

Building for the future of tech



TIPS FROM LOGDNA CEO, TUCKER CALLAWAY.

The last year has been unlike any other in many ways, and yet it feels very familiar. From a business perspective, 2020 felt a little bit like 2001 when the dot com bubble burst, and a little bit like 2008 when the Great Recession decimated businesses across the globe. In each of these dark periods, I've watched great businesses and individuals respond with intention, agility, and grit. Now, we're in a period of rebuilding and I see businesses more focused than ever on optimizing for the future. Here's what it will take to build the next generation of great tech.

1 • Be Efficient

As in 2001 and 2008, I see businesses today taking an honest look at the foundations they're built on. Here are some ways to optimize for efficiency:

1. **Ditch legacy enterprise products** and adopt lightweight SaaS solutions
2. **Shorten your development cycle** and bring new products to market faster
3. **Integrate security sooner in the SDLC** and prevent costly breaches

2 • Choose Products for DevOps Workflows

If your company has adopted a DevOps mindset or is taking steps towards improving how your development, operations, and security teams work together, you must choose tools that will reinforce this culture of collaboration.

1. Adopt tools that dev, ops, and security teams can use without extensive training
2. Assign ownership of tasks that often exist in the gaps between teams
3. Enable developers to manage their own logging and monitoring

3 • Think Small

The only way that the enterprise can compete with startups born in 2021 is to think like they did when they were just a few folks in a garage. To "think small" you must:

1. **Test ideas.** Give teams the freedom to test a concept and iterate rapidly
2. **Land and expand.** If establishing a CI/CD pipeline across your entire company isn't a realistic Q3 goal:
 - a. Start with a few small teams
 - b. Give engineers the autonomy to adopt and validate a new process or tool
 - c. Celebrate the wins, and...
3. **Pivot when needed.** This is the cornerstone of thinking small whether you're a startup or a Fortune 500 company