

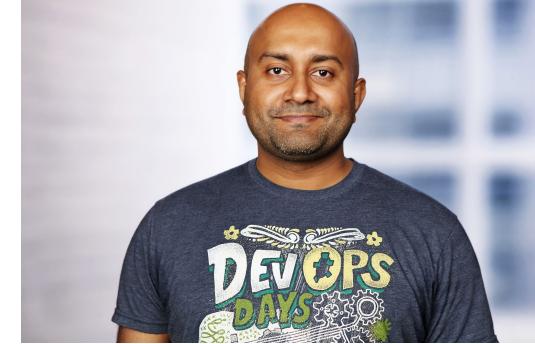
# Internal DevRel

Things we've learned at Google

# Karthik Gaekwad

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- Internal DevRel Lead @Google
  - Build Better Experiments
- Organizes: Devopsdays Austin, Cloud Austin, All Day Devops
- LinkedIn Learning: Learning Kubernetes other cloudnative courses.
- [@iteration1](#) on twitter



# Context!



# Google Context

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- Google has over 60k developers.

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- Rich internal ecosystem of tools, platforms and products.

# Google Context

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- Google has over 60k developers.
- Globally distributed.
- Rich internal ecosystem of tools, platforms and products.
- *Nooglers* at Google have to learn many things.

# What is Internal DevRel?



**“Internal DevRel aims to increase internal developer productivity and success”**

# External DevRel Functions

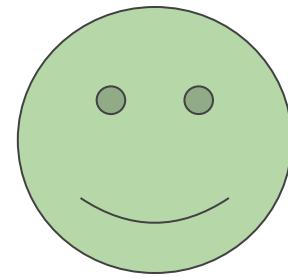


# Internal DevRel

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- Champions the end user
- Removes friction with onboarding
- Keep up with documentation/materials
- Normalize “asking questions is okay”
- Education and knowledge sharing
- Builds stronger internal community

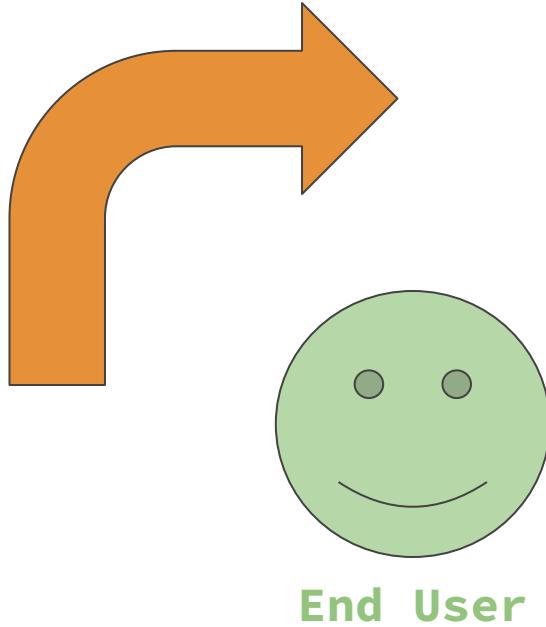
# Lifecycle



**End User**

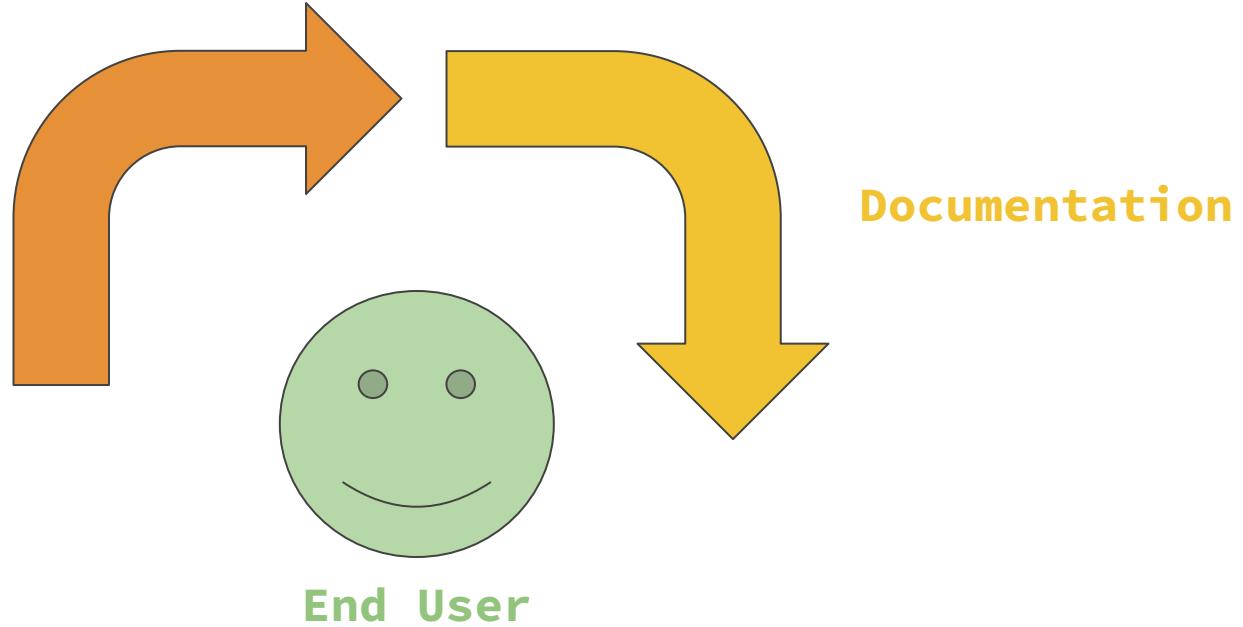
# Lifecycle

Be The  
Customer



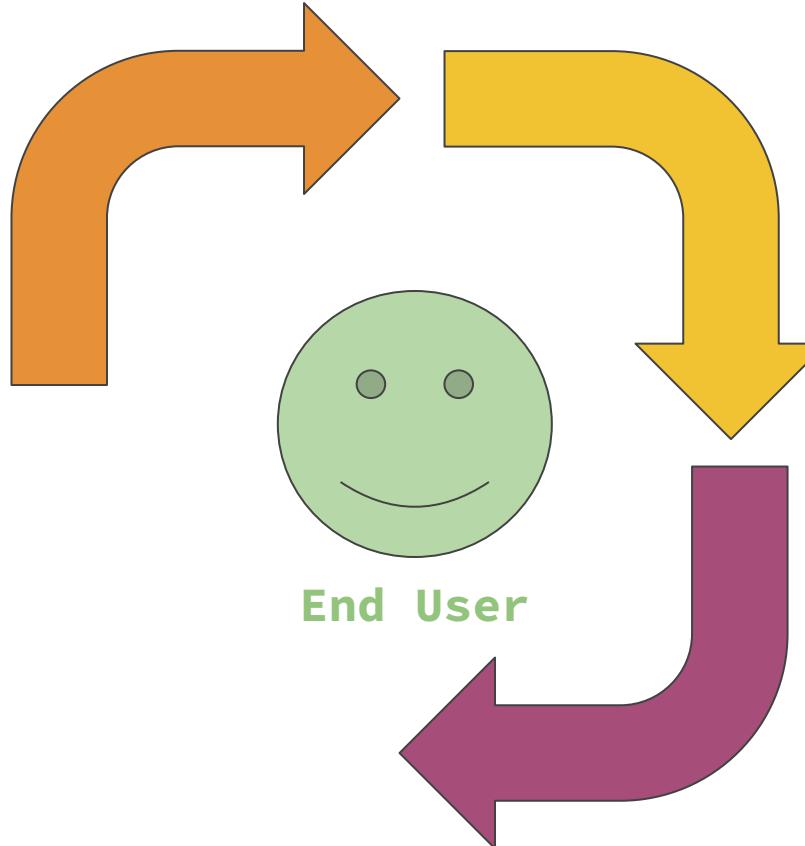
# Lifecycle

Be The  
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# Lifecycle

Be The  
Customer

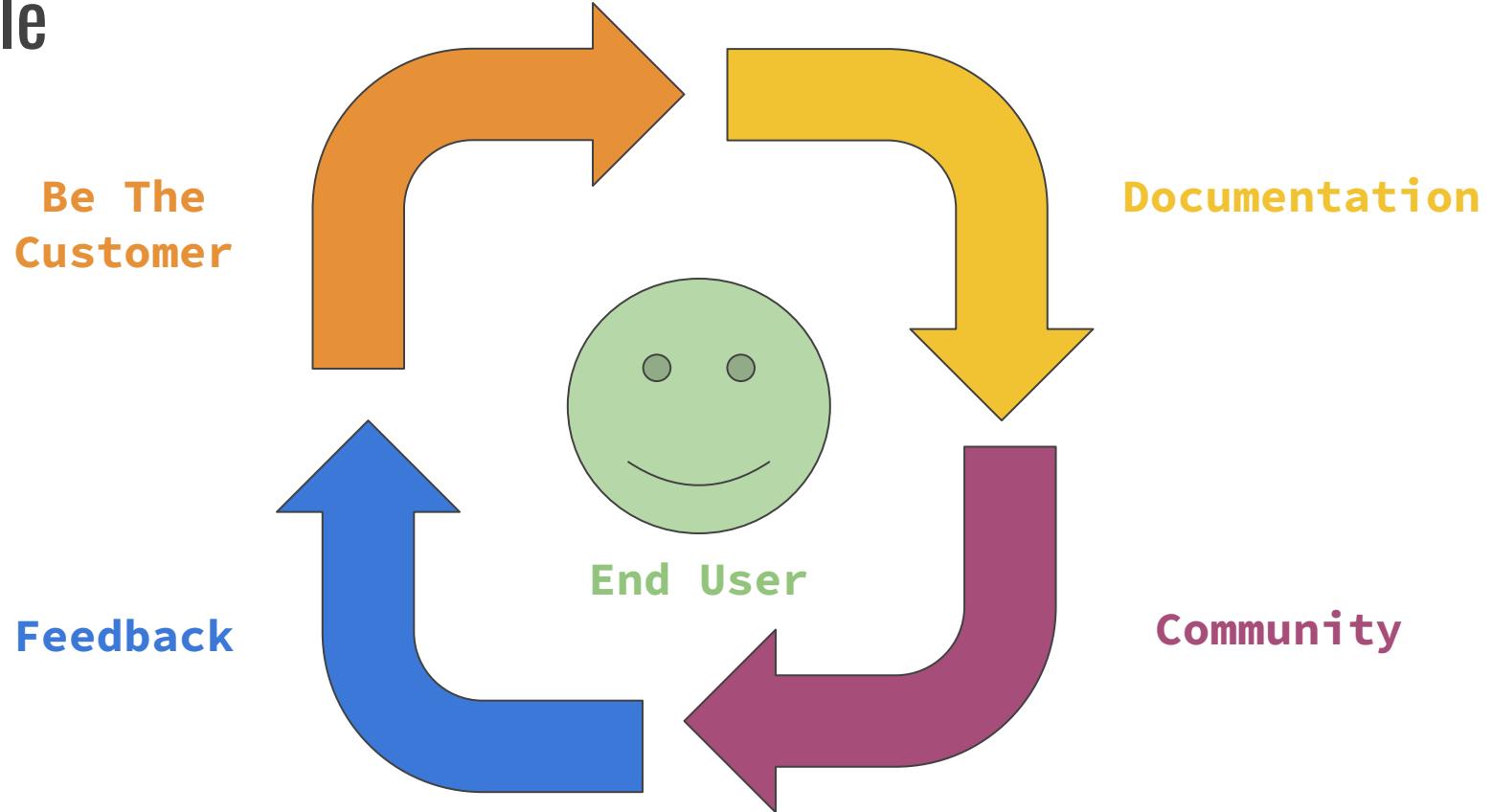


Documentation

Community

End User

# Lifecycle



# Why does it matter?



# Growth

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- Companies have many products.
- Products have a life cycle.
- Eng teams chase new features.
- Teams forget end user.



# Being Supportive & Giving Voice

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- Prioritize the developer journey
- Navigate change
- Giving end users a voice
- Holding product accountable



# Team Structures

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# Team Roles

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- Technical Writers
- Developer Relations Engineers
- Program Managers
- Instructional Designers
- User Researchers

# Modeling Internal DevRel Teams

# The Singleton DevRel

**Team Models**

- Team roles staffed for one product area
- Generally tech writers, then other roles



# The Singleton Team

**Team Models**

- Many team roles staffed for one product area

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# Scaled Singleton Teams

**Team Models**

- Majority of the roles staffed for many product areas



# Internal DevRel Organization

## Team Models

- Multiple DevRel teams are in the same organization.
  - Teams work with different Product Areas.
  - Share tooling, patterns & best practices.
  - Facilitates stronger bridges between the Product Areas.
-

# Getting Started Strategies



Or maybe  
4 questions  
to ask...





What is the  
state of  
the documentation?

# Documentation

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- Docs are primary ways to onboard developers.
- Are there docs?
- What about for different users (getting started, codelabs, developer docs, code samples)
- Are they up to date?
- What are user complaints?



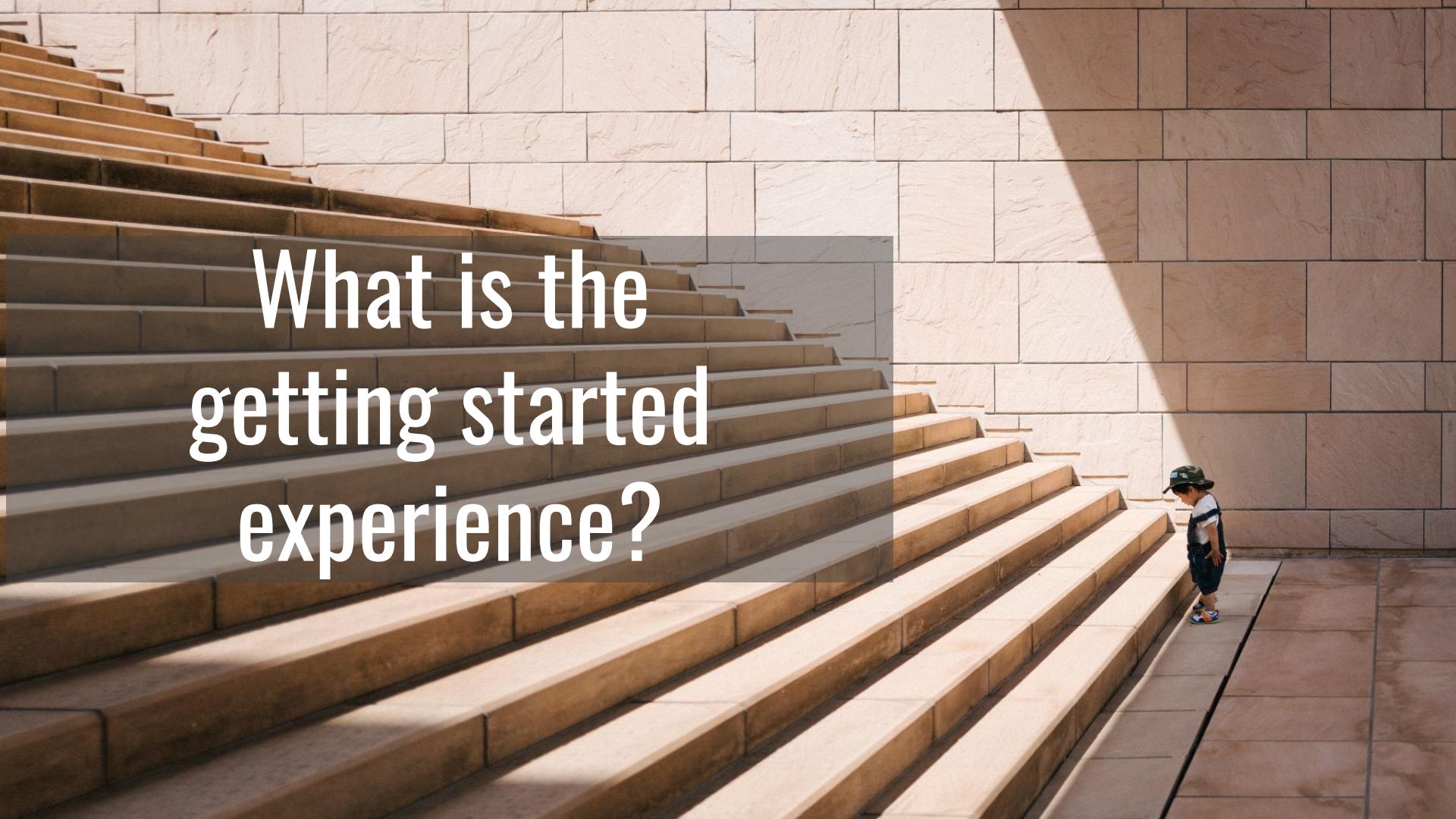
# How do developers ask questions?



# Asking Questions

- Normalize asking questions.
- Are questions searchable?
- How quick do devs get unstuck?
- What kind of training do devs have?



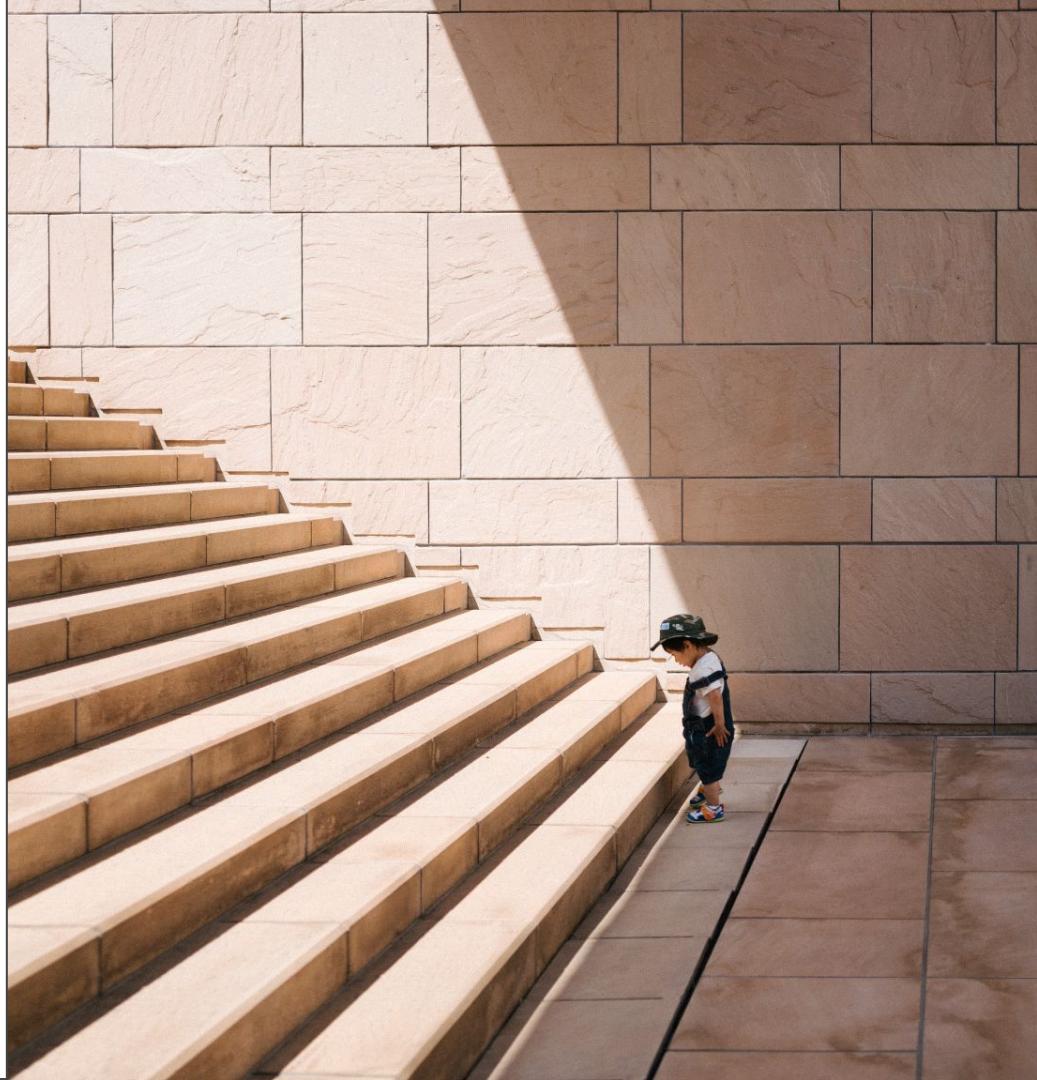


What is the  
getting started  
experience?



# Getting Started

- How to easily onboard users?
- Are there getting started guides?
- Training courses, codelabs?





# How do Products get feedback?

## Product Feedback (Pre Release)

- Are SDK's built with users in mind?
- Is there early testing feedback?
- Are you able to release product to small subset of users?
- Any docs?



## Product Feedback (Post Release)

- How does the community voice feedback?
- Periodic user surveys for product feedback?
- Process for users to report bugs?
- Are you leveraging product experts?



# Summary

@iteration1



# Internal DevRel Summary

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- When organizations get sufficiently large, users get forgotten.
  - Internal DevRel champions the user.
  - Keeps product, engineering accountable to the user.
  - Makes knowledge more accessible, and visible.
  - Builds communities internally.
- 
- Result: **Happy, Productive Users (Developers)**

# Thank you!

@iteration1



Thank you to [charlesdeluvio](#) on [Unsplash](#)  
for all the pug pics!

@iteration1

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# Abstract

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Lately, you might have heard of a new term called "Internal Devrel." So what is that, and why would we need devrel for internal users?

These are the same questions that I asked myself before I took on a role as an Internal Developer Relations Engineer, and I've been on this journey for some time now.

In this talk, we'll talk about why you want to consider having an internal developer relations team or org in your company, the benefits they bring, and ideas for structuring teams to align well with organizational initiatives. Lastly, I'll cover strategies to make your devrel team successful.