How Ericsson Combines **Human Judgment to Enhance AI-Powered Capabilities** Through Backstage



Backstage | CON
NORTH AMERICA

November 9, 2026



Kieran Egan

Engineering Manager

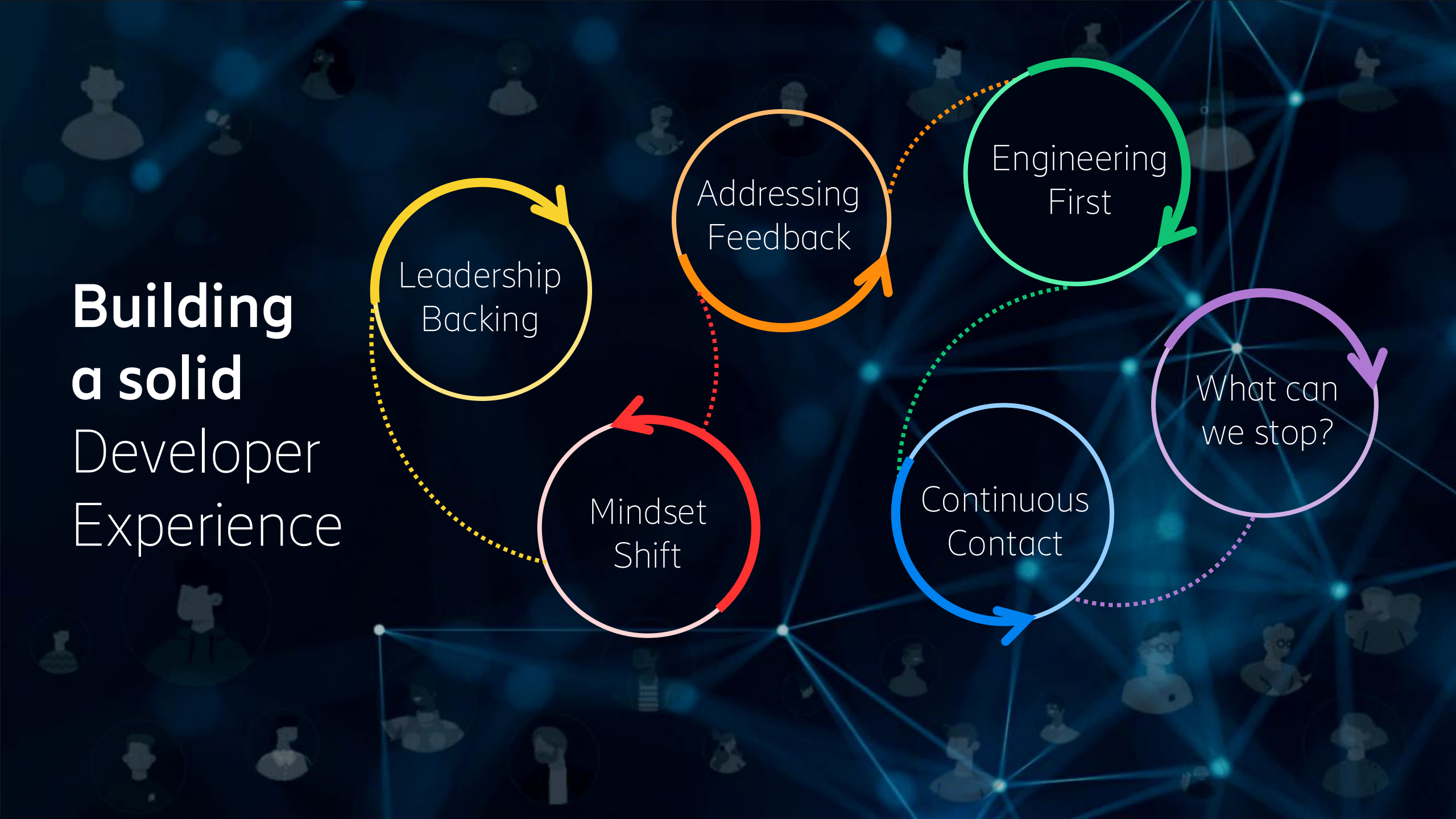
Leading developer experience for Network Management by driving solutions for and adoption by our developers.



Damien O'Toole

Principal Engineer

Dev Advocate voicing our developer pain points and ensuring our DX solutions are delivering value.

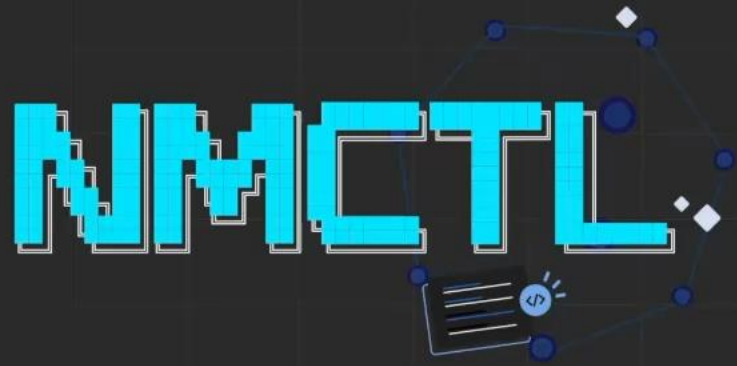

Building a solid Developer Experience
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Addressing Feedback
Engineering First
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Football Catalog

Explore the football-themed software catalog: leagues, clubs, squads and club APIs.

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In-portal developer tools available in this demo.

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- Damien O'Toole
  user
- Manchester United
  system — club
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What we are hearing - how do I get started with AI tooling on my laptop ...



Caoimhín

Senior Developer

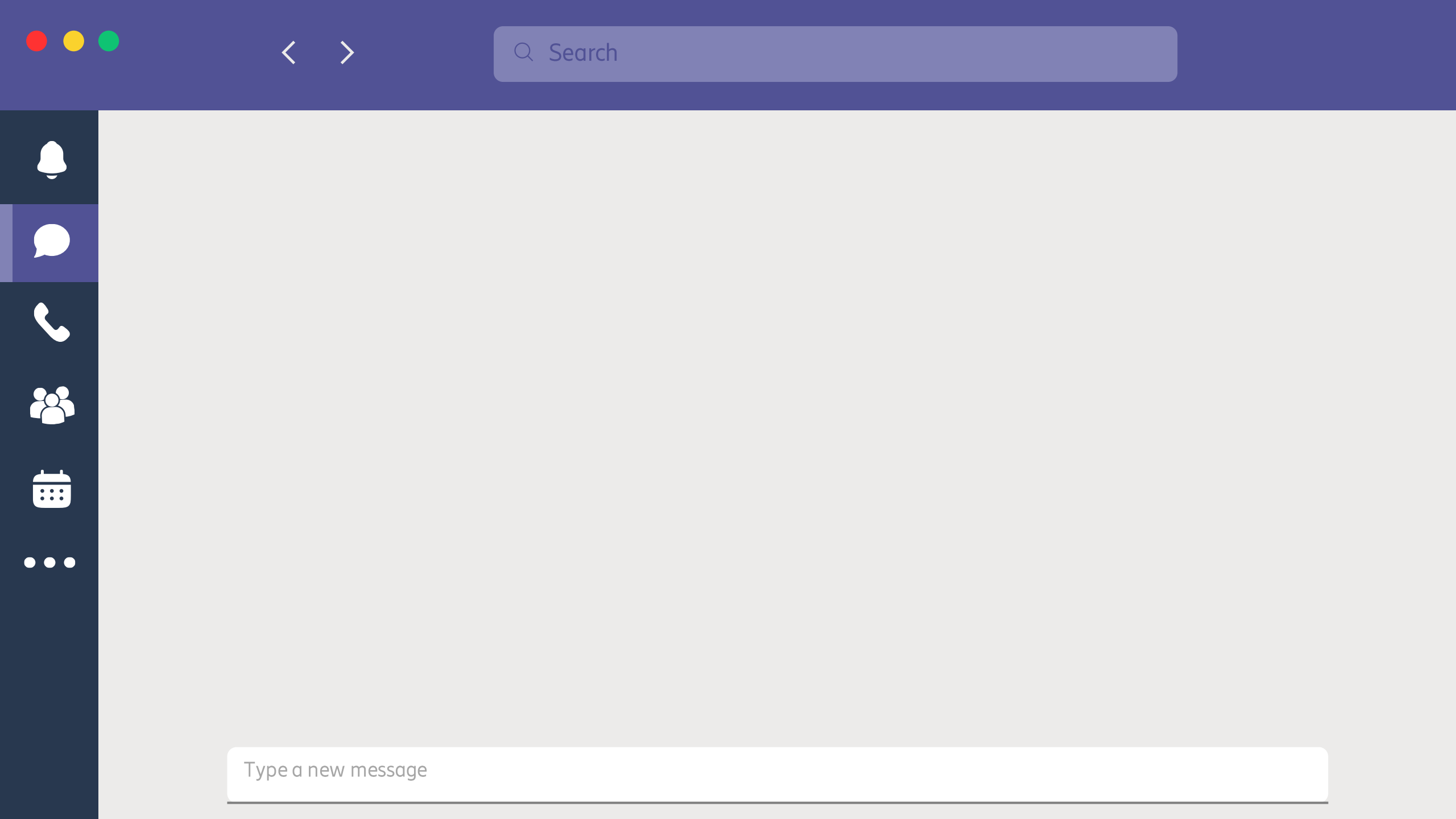
10+ years experience. Too busy coding to get started with AI.

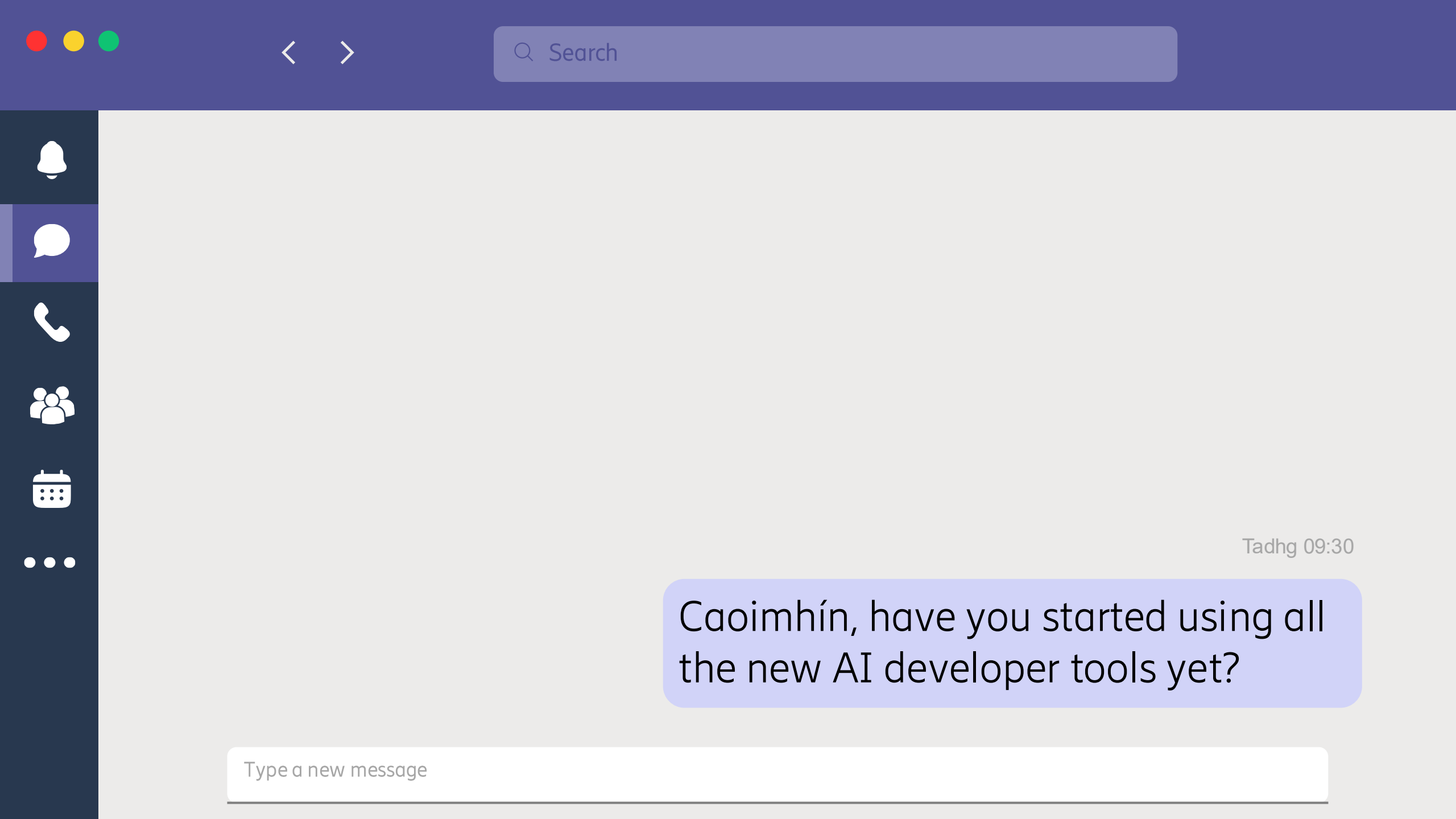


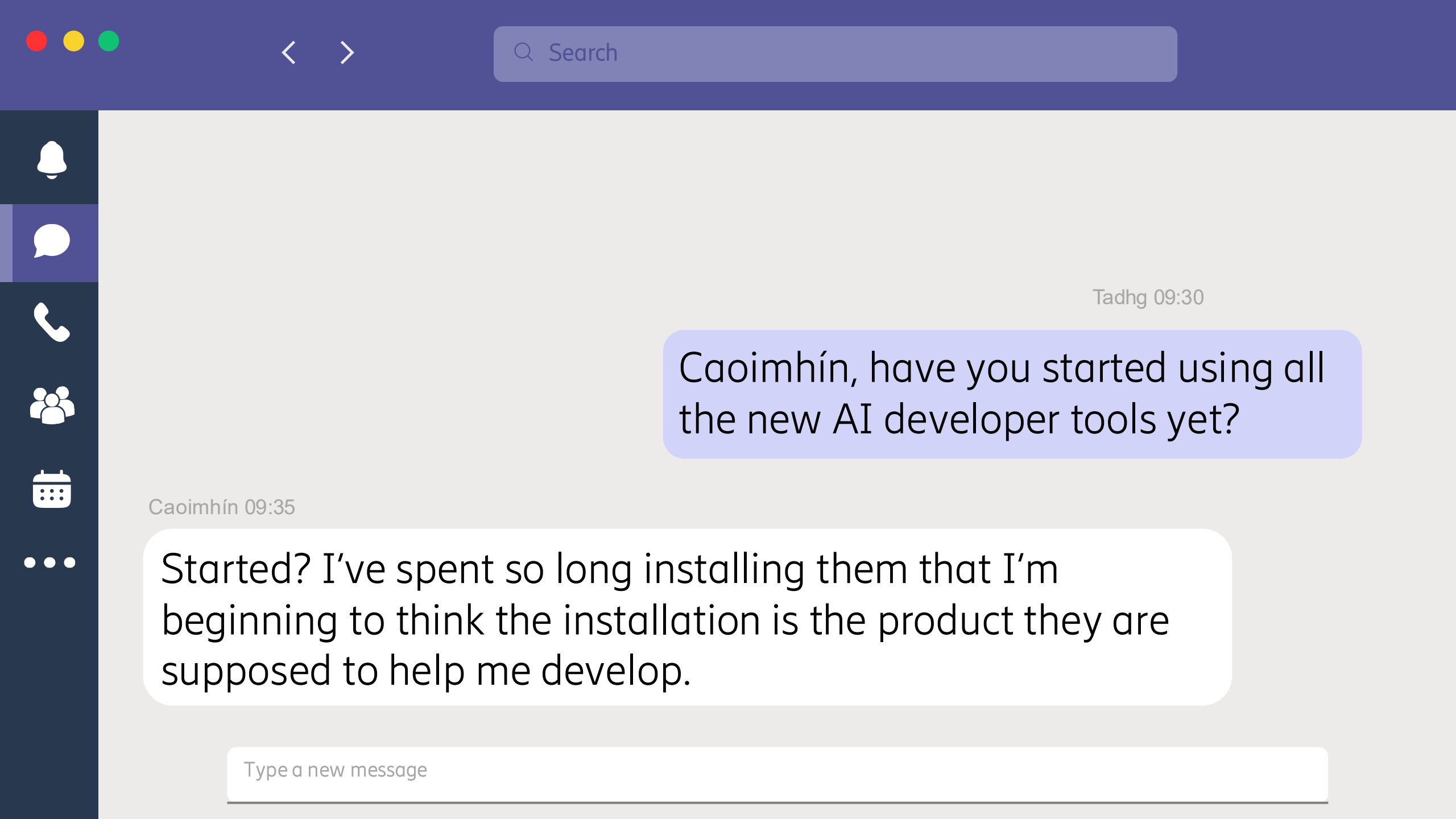
Tadgh

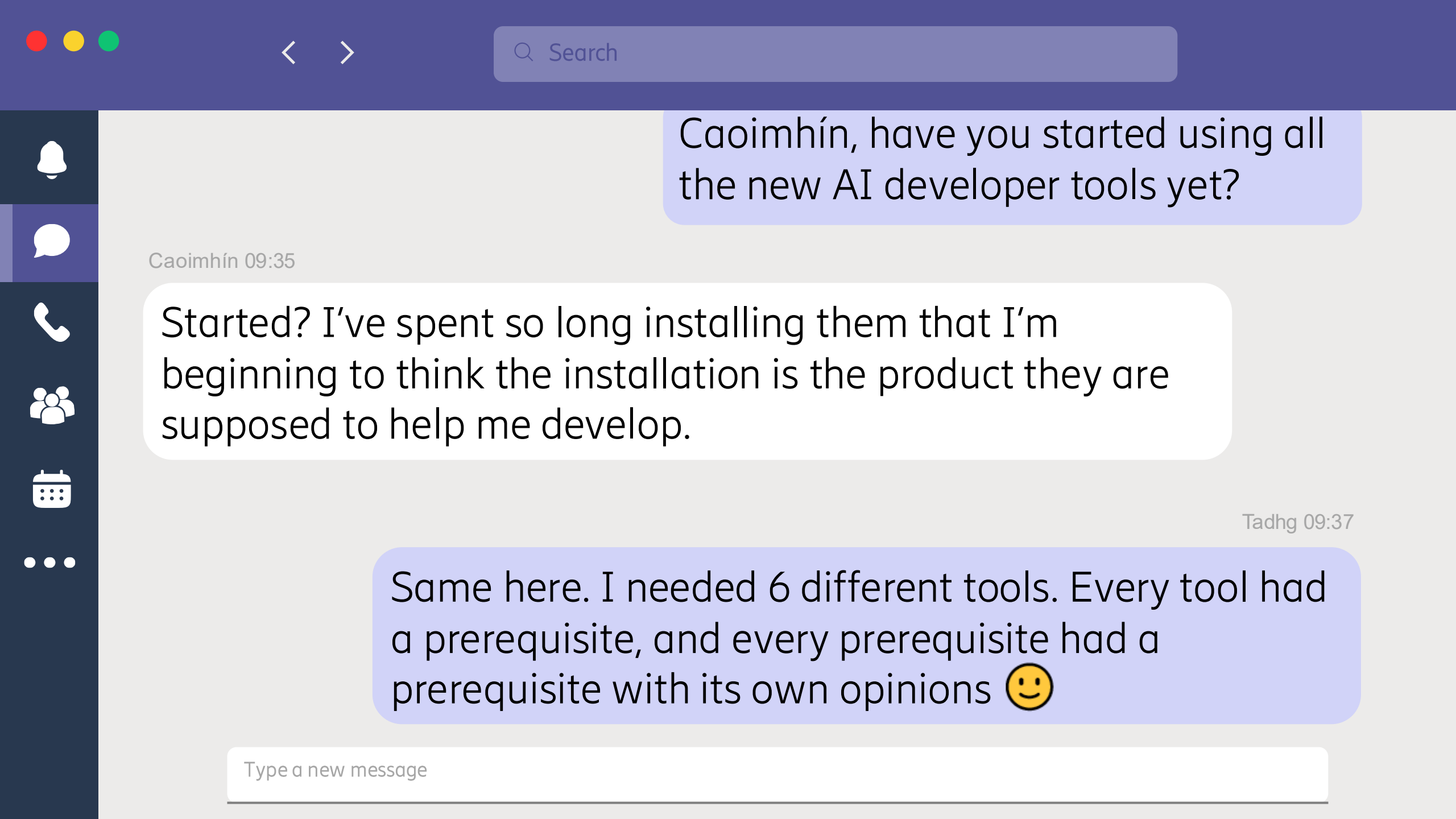
Product Manager

10+ years of experience in product management. Not much experience of AI


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Search
Tadhg 09:30
Caoimhín, have you started using all the new AI developer tools yet?
Type a new message


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Caoimhín 09:35
Started? I've spent so long installing them that I'm beginning to think the installation is the product they are supposed to help me develop.
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Tadhg 09:37
Same here. I needed 6 different tools. Every tool had a prerequisite, and every prerequisite had a prerequisite with its own opinions 🙂
Type a new message

Search

beginning to think the installation is the product they are supposed to help me develop.

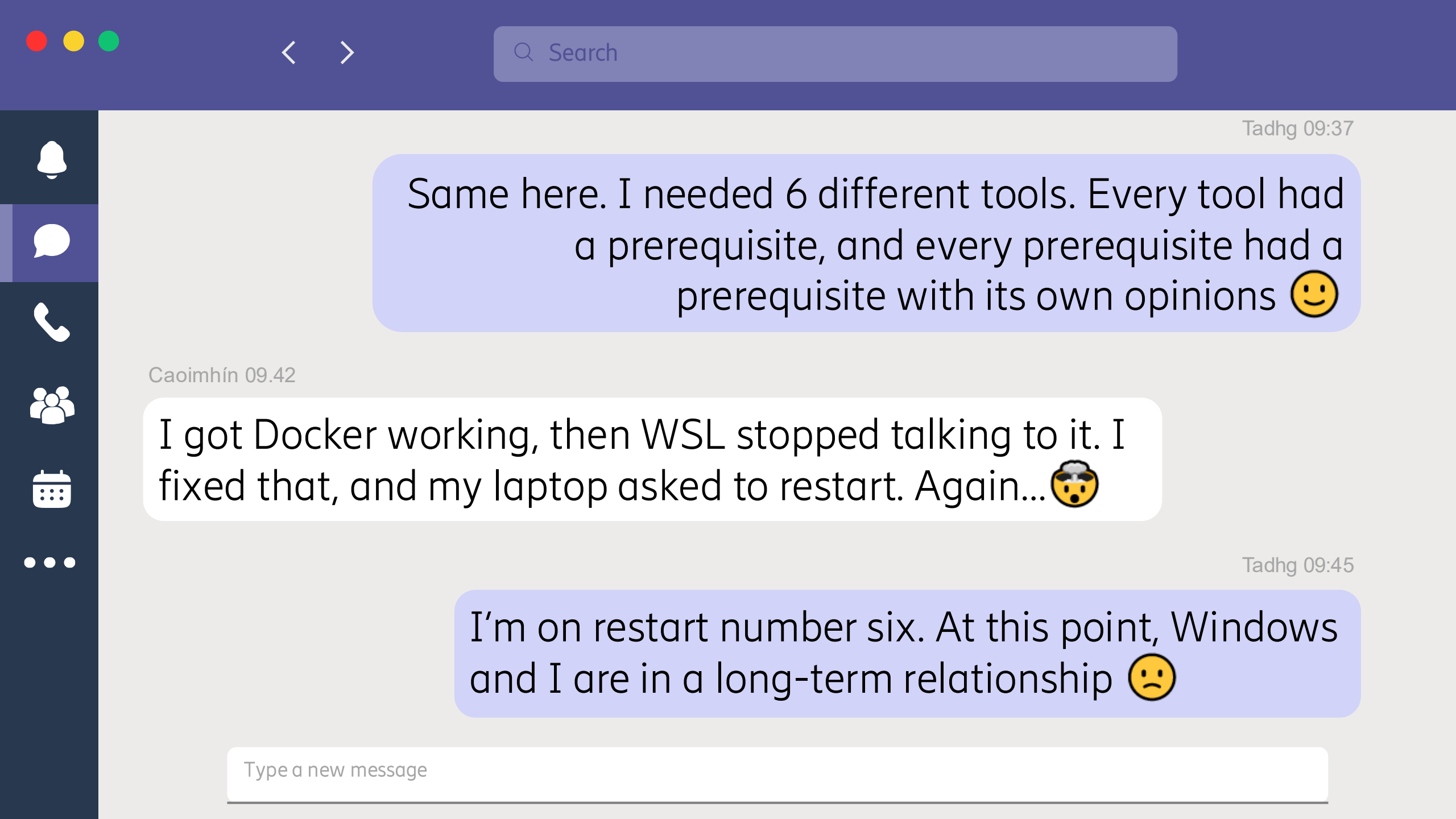
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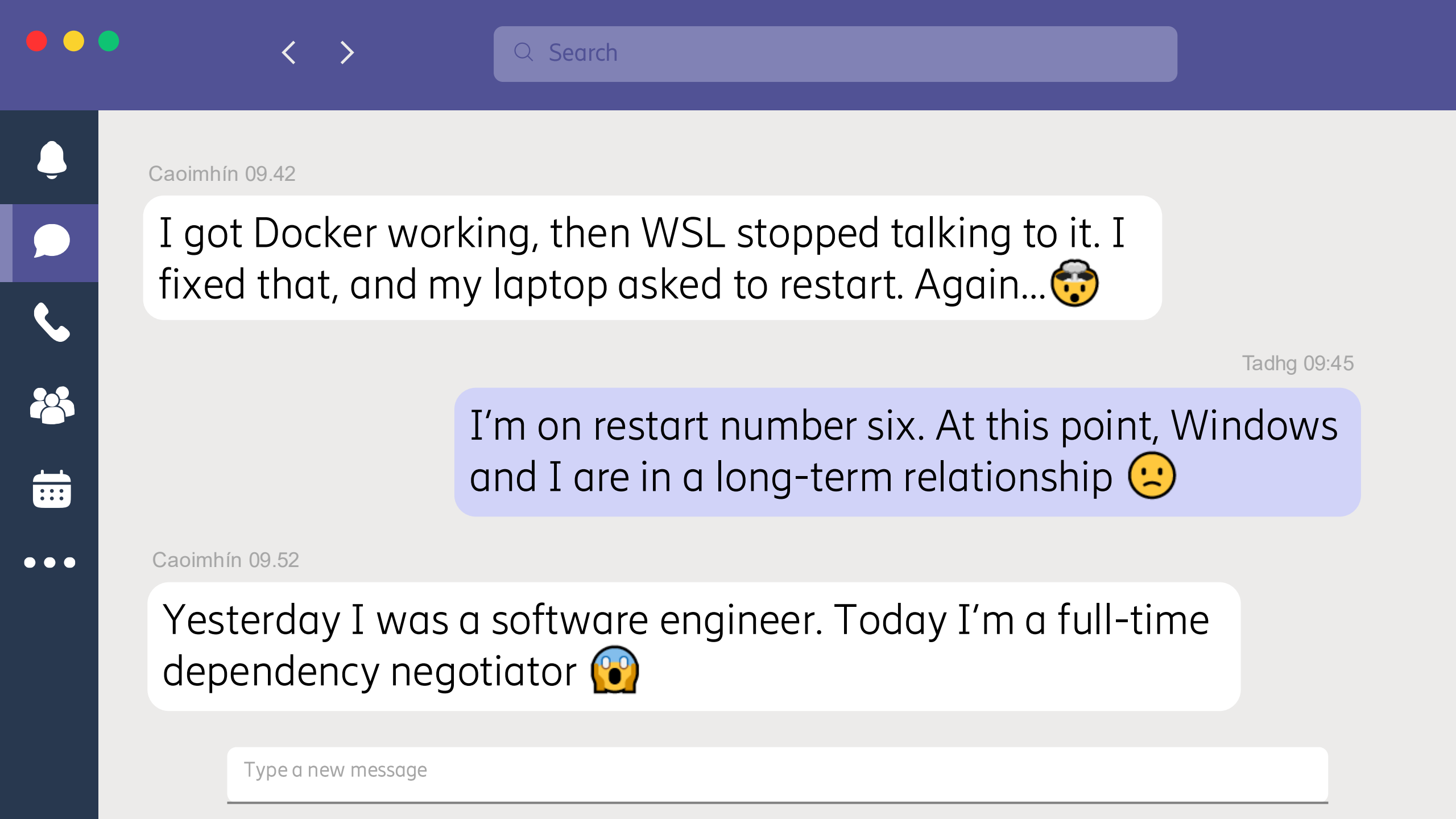
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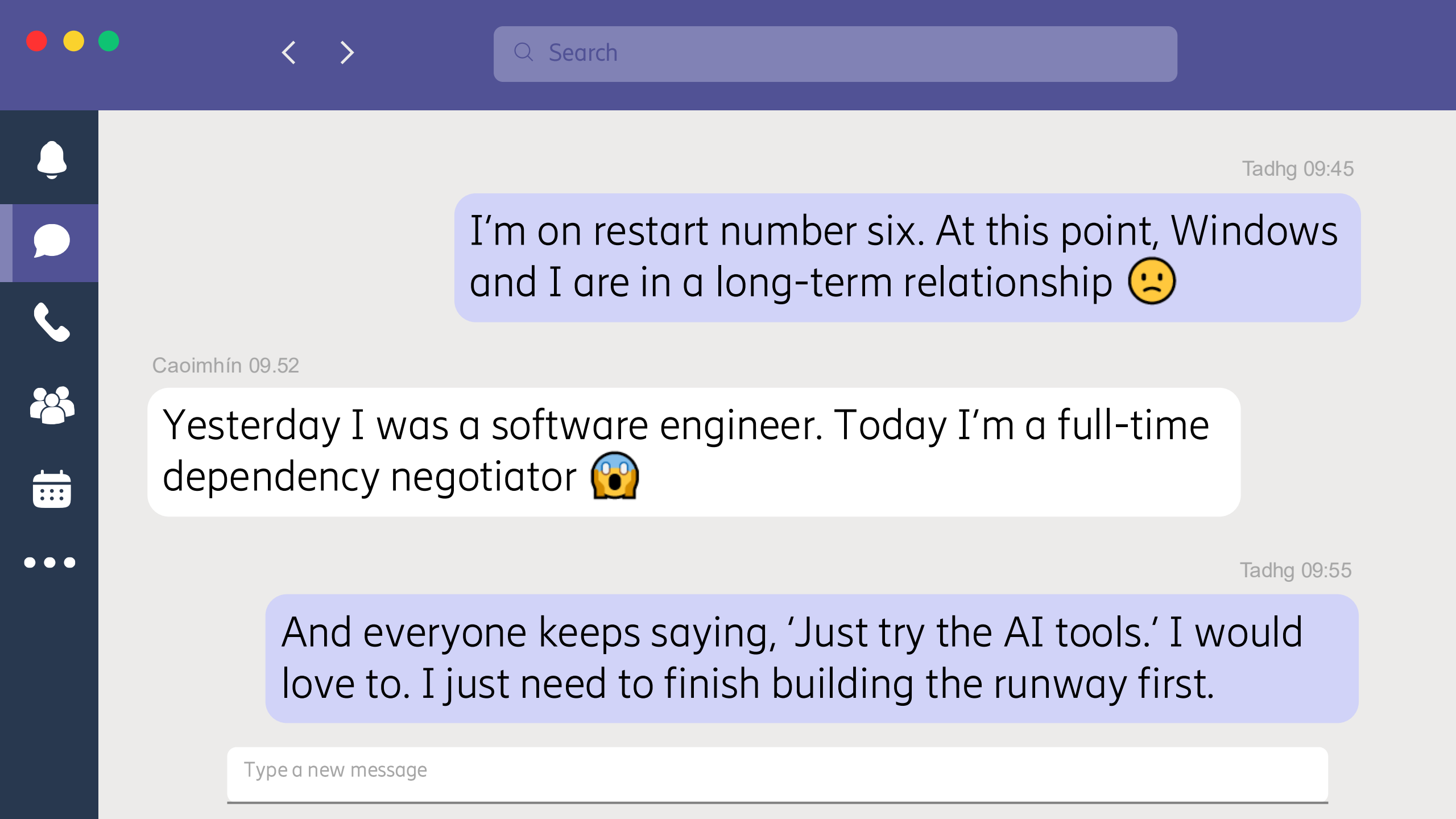
Caoimhín 09.42

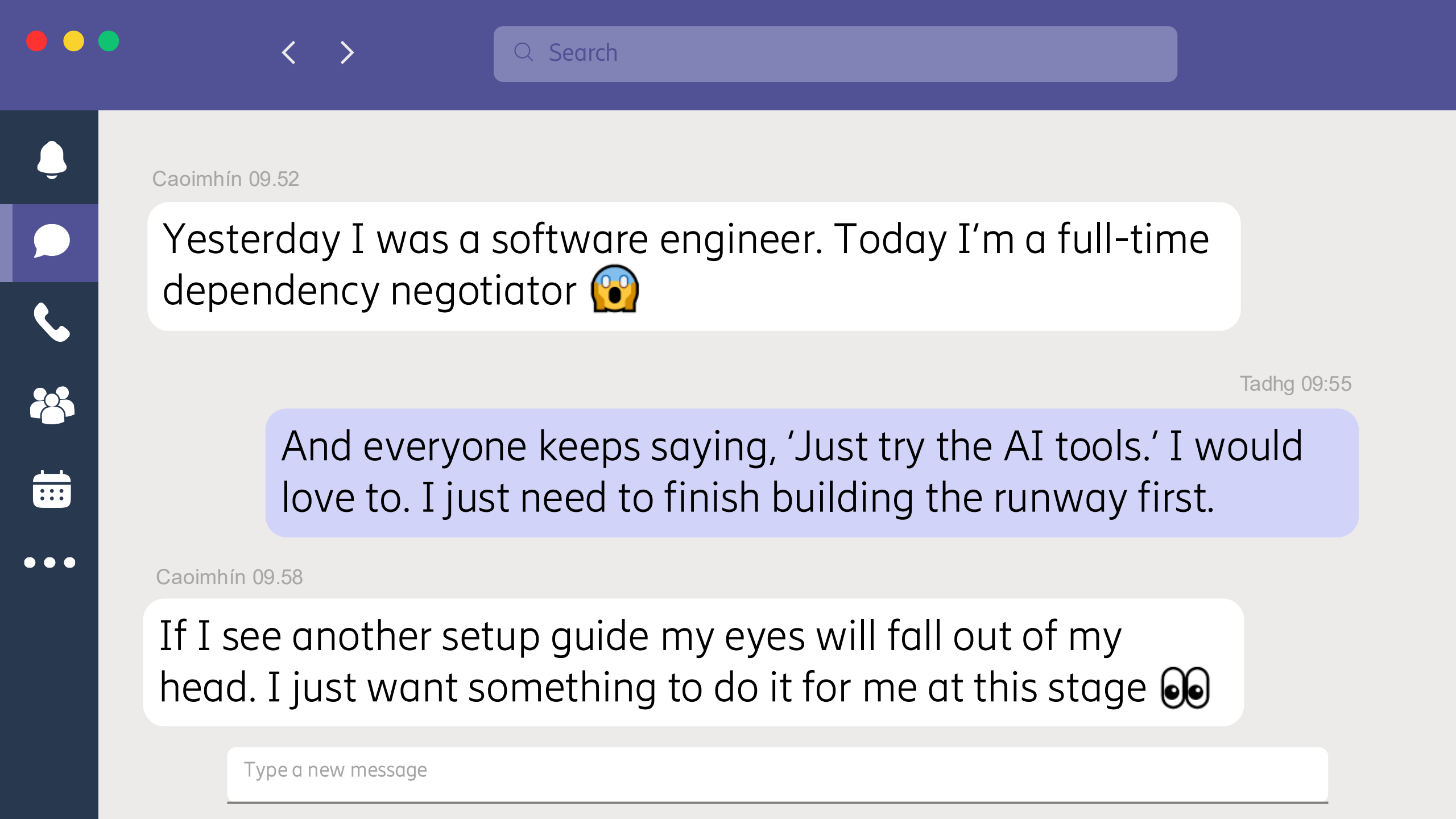
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I'm on restart number six. At this point, Windows and I are in a long-term relationship 😕
Type a new message

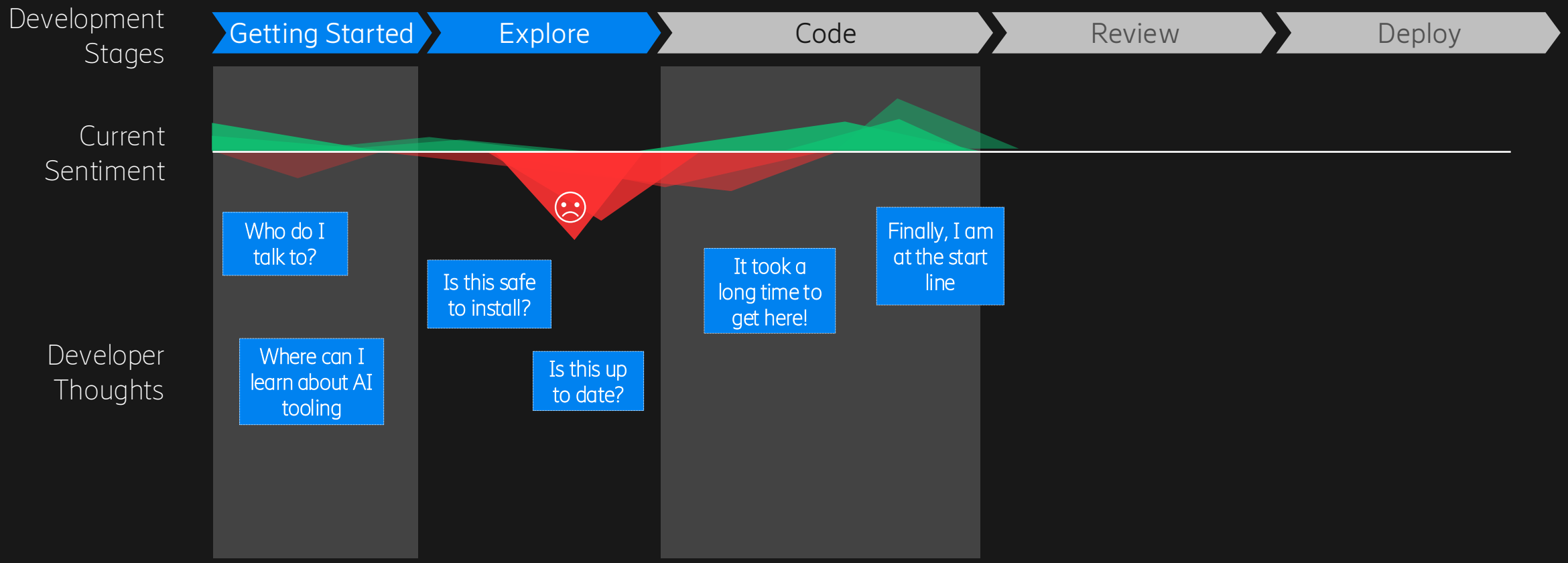

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Yesterday I was a software engineer. Today I'm a full-time dependency negotiator
Type a new message

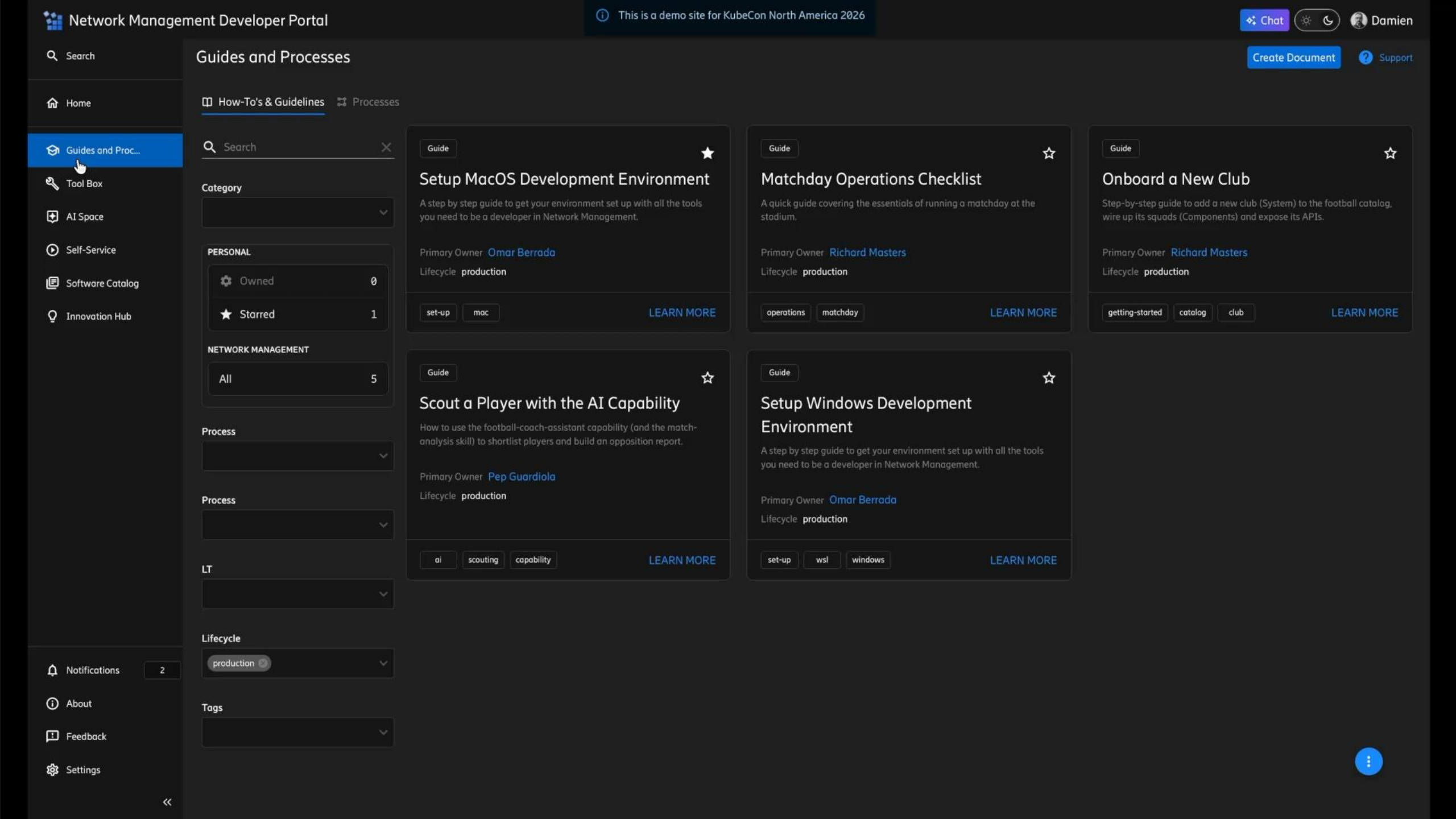

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And everyone keeps saying, 'Just try the AI tools.' I would love to. I just need to finish building the runway first.
Caoimhín 09.58
If I see another setup guide my eyes will fall out of my head. I just want something to do it for me at this stage 👀
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Insight:

How do I get started with AI tooling on my laptop




Network Management Developer Portal
This is a demo site for KubeCon North America 2026
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All 5
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What we are hearing - How do I focus on the job to be done and not have to learn AI infra ...



Fiachra

Experienced Developer

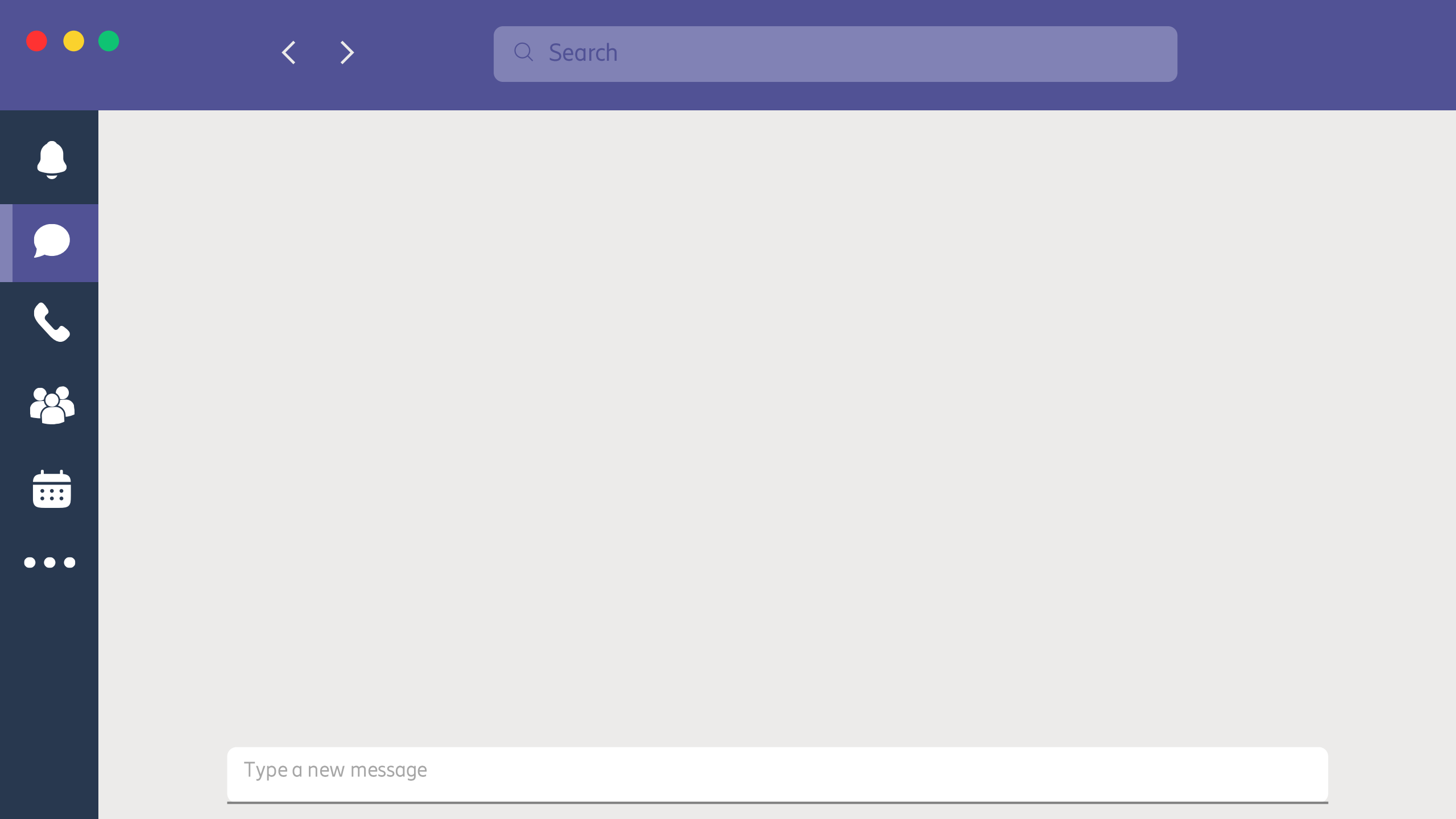
10+ years of experience

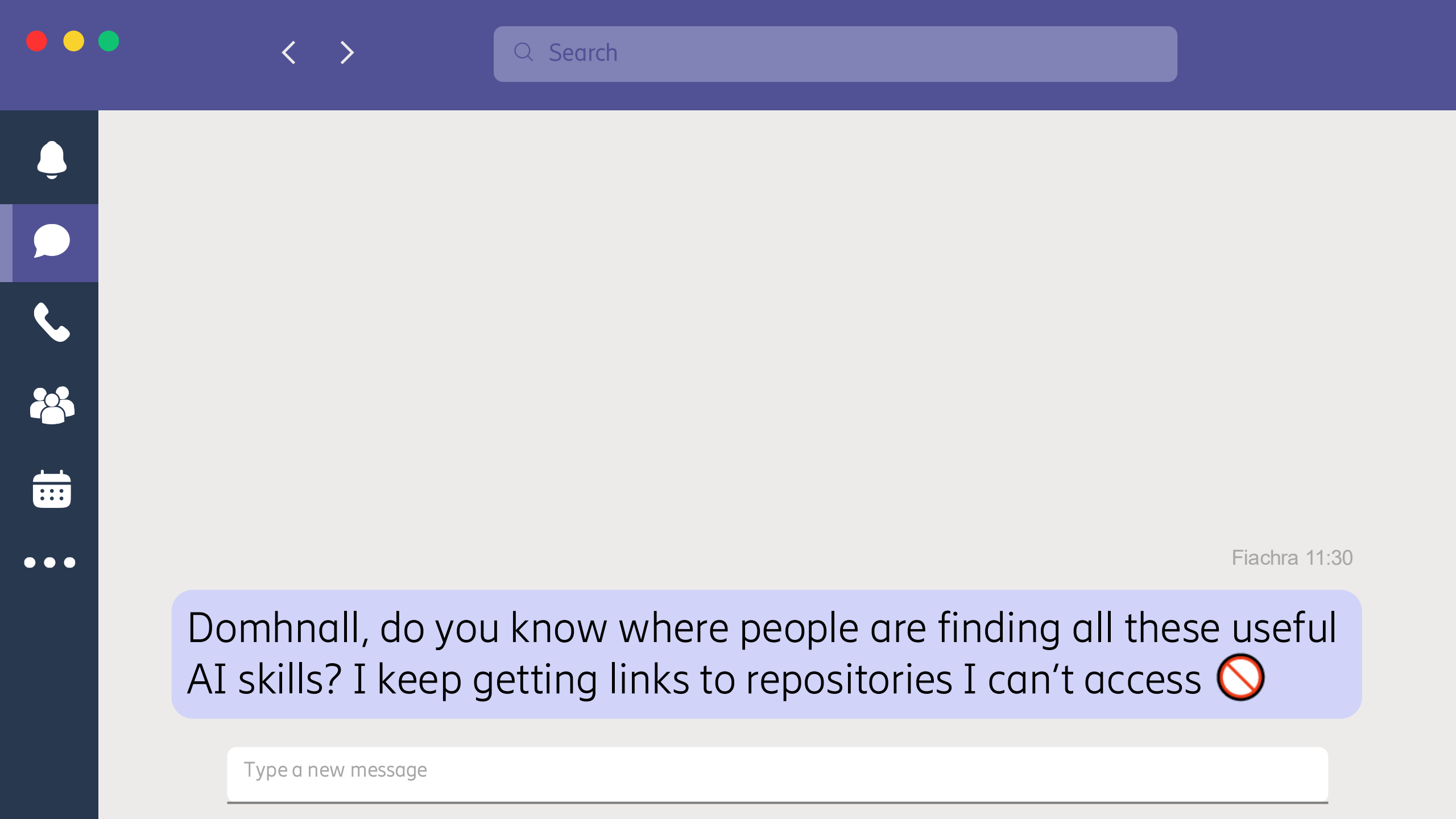


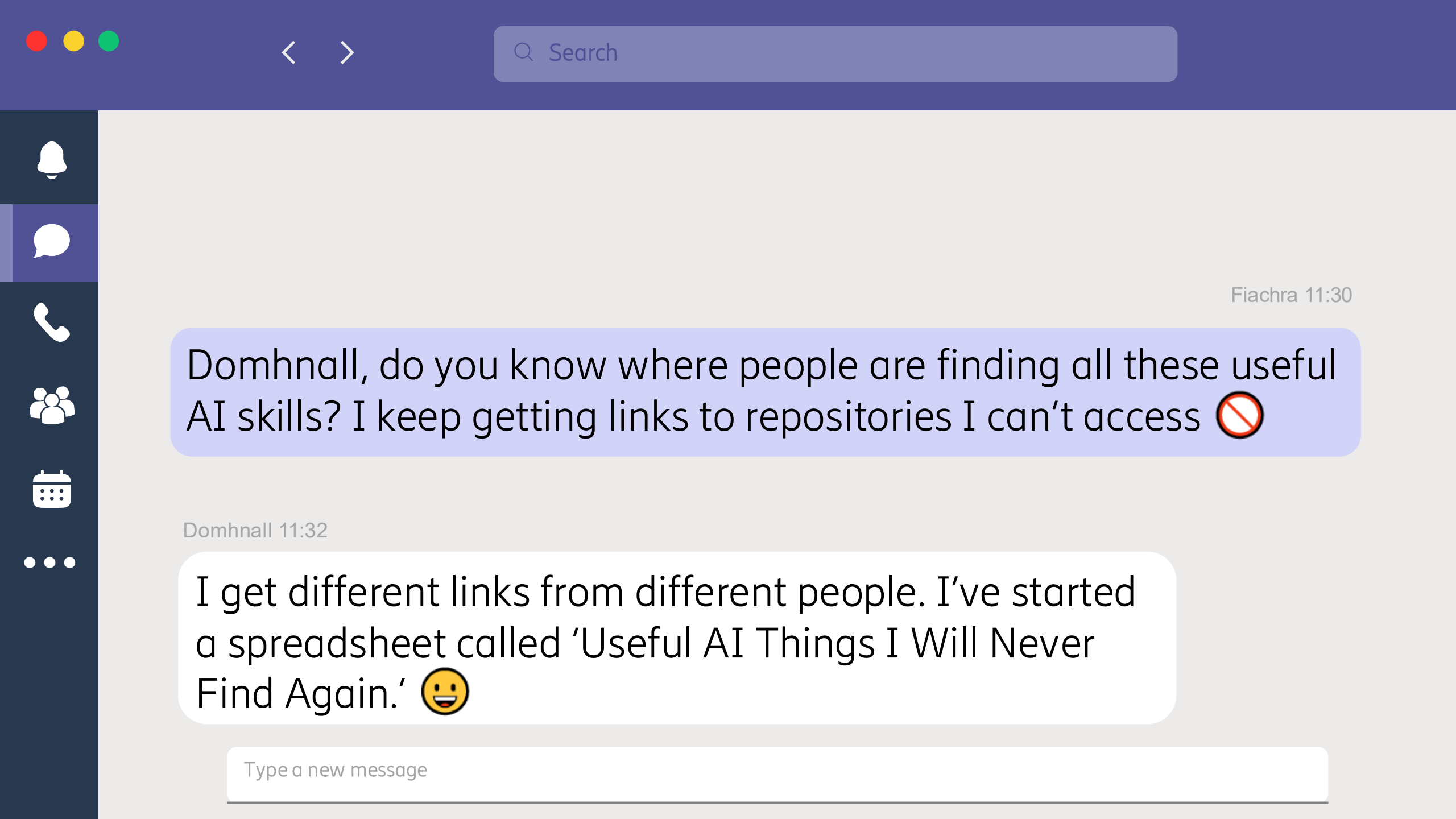
Domhnall

Experienced Developer

15+ years of experience and extremely busy


Search
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Search
Fiachra 11:30
Domhnall, do you know where people are finding all these useful AI skills? I keep getting links to repositories I can’t access 🚫
Type a new message


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Domhnall 11:32
I get different links from different people. I've started a spreadsheet called 'Useful AI Things I Will Never Find Again.' 😀
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Fiachra 11:35

That's more organised than me. Mine are in browser tabs. I'm afraid to close the laptop in case the knowledge disappears 😕

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Domhnall 11:32

And when you do find a skill, you've no idea whether it's current, secure, duplicated somewhere else, or maintained by someone who left three projects ago 😲

Type a new message

Search

That's more organised than me. Mine are in browser tabs. I'm afraid to close the laptop in case the knowledge disappears 😕

Domhnall 11:32

And when you do find a skill, you've no idea whether it's current, secure, duplicated somewhere else, or maintained by someone who left three projects ago 😳

Fiachra 11:35

I built a useful skill myself, but sharing it seems to require finding the right repository, the right template, the right tags and possibly the right phase of the moon!!

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maintained by someone who left three projects ago 😱

Fiachra 11:35

I built a useful skill myself, but sharing it seems to require finding the right repository, the right template, the right tags and possibly the right phase of the moon!!

Domhnall 11:43

Then comes the next challenge 🙂 You finally have skills, agents, MCPs, knowledge and hooks, and someone says: ‘Great, now assemble them into something useful.’

Type a new message

Search

require finding the right repository, the right template, the right tags and possibly the right phase of the moon!!

Domhnall 11:43

Then comes the next challenge 🙂 You finally have skills, agents, MCPs, knowledge and hooks, and someone says: ‘Great, now assemble them into something useful.’

Fiachra 11:45

Exactly. I don’t want to spend half the day building an agent so I can begin the work I was meant to finish before lunch.

Type a new message

Search

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Fiachra 11:45

Exactly. I don’t want to spend half the day building an agent so I can begin the work I was meant to finish before lunch.

Domhnall 11:48

We have plenty of AI ingredients. What we don’t have is a menu, a kitchen, or any clue who labelled the jars 😀

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Exactly. I don’t want to spend half the day building an agent so I can begin the work I was meant to finish before lunch.

Domhnall 11:48

We have plenty of AI ingredients. What we don’t have is a menu, a kitchen, or any clue who labelled the jars 😀

Fiachra 11:45

So discovery, contribution and composition are all separate adventures, and somehow the developer is expected to be the tour guide 😓

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Fiachra 11:45

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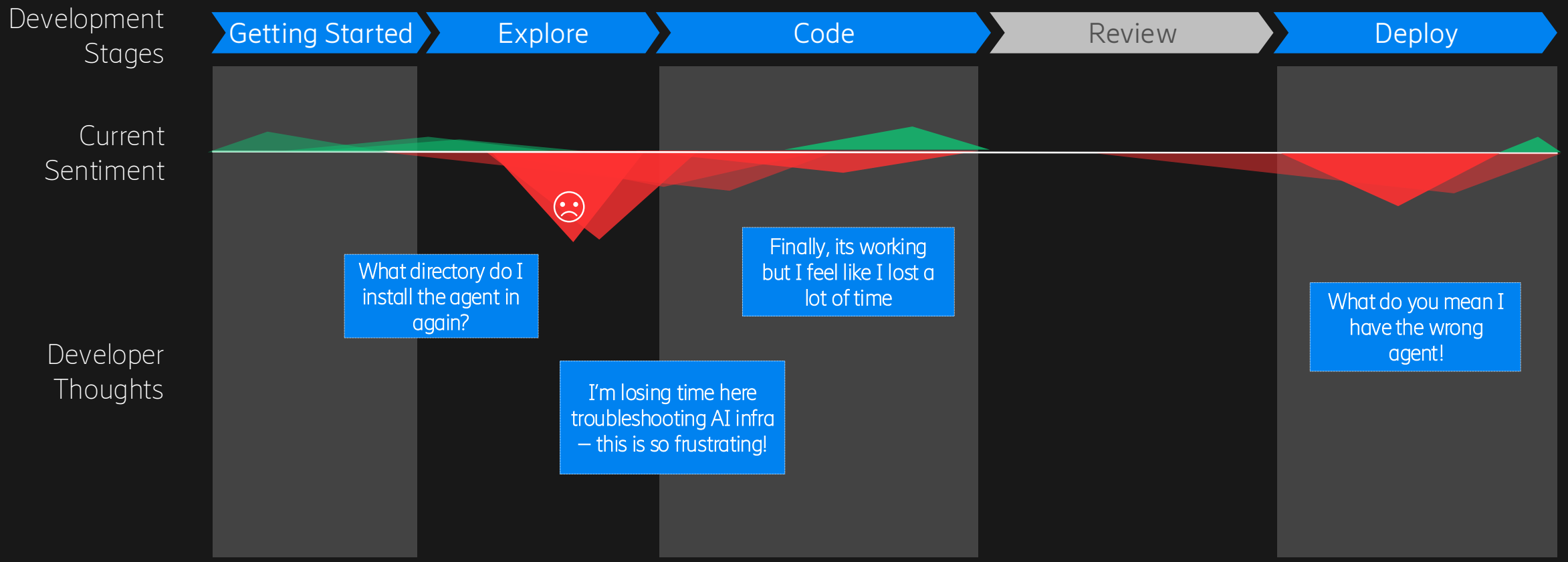
Fiachra 11:45



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Insight:

How do I focus on the job to be done and not have to learn AI infra



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AI Space

+ Register AI Artifact

Accelerate your development journey with AI tools designed specifically for Network Management engineers.

AI enabled DX transforms how you work by:

- **Unifying your experience** - Consistent AI tools across all Network Management teams
- **Boosting productivity** - Intuitive, high-impact tools that eliminate repetitive tasks
- **Streamlining workflows** - Seamless automation and AI integration in your development process

It is important that engineers ensure they use these AI tools in a responsible and ethical manner aligned with company values and policies.

Latest AI News

Football Coach Assistant now live in AI Space

1 day ago in AI

The football-coach-assistant capability is available to install via nmctl.

See all →

AI Artifacts

Explore the AI Catalog containing all the AI Artifacts to enable your AI Acceleration

Capability (3) | MCP Server (2) | Skill (3) | Agent (3) | Hook (2) | Steering (2)

Filter by tag

Search AI Artifacts

Steering

Club Conventions

Steering module defining club-wide conventions for AI output: terminology, units, tone, and how to reference players, clubs and...

Primary Owner FIFA

Lifecycle production

football | steering | conventions | +1 more

View entity →

Agent

fitness-coach

Fitness and conditioning agent: plans training load, manages rotation, and advises on return-to-play, grounded in the injury-risk skill. Built fo...

Primary Owner FIFA

Lifecycle production

football | fitness | agent | +1 more

View entity →

Capability

Football Coach Assistant

A football coaching capability that bundles the football-scout agent with the match-analysis skill. Analyse fixtures, scout players against a...

Primary Owner FIFA

Lifecycle production

football | capability | coaching | +2 more

View entity →

Agent

football-scout

Scouting agent that shortlists players against a club's needs, builds

Skill

injury-risk

Estimate player injury risk from workload, minutes played, and recovery

Skill

match-analysis

Analyse football match data: parse match events, compute possession,

What are we hearing - How do we share context, so we keep token spend down ...



Ciarán

Operations

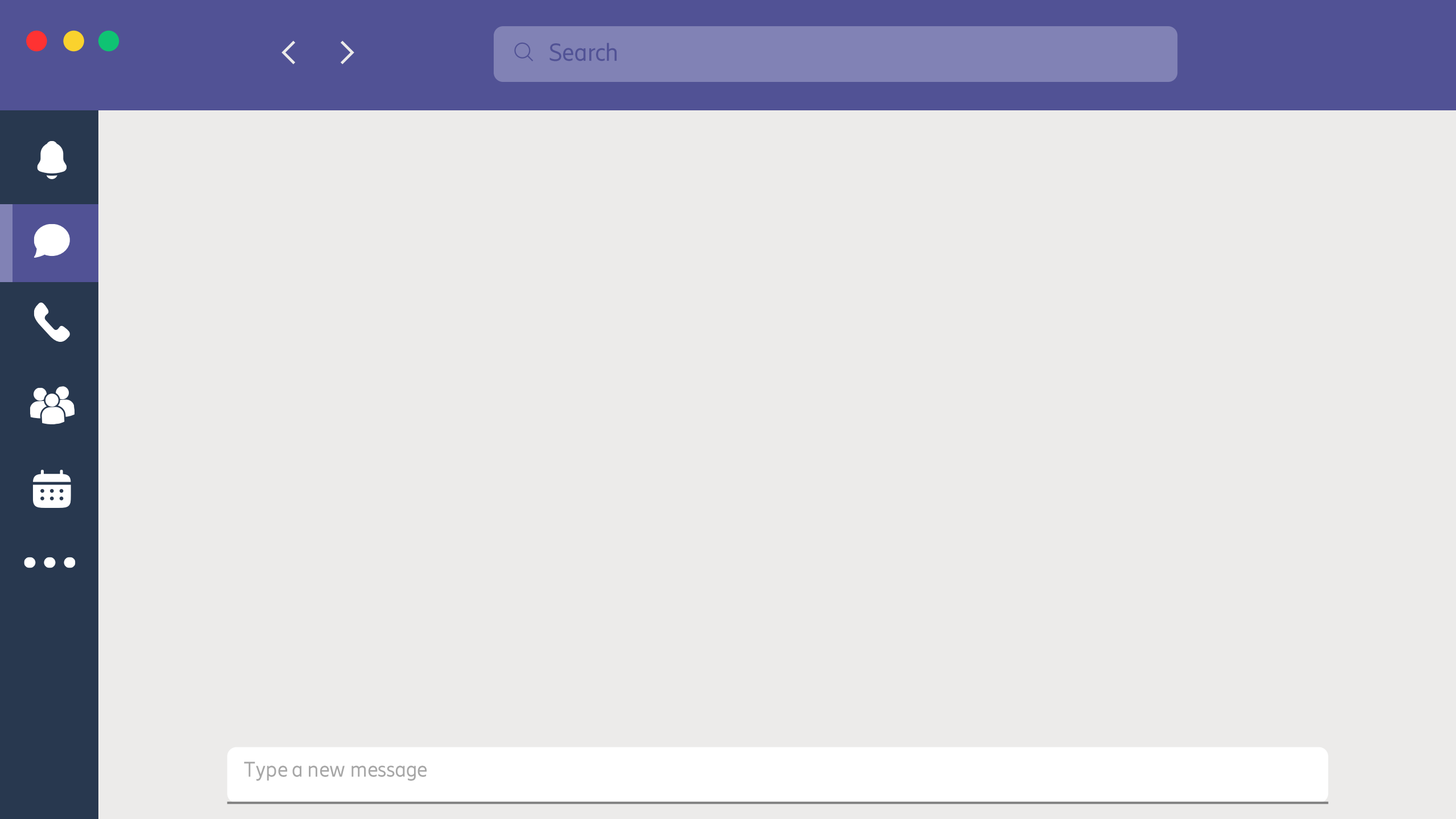
7+ years of experience with pipelines and troubleshooting

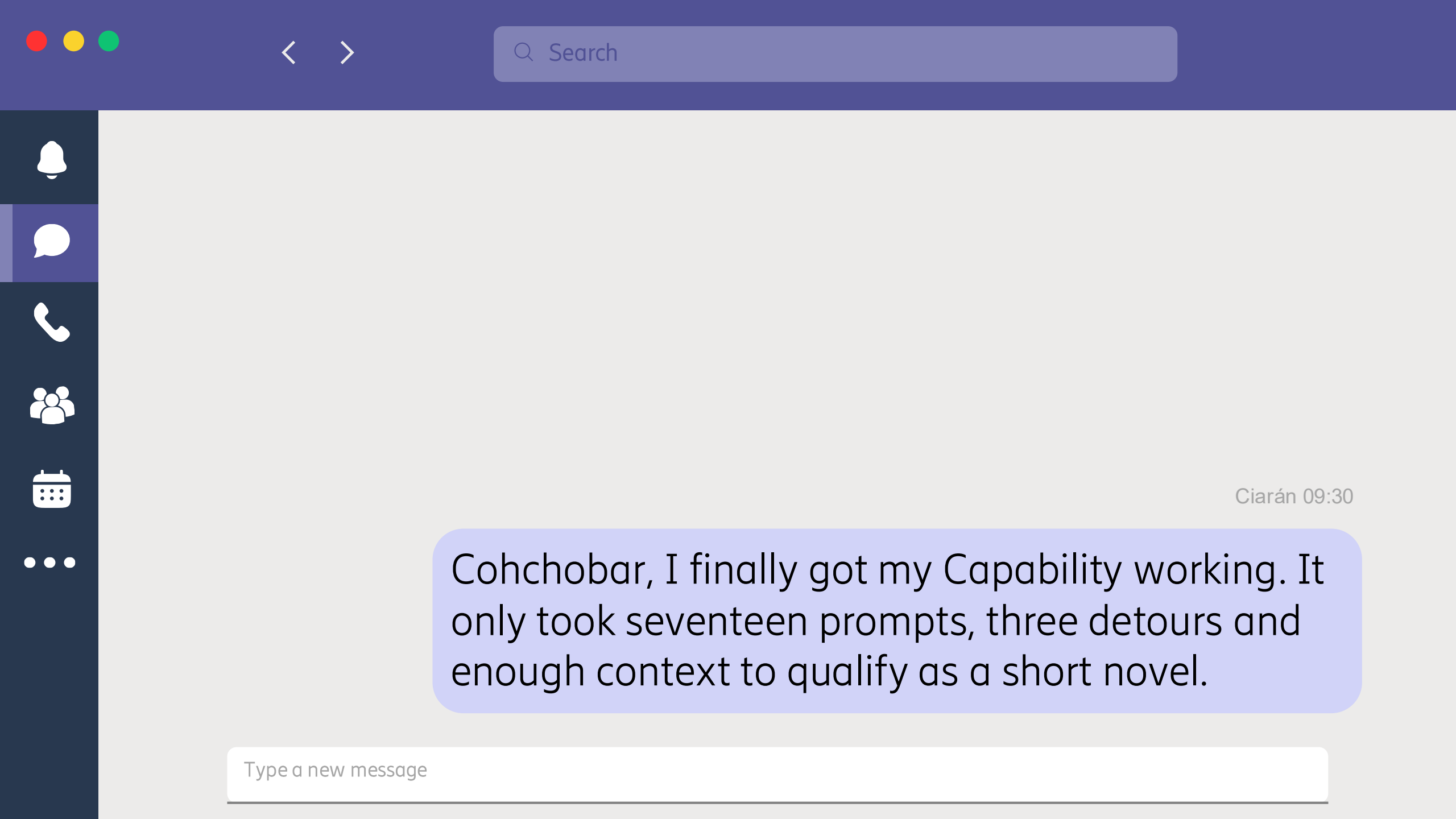


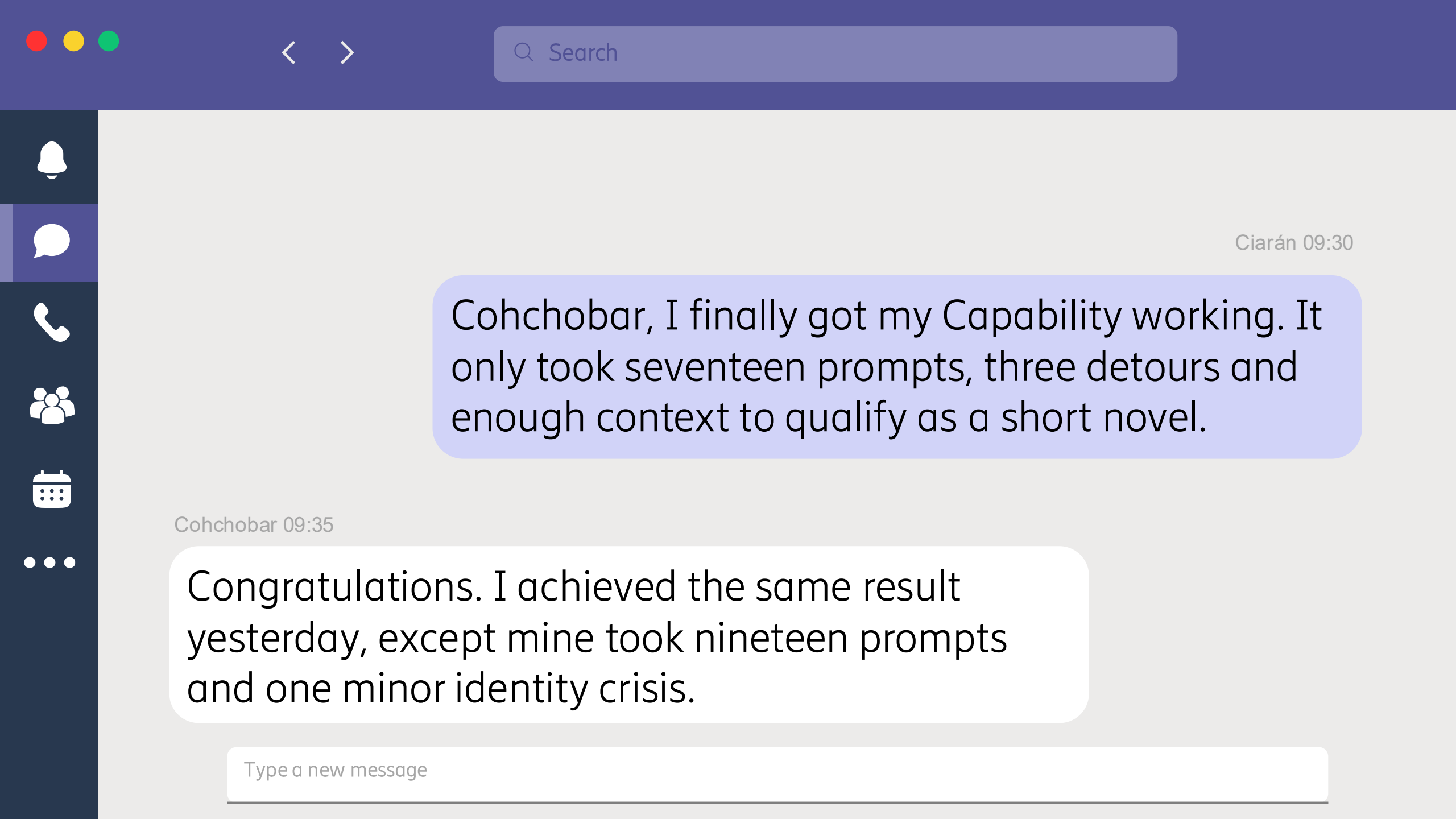
Conchobar

Product Engineering

8+ Years experience writing tests for pipelines


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Search
Ciarán 09:30
Cohchobar, I finally got my Capability working. It only took seventeen prompts, three detours and enough context to qualify as a short novel.
Type a new message


Search
Ciarán 09:30
Cohchobar, I finally got my Capability working. It only took seventeen prompts, three detours and enough context to qualify as a short novel.
Cohchobar 09:35
Congratulations. I achieved the same result yesterday, except mine took nineteen prompts and one minor identity crisis.
Type a new message

Search

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Cohchobar 09:35

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Type a new message

Search

Cohchobar 09:35

Congratulations. I achieved the same result yesterday, except mine took nineteen prompts and one minor identity crisis.



Ciarán 09:37

Now the team wants the same insight. Do they all have to repeat the entire conversation?

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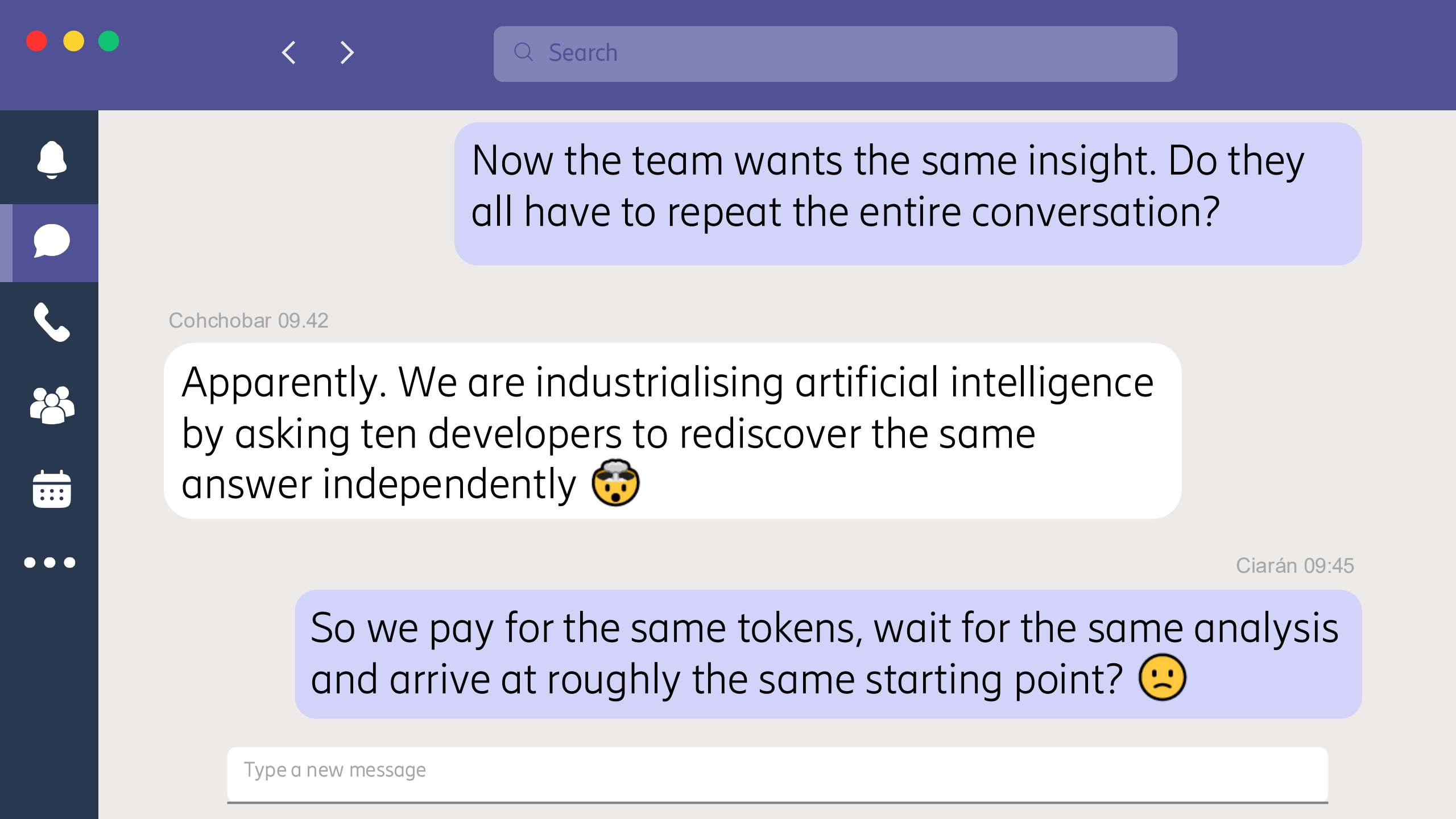
Ciarán 09:37

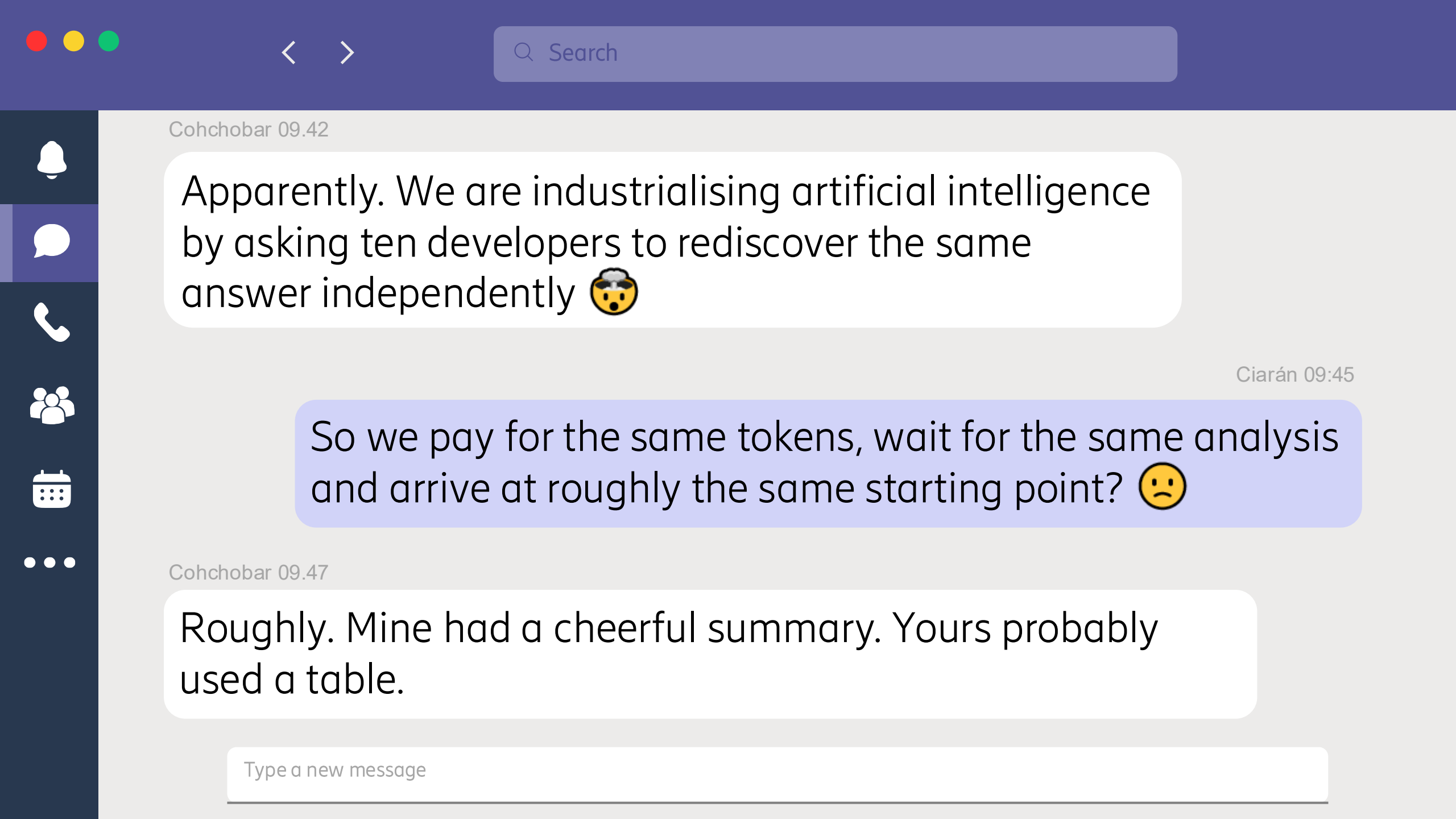
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Cohchobar 09.42

Apparently. We are industrialising artificial intelligence by asking ten developers to rediscover the same answer independently 😲

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Search
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So we pay for the same tokens, wait for the same analysis and arrive at roughly the same starting point? 😕
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So we pay for the same tokens, wait for the same analysis and arrive at roughly the same starting point? 😕
Cohchobar 09.47
Roughly. Mine had a cheerful summary. Yours probably used a table.
Type a new message

Search

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Cohchobar 09.47

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Naturally. But for things like Pipeline Insights or Design Rule Analysis, the useful part is the shared result and its context.

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Instead, everyone burns tokens reconstructing the context before they can ask the question they actually care about.

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Ciarán 09:55

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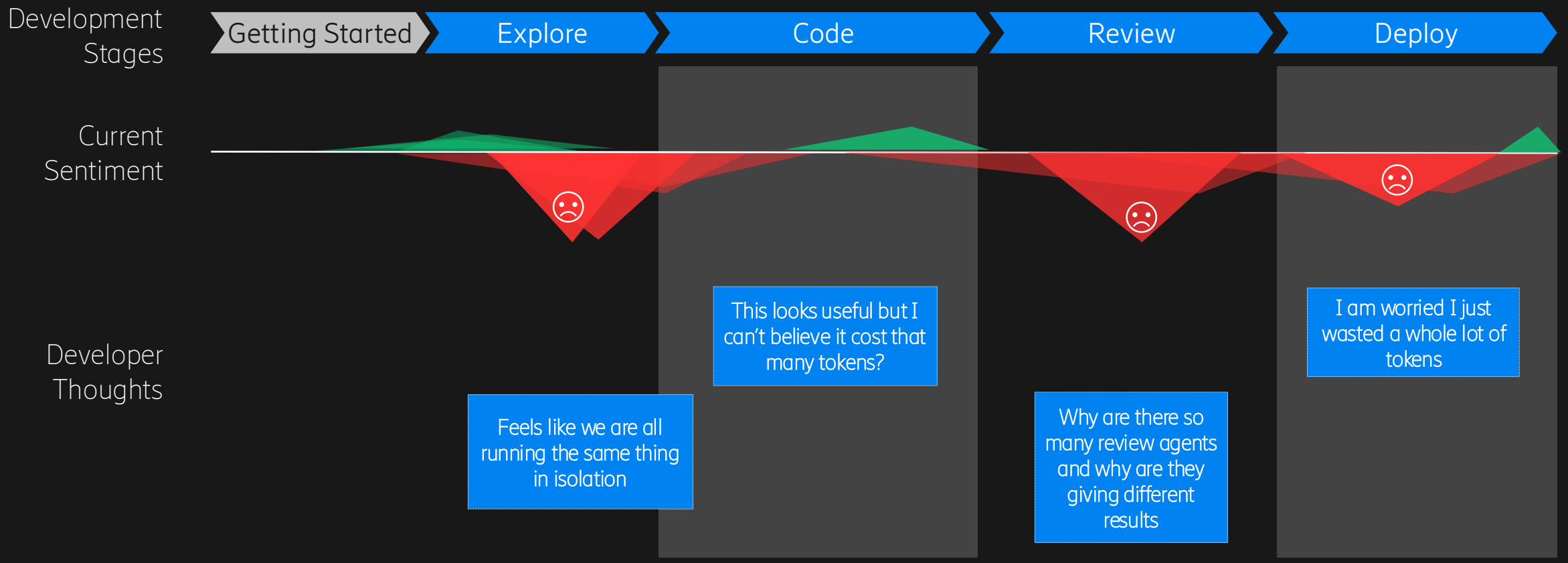
Ciarán 09:57

It’s AI Groundhog Day, only the groundhog has a usage meter 📈

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Insight:

How do we share context, so we keep token spend down



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In-portal developer tools available in this demo.

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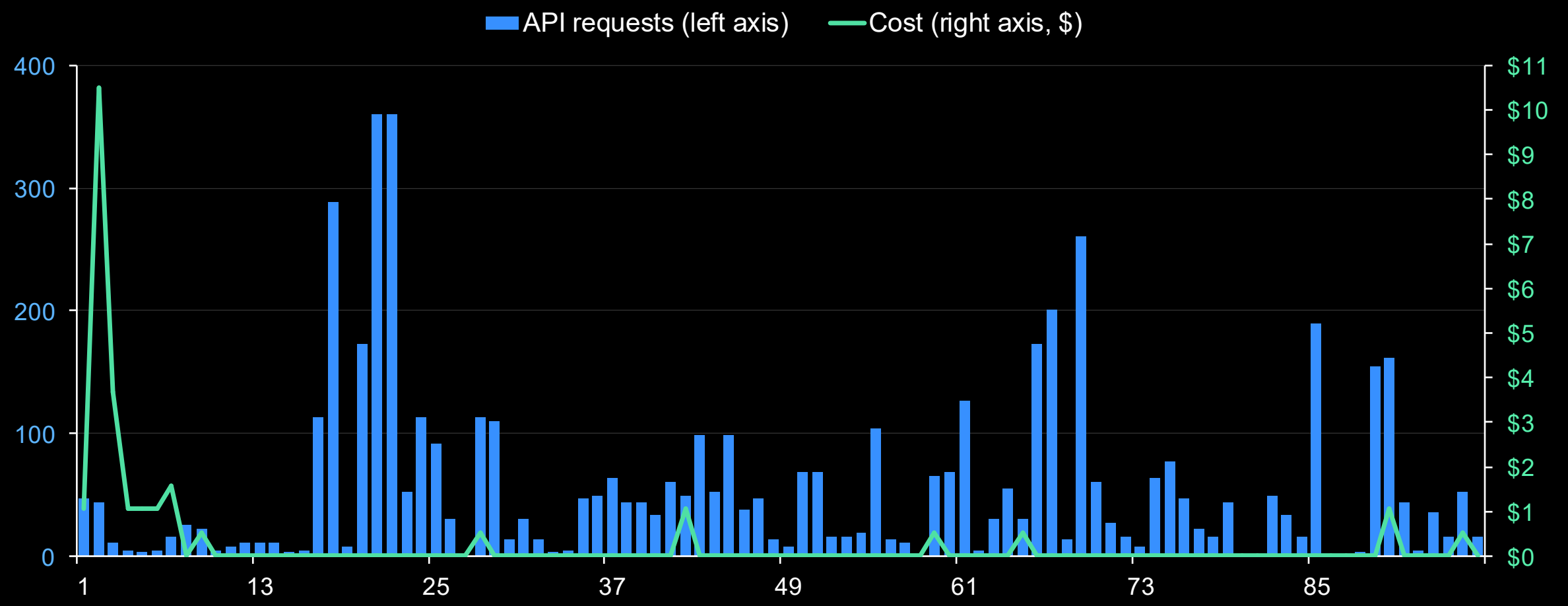
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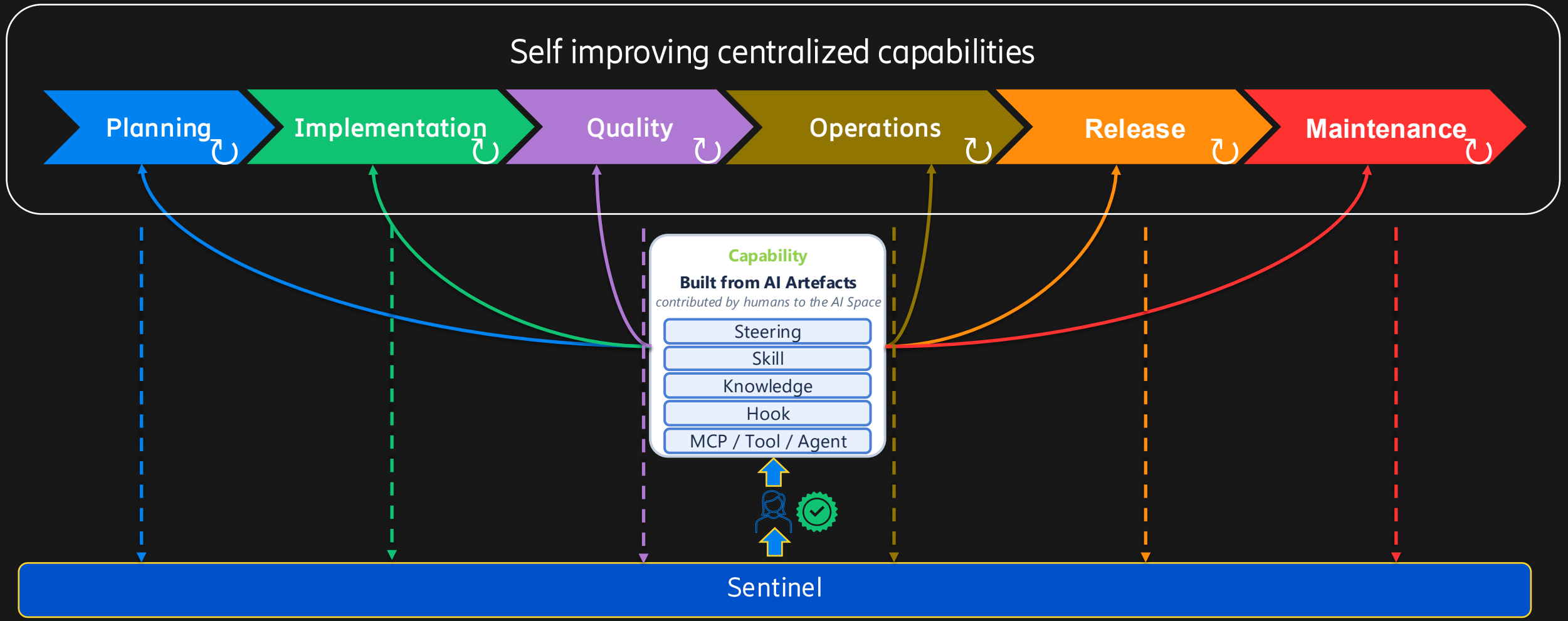
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Pipeline Insights: API requests vs cost



Cost reduction through tuning over 90 days

Self improving AI Powered SDLC



Ericsson NMDX Approach

DX AI taking the next step powering our developers experience with AI.

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838 Visits
September 2024

2170 Visits
January 2025

3439 Visits
March 2025

4073 Visits
October 2025

4614 Visits
March 2026

5717 Visits
Oct 2026

Weekly Visits

DX AI

- Adding **GenAI** content
- **Automated** workflows
- **Removing** silos

-22 NPS
July 2023

-2 NPS
Nov 2024

+3 NPS
Dec 2025

? NPS
Nov 2026

Continuous engagement with Developers ...

Further reading

- How Ericsson Scaled Developer Experience With Backstage - Backstagecon – Nov 10th 2025
- The Journey Continues - Backstage Community - March 18th 2026
- Ericsson Technology Review | Enhancing developer experience to accelerate network automation

Contact us



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Kieran Egan

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kieran.egan@ericsson.com

LinkedIn