The challenges of Platform teams
(and a few trips & tricks to overcome them)

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MARCO PIEROBON
Thoughtworks

The challenges of
Platform teams

stackconf

Thoughtworks' purpose

To create an extraordinary impact on the world through our culture and technology

Our core values:

Integrity / Pursuit of Excellence / Global First / Cultivation / Curiosity / Autonomous Teams / Inclusivity / Courageous

Be an awesome partner for clients and their ambitious missions

Revolutionize the technology industry

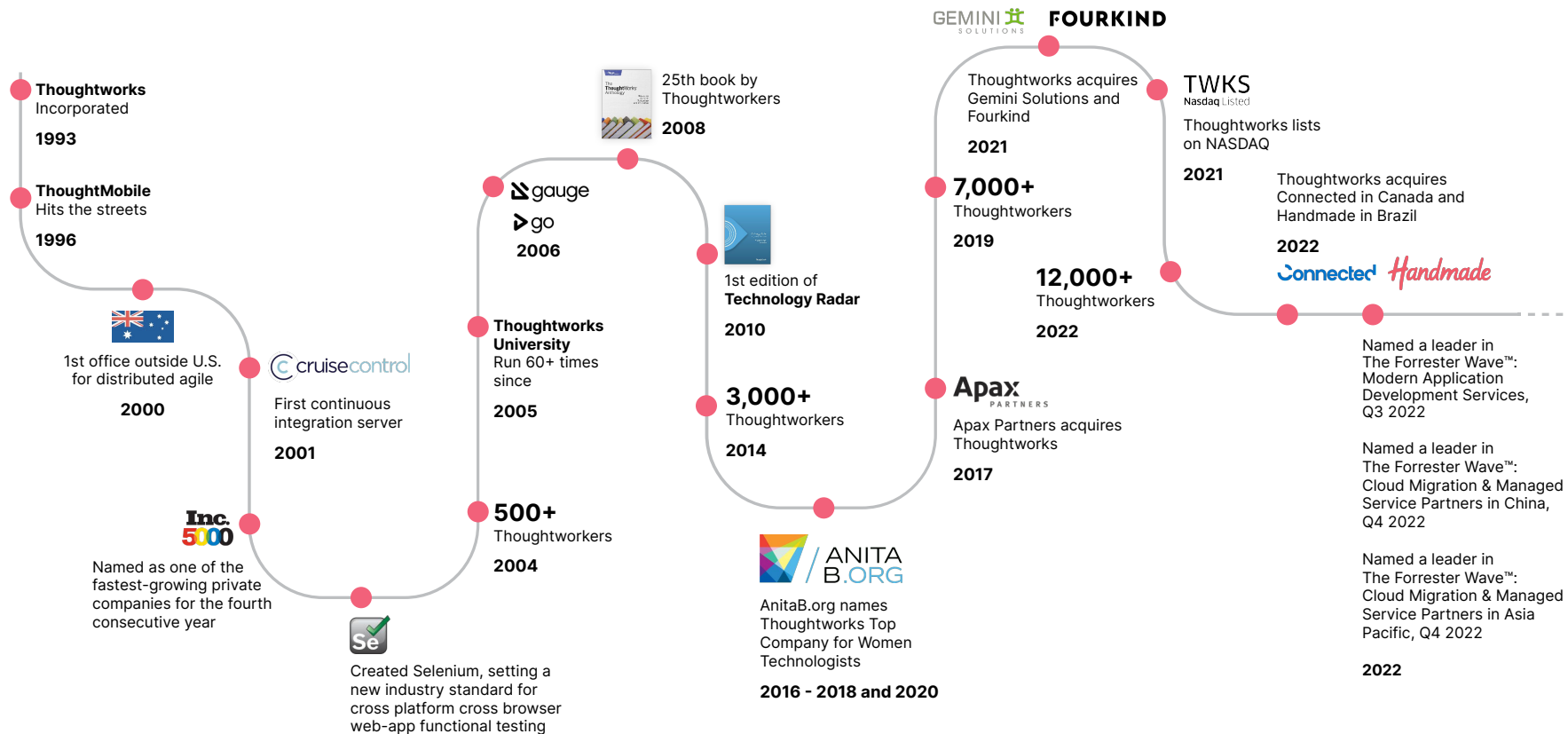**Amplify positive social change and advocate for an equitable tech future**

Foster a vibrant community of diverse and passionate technologists

Achieve enduring commercial success and sustained growth

Technology excellence then, now and next

Thoughtworks
Incorporated

1993

ThoughtMobile
Hits the streets

1996

1st office outside U.S.
for distributed agile

2000

First continuous
integration server

2001

Named as one of the
fastest-growing private
companies for the fourth
consecutive year

Created Selenium, setting a
new industry standard for
cross platform cross browser
web-app functional testing

gauge
go
2006

**Thoughtworks
University**
Run 60+ times
since

2005

500+
Thoughtworkers

2004

25th book by
Thoughtworkers

2008

1st edition of
Technology Radar

2010

3,000+
Thoughtworkers

2014

AnitaB.org names
Thoughtworks Top
Company for Women
Technologists

2016 - 2018 and 2020

GEMINI SOLUTIONS   FOURKIND

Thoughtworks acquires
Gemini Solutions and
Fourkind

2021

7,000+
Thoughtworkers

2019

12,000+
Thoughtworkers

2022

Apax Partners acquires
Thoughtworks

2017

TWKS
Nasdaq Listed

Thoughtworks lists
on NASDAQ

2021

Thoughtworks acquires
Connected in Canada and
Handmade in Brazil

2022

Named a leader in
The Forrester Wave™:
Modern Application
Development Services,
Q3 2022

Named a leader in
The Forrester Wave™:
Cloud Migration & Managed
Service Partners in China,
Q4 2022

Named a leader in
The Forrester Wave™:
Cloud Migration & Managed
Service Partners in Asia
Pacific, Q4 2022

2022

We wrote the book on it

Books written and digital publications

Rooted in a culture of learning and sharing, we believe that knowledge should be accessible to all. We are committed to improving the tech industry and are passionate about sharing our expertise across technology, business and culture.
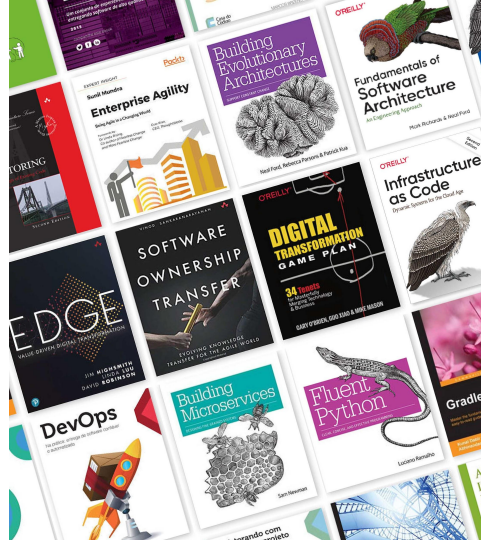
100+

books written

Perspectives
A publication for digital leaders
Learn more

Technology Radar
An opinionated guide to today's technology landscape
Learn more

Digital Fluency Model
Discover your digital fluency
Learn more

Decoder
The A-Z guide to tech for business executives
Learn more

Looking Glass
The trends your business should focus on today and in the future
Learn more

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Agenda

Unique challenges to Platform teams (and Platform products)

How to overcome these challenges

Practices & Product Thinking

THE CHALLENGES

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DevEX

Lack of feedback

Centricity

Consistent experience

Simplicity

Usability

BUSINESS

Lack of insight into the org strategy & product roadmaps

Distrust of Platform technologies

Misconceptions about Platform teams ways of operating

TECHNOLOGY

High cognitive load

Reactive versus proactive

Additional workloads

Disconnection

PLATFORM TEAMS

Myriads of stacks, solutions & vendors (portfolio vs product)

Rapidly changing landscape

Maturity

Risk of Vendor lock-in

HOW TO OVERCOME THESE CHALLENGES

DEVEX

Research, segmentation, experimentation

Experience design

Developer Portal

Troubleshooting

Community & continuous feedback

BUSINESS

Understanding your organisation and its challenges

Align your Platform roadmap

Provide a strong foundation: Governance & security, SRE, FinOps, Carbon footprint reduction...

TECHNOLOGY

Platform "product" as an ecosystem of fully integrated solutions

Product evaluation techniques

Product lifecycle management

Select vendor agnostic technologies, map cloud vendor offering

PLATFORM TEAMS

Cultivate relationships & showcase the value delivered

Self-investment: Right tools & technology

Platform roadmap tied to organisation & business strategy

Enable Product teams: Self-service, onboarding, playgrounds...

PRACTICES & PRODUCT THINKING

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AGILE IN PLATFORM TEAMS

Definition of client

Working towards an MVP

Measuring success

SDLC IN PLATFORM TEAMS

Testing

Feature toggles

Abstractions

DoD

TEAM TOPOLOGIES

Platform Teams as enablers?

Core building blocks

DDD

Independent Dev streams

Product (Portfolio) management

Abstraction built on the top of existing, third party products

Abstraction from the Organisation's process

Product metrics (Cost/Adoption/Usage)

Value proposition - ROI

Enterprise foundation ("safety net" by default)

Enterprise grade

Ecosystem

Service Portfolio management

Product Service Portfolio

SUMMARY

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THANKS FOR JOINING!

Please give me feedback!

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