

# DX Platform & Product Management: A Perfect Match

Presented by Ben Burbank and Tim Haagenon





Ben Burbank

- Sr. Manager for DX Eng at AA
- Passionate about all things DX & business agility

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Tim Haagenon

- DX product owner at AA
- Fifteen years of software development experience

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- ❖ World's largest airline
- ❖ Fly 500,000 passengers daily
- ❖ Operate about 6,700 flights per day
- ❖ We offer flights to nearly 350 destinations in more than 50 countries

**American Airlines**   
You are why we fly™

**We envision and engineer  
unrivaled digital products that  
drive a more reliable and  
profitable airline**



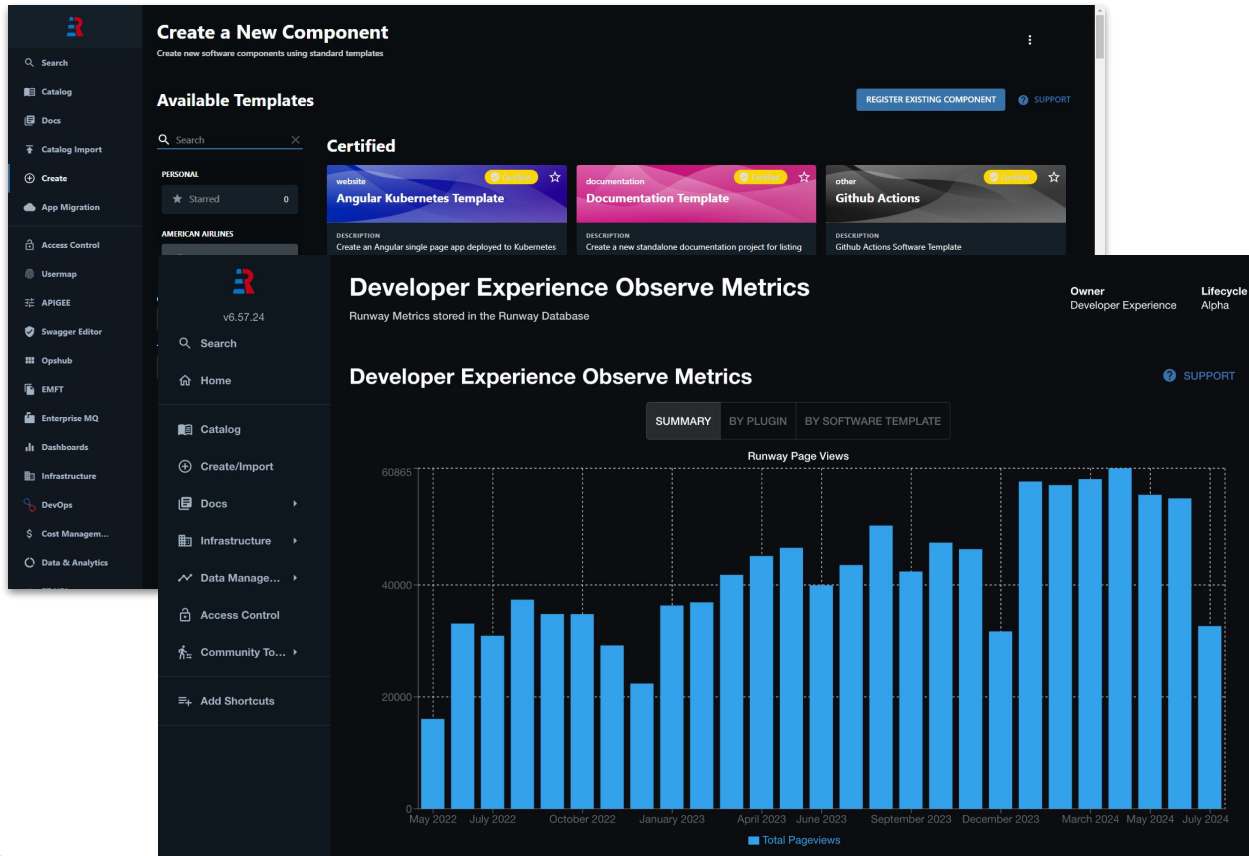
American Airlines IT Vision



# Our DX journey

- ❖ Optimize for developer flow
- ❖ Build a community
- ❖ Product management focus





# Where we are today

- Certified templates saving months of work
- Ephemeral non-prod environments based on pull requests
- 50,000 + site visits/month

# Optimizing for Developer Flow





## Developer Flow

- Focus on the pains they have today
- Abstract away the hard stuff
- Make it easy to find and consume





## DevEx Platform Rule

All contributions must give the developer what is asked for when the button is clicked

- No tickets
- No emails
- No approvals
- No exceptions\*

\*some exceptions apply



# Building a Community



# Who are your users?

- Product Team Devs
- Shared Service Team Devs



# Feedback is key

- Shared spaces for engagement
- Regular Events
- Interviews
- Surveys



## Giving back

- American Airlines commits to Open Source
- Shared/learned with hundreds of other companies

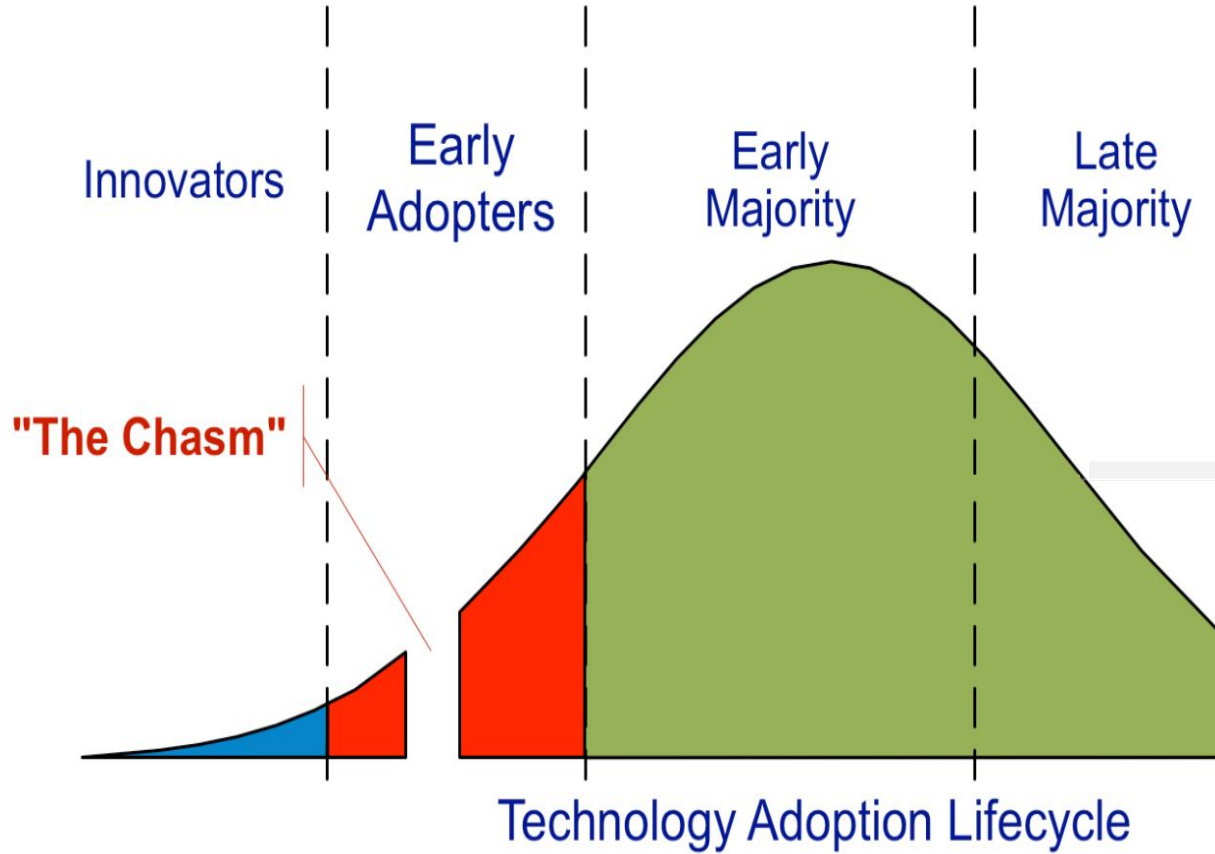
# Product management focus

# THE LAW



## Avoiding the mandate

- Mandates makes for sloppy products
- The best innovative works comes through product discovery



## Understanding market adoption curve

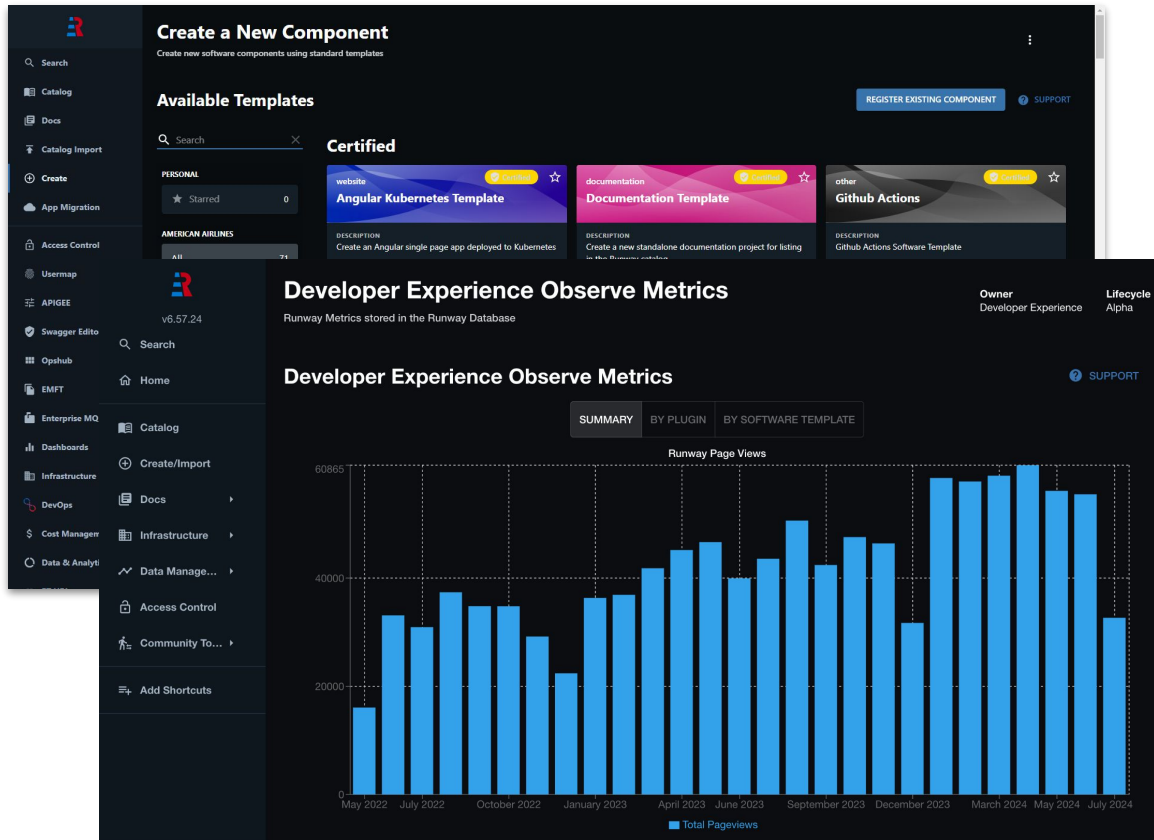
- Early adopters
- Early majority
- Late majority





## Okay so how?

- Determine what's important
- Measure it
- Focus relentlessly



# Where we are today

- Certified templates saving months of work
- 50,000 + site visits/month
- Increased adoption of runtime platform by 2000% (10 to 200 apps) in one year
- Ephemeral non-prod environments based on pull requests



## Our Future

- Continued adoption of certified software delivery templates
- Automated software delivery governance
- Building a community for DX
- Expanding our scope & influence

# Thank you!



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