Platform engineering from the trenches

A tale of beautiful vistas and open sewers

Introduction

Geert-Hinke Addink

Product Owner CDaaS
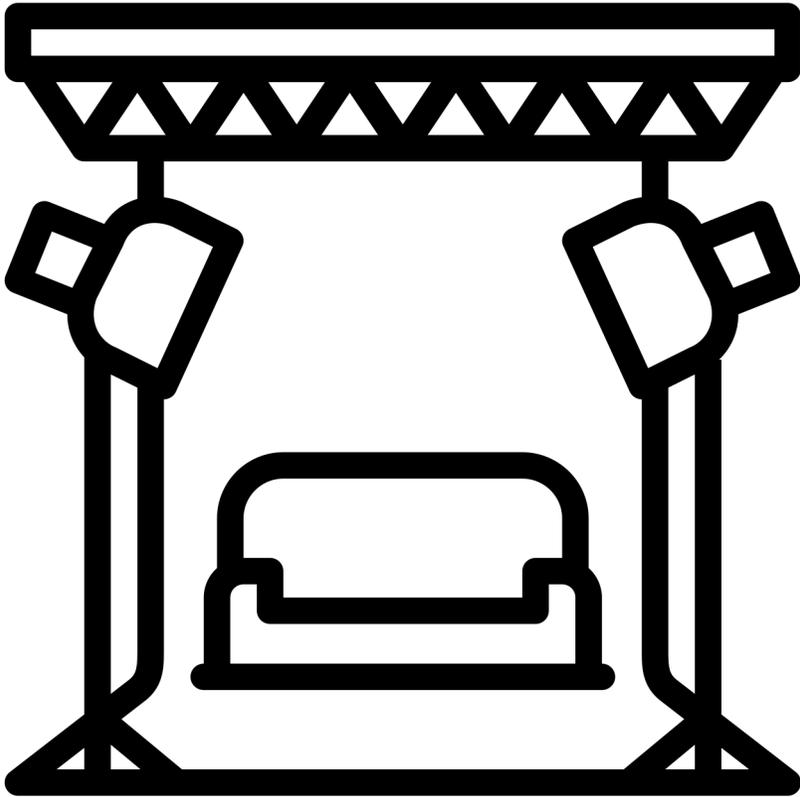Qxperts (part of Xebia)

Hylke Stapersma

Product Owner CDaaS and
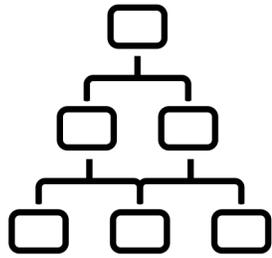pipeline enablement
NN Group

Agenda

- Setting the Scene

- Platform Engineering Dreams vs Reality

- Rainbows & Unicorns

- Stenches from the trenches

- (Our) platform futures

Setting the Scene
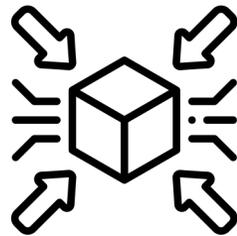
Your typical big Enterprise
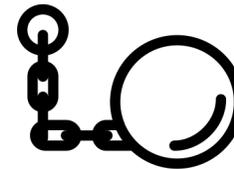
Federated Organisation
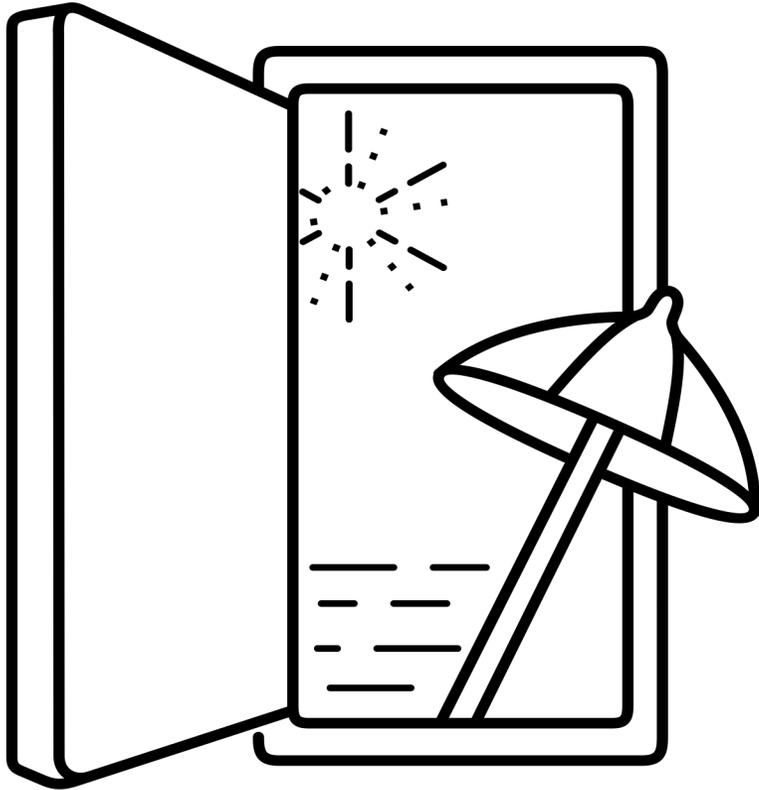
Regulated Environment

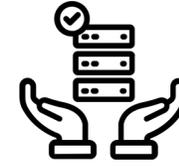Cost-center approach

Centralized IT

Limited innovation speed

Platform Engineering Dreams versus Reality

VS

The Dream
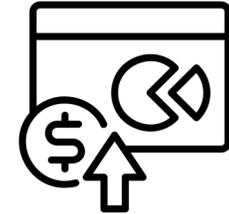
Proper solutions

Frictionless delivery of business value

It just works

Focus on business value
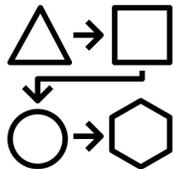
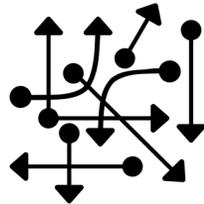**Alignment between process & reality**

Clear & steady goals

Reality - Priorities
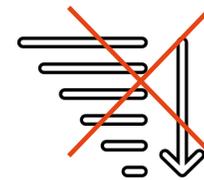
What's first?

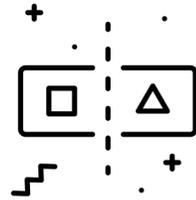**Transform while operating**

Changing environment

Everything is a priority paradox

Reality – Customer Relationship

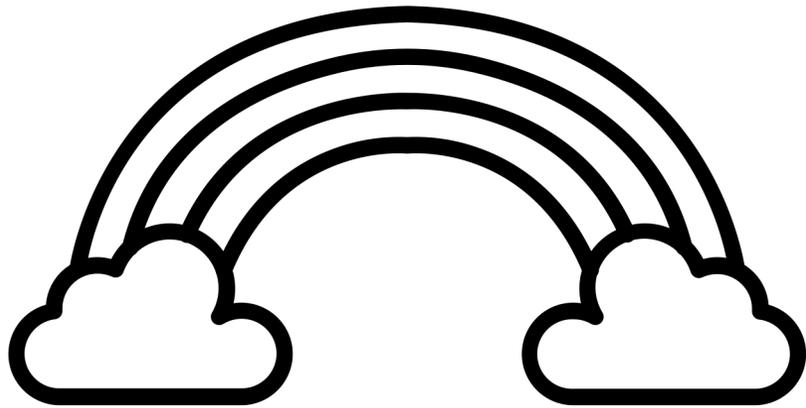**Who?**

The right feature?

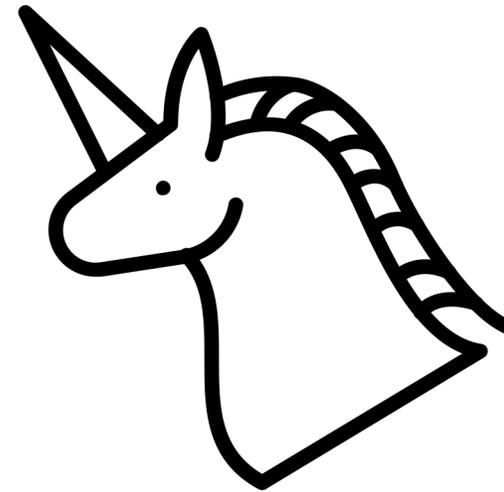**How to communicate?**

**Team specific
'own solutions' ?**
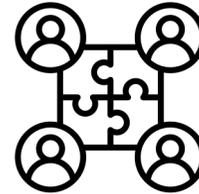
Rainbows and unicorns

&

Be customer centric

Who are your customers?

Engineers, Security, Operations, …

Collaboration

Activily seek collaboration with your customers.

Feedback

Have a feedback loop with your customers.

Don't use force

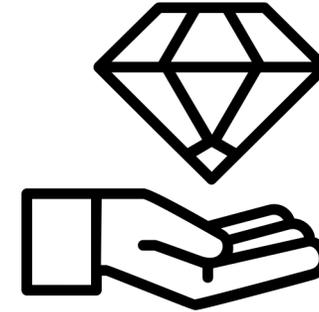Seduce the customer instead force adoption

Apply a product mindset

Balance

Balance customer requests and customer problems.

Balance short-term needs with long-term product vision.

Offer 'real' value

Find the unique value proposition of the platform in your context.

Focus on capabilities instead of tools

Measure your success

Metrics from 'the system'

Start simple
(#users, #projects, #...)

Automated trend analysis
(DORA-metrics, SDP)

Metrics from 'the people'

Start simple
(have a coffee, create a chat)

Automated trend analysis
(Customer Engagement, NPS)
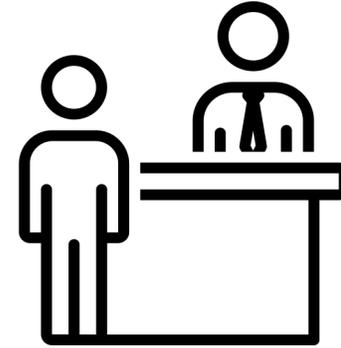
Self service

Empower

Allow the customer to do
what they need to do

Great customer experience

Make things easy to use

Remove waiting times

Give the customer what they
need when they need it

Stenches from the trenches

Initiating the movement

Build trust
instead of
building stuff

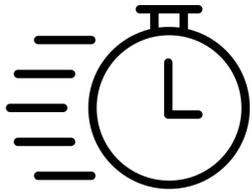**Recognize what's there**
instead of
starting 'greenfield'

Pace your steps
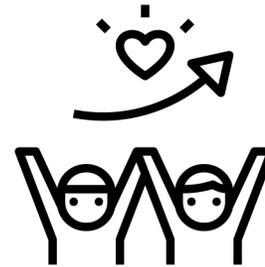instead of
radical transformation (tm)

Focus on influencing teams
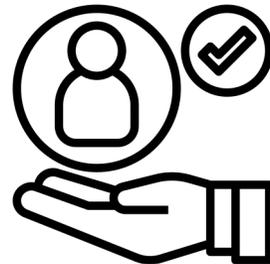instead of
noise making teams

Iterative platform delivery

Ship features quickly

Get ready for the feedback (or lack of)

Find launching customers

Create quicker feedback moments during development

Create an upward spiral

Frequent positive reinforcement is good for everybody

Get tough people

Platforms are complex. Build a team that love hard problems

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Platform design principles

**Strong
authorization model**
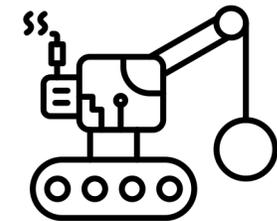
Take time to find a model
that fits and can evolve

Minimize touchpoints

Create reliable automated
processes (event driven)

Define working standards

Balance simplicity with
compatbility

Don't fix working things

Consider existing solutions in
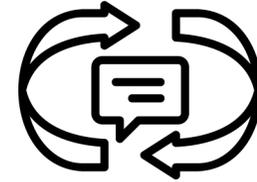their context

Build a community around your platform
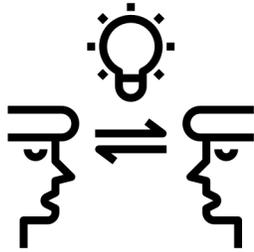
Knowledge sharing

Often multiple people are looking for the same information
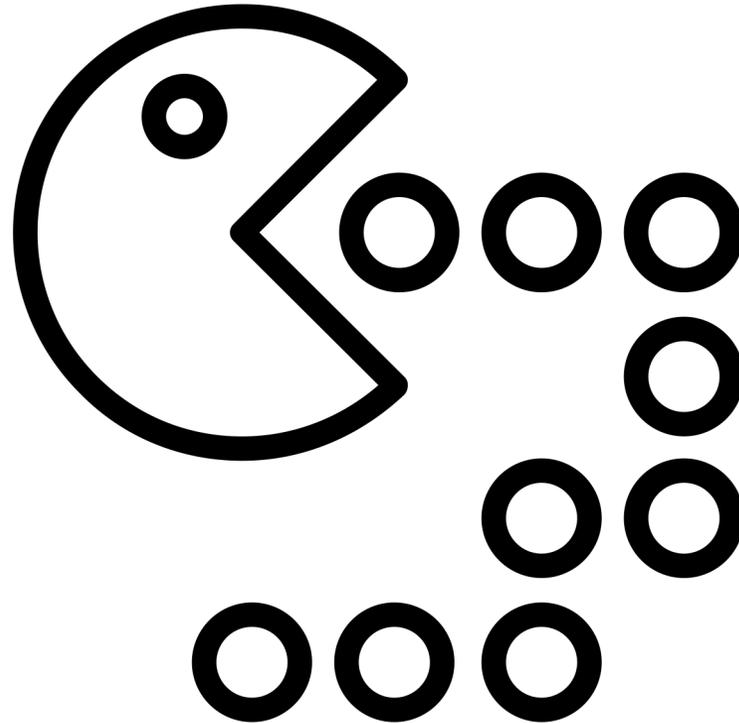
Questions == Learning

Questions are opportunities to learn and improve your platform

Easy communication

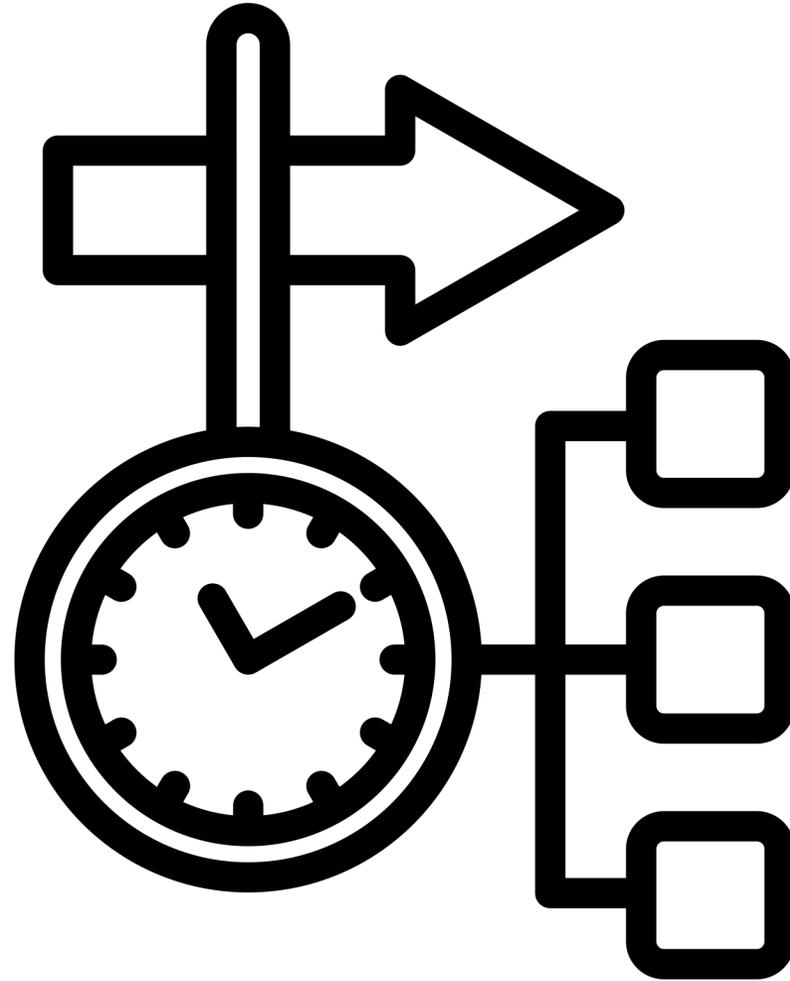Standardize on a transparent, interactive communicaton pattern

Fulfill the complexity hunger

Platform teams eat a healthy diet of complexity

Reduce context for your customers so they can
focus on the core – adding business value

(Our) Platform Futures

Improve metrics
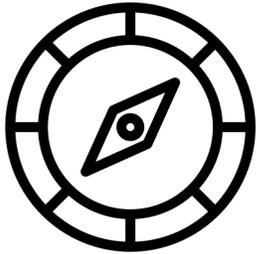
Metrics from 'the system'

Shift towards:
- DORA-metrics, Software
Delivery Performance
- Instrumentation of capabilities

Metrics from 'the people'

Shift towards:
- Customer Engagement
- Net Promotor Score

Defining standards that work

It's a journey, not a one time action

Evolutionary model, guided by principles

Collaborate with your stakeholders

Users, technical decision makers

Balance vision with needs

Focus on adoptiability & needs of your users

Measure your success

Design measurements as integrated part of your solution

That's it! Want to discuss? Look us up on Discord
or reach out via Linkedin