

# Navigating the Cloud Native Community for End Users

Cheryl Hung, CNCF Director of Ecosystem

May 22, 2019

# Agenda

1. What is the End User Community?
2. How does it work?
3. How do you get involved?

# CNCF mission

Foster and sustain open source, vendor-neutral projects around cloud native



**kubernetes**



Prometheus



**envoy**

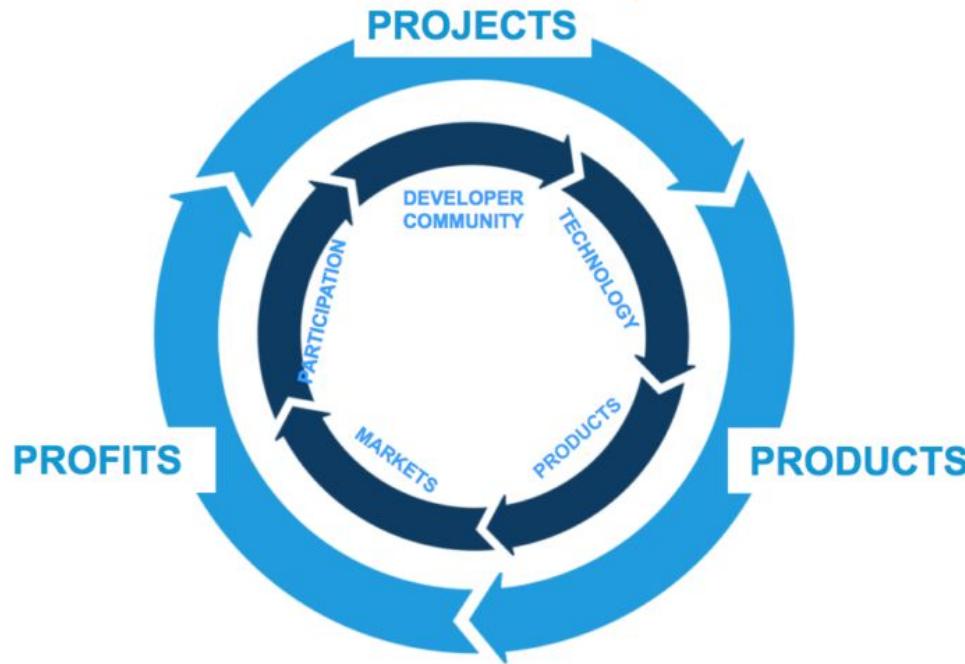


CoreDNS



**fluentd**

# Non-profit, part of Linux Foundation, founded December 2015



# 400+ Members and Growing

## Platinum Members

Alibaba Cloud



DELL Technologies



Microsoft Azure

ORACLE

Pivotal®

Red Hat



vmware®

## Gold Members



BAIDU AI CLOUD



DigitalOcean



inspur 浪潮



Kingssoft Cloud



Orchestrating a brighter world



salesforce



ZTE

## End User Members



Bloomberg

CAMBIA

CapitalOne

ebay

adidas

AMADEUS

box

cookpad

cruise

curve

doordash

FORM3

CableLabs®

CAMBIA

CENG

DENSO

DiDi

Github

globo.com

Goldman Sachs

indeed

Granular

psystems

Kuelap

la Mobilière

mastercard

Nasdaq

New York Times

nielsen

cloudfoundry

INTERNET

INTUIT

JD.COM

MathWorks®

Mattermost

Morgan Stanley

MUFG

PostFinance

PUSHER

reddit

ricardo.ch

SAP Concur

shopify

Showmax

simplexus

Spredfast

NAIC

NIPR

openCloud

NAIC

ncsoft

Pinterest

salesforce

Spotify

SQUARESPACE

StateFarm

stix

textkernel

thredUp

ticketmaster®

two sigma

UPSIDER

SEL

M

WIKIMEDIA

TRADESHIFFT

twitter

M

RESEARCH COMPUTING  
TECHNOLOGY SERVICES

YAHOO! JAPAN

Wabtec

werkspot

wework

woorank

workday

WPengine®

zalando

zendesk

@oicheryl



# 400+ Members and Growing (Silver 1)



# 400+ Members and Growing (Silver 2)



# 8 staff



# In practice

# In practice

- Community

# In practice

- Community
- Documentation, translation

# In practice

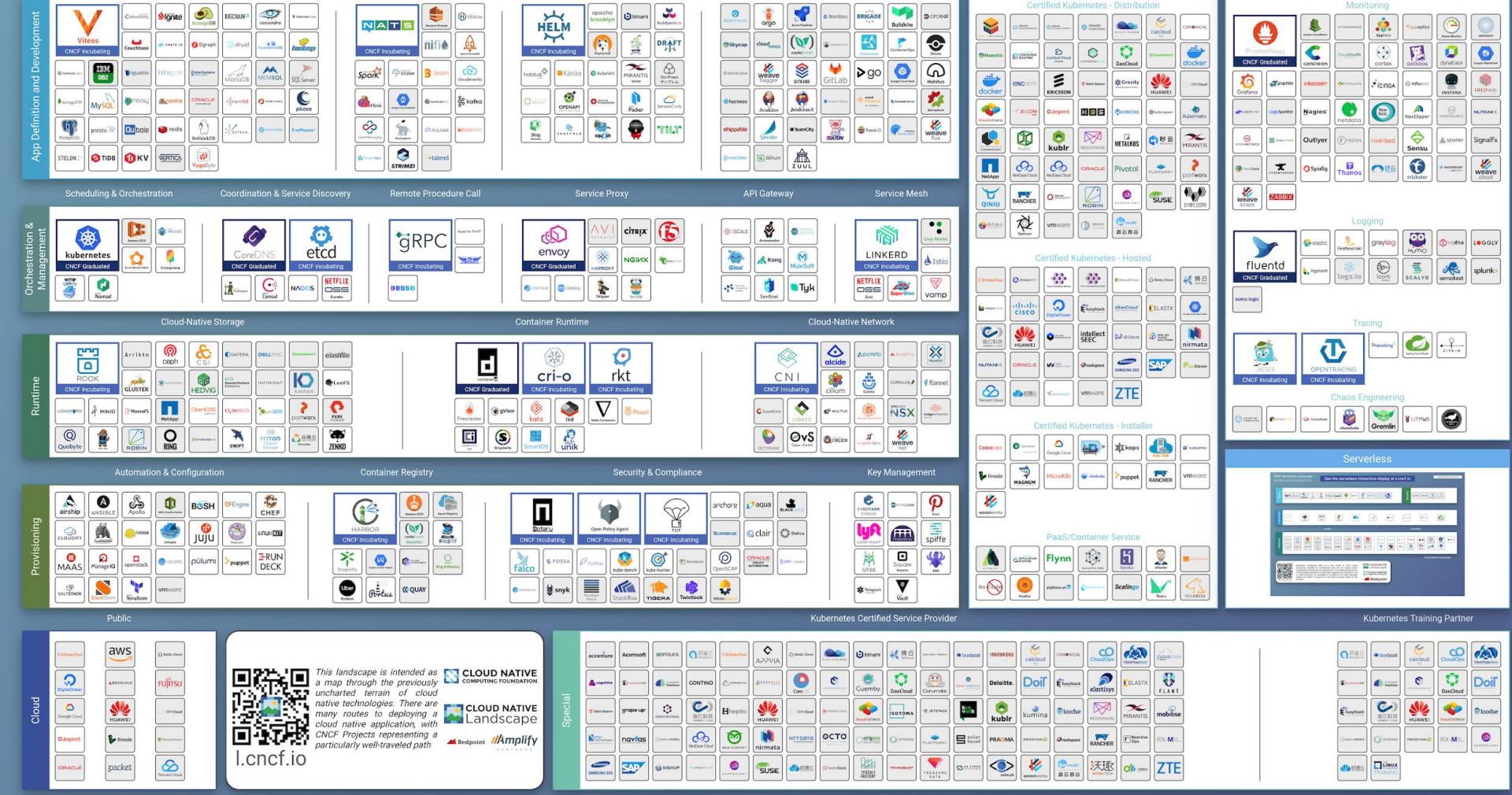
- Community
- Documentation, translation
- Security audits

# In practice

- Community
- Documentation, translation
- Security audits
- Legal and certification

# In practice

- Community
- Documentation, translation
- Security audits
- Legal and certification
- Marketing, PR and events



# But, the CNCF doesn't do:

- Consultancy

# But, the CNCF doesn't do:

- Consultancy
- Support

# But, the CNCF doesn't do:

- Consultancy
- Support
- Feature roadmaps

# What is the End User Community?



# End users

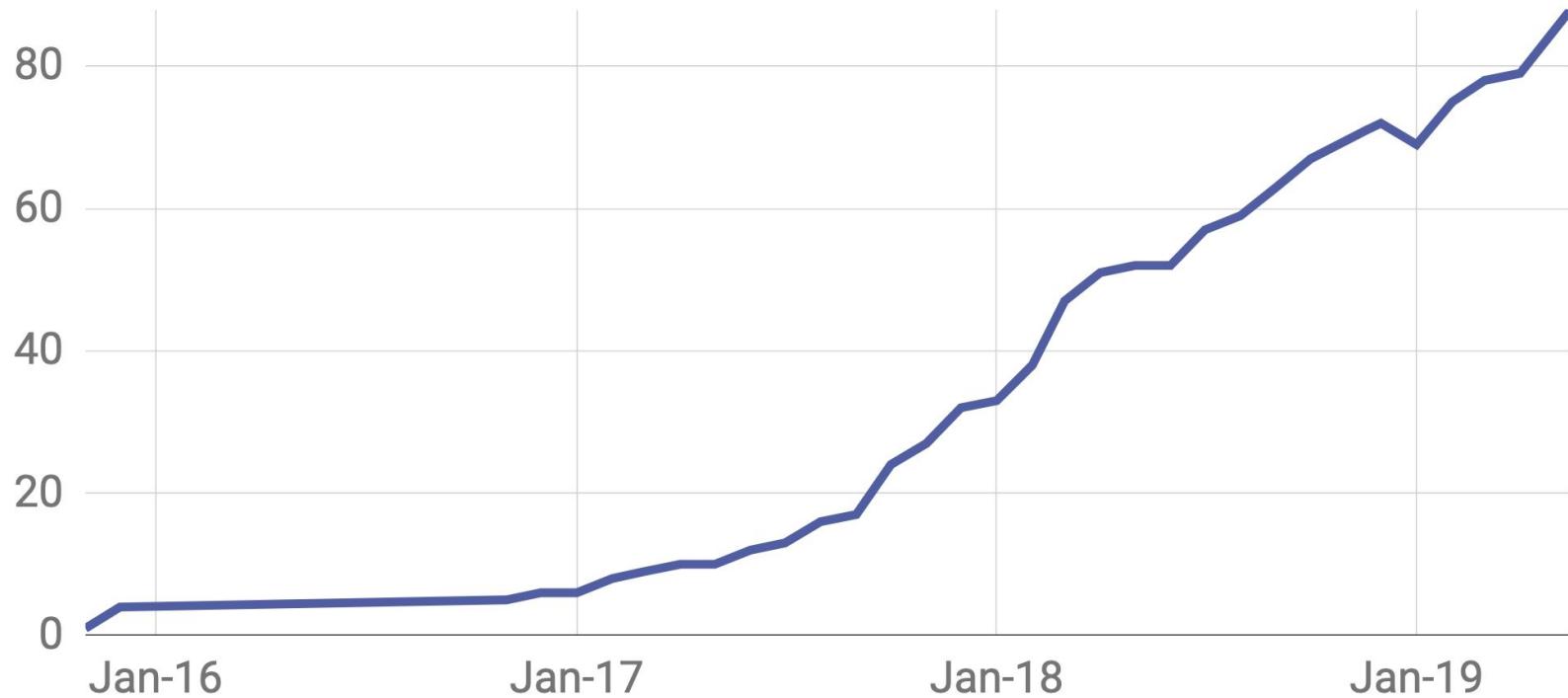
- use cloud native technologies internally
- **do not sell** any cloud native services externally

Excludes vendors, consulting and training partners.

# CNCF End User Community



# End User Community Membership Growth



# Hired October 2018

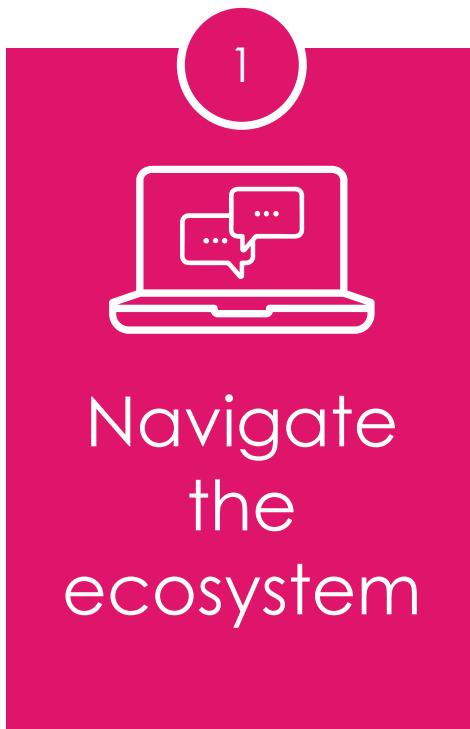


Understand end user needs

Ensure that end users are active and engaged in the community

# The CNCF helps end users:

# The CNCF helps end users:



# The CNCF helps end users:

1



Navigate  
the  
ecosystem

2



Hire  
engineers

# The CNCF helps end users:

1



Navigate  
the  
ecosystem

2



Hire  
engineers

3



Align with  
cloud  
native

# But isn't everything open?

# But isn't everything open?

Closed mailing list and calls - vendor neutral zone

# But isn't everything open?

Closed mailing list and calls - vendor neutral zone

You don't need to join to use or contribute!

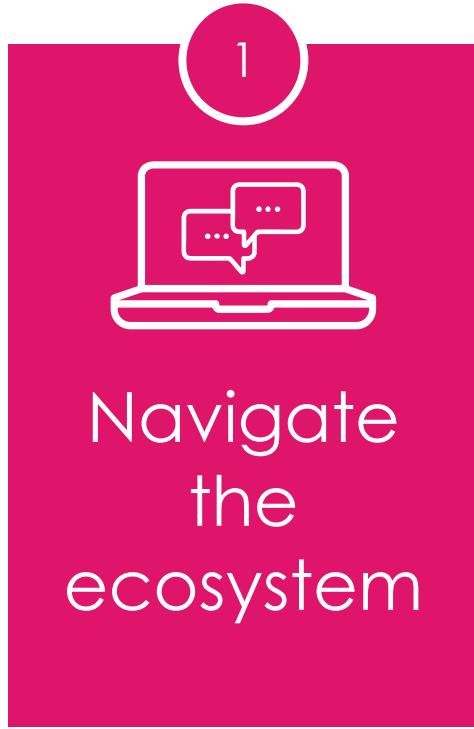
1



Navigate  
the  
ecosystem

“We actively engage in teaching and outreach of Cloud Native concepts within the Academic and Research communities. We are working on integrating those methods into student programs to get them learning them earlier in their education.”





Navigate  
the  
ecosystem

5 free tickets to KubeCon (2 if less than 300 employees)

Engage with peers

- Developer Experience SIG
- Finance, Telecom User Groups

Engage with projects

End User Partner Summit

2



Hire  
engineers

“We've spoken at multiple conferences about our use of CNCF projects, including successes and our failures. We host meetups in New York and Stockholm, employ a CNCF ambassador, and are publishing a case study with CNCF on our Kubernetes use.”



2



Hire  
engineers

## Awareness

- Increase number of KubeCon talks from end users
- Case studies
- End user booth at KubeCon
- Media and analyst meetings at KubeCon

3



## Align with cloud native

“Joining CNCF as an end user community member gives us the ability to participate in conversations. Those lead to the ability to participate in the technical oversight committee which defines the future direction of the project and that’s very important for us to have a voice.”

**Bloomberg**

3



Align with  
cloud  
native

- Run for Technical Oversight Committee and Governing Board Open Source Program Office
- TODO Group
- Education
- Legal Summit
  - Open Source Leadership Summit

*“It’s not an option to not do open source.*

*If we don’t get involved with cloud native and take the lead, we will fall behind our competitors.”*

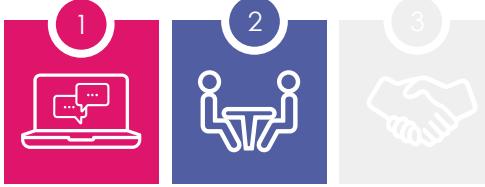
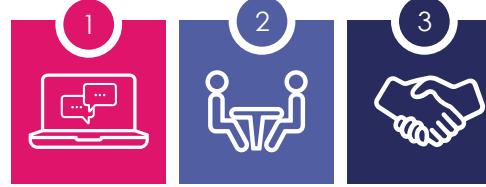


# How do you get involved?

# Are you an end user?

End user use cloud native technologies internally, but **do not sell** any cloud native services externally

Excludes vendors, consulting and training partners.

	<h2>EU Supporter</h2> <p><a href="https://cncf.io/endusersupporter">cncf.io/endusersupporter</a></p>	<h2>EU Member</h2> <p><a href="https://cncf.io/lfmembership">cncf.io/lfmembership</a></p>
Programs		

chung@linuxfoundation.org

	<b>EU Supporter</b> <a href="https://cncf.io/endusersupporter">cncf.io/endusersupporter</a>	<b>EU Member</b> <a href="https://cncf.io/lfmembership">cncf.io/lfmembership</a>
Programs	  	  
Annual cost	\$4500 / \$1800 (< 300 employees)	\$500 - \$370,000 (Silver, Gold, Platinum)

chung@linuxfoundation.org

Cheaper to be an End User  
Supporter (\$4500) than to buy  
5 KubeCon tickets (\$5500)!

# Be part of the CNCF End User Community



# Thanks!

Slides at [oicheryl.com](http://oicheryl.com)



CLOUD NATIVE  
COMPUTING FOUNDATION