
Ghostwritten for a DevOps consulting client, for an audience of engineering leaders and technical decision-makers.

A lot of "platform engineering" initiatives are really just DevOps with a new title.

The difference shows up in how the team spends its time.

A DevOps team often measures success by how quickly it closes requests.

A platform team builds products for developers: self-service environments, opinionated workflows, and guardrails that make the right path the easiest one.

One model scales with headcount. The other scales with adoption.

But here's the part that gets overlooked. An internal platform isn't successful because it's built on Kubernetes or Terraform. It's successful because developers actually choose to use it.

That means treating developers like customers, collecting feedback, improving the experience, and removing friction with every iteration.

If success is still measured in tickets closed, the platform transformation probably hasn't happened yet.