What Are the Business Benefits of Kubernetes?
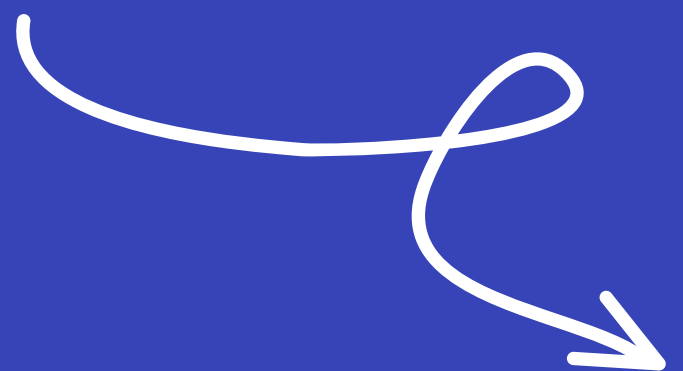
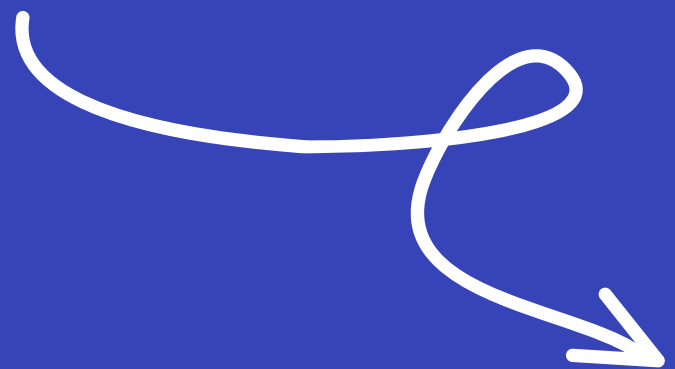**On the use cases of:**

tinder

airbnb

Pinterest

shopify

Kubernetes ("k8s" or "kube") is an open-source projects, a portable and extensible platform **for managing containerized workloads and services.**

Kubernetes takes less manpower to manage IT; it makes apps more resilient and performant.

It runs on on-premises or within the public Cloud and **considered as the new Linux OS of the Cloud**.

Here are the examples and success stories of **5 business benefits** that Kubernetes drives for any business.

1.Faster time to market

(improved app development / deployment efficiencies)

Airbnb's transition from a monolithic to a microservices architecture is amazing.

Their goal was to make continuous delivery available to the company's 1,000+ engineers.

Airbnb adopted **Kubernetes** to support over 1,000 engineers concurrently configuring and deploying over 250 critical services to Kubernetes.

The net result is that AirBnb can now do over **500 deploys per day on average.**

One of the best examples of accelerating time to market comes from Tinder.

Due to high traffic volume, Tinder's engineering team faced challenges of scale and stability.

Tinder's engineering team **migrated 200 services and ran a Kubernetes cluster of 1,000 nodes, 15,000 pods, and 48,000 running containers.**

While the migration process wasn't easy, the Kubernetes solution was critical to ensure smooth business operations going further.

2. IT cost optimization

Pinterest is another early K8s customer.

Leveraging K8s, the Pinterest IT team reclaimed **over 80% of capacity** during non-peak hours.

They **now use 30% less** instance-hours per day compared to the static cluster.

3. Multi-cloud flexibility

Gannett/USA today is using Kubernetes to operate multi-cloud environments across AWS and Google Cloud platform.

At the beginning, Gannett was on AWS.

Gannett moved to Kubernetes to support their growing scale of customers (they did 160 deployments per day during the 2016 presidential news season!), but as their business and scaling needs changed, Gannett used the fact that **they are deployed on Kubernetes in AWS to seamlessly run the apps in GCP.**

4. Seamless migration to cloud

Shopify started as a data center based application and over the last few years has **completely migrated all their application to Google Cloud Platform.**

Shopify first started running containers (docker); the next natural step was to use **K8s as a dynamic container management and orchestration system.**

5. Improved scalability and availability

LendingTree has many microservices that make up its business apps.

LendingTree uses Kubernetes and its horizontal scaling capability to deploy and run these services, and to ensure that their customers have access to service even during peak load.

What's next? Does K8s is the choice for my business?

If you have questions like:
- Why I should consider Kubernetes?
- What happens after I deploy Kubernetes?
- How do I manage Kubernetes?
- How do I get visibility into Kubernetes?
- How do I proactively monitor the performance of apps in Kubernetes?
- How to secure my application in Kubernetes?
- Etc.

Not every business needs K8s.

Tell me more details about your project - DM me and book a 30 min. **free-of-charge consultation** with me.

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