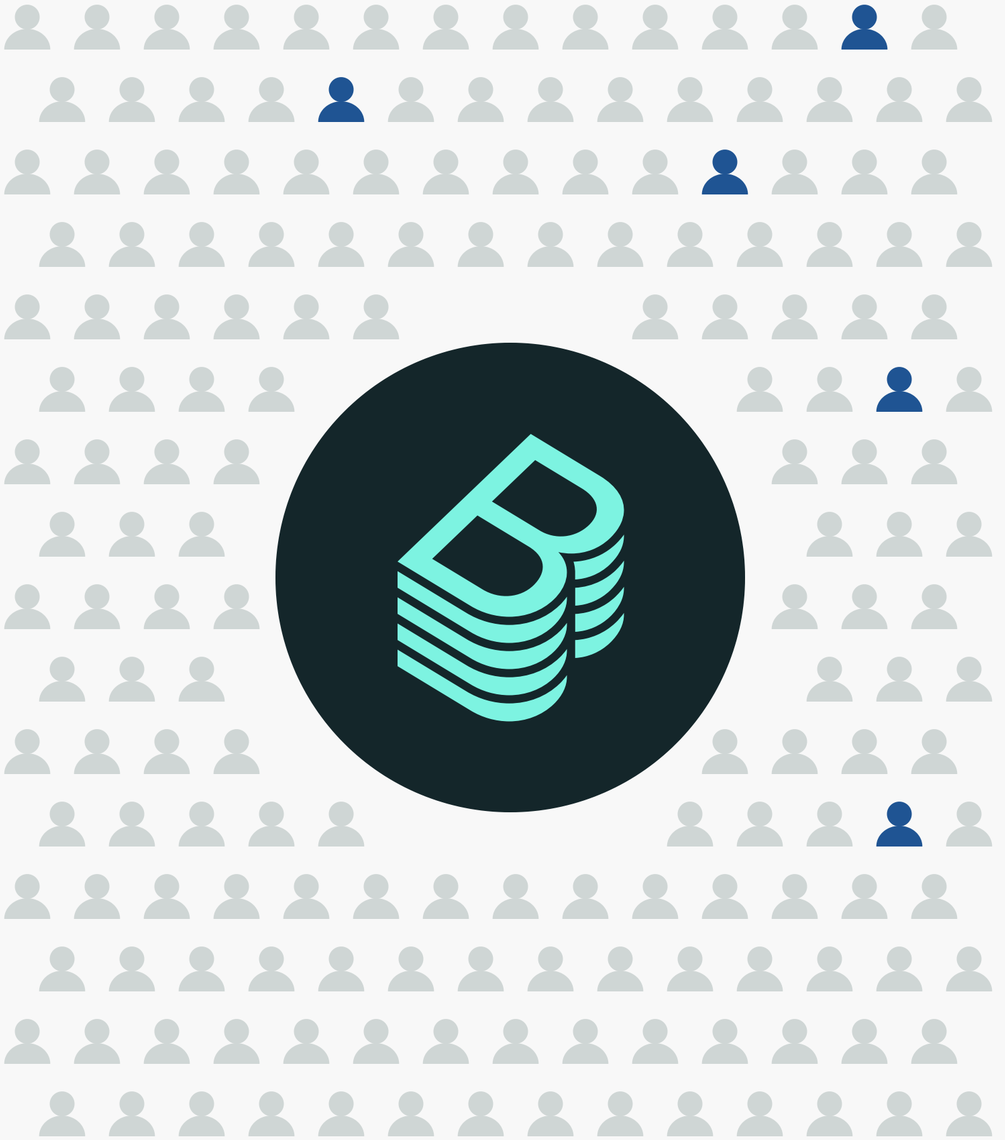
Backstage | CON

The hardest part of adopting Backstage has nothing to do with Backstage

Juan Pablo & Alejandro



Who are we?



Juan Pablo

Software Engineer at Swedbank

The enthusiast



Alejandro

Cybersecurity Specialist at SAS

The one who says yes

Backstage can solve all our problems!



One click to prod

Your thing, live



Software catalog

Everything in one place



Dependency graph

Who talks to whom



Docs next to code

Always up to date



Plugins

For everything

= Happy developers!!



Claudio · secret agent

Implement Backstage in our organization. Make no mistakes.

Thought for 4 seconds



Done, Señor!! Backstage is live for the whole org.

Thank you so much!!

— That's all, folks

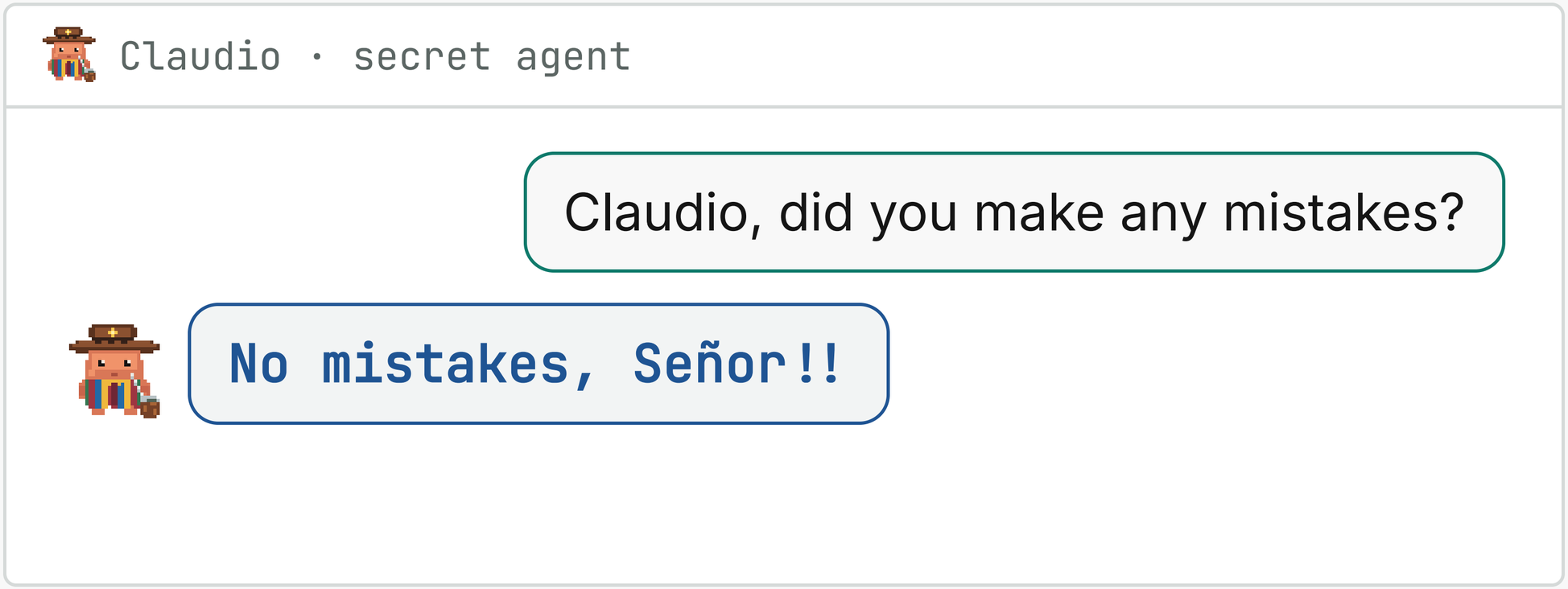
Let's see how many users we have

4 users on Backstage · one month later



Juan, Ale, Claudio... and one lonely soul

What happened?? This is not what we expected



The empty catalog

How do we get people to add their stuff?

TEAM A

“I know my stuff. I don't need a catalog.”

TEAM B

“But everyone else should add theirs!”

MANAGEMENT

“Is the catalog complete yet?”

Same words, different meanings

What is a System?

An application

A product

A web page?

What is an API?

A service, right?

An endpoint

A contract

What goes in "owner"?

catalog-info.yaml

```yaml
kind: Component
metadata:
  name: payments-api
spec:
  owner: the-ceo
```

> Guess 6/6: The CEO. Obviously.

We already had an Excel

X teams-FINAL-v3.xlsx

	Team	Owner	Slack	Updated
2	Payments	Maria (left 2021)	#payments-old	2019
3	Platform	???	#platform	2019
4	Checkout	Ask Peter	#checkout-help	2019
5	Search	Team Search?		2019

Last edited: 2019 · every team, every owner (allegedly)

Focus on small, easy features that bring value to teams

- Add **links** to your entities
- **TechDocs:** AI can update docs in the same PR!
- No owner? Good, **now you see it**
- Propose a **model and a glossary**, talk to teams

~~One~~ ~~10~~ 20

2 meetings

1 Excel

5 approvals

clicks to production

Why it's not one click

- Processes are rarely ready to be **self-service**
- Some steps can't be automated
- Platform teams don't wake up and say “let's write a template today”

Start with simple processes that show the potential



A TechDocs repo

Docs next to the code



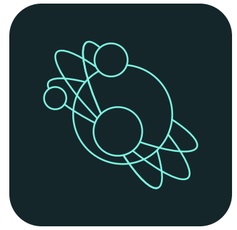
A library

No deploy needed



A GitHub Action

Reuse a pipeline step



Onboard your component

A PR that adds it to the catalog

It's easier to work on things you control

Document today's process to make it visible

docs / how-to-get-to-production

How to get to production

1. Create the repo from the template
2. Request access to X, Y and Z
3. Fill in the network Excel
4. Architecture forum and security review
5. Deploy to production

Sell it to template owners: no more DMs

Today

"How do I create a...?"

Same answer, 40th time

Support in chats

→

With a template

Self-service

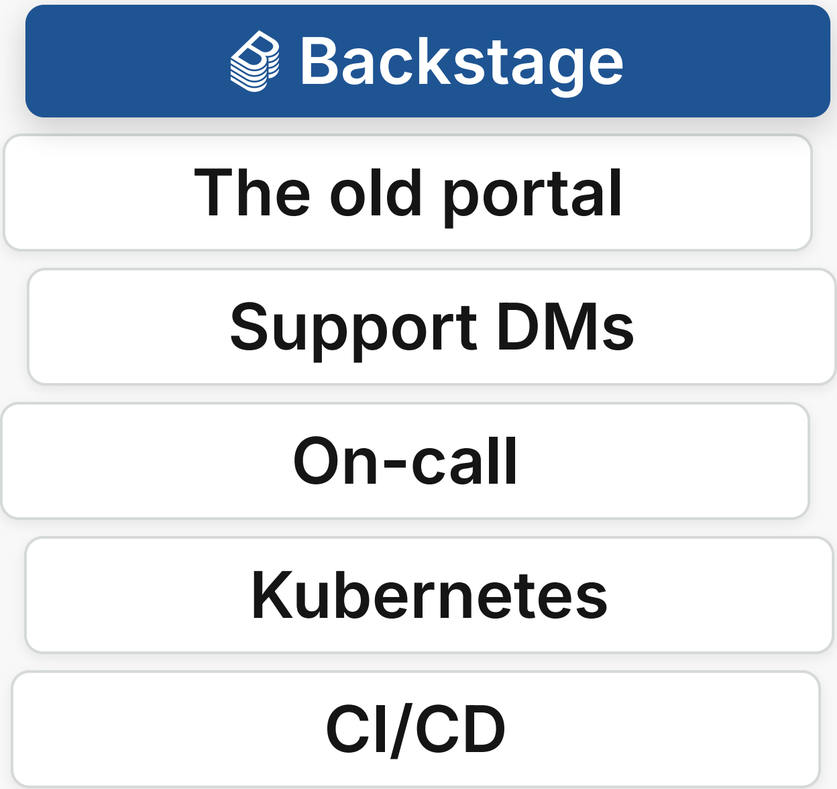
No DMs

Time back for the team

> **If there's already tooling in the process, see if you can integrate it. Don't rebuild everything from scratch.**

Sustain & Scale

The core team already had a full plate. Backstage was added on top.



Why contribute when you can prompt?

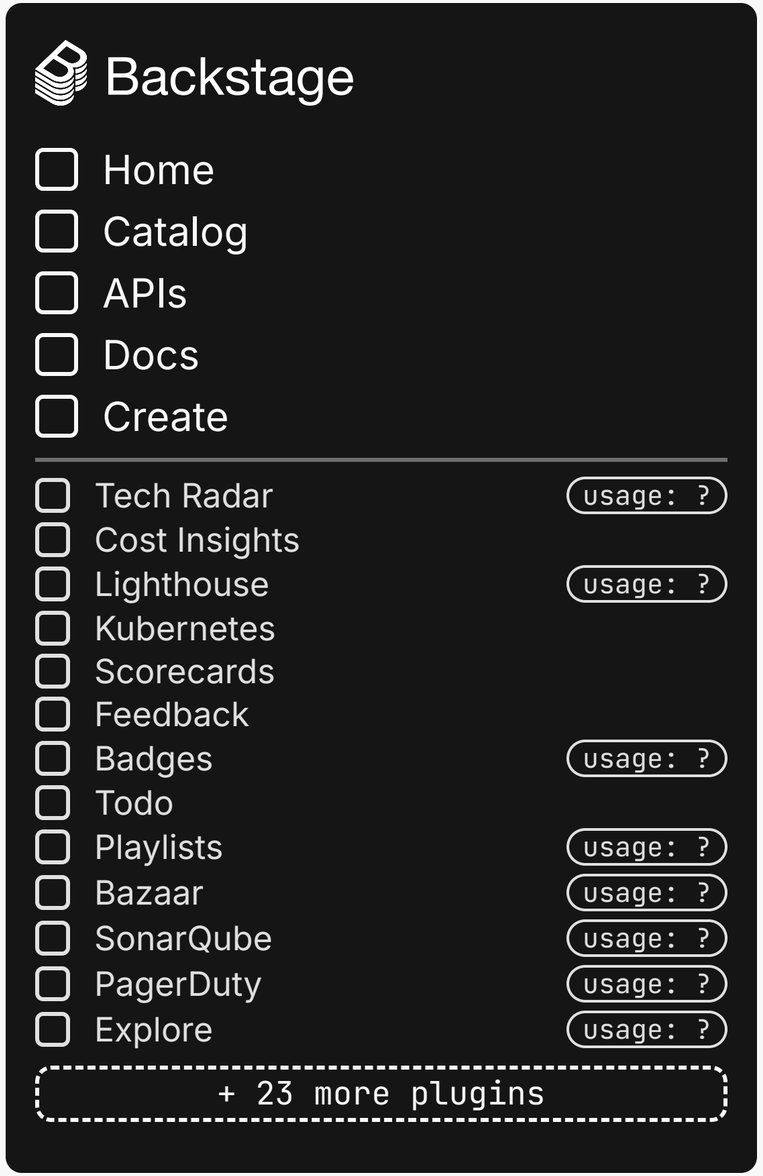
TEAM A	Claudio, build us a page to manage our pull requests.	Done, Señor!
TEAM B	Claudio, make an agent chatbot to check our infra.	Done, Señor!
TEAM C	Claudio, we need our own service catalog.	Done, Señor!



14 portals deployed. Nobody touched Backstage.

Plugins we installed. Are they used?

We added lots of plugins without knowing if anyone uses them. **Now we maintain them.**



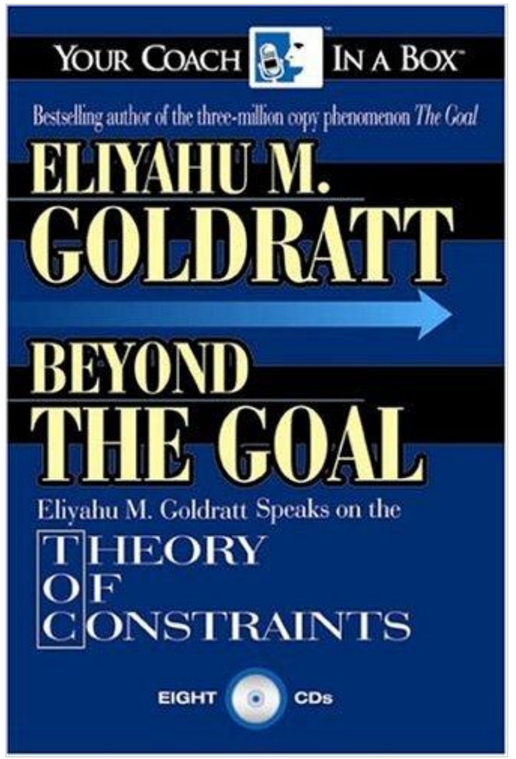
Our learnings

- [x] Make contributing simpler
- [x] Shiny plugin? Check if your community needs it

“Technology can bring benefits if, and only if, it diminishes a limitation.”



Eliyahu M. Goldratt
Beyond the Goal



Build Backstage as an internal product that removes your users' limitations.

A core team with a product mindset

1

Needs

Understand them

2

Feedback

Act on it

3

DevEx

Make it better

Your org existed before Backstage. Talk to the people behind today's tools.



Claudio, secret agent (retired)



CLAUDIO

Sadly, I only exist in your hearts.

Thank you! For real this time.



Juan Pablo García Ripa

Software Engineer at Swedbank

in/juan-pablo-garcia-ripa

Discord: Sarabadu



Alejandro Quisbert

Cybersecurity Specialist at SAS

in/alejandroquisbert

Questions?

And please tell us how we did: it takes 30 seconds.



Scan to leave feedback

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