

**Are we building
Engineering Platforms
using the right
metrics?**

Simone Casciaroli
Head of Engineering





A great start of the journey...

ONTO



Ice on the road..

ONTO



Two different paths...

ONTO



Work within team control

ONTO



ONTO

Work using a Platform



Motivation

**Are we building
Engineering Platforms
using the right metrics?**



- **Platform as a Product**
- **Metrics & Outcomes**
- **HEAT framework**

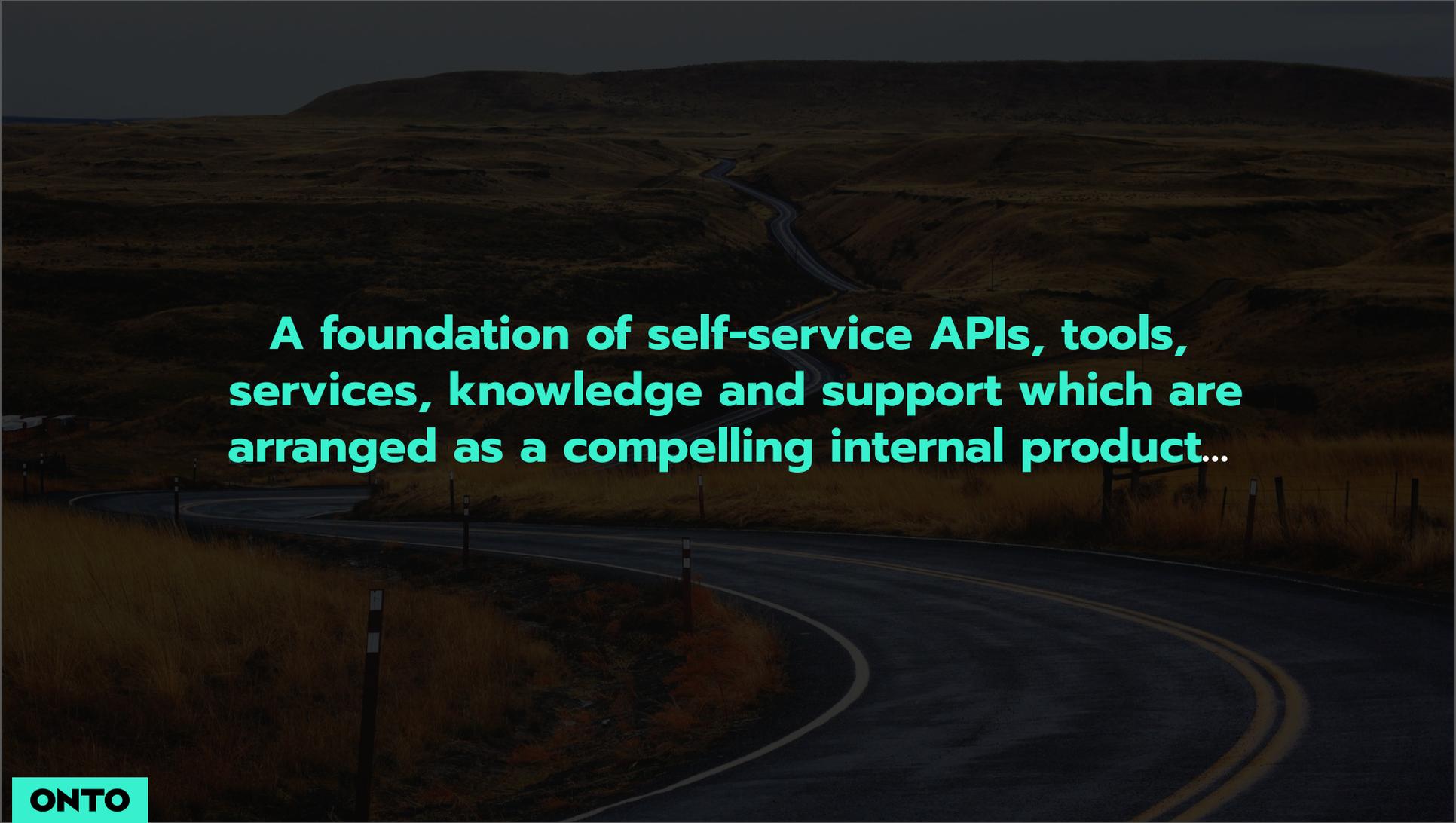


Platform

ONTO

A foundation of self-service APIs, tools, services, knowledge and support which are arranged as a compelling internal product. Autonomous delivery teams can make use of the platform to deliver product features at a higher pace, with reduced coordination.

- *Evan Bottcher*

A photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, yellowish-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. In the foreground, a road sign is visible on the left side of the road. The overall mood is quiet and contemplative.

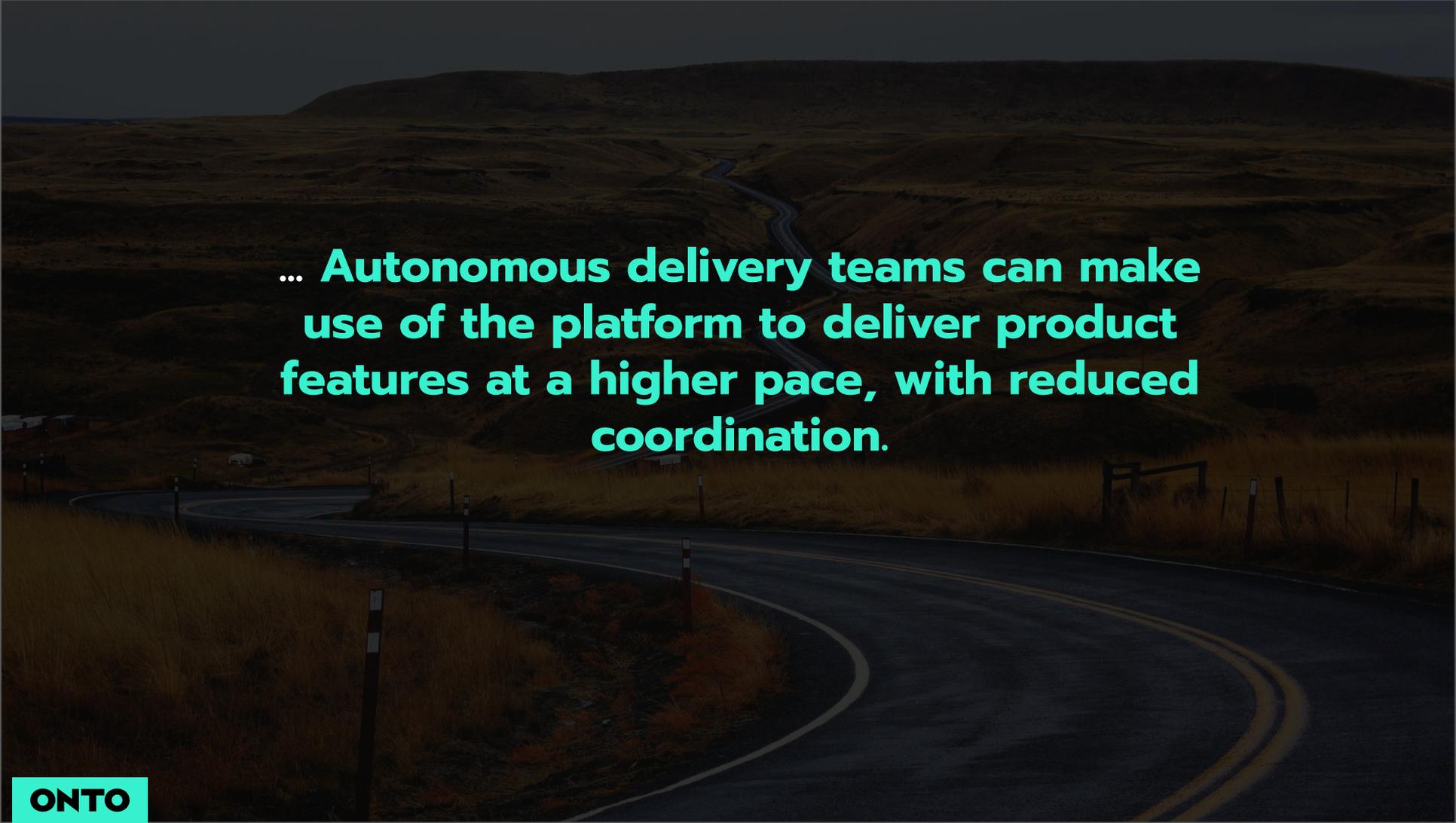
A foundation of self-service APIs, tools, services, knowledge and support which are arranged as a compelling internal product...

A dark, atmospheric landscape featuring a winding asphalt road that curves through rolling hills. The scene is dimly lit, suggesting dusk or dawn, with the sky and hills appearing in shades of dark brown and black. The road has a white edge line and a double yellow center line. The overall mood is quiet and contemplative.

A foundation of **self-service** APIs,
tools, services, knowledge and support
which are arranged as a compelling
internal product.

A photograph of a winding asphalt road through a hilly, grassy landscape. The road curves through the foreground and middle ground, leading towards a small building in the distance. The hills are covered in dry, golden-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. The overall mood is quiet and contemplative.

**A foundation of self-service APIs, tools,
services, knowledge and support which are
arranged as a compelling
internal product.**

A photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground into the distance, disappearing into the hills. The lighting is dim, suggesting dusk or dawn, with a dark sky and muted colors in the landscape. The text is overlaid in the center of the image.

... Autonomous delivery teams can make use of the platform to deliver product features at a higher pace, with reduced coordination.

A photograph of a winding asphalt road through a dark, hilly landscape at dusk or dawn. The road curves through the foreground and middle ground, leading towards the horizon. The hills are covered in sparse vegetation, and the sky is a deep, dark blue. The overall mood is quiet and contemplative.

**Autonomous delivery teams can
make use** of the platform to deliver
product features at a higher pace, with
reduced coordination.



Autonomous delivery teams can make use of the platform to **deliver product features **at a higher pace, with reduced coordination.****

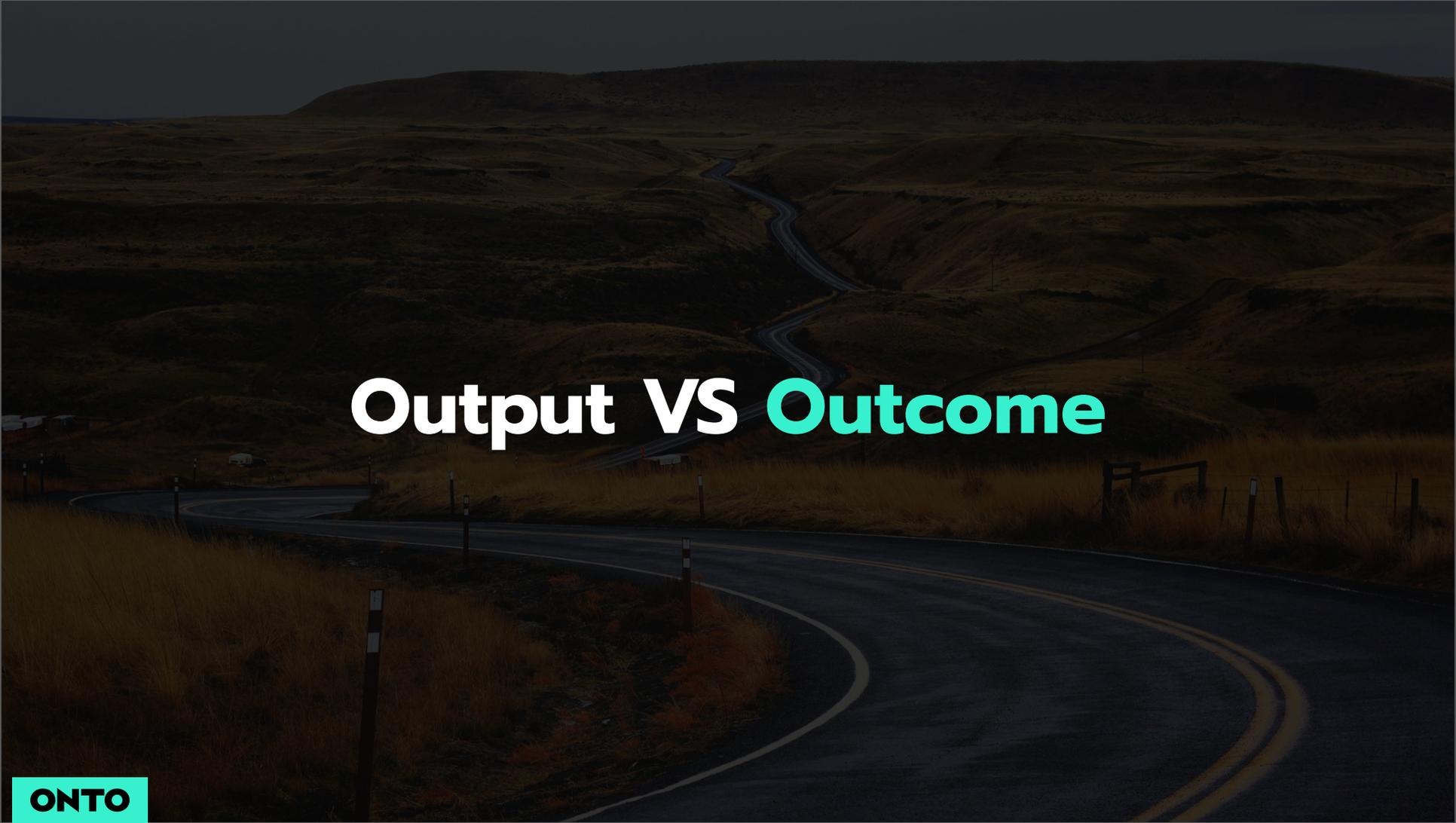


- **Platform IS a Product**
- **Teams are our customers**
- **They want to deliver at a higher pace**

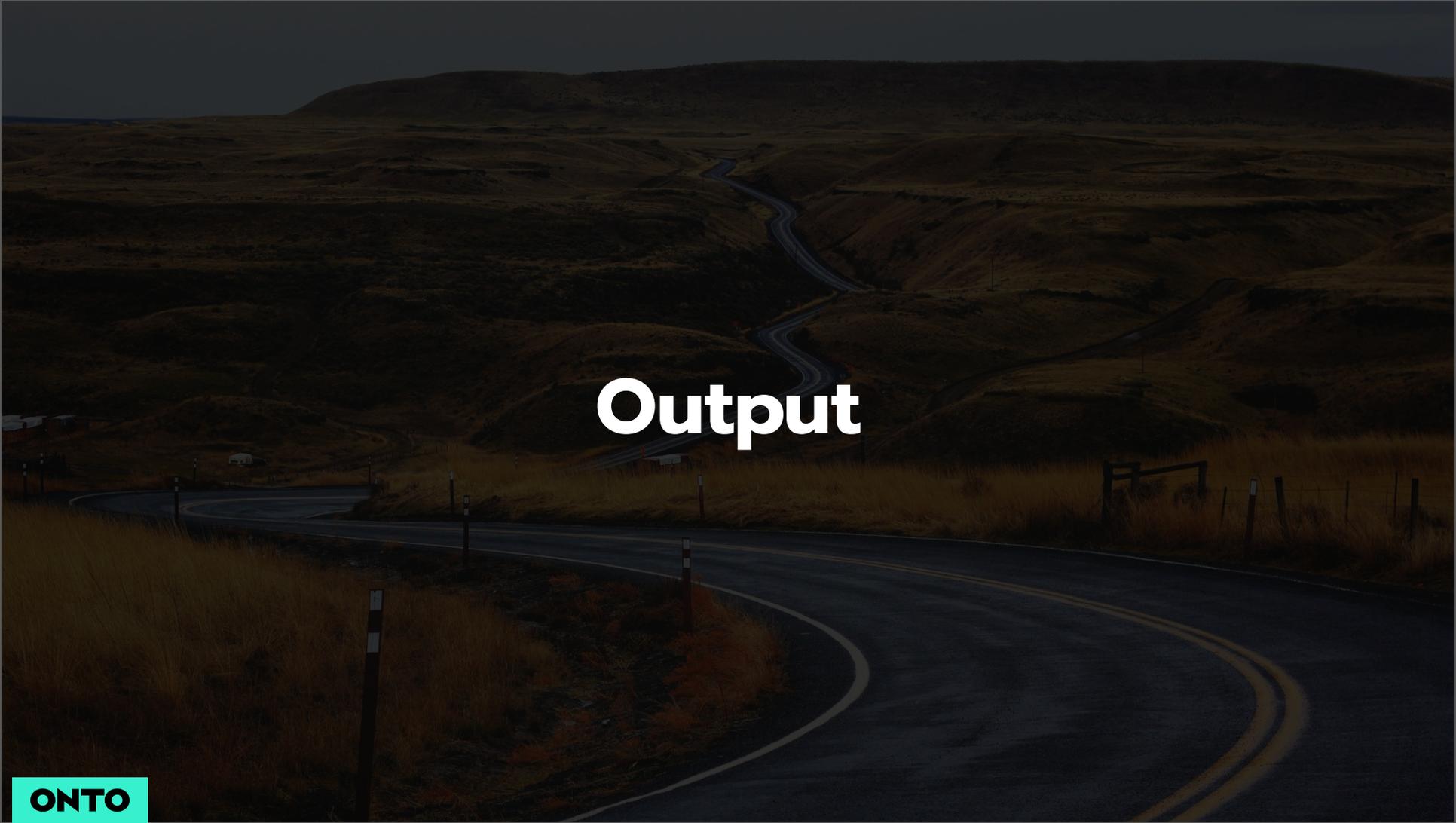


Metrics & Outcome Focused

ONTO



Output VS Outcome

A wide-angle photograph of a winding asphalt road through a dark, hilly landscape. The road curves from the foreground into the distance, disappearing into the shadows of the hills. The sky is a deep, dark grey, suggesting twilight or dawn. The hills are covered in sparse, dry-looking vegetation. The overall mood is quiet and contemplative.

Output

A photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground into the distance, disappearing into the hills. The lighting is dim, suggesting dusk or dawn, with a dark sky. The text "3 Problems" is overlaid in the center in a bright cyan color.

3 Problems

A wide-angle photograph of a winding asphalt road through a dark, hilly landscape. The road curves from the foreground into the distance, disappearing into the shadows of the hills. The sky is a deep, dark grey, suggesting twilight. The hills are covered in sparse, dry-looking vegetation. The overall mood is somber and contemplative.

Outcome

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, golden-brown grass. The sky is a deep, dark blue, suggesting dusk or dawn. The overall mood is serene and contemplative.

Optimised for learning



**In Cloud ... We have always
been outcome focused**

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, golden-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. The overall mood is quiet and scenic. The word "SLO" is overlaid in the center of the image in a large, white, sans-serif font.

SLO

ONTO

A dark, atmospheric landscape with rolling hills and a winding road. The word "DORA" is overlaid in the center. The scene is dimly lit, with a dark sky and a road that curves through the hills. The hills are covered in sparse, dry-looking vegetation. The road has double yellow lines and a white edge line. In the foreground, there are some utility poles and a fence line. The overall mood is mysterious and somber.

DORA

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, golden-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. The overall mood is serene and contemplative.

We want to use **Customer Centric Metrics...**

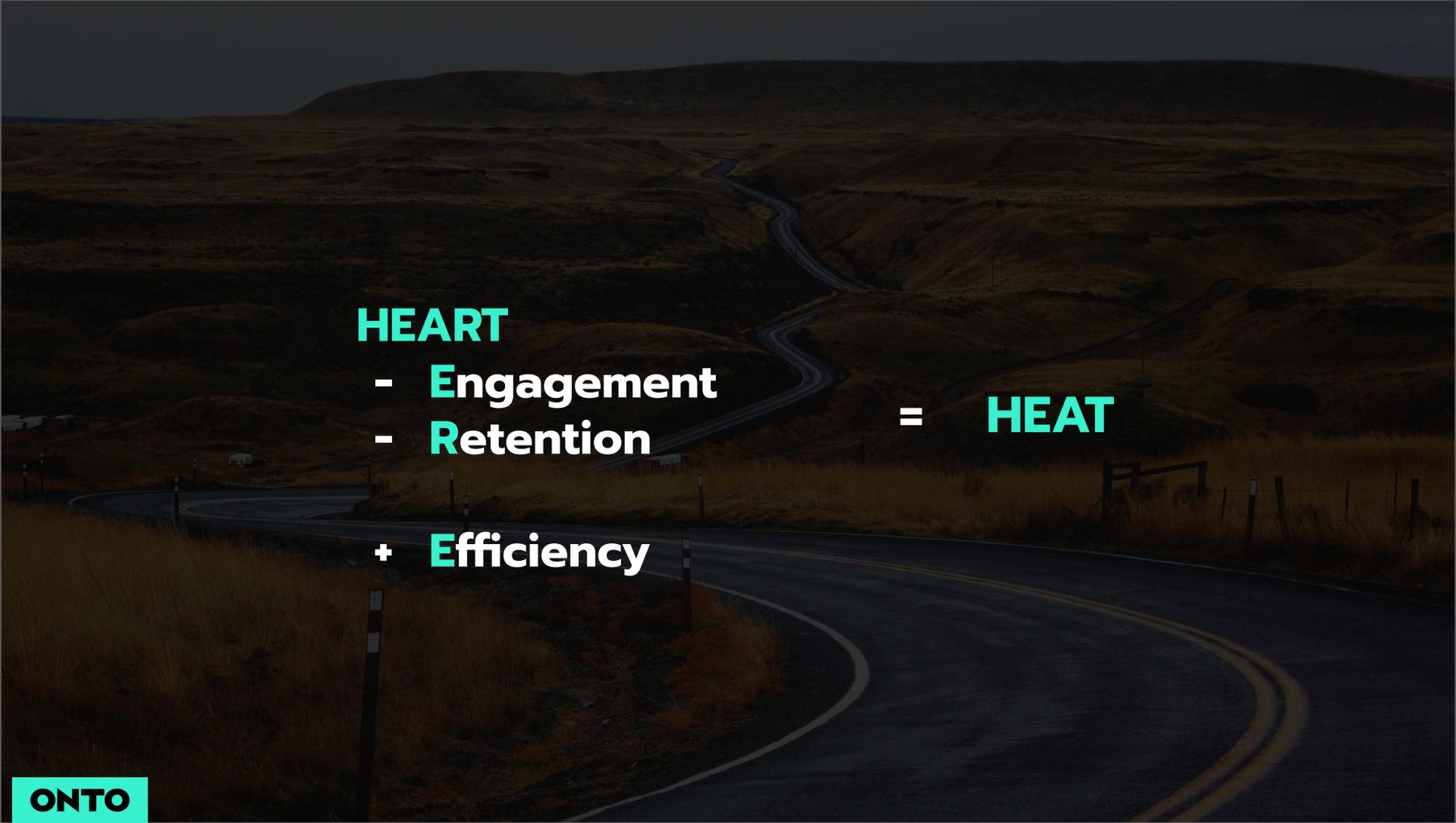


- Platform IS a **Product**
- Teams are our **customers**
- They want to **deliver at a higher pace**
- Measure success with **Customer Centric Metrics**



ONTO

HEAT



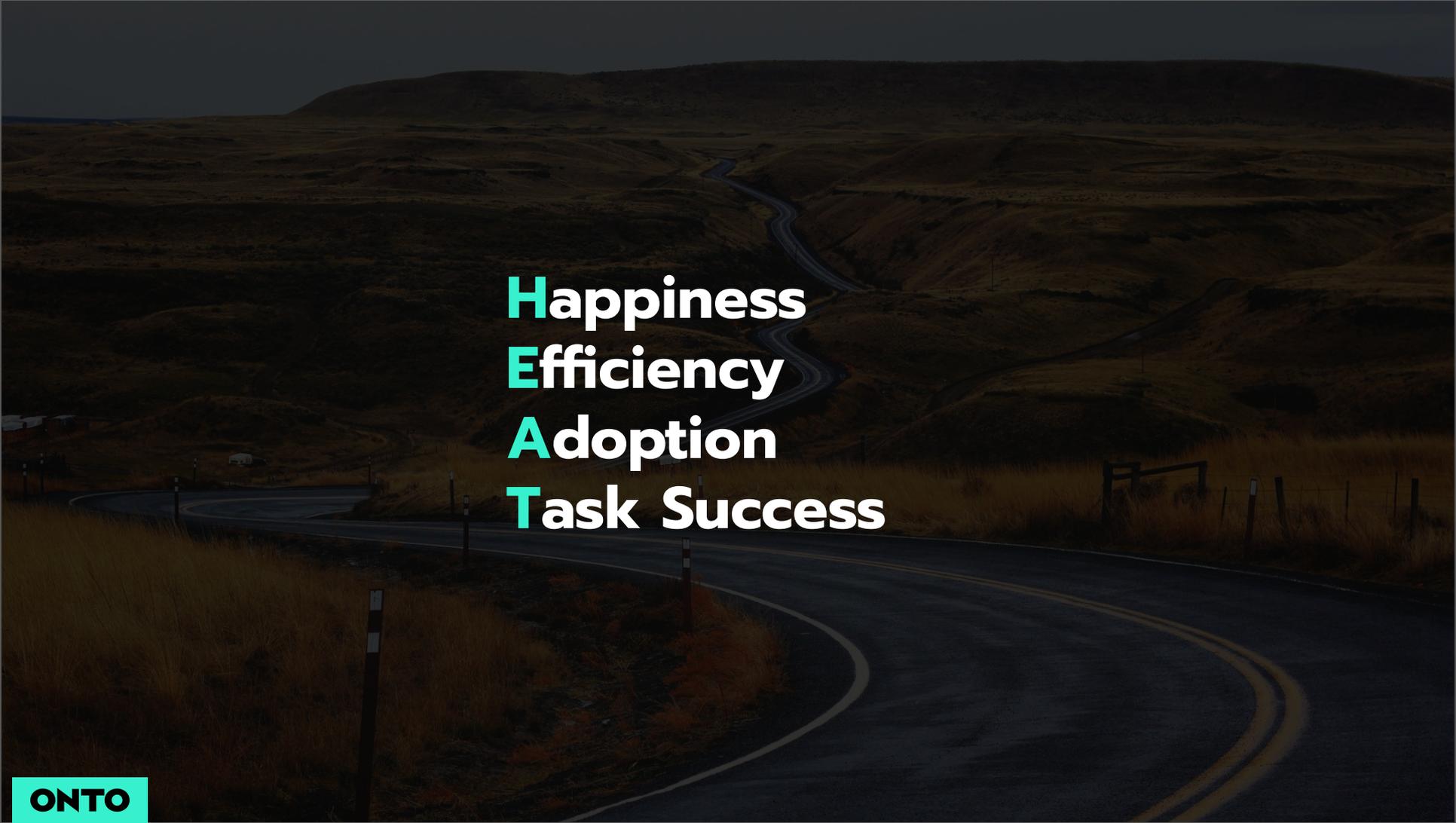
HEART

- Engagement

- Retention

+ Efficiency

= HEAT



Happiness
Efficiency
Adoption
Task Success

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, golden-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. The overall mood is quiet and contemplative. The word "Adoption" is overlaid in the center of the image in a white, sans-serif font, with the letter "A" in a light blue color.

Adoption



Mandating a Platform
is a BAD idea

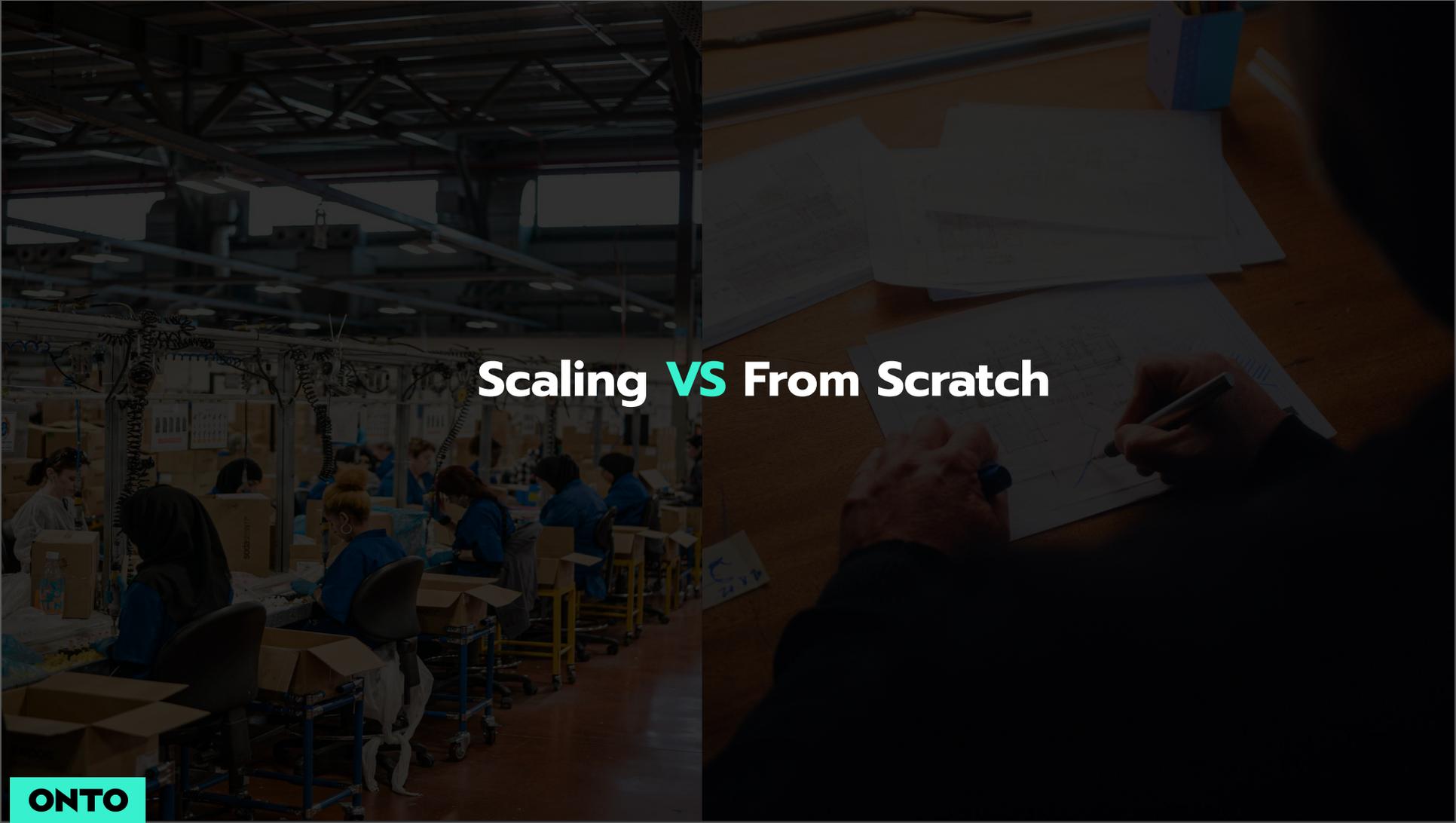


At least 3 teams committing to use your product and 2 happy to be early adopters, working on a cutting edge version of it.

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground into the distance, disappearing into the hills. The lighting is dim, suggesting dusk or dawn, with a dark sky and muted colors in the landscape. The word "Efficiency" is overlaid in the center of the image in a white, sans-serif font, with the letter "E" highlighted in a light blue color.

Efficiency

ONTO



Scaling **VS** From Scratch

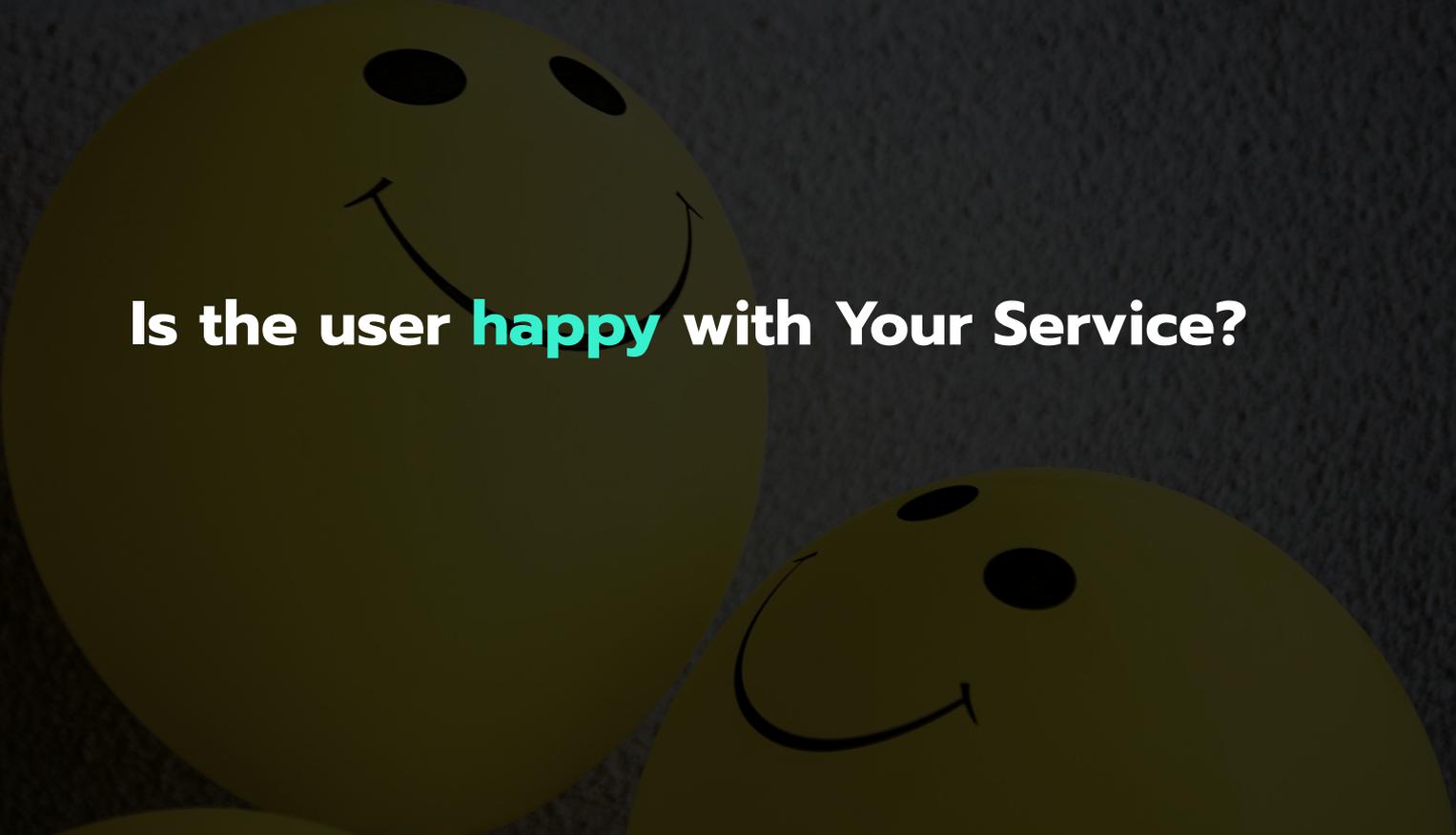
A photograph of a winding asphalt road through a dark, hilly landscape at dusk or dawn. The road curves through the foreground and middle ground, leading towards a distant horizon. The hills are covered in sparse vegetation, and the sky is a deep, dark blue. A white rectangular box with a blue vertical bar on the left side is overlaid on the image, containing the text.

Reduce number of support tickets raised 30%

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground into the distance, disappearing into the hills. The lighting is dim, suggesting dusk or dawn, with a dark sky and muted colors in the landscape. The word "Happiness" is overlaid in the center of the image in a white, sans-serif font, with the letter "H" in a light teal color.

Happiness

ONTO

The image features two large, yellow smiley faces with simple black outlines for eyes and a wide, curved smile. They are set against a dark, textured background. The text is centered between the two faces.

Is the user **happy** with Your Service?



Increase customer satisfaction 15% on our monthly survey

A wide-angle photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground towards the background, disappearing into the distance. The hills are covered in dry, golden-brown grass. The sky is a dark, muted blue, suggesting dusk or dawn. The overall mood is serene and contemplative. The text 'Task Success' is overlaid in the center of the image.

Task Success

A hand in a white glove is positioned to knock over a row of white dominoes. The scene is dimly lit, with the hand and dominoes standing out against a dark background. The text "How quickly does your tool help them?" is overlaid in white, bold font across the center of the image.

How quickly does your tool help them?

A dark, atmospheric landscape featuring a winding asphalt road that curves through rolling hills. The scene is dimly lit, suggesting dusk or dawn, with a dark sky and muted colors in the terrain. A white text box is overlaid on the middle of the image.

Decrease 30% how long it takes to create a new service using the platform

A photograph of a winding asphalt road through a hilly, grassy landscape. The road curves from the foreground into the distance, disappearing into the hills. The lighting is dim, suggesting dusk or dawn, with a dark sky. In the foreground, a road sign is visible on the left side of the road. The overall mood is quiet and contemplative.

Counterbalance your metrics

A dark, atmospheric photograph of a winding asphalt road through a hilly landscape. The road curves from the foreground into the distance, disappearing into the shadows of the hills. The sky is a deep, dark blue, suggesting twilight. The overall mood is quiet and contemplative.

Decrease time your team spent onboarding a customer (efficiency) 50% but without reducing customer happiness by more than 5%. (for example)



ONTO

Happiness
Efficiency
Adoption
Task Success



Simone Casciaroli

Head of Engineering

ONTO

Find out more at:

simonecasciaroli.com/tag/platform/

**Build a Multiplier not a
Diminisher**



Thank you