Building for the future of tech

The last year has been unlike any other in many ways, and yet it feels very familiar. From a business perspective, 2020 was a little bit like 2001 when the dot-com bubble burst, and a little bit like 2008 when the Great Recession decimated businesses across the globe. In each of those dark periods, I’ve watched great businesses and individuals respond with intention, agility, and grit. Now, we’re in a period of rebuilding and I see businesses more focused than ever on optimizing for the future. Here’s what it will take to build the next generation of great tech.

Be Efficient

- As in 2001 and 2008, see businesses today taking an honest look at the foundations they’re built on. Here are some ways to boost your efficiency:
  1. Stitch together whole products and adopt lightweight fail-fast solutions.
  2. Shorten your development cycle.
  3. Integrate security sooner in the SDLC and prevent costly breaches.

Choose Products for DevOps Workflows

If your company has adopted a DevOps mindset or is seeking steps towards improving how your development, operations, and security teams work together, you must choose tools that will reinforce the culture of collaboration.

- Adopt tools that ease use, and security teams can use without extensive training.
- Assign ownership of product tasks that often exist in the gap between teams.
- Enable developers to manage their own logging and monitoring.

Think Small

The only way that the enterprise can compete with startups born in 2021 is to think like they did when they were just a few folks in a garage. To “think small,” you must:

- Test ideas. Give teams the freedom to test a concept and iterate rapidly.
- Land and expand. Establishing a CUE (Cloud Utilization Engine) within your entire company isn’t a realistic CIO goal:
  1. Start with a few small teams.
  2. Give employees the autonomy to adopt and validate new processes or tool.
  3. Celebrate the wins, and...
- Pivot when needed. This is the cornerstone of thinking small. If you’re starting up a Fortune 500 company

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