

NORDIC TESTING DAYS 2026

Demystify Continuous Deployment

From Weekly Tension to Daily
Confidence

Quan Dao





Quan Dao

- ~10y in Software Quality and Delivery
- Consulting - Product
- Healthcare, Hospitality, IoT, Game + VR app

- Tester at heart but realize I can't test my way to higher quality.
- Delivery Lead @ SOK - People. Quality. Processes.



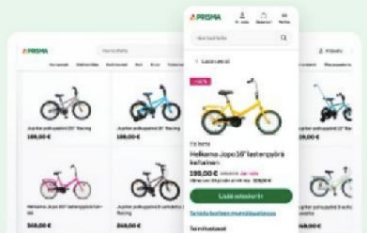
Raflaamo



SOKOS



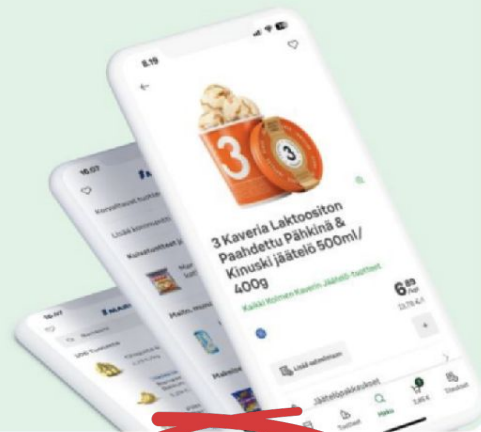
PRISMA



ABC!



KAUPAT



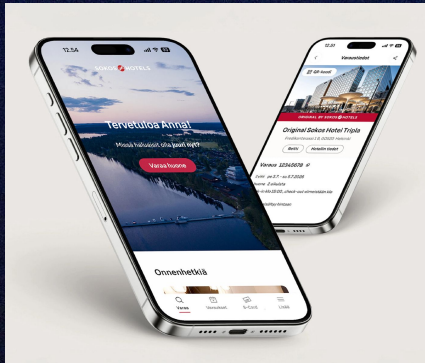
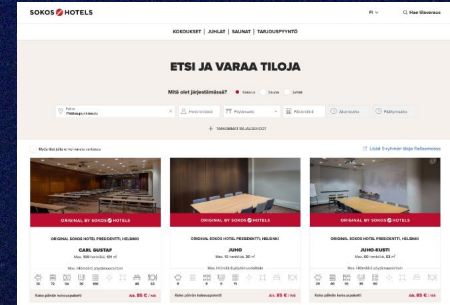
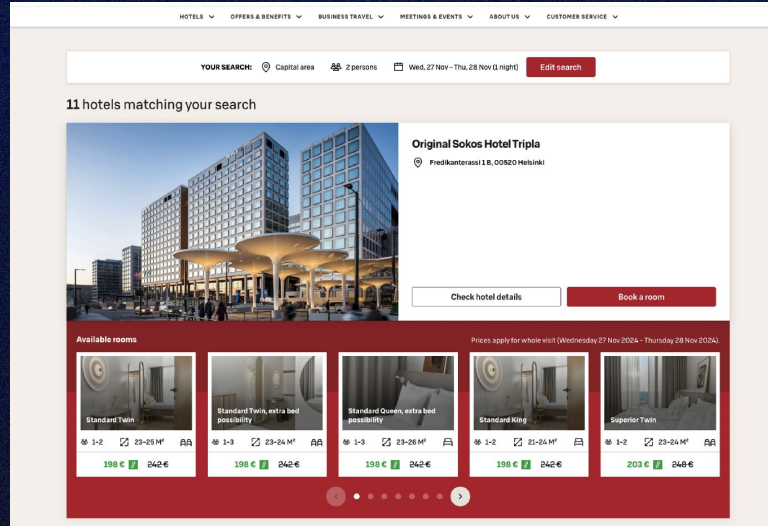
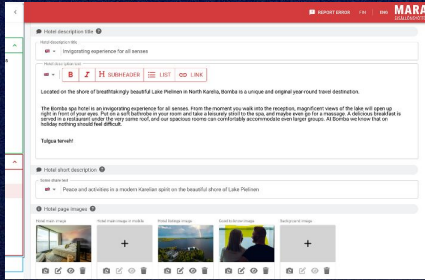
MOBIILI

KAMU



SOKOS HOTELS





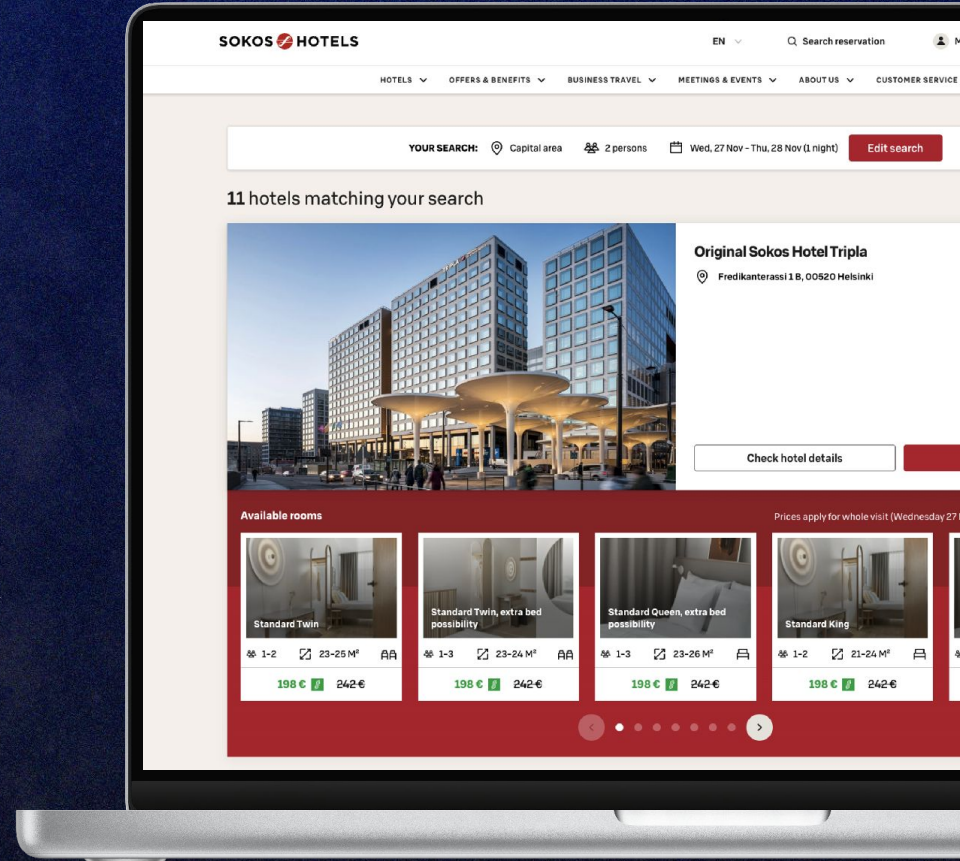
Sokoshotels.fi Website

Business

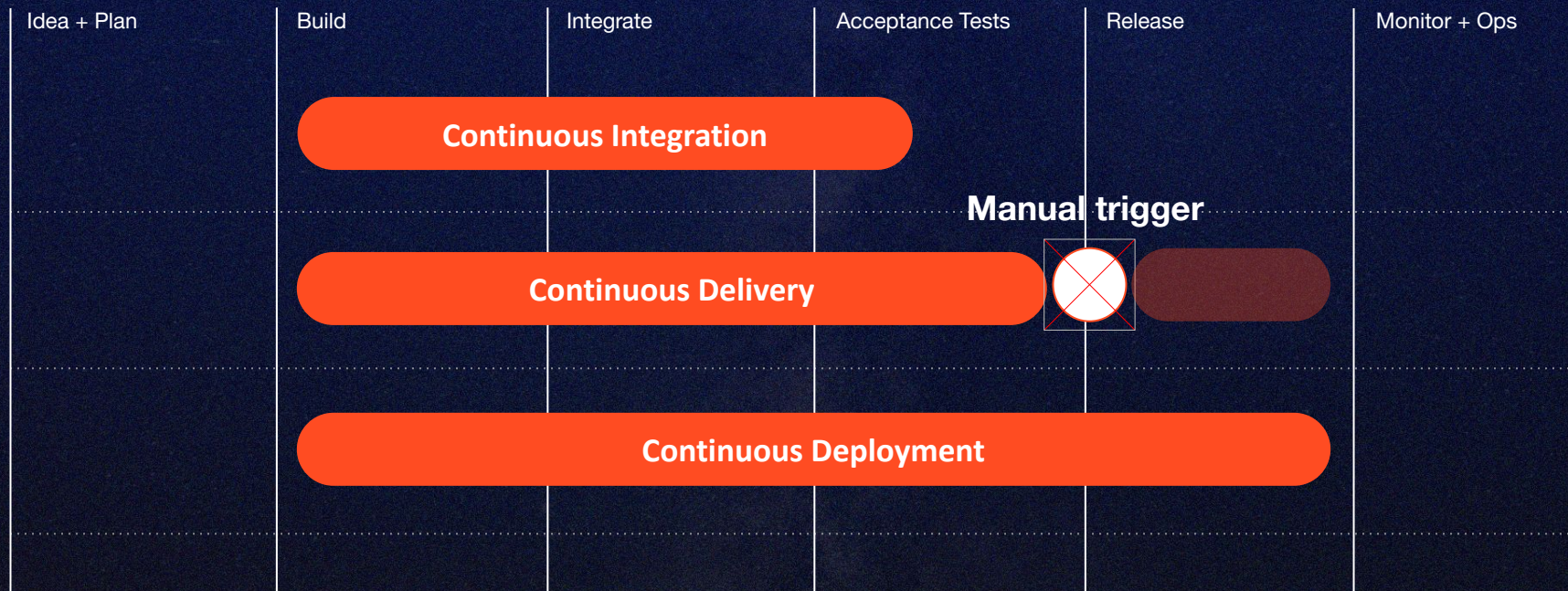
- **Users:** 400k+ monthly
- **Revenue:** €120M+ yearly
- **Conversion rate:** 15%+

Tech stack

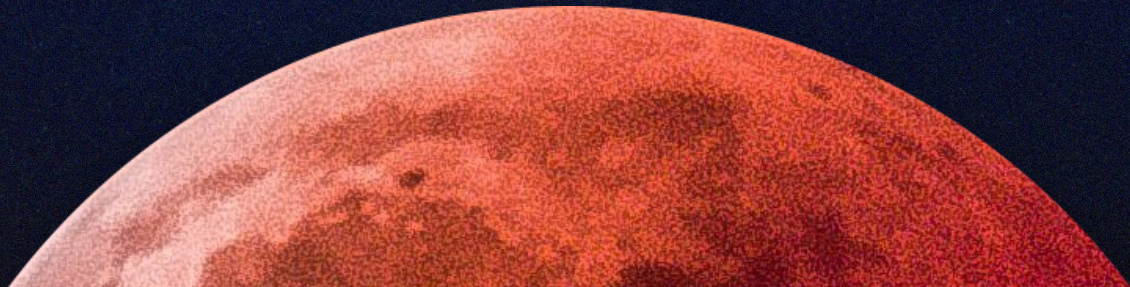
- **Frontend:** Next.js, React, TypeScript, Apollo Client, Redux
- **Backend:** Go + GraphQL (gqlgen), PostgreSQL, DynamoDB, Kafka
- **Testing:** Jest, Playwright, k6
- **Cloud:** AWS (Lambda, S3, SQS, CloudFront), Docker
- **Tooling:** Gitlab CI/CD, LaunchDarkly, Sentry, AWS X-Ray



Let's align - CI/CD



What we faced



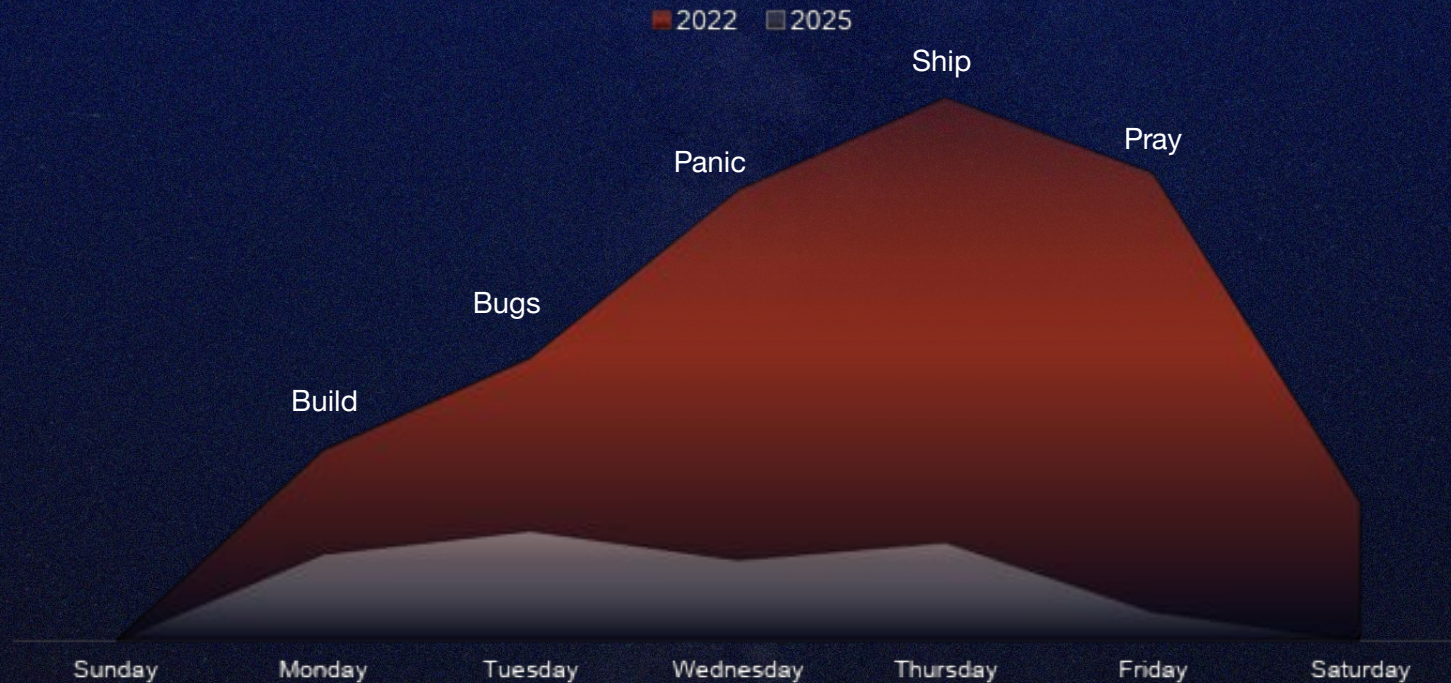
Release Week

Tension Graph

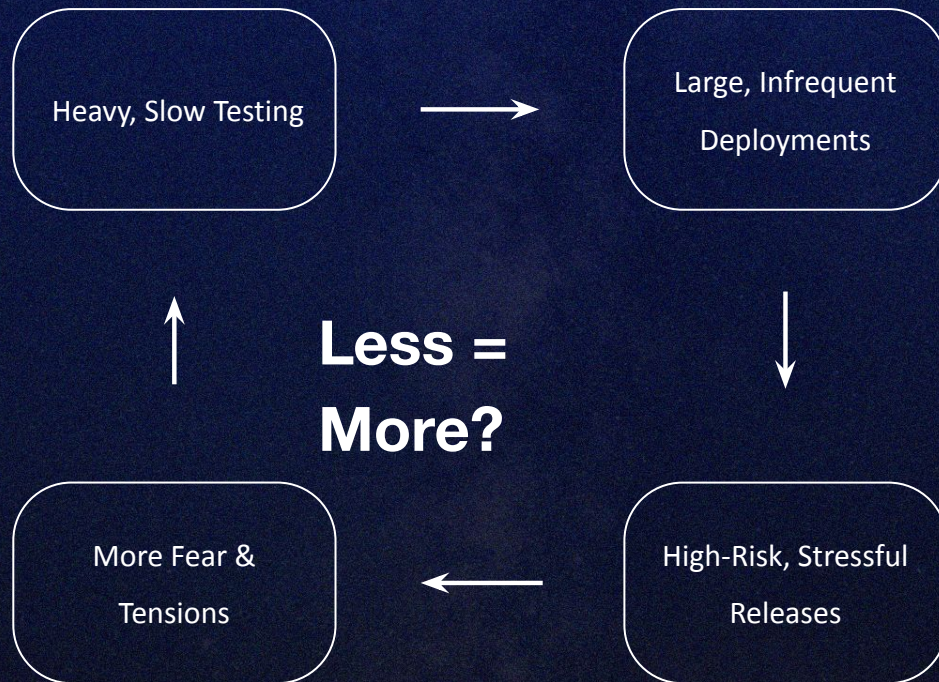


Release Week

Tension Graph



Vicious cycle



Signs

01

**Broken trust
in our test
suite**

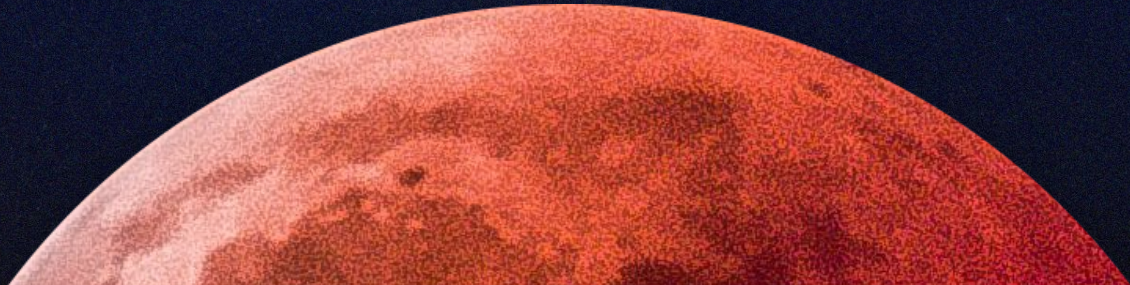
02

**Deployments
are on the
pedestal**

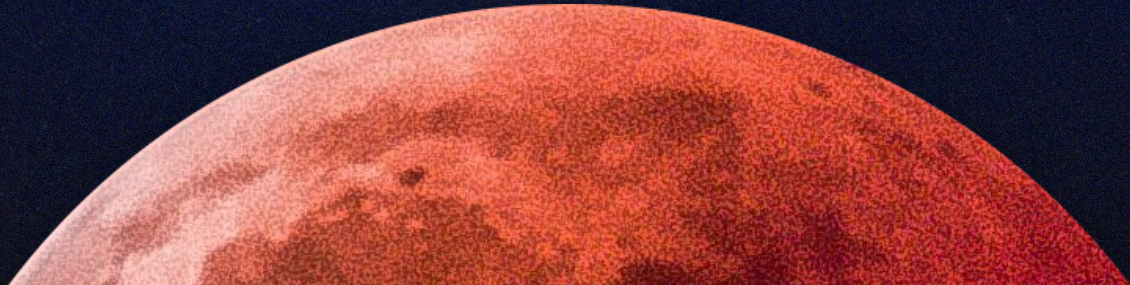
03

**Confidence in
one,
not many**

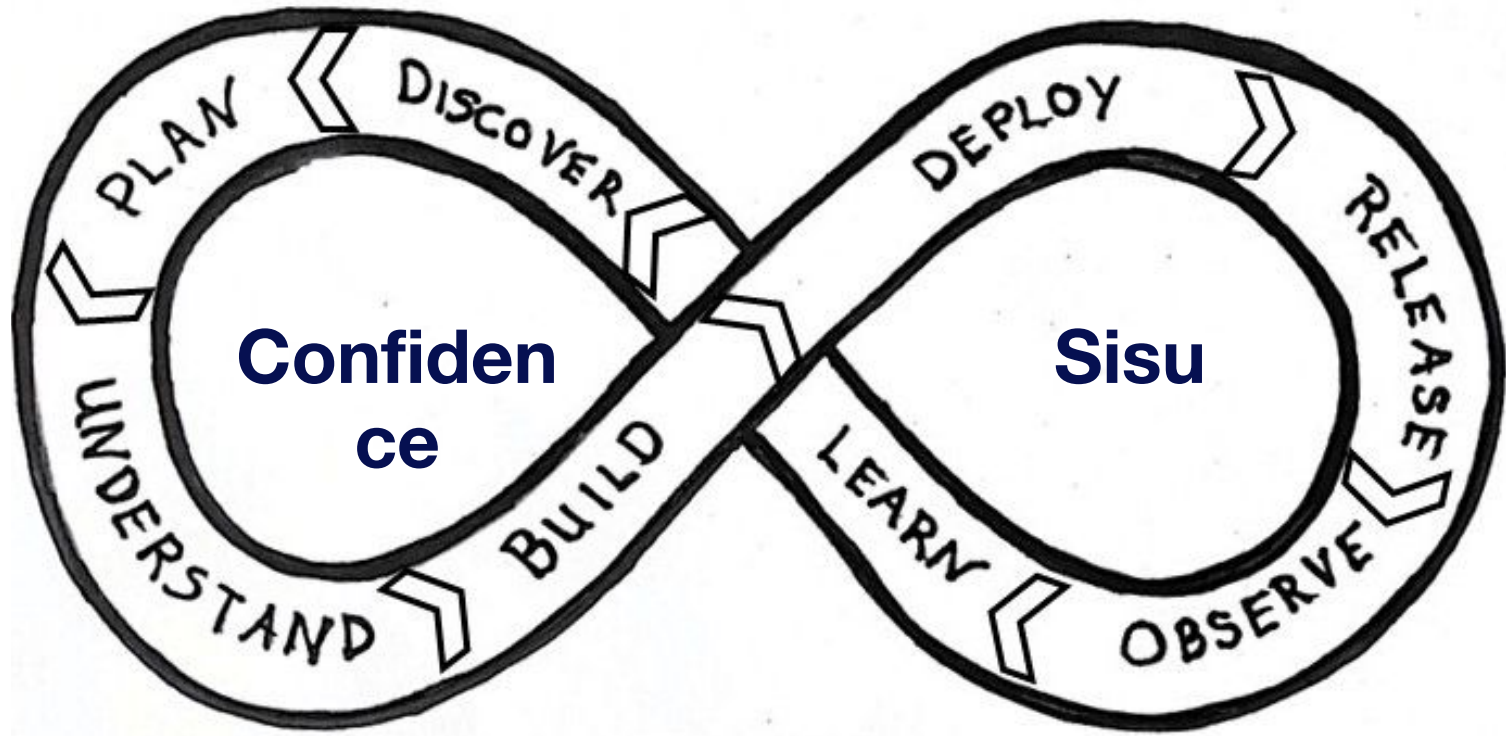
**"What would it take
to deploy 1 time a day every day?"**



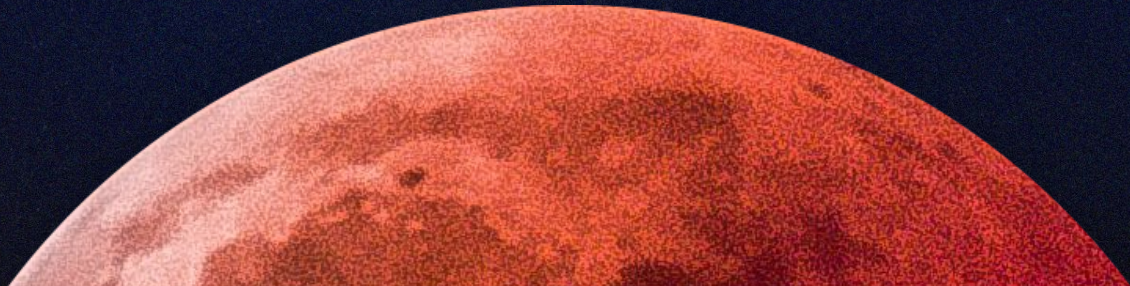
**"What would it take
to deploy 10.000 times every day?"**



Culture



What we did



Shift left

Build confidence into the product



Risks. Risks. Risks.



Acceptance Criteria.
Definition of Ready/Done

Unclear what needs testing



Focus on the Critical Paths

Test flakiness



Zero tolerance

“Hey, can you test this?”



“Hey, do you think I miss anything?”

DEPLOYMENT \neq RELEASE

Feature Flag



DEPLOY

\$0

Code ships to prod behind a flag - invisible to users.

Deploy anytime when we feel confident.

RELEASE

+\$xxx

Flag flipped on - we decide when users see the feature.

Something goes wrong?
Flip it back.

Shift right

Build sisu into the team



Lack of production insights



Monitoring. Dashboards. Alerts.

Fear of incidents



Game Day/Chaos Engineer

Blame'n Shame



Blameless Post-mortem

"I hope nothing breaks"



"There can be, but we will recover fast"

Culture

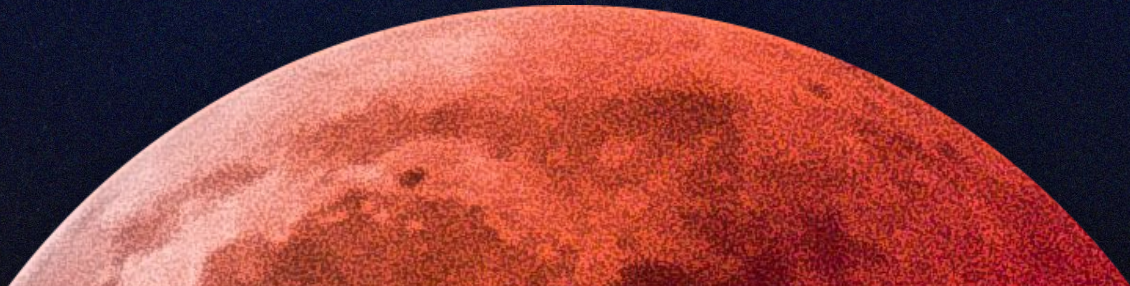
**Incident.
My fault.**



**Recovery.
Our learning
opportunity.**

<https://modelthinkers.com/mental-model/scarf-model>

What we get



Seven deployments per day.

No release meeting.

No rockets.

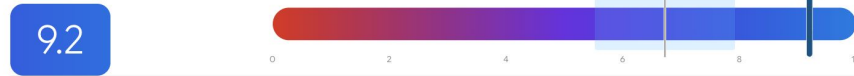
4.5 / 5.0 Customer Effort Score (CES).
40% higher Conversion Rate.
4.3+ / 5.0 Team Pulses.

DORA metrics

Your software delivery performance

Compare to industry benchmark:

Overall Performance



SOFTWARE DELIVERY THROUGHPUT (9.3)

Lead time for changes

Less than one hour



Deployment frequency

On demand (multiple deploys per day)



Failed deployment recovery time

Less than one day



SOFTWARE DELIVERY STABILITY (9.1)

Change fail rate

3% of changes fail

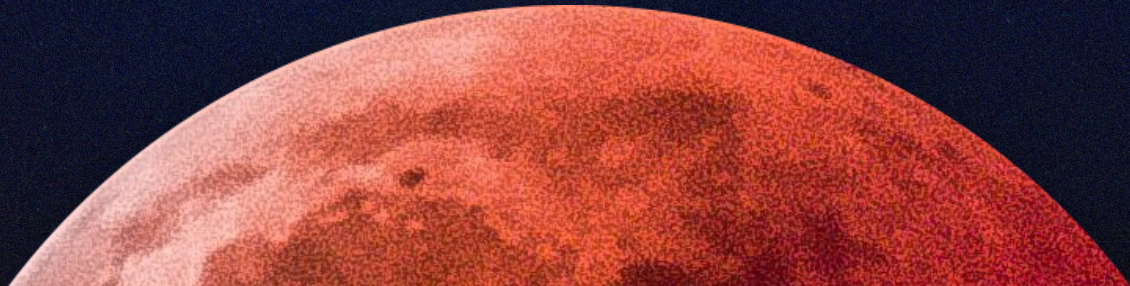


Rework rate

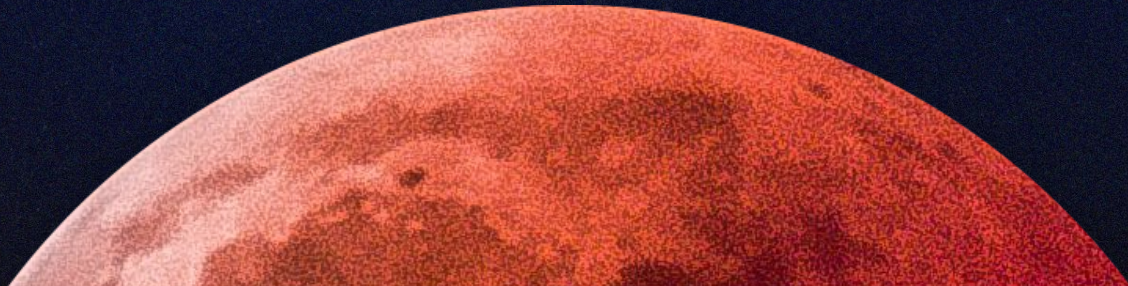
15% of changes were unplanned



Where did we get lucky?

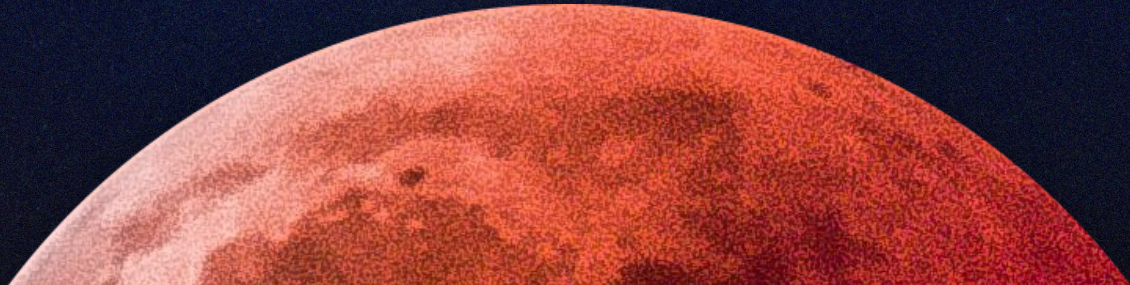


Where did we get unlucky?



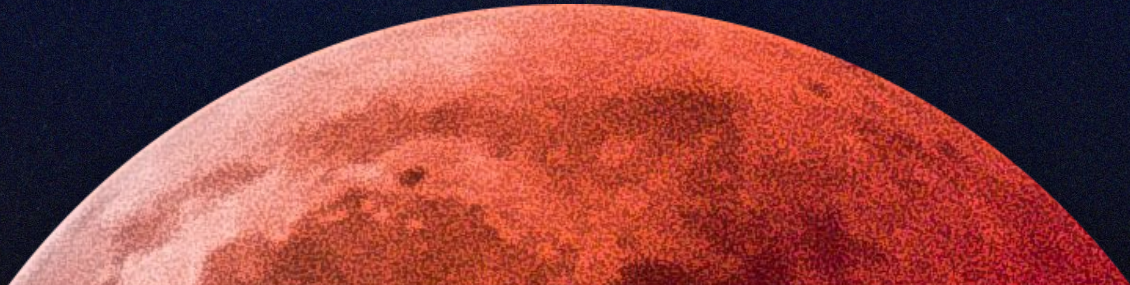
But, what about me?!

- Tester



And me?!

- Developer

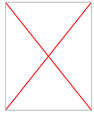


BONUS

**Build your
own luck.**



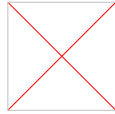
What can you do right after this?



NEXT MONDAY

AUDIT THE LAST
5 RELEASES

- Start with diagnosis.
- Whiteboard - 30 mins
- “Where did the tension come from?”



THIS SPRINT

AUTOMATE YOUR
CRITICAL PATHS

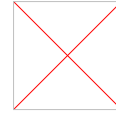
- Delete flaky ones!
- Reprioritize edge cases
- Healthy pipeline duration



NEXT FEATURE

PUT IT
BEHIND A FLAG

- Simple config
- Build. Deploy. Keep it off, then turn on.
- Retrospective

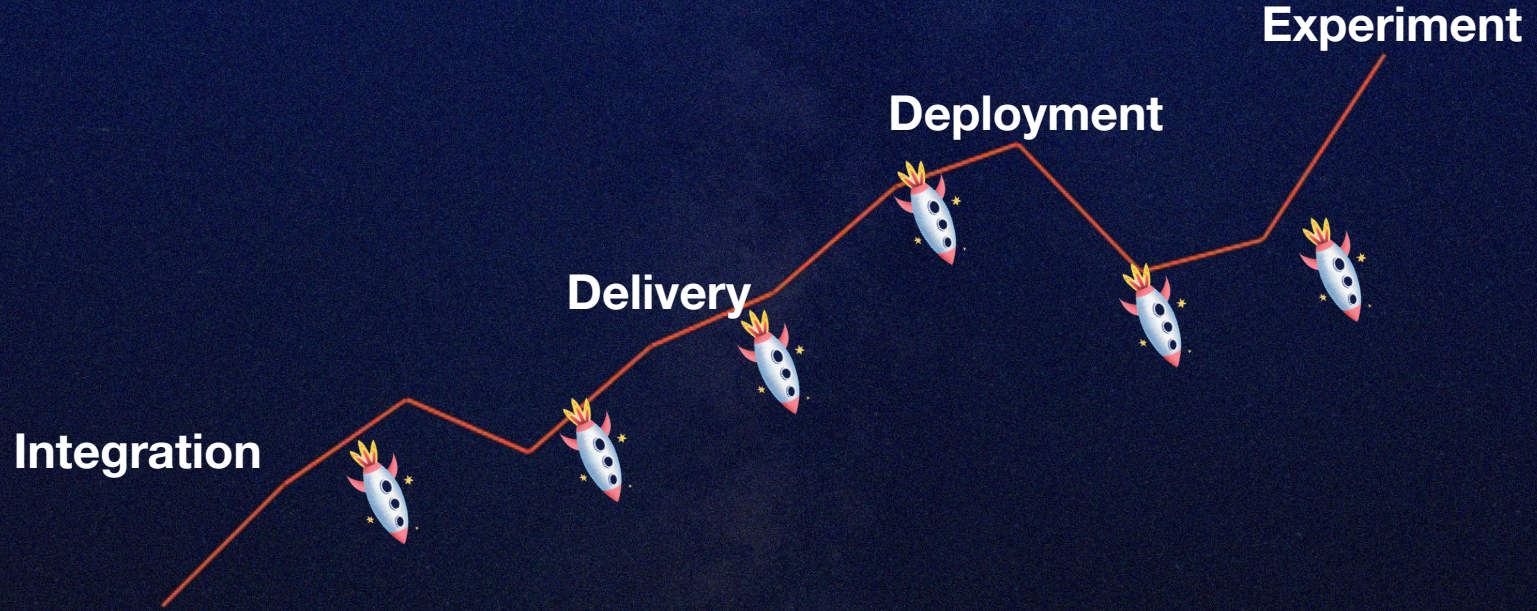


THIS QUARTER

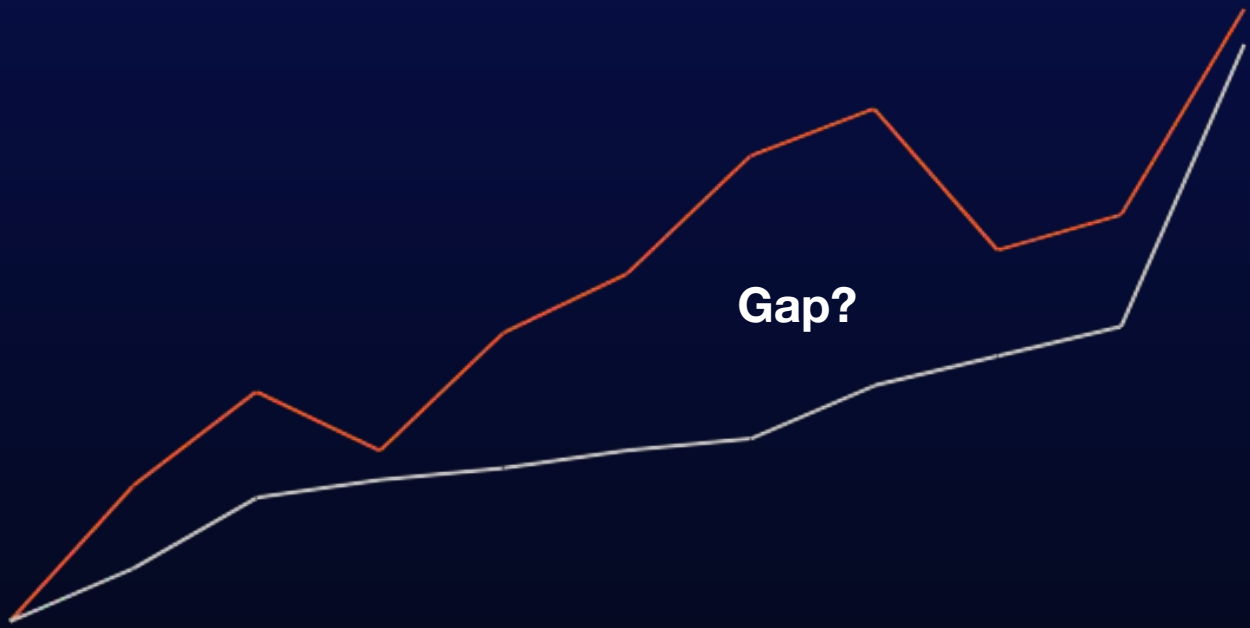
BREAK THINGS

- Game day/Chaos engineer
- Monitoring
- Incident response

Continuous



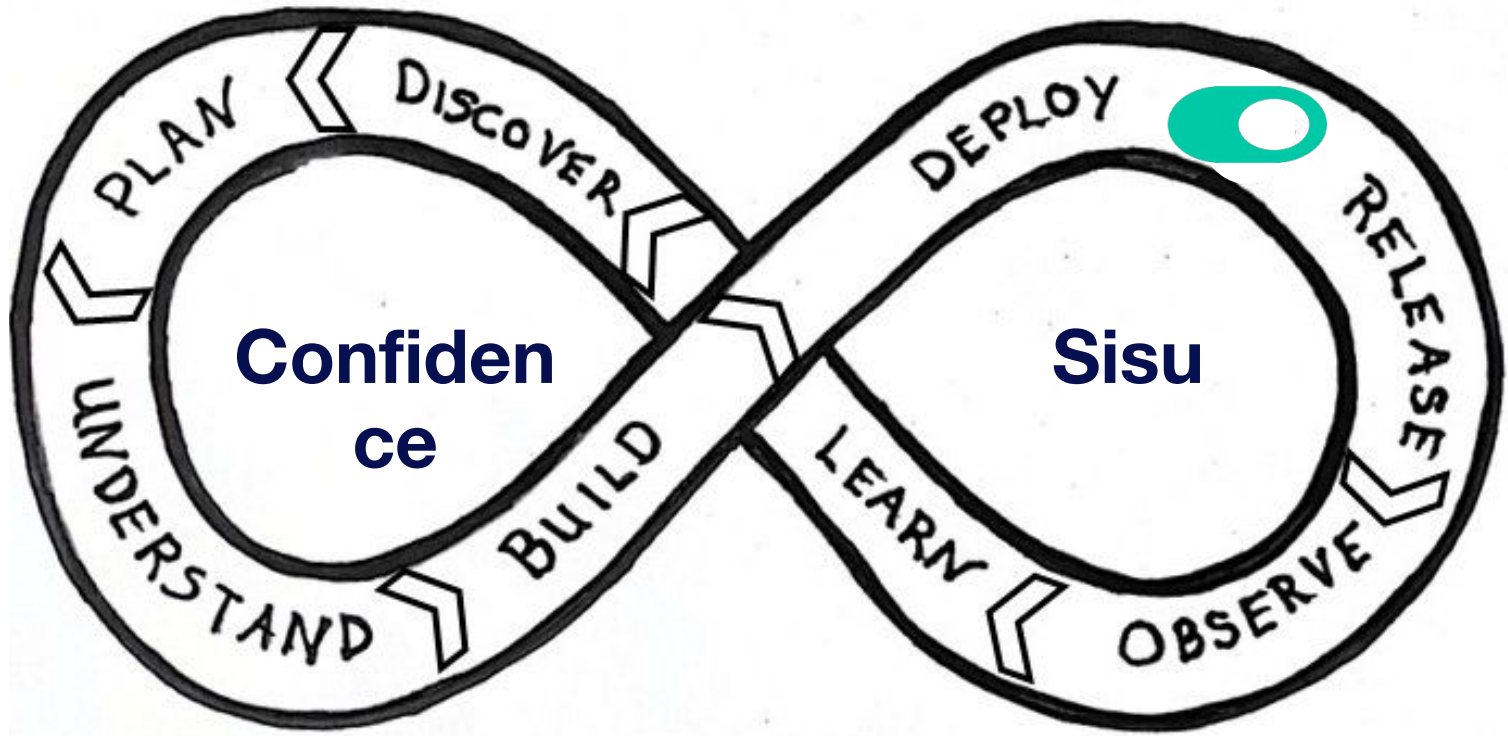
— Velocity — Quality



Gap?

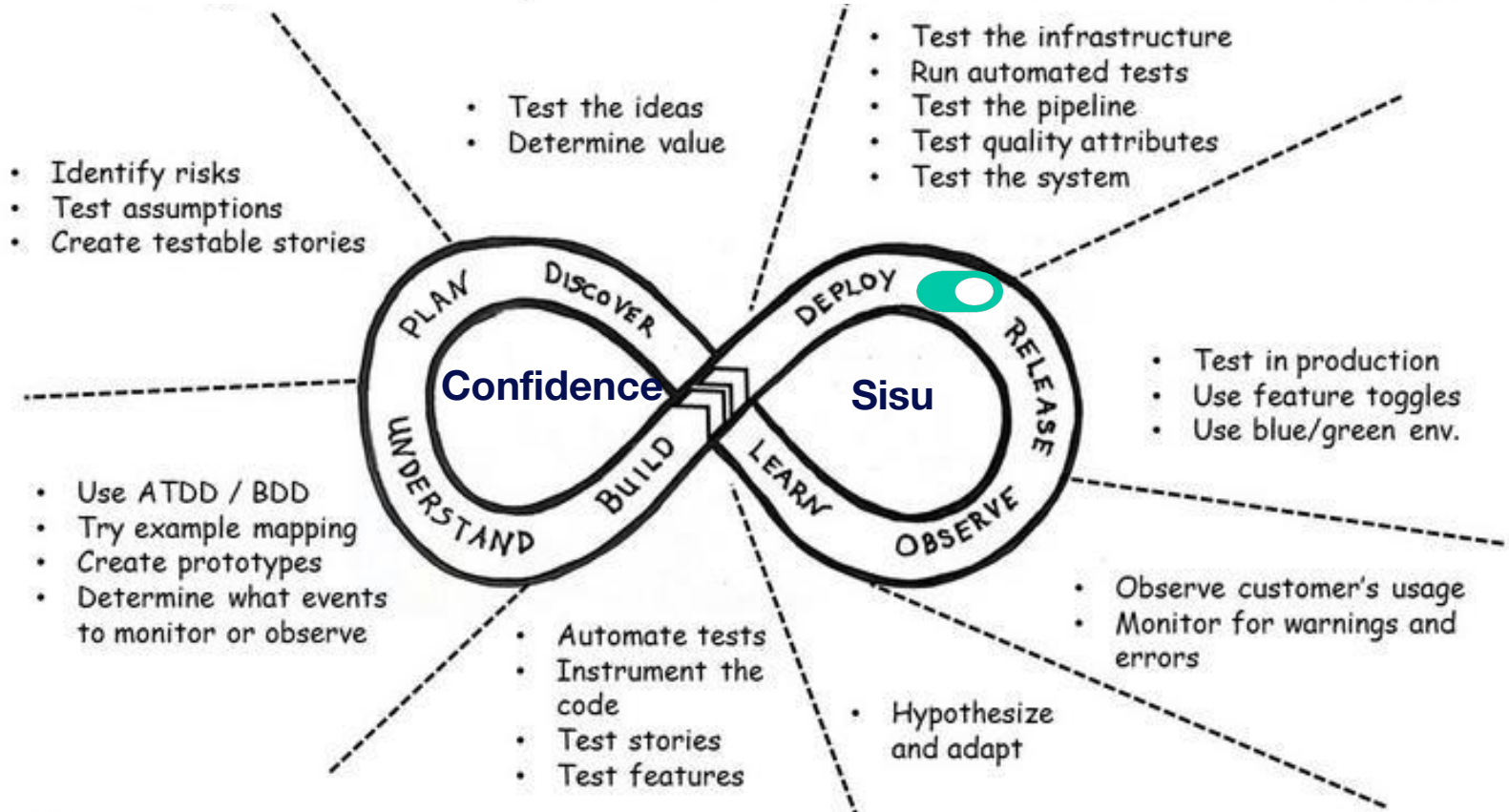
KEY TAKEAWAYS

Culture



KEY TAKEAWAYS

Culture





MISSION

The best deployments are the boring ones.

Thank you for joining!

— Let's stay connected —



Quan Dao

People. Quality. Processes.

