

*o11ycon 2018*

# Discussion findings

## Lightning talks presenting our OSSD (Open Space-Style Discussion) Sessions

Thanks to the amazing attendees who came to a conference and were told in the morning that not only did we have to carve out what our industry means when we talk about observability, but also throw together a slide deck about it by the end of the day. This is what we made together.

# Tying Observability to Business Goals

## Summary What did we talk about? Why is this topic interesting?

- How do we measure the effectiveness and cost / benefit of o11y work? How do we justify the cost? How do we communicate that throughout the org?
- Creating the chain that connects engineering to business goals changes the adversarial relationship of product vs. technical debt into a data driven business enabled partnership

## Interesting takeaways and calls to action Compelling conclusions! Surprising realizations! Relatable tips!

- Using the same source data to drive both engineering-oriented KPIs and business-decision OKRs is a good way to help drive o11y investments
- Having customer impact stories in your back pocket makes it easier to talk about why investing in o11y is important
- Maintain a regular cadence “State of the Site” review meeting and make friends with support to understand when your KPI doesn’t reflect reality (9s don’t matter when users aren’t happy)
- Having a technical debt budget is an effective way to carve out space to implement o11y in the face of product demands

o11ycon slack discussion channel: #tying\_o11y\_2\_bizgoals

Link to notes: <https://goo.gl/y2m8Y2>