

# KubeAcademy Transcript

- **Course:** The Business Case for Kubernetes
- **Lesson:** Accelerate Time to Market with Kubernetes
- **Instructors:** Rachel Leekin, Patricia Bogoevici
- **URL:** <https://kube.academy/courses/the-business-case-for-kubernetes/lessons/accelerate-time-to-market-with-kubernetes>

Hello. My name is Patricia Bogoevici and I'm working at VMware, direct of field engineering team for modern application platform business unit. Today, I want to discuss how Kubernetes accelerates time to market for application owners. With me I have Rachel Likin, she is a Kubernetes field engineer part of my team. First, I want to discuss the process on how to get from idea to a product, with a focus on the digital product. A major shift has occurred over the course of the last two decades, software has become the predominant success factor for businesses who are increasingly engaging in digital transformation and strive to become digital leaders. But the software that makes these companies so successful is the end product of a journey that starts with an idea. It's not a straightforward journey, ideas need to be validated and refined before they become product. So experimentation and frequent releases to incrementally improve versions of the product.

These businesses that are able to release new products to the customers are the businesses that are the most successful. Developing a product is very complex and in this diagram, I have a very simplified version of the product development process that focuses on software development. At high level developing a product is a process that goes through different stages, evaluation of an idea, development, testing and the product launch. And the actual creation of software happens in the last three, collectively known as Release Management. The process does not stop here, each product launch generates feedback and new ideas and the cycle starts again. So the efficiency of the overall product development process depends on how efficient the release management process is as a whole. So, where does Kubernetes come into play in the release process. In the past years, Kubernetes has emerged as the platform of choice for developers in running application.

Containerization has made it possible to create artifacts that are immutable and self-contained, so developers can choose the tools they want and Kubernetes will orchestrate the applications for them. They don't have to worry about the target platform and Kubernetes obstruct that away from developers. At the same time testing requires the execution of sophisticated scenarios and Kubernetes simplifies the complexity of creating, executing and carrying down testing environments. And of course in production, Kubernetes offers capabilities of running this application securely, reliably and at scale, more importantly the obstructions provided by Kubernetes ensures that this process is consistent and reliable regardless of the underlying infrastructure, whether that is edge, private or public cloud and even in hybrid infrastructure.

Kubernetes provides a uniform platform that isolate users on the complexity of where the applications run. So having Kubernetes as the obstruction platform between developers and IT team significantly reduces the overall time span from development to production, and accelerates the product releases and there are a lot of use cases that shows how Kubernetes platform reduce the release time from years of months, to days and even daily. Next I'll pass to Rachel, so she can talk about successful stories from various companies that adopted the Kubernetes platform. Rachel (04:29): As Kubernetes is widely being adopted. You're hearing about more success stories, let's look at a few stories. Tinder is a dating app that needs to scale quickly to address the growing amount of users. They had a challenge of trying to scale quickly with stability, they were able to migrate over 200 services to Kubernetes. Their Kubernetes clusters have over 1000 nodes and are running over 48,000 containers.

Reddit is also a social networking platform that was running a traditional process and configuration. They transitioned to Kubernetes to leverage orchestration of provisioning. They now have seven clusters running

and 30% of the engineering teams use it. New York Times is one of the oldest and largest publications in the world. They're using Kubernetes to speed up their deployment cycles and allow their developers to push code updates without the traditional ticketing system or process.

Finally, Pokemon GO is a mobile app where users interact with the real world and Pokemon. In a short space of time, Pokemon GO app grew over 500 million downloads and 20 million daily users. They did not anticipate this exponential growth and their service could not handle the traffic. With Kubernetes scaling capabilities, they were able to orchestrate their containers and focus their time on developing new game features instead of servers. As you can see the types of businesses successfully adopting Kubernetes varies tremendously, each business has found a way to utilize Kubernetes to address their challenges. Hopefully this lesson inspires you to take a look at your business challenges and explore how Kubernetes can help you overcome those obstacles. Thank you and see you in the next lesson.