Porsche Drive – Microservices Gone Wrong

- Dr. Sven Haase
- Software Developer
- Lecturer at HHN
- At PAG ~4 years
- Lived at 7 Locations

PORSCHE

What is Porsche Drive?

Our Vision

Our Journey

Our Future

Take Home Message

PORSCHE

What is Porsche Drive?

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Take Home Message

What is Porsche Drive

Rental
Leasing
Flexibility
Car Sharing
Subscription
Cheap Pricing

“From a Car Manufacturer to a Mobility Provider”

What is Porsche Drive

Rental
Leasing
Flexibility
Car Sharing
Subscription
Cheap Pricing

“From a Car Manufacturer to a ???? Mobility Provider”

What is Porsche Drive

Rental
Leasing
Flexibility
Car Sharing
Subscription
Cheap Pricing

“From a Car Manufacturer to a **Mobility** Provider”

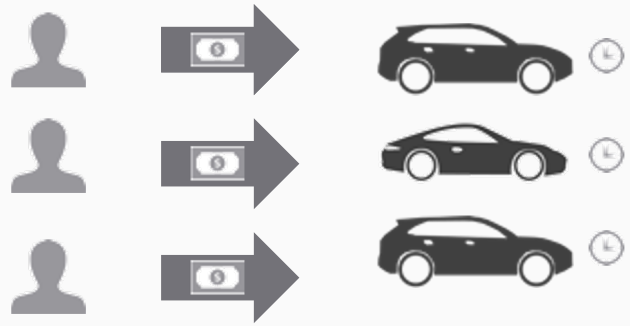
What is Porsche Drive

“From a Car Manufacturer to a Mobility Provider”

- Satisfy new needs
- Extend customer base
- Turn customers into buyer

What is Porsche Drive

Drive Rental



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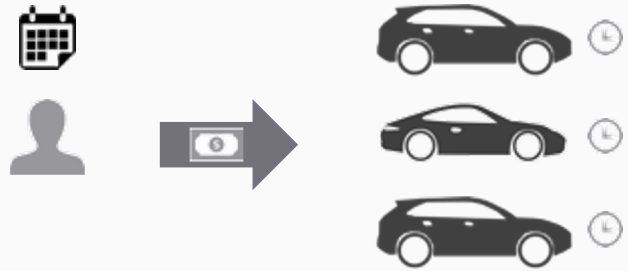

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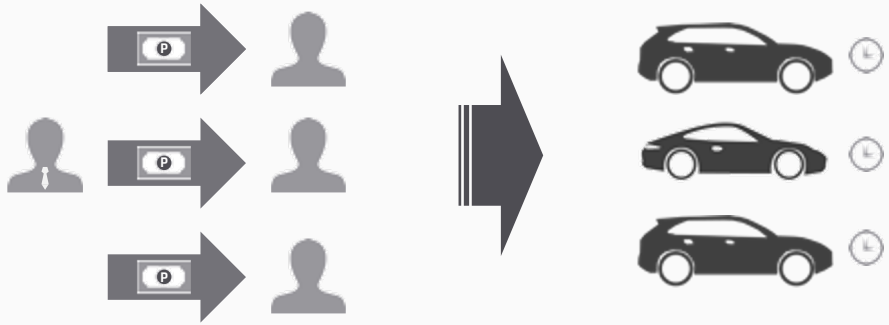
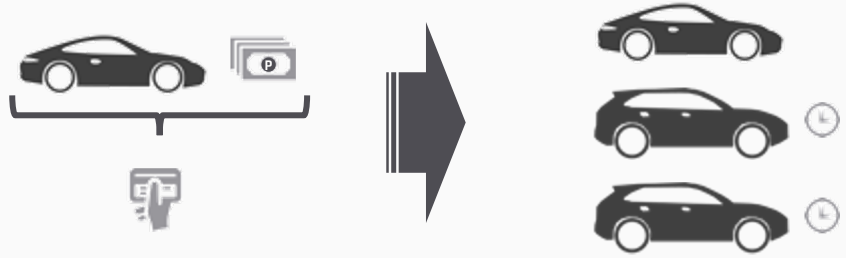
Test drives



Owner´s Choice



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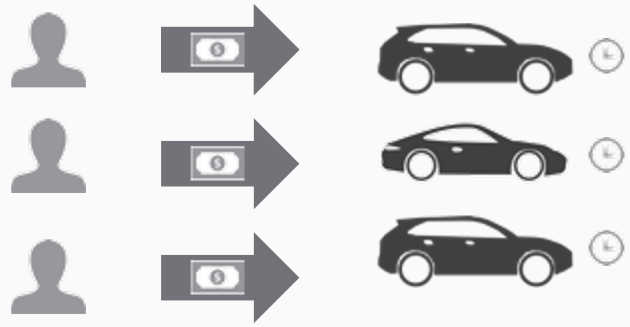
What is Porsche Drive

Drive Rental



Drive Flex

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Test drives

Owner´s Choice

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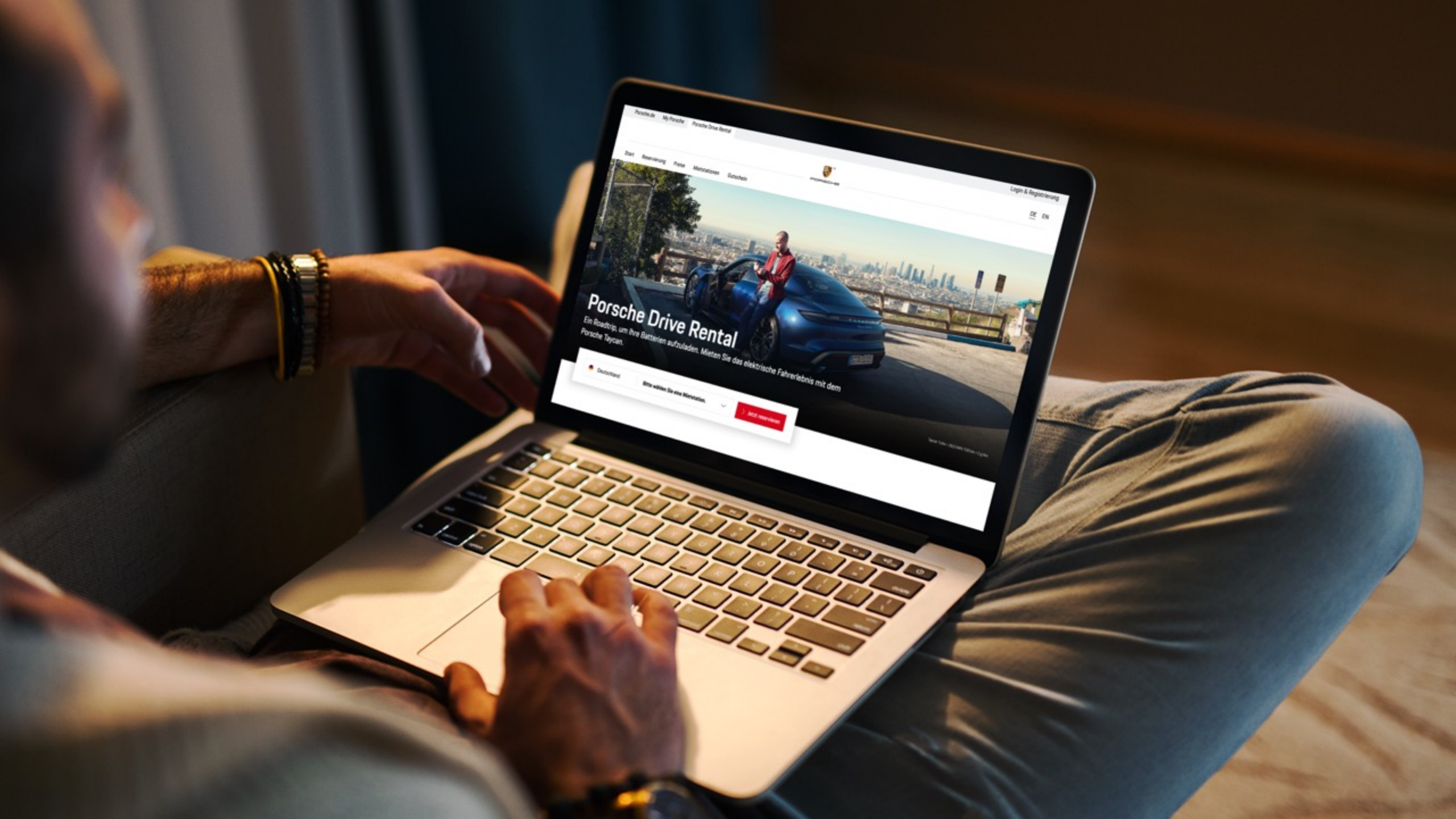
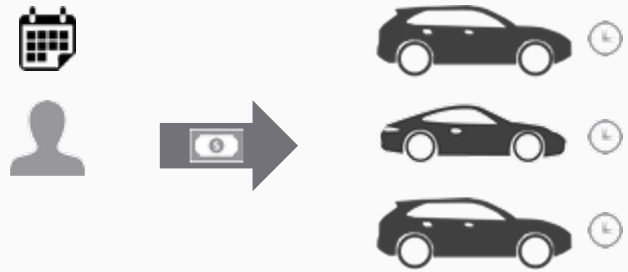

Porsche.de
My Porsche
Porsche Drive Rental
Start
Reservierung
Preise
Mietstationen
Gutschein
Login & Registrierung
DE
EN
Porsche Drive Rental
Ein Roadtrip, um Ihre Batterien aufzuladen. Mieten Sie das elektrische Fahrerlebnis mit dem Porsche Taycan.
Deutschland
Bitte wählen Sie eine Mietstation.

What is Porsche Drive

Drive Rental

Drive Flex



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Test drives

Owner´s Choice

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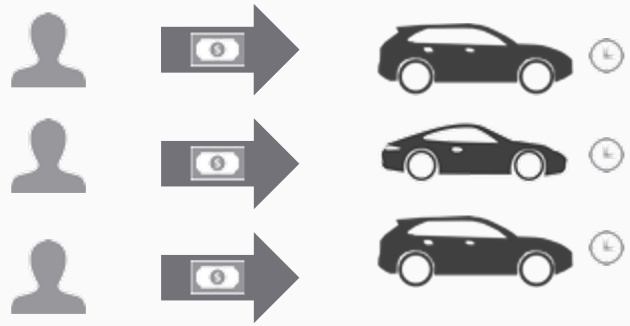
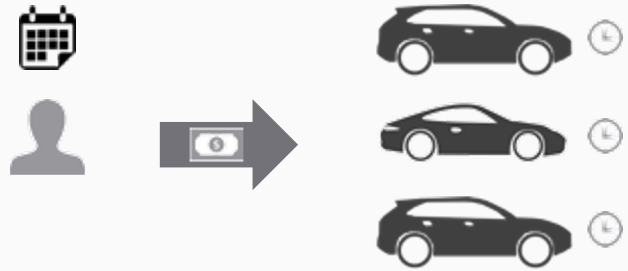
Hallo Maximilian !
Ihr aktueller Porsche
911 Carrera S
Zwei Sitze. Zweifelsohne Porsche.
0 - 100 km/h: 3,7 s
Leistung: 450 PS
Höchstgeschwindigkeit: 308 km/h
Ihr nächster Fahrzeugwechsel steht...

What is Porsche Drive

Drive Rental



Drive Flex



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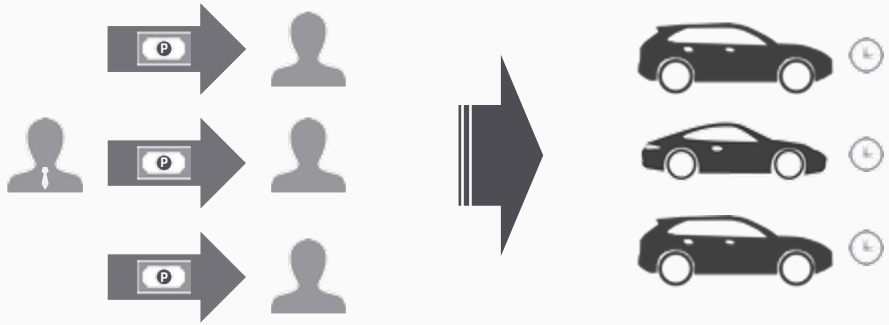
Test drives



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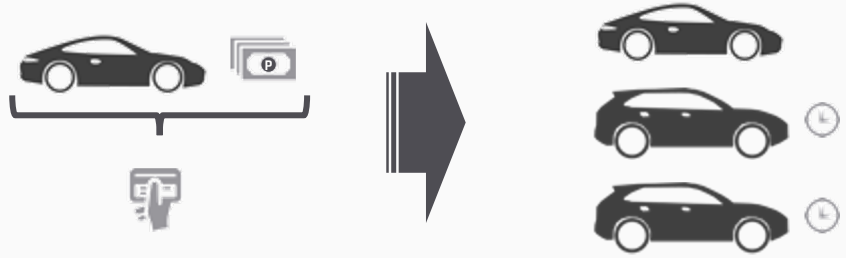

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PORSCHE

What is
Porsche Drive?

Our Vision

Our Journey

Our Future

Take Home
Message

Our Vision

„Similar mobility services
should share lots of functionality“

So … let´s build some microservices

Our Vision

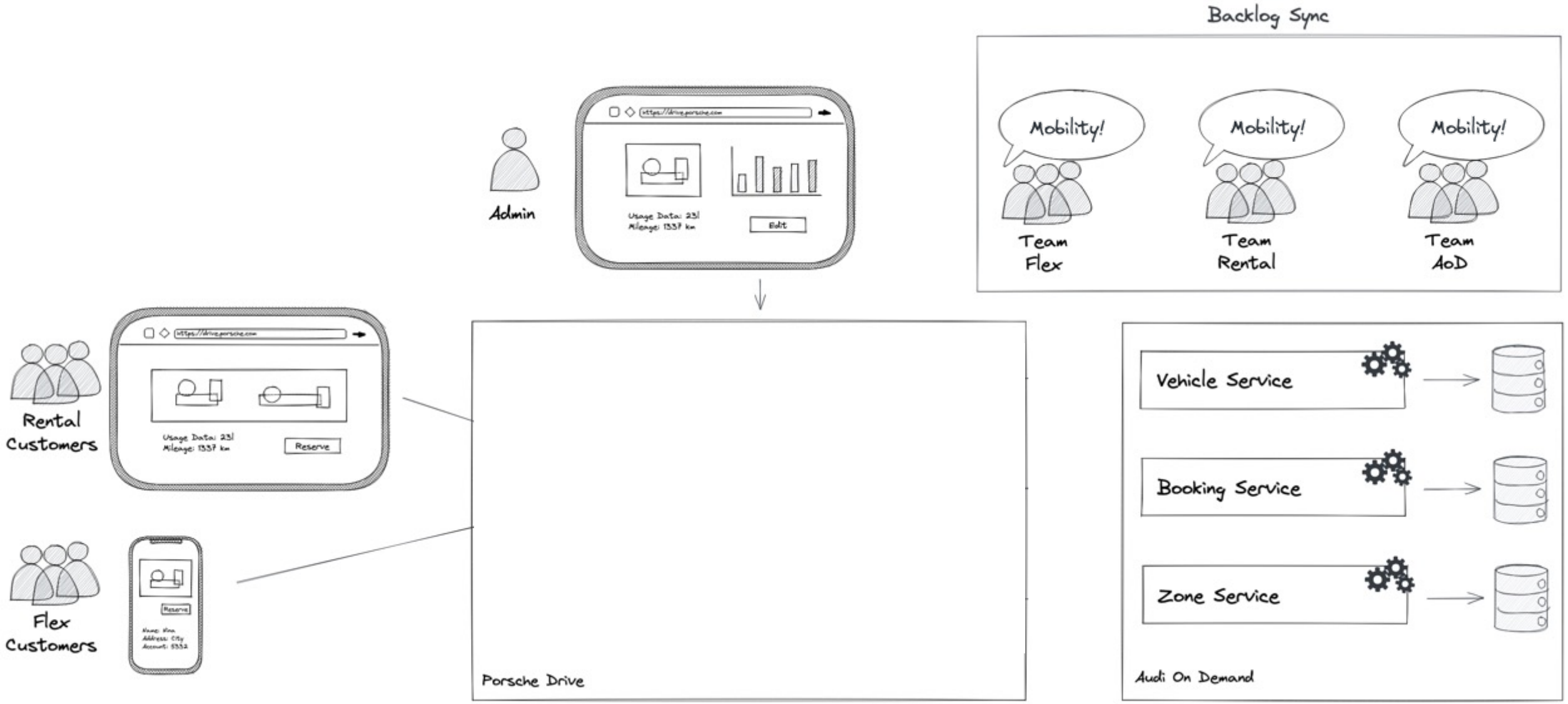
Ingredients:

- 2 product visions
- 1 overhyped Tech Lead
- few external APIs

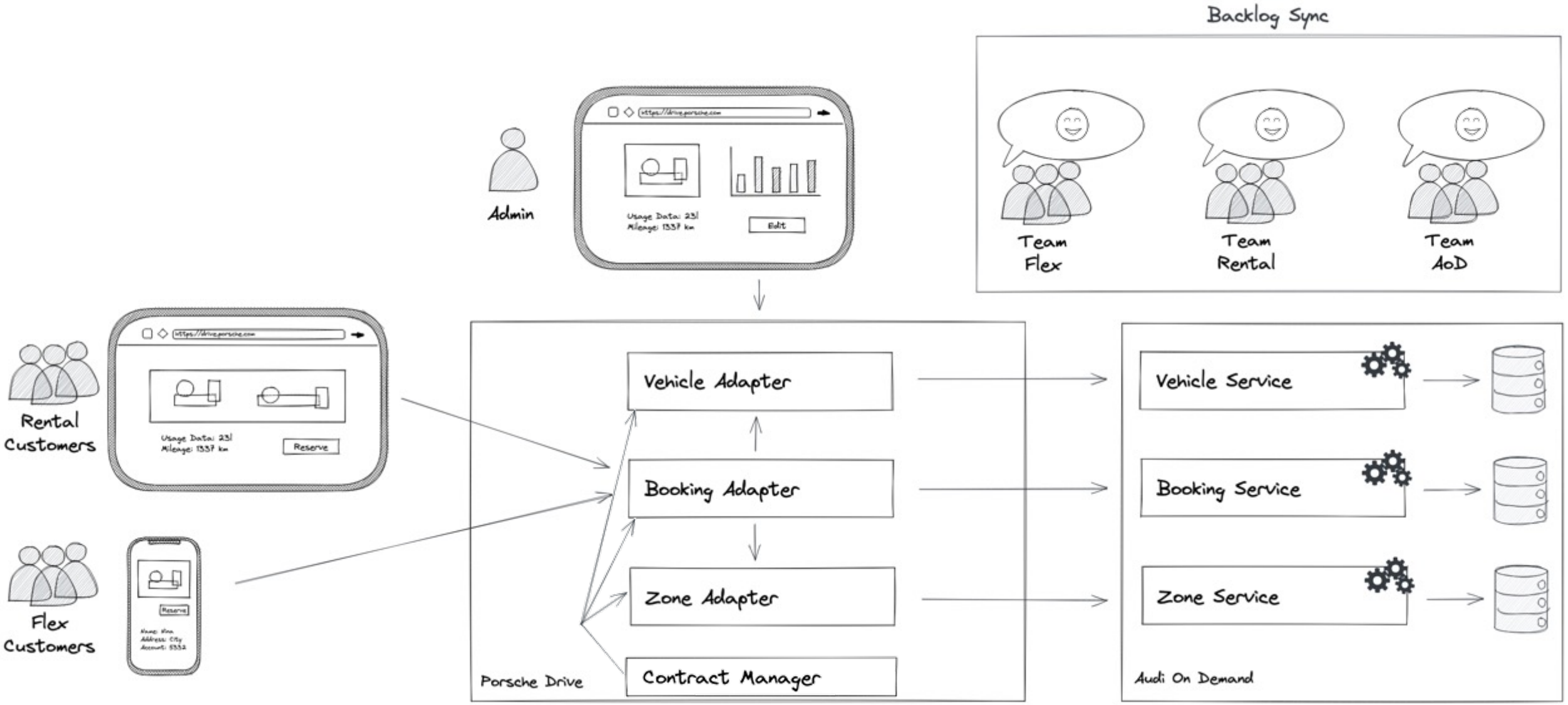
Instructions:

1. Try to share all capabilities between different products.
2. Do not have a proper domain cut between your capabilities.
3. Have a different understanding what functionality to expect from a third-party domain.
4. Last but not least, only share REST APIs.

Our Journey


Backlog Sync
Mobility!
Mobility!
Mobility!
Team Flex
Team Rental
Team AoD
Admin
Usage Data: 23l
Mileage: 1337 km
Edit
Rental Customers
Usage Data: 23l
Mileage: 1337 km
Reserve
Flex Customers
Reserve
Porsche Drive
Vehicle Service
Booking Service
Zone Service
Audi On Demand

Our Journey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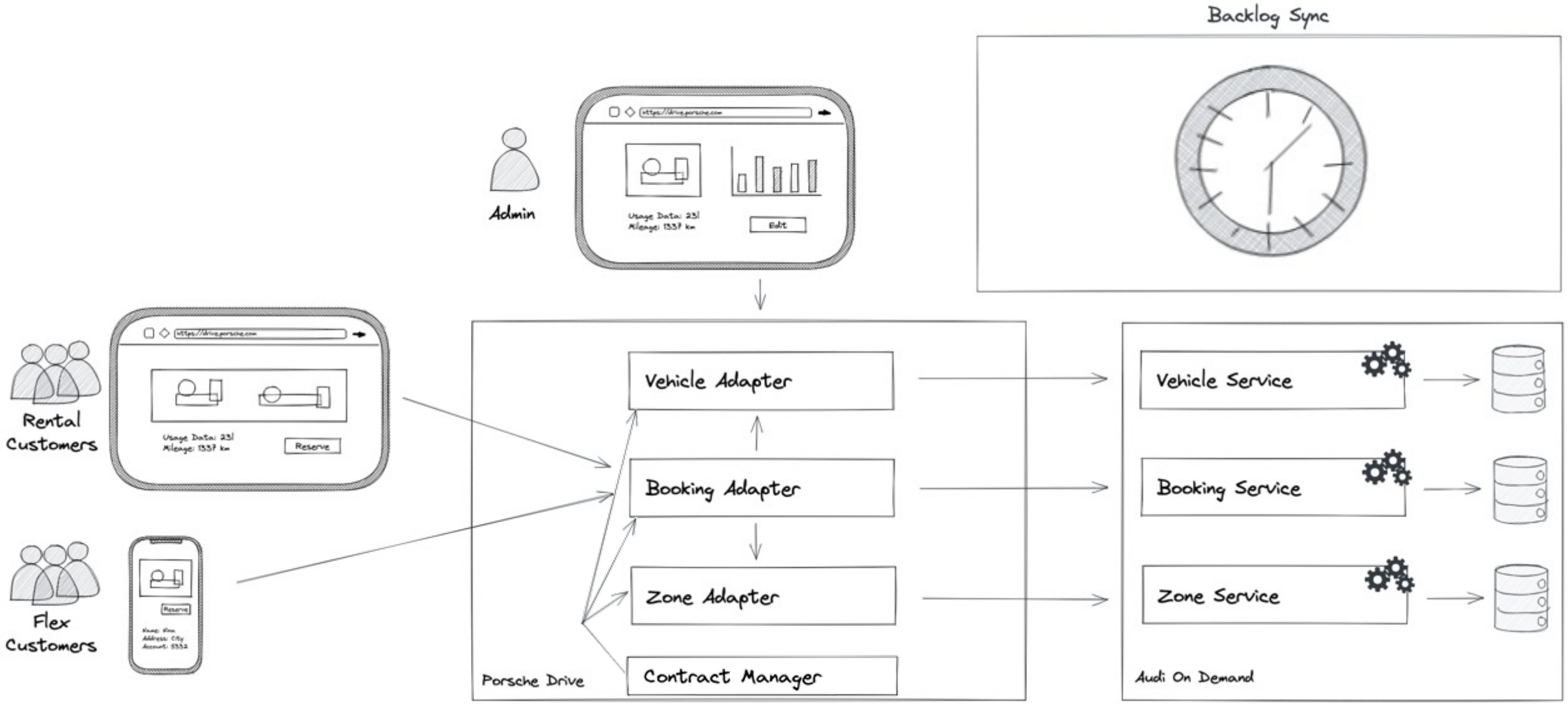
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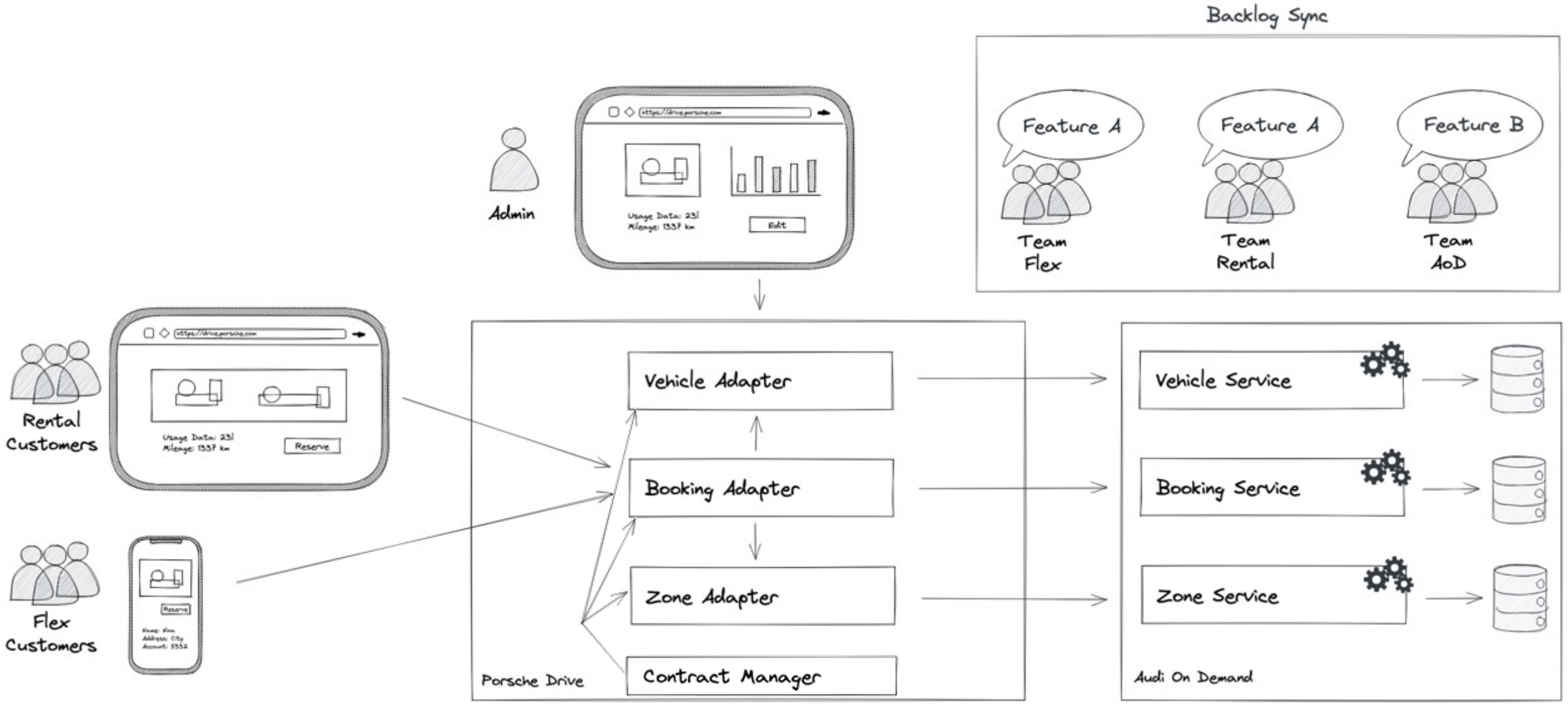
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Feature B
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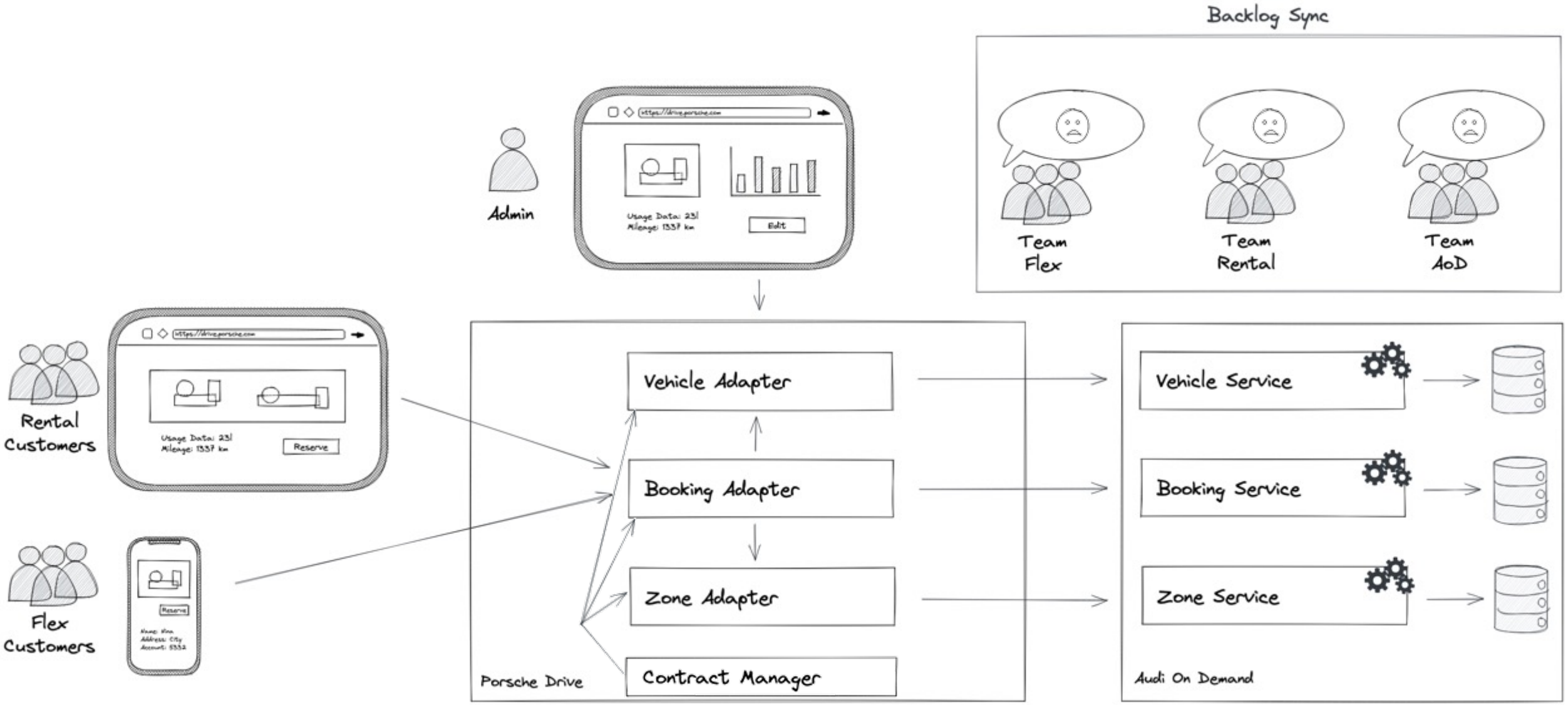
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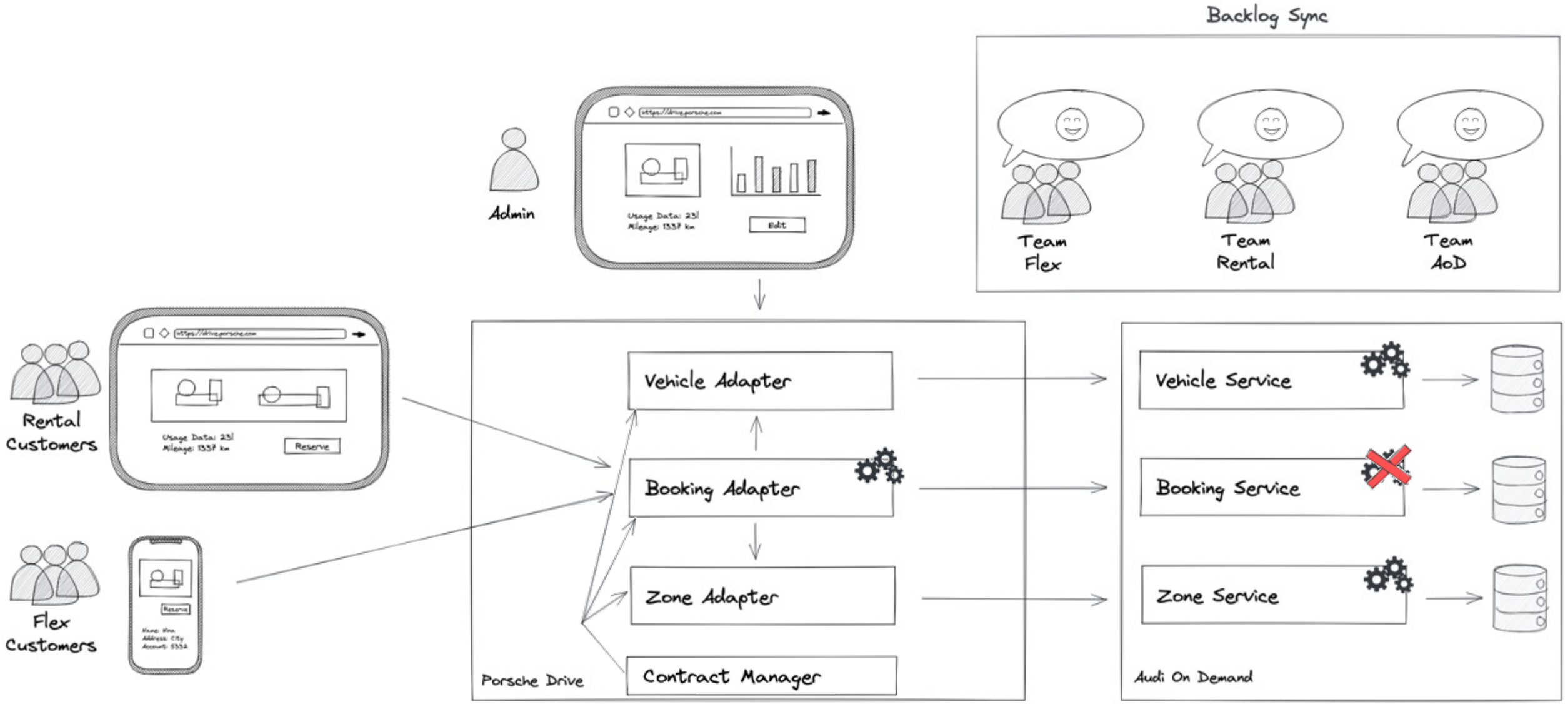
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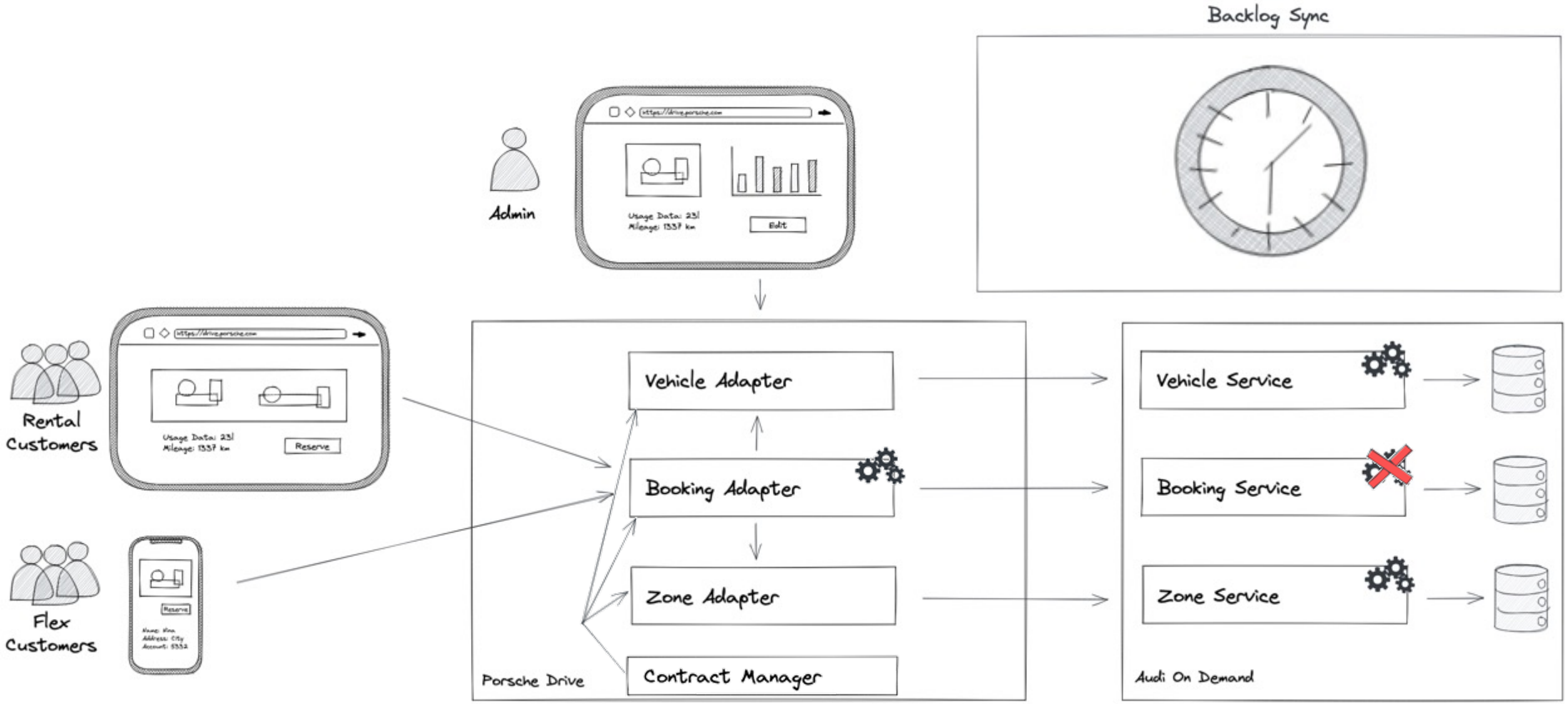
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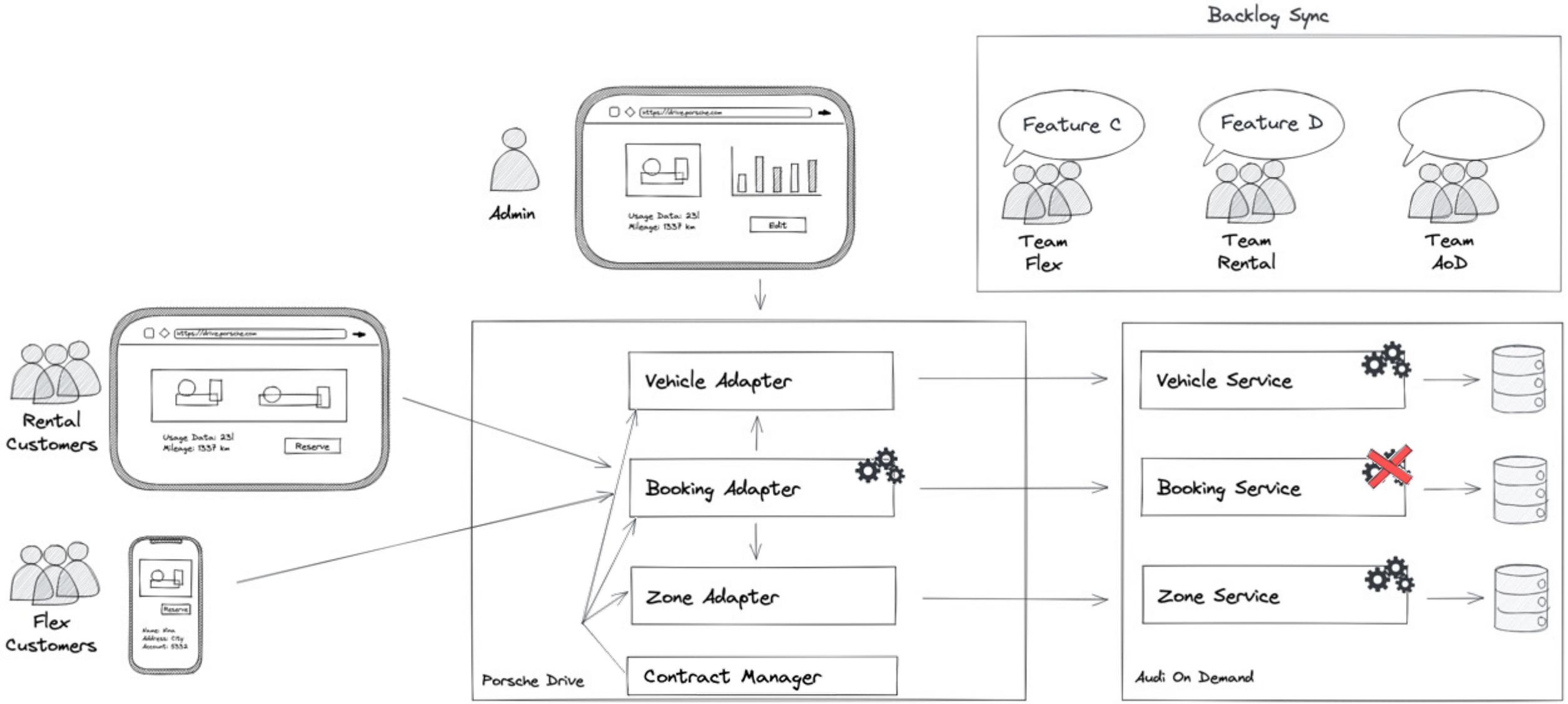
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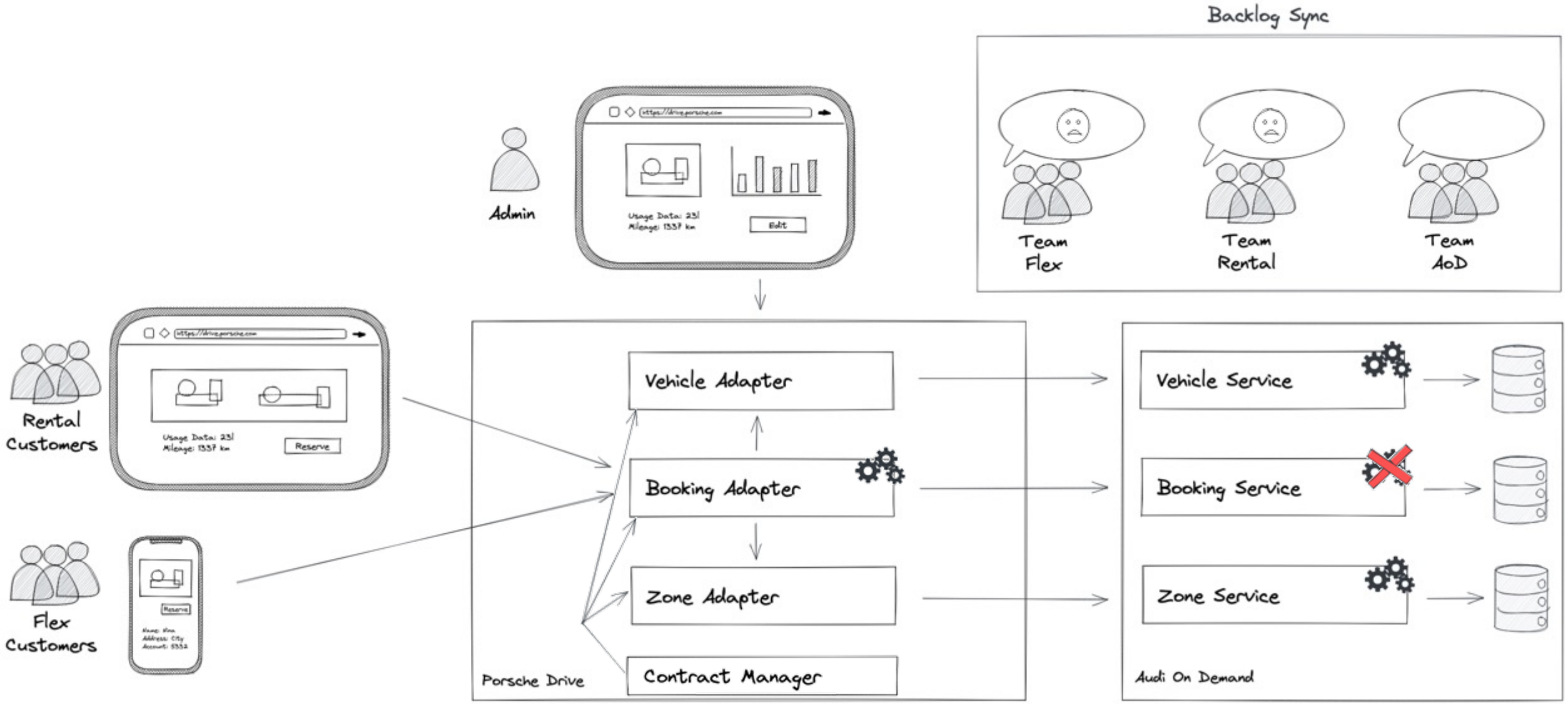
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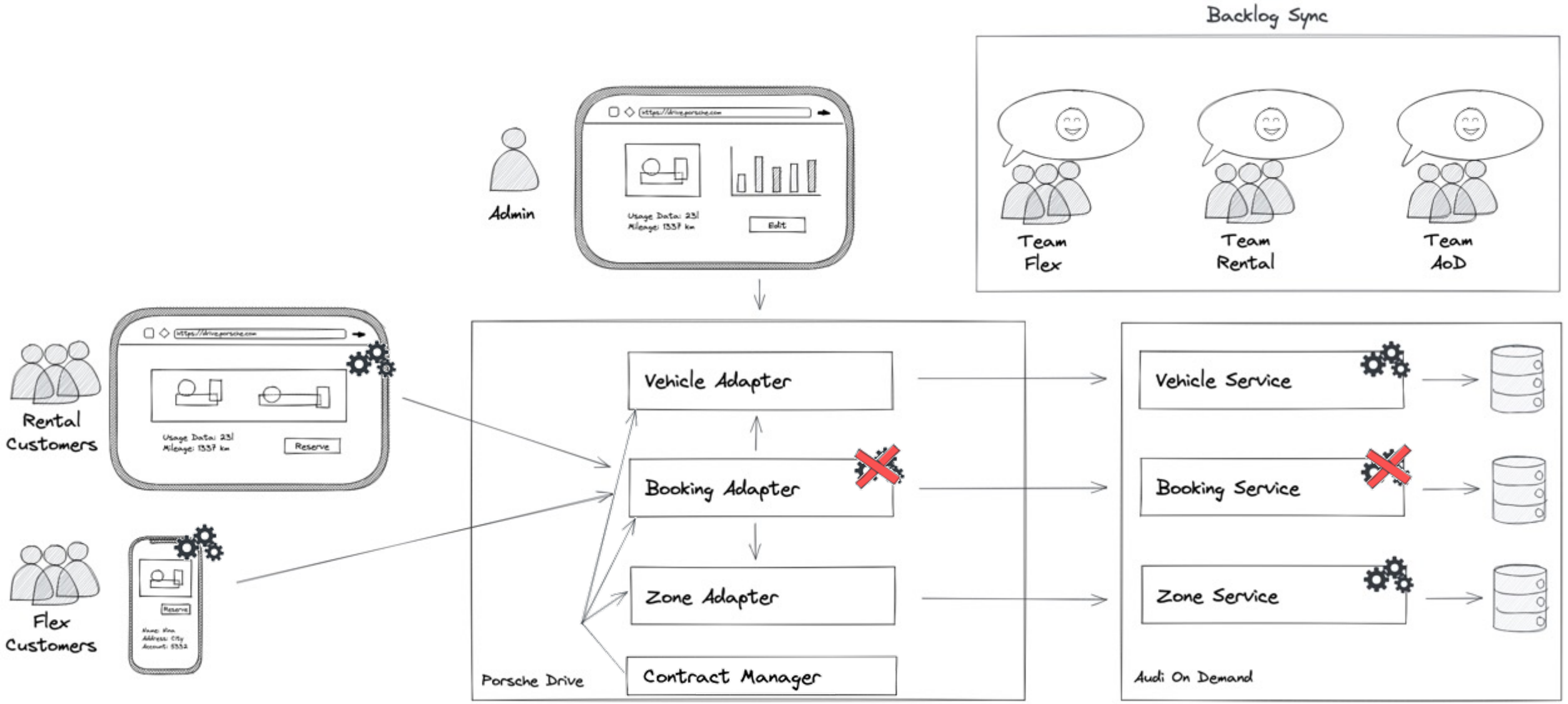
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Our Journey

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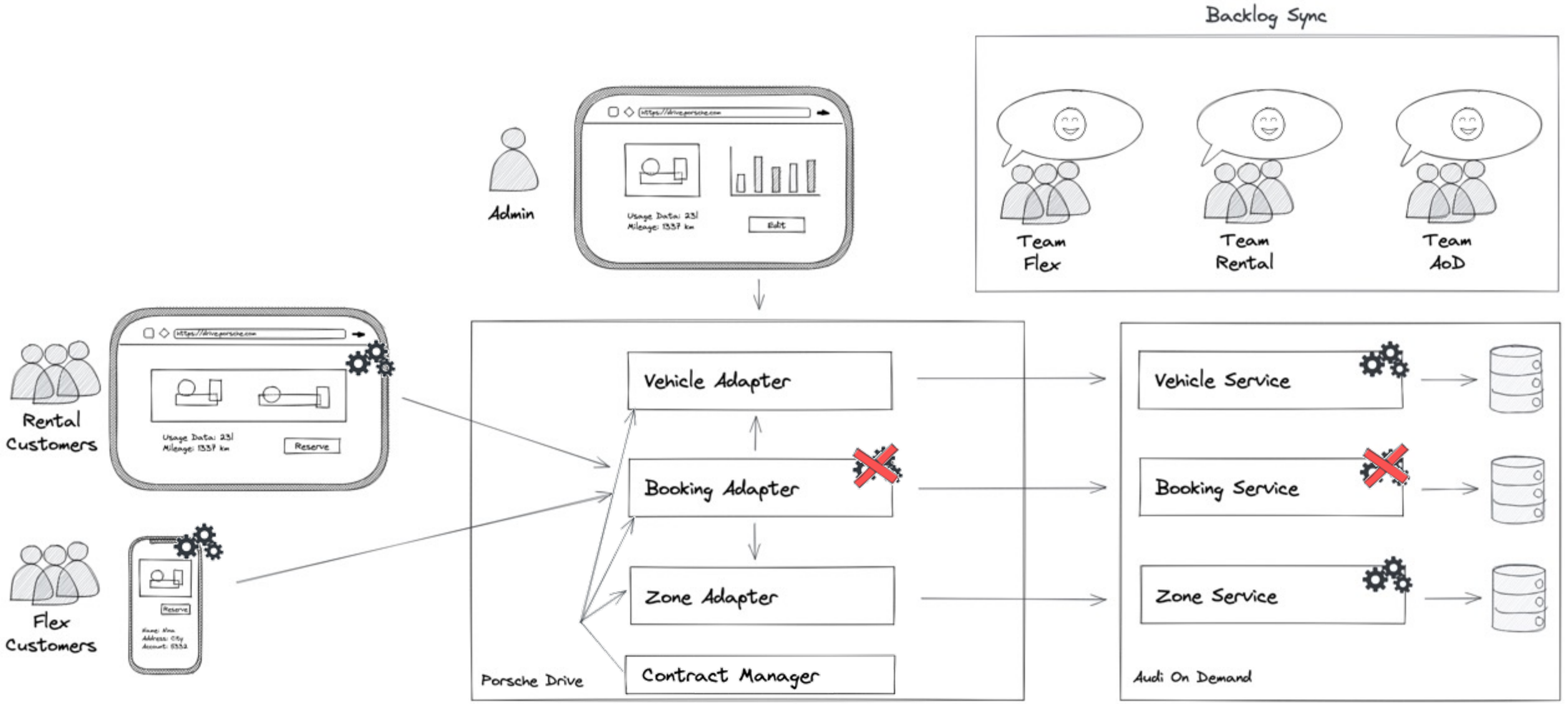
STOP

Our Journey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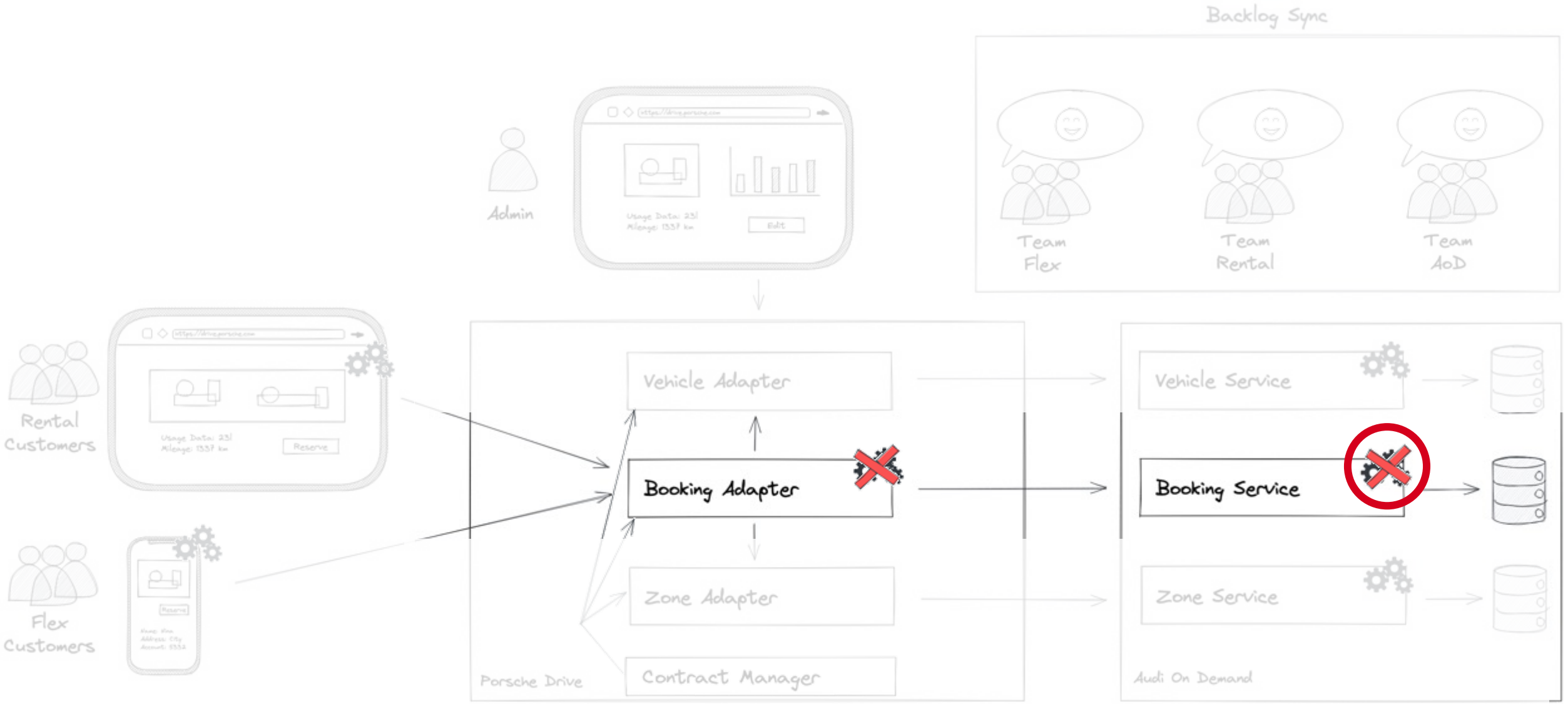
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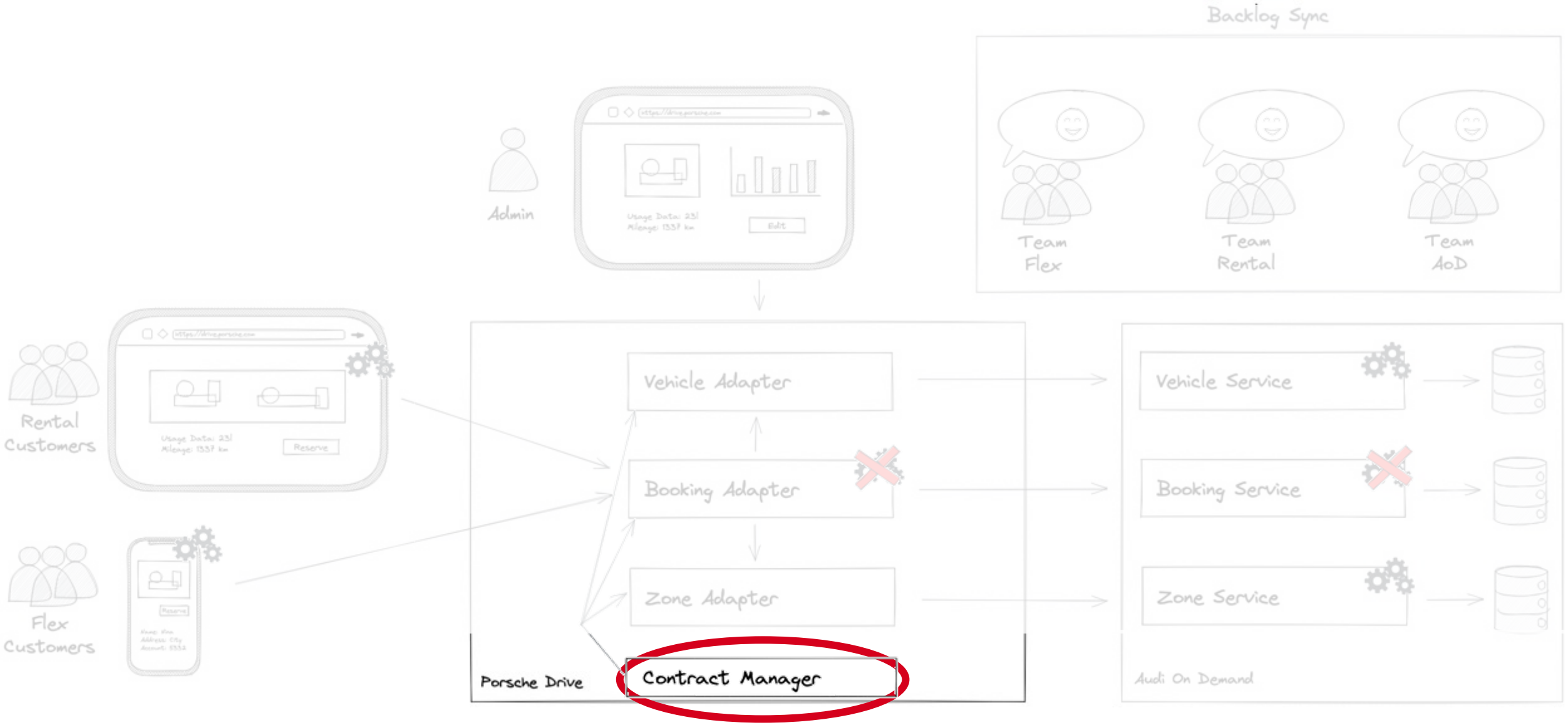
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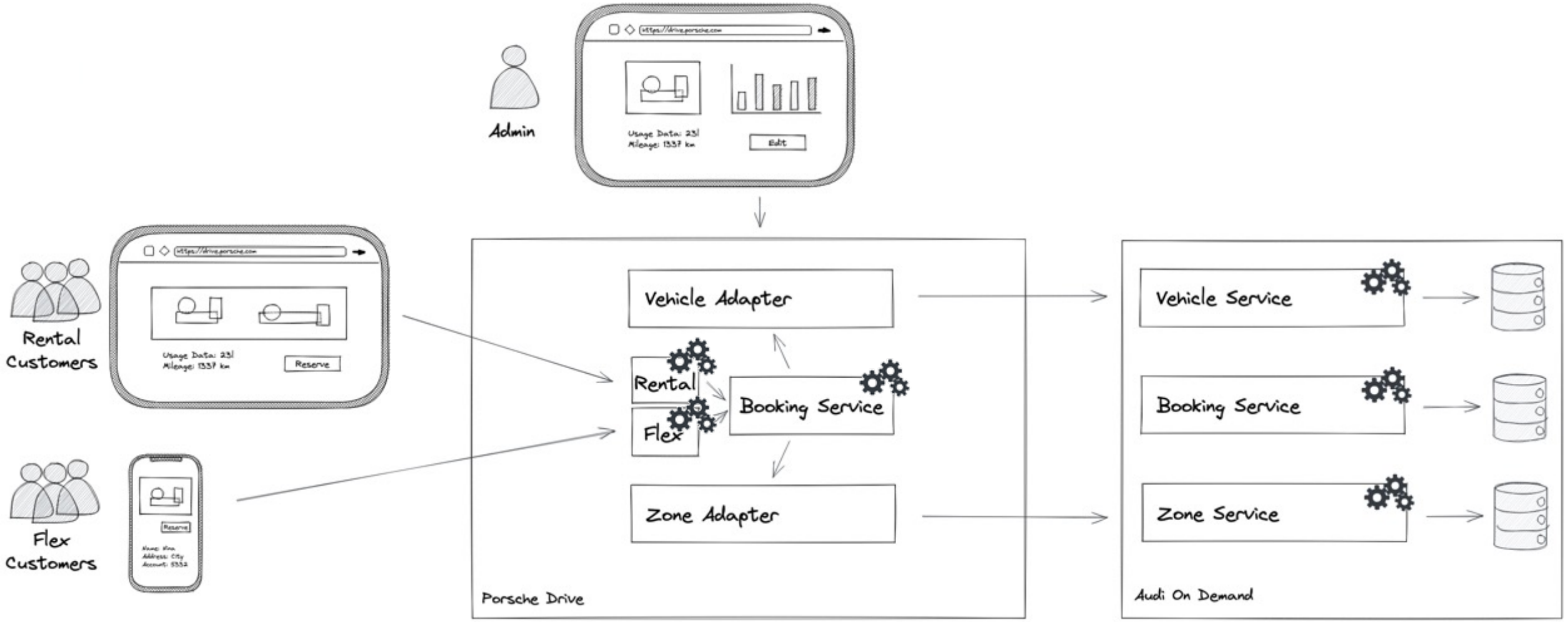
Our Journey

Path to fix those issues

1. Workshop for customer journeys for all products
2. Define domain boundaries
3. Elaborate overlapping subdomains / domains
4. Share those domains (ENTIRELY)

Our Journey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Our Future

Domain-Sharing also allows integrating UI elements, e.g., web components into the other products (Buzzword: Microfrontends).

Example: The vehicle service shared from Audi could provide a web component to be added to Porsche´s admin dashboard to manage those vehicles.

PORSCHE

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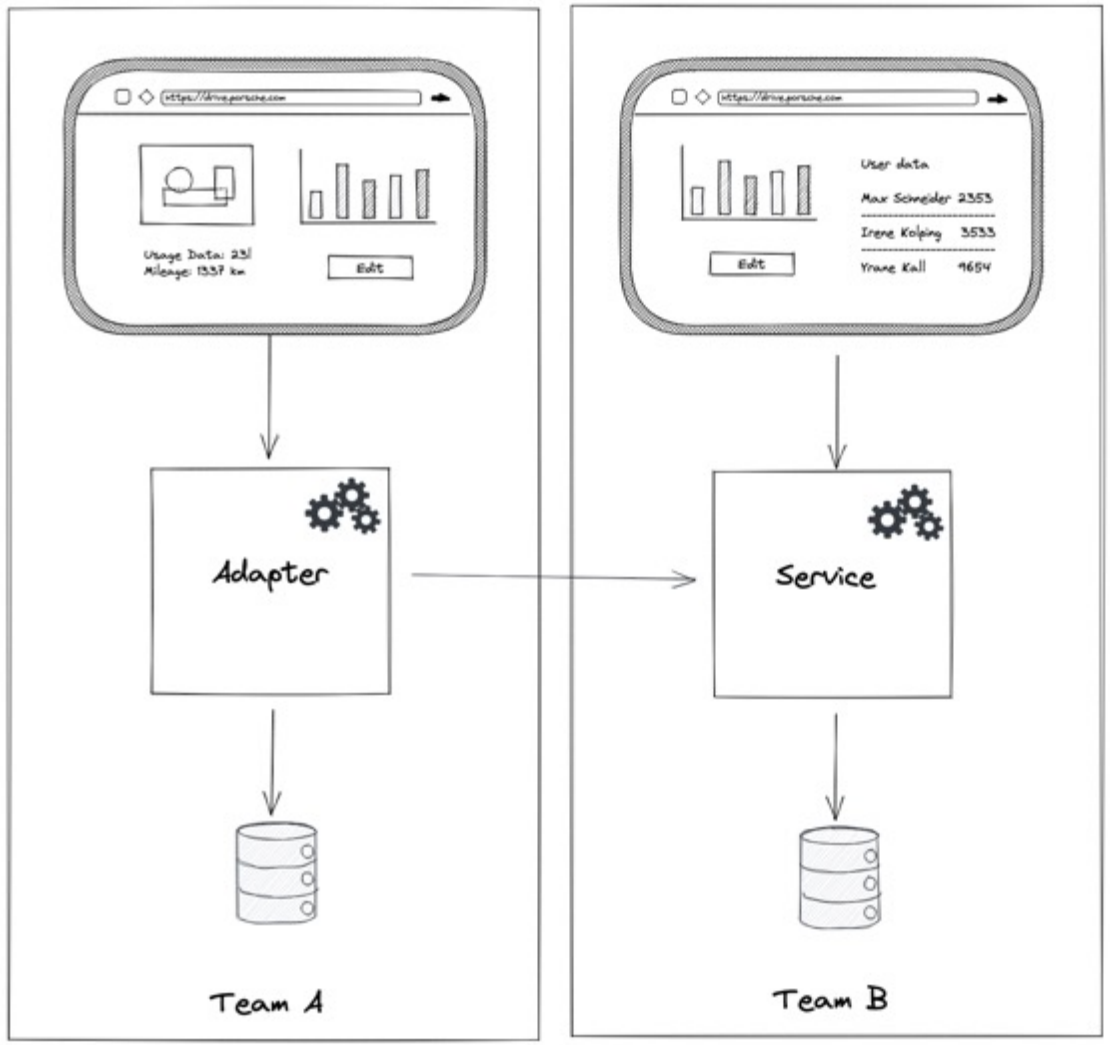
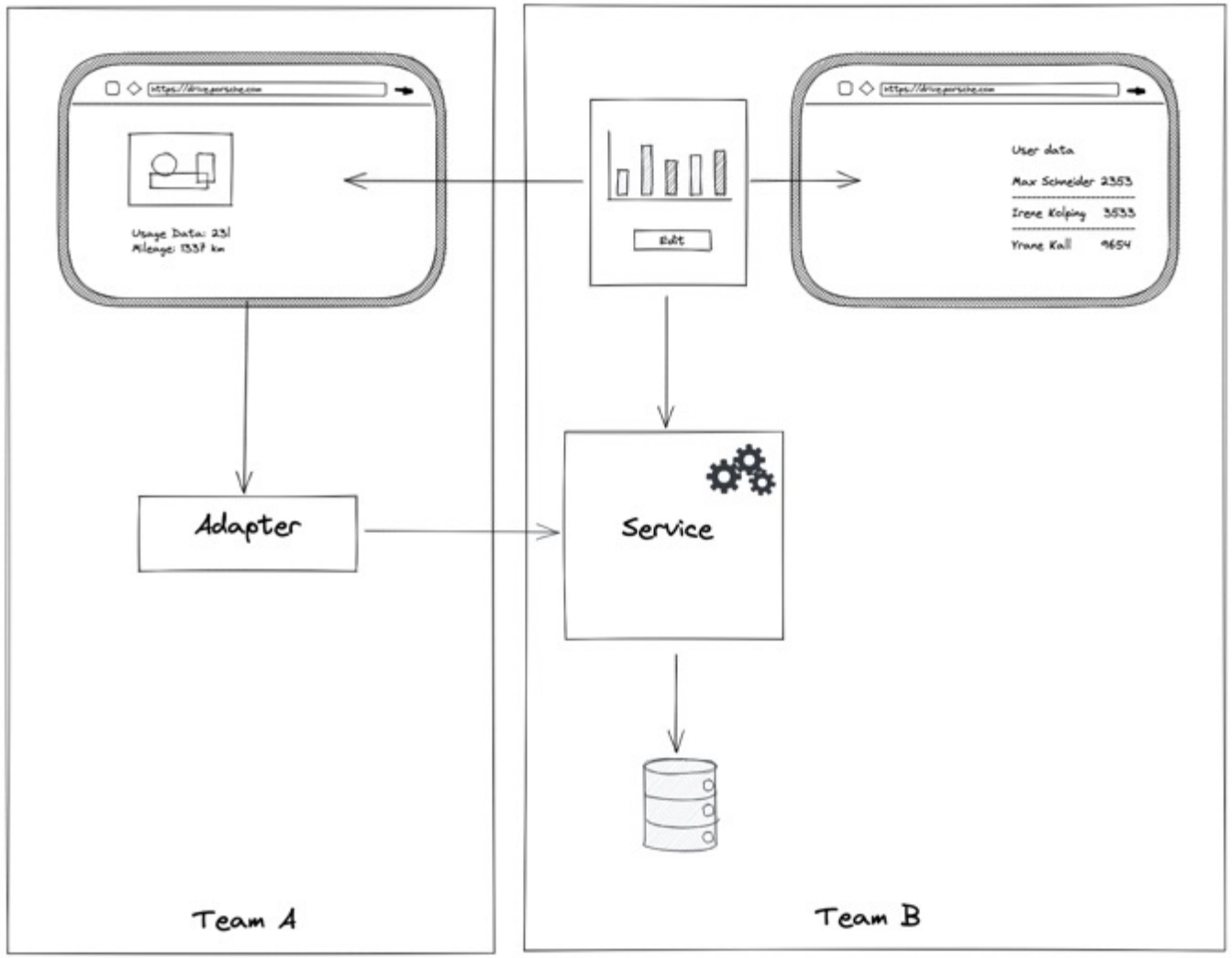
Take Home Message

Take Home Message



Take Home Message



Take Home Message

1. Share what you REALLY have in common
2. Share what you share in its ENTIRETY

Take Home Message

1. Share what you REALLY have in common
2. Share what you share in its ENTIRETY

Domain Sharing

(Integrate other teams´ capability as SaaS)

Thank you!