



## The Value Flywheel Effect Book Launch

2022-11-29

### Press release

#### The Value Flywheel Effect Book Launch

29 November, 2022

Three Software Architects from Northern Ireland have today (29 November 2022) launched *The Value Flywheel Effect*, an industry-proven guide on how companies that have migrated to Cloud (enterprise, startup and in-between) can evolve and effect significant growth.

The trio, David Anderson, Mark McCann and Michael O' Reilly, pioneered Public Cloud adoption at Liberty Mutual in 2013 and by creating the Value Flywheel Effect strategy achieved multi-million dollar results for the business.

Speaking in 2020, Dave shared the significant savings achieved by Liberty Mutual through making just one application serverless:

**“By rewriting and transforming [an application] into a serverless application, the company dramatically reduced its costs for maintaining it—from \$50,000 a year to \$10 per year, for a 99.98% cost savings.”\***

David Anderson explained how The Value Flywheel Effect came about:

**“Technology is moving fast and current business and IT strategies are not keeping up. The relationship between businesses and technology must evolve to survive the next wave of transformation.**

**“The Value Flywheel Effect is a technique already being used by next-generation leaders and companies to succeed in the modern competitive landscape. It enables leaders to create an adaptive organization, by embracing strategic thinking, team focus, and reduced time-to-market for business results.**

**“By combining the principles of the Value Flywheel and the clarity of purpose provided by the Wardley Mapping technique, organisations will be able to sense and rapidly respond to change.”**

Speaking about *The Value Flywheel Effect*, Barry O’Reilly, Co-Founder of Nobody Studios and Author of *Unlearn and Lean Enterprise* said:

**“The future for company creation and innovation relies on speed, scalability, and sustainability. To nurture thriving products, organizations and cultures, you need to understand the landscape you’re competing in, along with the path to choose to succeed. Packed with real-world examples, case studies, and practical tools applied to complex domains, The Value Flywheel Effect is required reading to plot your future and the business you want to be.”**

In addition to practical guidelines, *The Value Flywheel Effect* includes exclusive in-depth case studies on Liberty Mutual and BBC Online’s moves to serverless first.

Matthew Clark, from BBC Online outlined the positive impacts on operating and maintaining the website:

“About 2,000 lambdas run every second to create the BBC website; a number that we expect to grow and when there’s a breaking news event, our traffic levels can rocket in an instant...serverless removes the cost of operating and maintenance. And it’s far quicker at scaling.”\*\*

To order your copy of The Value Flywheel Effect go to <https://itrevolution.com/product/the-value-flywheel-effect/>

Excerpt:

[https://itrevolution.com/wp-content/uploads/2022/08/TVFE\\_Excerpt.pdf](https://itrevolution.com/wp-content/uploads/2022/08/TVFE_Excerpt.pdf)

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**Notes to Editors:**

## 1. About the Authors

David Anderson, Mark McCann and Michael O'Reilly have been at the leading edge of the technology industry for over twenty years. They started as Software Engineers in Liberty Mutual. Dave has worked with Three, Nokia, and Ericsson in Telecoms. The team has worked with a wide range of technologies and techniques. From covering Architecture, Software Development, Leadership, AI/Analytics, and through to Cyber-Security. And they created a new, industry-leading engineering standard within Liberty. To lead a generation of architects to become cloud leaders in their own right.

Dave and Mark are members of the Wardley Mapping community. The Wardley Mapping community holds sessions/research groups to develop this strategic approach. In 2021, Dave, Mark and Mike parted from Liberty Mutual to explore the Serverless First journey across the industry. The Serverless Edge was formed to collate their thinking and work with clients and partners to prove the thinking in this book.

Dave works as a Technical Fellow with Bazaarvoice. And Mark and Mike are Senior Architects with Globalization Partners.

<https://www.techrepublic.com/article/how-liberty-mutual-is-transforming-its-it-using-serverless-computing/>

[\\*\\*https://medium.com/bbc-product-technology/moving-bbc-online-to-the-cloud-afdfb7c072ff](https://medium.com/bbc-product-technology/moving-bbc-online-to-the-cloud-afdfb7c072ff)

Building modern applications, allows Liberty Mutual's customers to easily interact with the company at any time and process claims automatically in as little as 4 minutes. AWS.

<https://aws.amazon.com/solutions/case-studies/liberty-mutual-case-study-video/>

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Additional information

### **Why did they write The Value Flywheel Effect?**

Technology is moving faster than ever, and today's leaders need the ability to experiment with fast feedback to maximise their technology investment. It is critical for an effective engineering function to fully align with business goals. The Value Flywheel Effect combined with an approach for exploring pioneering capabilities, has proven to accelerate companies such as BBC, Liberty Mutual, WorkGrid and Cloud Guru (Link to case studies below)

The effort to migrate workload to the Cloud is different from the model to evolve in the Cloud. Startups may skip migration, the enterprise may spend years in migration, but both will eventually face the same challenge. Business owners want to experiment quickly, and they need to drastically speed up the feedback cycle to benefit from future practices evolving, especially in a post-COVID world.

This acceleration approach has three main components. At its core, it is a system using Engineering Excellence and Well-Architected to lead an efficient engineering department, leading to an increase in deployment frequency (multiple times daily) and over 99% uptime. Enabling change is a best of breed acceleration mindset that is based on team enablement and out-of-the-box patterns - create software components in less than an hour. Finally, a facilitation approach can align engineering with the executive based on the Wardley Strategy Cycle and fast, transparent feedback loops - days not months. These three components will get any company closer to the Amazon style of "Working Backwards" and exploiting new and novel practices.

A. It's an approach that means you will leverage a managed service, as much as possible. The first implementation choice will always be serverless, and you will only fall back to other options as a last resort. It's more of a mindset than a compute choice. Your engineers will treat code as a liability (writing as little as they can) and reduce any operational burden as a matter of course - Total Cost of Ownership (TCO) reductions of over 90% can be realised.

A. An iterative strategy cycle is required. The Value Flywheel starts by identifying a purpose and uses Wardley mapping to plot the current landscape and climatic patterns (for alignment). There are some fitness factors to ensure your org is effective, and finally, there are some leadership strategies to help execute.

A. No, this approach will work for startups and large enterprises. This has been proven in many of the case studies. These case studies describe a Serverless-First approach, talk to the mindset required and give details regarding specific approaches with outcomes and data points.

· Liberty Mutual Serverless First story. David Anderson at AWS re:Invent <https://theserverlessedge.com/aws-have-published-their-serverless-breakout-sessions-on-video/>

· Moving BBC Online to the cloud <https://medium.com/bbc-product-technology/moving-bbc-online-to-the-cloud-afdfb7c072ff>

· A Cloud Guru (A Pluralsight Company) Serverless — the future of software architecture? <https://acloudguru.com/blog/engineering/serverless-the-future-of-software-architecture>

A. You could start some of the strategic cycles and start preparing your engineering functions, but you will not get the results as a critical factor is the public cloud platform. Note: this is very different from running "Serverless" or "FaaS" on-prem. Using a public cloud provider's serverless services means a drastic reduction in cost, operational support and time spent on activity not directly linked to your business goals.

A. This won't help your "Lift & Shift", but you can use it to prepare your engineering teams and plan next steps. If you have an existing workload, running in containers, then you can still leverage this approach. You can use a strangler pattern to create serverless components and go after specific value streams. This is advised as it will start building confidence for your business partners as they will begin to see more results from the cloud migration.

A. There are four phases:

- Find your Clarity of Purpose. What is the north star, the goal that you are trying to meet as a business - not the goal of the IT department.
- Ensure there is Challenge in the team. Is there psychological safety and can you ideate on what needs to happen next. The practice of Wardley Mapping helps here.
- Decide on your Next Best Action. Invest in a good Developer Experience and consider a Modern Application approach like Serverless First. Can your developers deliver value quickly?
- Finally, use industry best practice to ensure you are building for Long Term Value. Using Well-Architected as an approach to ensure you are not solving problems in a throwaway manner.

A. Yes, we will have help in the book and we illustrate mapping through-out the book. We also have a selection of maps that we have found helpful. We will continue to build this out as we engage with the community. We have maps on:

- Technology
- (many examples) for a project.
- Organization
- Cloud Strategy.
- Engineering Capability.
- Product Expertise.
- Security / Audit.

“I’m delighted to see that David, Mark, and Michael have taken the time and considerable trouble to explain how they architected and delivered serverless innovation at Liberty Mutual. Why? Because change is the only constant, and the pace of technology innovation is accelerating this change. As JohnJon F. Kennedy said ‘those that look only to the past or the present are certain to miss the future’. This book is required reading if you want to leverage serverless technology.”

—Dr. Jacqui Taylor, CEO and Co-Founder, FlyingBinary, and #15 Most Influential UK Technologist

“The Value Flywheel Effect is a valuable read for the technology leaders of today and tomorrow. It successfully weaves tools like Wardley Mapping, systems thinking, north star metrics, and the serverless mindset into one cohesive framework for organizational success.”

—Ajay Nair, Director, Amazon Web Services



David\_Anderson\_Headshot.jpg

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