

The Bloomberg Story: Building SRE teams in an "immeasurable" organisation

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SRE Executive Sponsor

TechAtBloomberg.com

Agenda

- Background
- “Implementing” SRE
- Summary
- Questions

From Trading Systems to Production Visibility

Stig Sorensen

- Bloomberg since 2003
- 12+ years as application developer, team leader and manager
- 3 years as infrastructure manager
- Global SRE “shepherd”

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Who are we



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Bloomberg by the Numbers

- **325,000+** subscribers in **170 countries**
- **120 billion** pieces of data from the financial markets each day, with a peak of more than **10 million messages/second**
- **2 million** news stories ingested / published each day (**500+ news stories ingested/second**)
- News content from over **125,000 sources**
- Over **1 billion messages** and Instant Bloomberg (IB) chats handled daily
- Nearly **20,000 employees** in **167 locations**
 - **5,500+ software engineers**, including **200+ SREs** (and growing)

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Why is an SRE model important now?

Expectations

Complexity

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How did we start?

Small

Broad

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Who should drive this initiative?

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Business

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Who are the clients for the SRE teams?

Feature Teams

Bloomberg Clients

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How should the SRE “organization” be structured?

Centralized

Embedded



How do we build the teams?

Internal Transfers

External Hires

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How do we build the teams?

Individuals

Teams

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Who drives the culture change?

Individuals and Teams

Senior Managers

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Again

- Who should drive this initiative?
- Who are the clients?
- Where should the SRE organisation be?
- How do we build the teams?
- Who drives the cultural change?

What would I have done differently?

- Started broader - Department Initiative
- Stronger focus on SLOs
- More protective around the “SRE Brand”
- Better centralized tools support early
- Implement centralized staffing earlier

Summary

- Cultural change
- Focus on teams, not individuals
- Company wide initiative
- Track and show progress
- Don't be afraid to pivot
- Do it Your Way

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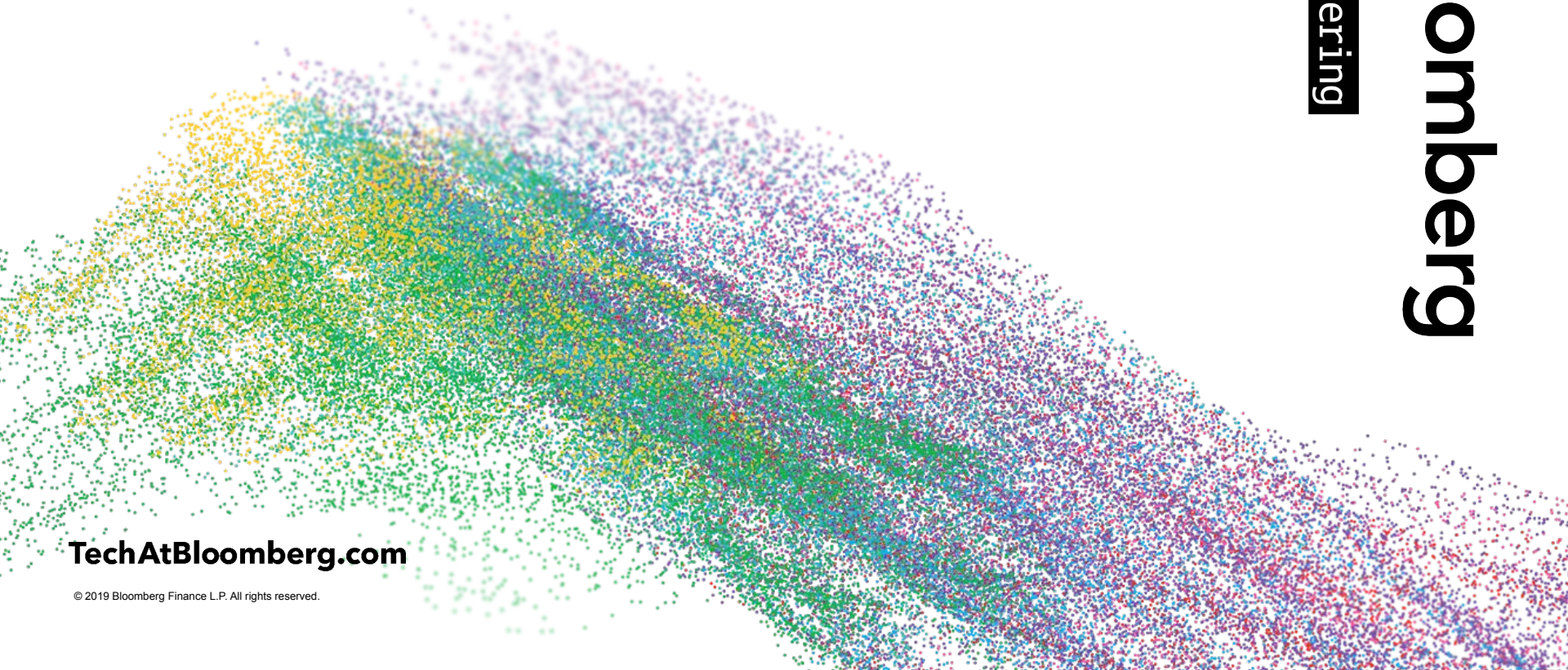
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Questions?

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