Cortex Engineering Excellence Bootcamp

As the leader of the IDP market, we have had the immense privilege of working with the world's most innovative and transformational enterprises, including Netflix, Adobe, Xero, JP Morgan, Blackstone, Nubank, Grammarly, and more. These organizations partnered with us early in our journey, **to help them build out their engineering excellence programs**. We've seen a ton of success with these organizations implementing Cortex, including automating service ownership, driving down MTTR, tracking critical security migrations, faster new engineer onboarding, and more.

We've decided to take these learnings, and set up a tailored 3 week **Engineering Excellence Bootcamp**, that helps your team set up best practices similar to our customers who have found the most success. We often hear worries that IDPs can take a lot of resources to set up, or that it feels like it could be a lot of work to find value. While this may be true with open source solutions or other products, it certainly has not been the case with our customers, who have used the automation in our systems to quickly get up and running - finding value within weeks.

Our team puts a ton of time and energy into the Bootcamp, and only partners with a select few companies each month to ensure we can be extremely hands-on. We are happy to run these virtual or come on-site in person, and multiple members of our technical team assist with the process. How much can you get done in 3 weeks? Below is a template of how we typically structure these sessions.

Bootcamp Schedule

week 1 - integrations + data modeling + service ownership

- Help you set up integrations and automatically import services into platform
- We automatically determine ownership across every service+repository for you using our ML/AI based predictive ownership model in the onboarding flow. Typically we get 75-90% accuracy on determining the right team that owns the service
- We run our entity verification feature to then have engineers verify their assigned services are accurate (modeling what a go-live launch would look like at your company)

Outcomes include helping you determine service ownership, setting up integrations across systems, helping you set up for a successful go-live

week 2 - scorecards + operational excellence + workflows

- We'll work with you to build 1-2 scorecards that map back to real initiatives in the company. These scorecards are modeled from best practices we've seen in the industry. The goal of building these scorecards is to provide immediate value to your engineering excellence initiatives – we want to codify the practices and initiatives that matter, automate them, and reduce toil while creating a culture of continuous improvement. **For example, we can help you build a continuously monitored production readiness score for all of your critical services.**
- We'll help you build your first plugin, importing custom internal tools you've already built or even a new integration you want to surface to your engineering team
- We'll help you build your first multi step workflow. This could be scaffolding a service or instrumenting an AWS resource
- Cortex works with the world's largest technology companies and we'll present best practices from our other customers (including Netflix, Adobe, Xero, JPMC, Blackstone, etc) for initiatives like production readiness or security migrations
- **We'll set up your engineering intelligence dashboard, helping you measure DORA metrics, MTTR, deploy frequency, and more**

Outcomes include live operational scorecards that are mapped to real initiatives in the company. We set up workflows for golden paths that drastically reduce complexity for engineers. Engineering Intelligence helps your executive team understand productivity of different teams immediately

week 3 - business value assessment + exec feedback

- Validate that the system is working as expected and the team is finding value
- We'll help build the business value assessment with your team, showing the ROI of Cortex
- Introductions to other customers who have implemented cortex and seen success
- Introductions to your customer success + solutions architect
- Product roadmap session with our founders, to help align our roadmap with the features you want to see in your IDP
- Demos to engineering team, executive team on what we've accomplished

In 3 weeks, you will have a fully functioning IDP ready to ship! At the end of the bootcamp your team has the option to continue as a customer of Cortex and you can reuse all the data from your existing systems. We are also happy to model the POC with our own integration data (that models the integrations you already use) if you are worried about security concerns but want to see what it could look like for your team. Either way,

you'll have a really clear idea of how Cortex can help drive engineering excellence for your team for years to come.

FAQ

How much does this cost?

Due to the intensive nature of the Bootcamp and hands-on support we provide, we charge $10,000 per Bootcamp to offset our own support costs. The cost for the program is applied as a credit to the full contract value if you decide to continue as a customer. 100% of Bootcamp participants so far have opted to continue with Cortex, so we feel confident that you'll find value. We are also open to being flexible on pricing for participants who agree to be referenceable in the future or for other considerations.

I need the POC to be on-prem, can I still participate?

We strongly recommend cloud POC's if possible and can even model your data with integrations from our own systems to mimic what your setup could look like. With that said if that is not an option, we are open to doing on-prem POCs as well since we support both deployments. We have an on-prem set up guide we ask your team to complete before the start of the bootcamp for optimal experience.

What resources do I need on my end to engage with Cortex?

We've seen success working with 1-2 engineers who dedicate a few hours every week to help set up integrations and meet with our team to go over progress. Typically we meet two times a week to ensure we are making progress on each step of the Bootcamp. We have experience with contractor models as well if you are interested in having an engineer from Cortex actually set up systems for you.

Can you really figure out service ownership automatically?

Yes, we've built a proprietary ML model that can generate a high confidence prediction for ownership for each service, mapping each repository back to a team from your identity provider (e.g Okta or Workday) or teams that you define. In tests with our own customers, we typically find that our model is 80%+ accurate on ownership, using data such as version control history.