





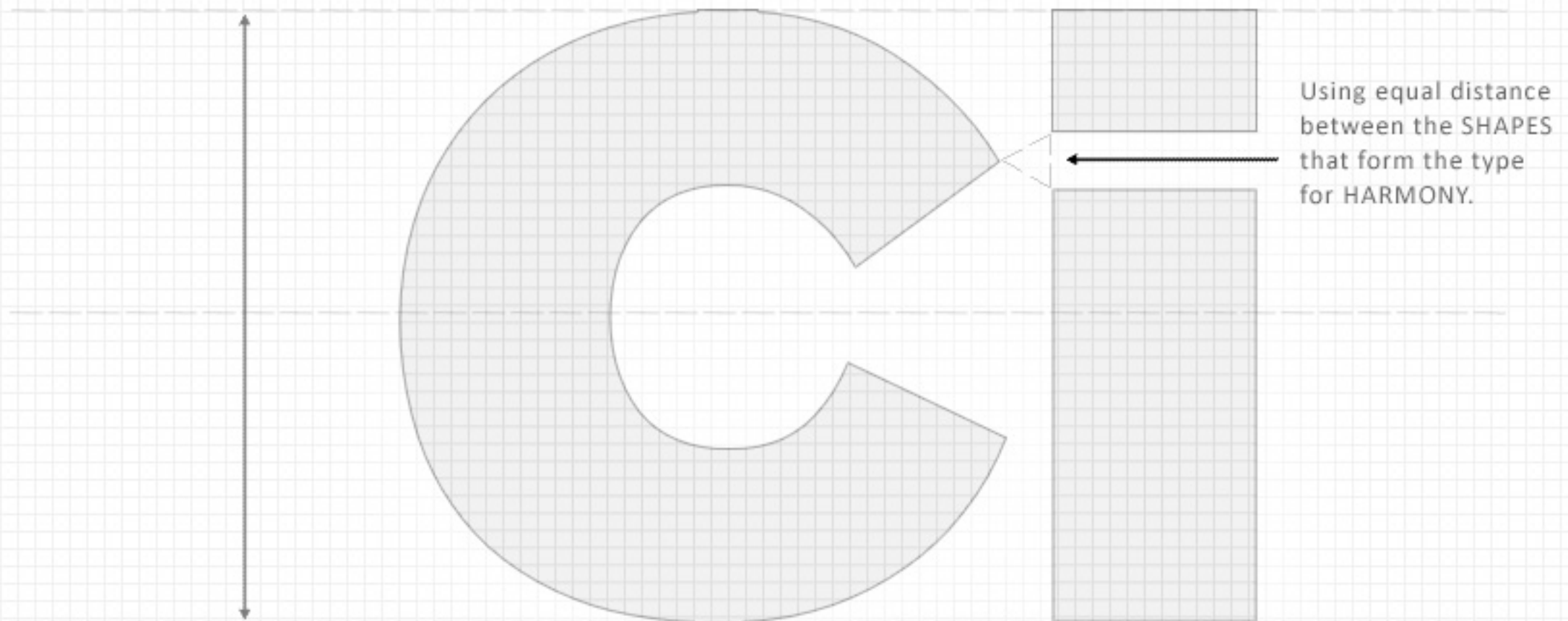




## **Cloud Intelligence**

Digital transformation is happening in all industries. Running businesses on top of cloud services (e.g., SaaS, PaaS, IaaS) is becoming the core of digital transformation. However, the large-scale and high complexity of cloud services brings great challenges to the industry. There is an emerging trend of infusing AI into every aspect of the design, development, and operations of cloud service systems, we call it AIOps. We envision that, with the advance of AIOps technologies, the cloud industry will achieve significant progress.

Actually paying attention to making the top and bottom of both characters a consistent height which is not found in the original Postea font.



The characters used in our Cloud Intelligence logo are **based off of Type Together's Postea font**.

The story of Postea starts with Veronika Burian sometime in Spring 2020 during Covid lockdown. In Germany, outdoor sports and activities were still allowed and going for a walk was a highlight of her day. One venture led Veronika to discover an unfamiliar part of Munich.

In the middle of a large and usually busy public square stands a post office building from the 1920s in the architectural style of "Neue Sachlichkeit", commonly known as Bauhaus. The clean, simple, and slightly quirky Deutsche Post signage lettering caught her eye, with its longish extenders and varied letter widths, especially the bottom-heavy 's'.

During further explorations into the realm of the geometric sans, Veronika decided to develop a type family that would reside somewhere between the stark headliner Catalpa and the calmer geometric-humanist hybrid sans Soleil by Wolfgang Homola.

Germany developed a new geometric sans serif design during a period marked by a reaction against the industrial context that shaped society, the revolutionary Bauhaus instead prioritized an ergonomic unity of function and form in art, design, and architecture. Postea is a continuation of that aesthetic.

# Iteration

Iterative design is a design methodology based on a cyclic process of prototyping, testing, analyzing, and refining a product or process. Based on the results of testing the most recent iteration, changes and refinements are made. This process is intended to ultimately improve the quality and functionality. In iterative design, interaction with the designed system is used as a form of research for informing and evolving a project, as successive versions, or iterations are implemented.



#0762c8 cerulean blue

#ffffff cloud white

#dde5ed iceberg gray

#b1c9e8 pidgeon gray

#94a9cb smoky gray

#68798d slate gray

#5299e1 blue gray

#68798d lime green

#68798d sforest green

This color palette is meant to reflect the ideas that are forming Cloud Intelligence.

# Cloud White

An elusive, omnipresent, insulating, fragile, and ephemeral amorphism.

# Cerulean Blue

Looking at a blue sky brings a sense of peace and tranquility. Surrounding us with Cerulean blue could bring on a certain peace because it reminds us of time spent outdoors, on a beach, near the water - associations with restful, peaceful, relaxing times. In addition, it makes the unknown a little less frightening because the sky, which is a presence in our lives every day, is a constant and is always there.



# Iceberg Gray

The disappearance of the icebergs signifies the change of climate.

# Pidgeon Gray

The color of the bird used as a way of sending packets of information.

# Smoky Gray

During the fire season on the West Coast of America, the fire smoke reduces the light level during a would be otherwise sunny day, bringing a silence of nature as the animals flee the woods.

# Slate Gray

Slate is a surface used as chalkboards used to write equations supporting theories of a time before the rock even existed.

# Lime Green

The classic color of the interactive tech revolution starting with the monochromatic green text adventures.

# Forest Green

When a team of international scientists set out to count every tree in a large swathe of west Africa using AI, satellite images and one of the world's most powerful supercomputers, their expectations were modest. Previously, the area had registered as having little or no tree cover.

The biggest surprise is that the part of the Sahara that the study covered, roughly 10%, where no one would expect to find many trees actually had quite a few hundred million with the help of ML recognizing trees growing in isolation common in a semi-arid area.





## Applied to Social Media

The following are examples of how the previous definitions can be applied to LinkedIn, Facebook, Instagram, and Twitter which are the most popular platforms as of this 2021 publication.



All of these networks can be managed from [ads.microsoft.com/signup/mca](https://ads.microsoft.com/signup/mca) for free.

# LinkedIn

There are about 1,010,000 data scientists on LinkedIn. The following related groups are in order of members.

	Cloud Computing, Cybersecurity, SaaS, Data Centre & Virtualization	628,095 members
	Cloud Computing	511,374 members
	Artificial Intelligence, Deep Learning, Machine Learning	410,266 members
	Big Data, Analytics, Business Intelligence & Visualization Experts Community	379,626 members
	Data Mining, Statistics, Big Data, Data Visualization, AI, Machine Learning, and Data Science	265,576 members
	Big Data, Machine Learning, Data Science, Artificial Intelligence, IoT & Blockchain	133,328 members
	Artificial Intelligence, Deep & Machine Learning, AI, Big Data, Virtual Assistants, Chatbots	23,866 members

The following hashtags relative to cloud intelligence have been found to be popular:

#bigdata	7,143,644 followers
#cloudcomputing	3,897,637 followers



# LinkedIn

This is what a LinkedIn post looks like using the Cloud Intelligence design guide using the ICSE21 Workshop as an example for the content:

New post in Artificial Intelligence, Deep & Machine Learning, AI, Big Data, Virtual Assistants, Chatbots



Bolinas Frank • 1st

AI and Art

14h • 

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2,526,464 • 334,658 comments

 Like

 Comment

 Share

 Send

## FaceBook

*"Facebook is primarily an advertising platform."* -Mark Zuckerberg



Deep Learning / AI

62k members



Data Science/Cloud Computing, AI & Machine Learning

22k members



Cloud is Future (AWS, Azure, VMware or Google Cloud etc.)

22k members

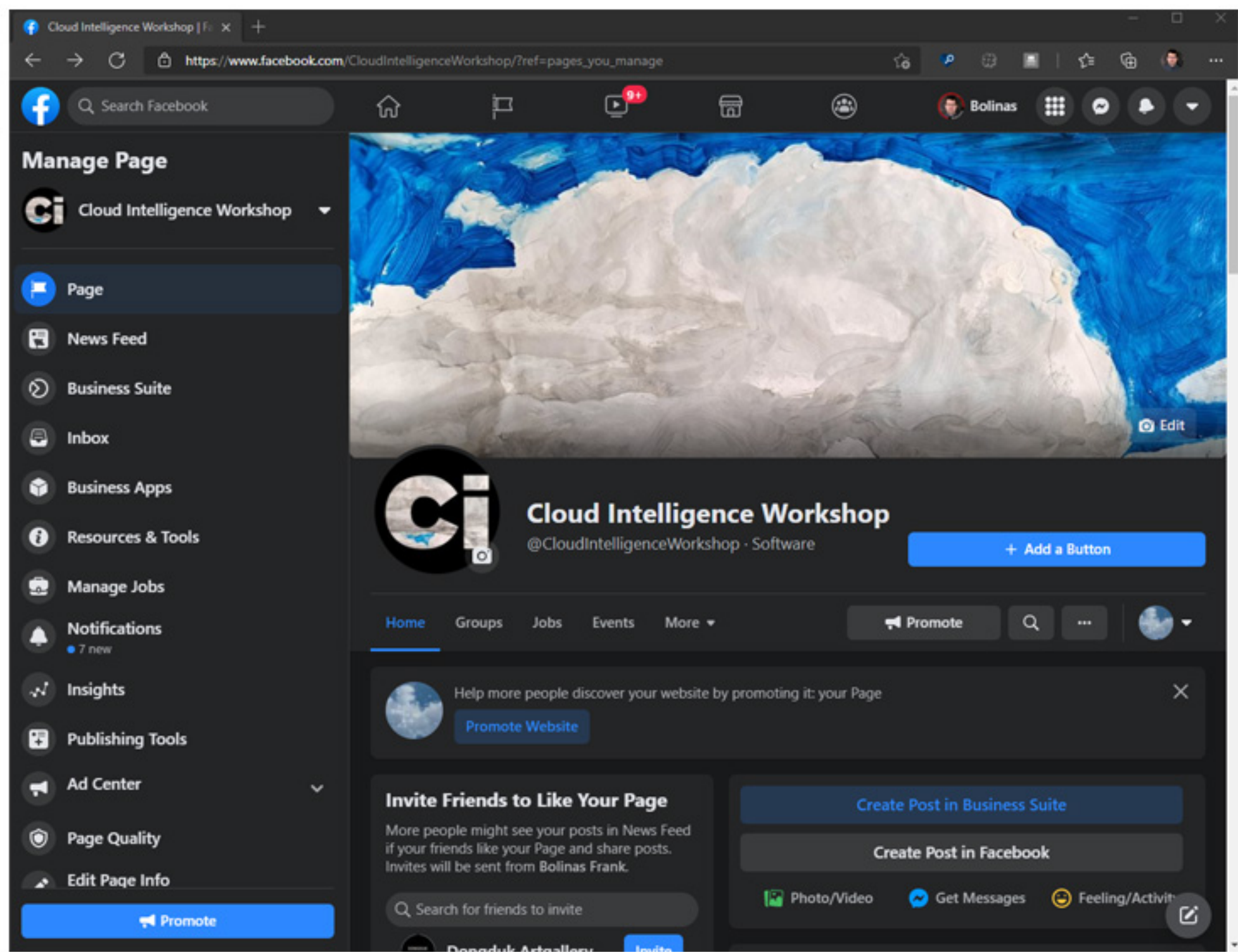
The following hashtags relative to cloud intelligence have been found to be popular:

#cloudcomputing	36k posts
#AIOps	1k posts



# Facebook

This is an unpublished page created in Facebook for the Cloud Intelligence Workshop:





# Twitter

The Cloud Intelligence Workshop can gain public awareness through tweets. The following is an analysis of accounts that frequently use the following hashtags:

- #AIOps
- #BigData
- #Analytics
- #AI
- #MachineLearning
- #ML
- #RStats
- #CloudComputing
- #RPA
- #NLP



Analytics\_699      8.1k followers



Eli\_Krumova      5.7k followers



patri\_vaquero\_      2.3k followers

# Twitter

This is what a Twitter account looks like using the Cloud Intelligence design guide:



# Instagram

The Cloud Intelligence Workshop can gain public awareness through Insta gram posts. The following is an analysis of accounts that frequently use the following hashtags:

#CloudComputing	268,561 posts
#BigData	
#Analytics	900,742 posts
#AI	731,749 posts
#MachineLearning	3,702,419 posts
#ML	1,123,989 posts
#RStats	1,446,450 posts
#RPA	18,432 posts
#NLP	1,344,153 posts
#artificialintelligence	1,442,577 posts



Analytics\_699      8.1k followers



Eli\_Krumova      5.7k followers

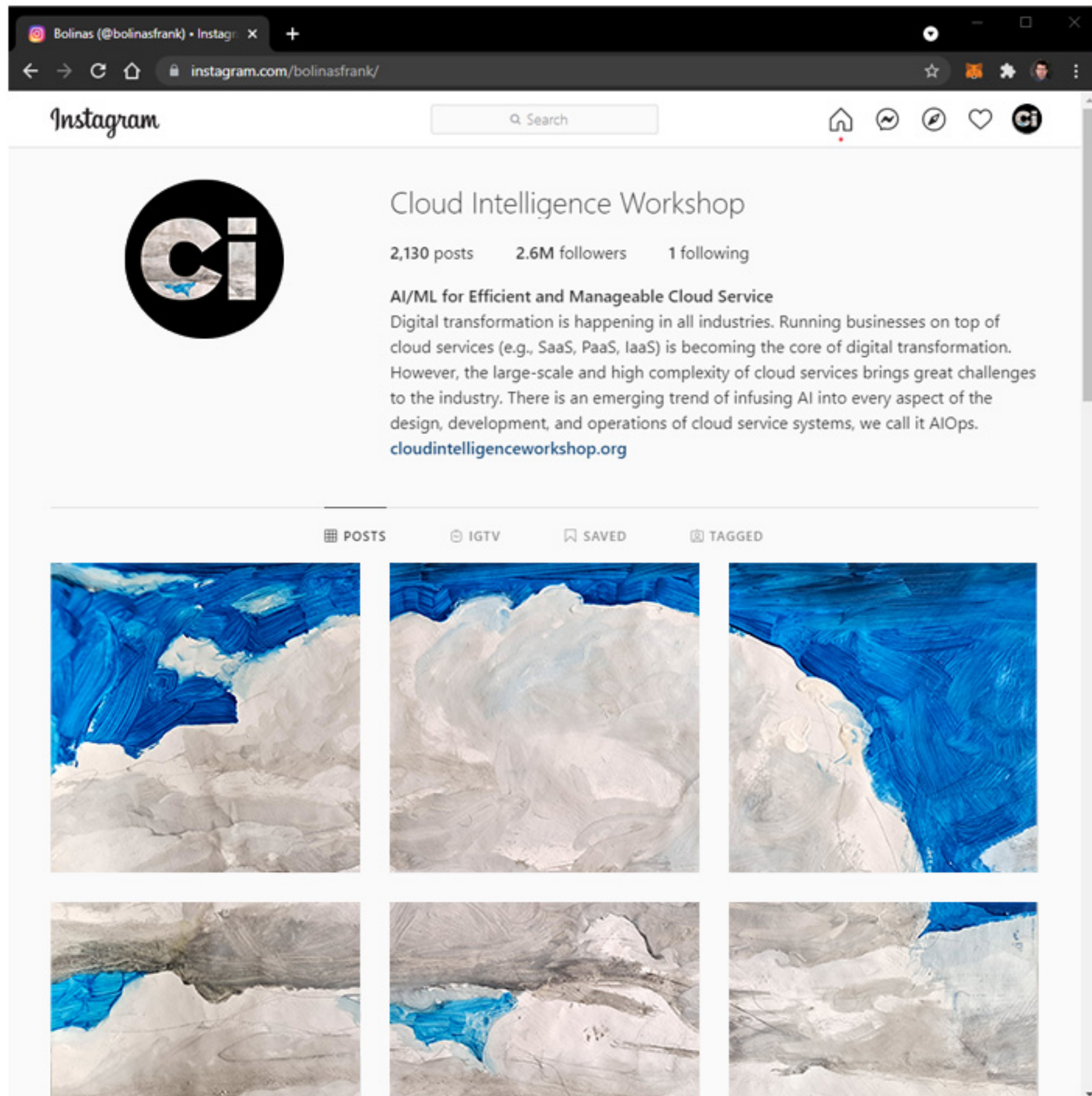


patri\_vaquero\_      2.3k followers




# Instagram

This is what an Instagram post could like using the Cloud Intelligence design guide:



# Website + Social

Other conference workshop sites put social links in the main navigation.



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