



# Adoption and Depreciation

Getting the R&D to adopt the  
Internal Developer platform



# About Me

Software Developer 10+ years in various teams

4 Years leading Platform Teams

2 Years in Snyk

# Infra Group @ Snyk

~~DevOps, Ops, OnCall for everything~~

Platform as a Product

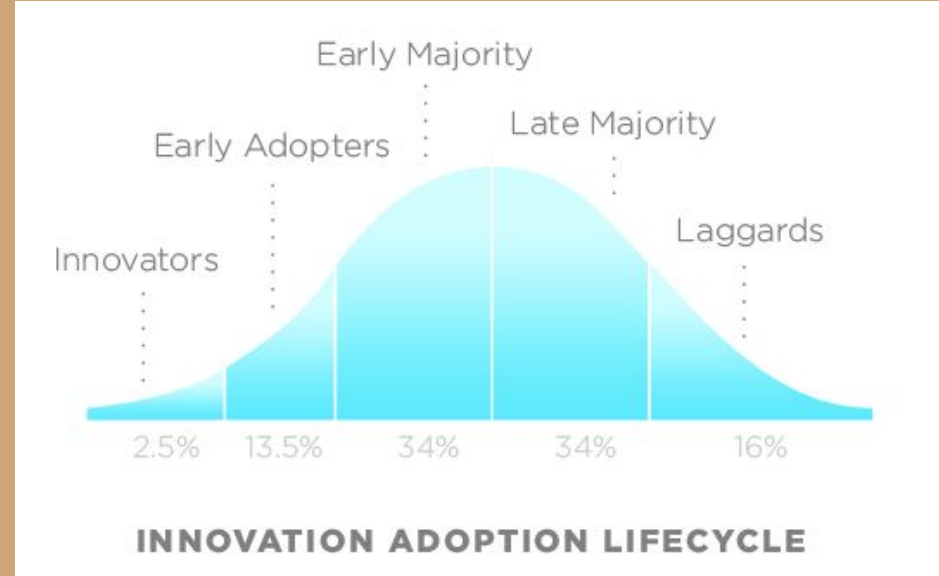
Adoption as a way to get value

# Technology Adoption Lifecycle

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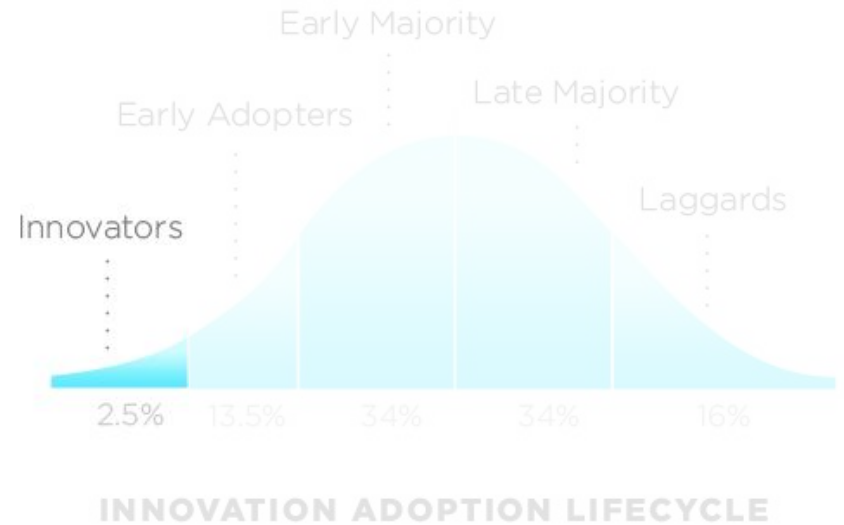
# Technology Adoption Lifecycle

- 1957
- “Crossing the Chasm”



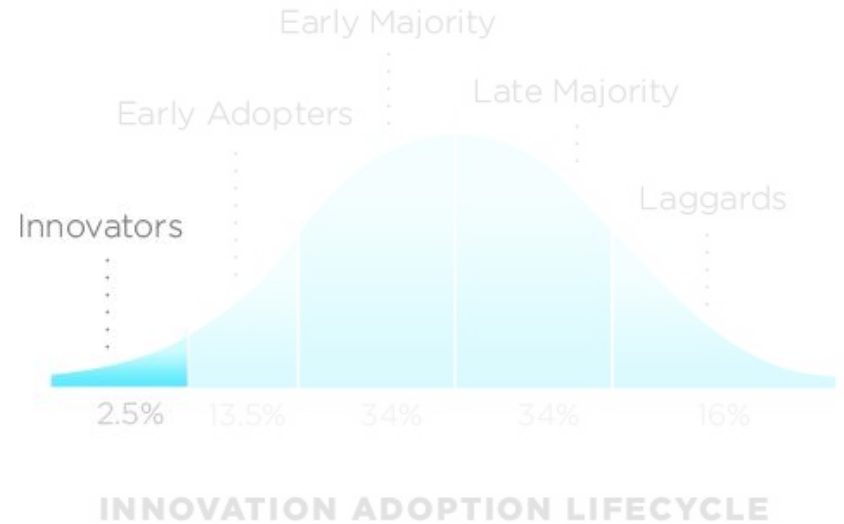
# Innovators

- Excited about novelty



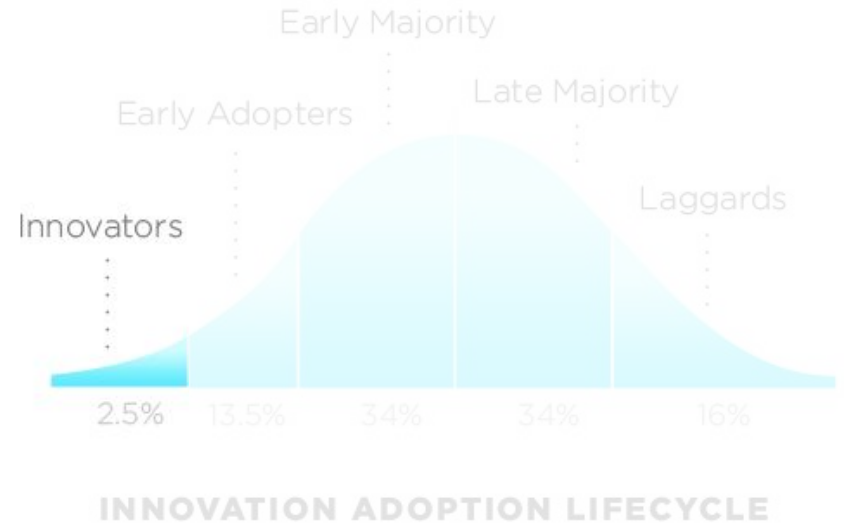
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- Excited about novelty
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# Innovators

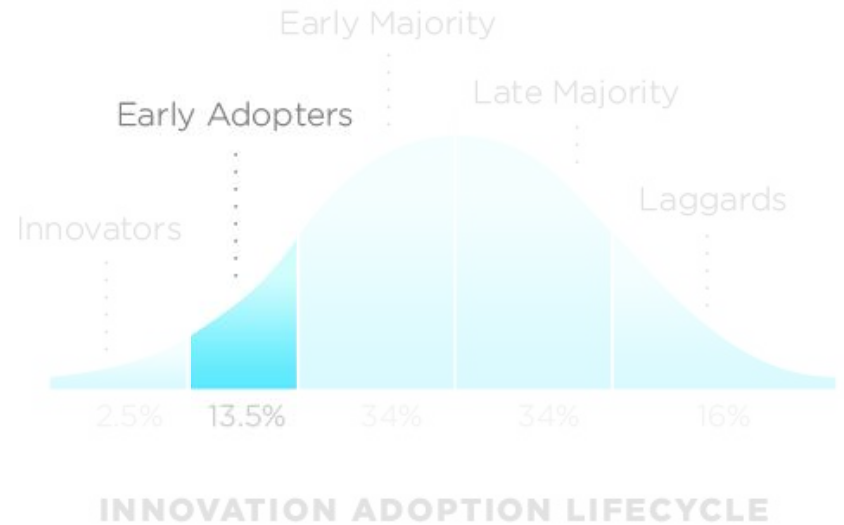
- Excited about novelty
- Design partners
- Applications without risk
- Teams with time





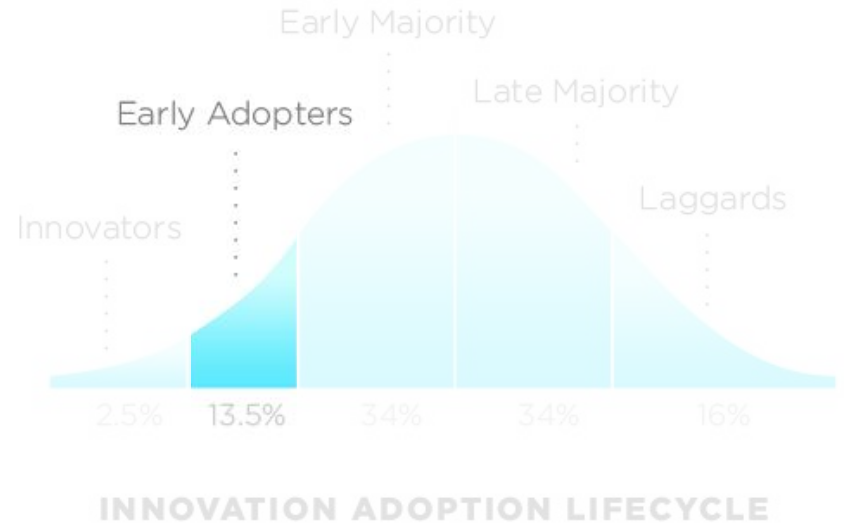
# Early Adopters

- Novelty and solution to a problem



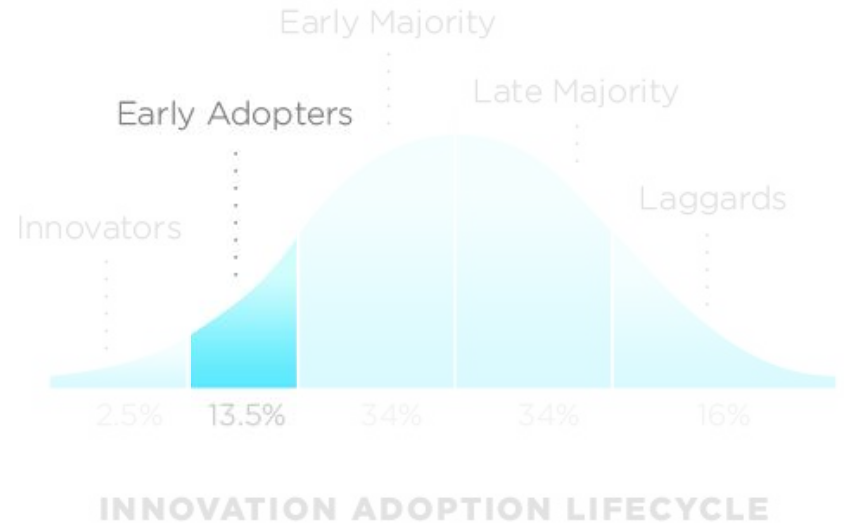
# Early Adopters

- Novelty and solution to a problem
- POC
- Documents and guides

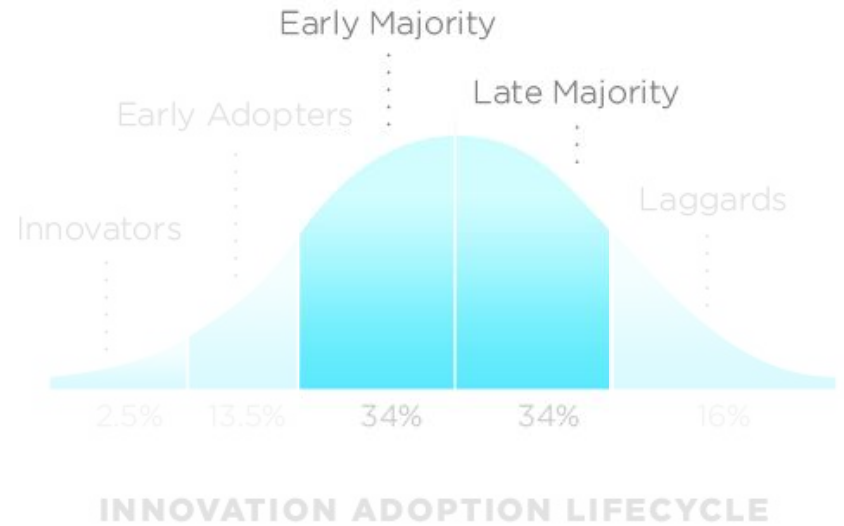


# Early Adopters

- Novelty and solution to a problem
- POC
- Documents and guides
- Teams with trust
- Teams with time

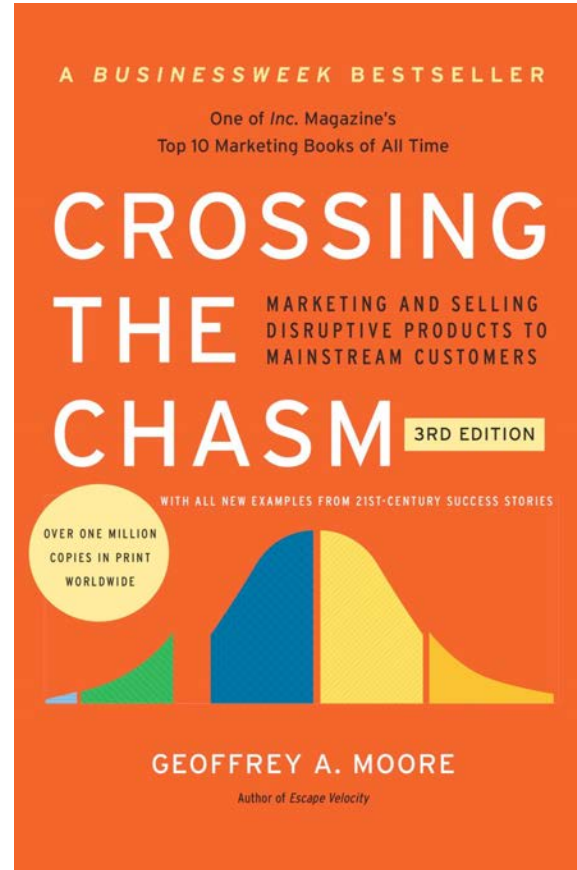


# Majority



# Majority

- The big chasm to success



# Majority

- The big chasm to success
- Failure reasons:
  - A product that doesn't solve a problem
  - A too difficulty migration

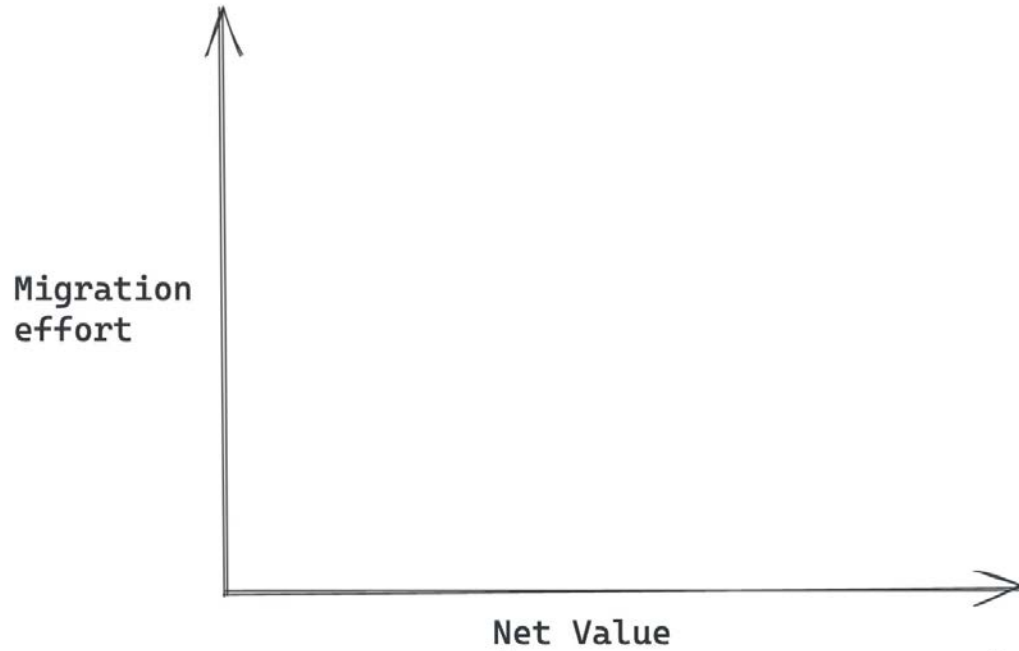
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A too difficulty migration



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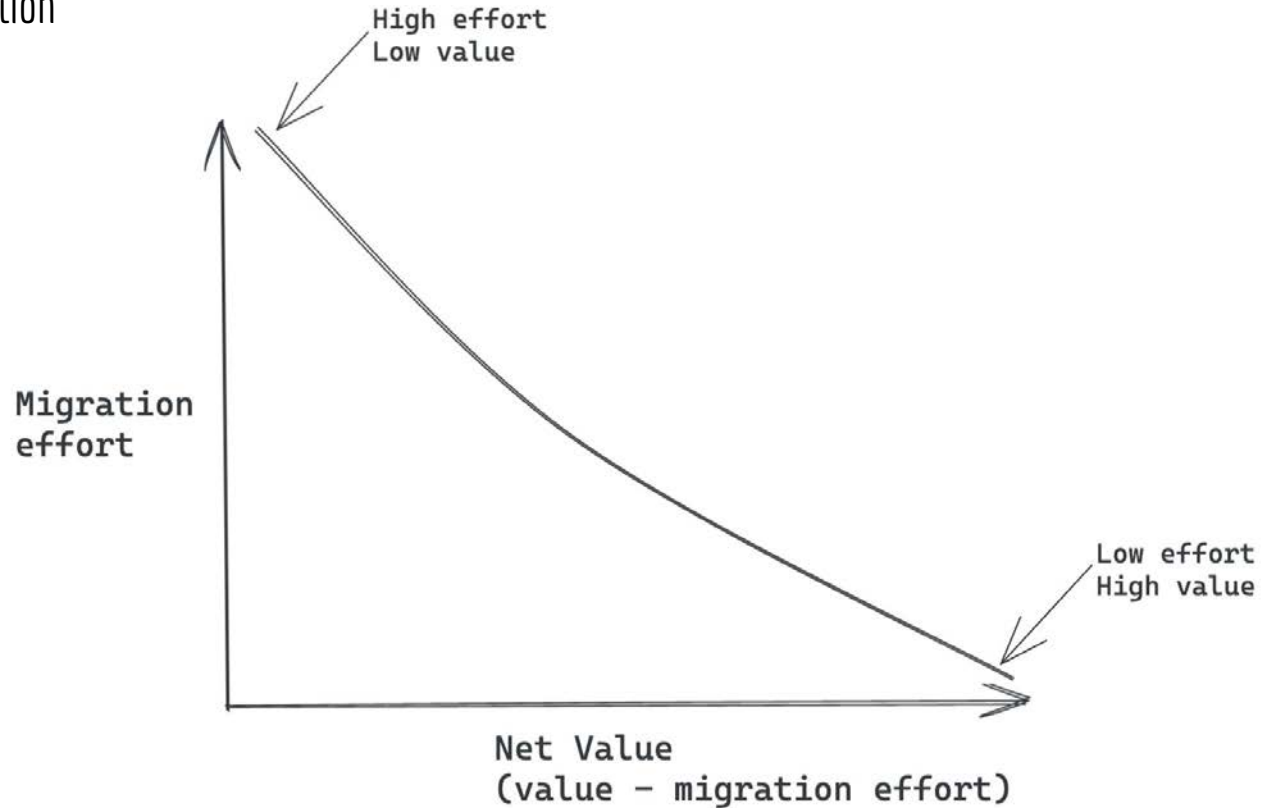
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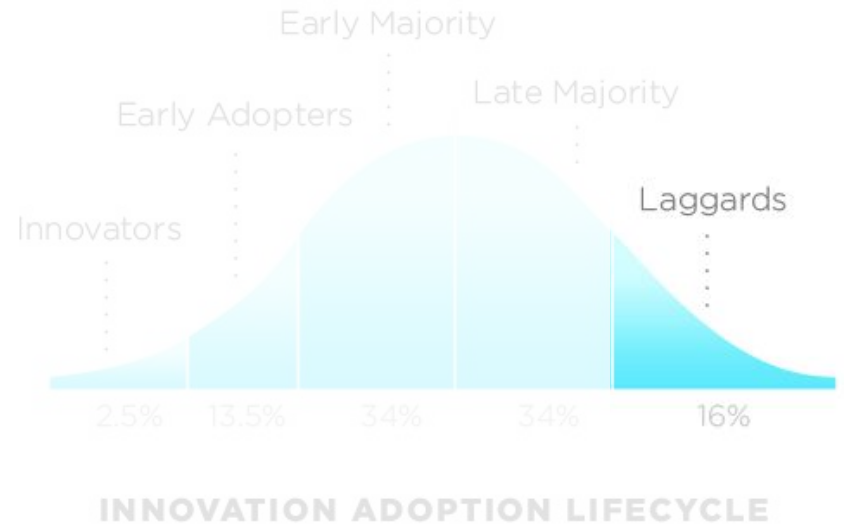
- Self Serve migration
  - Automate PR

# Majority

A too difficulty migration

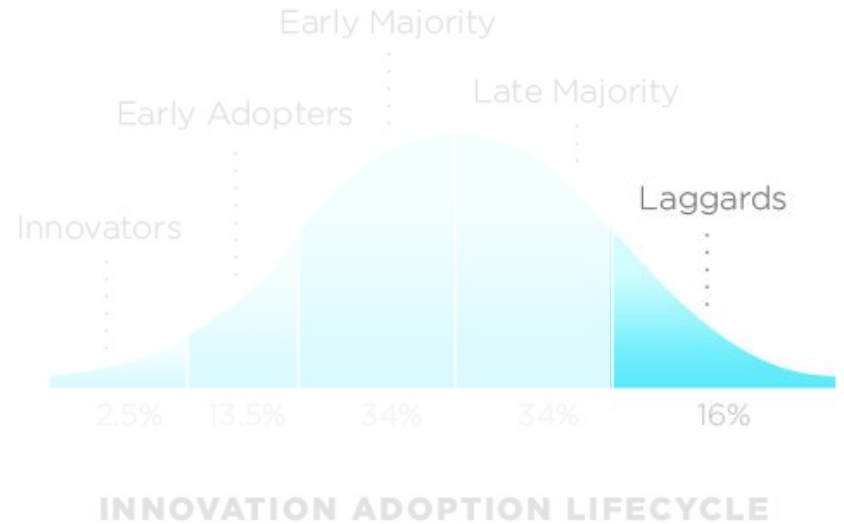
- Self Serve migration
  - Automate PR
  
- Validate onboarding docs
  - Follow the guide
  - Early Adopters

# Laggards



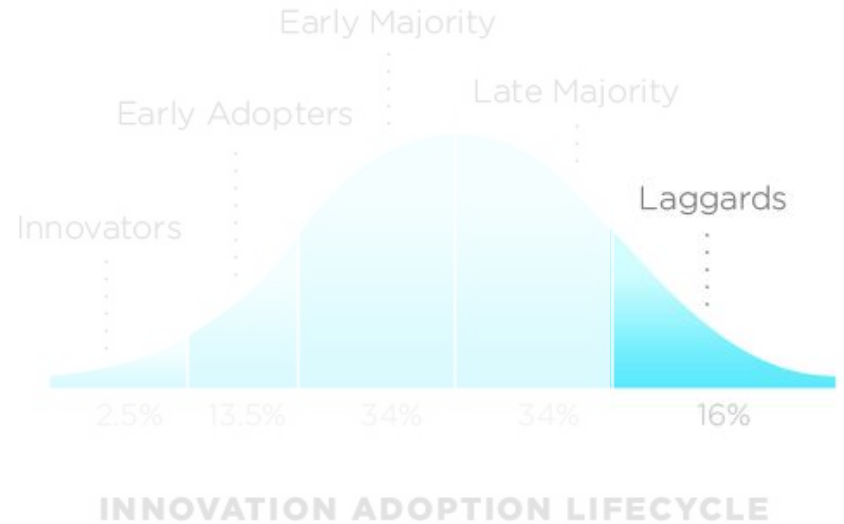
# Laggards

- Have a good reason to be the last
  - High risk applications
  - Legacy system
  - Lack of time



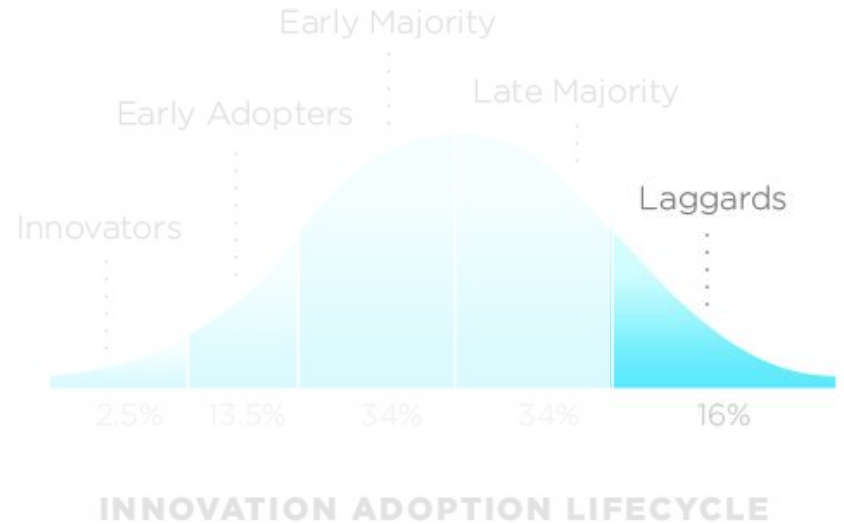
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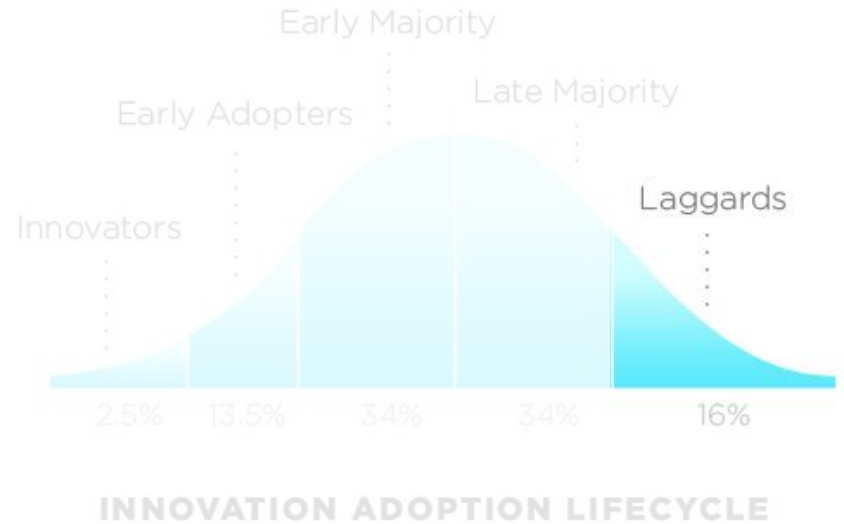
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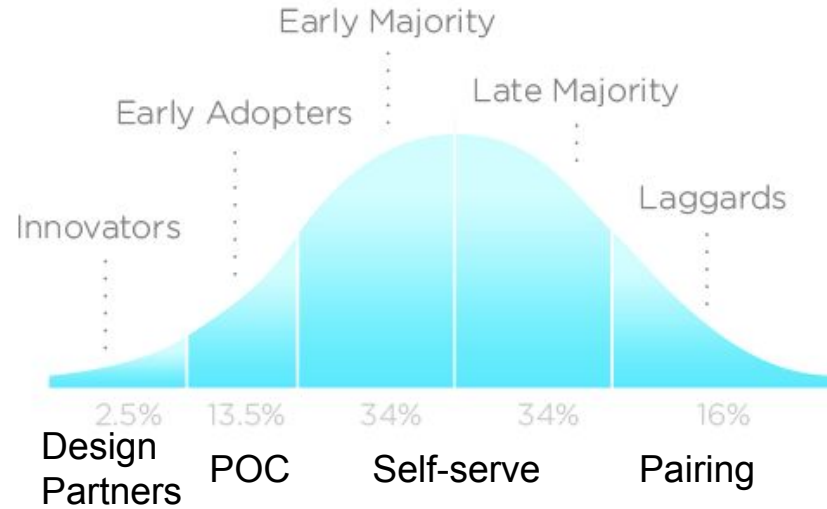
# Laggards

- Have a good reason to be the last
  - High risk applications
  - Legacy system
  - Lack of time
- Pairing
- Identify and stay focus on the majority





# Recap



# Majority & Laggards

- Trust
- Stickers

# Building Trust

- Early adopter's success

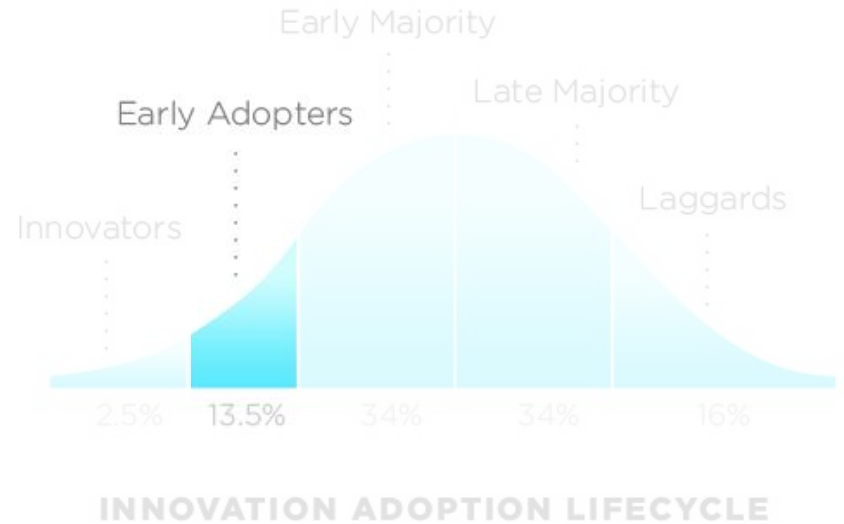
# Building Trust

- Early adopter's success

POC must end with as many  
people hearing about it

# Early Adopters

- Novelty and solution to a problem
- POC
- Documents and guides
- Teams with trust
- Teams with time
- **represent as many use cases and groups as possible**



# Building Trust

- Trusted People

# Building Trust

- Trusted People

Ambassadors of the change

# Sticks



# Sticks

- Support deadline
- Management Support

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- Support deadline
- Management Support

Sticks should be used in  
combination of been nice

# Summary

1. The technology adoption lifecycle
2. Each segment
3. Migration difficulty
4. Trust
5. Stickers



@OmerKahani



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