



# HOW TO TRAIN PENGUINS TO FLY

Efficient data collection via surveys

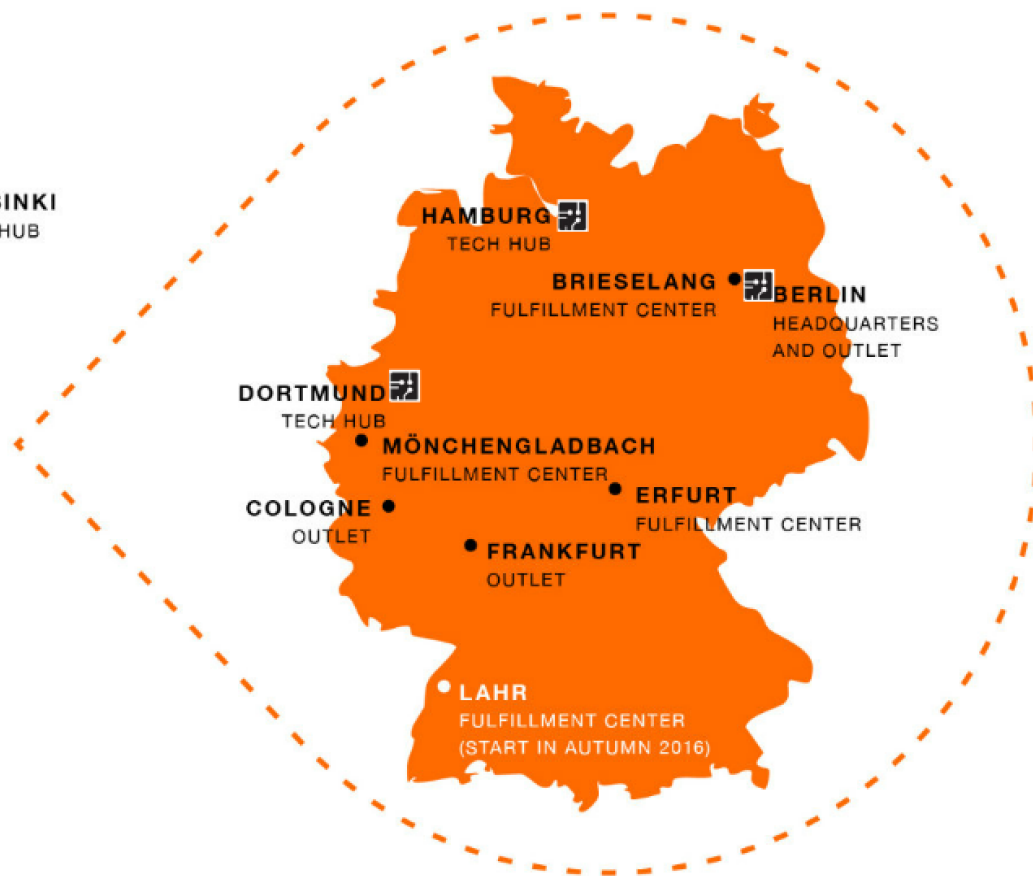
Andreina Tirado & Sylvia Westphal

# FACTS & FIGURES



<b>HEADQUARTER</b>	Friedrichshain, Berlin
<b>FOUNDATION</b>	2008
<b>M. BOARD</b>	Robert Gentz, David Schneider, Rubin Ritter
<b>MARKETS</b>	active in 15 several countries
<b>TEAM</b>	more than 11.000 employee in Europe more than 5.000 employee in Berlin more than 5,500 employees in our fulfillment centers (BL ~ 1,200; EF ~ 2,700; MG ~ 1,800)
<b>LOGISTIC</b>	290,000m2 logistics space (BL about 30,000m2; EF about 130,000m2, MG about 130,000m2)
<b>REVENUE</b>	more than 3 bn € in 2015
<b>DOWNLOADS</b>	more than 21,5 million app downloads
<b>MOBILE VISITS</b>	~ 65% of site visits via mobile devices
<b>ALL VISITS</b>	more than 160 million visits per month
<b>CUSTOMER</b>	round 19 million active customers





# WHO WE ARE



[https://www.youtube.com/watch?v=kv\\_7scZ0E8](https://www.youtube.com/watch?v=kv_7scZ0E8)





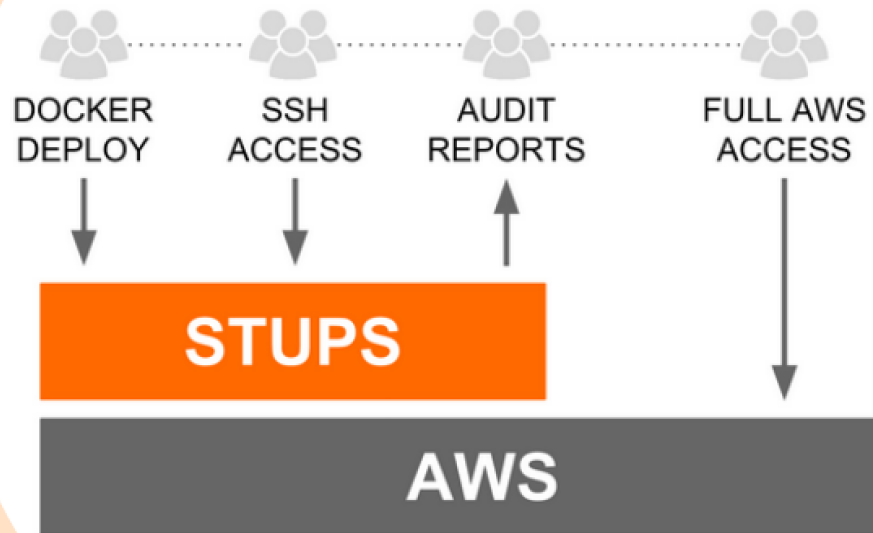
**Start with short basics**

**STUPS**

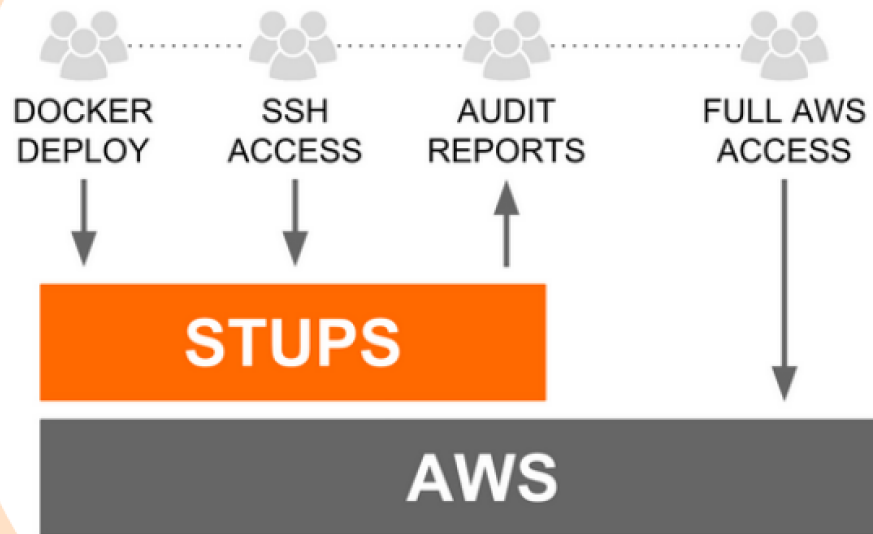


**STUPS To Unleash Penguin Swarms**

## A PLATFORM ON TOP OF AMAZON WEB SERVICES



## A PLATFORM ON TOP OF AMAZON WEB SERVICES



## **STUPS IN A NUTSHELL**

One productive **AWS**  
**account per Team**

**Deployment with Docker**

**Managed SSH Access**

**REST/OAuth 2.0** mandatory

Supports **Traceability** of Changes



# Let's start our story

## The lifecycle of an ...

# Application "Penguin"

# The Egg

**A new application is coming**

- **without a version**
- **name is registered**
- **prepared for deployment**





# A new Application in LeanIX



News

Inventory

Reporting

Jump to a Fact Sheet

Penguin



Apps

Criticality Level 1

LeanIXSyncR

Fact Sheet

Subscriptions (3)

Comments

Documents (1)

Reports (7)

Metrics

Surveys

Last Update (5 days)

## Information

NAME & DESCRIPTION

**Penguin**

(ID: 1000061150, Alias: The application penguin is for ...)

External ID: Penguin )

LIFECYCLE

Current: Phase in

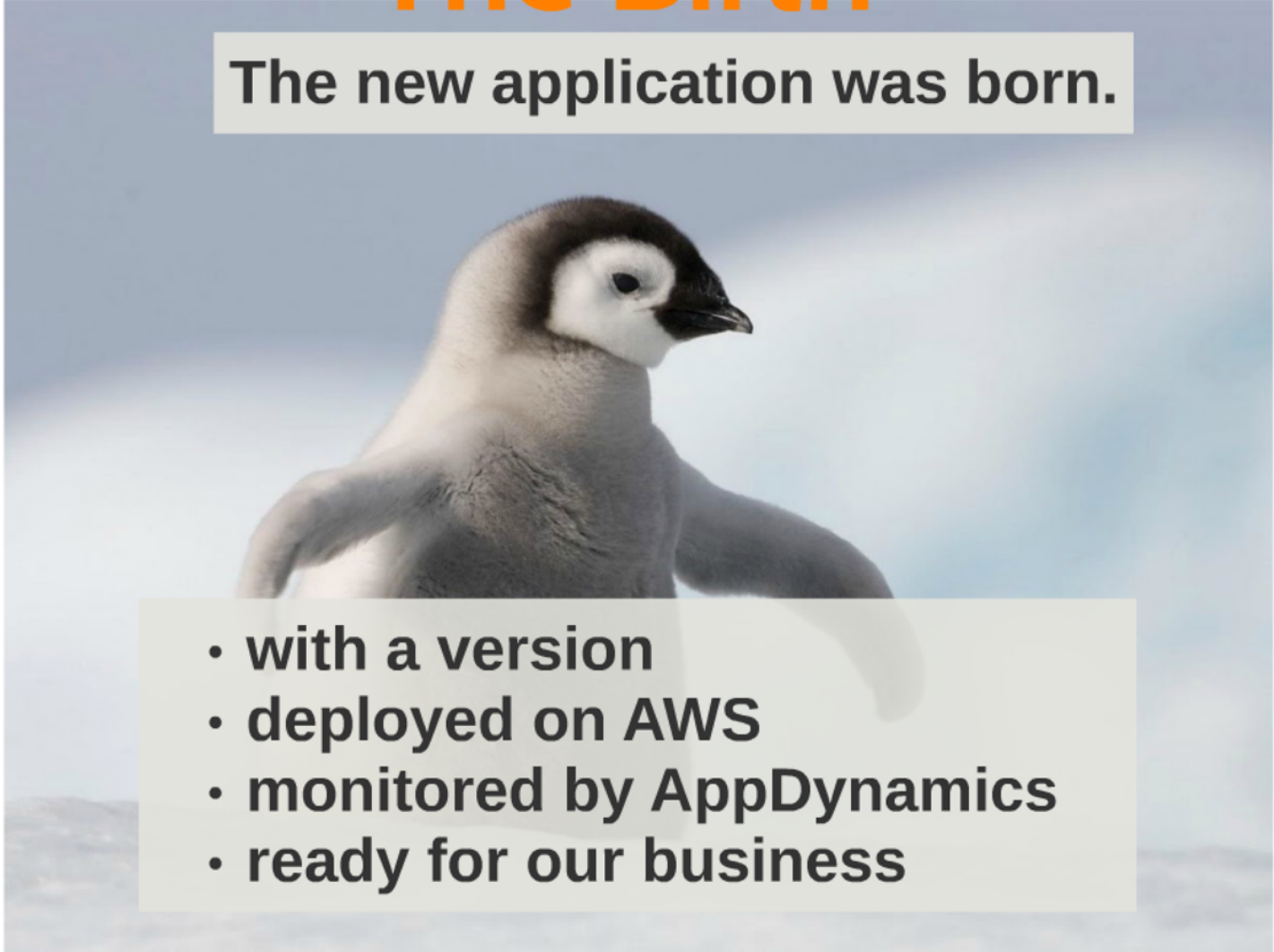
Plan Phase in Active Phase out

Jul '15 Oct '15 Jan '16 Apr '16 Jul '16 Oct '16 Jan '17 Apr '17 Jul '17 Oct '17 Jan '18 Apr '18 Jul '18 Oct '18 Jan '19 Apr '19 Jul '19



# The Birth

**The new application was born.**

- 
- A fluffy penguin chick is the central focus of the slide, standing on a snowy surface. The chick has a dark cap and a white face with a black beak. The background is a soft, out-of-focus blue and white, suggesting a snowy or icy environment. The entire slide is framed by a thick orange border.
- **with a version**
  - **deployed on AWS**
  - **monitored by AppDynamics**
  - **ready for our business**

# Penguin



Apps

Criticality Level 1

LeanIXSyncR

Edit tags

Fact Sheet

Subscriptions (3)

Comments

Documents (4)

Reports (7)

Metrics

Surveys

Last Update (2 days)

## Information

NAME & DESCRIPTION Penguin (ID: 1000061150, Alias:

LIFECYCLE Current: Active

Plan Phase in Active Phase out

Sep '15 Jan '16 May '16 Sep '16 Jan '17 May '17 Sep '17 Jan '18



## Sourcing

TECHNICAL FIT In what shape is this App from a technical view?

SERVICES Which Services (e.g. Hosting, ASP, SaaS) is this App using?

PaaS - Cloud Service

SOFTWARE Which Software is this App using?

PostgreSQL / PROD\_PENGUIN\_DB-PostgreSQL-  
PRODPENGUINDB.ZALAN.DO

HARDWARE On which Hardware is this App running?

# Externally Purchased Applications

## Software Fact Sheet

Sylvia Westphal, you have been invited to the following survey for the Fact Sheet 3rd-Party Penguin by Sylvia Westphal.

### General Information

#### Request for

- operational use
- testing

#### Application Master Data

##### Information

100%

**NAME & DESCRIPTION** 3rd-Party Penguin  
The 3rd-Party Penguin application supports the EA Connect Day at Zalando.

**LIFECYCLE** Current:

Plan  Phase in  Active  Phase out

Jul '15 Jan '16 Jul '16 Jan '17 Jul '17 Jan '18 Jul '18 Jan '19 Jul '19



##### Business Support

0%

**PROCESS & SCENARIOS** Which Process & Scenarios are supported by this App?

##### Data Management

0%

**BUSINESS DATA** Which Business Data are created, modified or required by this App?

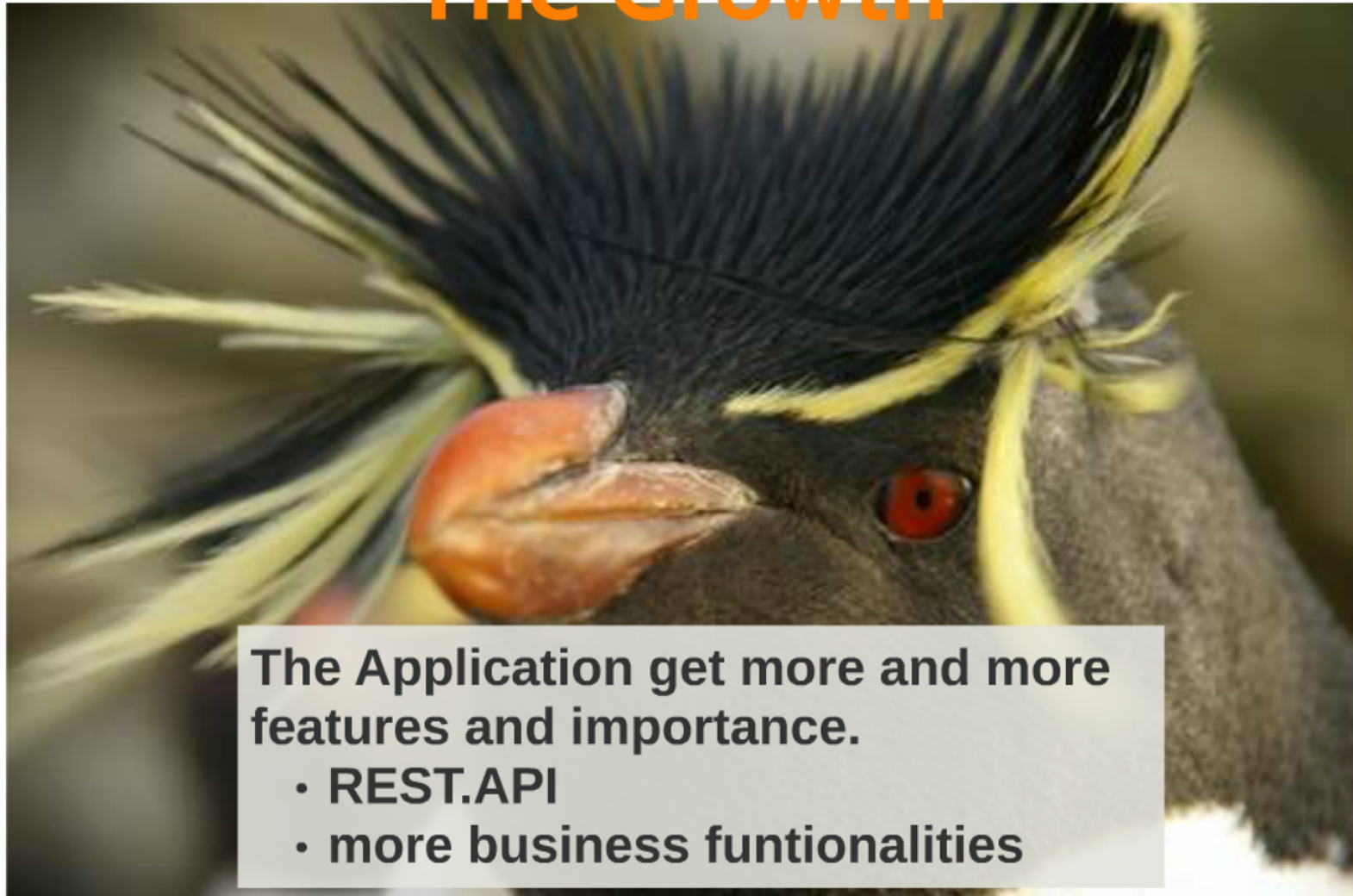
##### Sourcing

0%

**SERVICES** Which Services (e.g. Hosting, ASP, SaaS) is this App using?

**SOFTWARE** Which Software is this App using?

# The Growth



The Application get more and more features and importance.

- REST.API
- more business funtionalities

# Time to connect



**The Application is connected to other self developed applications.**

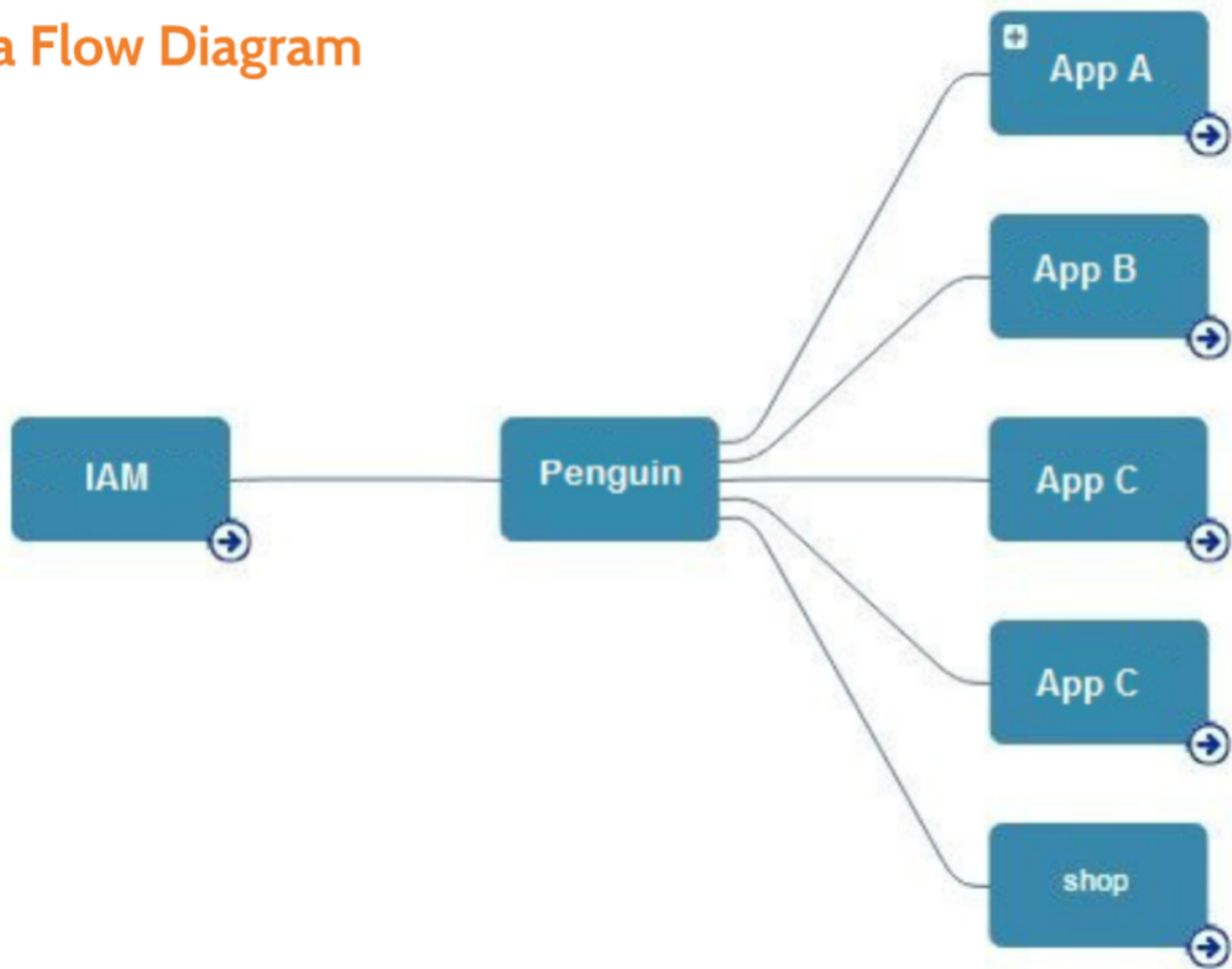


# Time to connect




**The application is connected to 3rd Party applications with other technologies.**

## Data Flow Diagram





# Conclusion

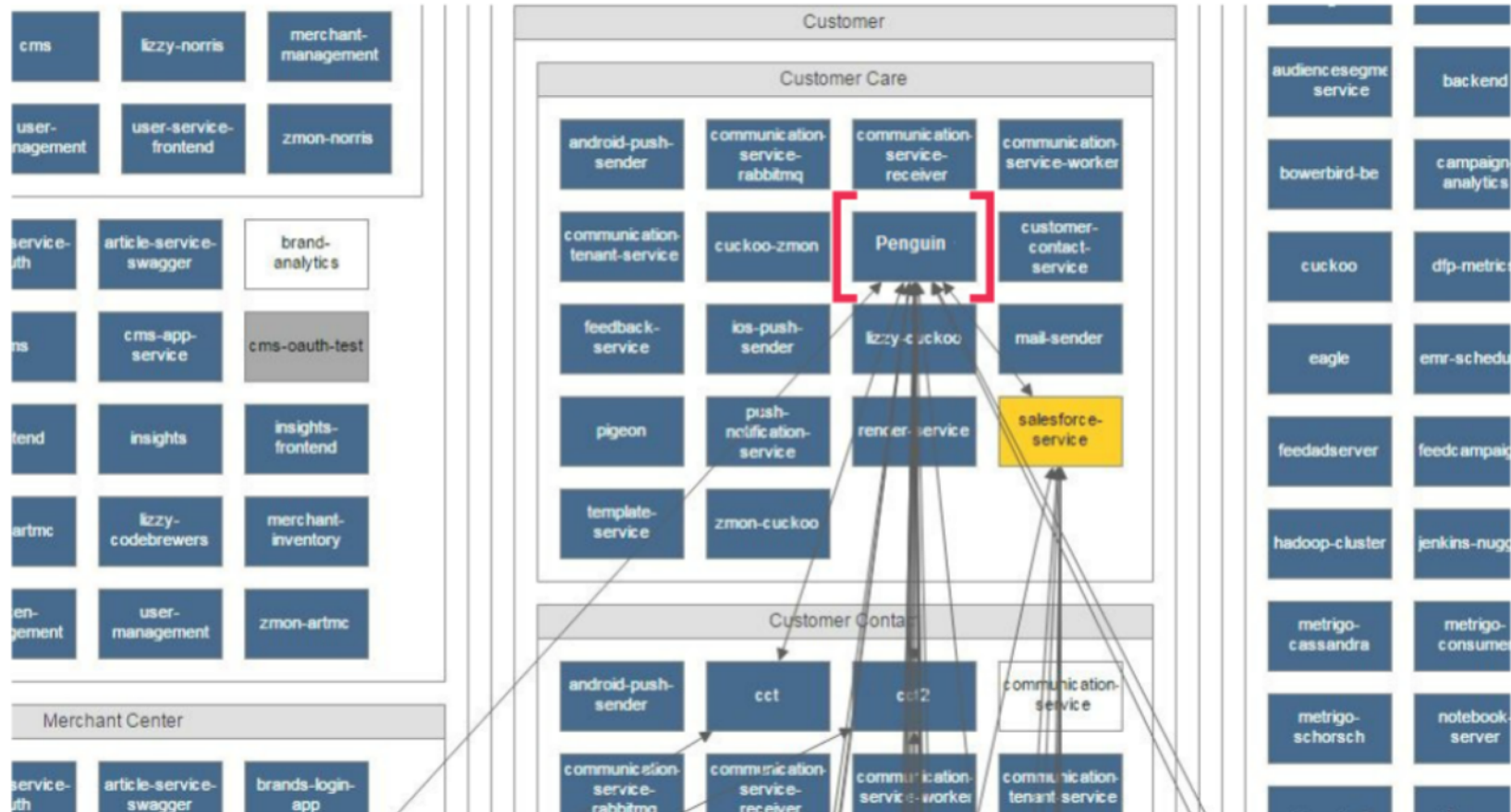
A large colony of King penguins and their fluffy chicks on a snowy beach. The adult penguins are in the background, and the chicks are in the foreground.

**We have very good overview of our whole IT Landscape including 3rd Party, legacy and new applications related to the owning team and product.**

# Application Landscape




# Application Landscape



# **Risk Assessment of Application "Penguin"**

# Challenges

## Understanding our risks

- 
- **Data reconnaissance: What data do we have?**
  - **Defining critical business scenarios:**
  - **What is important for the business?**
  - **What do we need to take care of?**



# Follow the Rules

**Risk Management - WHAT?**



**How to align risk assessment with Radical Agility:  
“Not to become bottle necks”**

# Abstract of Risk Self-Assessment Survey

## How risky is your application?

Andreina Tirado, you have been invited to the following survey for the Fact Sheet andreina survey new by Andreina Tirado.

### Is your app active?

- Yes, it's active and it's productive  
Applications relevant for operational activities, that could be use by more than one team/app, with real data (business relevant), that in case of failure could have an impact for the business.
- Yes it's active but will be productive in three months
- Yes, it's active but it's an appliance
- Yes, it's active but it's testing, staging or integration app
- Yes, it's active but it's a prototype (eg. slingshot)
- No, it's not really active  
Apps that no longer receive requests and if deleted from the repositories there's no impact in our tech environment. In AWS these apps must be marked as inactive in YOUR TURN (Kio).

### What data type your app reads, process OR stores?

- Customer (including behavioural) data.
- Credit/Debit card data  
Credit or debit card data, but NOT the full 16 digits
- Credit/Debit card data the full 16 digits  
Choose this option is the app read, stores, process the entire 16 digits
- Employee data, access rights data.
- Flow of money/goods data.
- None of the above

# No Risk - No Fun

**Risk Management - HOW?**

- Measurement categories
- How they are aligned with the rules?  
The purpose behind.





# Results



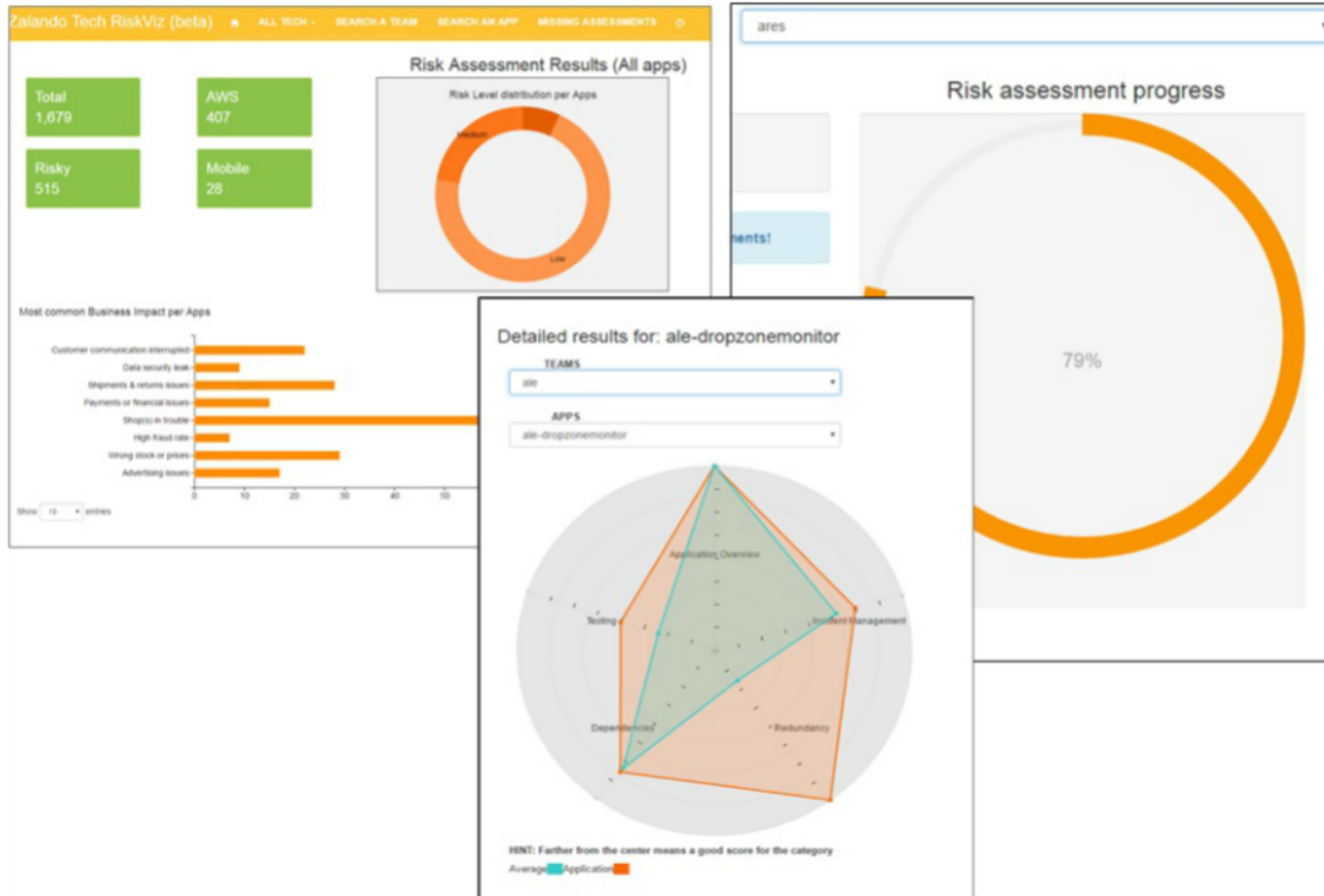
**Challenge accepted!**

# Risk Overview

		▼ Consumer Facing Products		
		▼ Fashion Store		
		> API	Campaigns	> Catalog
▼ Delivery Area	> Fashion Store	stock-consumer	stupkins	pathfinder-etcd
		stupkins	tailor 	pathfinder-vault
		tailor 	Penguin 	portal-gu 
		Penguin 	updater-solr-consumer	quilt 
		updater-solr-consumer	vindex	reco-cache
		vindex	zmon-mop	reco-cache-release
		zmon-mop	zmon-pathfinder	resti-cache-release

The size refers to the impact level.

# The RiskViz



# The End

**Thank you for your attention...**



**... and be creative!**

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