

Platform Engineering Day NORTH AMERICA



What Customer Success Knows That Platform Engineering Keeps Relearning

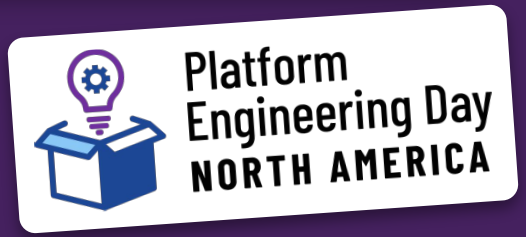
Ryan Etten, RHCA

CNCF Ambassador
Principal Solutions Architect
Organizer, Cloud Native Madison

The platform playbook

Your platform has a renewal date

Nobody told you



ONBOARD

ADOPT

EXPAND

RENEW

A Case Study

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Eight years then silence

$60K a year · usage down 50% · 18 months · one upsell

ONBOARD

ADOPT

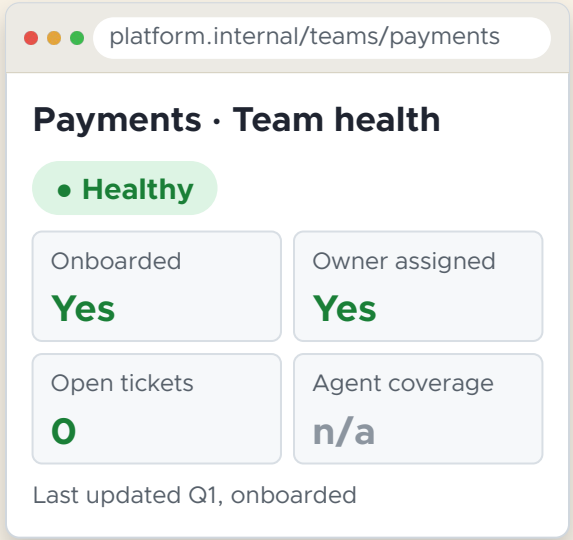
EXPAND

RENEW

Swap the nouns

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Customer	**A team**
Seat	**An engineer**
Champion	**The tech lead who argued for you**
Contract	**A mandate**
Renewal date	**The day they stop deploying through you.**



Our account to follow: *Payments*

Onboarded Q1: **Green**

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You have no authority



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RENEW

53%

Of paid software is never used



customer success 2019 → platform engineering 2026

“Measurement will be tracked at the end of the onboarding experience.”

The play: No deploy through you by week two?
A human sits with them

Case file: Check in 1, Week 3

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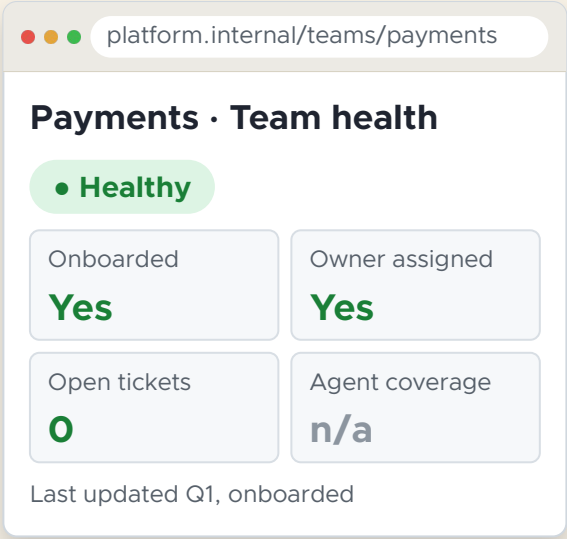
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Shipped on their own CI





88 / 50

% of platform builders vs. platform users who say a mandated platform is working

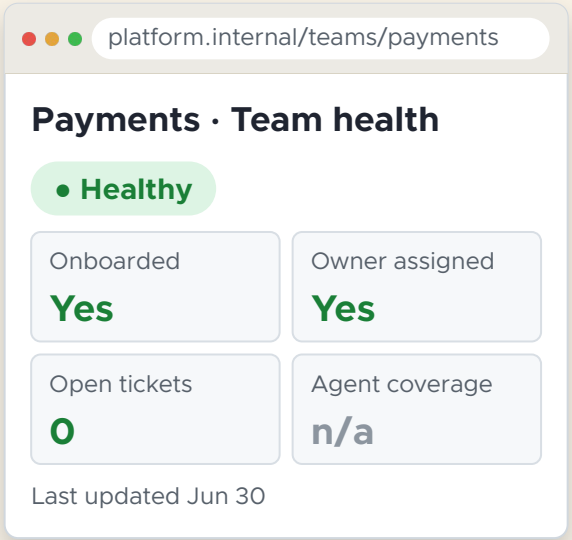
The play: deploys fall below the team's own baseline?
Reach out before they ask

Case file: Check in 2, End of Quarter 2

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0 tickets
0 deploys

wk 3: shipped on own CI · Q2: 0 deploys, 38 Slack msgs



ADOPT

EXPAND

RENEW

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“Adoption follows trust.”

Docker, “Governance Is a Developer Experience Problem,” 2026

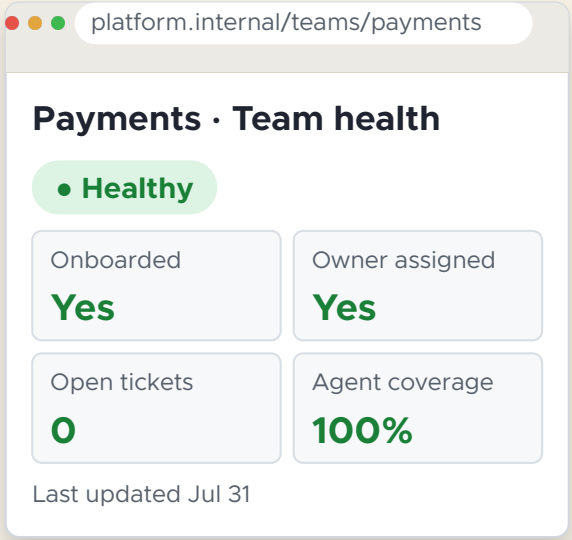
The play: a team deploying steadily through you?
Offer them the agent path first

Case file: Check in 3, End of July

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Agent on a personal account

wk 3: shipped on own CI · Q2: 0 deploys, 38 Slack msgs
Jul: agent on personal acct



EXPAND

RENEW

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customer loyalty 1995 → platform engineering 2026

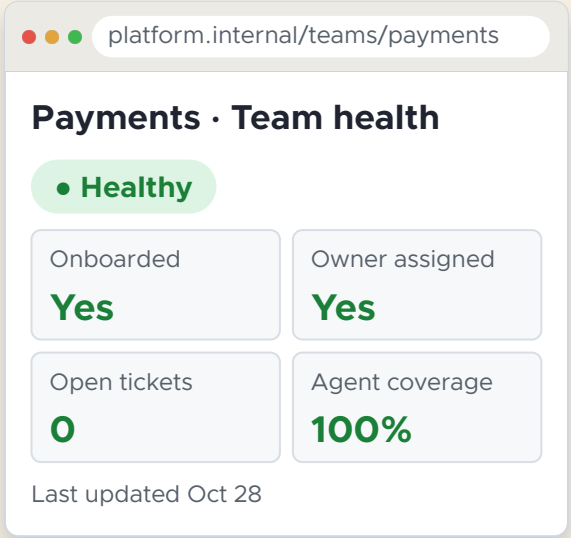
Hostages don’t renew, they wait

The play: catalog owner changed?
Reach the successor within 48 hours

Case file: Check in 4, End of October

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```
ledger / catalog-info.yaml
kind: Component
metadata:
  name: ledger
  last-updated: 2026-02-11
spec:
  lifecycle: production
  owner: priya.n
```



wk 3: shipped on own CI · Q2: 0 deploys, 38 Slack msgs
ul: agent on personal acct · Oct: owner priya.n, gone

RENEW

Tear this page out

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1 · ONBOARD

No deploy by week two

A human sits with them

2 · ADOPT

Below its own baseline

Reach out before they ask

3 · EXPAND

Deploying steadily

Offer them the agent path first

4 · RENEW

Catalog owner changes

Reach the successor within 48 hours

The Playbook

Recap

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A mandate is a contract, not adoption

Dashboards show what you can see, not what teams experience

Silence is a signal, not a success

Trust is earned in order

People, not systems, carry adoption

ONBOARD

ADOPT

EXPAND

RENEW

Case study: Closed, November

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ONBOARD

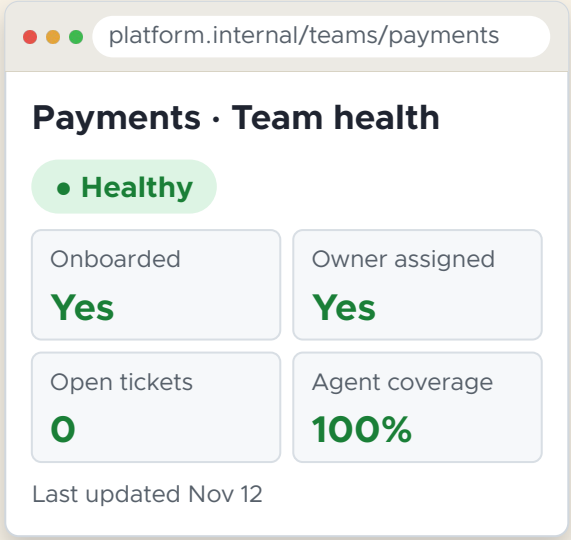
ADOPT

EXPAND

RENEW

The platform was down for six hours

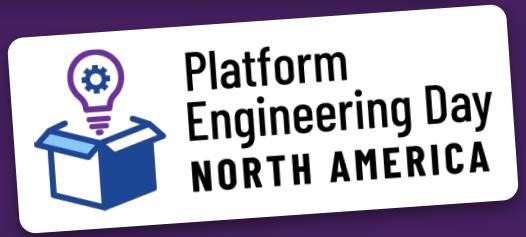
Payments didn’t notice



wk 3: shipped on own CI · Q2: 0 deploys, 38 Slack msgs
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If your platform vanished tomorrow, who would actually feel it?

And would your dashboard actually tell you?



ONBOARD

ADOPT

EXPAND

RENEW