

Next up:

**Guns, lots of guns
...there is no silver bullet**

We start when depeche mode is done



**Personal Jesus
Depeche Mode**

Consultant @ heart; “I’m here to help”
Worked for 50+ corporations over 2+ decades
Founded and co-founded 5 companies
Employed and mentored 100s of software designers

Continuous Delivery is a lean concept
Agile stands on the shoulders of lean
DevOps stands on the shoulders of Agile
Large-scale agile is a hoax; agile doesn’t scale
I don’t think SAFe® is safe
I don’t trust Scrum (Scrum doesn’t trust me)



Personal Agile
Lars Kruse
@lakruzz



**A Software Company
That Starts Software Companies**

***“We no longer want to do
shitty software under shitty management”***



The Tar Pit

Fred Brooks - The Mythical Man-month 1975



The problem of software engineering is a sticky one. Even the strongest among beasts can not escape. It's like a tar pit. Eventually they sink.

The Tar Pit

Fred Brooks - The Mythical Man-month 1975

Brooks law:

Adding manpower to a late software project makes it later

The Surgical team:

Let the good developers program, let the other ones aid them to go faster

Plan to throw one away:

*Exploration doesn't produce high quality.
The pilot is a throw-away*



Conways' Law

1968

***“Organizations that design systems
(in broad sense) are constrained to produce
designs which are copies of the communication
structures of these organization”***

Mel Conway, the conclusion in his paper “How do committees invent” - 1968

Presented as “Conway’s Law” by Fred Brooks in “The mythical man-month” 1975

Lakruzz' Law

1922

“Any Organization that sets off on a certain tool stack (processes included) will remain on that tool stack until eternity or end-of-life, whichever comes first”

Lars Kruse, Lakruzz Law 2022

No Silver Bullet

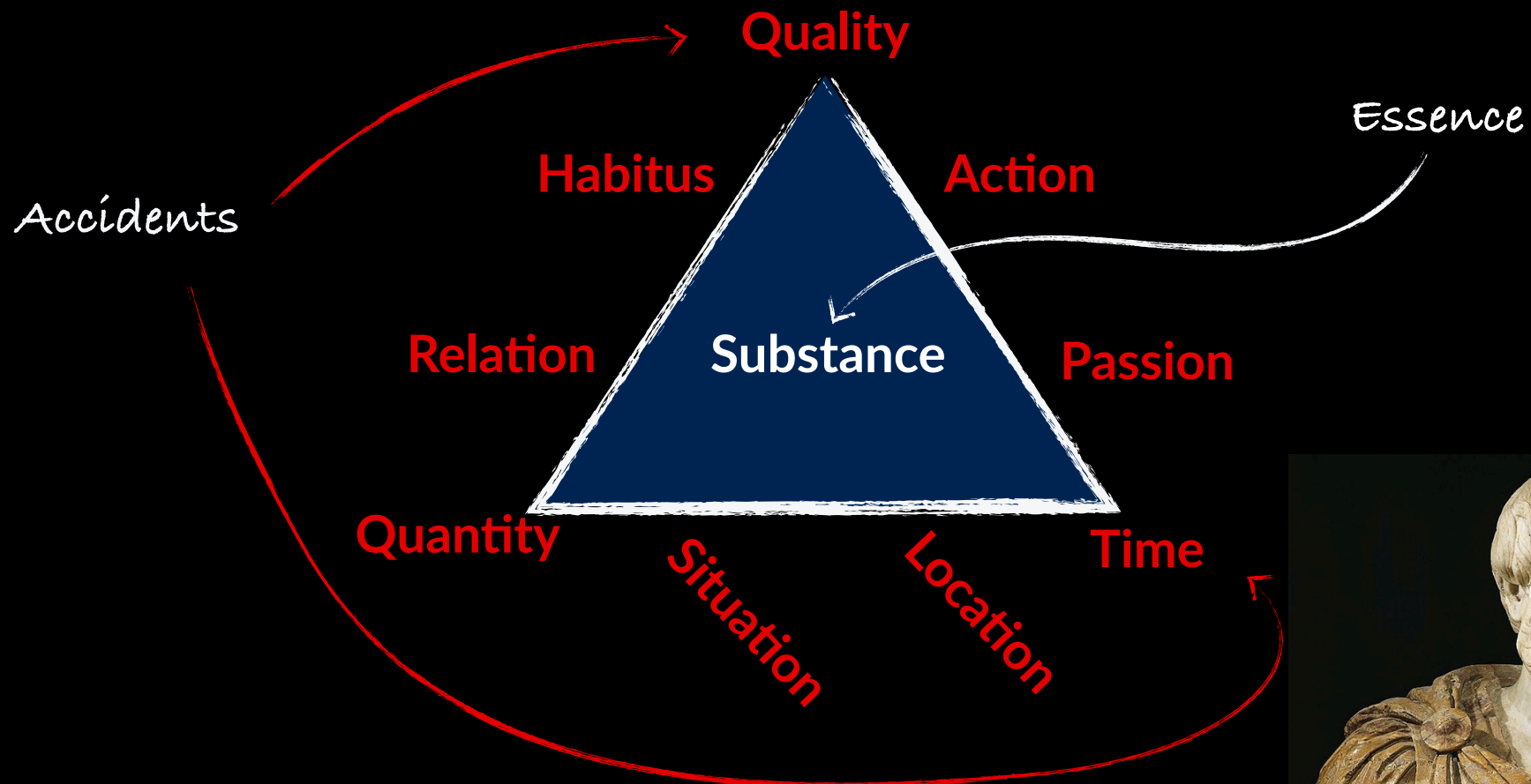
Fred Brooks - *Essence and Accident in Software Engineering* - 1986



There is no single development, in either technology or management technique, which by itself promises even one order-of-magnitude improvement within a decade in productivity, in reliability, in simplicity

No Silver Bullet

Fred Brooks - Essence and Accident in Software Engineering - 1986



No Silver Bullet

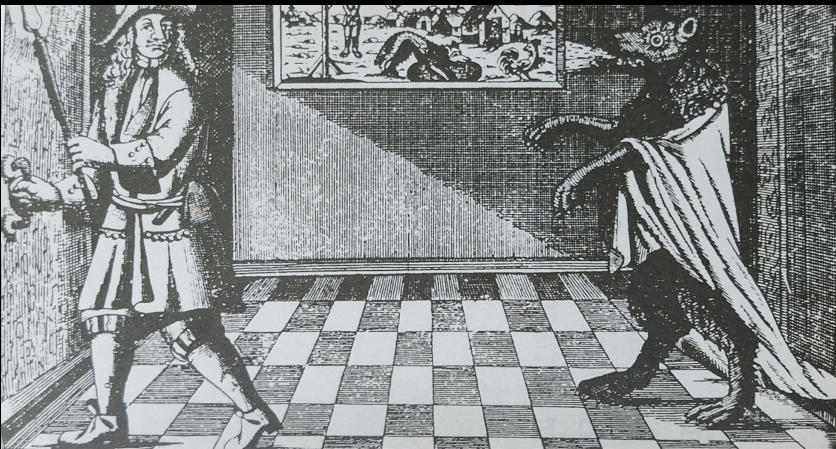
Fred Brooks - *Essence and Accident in Software Engineering* - 1986

Complexity is in the essence,
not in the accidents

Stop using construction metaphors
to depict software - Software isn't built

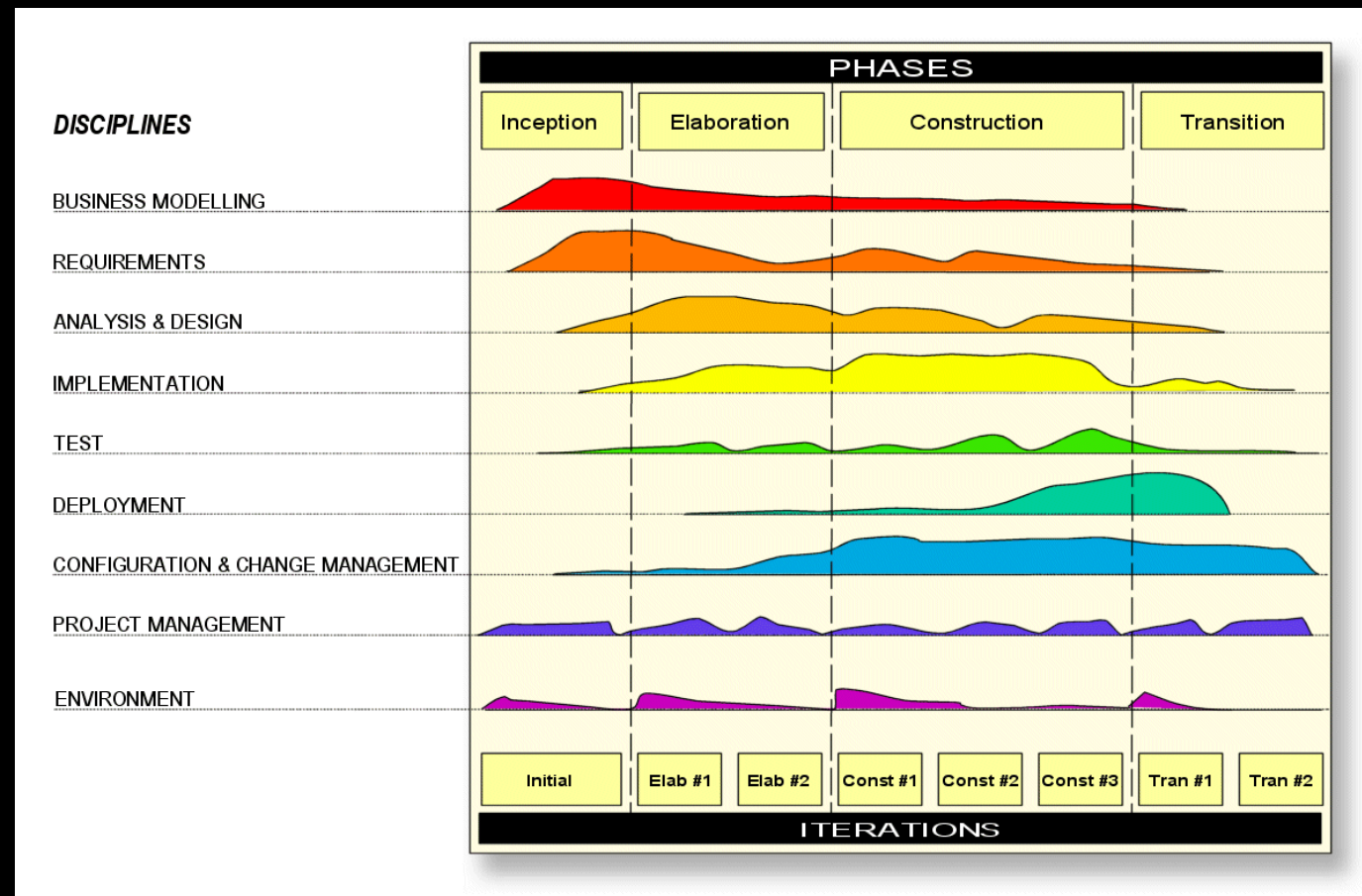
Like complexity in nature,
It's grown. Software is a creative
process

Hopes for the silver:
Stop writing code, start reusing code



Iterative and Incremental

Phases, and lots of small waterfalls - Exemplified by Rational Unified Process (1994)



The Agile Manifesto

“Agile” chosen over “Extreme”, “Lightweight” and “Adaptive”

In the dark midwinter of early 2001, a group of like-minded software professionals gathered at a remote ski lodge in Snowbird, Utah.

Over the course of a weekend, they drafted a document that changed the way we talk about software development.



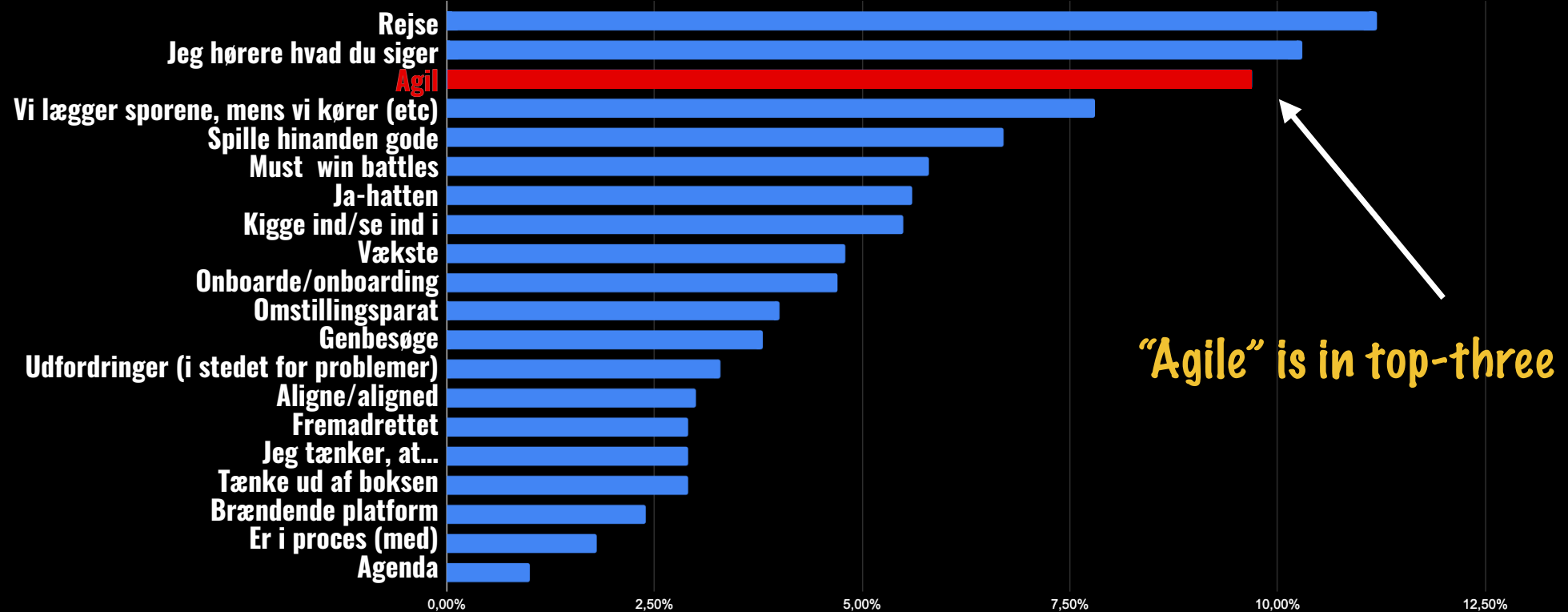
Agile

Agilefall? Watergile? ...it's a hamster wheel!



The Most Irritating Phrases

Survey among "DJØF bladet" readers, 2022 (4035 replies)



“Why software is eating the world”

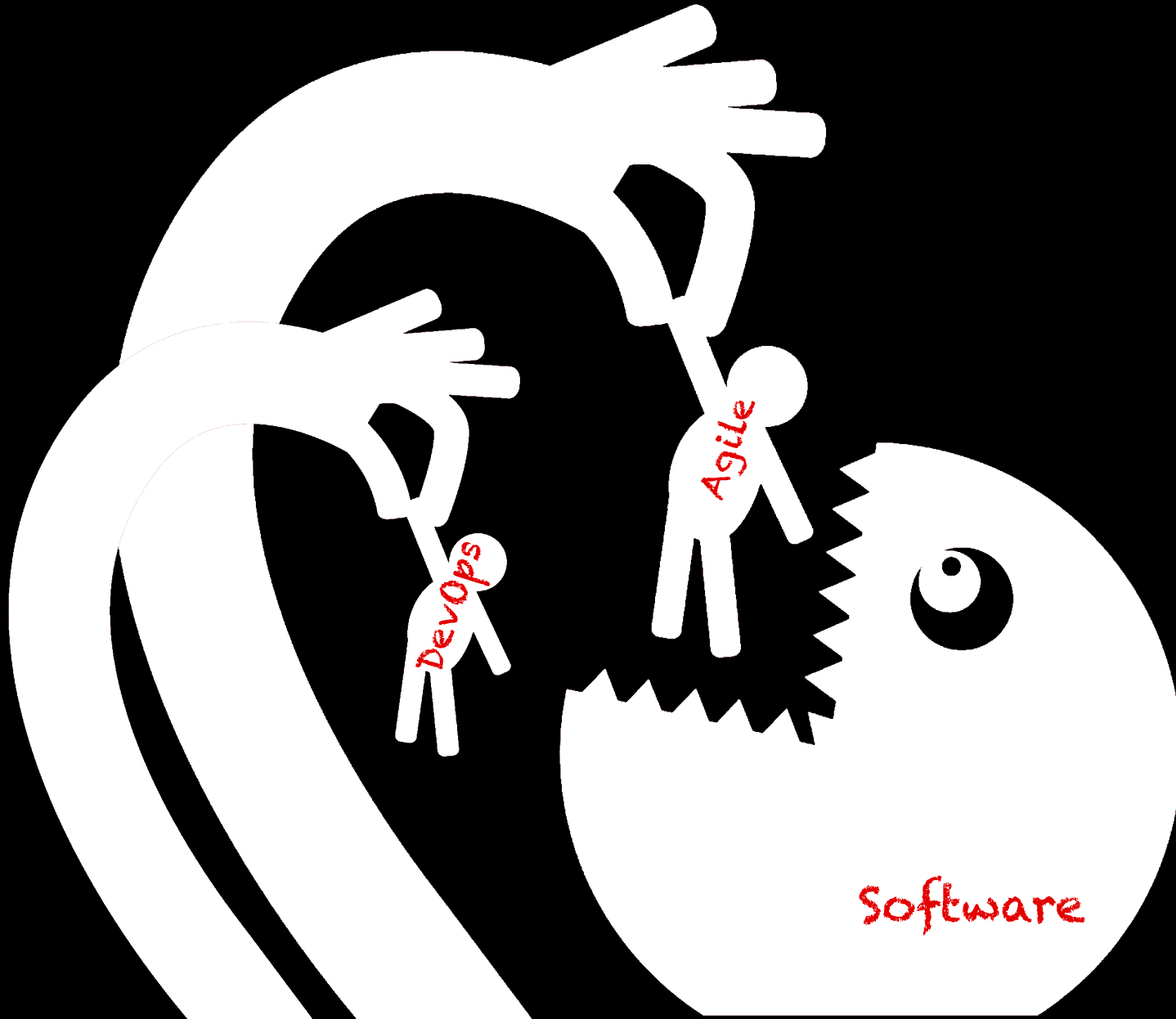
Marc Andresen, Wall Street Journal 2011

How many developers?

Wordwide in 2022

Estimated ≈25 million professionals


The next 18 months, the world will produce as much software, as we have done for the past 40 years



Generation Z

The Zoomers








Simon Høiberg • 1st
 Startup CEO · Building software for creators & marketers
 1w · 🌐

At this point, No Code makes me 100x more excited than blockchain and web3... 🚀

Some people wanna code more and add complexity...

I just wanna code less and launch faster 🚀




273


59 comments · 2 shares



takiDDine boufedeché • 3rd+
 Web Developer | Front End Specialist | JavaScript, React , React N...
 1w ...


The only thing I can't stand is this no code thing (it's not even no code, it's drag and drop code) that gets compiled or whatever they do to it.

Yes, you can create blogs and simple e-commerce websites, but for a real-world project... I just don't get the idea that you have no control over anything.




Justin Cross • 3rd+
 I help companies deliver innovative software solutions and recover ...
 1w ...

No code is just some else's code. Just like cloud is just some else's computer.



Mohit Sehgal • 2nd
 Building Tech Startups | Tech Consultant | Engineering Lead
 3d ...

I am more excited about low code rather than nocode. May be because of additional flexibility




Hannu Krosing • 2nd
 Database Engineer at Google
 1w ...

For ultimate No Code just use SQL


1. Use DDL to define your data structure
2. Use DML to manipulate data, DQL to extract in suitable form.

It is all definitions, no coding required !




Shubham Bansal • 3rd+
 Founder/CEO @TopBeat | 700+ days of daily workout, aiming for 10...
 1w ...

Agreed! We developed our entire tech stack, automating all the ops, in just 3 months with No Code. It's definitely 100x better than code! Specially to launch faster.




Vishal Rewari • 2nd
 SaaS Product Growth | \$5.5M+ | 9/1000 | SaaS Investor
 1w ...

every SaaS is a no-code in itself..



Martin Gallardo • 2nd
 Supporting Startups/Scaleups founders | Director @ PwC | martinh...
 1w ...

Amen!



Prashant Abbi • 3rd+
 Building SocieTree, Zeroic | Bubble.io Developer | JPMC' 22 | Scale...
 1w ...

Thank you for saying this! 😊

Don't know why but simplicity in software development is pretty underrated

Aesthetics

Software Must Become Delicious





The DevX Manifesto

Software Must Become Delicious

Kea
COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY

Software must become delicious

The foundation for SaaS products must be serverless.

UX'ers, Graphical designers and Marketeers are developers too. They must become 1st class citizens in the dev teams

Anything as code: Team-collaboration, Infrastructure, UX and marketing implied



Boris Ivanovich Grishenko

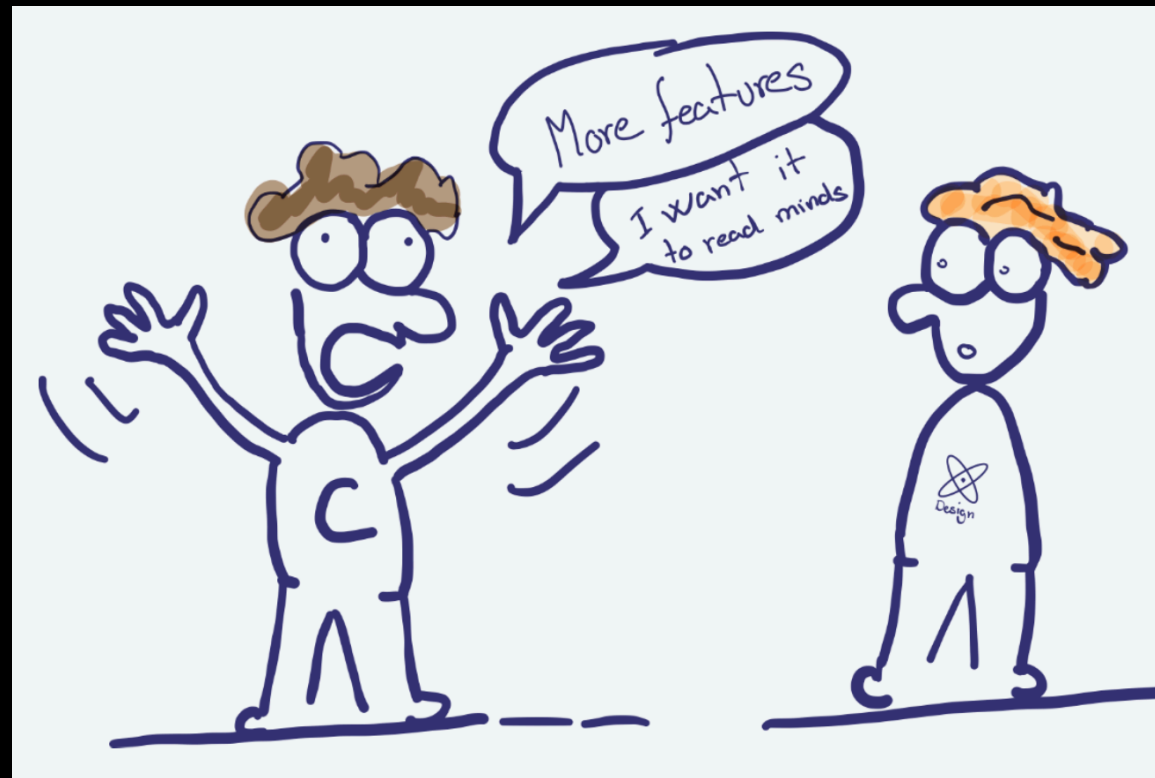
"I Am Invisible"



DevX

10 tips Agile and DevOps hands over to DevX - to make software delicious

1. Build the right team
2. Automate everything
3. Test in production
4. Make it scale
5. Pick the right tool stack
6. Listen to the customer
7. Be data-driven
8. Easy onboarding of users
9. Easy onboarding of developers
10. Be design-led



Guns, lots of guns

...there's No Silver bullet

? !