

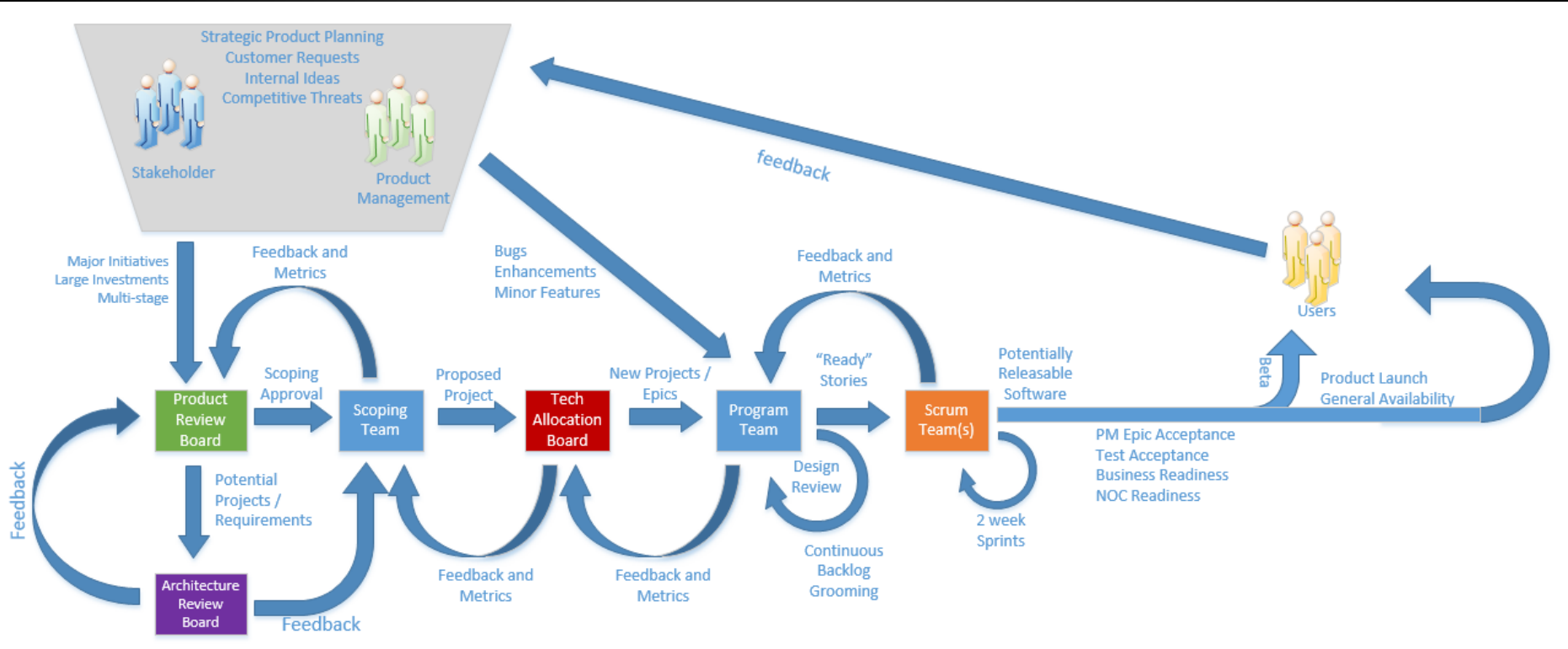
Dyn Product Process for Innovation

Innovation Field Trip - June 2014

Planning process spans four phases



Process Framework

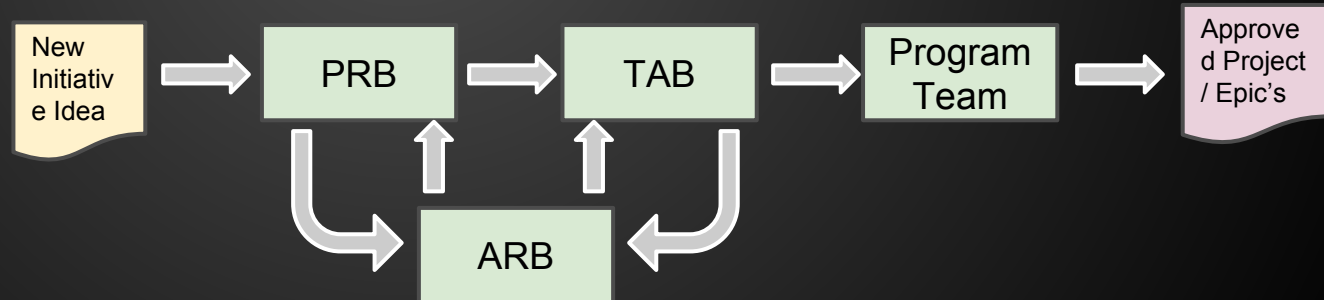


Management Review Board

Management Review Boards		
PRB	TAB	ARB
VP Product	CEO	CA
VP Engineering	COO	VP Engineering
VP Tech Ops	CRO	VP Tech Ops
CA	CT	Architects
CEO (Optional)	CA	
COO (Optional)	VP Product	
CRO (Optional)	VP Engineering	
	VP Tech Ops	

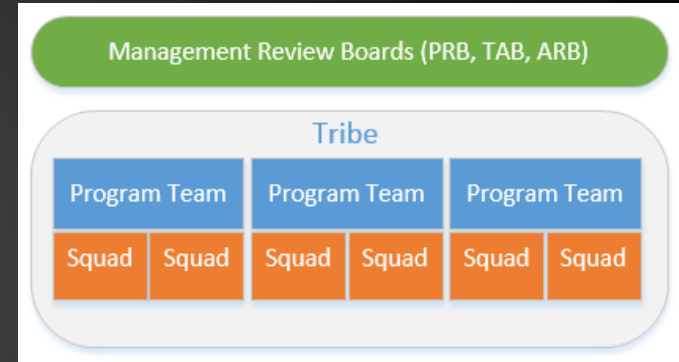
PRB, TAB and ARB Formed

- Product Review Board (PRB) - Where do we focus our research?
- Tech Allocation Board (TAB) - Where do we invest in our products?
- Architecture Review Board (ARB) - Are we building it Right?



Programs

- Responsible for setting the product vision, goals and roadmap for each product or key initiative
- They prioritize the product backlog and manage the delivery of features to customers
- They are ultimately responsible for what each Squad works on and delivers to customers
- Each Program consists of the follow roles:
 - Program Product Owner
 - Agile Program Manager
 - Technical Owner
 - Architect
 - 1 or more Squads



Dyn Programs Examples:

- Message Management
- Traffic Management
- Web Services
- Infrastructure / Tools

Tribes, Squads and Guilds

Tribes

- A collection of Squads and Programs that work in related areas
- Tribes generally have less than 100 people - new tribes are formed when you grow beyond this
- Right now, we have 1 Tribe at Dyn

Squads

- a.k.a Scrum Teams or Features Teams
- Self-organizing, cross functional group of people working towards a common goal
- When they finish working on one project or goal, they move on to the next

Guilds

- Groups of people with similar skills and working in the same general competency area
- Drive standards and best practices across scrum teams
- Usually led by a Line Manager , Architect or Principal Engineer
- Ex. TO Guild, Web Dev Guild, QA Guild, etc..

