Developer Community Dilemma

Yo!

I'm Conrad

Everything Developer Ecosystems.
No longer love sushi (ate too much)!

@konradsopala

There’s no table of contents for today. Let’s just assume you’re a SaaS developer product company.

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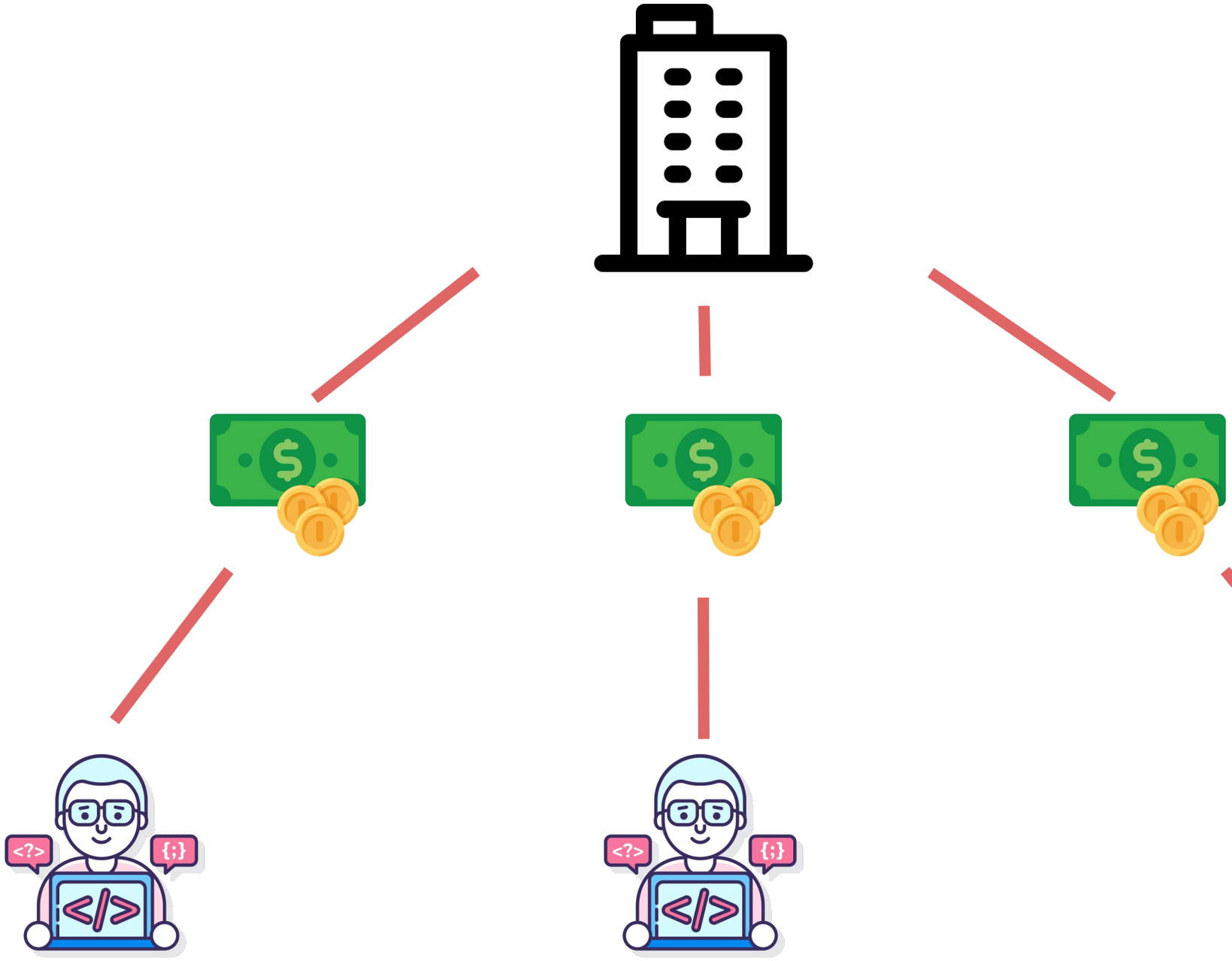
You just started the thing



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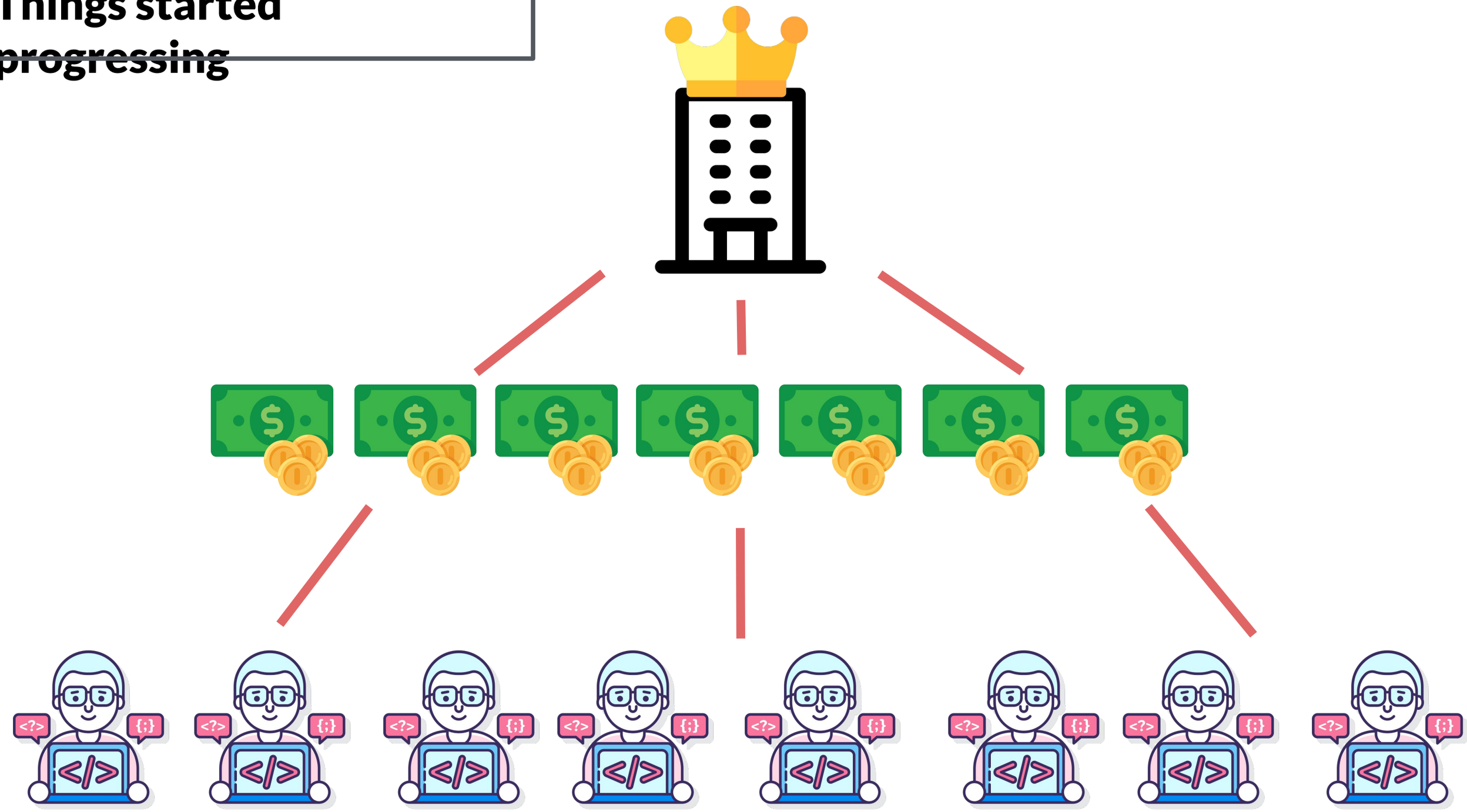
Things started ~~progressing~~



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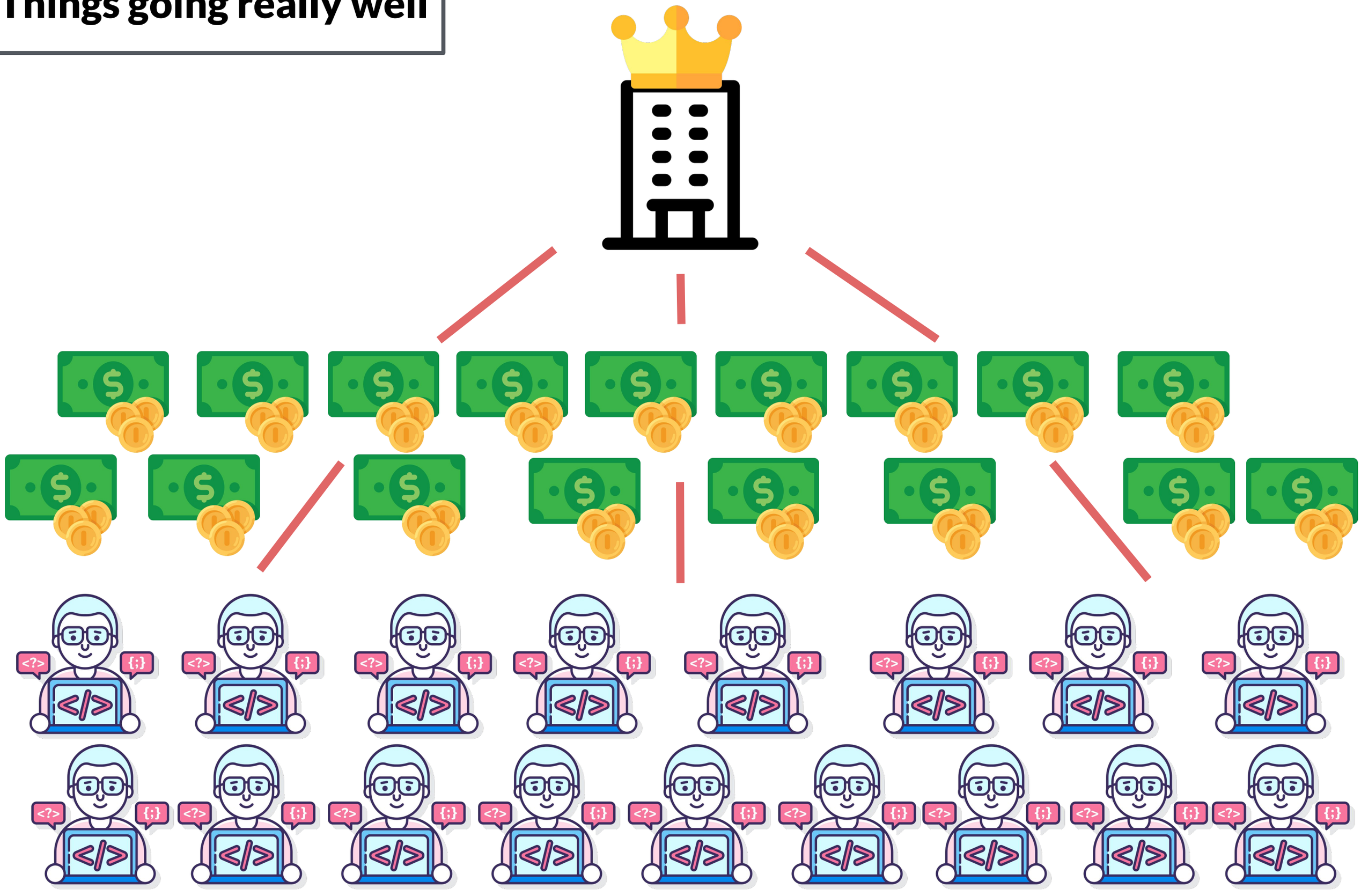
Things going really well



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World starts collapsing

Then reality happens. Your SDKs aren't perfect. Neither your APIs. Docs also lacks stuff. More product requests coming in.

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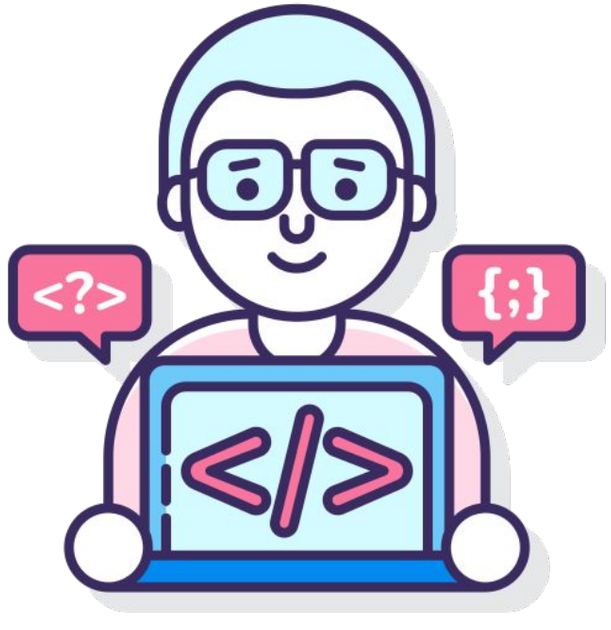
I want to get for what I pay phase

I'm paying more and more money. I don't want only more features but also better developer support for me and my developers!



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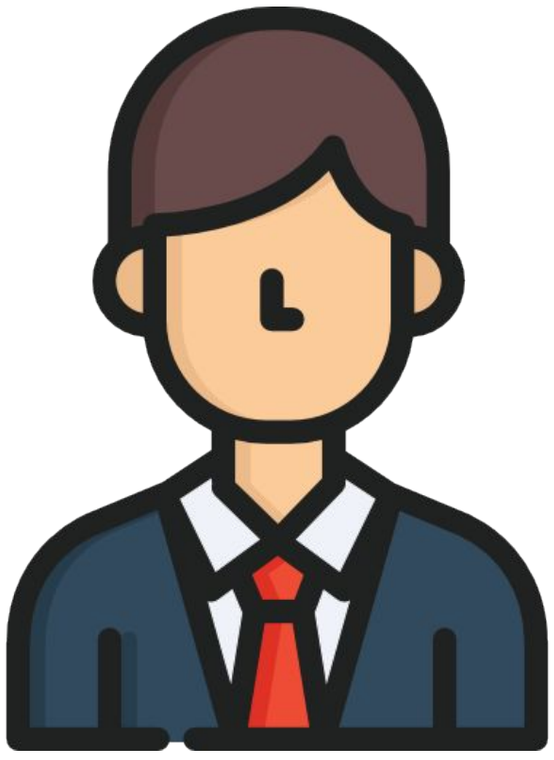
Sure! Can do that - phase

Sure! We have technical account managers, developer support engineers! We'll provide you with your personal ones as you're our enterprise customer!



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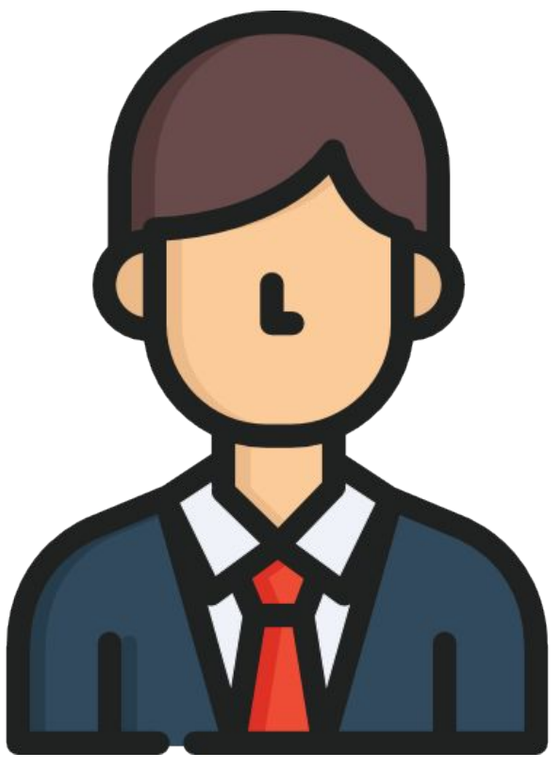
Oh shit! - phase start

Our pricing says for paying tiers we offer support + for enterprise customer dedicated support. Then we need to do that!



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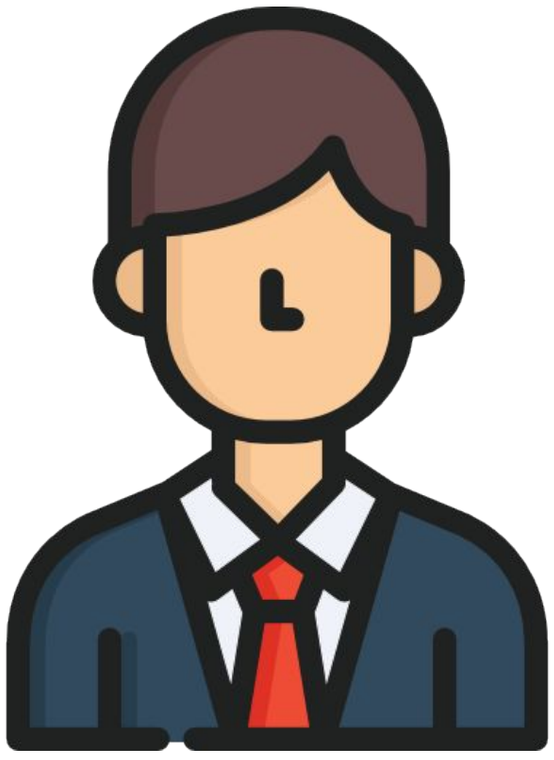
Oh shit! - full phase

Ohhh shit! I will need to have at least twice as much support people as customers and that's just support people. How am I gonna pay them so I can also earn money?



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Stack Overflow, Companies with tons of developer products like Microsoft, Salesforce, Atlassian etc.

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Your developers' success isn't scalable without successful developer community.

So isn't your revenue.

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Good luck.

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