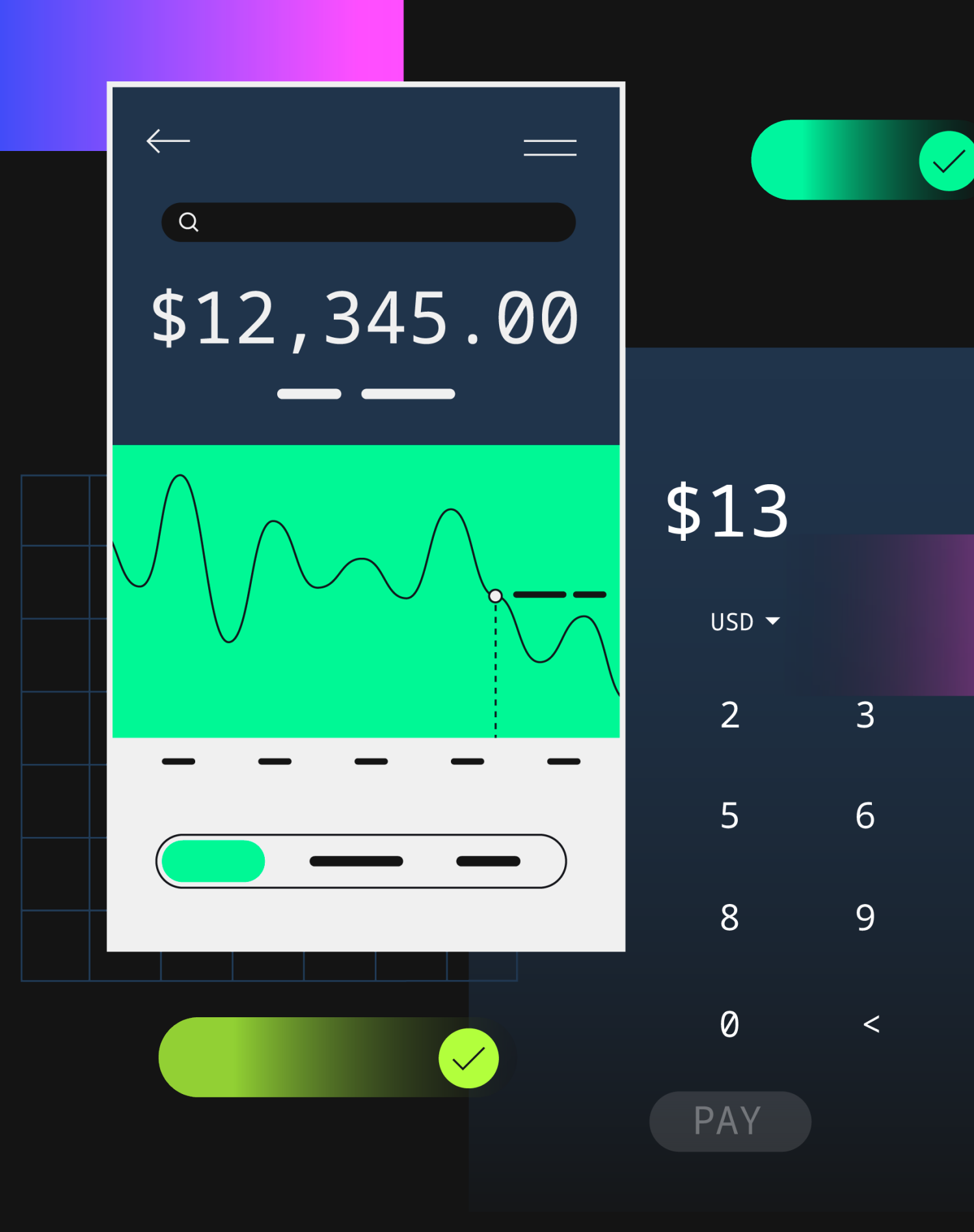


CASE STUDY

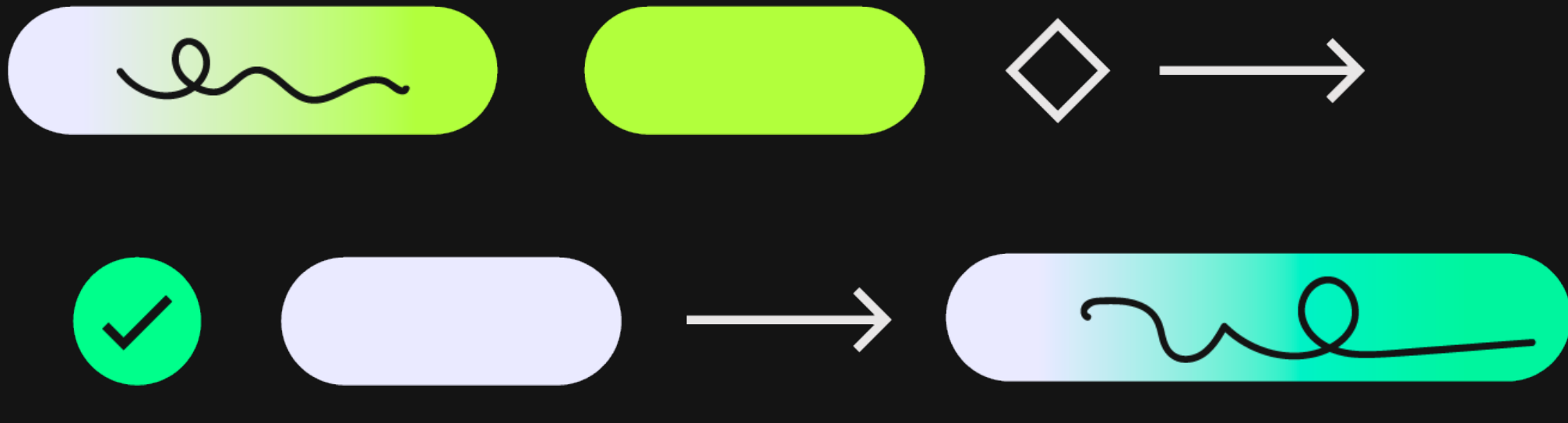
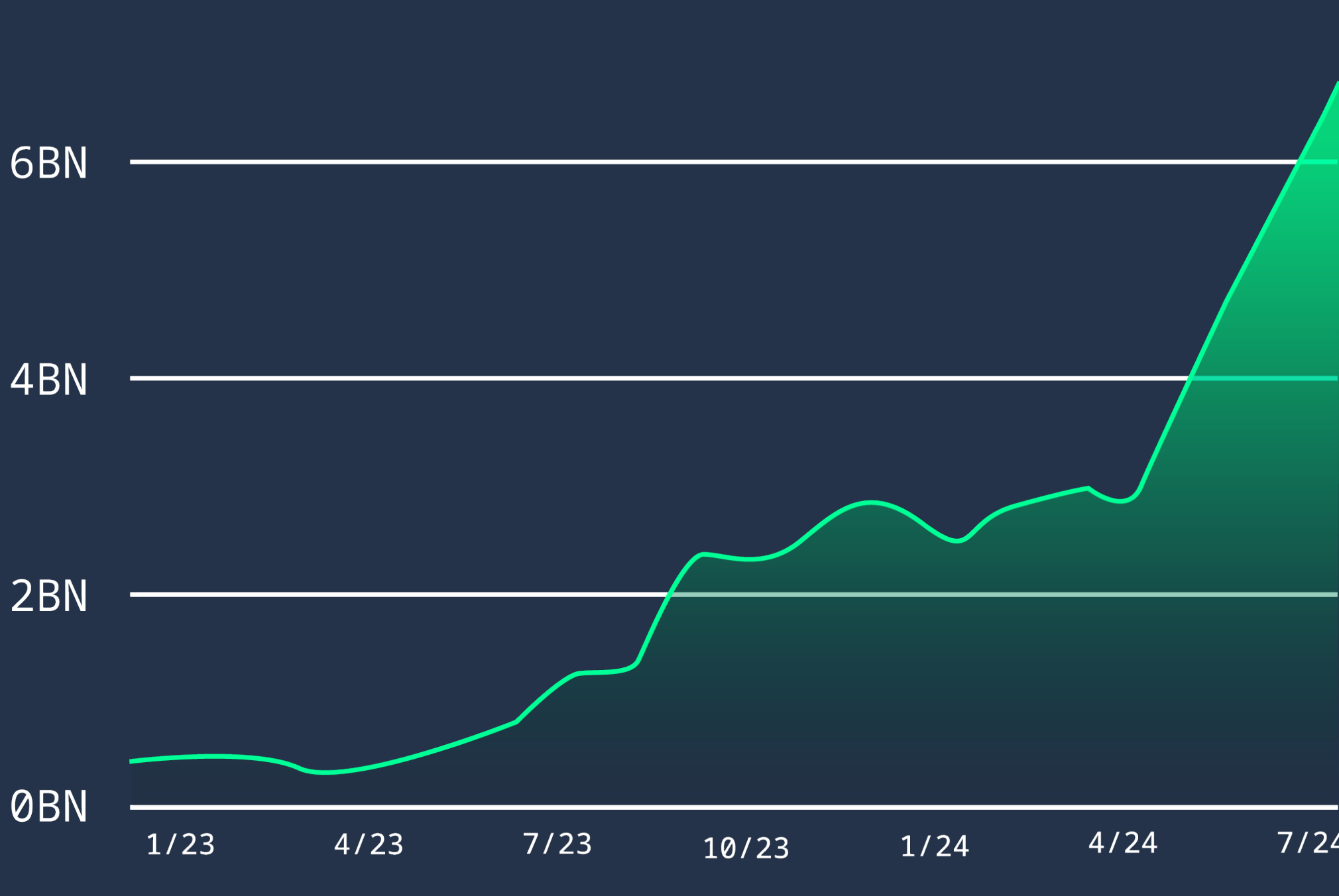
# Cash App’s Success with Temporal: Platform as Product

A proven playbook for platform teams to drive developer adoption



BY THE NUMBERS

Cash App went from 470 million actions per month on Temporal to over 6.4 billion actions per month.

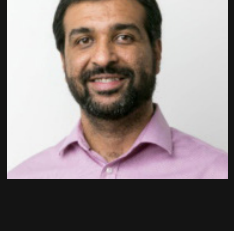


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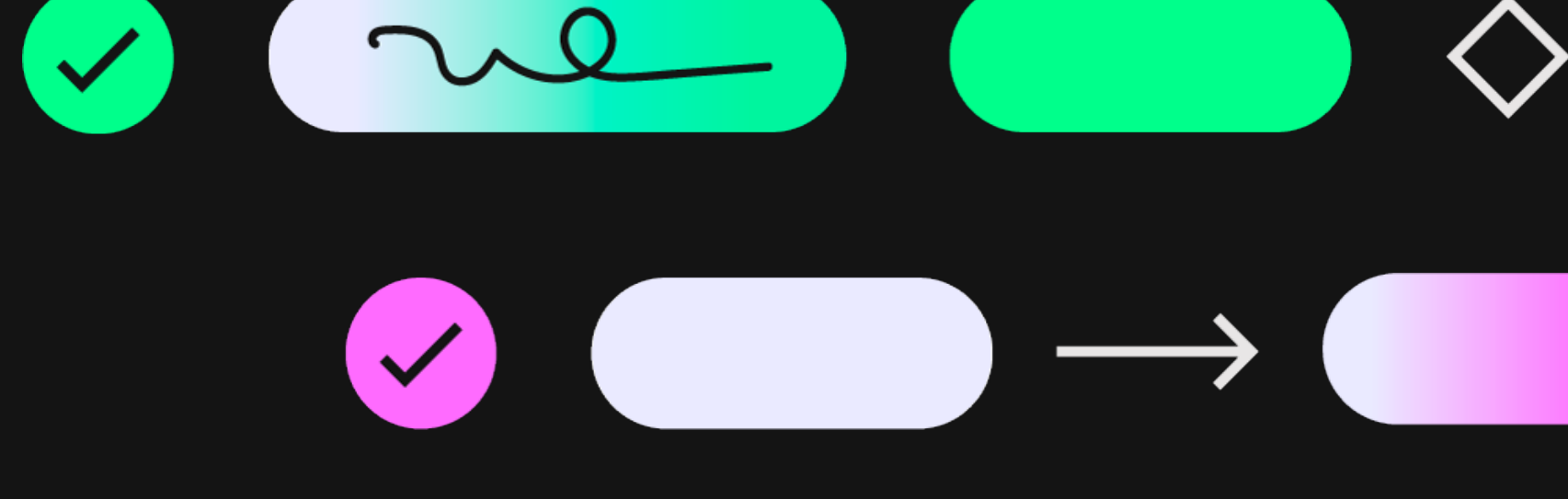
HOURS OF DEVELOPER TIME

“The [Stripe Developer Coefficient report](#) estimates that the average developer spends 900 hours a year on managing incidents, maintenance, etc. There are 12 million backend software developers in the world.

If we could return even 20% of the time [you] spend on [maintaining code], we can return 2.2 billion hours of developer time.”



Samar Abbas, CEO & Co-Founder, Temporal [Replay 2024](#)



As [Cash App](#) scaled, they needed more than just tech — they needed a reliable platform strategy. Their platform team played a key role in adopting Temporal Cloud and enabling developers to integrate it seamlessly.

“We thought, if you build it, they will come. That didn’t happen. [We had] Temporal here, and nobody [was] using it.”

– Riley Pruitt, Engineering Manager at Cash App

This was confusing to the team, because they knew developer productivity was important both within the organization and across the industry as a whole.

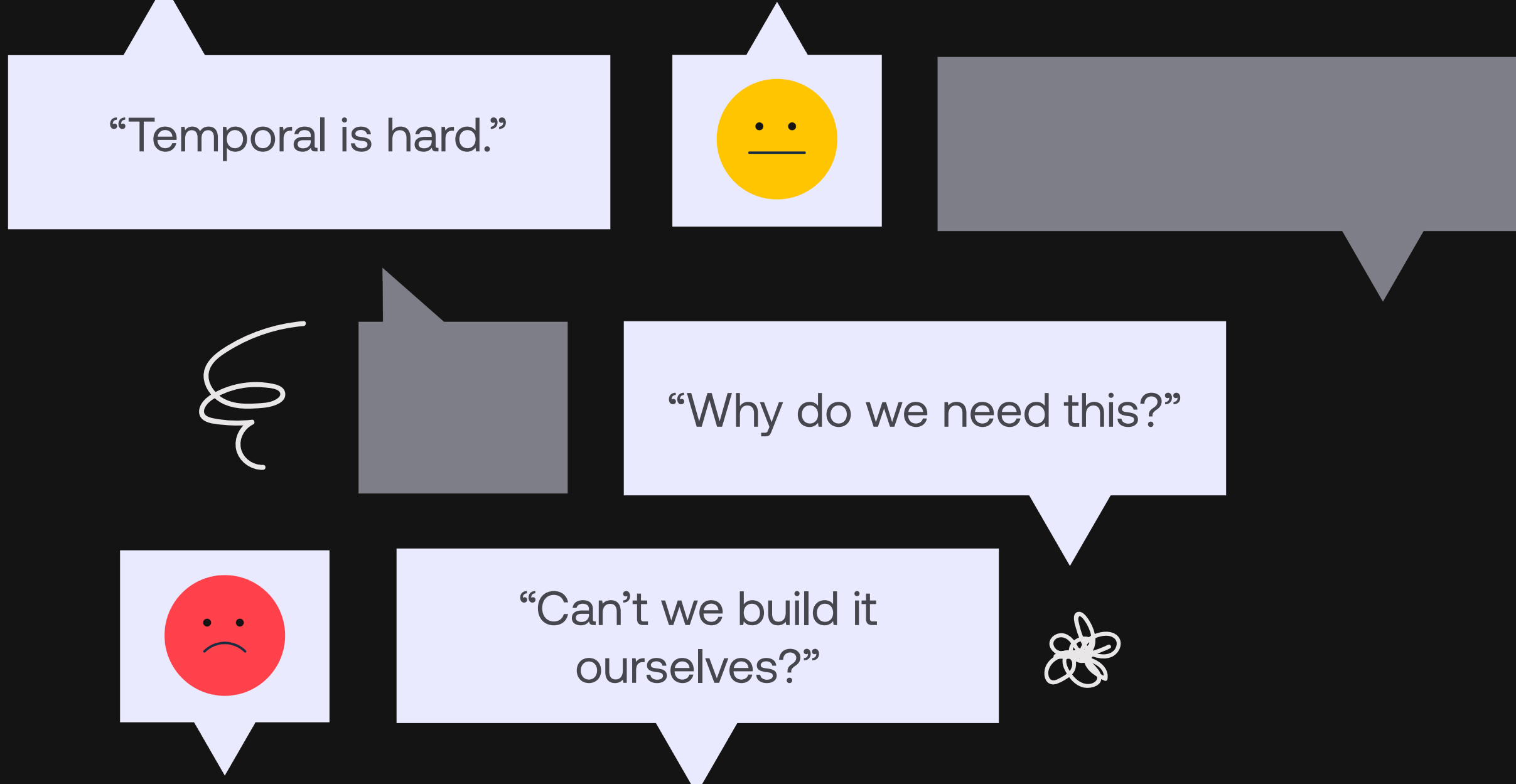
For example, in 2023, [Cortex](#) gave a survey to those in senior technical roles (Head/ VP, Senior Director, Senior Manager, etc.) across a wide range of industries. The results showed that 90% of respondents named improving productivity as a top initiative, but still 58% of respondents reported more than **5 hours per developer, per week lost to unproductive work**.

For platform teams, the challenge wasn’t adopting Temporal, but driving developer adoption and efficiency at scale. Cash App shifted their approach to treating the platform as a product, enabling internal developers like customers, creating a smoother onboarding to Temporal.

## Developer Enablement Through Platform as Product

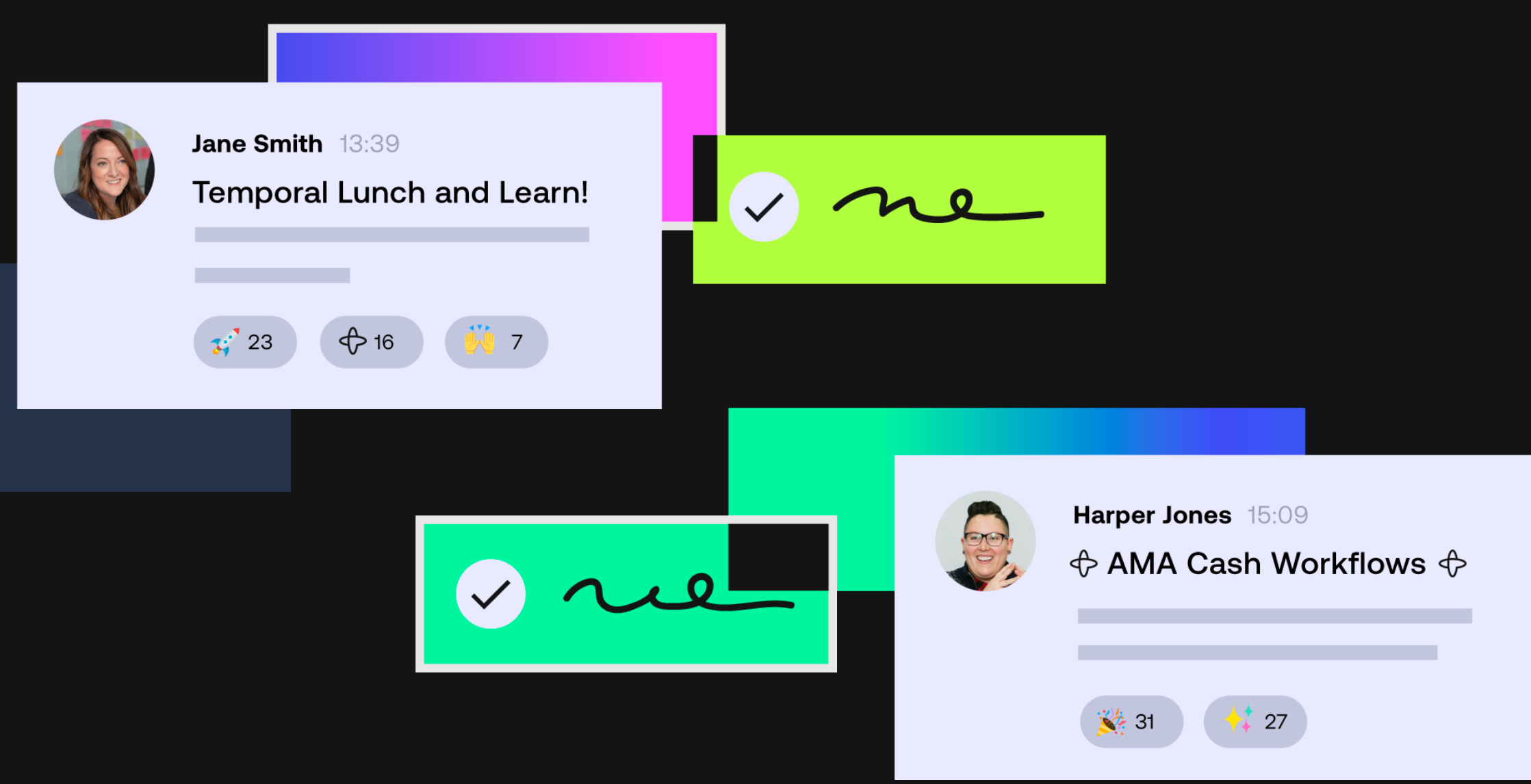
Cash App’s platform team faced a challenge — how to create a self-service model for developers to adopt Temporal, given initial reluctance. Developers saw it as difficult, and weren’t compelled to integrate it into their workflows.

By focusing on “Platform as Product,” the team reimagined their workflow, creating pathways that allowed developers to adopt Temporal at their own pace. The platform team remained proactive, helping make Temporal invisible to developers’ workflows, which increased engagement and built trust.



## Best Practices for Developer Adoption

Platform teams can use the following strategies to drive developer adoption:



### “Invite Them to Dinner”

The Cash App platform team didn’t wait for developers to come to them — they partnered with their developers. They engaged them directly to understand blockers, joined in on projects for a hands-on approach, and provided real-time solutions for their specific needs.

### Open “Rooms and Doors”

Cash App assessed their team and categorized developers into beginner, advanced, and expert, providing customized solutions for each group:

- SimpleTask for beginners.
- Workflow SDK for advanced users.
- Temporal SDK for experts, offering full power.

### Meet Developers Where They Are

They started small, with one use case, and gradually expanded as developers became more comfortable with the platform moving them through “rooms” of complexity and preparing them to exit out of the appropriate “door” to the next level of adoption.

Today, Cash App has over 60 use cases with 6 billion actions monthly, all running on Temporal.

Even if your organization doesn’t have to build a dedicated Platform team to get your developers to adopt Temporal, your voice as an Engineering leader matters.

Taking the time to understand the technical needs of your developers and learning specific use cases where they can leverage Temporal helps you help your developers.

```
SimpleTask

class HelloTask : SimpleTask<HelloTaskPayload> {
    override fun taskLogic(payload: HelloTaskPayload): {
        log.Info("hello: %", payload.greetee)
    }
}

helloTask.spinUpSimpleTaskWorker()

helloTask.startTask(
    payload = HelloTaskPayload(greetee: "Replay Conference")
)
```

A beginner-level implementation of a SimpleTask provided to Cash App developers that covers 30-40% of use cases.

```
WorkflowSDK

val helloWF = workflowManager.makeNewCashWorkflow(
    helloWFConfig,
    HelloWorkflowInterface::class,
    "helloWFId",
)

helloWF.start { prepareToGreet() }
helloWF.signal { greet("Replay Conference!") }

val greetList = helloWF.query { whoDidYouGreet() }
```

The more advanced setup that helps Cash App developers get results out of their workflows.

6,000,000,000

MONTHLY ACTIONS

Cash App has over 60 use cases with 6 billion actions monthly, all running on Temporal.

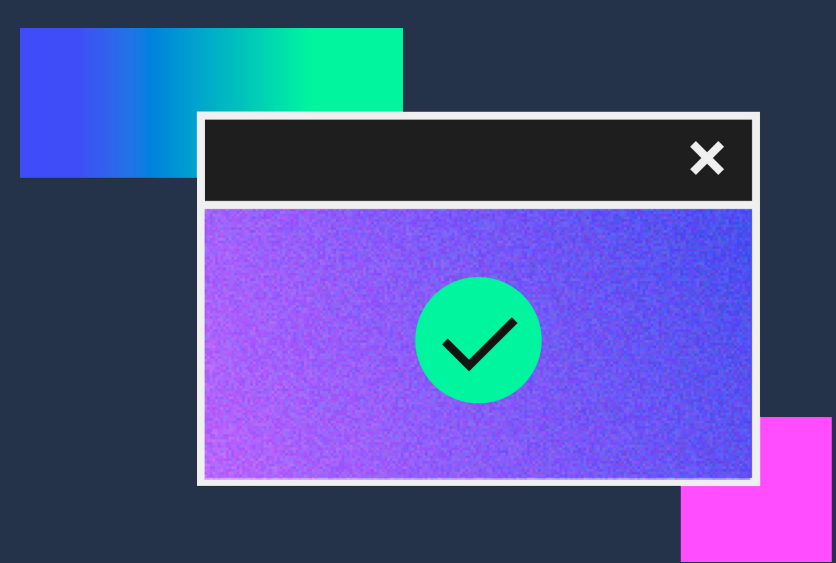
## Results Cash App Achieved With Temporal

These methods proved to be successful and, as a result, Cash App achieved a great outcome, including:



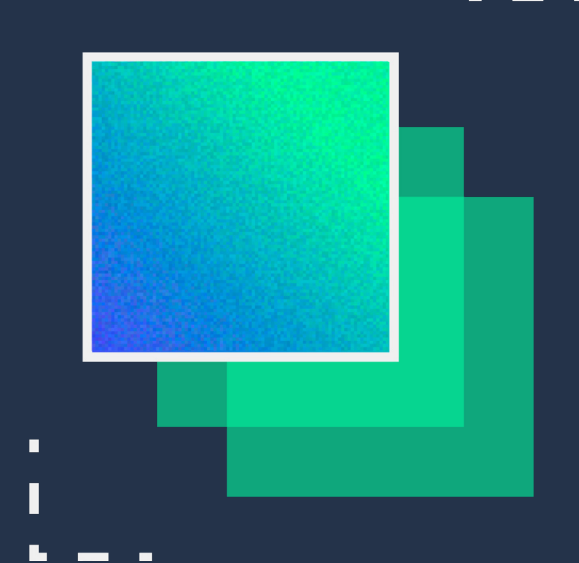
### Productivity

Temporal ensured that Cash App’s tasks ran to completion, reduced downtime, and improved customer satisfaction.



### Reliability

Temporal ensured that the Cash App team had durable execution, helping prevent SEVO or SEVI incidents.



### Scalability

Temporal now touches every transaction at Cash App, supporting billions of actions monthly, and is set to double its user base.

## Enable Your Developers, Improve Your Org.

Cash App transformed their systems using Temporal. You can too.

Learn more about [Temporal Cloud](#) and start [today](#).



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