



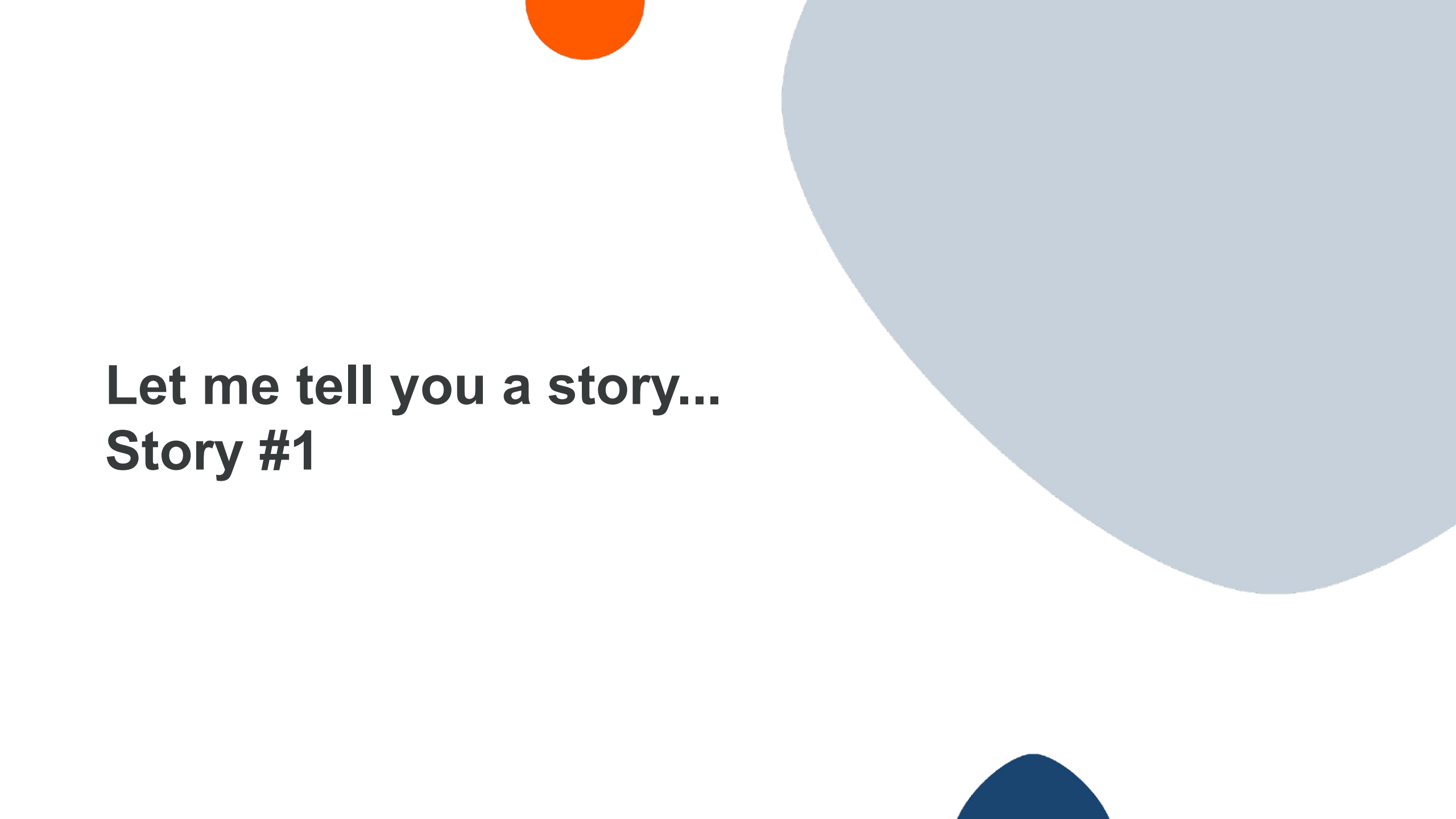
**infobip**

# SRE & Happiness

Denis Ćutić

*Senior Site Reliability Engineer @ Infobip*

JavaCro<sup>2</sup>ID

The background features several large, semi-transparent circles in orange, light blue, and dark blue, partially visible at the top and bottom edges of the frame.

**Let me tell you a story...**  
**Story #1**



29.04.2018



:(





## # incident-management ▾

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**Denis Cutic** 10:38

what's happening?



What happened?



**Denis Cutic** 13:22

Dok mi se laptop hladi u frizideru mozes bacit oko jesu li



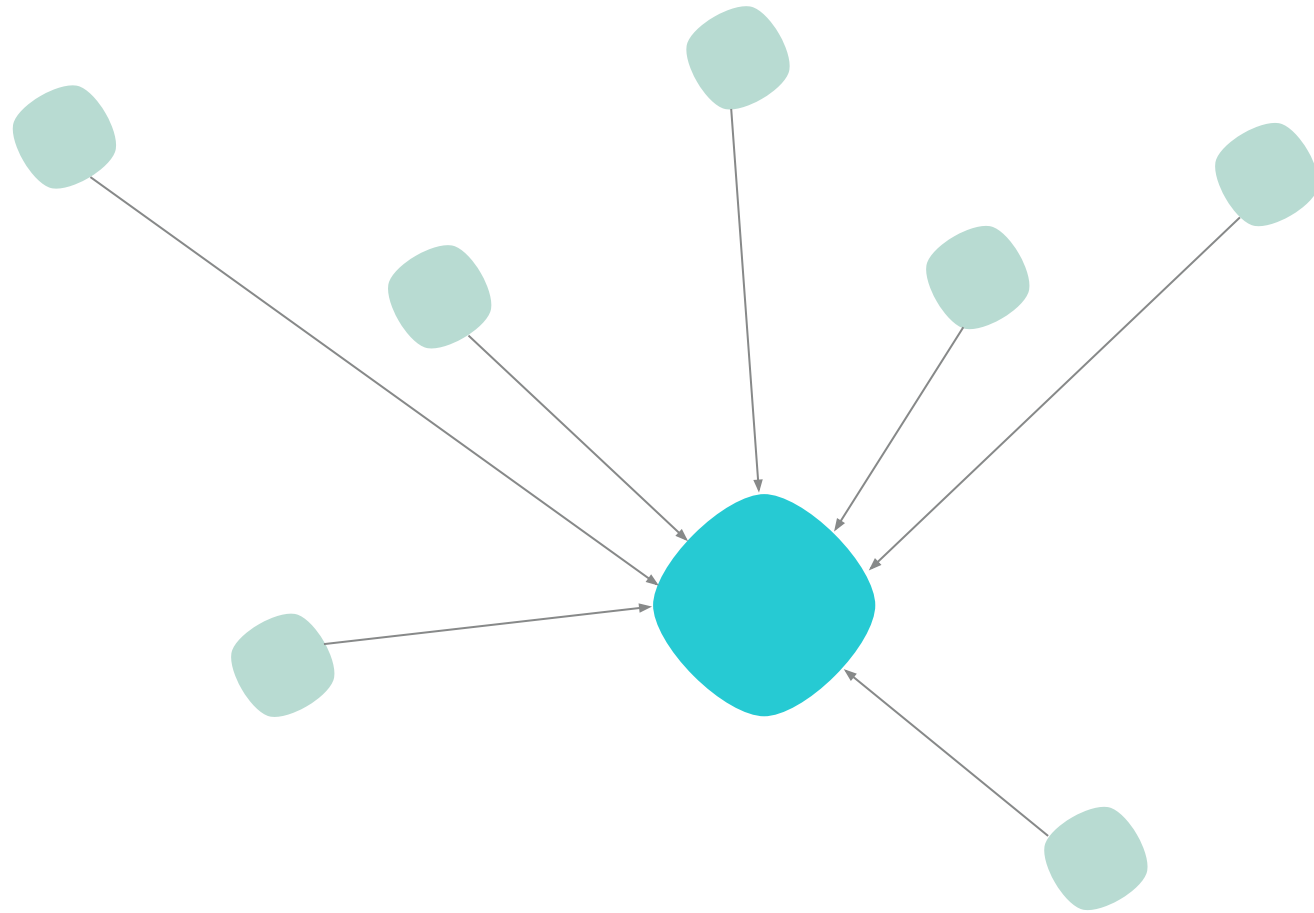
hope != strategy



# **My journey Story #2**



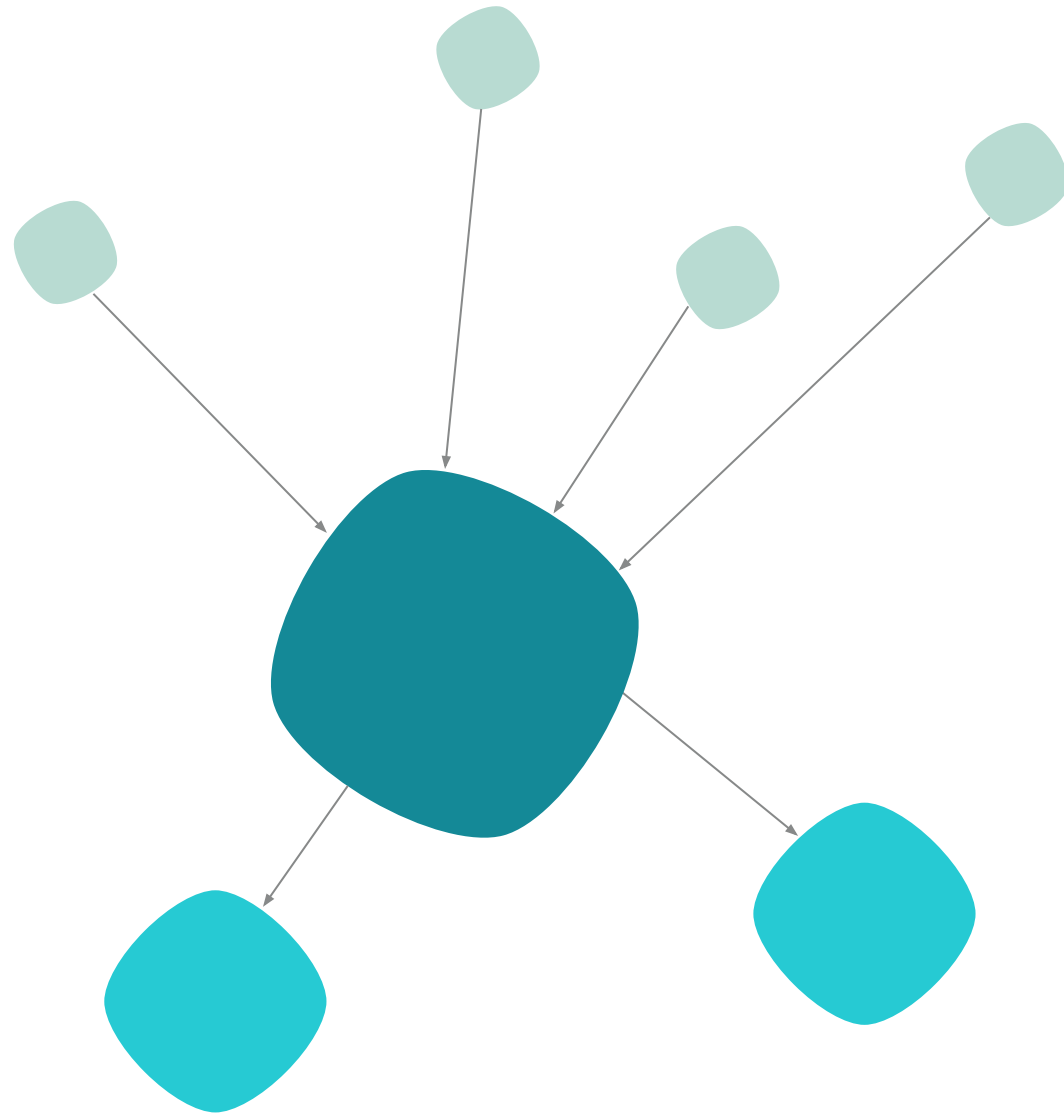
Auth services  
Account/User management services





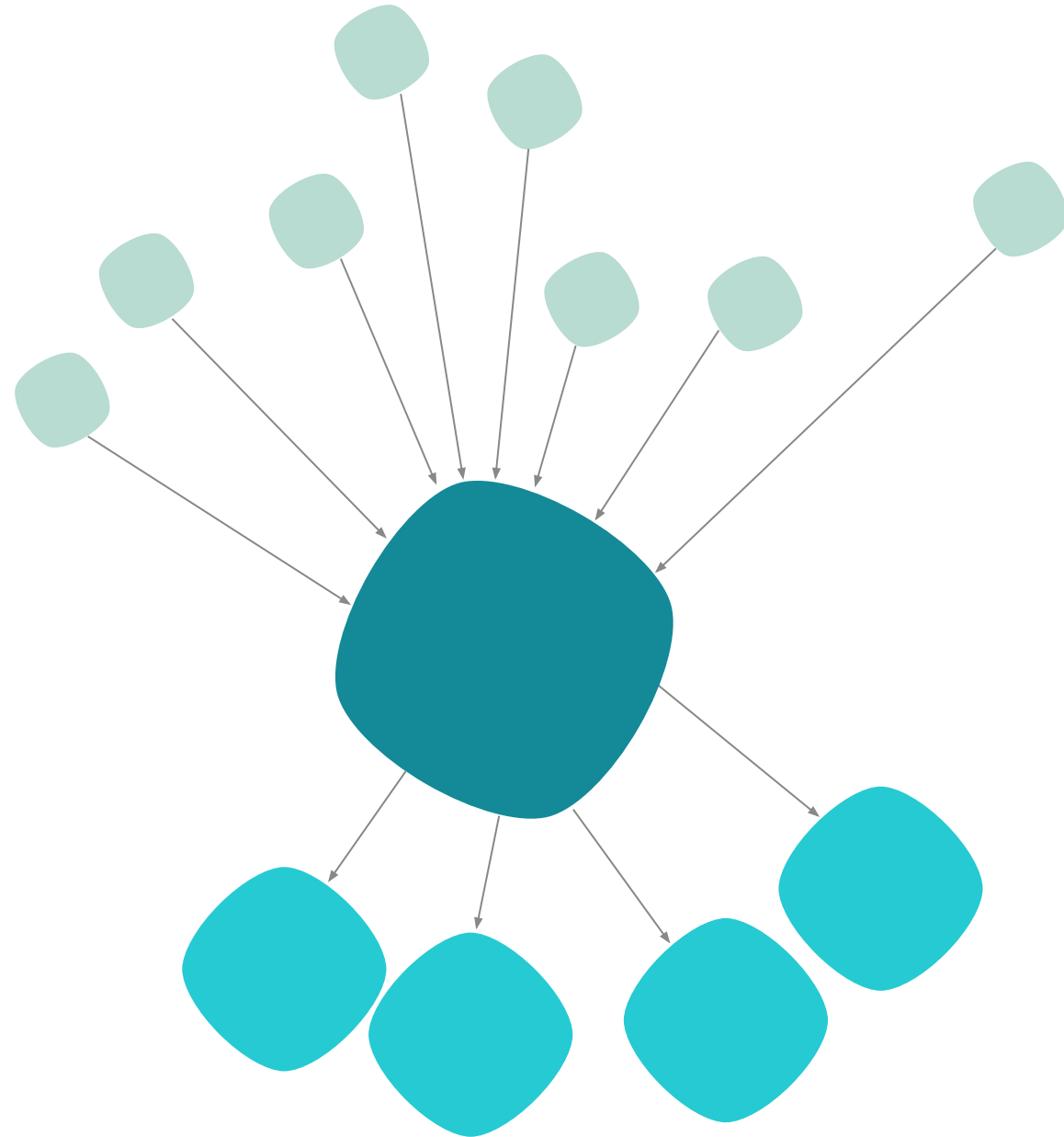
# SMS API service





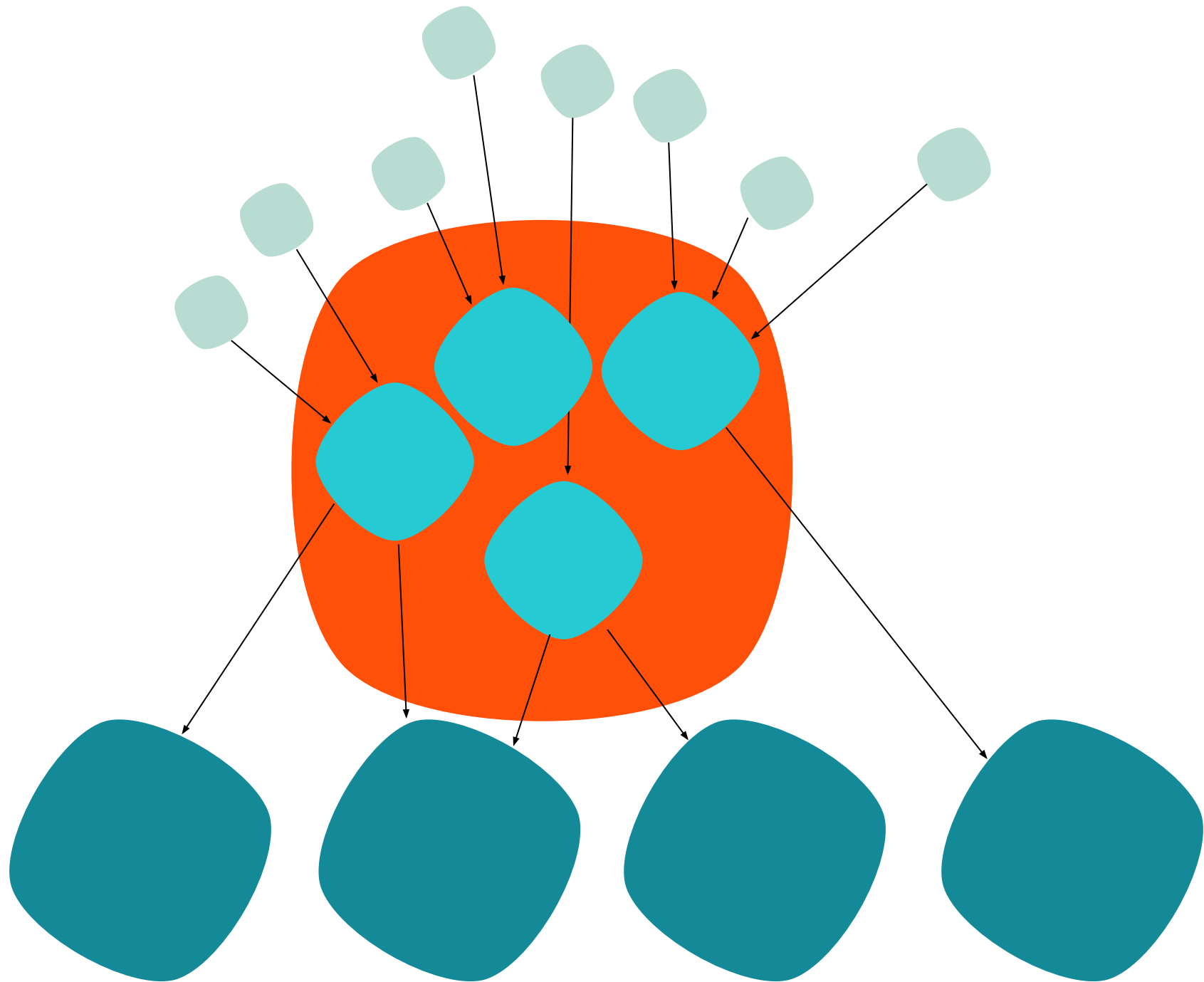


# Generic API service





# API infrastructure





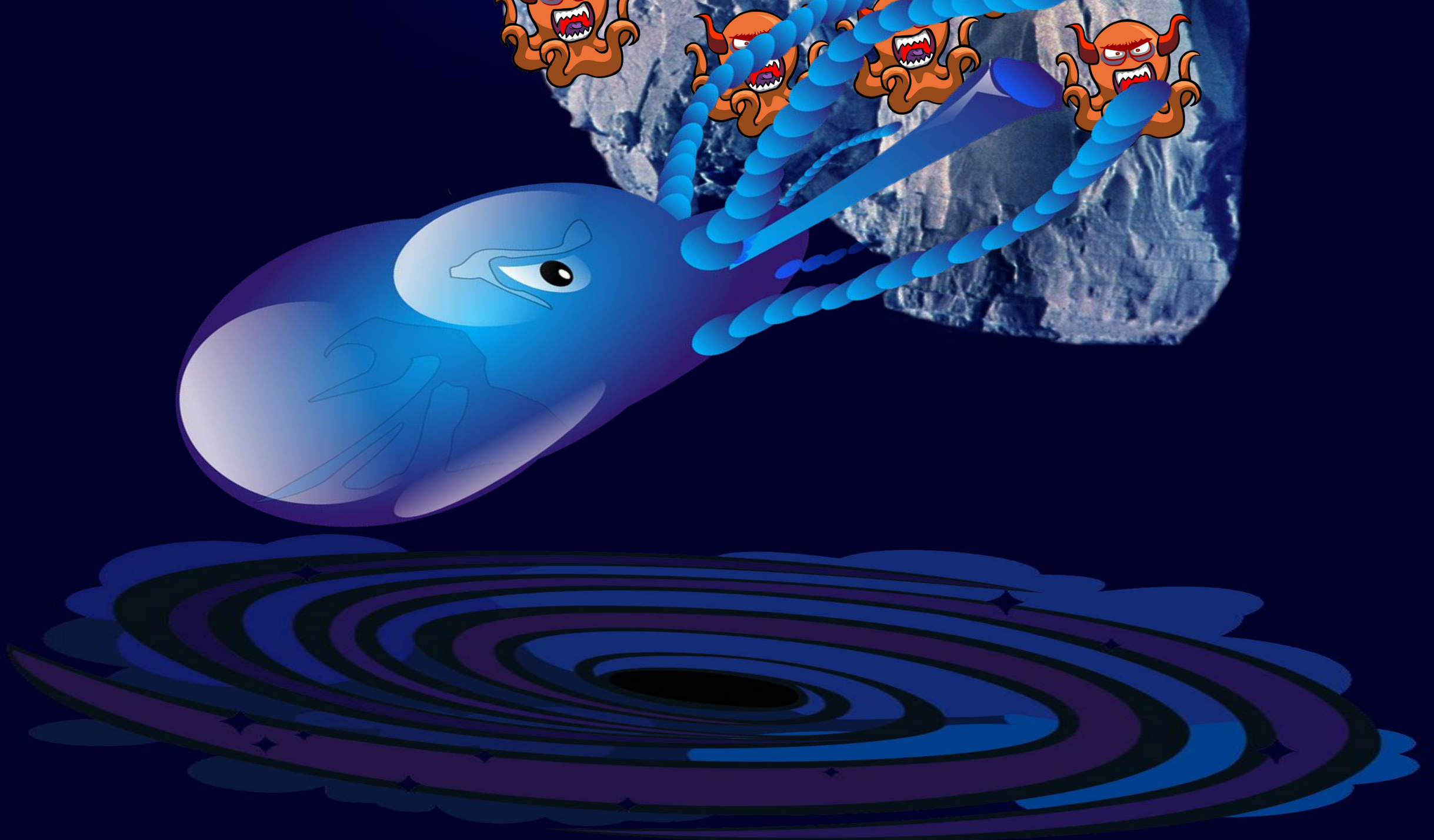




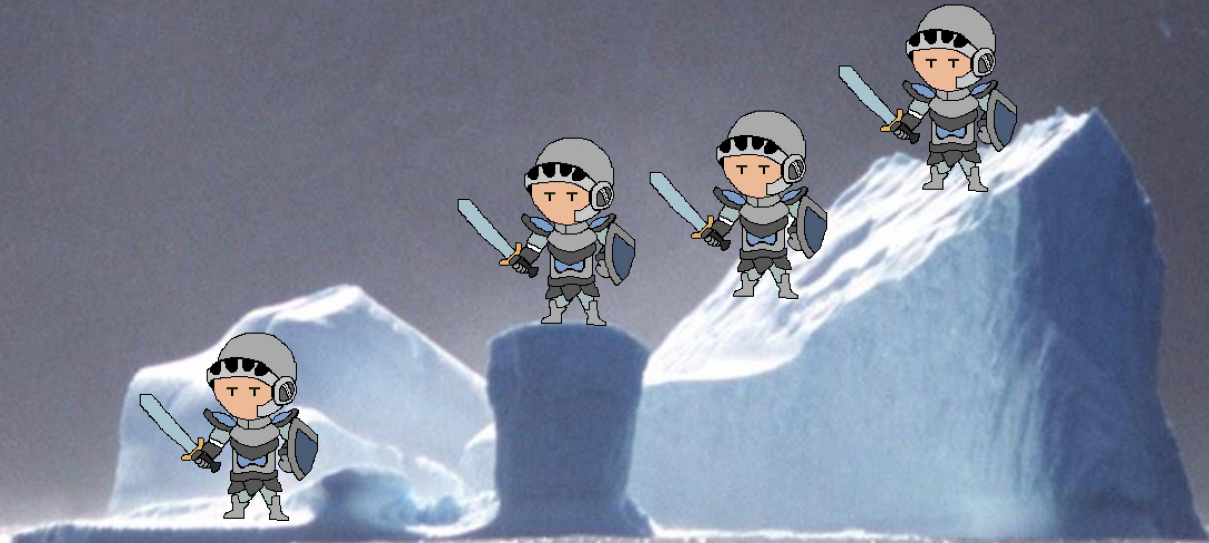
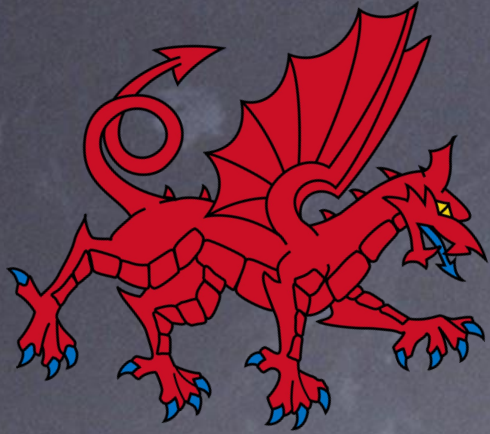
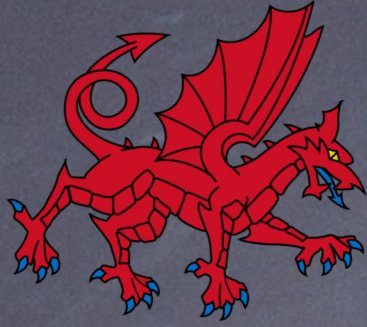
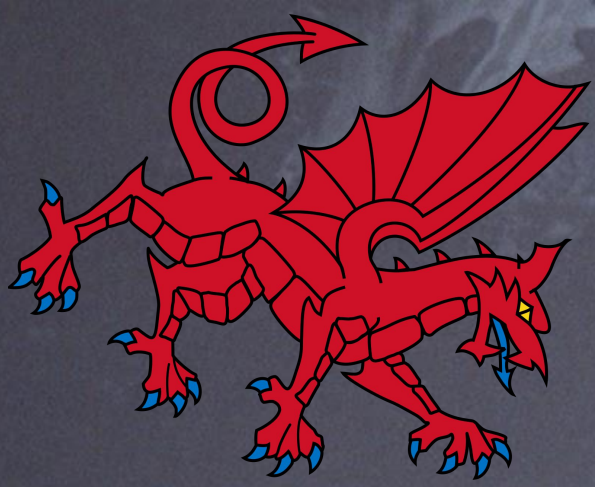














Survival?



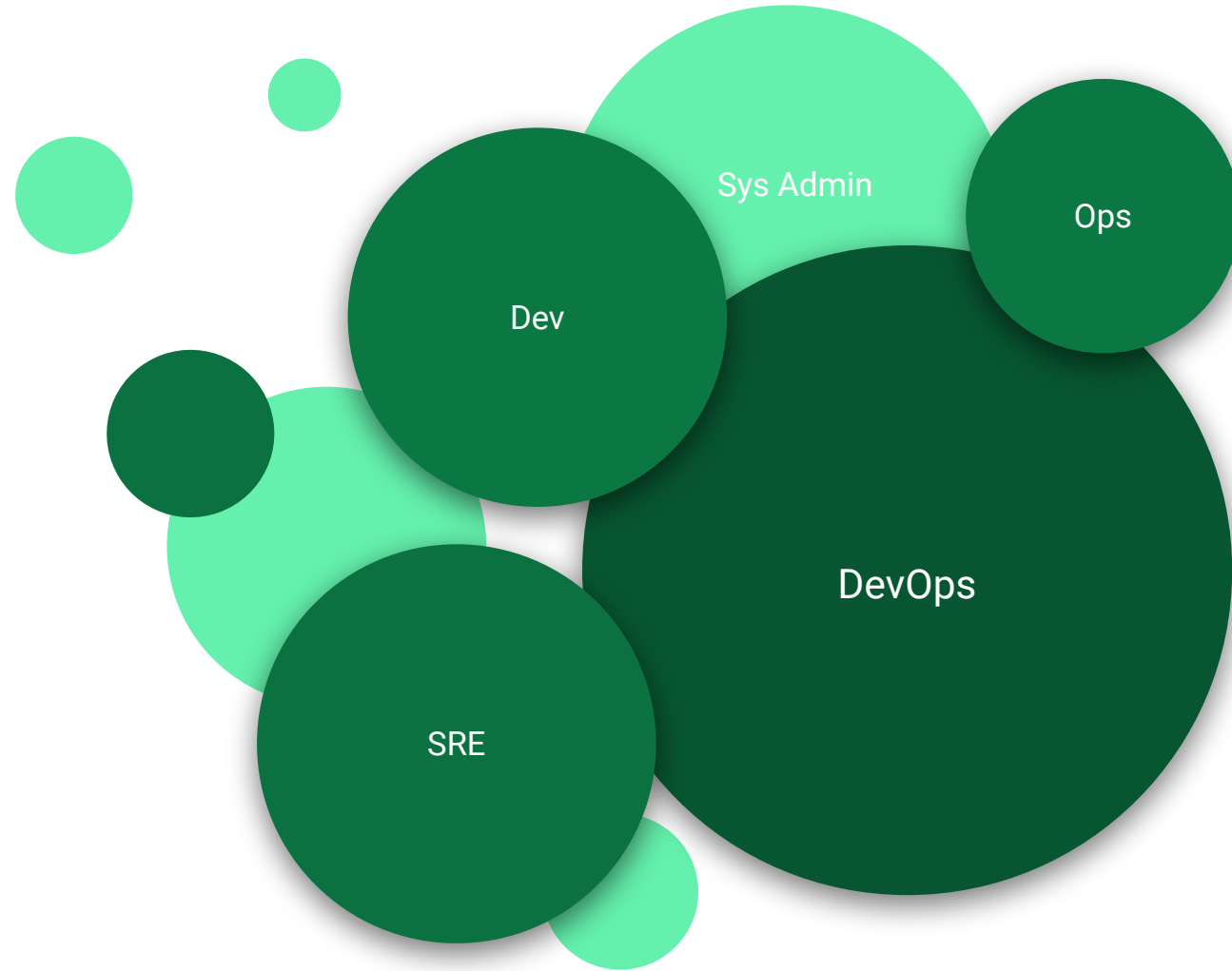




SRE



**Infobip's journey**  
**Story #3 - Prequel**





# DevOps VS SRE





# **Infobip's journey**

## **Story #3**



# ~~DevOps~~ Startup



## Reliability

# Beginner level

- Reactive
- Hopefully someone will catch failures
- Hopefully it will be someone inside the company
- Hopefully someone will notice some patterns
- Hopefully we will meet the agreed SLA



Sys Admins + DevOps + Ops



## Reliability

# Advanced level

- Reactive
- Observability tools in place
- Service-level monitoring from client PoV
- Promoted through company culture
- Support process in place
- Incident management process
- Starting with post-incident reviews



Sys Admins + DevOps + Ops +  
QA + SecOps + SRE



Reliability

# Shipping stuff to space level

Not there yet...





## Reliability

# Professional level

- Dedicated team
- Proactive
- Collecting and analysing incident data
- Identifying and escalating issues on organisational level
- Unifying and improving processes
- Transparency





**SRE @ Infobip**



# Numbers

## Company

5 Business Areas  
26 Requirement Areas  
100+ teams  
~900 engineers  
~3000 employees total

## Products / Platform

23 products and channels  
39 DCs  
50+ locations  
3 clouds (on prem + 2 public)

## Rate of change (monthly)

~30k deployments  
~30B client interactions  
~30k active web users  
50+ maintenances  
1 release (of all products)



# SRE

5 team members

30+ years of IB experience

10+ different IB job titles

50+ years of IT experience



# Platform monitoring

Platform, high-level alerts

Open channels to support and teams

Request teams to expose relevant metrics

Driving SLO adoption



# Incident Management

Owners of the IM process

Helping/Handling incidents

Incident commanders for complex incidents

Collection and analysis of incident meta-data

Monthly, quarterly, yearly reports

Post-incident reviews



# Tooling

Automating operational tasks

Automating processes

Reviewing usage of observability, alerting and escalation tools

Educating how to best use the above



# Coordination

High-impact and critical maintenances

Handling reliability-related inquiries by clients

Client integration when high levels of reliability is required

Mediators between stakeholders



# Culture

Blameless incident culture

Data-driven decision making

Contextualizing SRE practices for our way of work

Defining best practices: HA, monitoring, availability, etc.

Promoting a client-centric view of problems on our platform





# Culture

... if you do [have problems]  
we will look for you  
we will find you  
and we will **help you**



# Product

Reliability review

Driving reliability improvements



# 1 godina SREće (1 year of happiness)

- 0 to 5 SREs
- Incident number increase
  - Improved detection
  - Improved reports
- On average, incident duration is halved when SRE member involved
  - No better metric ATM :(
- Reporting speed-up
  - Monthly: from weeks to < 1 day
  - Self-service dashboards for managers
- High, cross-company, visibility



# Road to SRE



# WHY SRE?

Fulfill contractual obligations

Proactively build and maintain reliable services

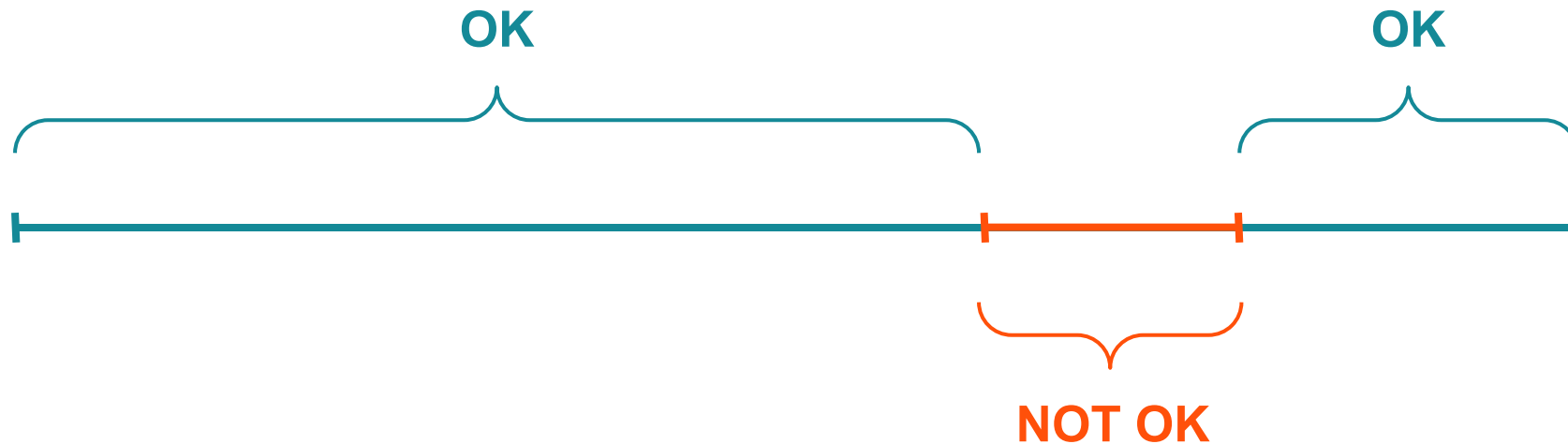


# WHY SRE?

hope != strategy



# WHAT IS NEEDED?



Reliability **measures** the **functioning** of a service over a period of time, under specified conditions.



WHAT

## Measure

- Monitoring
- Observability is the base
- It is not trivial to have good measures
- If you don't have it, start today
- Once you have it, improve it constantly

*Progressive improvement beats delayed perfection.*

*Mark Twain*





WHAT

## Function

- Categorization ok / not ok
- Define it carefully
- Make it observable
- Define it from the client PoV
  - Whoever or whatever the client in your context is

*If the client receives a 200 OK response, because the request was put into a queue, are they getting the service they paid for?*



WHAT

## Incident

- Categorize incident / not incident
- When should people report and escalate problems?
- What are the thresholds?
- How to define them?
- They will happen
- Be ready
- SLOs make it easier to answer these

*Success is not final, failure is not fatal:  
it is the courage to continue that counts.*

*Winston Churchill*





## WHAT

# Incident management

- Are all incidents equal?
- Are they equally severe?
- Do they have the same priority?
- How does one respond to an incident?
- Define the incident response process
  - Teach it
  - Exercise it
  - Improve it
- Guides
  - ITIL, ITSM, OODA
- Incident reports
  - For transparency
  - For improvements rather focus on specific incidents



## WHAT

# Disaster scenarios

- Disaster will happen too
- Are you ready?
  - Facebook was
- What is the cost of the service being down
  - Day?
  - Week?
  - Month?

*I think the environmental impact of this disaster is likely to have been very, very modest.*

*Tony Hayward, BP CEO*



WHAT

## On-call

- Organizing incident response
- Protecting people
  - Their well-being
  - Their work-life balance
  - Their happiness
- Organizing rotations
- Clear responsibilities
- Clear expectations

*Have you tried turning it off and on again?*

*IT Crowd*





WHAT

# Culture



*Culture* eats *strategy* for breakfast.

*Peter Drucker*



# HOW TO SRE?

Each company does it differently

Needs to be aligned with the company culture

Start by adopting practices, one by one



## HOW

# Post-mortems / Post-incident reviews

- Incidents are complex
- Incidents are unique
- Focus on finding all the contributing causes
  - There's rarely a single, root cause
- Define planned actions
  - Make sure they are executed



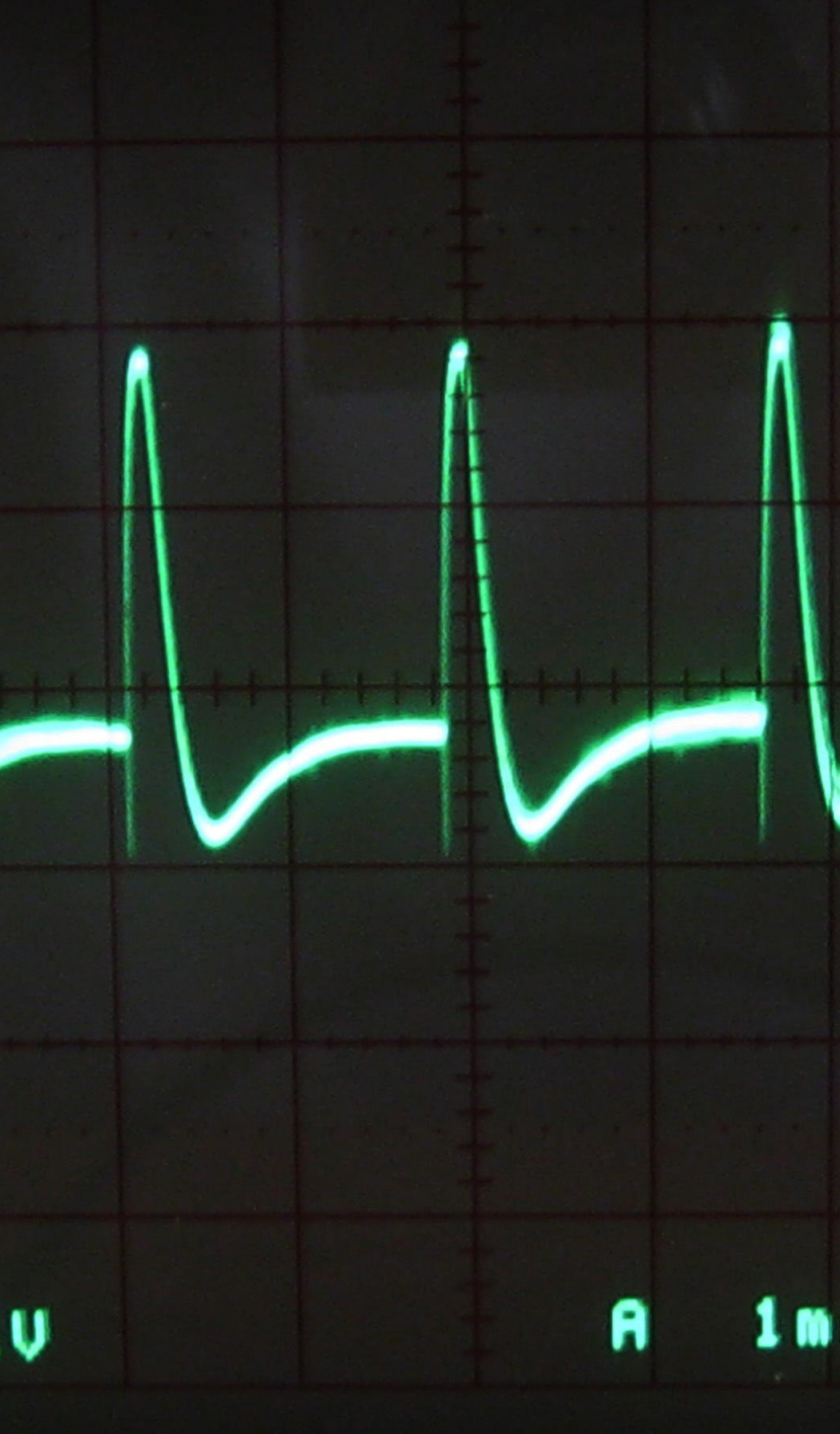




HOW

## SLO - Service Level Objective

- SLIs are not just another metric
  - All stakeholders agree on the importance
  - Relates to business value
- Does not have to be 100% precise
  - Constantly improve
- If objective is not met, actions are taken
- Set realistic targets
  - No point in failing, constantly
  - SLO is always stricter than SLA
- Do not make it a KPI / OKR





When a measure becomes a target,  
it ceases to be a good measure.

Goodhart's Law



## HOW

# Automated alerting

- Good alerting is hard to set up
- Requires maintenance
- Requires constant improvements
- To properly scale, requires a strategy
- Differentiate between
  - Alerts - as few as possible
  - Troubleshooting data - as much as CEO is willing to pay
  - Notifications - calling you in the middle of the night
- Not all metrics need to be alerted on
- Not all alerts need to trigger notifications
- Not all alerts need to trigger end-of-the-world notifications

*Be alert... the world needs more lerts.*

*Woody Allen*



HOW

# Chaos engineering

- Handy practice
- Uncovers some types of problems
- Can be used to improve reliability
- Start practicing when you think you are reliable enough





## HOW

# Other practices

- Fire drills, game days, disaster recovery tests
- MTTx metrics
  - Collection and analysis
  - Beware of averages
  - TTx histograms
- Service and organisation registry
  - Keep the two in sync
- Eliminating toil
  - Meta-practice, should be included in everything
- Data analysis, statistics
- Many more

*Average: a random number that falls somewhere between the maximum and 1/2 the median. Most often used to ignore reality.*

*Gil Tene*



k8s?



The Google Model  
We Are Now SRE  
SRE Center of Practice / Excellence  
Embedded SRE  
[Github repo: How They SRE...](#)

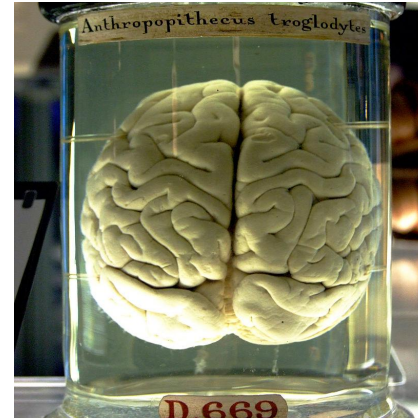


# Epilogue



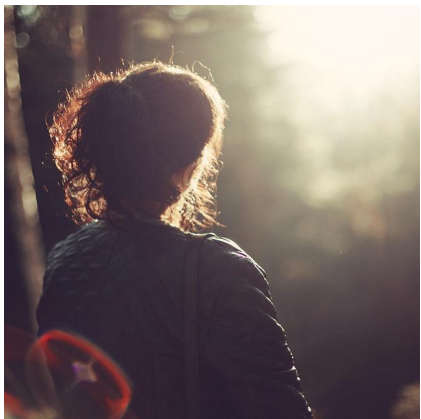
## Start small

- Start with anything
- Start with what you have
- Practice makes perfect
- Improve constantly



## Start smart

- Do not reinvent the wheel
- There's tons of resources
- Do not ignore the history of how practices evolved and why



## Be kind to yourself

- SRE, not a role, a condition
- Handling production is challenging
- Lots of context switching
- Lots of quick decisions
- Can be highly stressful



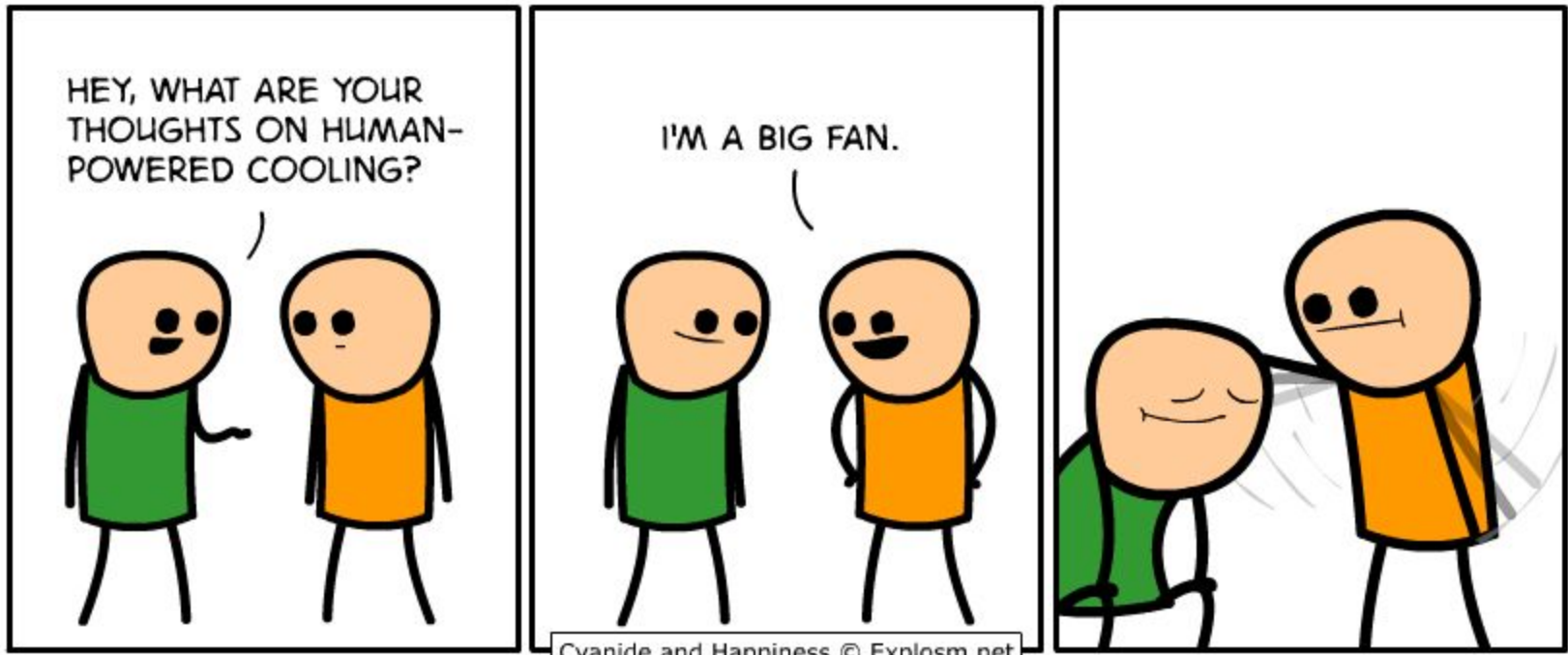
## Be kind to others

- Communication is essential
- Lots of stakeholders and their specific dialects
- Lots of different cultures
- Make people responsible for their actions and services





Strategy for engaging humans  
doing ops with something worthy  
of their mental capacity



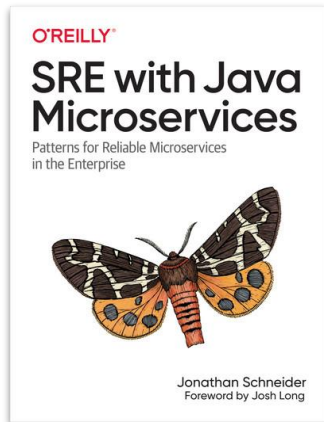
**THANK YOU!**



**infobip**



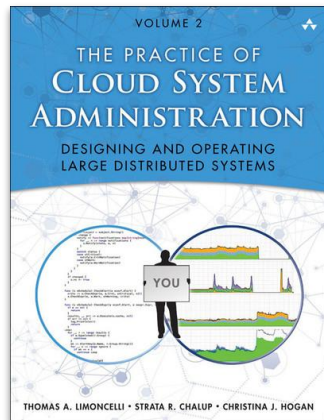
# References



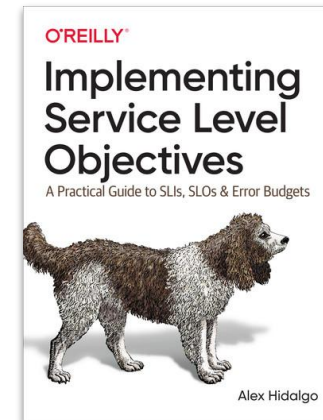
- Code-level / microservice architecture reliability
- Observability: deep-dive
- Recommended for all SW engineers



- Stability patterns
- Examples of real-life failures and how to mitigate them
- Recommended for SW engineers working with distributed systems

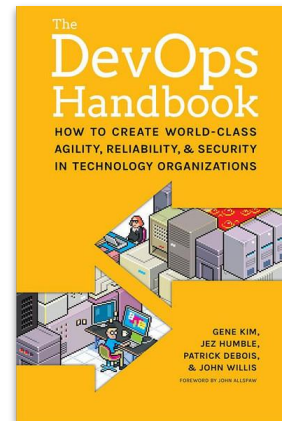
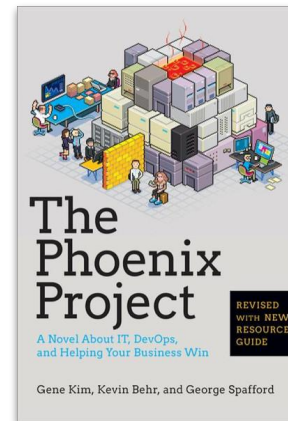


- Overview of ops required in the cloud
- Design, operate, assess, improve
- Recommended for tech-savvy managers, new / evolving Sys Amins, SREs, Devs doing Ops

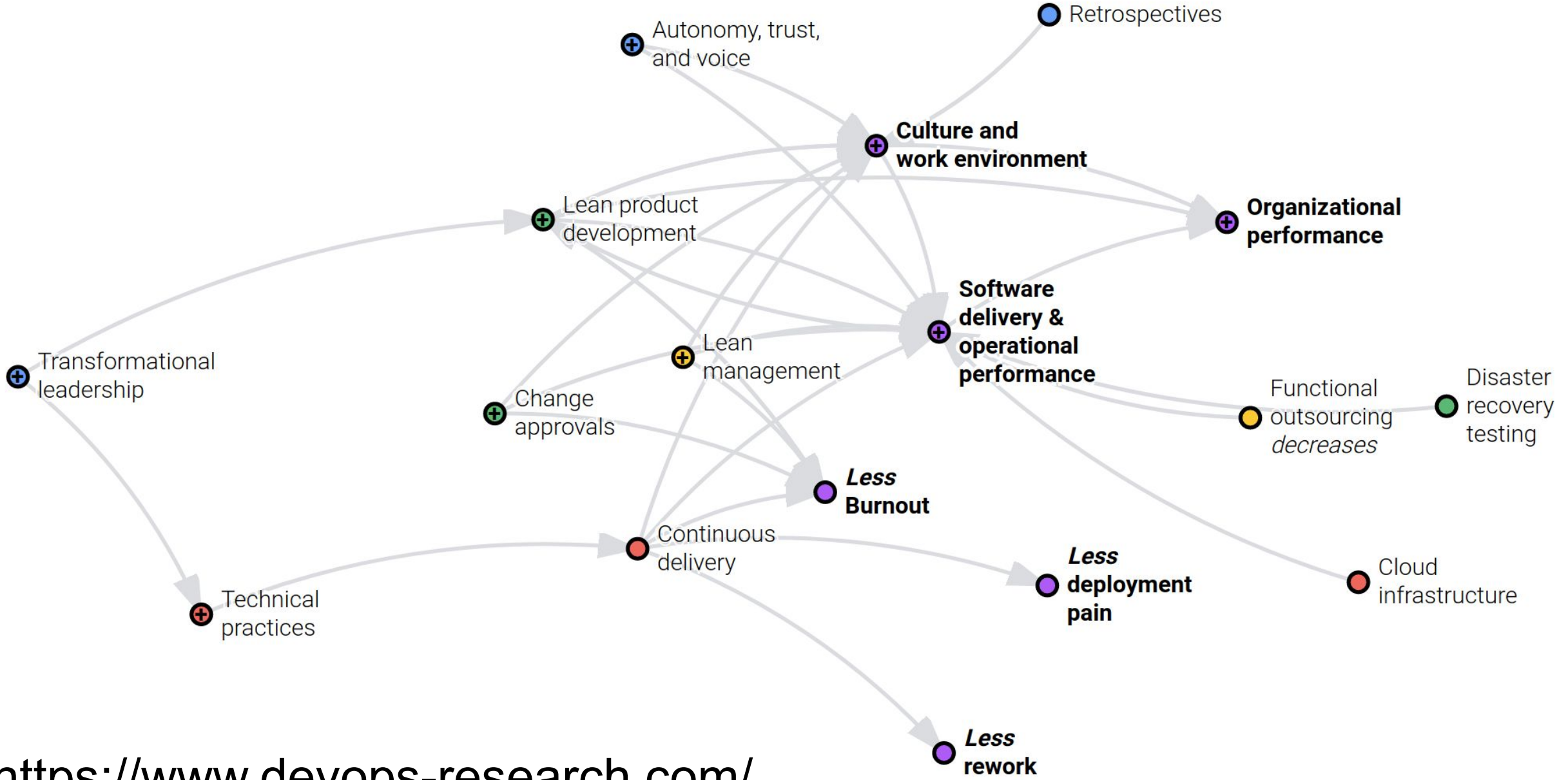


- All you need to know about SLOs
- Deep-dive into the subject
- Recommended for managers, architects and senior SW engineers

**Newsletter:** <https://sreweekly.com/>



- Phoenix project: DevOps explained as a fictional story
- Handbook: Why, what and how to DevOps
- Recommended to all thinking they need to hire a DevOp



<https://www.devops-research.com/>