

# myCloud

## Einfach. Unlimitiert. Any Device

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Der Weg vom Start-up zum hochskalierten Cloud Service

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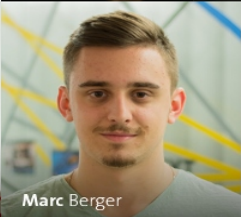
René Wenaweser



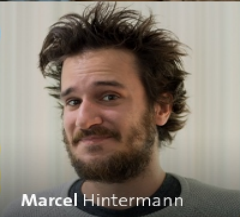
Marcel Brigger



Adrian Liechi



Marc Berger



Marcel Hintermann



Mareike Leder



Stefan Reinhard



Silvia Kleesattel



Michael Fretz



Vanessa Meister



Annika Heiniger



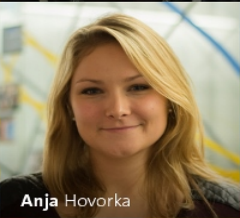
Nguyen Minh Khoa



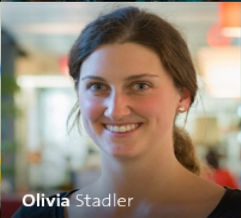
Alessandra de Oliveira



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Anja Hovorka



Olivia Stadler



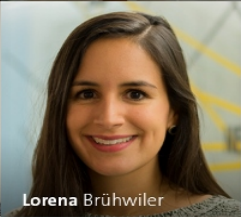
Andrew Bartle



Guilherme Machado



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Lorena Brühwiler



Dominik Hahn



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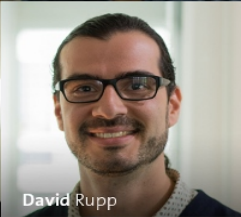
Sarina Rutz



Marco Grüter



Sophia Villiger



David Rupp



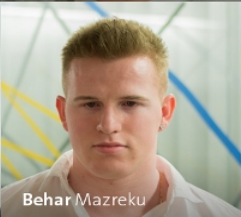
Christian Blättler



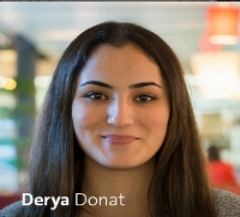
Matthias Hofer



Michel Marro



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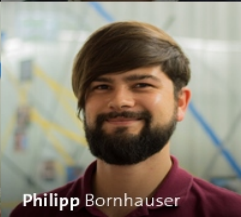
Derya Donat



Marco Hug



Benjamin Blättler



Philipp Bornhauser



- Discover and enjoy your photos and videos
- Organize and share your content
- Hosted in Switzerland
- Unlimited for Swisscom inOne customers





# Vision, ambitions and ideas

## Belief 2015

- Focus digital mainstream without cloud services
- Photos experience as entry-level product
- Roadmap for customers into the world of swisscom – personal digitaler hub

100K active user  
within in 24 month



# The startup inside the enterprise ...

- Agile project organization
- Iterative product development
- Use best practice of cloud apps
- Measure and analyze
- Establish DEVOPS and zero touch operation





# Challenges

- Unclear product definition
- Short time 2 market period
- Strong market competitors
- No experiences in agile organization

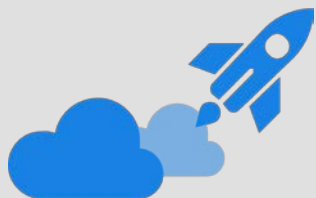
# Chances

- Swisscom cloud strategy
- Budget/ resources
- Product follower Strategy
- Swisscom Application Cloud was already born

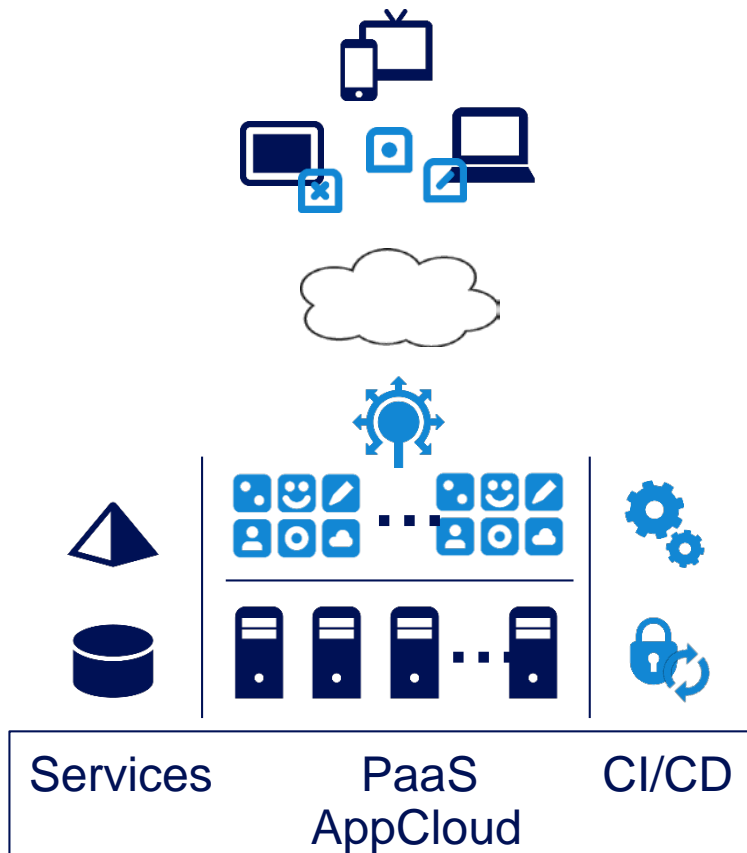


# myCloud in a nutshell

- 5 services are used (only)
- 8 myCloud clients
- 12-factor app
- 30 microservices
- 200 application instances
- 1 TB RAM
- 2 Mio new objects/day
- 25 Mio API requests



Swisscom  
Application Cloud



# Lessons learned

"Become a mature Scrum organization is hard."

"Every time we tried to be clever about architecture we failed."

"Don't talk about problems, talk about solution."

"Big enterprise does not guarantee big success".





# Key success factors

- Peoples and attitude
- Small technology footprint
- Simple Architecture
- Scalable Infrastructure & Services



*"Wir sichern was dir wichtig ist  
und lassen es dich überall  
erleben & teilen".*

