GitLab

Everyone can contribute

This presentation is considered confidential

Today’s Objective

- **Review why organizations are exploring DevOps**
  - Review the evolution of DevOps
  - How a DevOps Platform is different

- **Address how DevOps can address your key initiatives**
  - Increase velocity with guardrails
  - Reduce tool sprawl
  - Benefits the entire organization

Why are Organizations exploring DevOps?

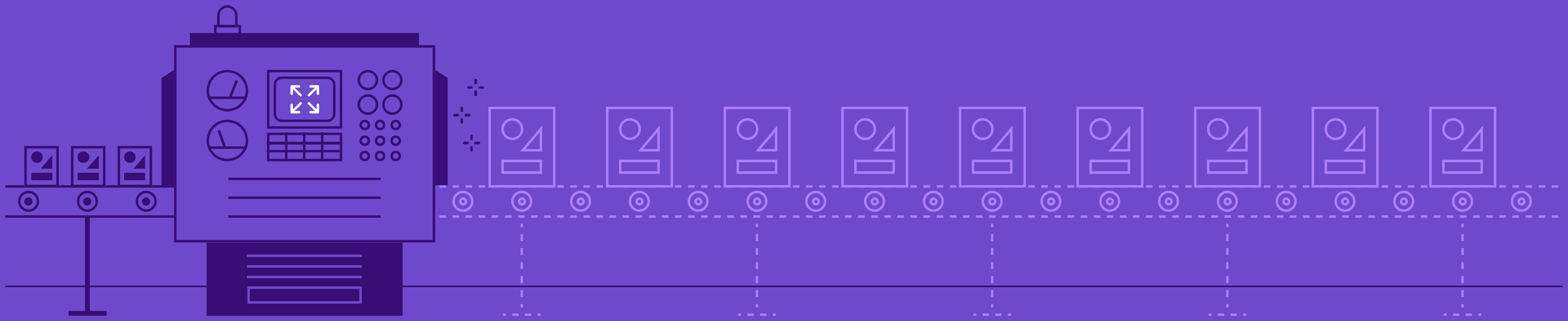
Unlocking transformation returns is becoming more challenging

- Essential pivot toward new business outcomes
- Table stakes for survival
- Investments have yet to fully deliver

92%

> **...of companies say their current business model will not remain viable** if they digitize at the current speed.[1]

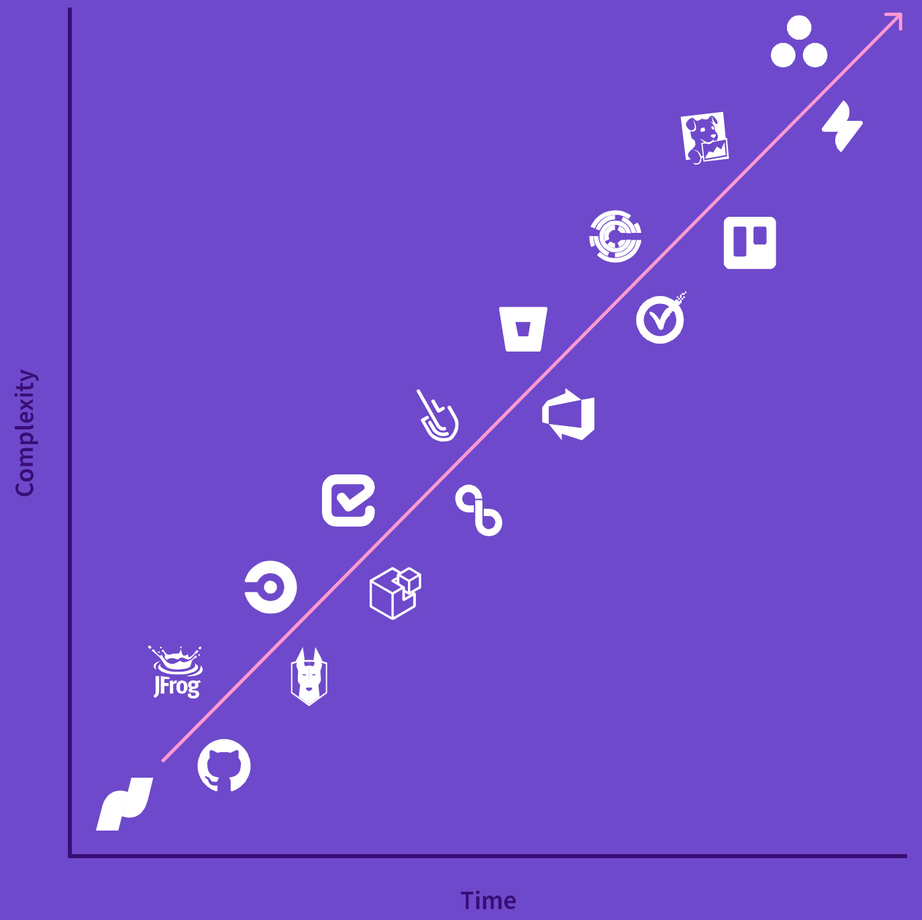
[1] Mckinsey & Company Why do most transformations fail? A conversation with Harry Robinson



As “Traditional” DevOps matures, developers have more tools to work with per project

They will need to consider:

- Planning
- Source code management
- Code review
- Continuous integration
- Package management
- SAST
- Continuous delivery
- Review apps
- Feature flags
- DAST
- Infrastructure as code
- Monitoring
- Container network security
- Value stream management



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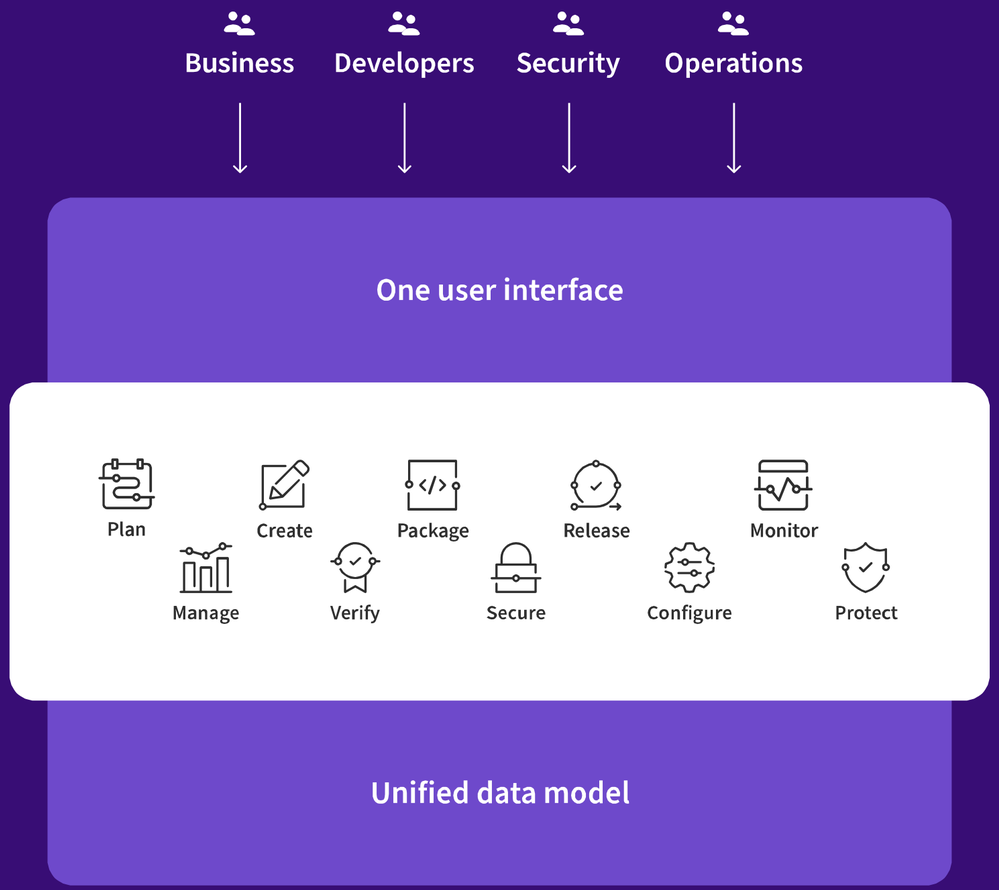
The DevOps Platform

One platform for all your DevOps capabilities

- Project planning
- Source code management
- Continuous integration
- Infrastructure configuration
- Incident monitoring
- Application security
- And so much more...



The Four Phases of DevOps Maturity

Phase 1 - Bring Your Own - DevOps

Disparate sets of tools

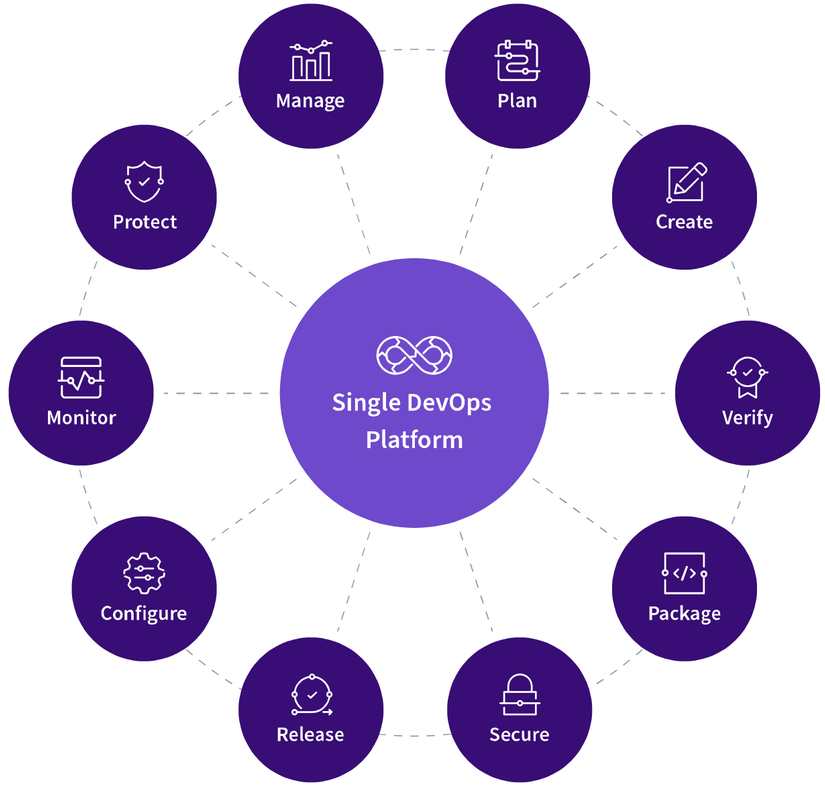
Phase 2 - Best In Class DevOps

Standardized Dispartate Toolchain

Phase 3 - Do It Yourself DevOps

Custom Integrations

Phase 4 - The DevOps Platform



Single Application - No Integrations

The DevOps Ecosystem can be Large and Complex

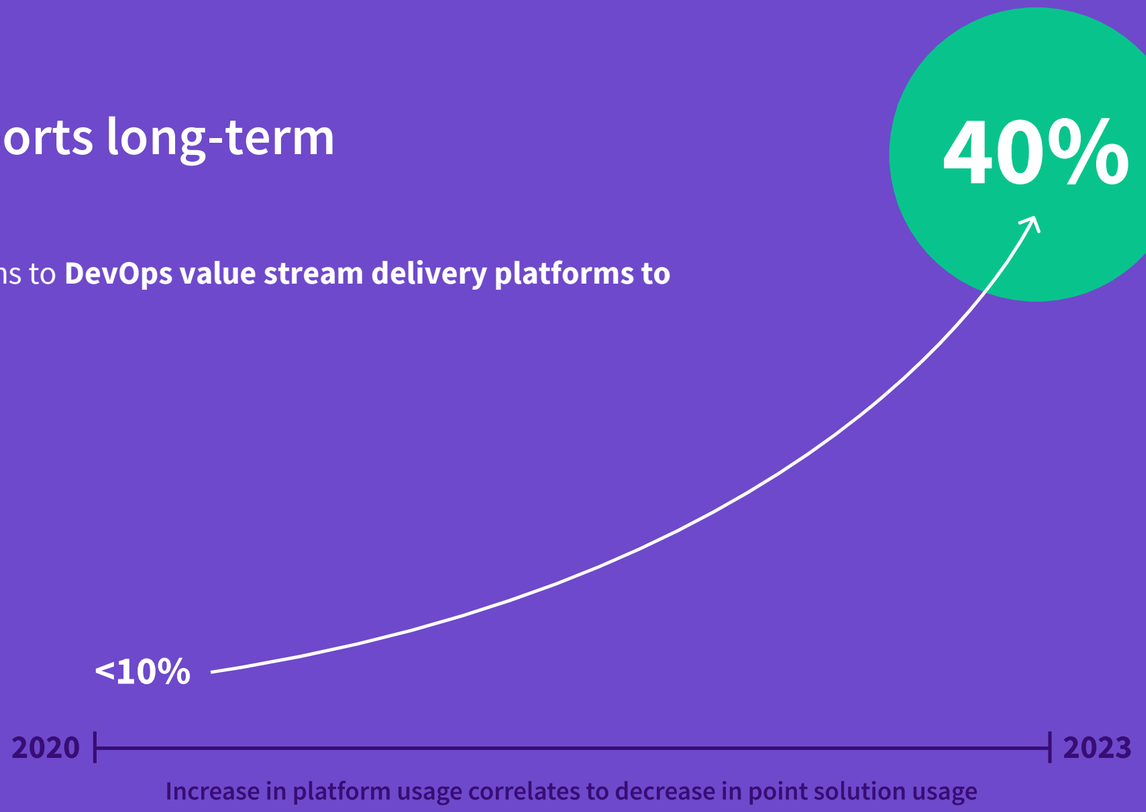
Recommended Solution Summary

Gartner: Platform Adoption is Growing--Quickly

Consolidation of DevOps onto platforms supports long-term market growth.

"By 2023, 40% of organizations will have switched from multiple point solutions to **DevOps value stream delivery platforms to streamline application delivery**, versus less than 10% in 2020."[1]

Gartner's 2020 Market Guide for DevOps



[1] Gartner, Market Guide for DevOps Value Stream Delivery Platforms, Manjunath Bhat, Hassan Ennaciri, Chris Saunderson, Daniel Betts, Thomas Murphy, Joachim Herschmann, 28 September 2020

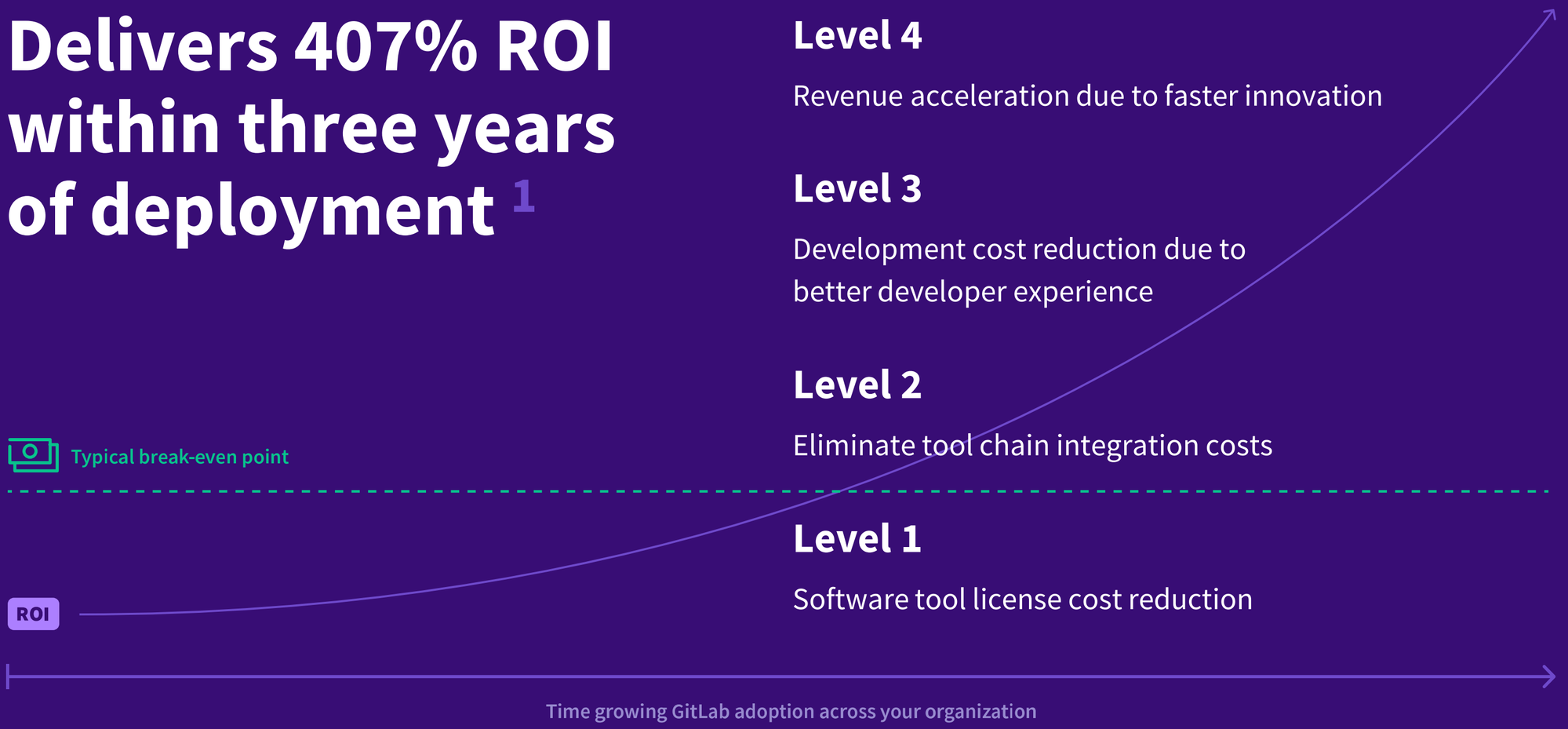
Graphic created by GitLab based on Gartner Stat

Leading Organizations use a DevOps Platform

Public Sector, Financial Services, Media & Telecom, Consumer/Retail, Industrials, Software/Core Tech, Internet

Forrester TEI Study

Delivers 407% ROI within three years of deployment [1]



Source: The Total Economic Impact™ of GitLab, a commissioned study of a limited number of our customers conducted by Forrester Consulting, June 2020
[1]When Deployed to Revenue-Generating Applications

Next Steps: DevOps Value Stream Assessment

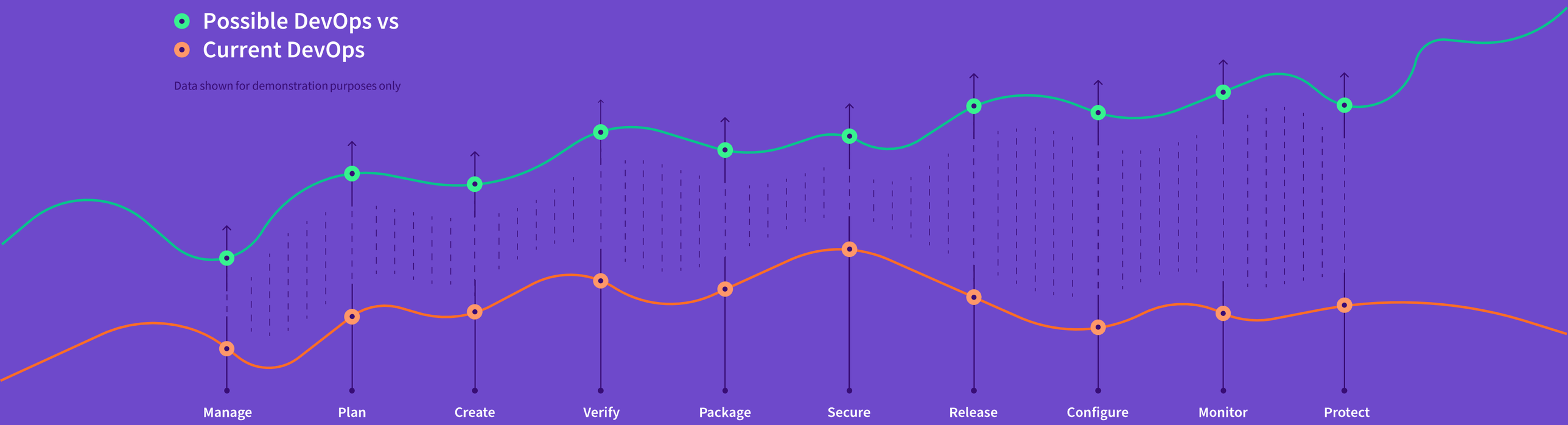
Identify Constraints in SDLC Current State

Total Economic impact of transformation

Outline Desired Future State

Define requirements for achieving transition to Future State

Agree next steps for technical and business evaluation if feasible

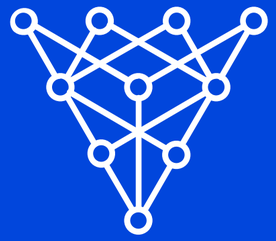


Today’s environment of constant, rapid change is driving greater alignment between business and IT priorities

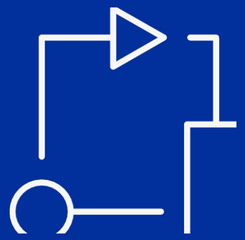
Increase flexibility

Improve security and resiliency

Derive more value from data



Ensure continuous operations



Challenge:
Modernizing critical workloads and existing IT infrastructure

Being ready for

Unpredictable demand	Cyber risk	AI-driven applications	Anywhere workplace

Requires

Dynamic and efficient scaling	Pervasive, layered security	Data access and privacy	IT flexibility

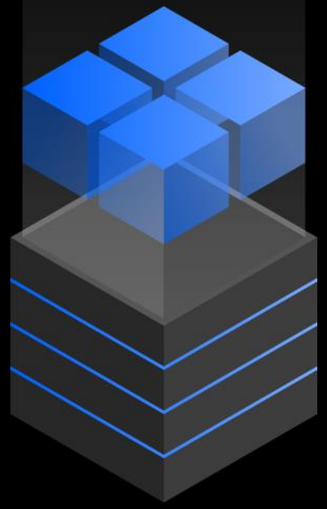
IBM Power

AIX IBM i Linux

The POWER behind your open, enterprise hybrid cloud

85%

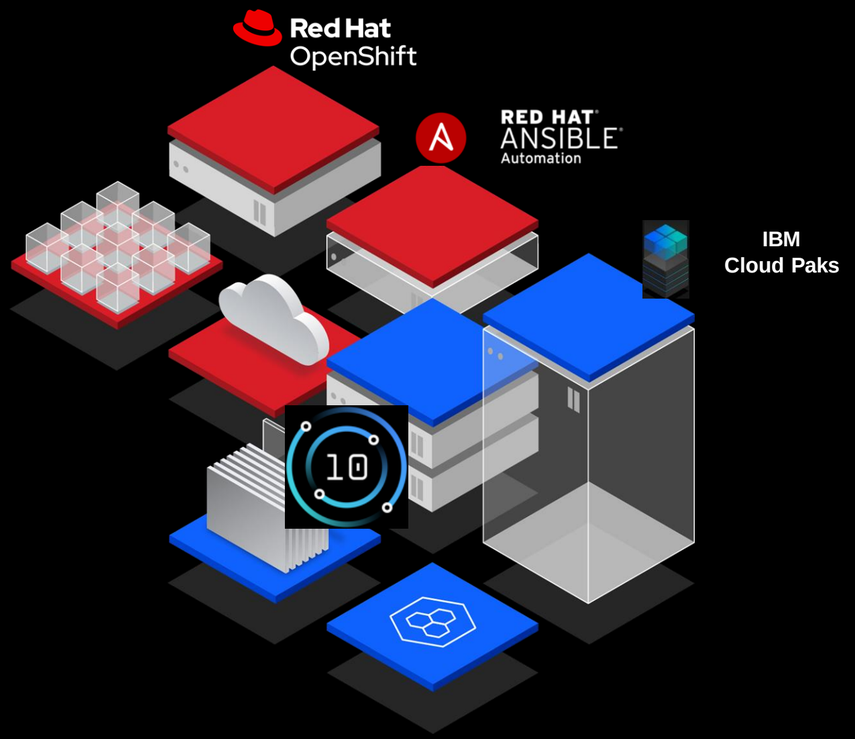
of enterprises have migrated workloads from the public cloud back to their data centers*



49%

of public cloud apps installed today will move to a private cloud*

*Source: IDC CloudPulse Q221 Quarterly Summary, June 2021



Power10 is engineered for agility to extend enterprise performance, reliability & end-to-end security across your hybrid cloud – so you can flexibly manage and incrementally modernize mission critical apps and data.

GitLab Accelerates Modernization on IBM Power

GitLab Ultimate

IBM Power

Seamless multi-architecture CI/CD that integrates with best of breed open source

Complete DevOps platform that **brings development, operations, and security teams into a single application**.

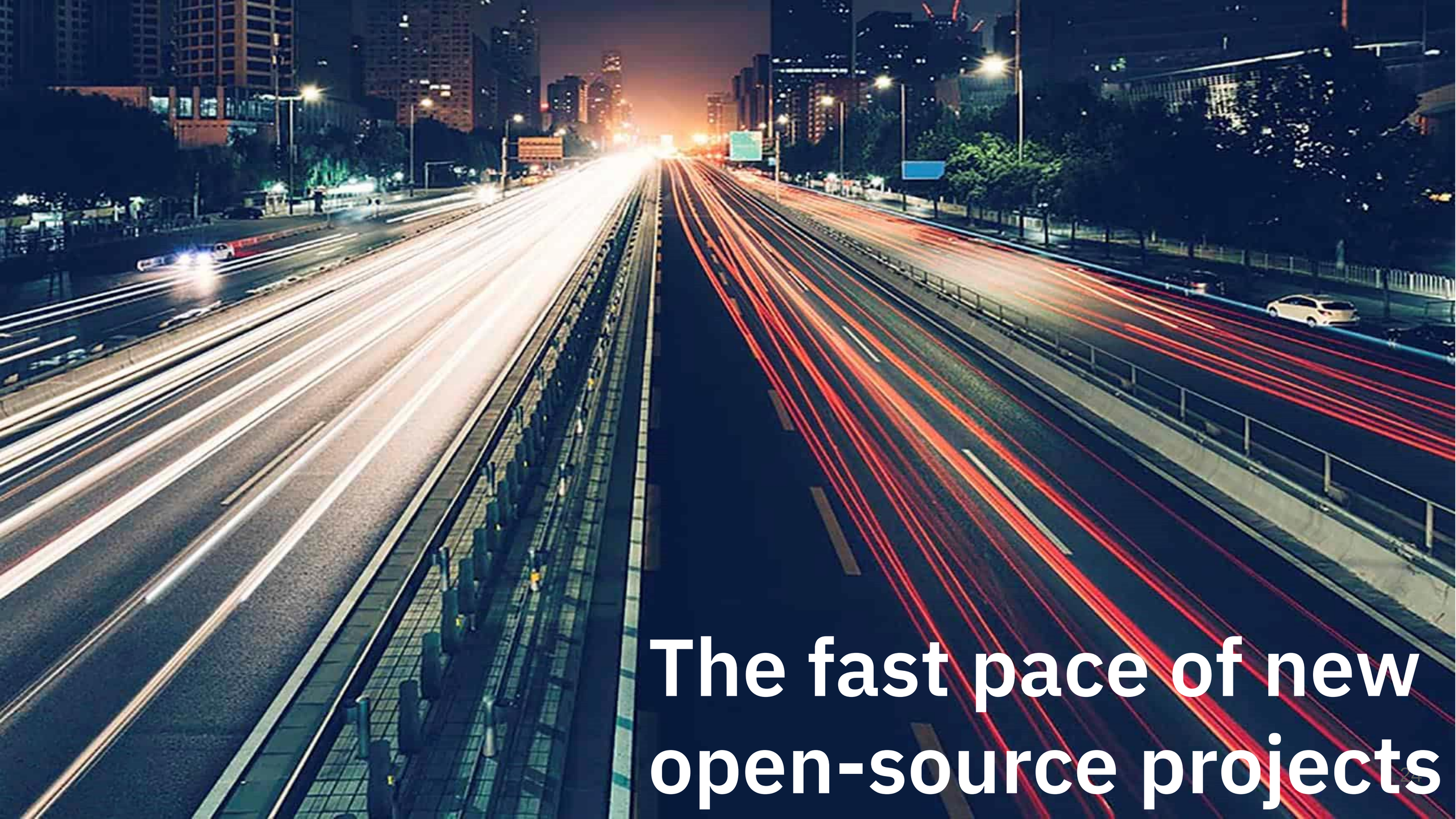
Accelerate software delivery from weeks to minutes while reducing development costs and security risks.

GitLab and IBM Power

It is all about client needs

Multi-arch World

arm amd64 ppc64le s390x



The fast pace of new open-source projects

The right tool for the right job.

2019
Stand alone builds for clients and
OSS communities.
No official contributions or
collaboration.

2020
First moves towards collaboration.
More stand alone builds.

2021
IBM starte to officially contribute
with GitLab Runner.
MRs adding Power accepted.
Ofiicial GA of GitLab Runner on Power.

2022
GitLab Runner Operator for RedHat OpenShift.
Official Certification for RedHat OpenShift.

Retail company modernizes online shopping experience with HCL Commerce on OpenShift on Power

Client Business

- American department store chain with almost 300 stores across 29 states.

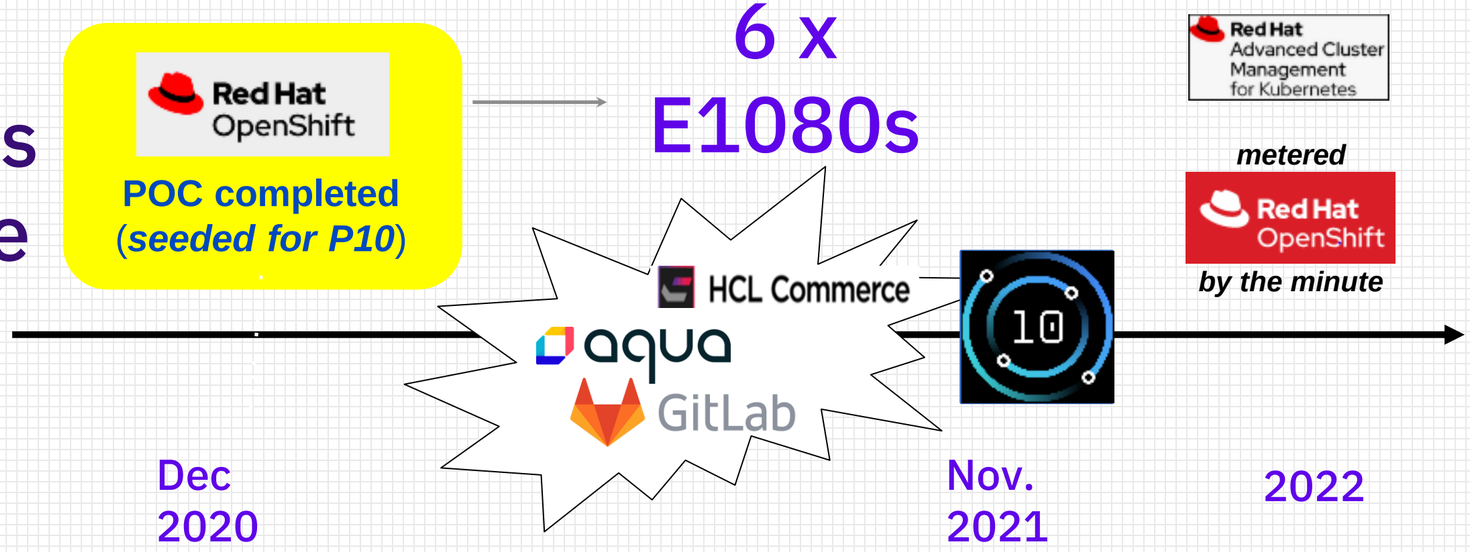
Business Problem

- Entire eCommerce platforms currently runs on HCL Commerce, which transitioned to a container-based app on OpenShift.
- IT ops and developers need to transition to modern cloud-native experience.

Solution

- Modern eCommerce site using OpenShift & supporting agile multi-arch DevOps environment.
- Upgrade from VM-based WebSphere Commerce to containerized HCL Commerce on OpenShift.
- Manage multiple VM and OpenShift clusters with Cloud Pak for Multicloud Mgmt. and RHACM.
- IBM Spectrum Scale for high-speed storage
- ISV solutions for security, monitoring and log aggregation.

Retail company modernizes online shopping experience with HCL Commerce on OpenShift on Power



Retail Company’s CI/CD on Power using multi-arch

Use Case

- Want to enhance CI/CD to hold multi-arch images to create the possibility to run workload on whatever platform fits best
- Automated Pipeline using GitLab Pipeline Runner e2e.
- GitLab runner running on Power.
- Maven Repo and Docker Registry on Artifactory.

Customer wanted to go deeper on understanding the difference on Physical CPU and Logical CPU (what Linux, Kubernetes, and containers see).

Thread is a virtual version of a CPU core. These are both names for the process of breaking up physical cores into virtual cores (threads) to increase performance. For example, AMD CPUs with four cores use SMT to provide eight threads, and most intel CPUs with two cores use hyper-threading to provide four threads.

Customer was appreciative of the Thread capabilities on Power Servers and understand how this can help them packing workloads

GitLab on Power

Scenario 1
Building a basic application by connecting GitLab Runner on Power node to an existing GitLab project.

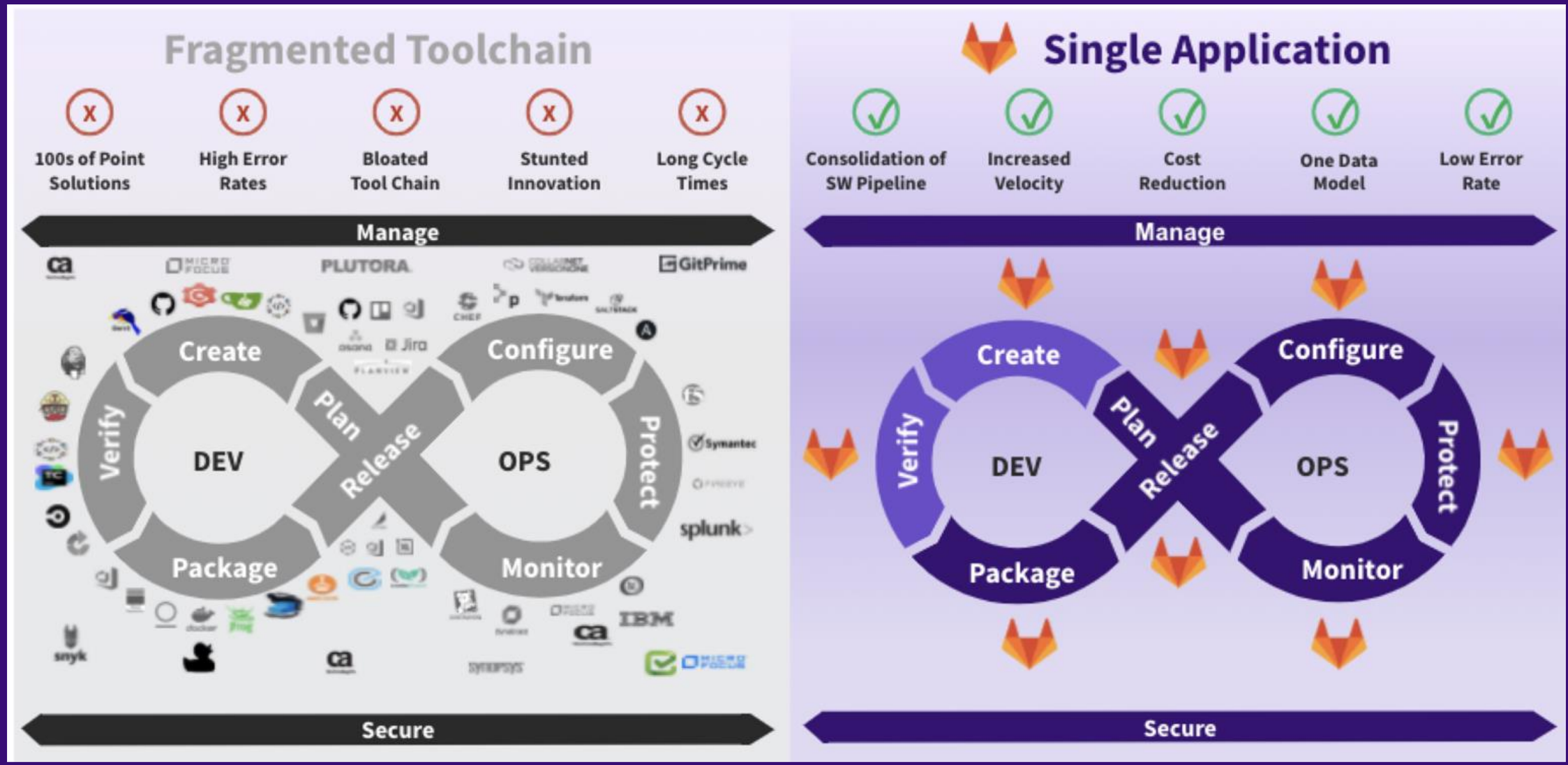
Scenario 2
Building and deploying application to Openshift cluster on IBM PowerVS by connecting GitLab Runner on Power node to existing GitLab project.

Scenario 3
Building and deploying application to Openshift Power cluster via GitLab Runner Operator.

Appendix

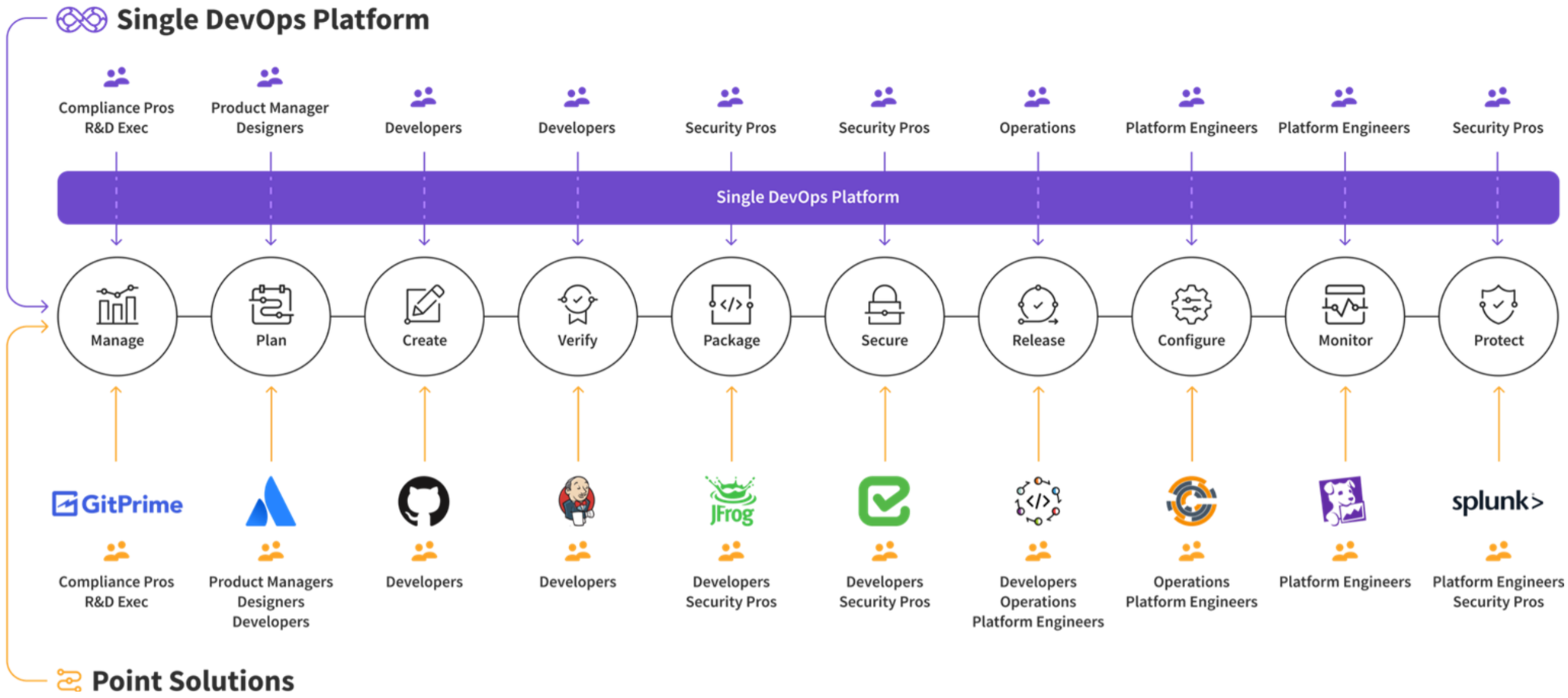
GitLab's DevOps Platform

One platform, one unified data model and one interface for all your DevSecOps capabilities



Collaborate across personas

Deliver faster, more efficiently, with reduced risk



Velocity, efficiency, and security

A look at DevOps success for our customers

GitLab is at the heart of UBS Development Revolution

Prior to GitLab, UBS was experiencing competitive challenges due to their slow time to market. They lacked the visibility needed to identify bottlenecks and improve productivity in their delivery platform. UBS partnered with GitLab to take their cloud native and traditional banking applications to the next level from a single platform.

Learn more about our strategic UBS collaboration

> With GitLab, we leapfrog many of our competitors and break the barriers between coding, testing, and deployment.

Mike Dargan
Head of Technology, UBS

Velocity, efficiency, and security

A look at DevOps success for our customers

< 8 minutes to build using GitLab

Weekly mobile releases

A long-time goal of Ticketmaster

Faster releases

And happier customers

The Journey to Success with GitLab

Additional touchpoints (as needed):

- Further discovery / mapping
- Services engagements
- Customer support
- New user / group onboarding

Creating interdependence & driving adoption downstream

Manage

- Subgroups
- Audit events
- Value stream management
- Insights
- Audit reports
- Compliance management
- Code analytics
- DevOps reports

Plan

- Issue tracking
- Time tracking
- Boards
- Epics
- Service desk
- Design management
- Roadmaps
- Requirements managements
- Quality management

Land →

Foundational entry point

Create

- Source code management (SCM)
- Code review
- Snippets
- Wiki
- Static site editor
- Web IDE
- Live preview

Verify

- Continuous integration (CI)
- Accessibility testing
- Code testing and coverage
- Merge trains
- Performance testing
- Usability testing

Current expansion →

Secure

- SAST
- DAST
- Fuzz testing
- Dependency scanning
- License compliance
- Secret detection
- Vulnerability Management
- Code quality

Package

- Package registry
- Dependency proxy
- Container registry
- Helm chart registry
- Release evidence
- Git LFS

Release

- Continuous delivery (CD)
- Pages
- Review apps
- Advanced deployments
- Feature flags
- Release orchestration

Future expansion →

Configure

- Auto DevOps
- Kubernetes management
- Infrastructure as code
- Secrets management
- ChatOps
- Serverless
- Cluster cost management

Monitor

- Incident management
- Metrics
- Error tracking
- Logging
- Product analytics
- Tracing
- Runbooks
- On-call schedule management

Protect

- Container scanning
- Container host security
- Container network security
- Security orchestration

Feature maturity key: Lovable/complete | Viable | Minimal

- Set up the reason for ‘why’ DevOps matters to the customer
- Explain the 4 phases of DevOps
- Explain the benefits of the platform approach
- Explain Gartner’s point of view and why it matters
- Explain the GitLab Platform and its key differentiators
- Explain the Forrester research proof point
- Close with next steps
- Offer a Value Stream Assessment
- Wrap up by scheduling a follow-up meeting.
- Mention partners
- Talk to one customer proof point and story