# Why you're doing service catalogs wrong

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# Lisa Karlin Curtis

## Founding Engineer at incident.io

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# Why you're doing service catalogs wrong

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"It took us forever to build"

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"It took us forever to build"

"It's not quite ready yet, but
it's nearly there"

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"It took us forever to build"

"It's not quite ready yet, but it's nearly there"

"I'm not sure if the data's even right any more"

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# "We'd love to see more people **using it**"

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Why build a catalog?
Why is it so difficult?
How can we do better?

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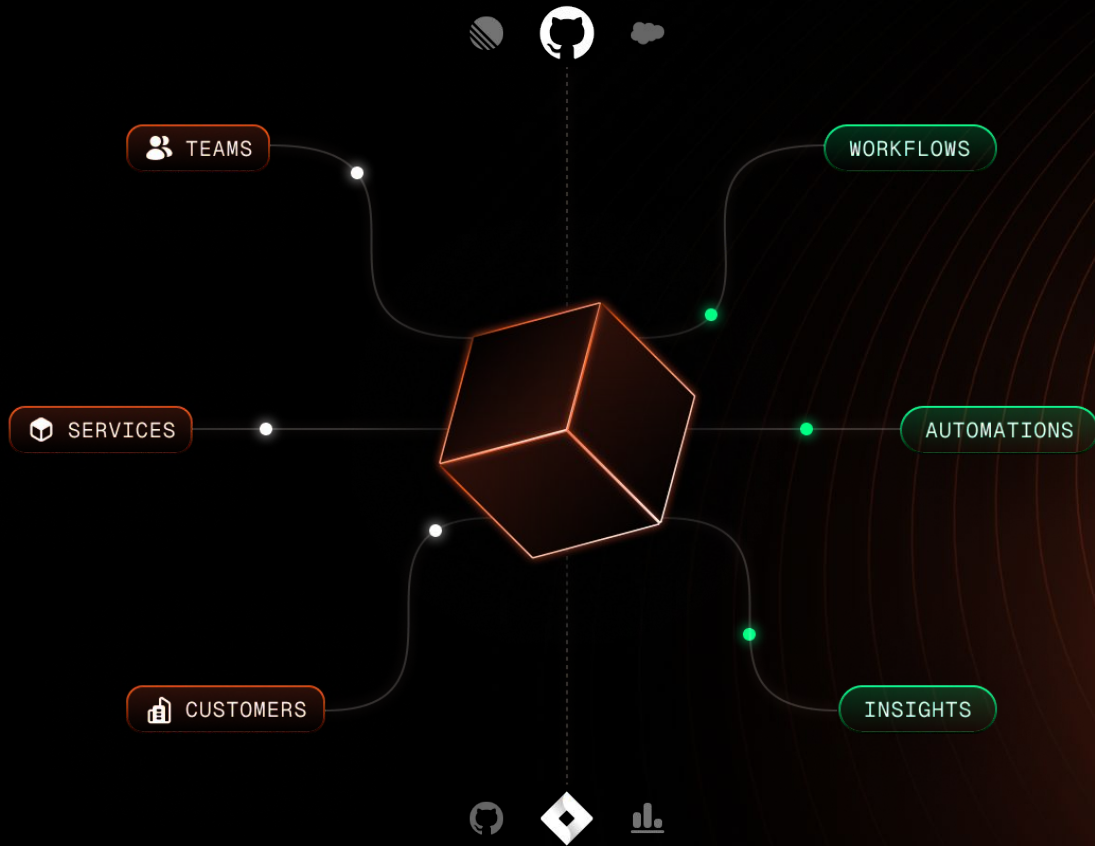
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# Why build a catalog?
## Why is it so difficult?
## How can we do better?

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TEAMS

WORKFLOWS

SERVICES

AUTOMATIONS

CUSTOMERS

INSIGHTS

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**Workflow**

Escalate critical incidents to owning teams

**Conditions**

When incident is  [!] Critical

**Steps**

For each value of  🏷 Affected teams

**Escalate**

Urgency  [!] High

Policy  👥 Team > Escalation Policy

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Why build a catalog?
**Why is it so difficult?**
How can we do better?

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Alert routing

Infrastructure automation

Developer tooling

Developer platform

Documentation

Onboarding

Defining standards

Compliance and audits

Understanding dependencies
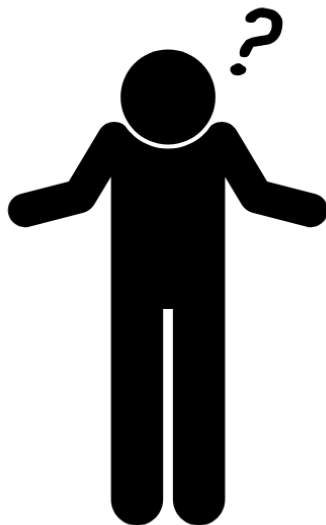
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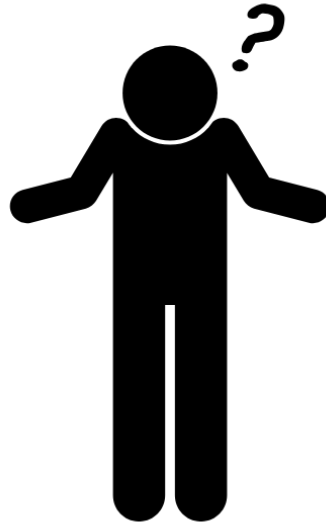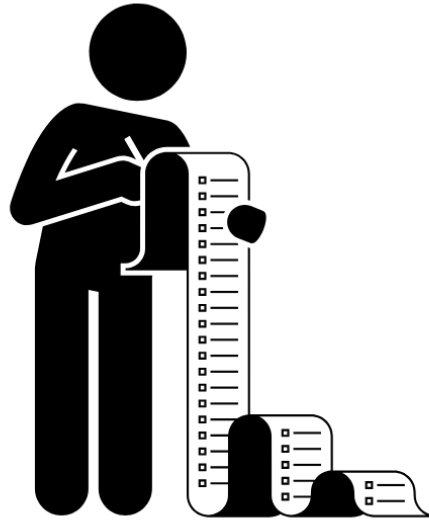
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dusa-core-2

rbx-ghry-stg

anusdx

3

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# 6 months later...

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"Some of the data's not quite right"

"The service dependency graph is kinda cool"

"I don't really use it much"

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"We'd love to see more people **using it**"

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Why build a catalog?
Why is it so difficult?
**How can we do better?**

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# Unclear objectives
# Lack of buy-in
# Data decay

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# Unclear objectives
## Lack of buy-in
## Data decay

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Alert routing

Infrastructure automation

Developer tooling

Unclear objectives

Documentation

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Defining standards

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# Focus on the problem
# not the solution

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# Deliver a minimum valuable product

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# Unclear objectives
# Lack of buy-in
# Data decay
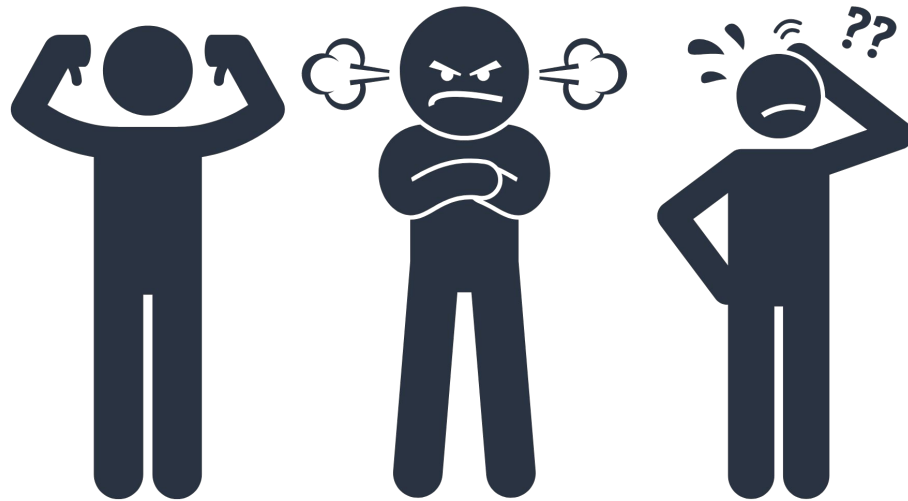
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# The data **is not** the goal

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# Find a team to be your champions

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Unclear objectives
Lack of buy-in
**Data decay**

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Agenda

The Catalog data
isn't quite right

I don't trust it so I won't
build things using it

It's not worth taking
the time to update it

The catalog doesn't do
anything for me

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# Any data that isn't being used **will rot**

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# The data must be
# easy to update

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Start with a single team
Always use your data

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# Clarity is key
## Start with a single team
## Always use your data

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Clarity is key
**Start with a single team**
Always use your data
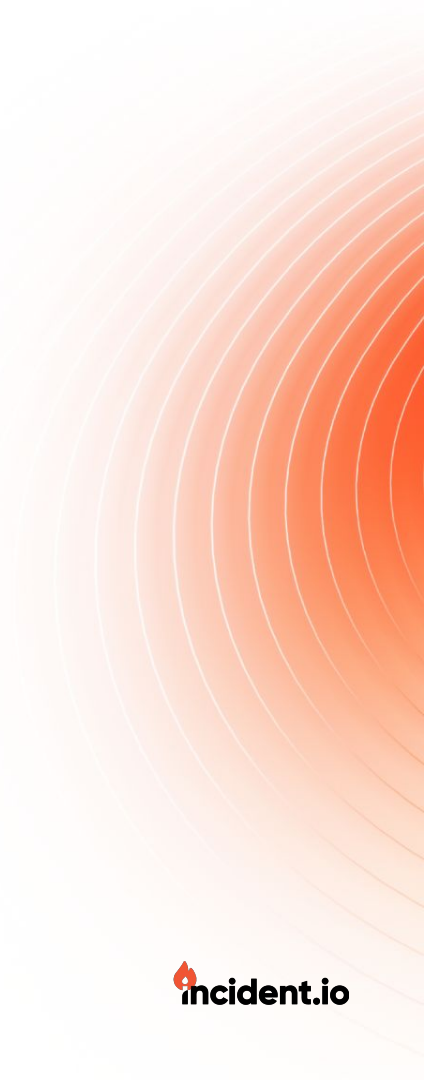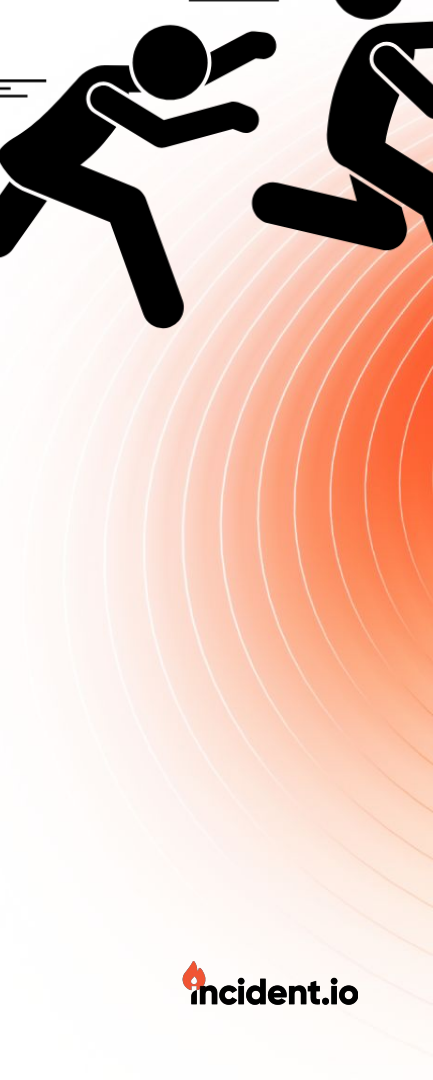
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Clarity is key
Start with a single team
**Always use your data**
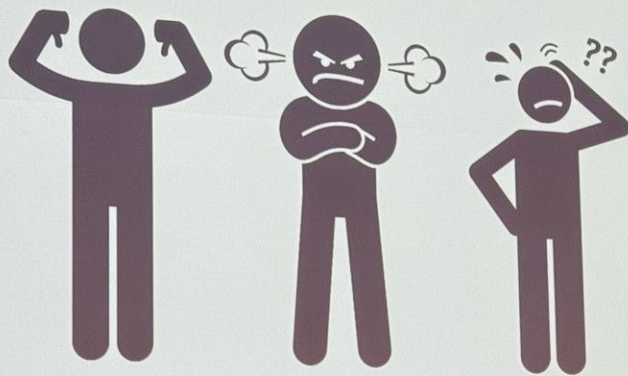
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# What if we're thinking about this upside-down?

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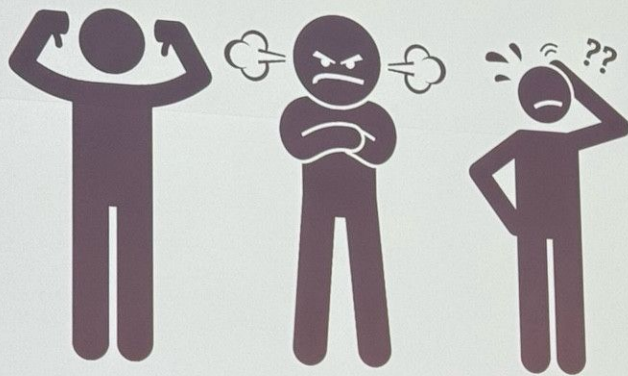
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# The catalog is the means, not the end

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```
user('aaron', tags=['engineer']),

user('alicia', tags=['engineer']),

user('ben', tags=['admin', 'engineer', 'grafana-admin']),

user('chris', tags=['admin', 'founder']),

user('dani', tags=['talent']),
```

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```
{
    external_id: 'response',
    name: 'Response',
    tech_lead: 'sam',
    engineering_manager: 'alicia',
    slack_channel: '#team-response',
    members: [
      'aaron',
      'kelsey',
      'liz,
      'rob',
    ],
}
```

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```
// server/app/announcement/module.jsonnet

{

    name: std.thisFile,

    owner: 'response',

    features: [

        'announcements',

    ],

}
```



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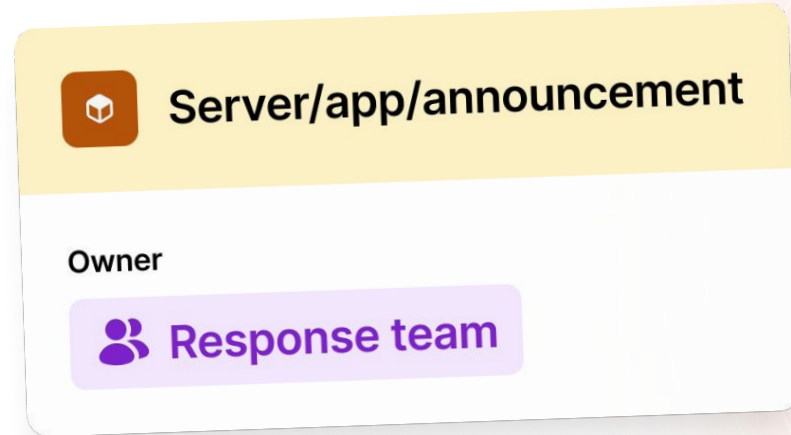
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**System status**

✓ **Foundations** 18 components

⚠ **On-call** 14 components

✓ **Post-incident** 15 components

✓ **Response** 29 components

✓ **Status pages** 5 components

 ✓ **Status page incidents**

 ✓ **Status page localisation**

 ✓ **Status page setup**

 ✓ **Status page subscriptions**

 ✓ Status pages

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Incidents

Filtering by 🏷 **Affected customers** is one of **Netflix** ✕

NETFLIX   INTERCOM   Etsy   miro   HashiCorp

Skyscanner   monday.com   SUMUP°   netlify   Linear

Vercel   Vanta   loom   TravelPerk   ramp

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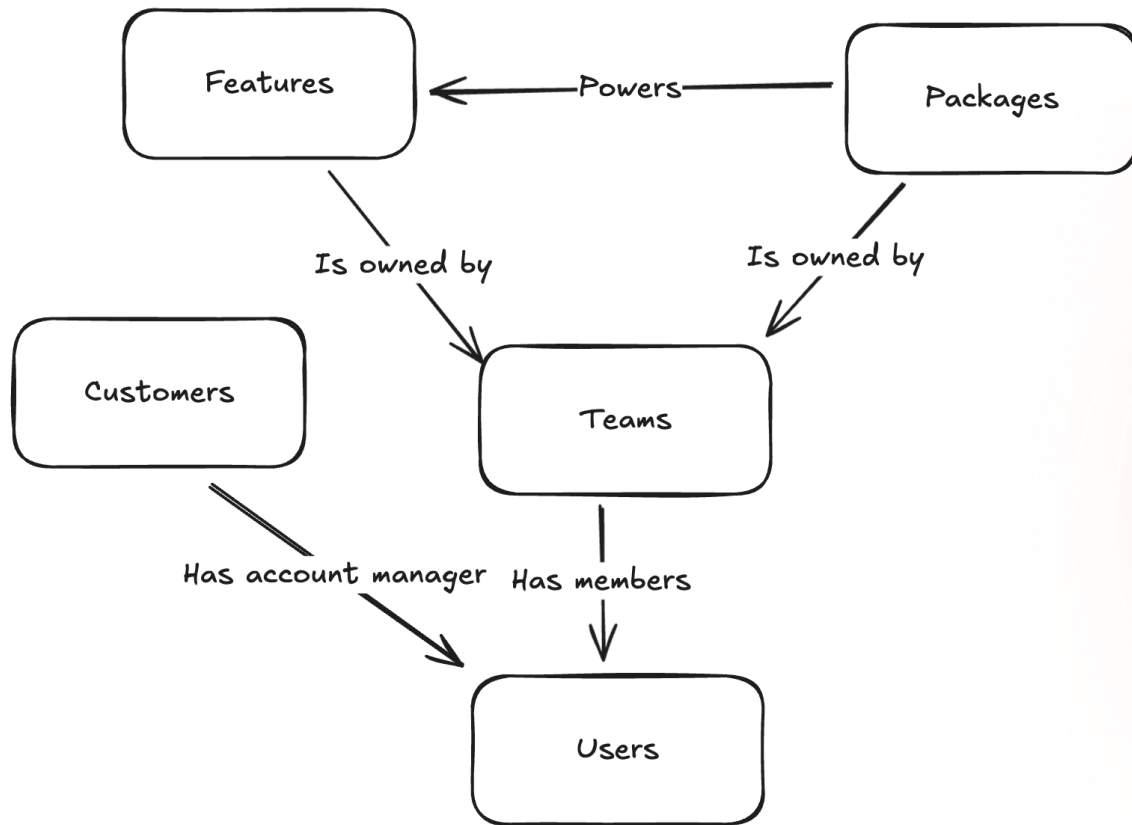
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# Let your catalog emerge as a side effect

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# Thanks for listening

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# This is an unbranded title slide

ACME CORPORATION

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# This is a branded title slide

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CORPORATION

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# This is a branded title slide

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# Subtitle Goes Here

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Section — **Header**

# Subtitle Goes Here

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# Plan your presentation
# Use this template
# Present like a pro
# Profit!

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Agenda

Plan your presentation
Use this template
Present like a pro
Profit!

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## About the license

Point 1

Point 2

Point 3

## What's included?

Point 1

Point 2

Point 3

## Support

Point 1

Point 2

Point 3

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## About the license

Point 1

Point 2

Point 3

## What's included?

Point 1

Point 2

Point 3

## Support

Point 1

Point 2

Point 3

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# 1.9m

# 93k

# 24m

Incidents Solved

Hours saved

Incidents avoided

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**Hank Jacobs**
Staff site reliability engineer, Netflix

"We wanted something that had the UX and ease of use that an engineer across Netflix could pick it up, could run with it and didn't need explicit training... even if it's 3AM, it's the first time and it would just feel natural."

**NETFLIX**

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"We wanted something that had the UX and ease of use that an engineer across Netflix could pick it up, could run with it and didn't need explicit training... even if it's 3AM, it's the first time and it would just feel natural."

NETFLIX

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# Etsy

"We've seen the continued effort into building the things we ask for. I get a message—often from the incident.io developers themselves—saying, 'Hey, that feature you asked for done,' and that level of personal support is incredible."`

**Jeremy Tinley**
Principal Systems Architect

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## Pain points
Lack of visibility into incidents and communication overlaps that skewed incident data.

## Goal
To make it easier for teams to track incidents with an intuitive platform that also improved comms.

## Why they chose incident.io
Actionable data through Insights, a seamless UI that made org-wide adoption easy, powerful automations and a stellar support experience.

## Outcome
Transformed how they manage incidents, thanks to a feature set and user experience that makes incident response more efficient and easy to adopt across the entire organization.

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- "Why incident.io?"
- "A light product shot"

Body text:
- "With powerful workflow automation, assistive AI functionality and all your tools at your fingertips, it's never been easier to respond consistently and at speed."

Bottom left:
- "@LisaKC_"
- "@lisa-kc.bsky.social"

The product shot image on the right with various UI elements.
# Why incident.io?

# A light product shot



With powerful workflow automation, assistive AI functionality and all your tools at your fingertips, it's never been easier to respond consistently and at speed.

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## Team
### Simple and Effective

- ✓ On-call and alerting
- ✓ Native incident response
- ✓ Public Status Page

## Pro
### Powerful End to End

- ✓ On-call and alerting
- ✓ Native incident response
- ✓ Public Status Page
- ✓ Unlimited Workflows
- ✓ Insights and AI Assistant
- ✓ Post-incident process
- ✓ Private incidents and Policies

## Enterprise
### Advanced Experience

- ✓ On-call and alerting
- ✓ Native incident response
- ✓ Unlimited Status Pages
- ✓ Unlimited Workflows
- ✓ Insights and AI Assistant
- ✓ Post-incident process
- ✓ Private incidents and Policies
- ✓ Dedicated account manager
- ✓ Advanced access control
- ✓ Multiple environments

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Section — **Three Columns**

## Team
### Simple and Effective

✓ On-call and alerting

✓ Native incident response

✓ Public Status Page

## Pro
### Powerful End to End

✓ On-call and alerting

✓ Native incident response

✓ Public Status Page

✓ Unlimited Workflows

✓ Insights and AI Assistant

✓ Post-incident process

✓ Private incidents and Policies

## Enterprise
### Advanced Experience

✓ On-call and alerting

✓ Native incident response

✓ 1 Status Page

✓ 2 Workflows

✓ Insights and AI Assistant

✓ Post-incident process

✓ Private incidents and Policies

✓ Dedicated account manager

✓ Advanced access control

✓ Multiple environments

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# We aim to provide enough **structure** for a great outcome, while staying **flexible** to your needs.

## 🚩 Kickoff

Define success metrics, rollout phases, and go-live dates.

Week 1

## ⚙️ Configure

Fine-tune core settings, integrations, and workflows. Train key teams on incident.io. Run test incidents and share feedback.

Week 2

## 🔥 Rollout

Roll out incident.io within Dropbox priority teams for rapid-turnaround development.

Week 3 - 4

## ✅ Review

Review rollout status and start mid-term planning. Share key insights and feedback in a meeting.

Week 5 - 6

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Onboarding and Support —Timeline

# We aim to provide enough **structure** for a great outcome, while staying **flexible** to your needs.

### One

Define success metrics, rollout phases, and go-live dates.

**Week 1**

### Two

Fine-tune core settings, integrations, and workflows. Train key teams on incident.io. Run test incidents and share feedback.

**Week 2**

### Three

Roll out incident.io within Dropbox priority teams for rapid-turnaround development.

**Week 3 - 4**

### Four

Review rollout status and start mid-term planning. Share key insights and feedback in a meeting.

**Week 5 - 6**

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# Pricing Proposal

| Item | List Price | 25% Discount | Dropbox Price |
|---|---|---|---|
| Response / user | $25 | $18.75 | $18 |
| On-call / user | $20 | $15 | $13 |
| Response users | 330 | 330 | 330 |
| On-call users | 130 | 130 | 130 |
| Total (annual) | $130,200 | $97,650 | $91,560 |

| | |
|---|---|
| List Price | $130,200 |
| Discount (30%) | (- $38,640) |
| Total (annual) | $91,560 |

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# Pricing Proposal

| Item | Seats | Monthly | Annual |
|------|------:|--------:|-------:|
| Response | 100 | $25 | **$30,000** |
| On-call | 50 | $20 | **$12,000** |

| | |
|------|------:|
| Subtotal | $42,000 |
| Discount (5%) | (- $2,000) |
| **Total** | **$40,000** |

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# Pricing Proposal

| Item | Seats | Monthly | Annual |
|------|------:|--------:|-------:|
| Response | 100 | $25 | $30,000 |
| On-call | 50 | $20 | $12,000 |
| Premium Support | | | $50,000 |

| | |
|---|---:|
| Subtotal | $180,000 |
| Discount (30%) | (- $20,000) |
| Total | $160,000 |

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# Mutual Action Plan

| Action | Owner | Target |
|---|---|---|
| Infosec, Legal, Commercials | — | — |
| Technical Validation: spreadsheet | Confluent | — |
| Leadership Alignment | — | — |
| Best Practices, Process Review | — | Week of 29th? |
| POC Kickoff, Success Criteria | — | End of July |
| POC: Account Setup, Integrations, Testing | — | End of July |
| POC | — | August/September |
| Reverse Demo | Confluent & incident.io | August/September |
| Customer Reference Call | — | — |
| CSM Intro | — | October |
| Onboarding Overview | — | October |
| Go-live | — | Before Thanksgiving |

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# Questions?

Q&A
Tomorrow @ 3pm BST

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# Questions?

Q&A
Tomorrow @ 3pm BST

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# Bulb Title

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# Tree Title

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# Dollar Title

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# Next steps

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