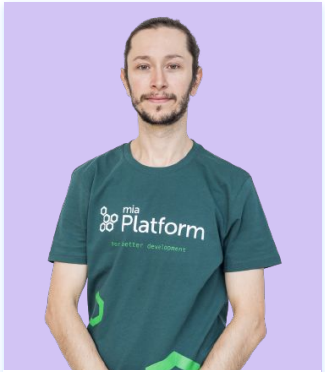
Nice to meet you!

Francesca Carta

Delivery Manager

Mia-Platform



Nicolò Cambiaso

CMO

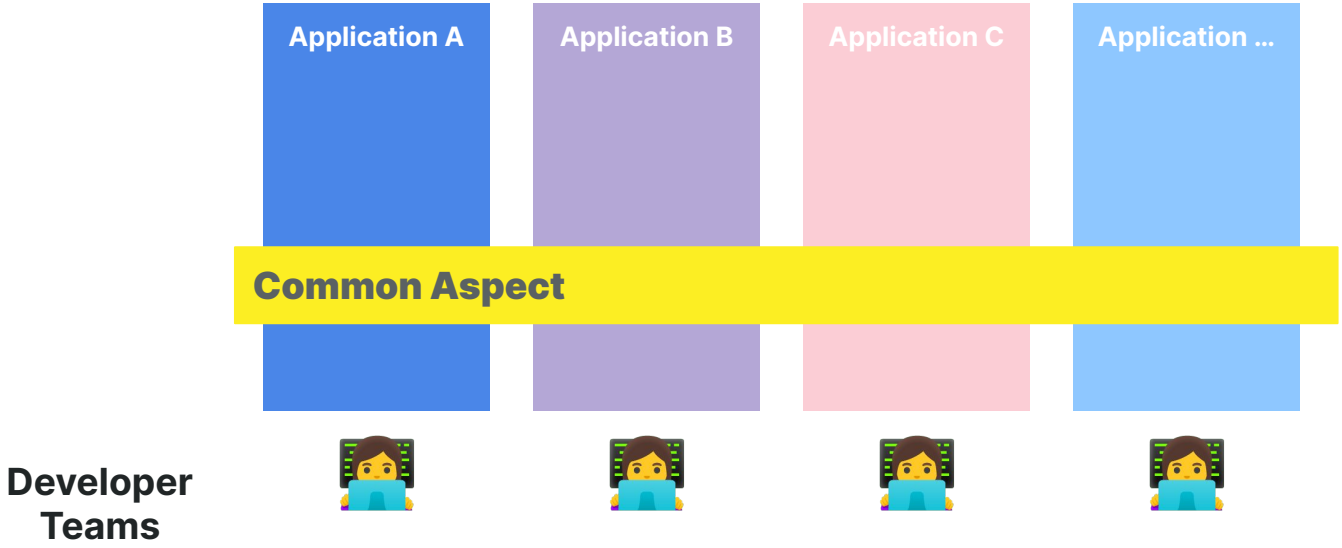
Mia-Platform

Platform Engineering Is Not About Tech

So what are we doing at a **tech conference**?

We want to **shift focus**
because by 2025
70% of platforms will fail
to achieve the
expected results

What is Platform Engineering?



applications share:
capabilities, processes, life cycle, teams, infrastructure, configuration and more ...

a platform!

Platform

a common place where people share value

Platform Engineering

implements **reusable tools and self-service capabilities** with automated infrastructure operations, **improving the developer experience and productivity**

(cfr Gartner)

What’s the goal?

Without Platform Engineering

With Platform Engineering

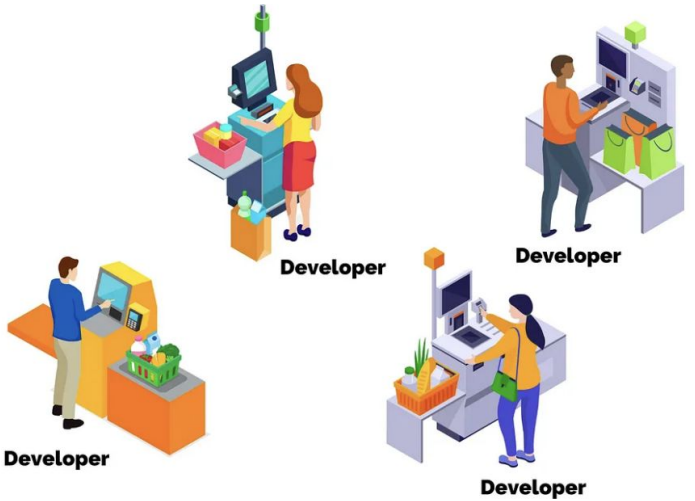
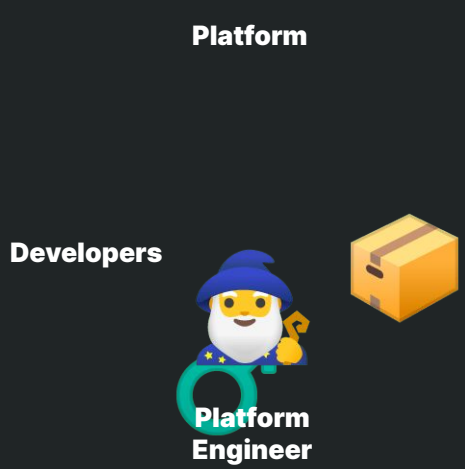


Image from platformerz.io

Without Platform Engineering

With Platform Engineering



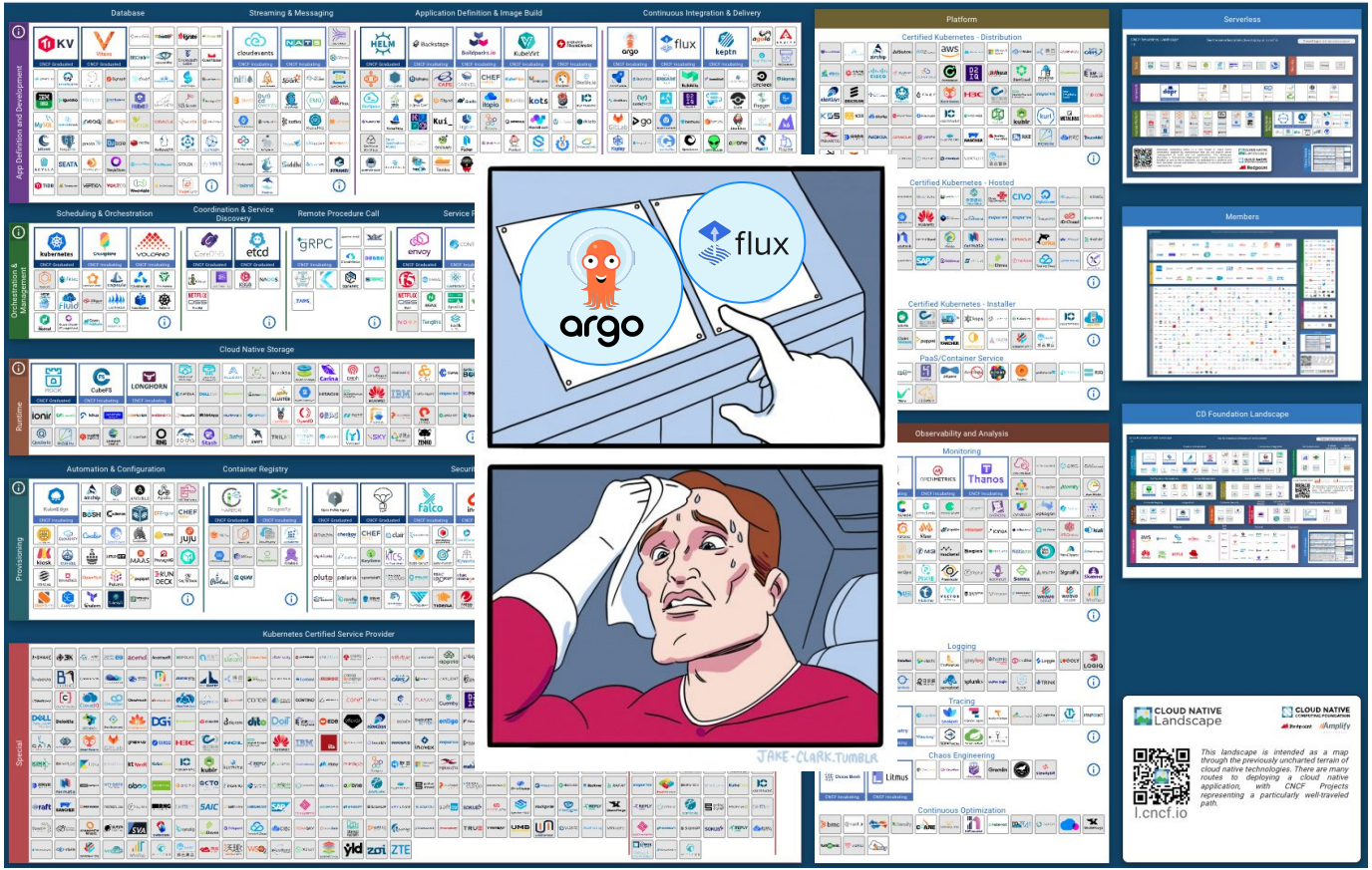
Solve Dependencies

The goal is a **frictionless, self-service developer experience** that offers the right capabilities to enable developers and others to **produce valuable software with as little overhead as possible.**

The platform should **increase developer productivity,** along with reducing the cognitive load.

Why will 70% of platforms fail?

Because
all the fuzz around platform eng is about
which technologies to adopt


Database
Streaming & Messaging
Application Definition & Image Build
Continuous Integration & Delivery
App Definition and Development
Scheduling & Orchestration
Coordination & Service Discovery
Remote Procedure Call
Orchestration & Management
Cloud Native Storage
Runtime
Automation & Configuration
Container Registry
Provisioning
Kubernetes Certified Service Provider
Special
Platform
Certified Kubernetes - Distribution
Certified Kubernetes - Hosted
Certified Kubernetes - Installer
PaaS/Container Service
Observability and Analysis
Monitoring
Logging
Tracing
Chaos Engineering
Continuous Optimization
Serverless
Members
CD Foundation Landscape
argo
flux
JAKE-CLARK.TUMBLR
CLOUD NATIVE Landscape
CLOUD NATIVE COMPUTING FOUNDATION
This landscape is intended as a map through the previously uncharted terrain of cloud native technologies. There are many routes to deploying a cloud native application, with CNCF Projects representing a particularly well-traveled path.
l.cncf.io

You are missing an important piece

Conway Law

Any organization that designs a system (defined broadly) will produce a design whose structure is a copy of the organization's communication structure.

If we have a specific design in mind, we can adjust how people within the organization communicate and work together to make that design a reality.

Reverse Conway Law

Technology Organisation

Common Platform Pitfalls

Common Platform Pitfalls

Common Platform Pitfalls

1. There’s not a clear **mission**

Common Platform Pitfalls

1. There’s not a clear mission
2. Lack of **political capital**

Common Platform Pitfalls

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2. Lack of political capital
3. It doesn’t match **Dev’s expectations**

Common Platform Pitfalls

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4. Internal **competition**

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5. Innovation vs. Stability **balance**

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Common Platform Pitfalls

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7. Poor internal **communication** skills

Common Platform Pitfalls

1. There’s not a clear mission
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3. It doesn’t match Dev’s expectations
4. Internal competition
5. Innovation vs. Stability balance
6. Maintenance costs
7. Poor internal communication skills
8. Hidden cost of **change management**

Our platform engineering teams are great at **building software**.

Our platform engineering teams are great at **building software**.

They’re usually less talented and/or experienced in **marketing**,
user experience design,
digital product management.

r/devops • 2 yr. ago
matgalt

Join

We've spent months building this platform, devs hate it, help me understand why

Important truth:

NOBODY CARES

ABOUT YOUR PLATFORM!

You don’t want to enable technologies,

you want to enable **outcomes**

How do we make it lovable?

Platform Success Stories

Platform Success Stories

Minimum Viable Platform

Digital native startup in the energy sector

< 50 engineers

Platform Success Stories

Minimum Viable Platform	Corporate Transformation Plan
Digital native startup in the energy sector	Global manufacturer, US based
< 50 engineers	> 500 engineers

Platform Success Stories

Minimum Viable Platform	Corporate Transformation Plan	“Build Your First Platform, Then Throw It Away”
Digital native startup in the energy sector	Global manufacturer, US based	Multinational System Integrator
< 50 engineers	> 500 engineers	> 10.000 engineers

TVP = Thinnest Viable Platform

Invest in keeping your platform **as thin as possible** in the long term

Maintainability is the key!

TVP = Thinnest Viable Platform

Technologies evolve, standardize and commoditize

Does it provide **unique business value**?

Yes = build in

No = cut off / outsource

and move up the value ladder!

Summarizing

Credits

- **Gartner** for all the fancy market data
- **M. Pais, M. Skelton**, Team Topologies
- **M. Fowler**, How Platform Teams Get Stuff Done
- **G. Navarro**, Salesman Tricks for the Platform Engineer
- **A. Bangser**, MVP or TVP? Why Your IDP Needs Both
- **M. Conway**, Conway’s Law

And definitely a lot more people in the community, from which we learn so much every day!

Takeaways

1. The goal of Platform Engineering is to provide a better self-service **developer experience**.
2. Technology and **organization** are closely connected.
3. Changing **people's habits** is actually one of the most challenging tasks.
4. Most platforms fail due to **collaboration** issues.
5. The biggest challenge is not building the platform but ensuring that people **love it**!

Feedback Time!

Interesting topic

15.50 - Auditorium

Prioritising the tricky stuff when building your platform

Mads Høgstedt Danquah

mia Platform

Thanks

→ LET'S KEEP IN TOUCH

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