

# **Incident** Management

From Chaos to Control:  
Mastering High-Impact Incidents  
at ADEO and DECATHLON

# DEV SUMMIT

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FORWARD/>



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A major issue occurred :  
users are unhappy !

What do we do ?



# What do we do ?

## Common reactions

- Panicking
- Ask a colleague nearby
- Grab a coffee

## Common actions

- Multiple incidents
- Erratic communication
- Poorly qualified incident



What do **we** do ?

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# What do **we** do ?

**Who** are “we” ?

- Developers
- Digital Product Managers
- Support Managers



# What do **we** do ?

**Who** are “we” ?

- Developers
- Digital Product Managers
- Support Managers

**Who** are our users ?

- Business Units
- Applications
- Customer Relation teams
- Stores



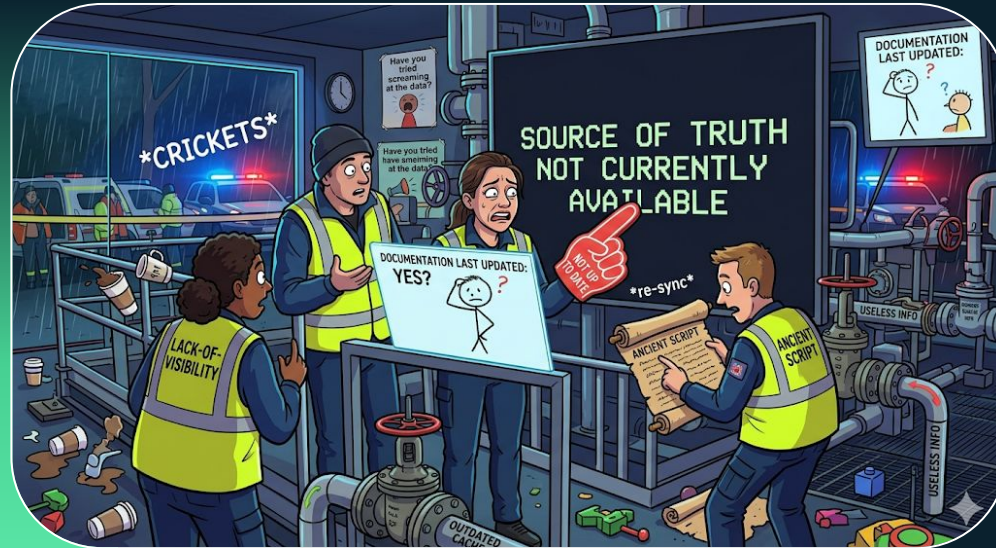
# Why ?

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“You build it, you run it.”

# Why ?

## Lack of Referentials



# Why ?

## Too many Tools to Master



# Why ?

Lack of visibility on  
user impact



# Breaking Silos, Mastering Incident Response

## Challenge 1: Lack of visibility

Two-fold problem:

- not everyone is at the same place, troubleshooting separately
- impacted vs. root-cause service visibility

the backend is currently  
unstable, please wait.



# Breaking Silos, Mastering Incident Response

## Challenge 2: Lack of automation

Manual creation of:

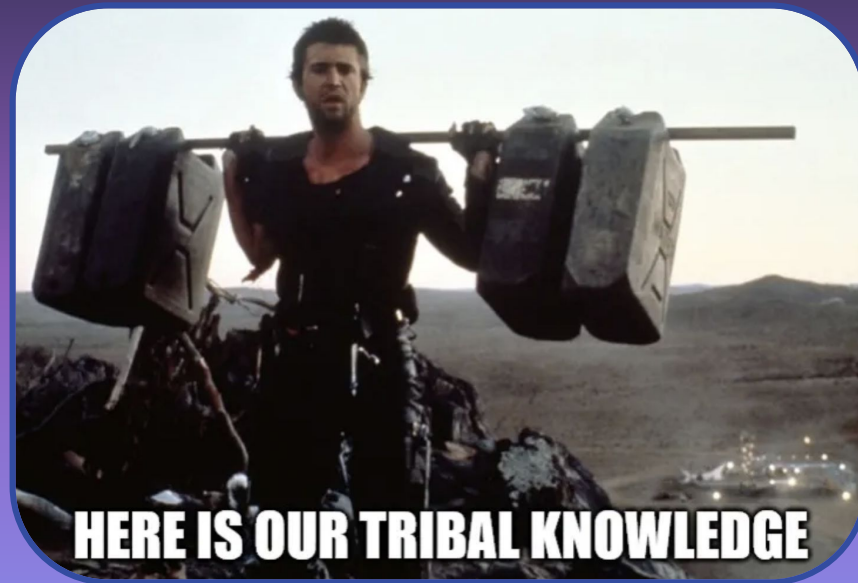
- Incident in the ITSM system
- Communication
- Incident/war room
- Post-mortem



# Breaking Silos, Mastering Incident Response

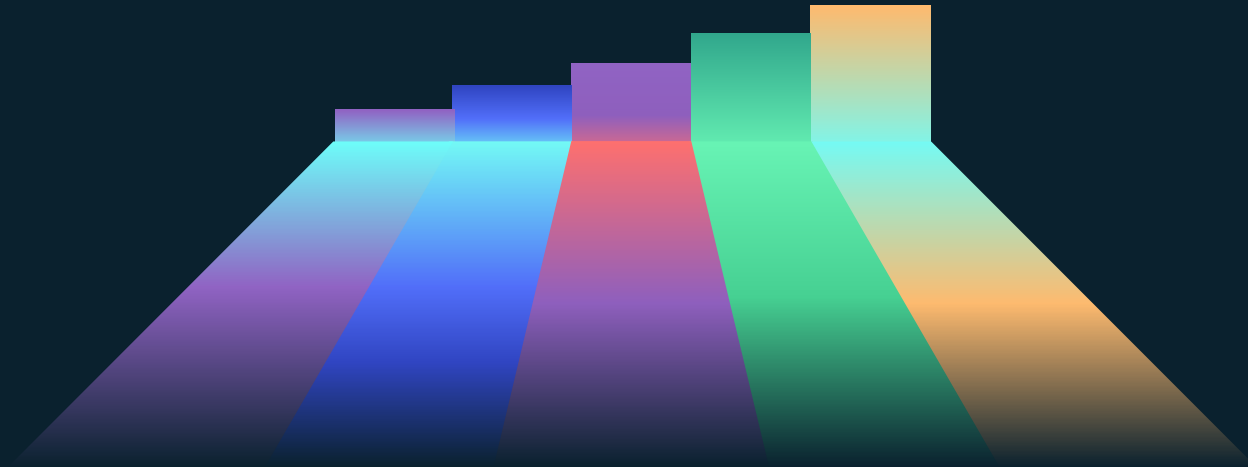
## Challenge 3: lack of standardization

- Teams creating their own processes
- Different workflows and channels



# OUR CONVICTION ?

Turn Complexity into a  
Strength



# Bring SRE to the chaos !

## Pillar 1: Critical User Journeys

Identify the sequence of crucial moments that a user performs to achieve a primary goal, which directly impacts the core business value of the service.

## CUJ Checkout

I DISPLAY MY CART PAGE

I CONFIRM MY CART

I CHOOSE AND SUBMIT MY PREFERRED DELIVERY OPTION

I DISPLAY MY PAYMENT METHODS

I CHOOSE AND SUBMIT MY PREFERRED PAYMENT METHOD

I AM REDIRECTED TO THE PAYMENT CONFIRMATION PAGE

# Guided Incident Response: From Chaos to Control



## Pillar 2: Transforming Incident Operations

- Free Up Diagnosis Time
- Increase Clarity by Centralizing Teams
- Guarantee Full Process Adherence

... with the purpose to reduce MTTR

# Guided Incident Response: From Chaos to Control

## Pillar 3: Tooling

One common standard and shared solution for all technical teams:

- ADEO has come up with a dedicated application
- Decathlon has created a Datadog workflow



# Demo Time #1



**KEEP  
CALM  
AND  
CALL YOUR  
INCIDENT  
MANAGER**

# Almighty application

Let the magic happen



Name: THOR

Almighty application

Let the magic happen



## Almighty application

Let the magic happen



Name: THOR  
(**T**o **H**elp **O**ur **R**unners)  
= Backend by **ADEO**

# Almighty application

Let the magic happen



Name: THOR  
(**T**o **H**elp **O**ur **R**unners)  
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Name: Google Chat  
= FrontEnd

# Almighty application

Let the magic happen



Name: THOR  
(**T**o **H**elp **O**ur **R**unners)  
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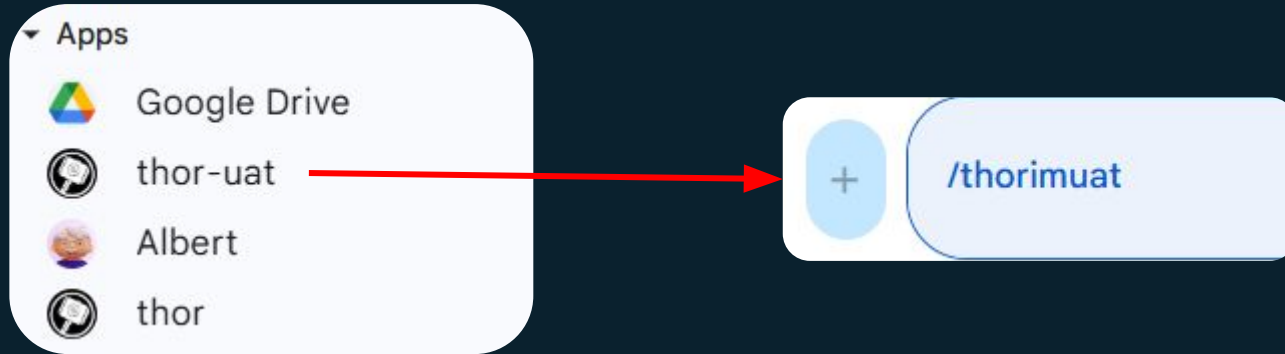
Name: Google Chat  
= FrontEnd



Population : Incident Managers

# Almighty application

Let the magic happen



# Almighty application

Let the magic happen



## Incident Management UAT

powered by THOR uat

Welcome to the Incident Management Process

Start the process with an existing incident,  
or create a new incident.

[Submit](#)

[New Incident](#)

# Almighty application

Let the magic happen

New Incident Creation

Select a product

Submit

# Almighty application

Let the magic happen

## New Incident Creation

Select a product

Should this incident trigger a war room ?

Yes, i want a war room

Submit

# Almighty application

Let the magic happen

## New Incident Creation

Select a product

Should this incident trigger a war room ?

Yes, i want a war room

Describe briefly the issue here

Can you describe what is happenin...

Submit

# Almighty application

Let the magic happen

## New Incident Creation

Select a product

Should this incident trigger a war room ?

Yes, i want a war room

Describe briefly the issue here

Can you describe what is happenin...

Datadog link ( APM / LOGS / Dashb...

Google Meet link (Optional)

Submit

# Almighty application

Let the magic happen



## Dedicated channel for incident INC6125101, opened for product THOR

This channel will be used for the incident management process and task force.

Please use this channel by providing informations about the ongoing incident, tasks done ...

⚠️ Keep in mind that everything written in this channel will be copied in the final Post Mortem

👤 Incident Managers : @ MANUEL TAGLIANI

Incident shared on [ccdp-hoo-test-incident](#)

🔨 [INC6125101](#)

### Incident description:

test

# Almighty application

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**Dedicated channel for incident INC6125101, opened for product THOR**

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test



👤 A new Google Meet has been created for this incident [HERE](#)

Please notice that transcription is automatically running on this meet

# Almighty application


Let the magic happen




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 [INC6125101](#)

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test



 A new Google Meet has been created for this incident [HERE](#)

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War Room ccdp - INC614  
11am - 12pm

# Almighty application

Let the magic happen



Incident Management UAT

INC6125101

## Incident Manager's View

Incident is Major : ✖

Communication : ✖

Platform : ccdp



### Incident Management UAT

INC6125101

#### Incident Manager's View

Incident is Major : ✘

Communication : ✘

Platform : ccdp

#### Instructions :

Ensure to gather needed people in the dedicated incident channel and ensure that they have what they need.

Ensure that everything is clear regarding who does what, and ask them to always describe their actions, aiming to communicate effectively with end users.

Keep in mind to regularly update on other channels (with Service Now, Keys, Slack channels...)

# Almighty application

Let the magic happen



## Incident Management UAT

INC6125101

### Incident Manager's View

Incident is Major : ❌

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Comment ticket



Promote as Major



Generate PostMortem



Create Jira Task

# Almighty application

Let the magic happen



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Comment ticket



Publish on Keys



Promote as Major



Generate PostMortem



Send Email



Create Jira Task

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Comment ticket



Publish on Keys



Promote as Major



Invite People



Trigger On-Call



Incident Managers



Generate PostMortem



Send Email



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Comment ticket



Publish on Keys



Promote as Major



Invite People



Trigger On-Call



Incident Managers



Generate PostMortem



Send Email



Create Jira Task



Close Incident



Add Transcript to PM



Generate Summary

# Demo Time #2



KEEP  
CALM

**AND GO WITH  
THE FLOW**

## Step-by-Step Workflow

### The puppet master behind the scenes



A universal Incident Management  
**Datadog workflow**



Incident room and workflow  
progression are handled via **Slack**



Population: all Decathlon Digital  
engineers

# Step-by-Step Workflow

## The puppet master behind the scenes

Every domain  
has their  
Datadog  
dashboard with  
instructions

☆ Gifting Incident Management ▾ |

+ Add Variable ?

### Step by step guide to trigger the workflow:

Click the play button "Run workflow" to open the widget

Select the relevant gifting service:

- gifting-order-b2c
- gifting-order-b2b
- gifting-order-onegift-fulfiller
- gifting-core-transactions
- gifting-core-admin

Estimate the percentage of impacted users based on monitoring, functional testing, and incoming reports.

Provide a short description understandable by the impacted users

### Trigger Incident workflow

🔗 Cross-Domain Incident Workflow

This workflow processes and manages incidents across different domains (at least BCP, Customer growth for now).

▶ Run Workflow

### Priority matrix

The value of the priority (P1 to P5) depends on the impact and the service/feature criticality

👉 IMPACT \ CRITICALITY 👈	HIGH	MEDIUM	LOW
50-100	P1	P2	P3
10-50	P2	P3	P4
1-10	P3	P4	P5

## Step-by-Step Workflow

The puppet master behind the scenes


**A message pointing to the incident channel is created on three channel levels:**

**Broadcast**  
**Critical User Journey**  
**Team channel**



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**What benefits are to  
be expected ?**




## Expected Benefits

 <b>MTTE / MTTR</b>	

# Expected Benefits

 <p>MTTE / MTTR</p>	<p>Centralize</p> 

# Expected Benefits

 <p>MTTE / MTTR</p>	<p>Centralize</p> 
 <p>Communicate</p>	

# Expected Benefits



**MTTE / MTTR**

**Centralize**



**Communicate**

**Trace**



# Conclusion



- **Common standards**
- **Human Structure**
  - **Transparency**



# THANK YOU !

# QUESTIONS ?



**Manuel Tagliani**

Product Owner / Cloud DevOps



**Yoana Boyadzhieva**

Production Leader - Ecommerce Lower  
Funnel at Decathlon Digital



# FEEDBACK on Sched