



**ENTERPRISE
DEVOPS**
T E C H C O N

Marketing Your Internal Developer Platform

Michael Coté & Ben Wilcock



Story

The Names Have Been Changed To Protect The Guilty...



About Us



Michael Coté

Senior Member of Technical Staff

VMware



Ben Wilcock

Senior Tech Marketing Architect

VMware

“We are building this platform not for us, we are building it for Mercedes-Benz developers.”

Thomas Müller, Mercedes-Benz



What Is Product Marketing Anyway?

- **Messaging**

The core ideas and messages a company wants to communicate about its brand, products, or services to its target audience.

- **Positioning**

How a company wants its brand, products or services to be perceived compared to competitors in the minds of the target audience.

- **Value propositions**

The tangible benefits and value a customer gets from using a company's products/services

What Is Product Marketing Anyway?

Using Instant Stampspot As An Example

- **Messaging**

Make stampspot the fast and easy way

- **Positioning**

Unlike other ready-made Stampspots, ours matches Oma's traditional taste..

- **Value propositions:**

- Oma's Recipe Simplified - All the flavor without having to cycling between Utrecht and Eindhoven while waiting for it to cook!
- Traditional Taste - You're back to Oma's kitchen with one delicious bite.
- New Traditions - A classic stampspot recipe, adapted for modern life.
- Hearty and rewarding - The perfect team building meal after a long day installing Kubernetes!
- No Cycling Required - Forget rushing to the store on your fiets for limp Spinach. Just add water and your Stampspot is ready in minutes!



Mmmmmm!*

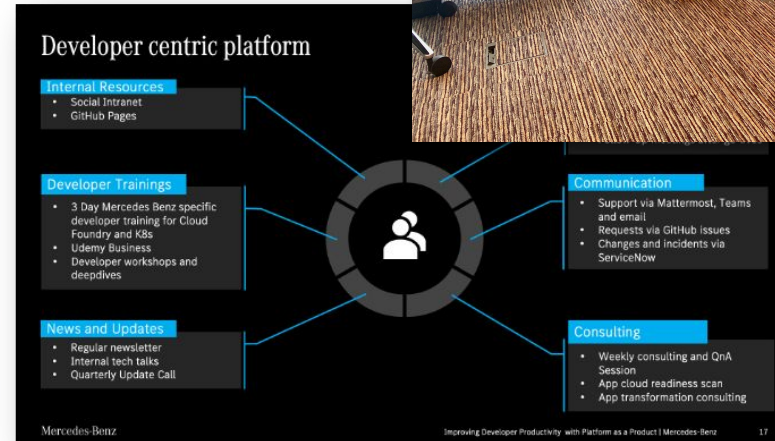
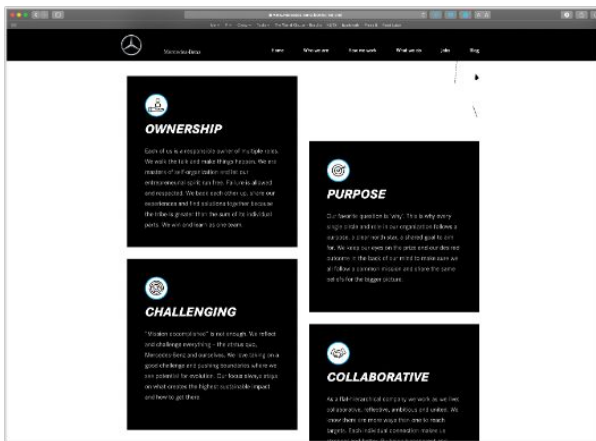
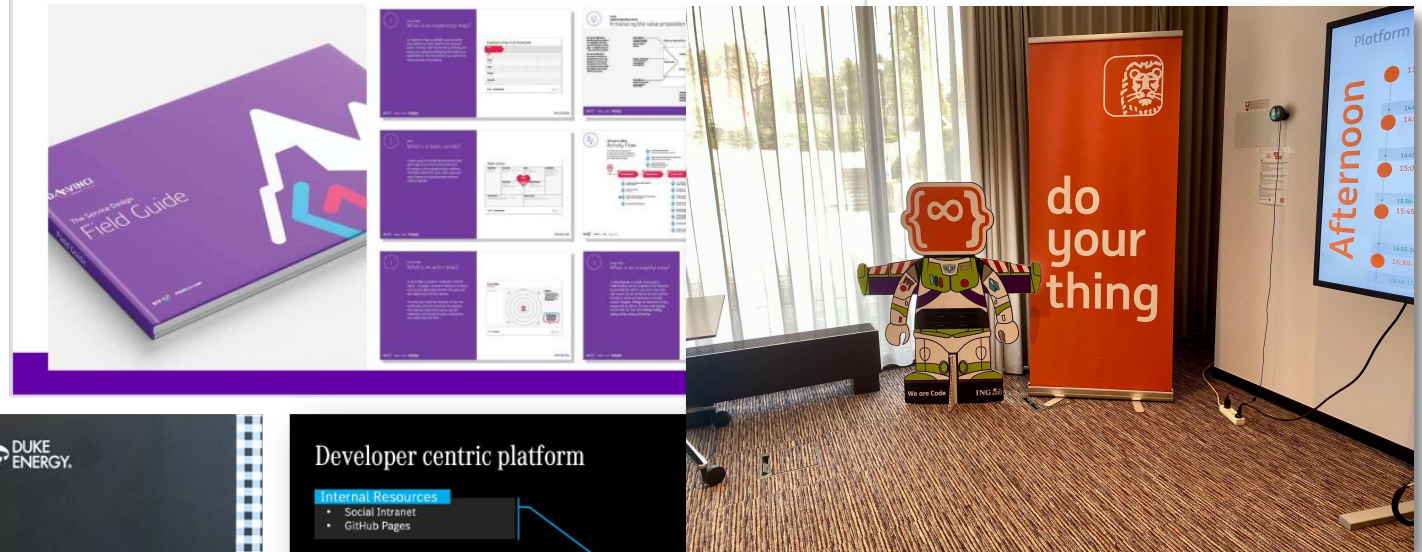
*May contain Raisins and Gravel

Platform brand, identity, etc.

Organizational Learning



Focus on ways of working.....



Sources: BT Canvas team; [MB.io](#); Duke Energy; Allstate; "Take DevOps to 11 and Sprinkle Cloud on it with Rainbows and Unicorns," Matt Curry, s1p 2017. "Improve Developer Productivity with Platform as a Product." VMware Explore, Nov. 2022.

Building A Community

Marketing Your Platform As A Product

Advocacy is vital

- Hire a full-time advocate on the team from day one!
- Organizes & Attends Roadshows/Conferences
- Gathers developer feedback for the product
- Shares knowledge and trains others
- Participates in & contributes to the community

This role could be filled by someone you already know!

Advocate for the platform AND Advocate for the users

10 Easy Platform Marketing Ideas

1. Create a one-page **flyer** highlighting the key benefits and value proposition of your platform. Distribute via email and post copies in office common areas.
2. Launch a **X.com** account for your platform focused on sharing developer tips, platform updates, and community engagement.
3. Set up a "Getting Started" **page** on your platform with links to documentation, tutorial videos, free trials. Promote it on social media.
4. Identify a developer **evangelist** to serve as a reference and quote them in case studies. Offer a gift to compensate them for their time.
5. **Survey** developers to identify pain points and friction. Use feedback to guide improvements and communicate how you're addressing concerns.
6. Spend time in **forums** developers use (or set one up). Offer assistance and gently mention your platform as a solution when relevant.
7. Create stickers and **t-shirts** with your platform brand/logo to generate interest and recognition. Offer as free giveaways.
8. **Sponsor** an open source project related to your platform and have your developers contribute.
9. Send new developers a personalized **onboarding** email introducing the platform and linking resources.
10. **Re-post** developer advocates and community members posts on social media when they share platform updates.

7 Platform Marketing Gotchas

1. **Overly technical focus** - Platform engineers can get overly focused on technical design, losing sight of messaging and promotion needed for adoption. Even the best platform struggles without active marketing. (Coté, 2022)
2. **"Build it and they will come" mindset** - Platform teams often wrongly think launching is enough. Without investing in marketing and engagement, platforms will fail to gain adoption. Without investing in branding, messaging, advocacy and developer engagement, most platforms will fail to build awareness and adoption. (Coté, 2022)
3. **Not my problem** - Platform engineers may wish to leave promotion to others. However, building feedback routes and gaining developer empathy should be integral to platform teams.
4. **I don't like marketing** - Developers in platform roles may avoid marketing activities like branding and speaking, seeing it as hype. But marketing is crucial.
5. **Messaging not tailored to developers** - Platform teams without marketing experience often struggle to create messaging that resonates.
6. **Myopic, anemic platforms** - Platforms designed only for internal use-cases reflect a lack of understanding of the wider opportunities. If a platform fails to respect industry inertia, adoption will suffer.
7. **Documentation** - Teams who fail to document the platform often struggle with growing both adoption and consumption.

Think About The Developer Journey

And Use Your Platform To Support It

- What does it do? Why Should I Use It? How Do I Use it?
 - ◆ Create Beautiful **TechDocs** To Impress & Educate
- What Does The Platform Consist Of?
 - ◆ Create A **Software Catalog** To Show Off The Architecture
- What Standards/Conventions/Approaches Work Best?
 - ◆ Codify Your Best Practices Into **Application Accelerators**

Help your developers
make great choices.

Ensure that using the
platform the easy
choice.

Encourage them
contribute to the
platform in any way.

Help them advocate for
the platform to others.

*Bonus: Make the
getting started
experience GREAT!*

DEMO

tanzu-application-platform ☆

Overview Diagram

About



VIEW SOURCE
 VIEW TECHDOCS

DESCRIPTION

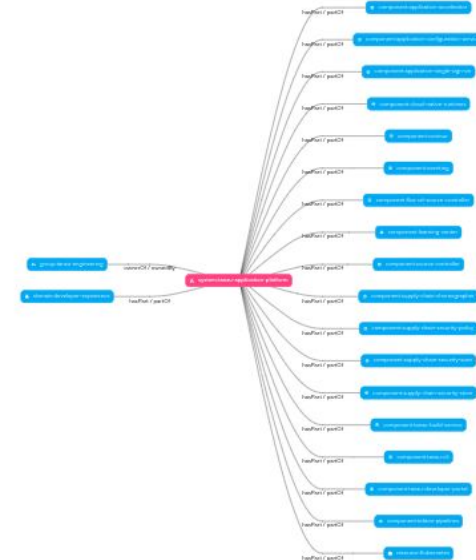
A platform for building, running, and maintaining applications on Kubernetes

OWNER
tanzu-engineering

DOMAIN
developer-experience

TAGS
java dotnet python node
go ruby php

Relations



View graph →

Has components

Name	Owner	Type	Lifecycle	Description
application-accelerator	tanzu-engineering	service	production	Application Accelerator for...
application-configuration-service	tanzu-engineering	service	production	Application Configuration...
application-single-sign-on	tanzu-engineering	service	production	Application Single Sign-On...
cloud-native-runtimes	tanzu-engineering	service	production	Cloud Native Runtimes for...
contour	tanzu-engineering	service	production	Contour is an ingress...
eventing	tanzu-engineering	service	production	Eventing for Tanzu is a...
flux-cd-source-controller	tanzu-engineering	service	production	FluxCD Source Controller...
learning-center	tanzu-engineering	service	production	Learning Center provides a...
source-controller	tanzu-engineering	service	production	Tanzu Source Controller...
supply-chain-	tanzu-engineering	library	production	Supply Chain

APIs

Name	Owner	Type	Lifecycle	Description
This system does not contain any APIs. Learn how to change this.				

application-single-sign-on ☆

Owner
tanzu-engineering

Lifecycle
production

- Overview
- Docs
- Dependencies
- API
- Runtime Resources

About


VIEW
SOURCE


VIEW
TECHDOCS

DESCRIPTION

Application Single Sign-On for VMware Tanzu (AppSSO) provides APIs for curating and consuming a "Single Sign-On as a service" offering on Tanzu Application Platform.

OWNER
tanzu-engineering

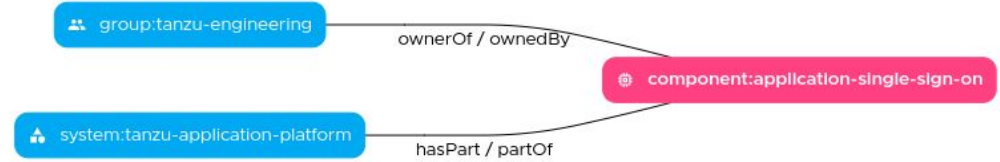
SYSTEM
tanzu-application-platform

TYPE
service

LIFECYCLE
production

TAGS
tanzu-application-platform

Relations



[View graph →](#)

tanzu-application- platform

[Introduction](#)

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- Getting Started
- System Architecture
- Tanzu CLI
- Tanzu IDE Plugins
- Tanzu Developer Portal
- Tanzu Learning Centers
- Application Accelerators
- Developer APIs
- Getting Help
- Tanzu Labs -
Modernization >
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Introduction



**Tanzu
Application
Platform**



**Coordinate the work
of Dev, Sec, and Ops**

Clean separation of concerns
Workflows designed for each
role in the path to production
Integrate and extend existing
components of your toolchain

Tanzu Application Platform (TAP) is a modular, application-aware platform that runs on any compliant public cloud or on-premises Kubernetes cluster. It delivers a superior multi-cloud developer experience with a prepaved path to production including all the needed components preconfigured for developer teams to build and deploy software quickly and securely. It's a composable platform that teams can customize based on their organization's preferences and changing business needs.

Why Choose Tanzu Application Platform?

There are many reasons why Tanzu Application Platform is the right choice for your teams.

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Why Choose Tanzu
Application Platform?

1. Keep developers
happy
2. Bring your own
opinions
3. Accelerate your
path to production

What To Expect From
Tanzu Application
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Watch Tanzu
Application Platform In
Action

tanzu-application- platform

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Getting Started

Here are some tips to get you started building and deploying applications on the Tanzu Application Platform.

Get The Tanzu CLI

To use Tanzu Application Platform it helps to have the Tanzu CLI tool installed. The Tanzu CLI allows you to send your applications (called workloads) to the Tanzu Application Platform so that they can be built and run for you.

See [The Tanzu CLI](#)

Get The Tanzu IDE Plugins

The Tanzu IDE Plugins can assist you from right inside your favorite IDE. These plugins can help you begin new projects, deploy and debug code, and provide a permanent link to the status of your apps running on the platform.

See [Tanzu IDE Plugins](#).

Get Context Through The Tanzu Developer Portal

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Other Common Tanzu
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tanzu-application- platform

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Tanzu CLI

The `tanzu` command line interface (CLI) is your local tool for interacting with the suite of VMware Tanzu products including Tanzu Application Platform. This tool allows you to deploy and manage the life cycles of not only Kubernetes clusters, but also application workloads, continuous integration and continuous deployment (CI/CD) pipelines, various packages, as well as other development workflows that leverage Tanzu technologies running on Kubernetes clusters.

Download the Tanzu CLI

You can download the Tanzu CLI binary for your operating system from [TanzuNet](#).

Getting Started With The Tanzu CLI

Here are some basic commands you may find useful when working with the Tanzu Application Platform.

Listing your workloads (and their status):

```
1 | tanzu apps workload list
```



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Download the Tanzu CLI

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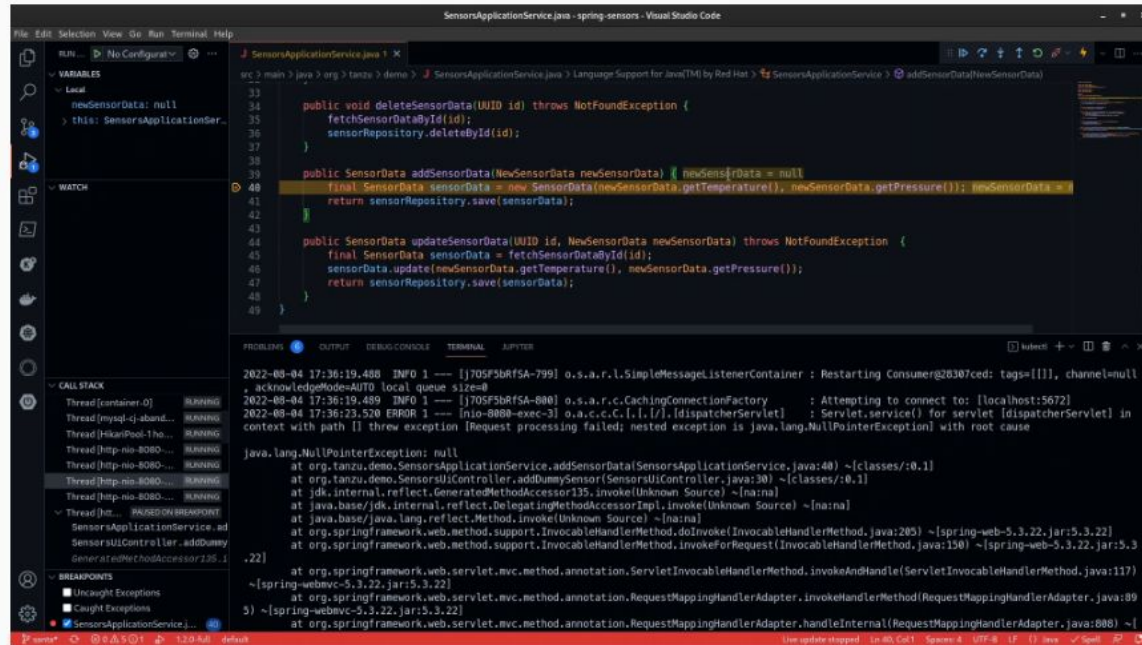
Modernization

Recipes



Microsoft Visual Studio (VS) Code

Tanzu Application Platforms includes IDE plugins for this popular multi-language IDE from Microsoft. For installation instructions, see the [plugin documentation](#) section. For binary downloads, see the [plugin downloads](#) section.



Microsoft Visual Studio

Tanzu Application Platforms includes IDE plugins for this popular C# .Net language

(VS) Code

Microsoft Visual Studio

Plugin Documentation

Plugin Downloads

Search

PERSONAL

★ Starred 0

BLAH CLOUD

All 34

TAGS

Accelerators



Angular Frontend

3

angular web tanzu typescript

Angular Single Page Application with client side rendered web UI. Application provides Service to interact with backend API's.

VIEW REPOSITORY

CHOOSE



AppSSO Starter Java

2

sso authentication openid spring java

Spring Boot application that supports single sign-on (SSO) via Spring Security OAuth 2 Client library.

VIEW REPOSITORY

CHOOSE



Sample Pipeline Accelerator using Argo Workflows

ml ai machinelearning datascience mlops artificialintelligence python pipeline argo database analytics

Sample Project template for deploying an ML Pipeline

VIEW REPOSITORY

CHOOSE



Chatbot UI

ai starter chatbot ml

A template to begin the process of iterating on Chatbot experience

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Tanzu C# Restful Web App

dotnet c# steeltoe web tanzu postgresql

A Steeltoe restful web application including database persistence

VIEW REPOSITORY

CHOOSE



DataHub Accelerator

ml ai machinelearning datascience mlops artificialintelligence python data catalog datahub

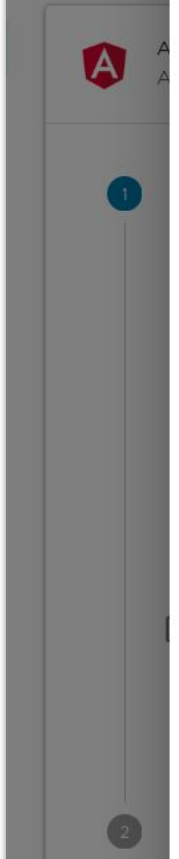
Template for deploying DataHub to TAP

VIEW REPOSITORY

CHOOSE



Application Accelerators



Explore Project

- angular-frontend
- .browserslistrc
- .editorconfig
- .gitignore
- .tanzuignore
- DeploymentTopology.png
- LICENSE
- README.md
- accelerator-info.yaml
- accelerator-log.md
- angular.json
- > catalog
- > config
- karma.conf.js
- nginx.conf
- package-lock.json
- package.json
- > src
- tsconfig.app.json
- tsconfig.json
- tsconfig.spec.json

README.md

DOWNLOAD COPY VIEW SOURCE

angular-frontend

angular-frontend provides you an out-of-the-box application setup to fast-start development of a Web Application based on a Single Page Architecture: the UI is rendered in the browser, the data is retrieved and changed by (RESTful) API calls. Additionally, this aims to model an architecture where the frontend is deeply decoupled from the backend and have individual teams managing their respective components.

It is leveraging Angular as a technology stack, which provides:

- a way to implement UI elements using Components and Binding
- an Inversion of Control Container to wire together your Components and Services
- an integrated Web Server, so no need to deploy the built artifact to a separate running web or application server

The application contains example code to have a first page that lists customer profiles from an API.

It provides ways to test the service and component logic.

Prerequisites

In order to further develop this application the following tools needs to be set up:

- [NodeJS LTS](#) with NPM
- [Angular CLI](#) (will be part of the development dependencies of the application)
- Visual Studio Code or JetBrains IntelliJ/WebStorm as Integrated Development Environment (IDE)
- Tanzu Developer Tools plugin for the mentioned IDE

This application contains only UI and expect several backend services to be available. You can generate a backend based on the *Tanzu Java Restful Web App* or *Tanzu CSharp Restful Web App* Accelerator. Or build your own which shall provide 2 endpoints:

- GET /api/customer-profiles/ returning an array of customer profiles in the form of

```
{ "id": "<unique-id>", "firstName": "<first name>", "lastName": "<last name>", "email": "<email>" }
```
- POST /api/customer-profiles/ accepting a customer profile in the form of

```
{ "firstName": "<first name>", "lastName": "<last name>", "email": "<email>" }
```

Application Accelerators

Thank you!

Stay Connected

Michael Coté



Go deeper with:

<https://cote.io/>

Ben Wilcock



Go deeper with:

via.vmw.com/tap