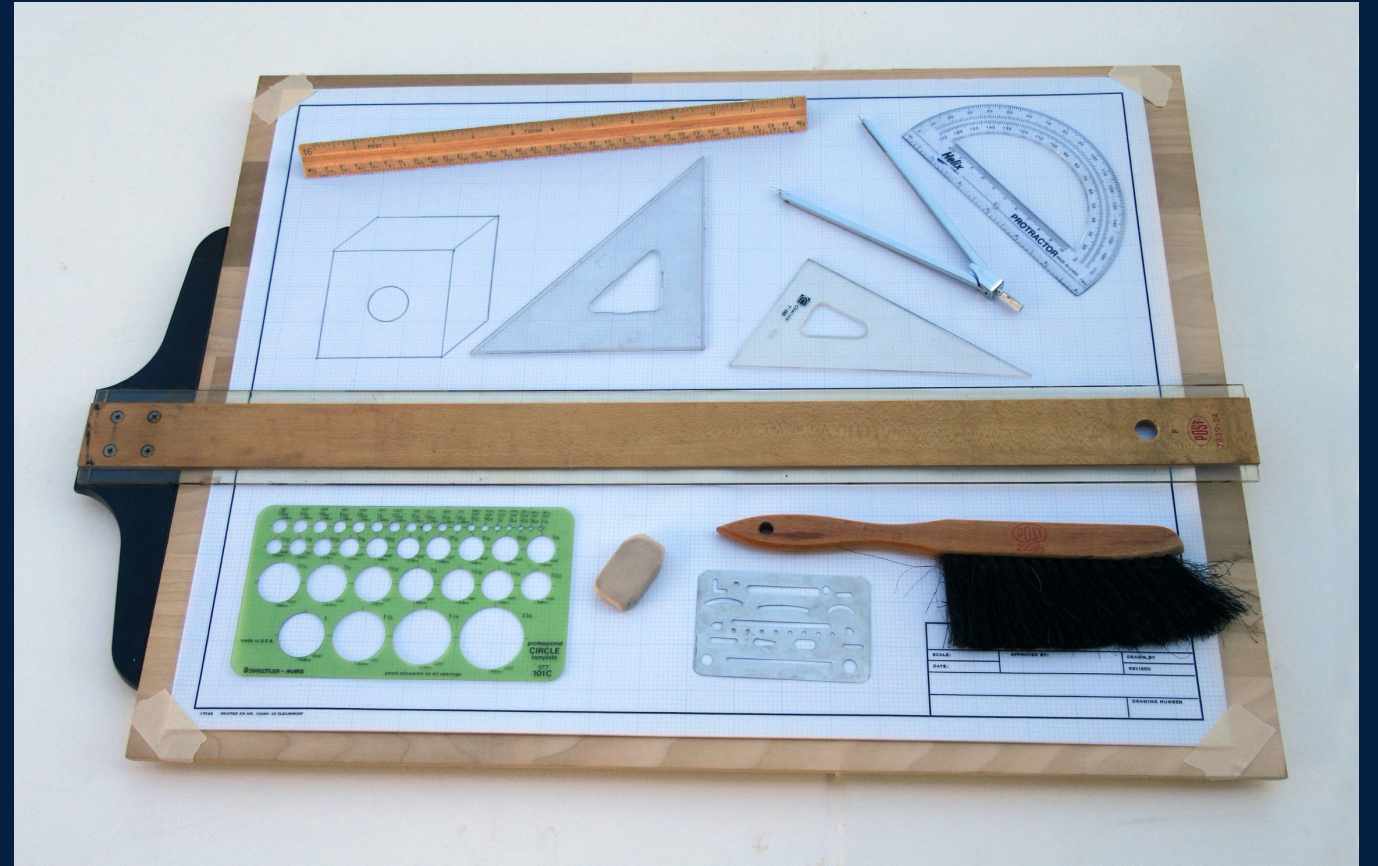
# Feedback Blockers

Infrequent delivery

Testing as a secondary activity

Flaky tests

Poor test design



# Feedback Blockers

Infrequent delivery

Testing as a secondary activity

Flaky tests

Poor test design

Vague requirements

G I G O

## 4. Vague Requirements

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“Just do what I mean”

“Figure it out during development”

# Lack of Direction



**Most defects are created before  
coding starts**

# Behavior Driven Development

Clear business goals

Described with testable outcomes

Reduces batch size

So we can get feedback and adjust

As an hourly associate I want to log my arrival time so that I can be paid correctly.

Scenario: I am not clocked in  
Given I am not clocked in  
When I enter my associate number  
Then my arrival time will be logged  
And I will be notified of the time

Scenario: I clocked in more than 5 minutes ago  
Given I am clocked in  
When I enter my associate number  
And I have been clocked in for more than 5 minutes  
Then I will be clocked out  
And I will be notified of the time

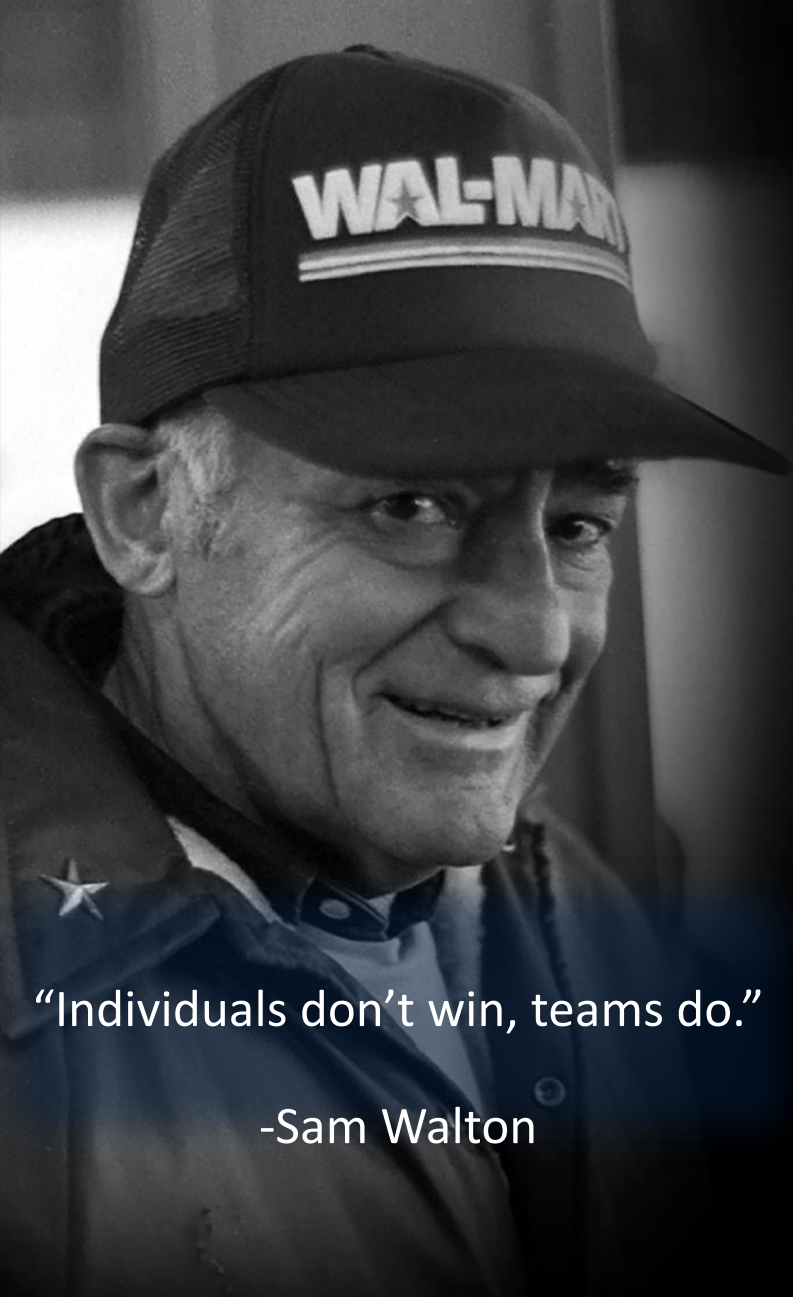
~~Scenario: I clocked in less than 5 minutes ago  
Given I am clocked in  
When I enter my associate number  
And I have been clocked in for less than 5 minutes  
Then I will receive an error~~



Quality Requires Ownership

Own·er·ship: \ 'ō-nər-,ship\ - noun

Having clear goals,  
the tools to accomplish them,  
responsibility for the outcomes,  
and authority to improve them.



“Individuals don’t win, teams do.”

-Sam Walton

# Optimize for Value Delivery

Build a pipeline to get quality feedback.

Relentlessly improve that feedback.

Organize around communication.

If our goal is delivering value...

We’ll fix any organizational issues that prevent this.



# Outcomes Crush Output

Productivity is not how much we deliver.

Productivity is how well we support the customer.



# Thank you!

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