

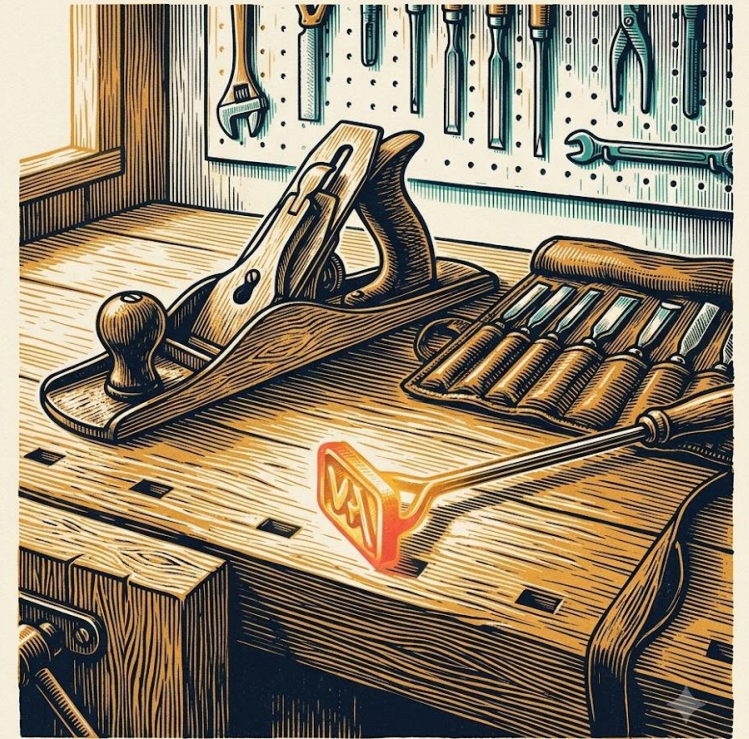
RIVIERADEV 2026 · PLATFORM ENGINEERING

From a prompt dumping ground to a shared AI workbench

~~Prompt registry~~ - the open-source package manager for GenAI assets.

How to start building and sharing enterprise knowledge

WALDEK HERKA · GUILLAUME BLANC



We are global, diverse, and big.

amadeus

"I reckon all of you know our employer... in case you don't, here are 15 seconds of evidence."

GLOBAL

190+ countries

- Operations and customers worldwide
- Travel is global, so our software is too

DIVERSE

150+ nationalities

- 60+ languages spoken internally
- Cross-domain travel tech expertise

BIG

20,000+ people

- 400+ airlines served
- 2M+ hotel properties

TRAVEL DOMAINS WE COVER



Airlines



Airports



Hospitality



Travel sellers



Rail



Car rentals



Cruises



Payments

Where this comes from



Amadeus AI transformation

An org-wide push to put GenAI to work in engineering.



The AI-DLC initiative

An AI-augmented development lifecycle - primitives are part of it.



We started early

Before “skills” or “context engineering” were even concepts.

Expect “this was the best option at the time” moments - the ground kept moving.

Painful enterprise AI starter pack



Assets are copied, not distributed

Improvements and standards never propagate



No idea what already exists

Teams keep solving the same problem independently



Shadow IT everywhere

You can only govern what you can see.



No clear ownership

Nobody knows who created, maintains, or validates an asset

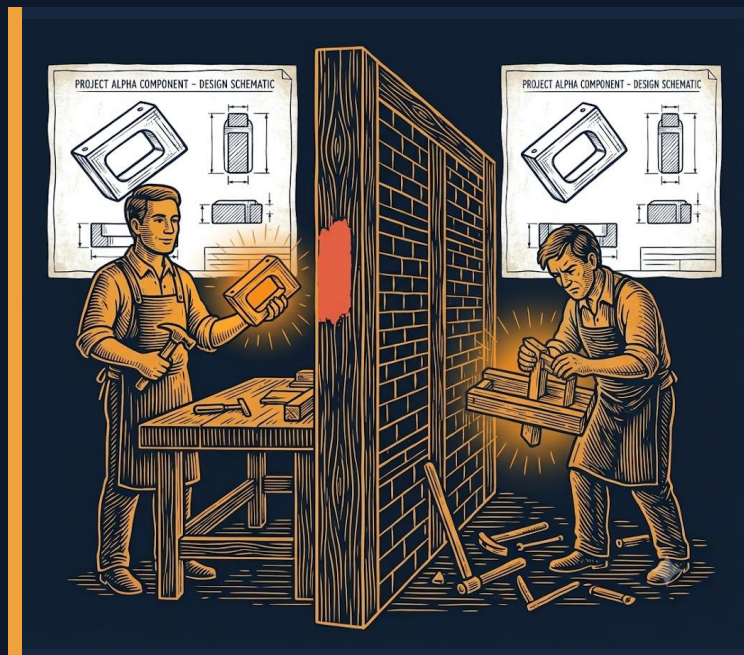
“Prompt engineering” starts looking suspiciously like archaeology.



“

We never lacked good assets.
We just couldn't find - or share -
them.

Somewhere, someone had already solved it. Nobody else knew it existed - or how to pass it on.



The AI adoption gap



THE ENTHUSIASTS

Already flying ahead, aware of every tool.



THE WILLING MIDDLE

Ready to move, waiting for guidance to do it right.



THE SKEPTICS

Some on principles; others not yet convinced it delivers value.

Apply what software engineering taught us



Distribution

Install, update and share assets consistently



Discoverability

Know what exists before rebuilding it



Federated contribution

Let domain experts publish their knowledge directly



Ownership & provenance

Know who created it, maintains it, and whether it can be trusted



Governance

Can be applied after onboarding

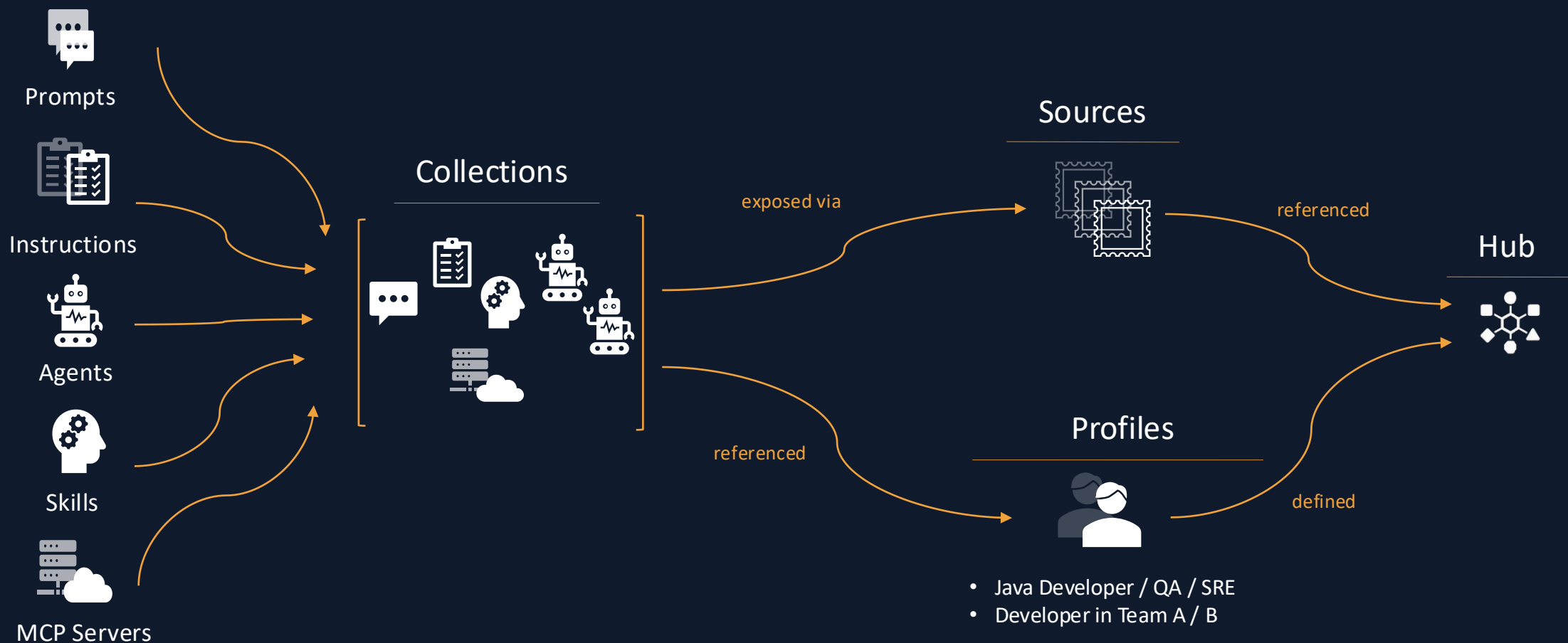


Context Management

Install only what you need

How the pieces fit together

Primitives



Marketplaces are not governance



Public marketplaces

great for speed & experimentation

- ✓ Fast to publish and discover
- ✓ Huge variety, low friction
- ✓ Perfect for trying things out



Enterprise adoption

also needs trust & control

- + Security, provenance, visibility
- + Governance & update control
- + Knowledge curation & contribution at scale

Marketplaces are fantastic - until your security model becomes “it had stars and the README had emojis.”

Not a tool. A platform.

AI Primitives Hub discovers, installs, versions, organizes, and governs AI resources across tools and teams.

The VS Code extension is one of the interfaces. Not the one !

The platform mindset is the durable asset.



10 minutes on the workbench

LIVE

demo-flow

```
$ hub demo --flow
```

01

discover

■■■■■ ■■■■■■■■■■

02

install

■■■■■■■■■■■■■■■■■■■■

03

publish

■■■■■■■■■■■■■■■■■■■■

What we've managed so far

Officially backed & adopted

From a best-effort side project to a supported platform teams build on.

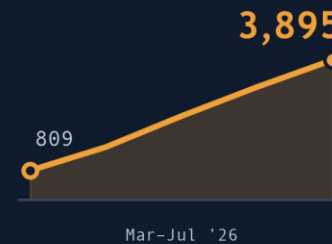
Adoption & KPIs keep climbing

Downloads, installs and primitives climb every month - a slope, not a launch spike.

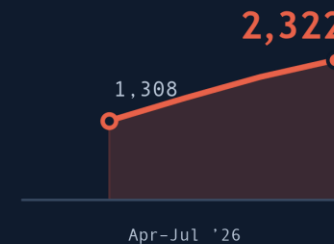
Company knowledge is converging

Scattered prompts becoming shared, discoverable assets.
Not complete - but pointed the right way.

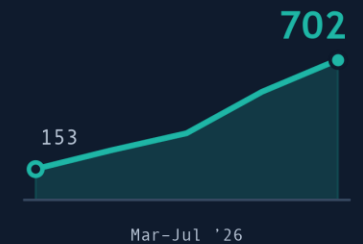
BUNDLE DOWNLOADS



EXTENSION INSTALLS



PRIMITIVES



BUNDLES



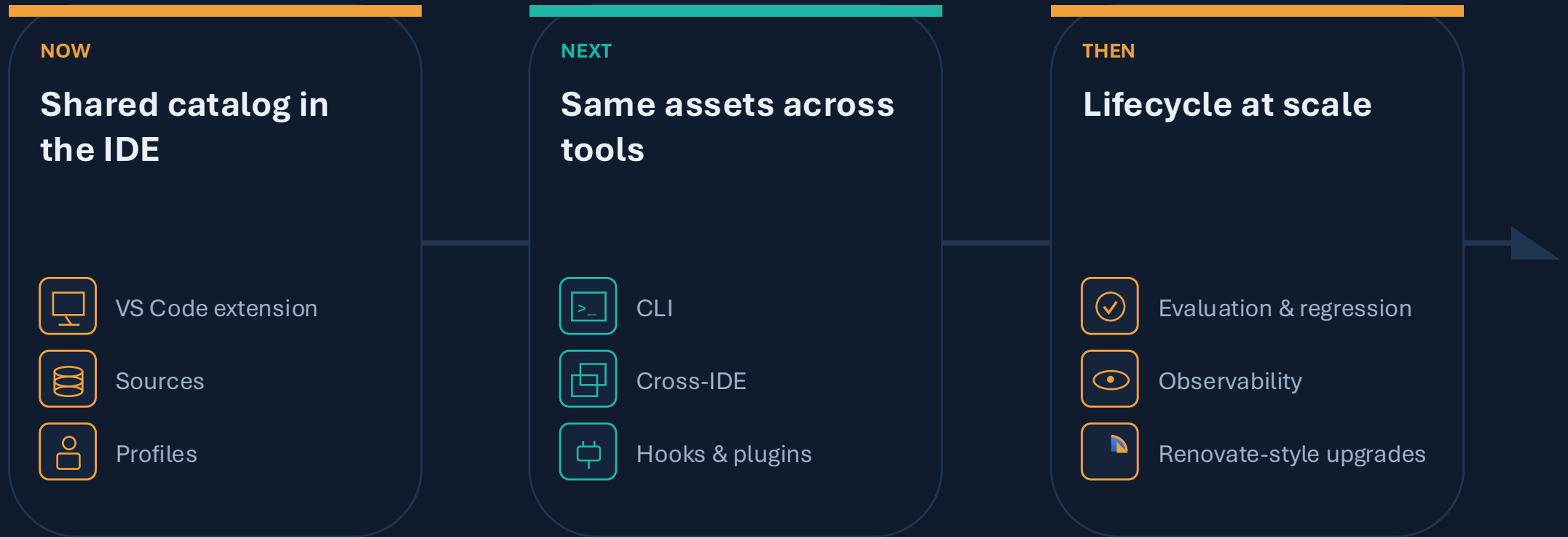
SOURCES



Since
March 2026

From extension to AI engineering platform

Same assets. More tools. Stronger lifecycle.



Lessons from building on moving sand

01

AI pace is brutal

It is ok to be late. Be comfortable with that

02

Expect unexpected especially with AI

Design for conversion and adaptation.

03

Do not build a monster

Start modular, invite feedback, stay understandable.

04

Community buy-in arrives before backing

Treat it as energy, not a governance bypass.

05

Governance should enable speed

Traffic lights allow faster and safer commute

06

Adopt proven solution or build with others

The need for enterprise level features is common.

AI primitives are the workbench. The craftsman still guides the plane.

Don't bet on the trend - **Focus even more on engineering best practices**

Build knowledge as a community - **First share it and then curate it**



We remain in charge of the direction, define the standards, and remain accountable for the outcomes.

THANK YOU

Questions?

Let's talk platforms, monsters, and the next dramatic podcast episode.

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