CREATING FLOW: AN EXECUTIVE PERSPECTIVE

Tim Sullivan, CEO
• 17 Years online
• 2.7 million subscribers
• 12 billion records
• 55 million family trees
• 175 million sharable photos, documents and written stories
• $488 million in revenue in 2012
OUR MISSION IS TO HELP EVERYONE discover, preserve and share their FAMILY HISTORY.
2006: Project “Cobalt”
Why this way?

- Needed a great leap forward
- Legacy technology
- Culture
- Impatience
- Ignorance (at least CEO...)
Problems with this approach?

- Risk
- Speed... (lack of)
- Little customer feedback
- A lot of change at once
“Cobalt” was our tipping point...
We needed to do things differently

- Faster time to market
- Smaller / faster change
- Better alignment with customer wants
- Parallel development
- Answer: adopt Agile
Our Three Year Transformation

**The Beginning:**
Adoption of Agile
March 2010

**First 9 Months:**
- Educate
- Culture Shift

**Two Years:**
Agile for the Enterprise

- January 2011
- January 2012
- January 2013

**Today**
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ancestry.com
ARCHITECTURE
INFRASTRUCTURE
DEVOPS
CONTINUOUS DELIVERY
How we do things now: 1940 Census

- New components and features
- Start of Continuous Delivery
- Frequent updates needed
- Quick delivery to users
Lessons learned: Increased Flow

- Change in mindset
- Accelerated change...with less disruption
- Customer alignment
- Reduced risk
- More innovation = more satisfaction
Current Challenges
Thank You