CI

AIOps

Cloud Intelligence / AIOps

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.
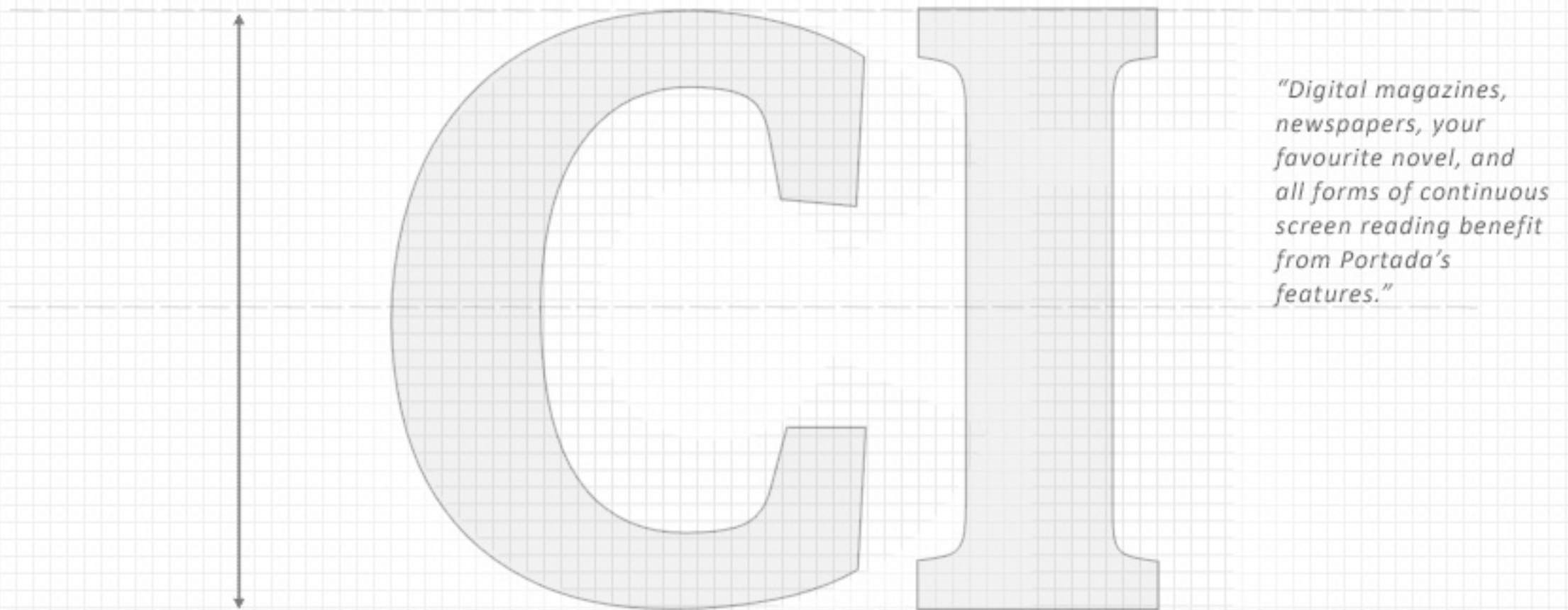
CI

The characters used in our Cloud Intelligence / AIOps logo are **based off of Type Together's Portada typeface.**

Moving from a sans to serif to associate with the tradition in research science of writing. Which is still important if not the most important thing for a scientist to do, is to write, and publish.

Designed by Veronika Burian and José Scaglione for superlative performance in long-form reading on screens, in UI, and in apps, Portada is a serif type family and icon set that's as clear and readable as a sans in restrictive digital environments.

"Portada was created from and for the digital world — from e-ink or harsh grids to Retina capability — making it one of the few serifs of its kind. Portada's text and titling styles were engineered for superlative performance, making great use of sturdy serifs, wide proportions, ample x-height, clear interior negative space, and its subservient personality. After all, words always take priority in text."

"It's not all business, though. Portada's italics contain an artefact of calligraphy in which the directionality of the instrokes and the returning curves of the outstrokes give the family a little unexpected brio."

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.
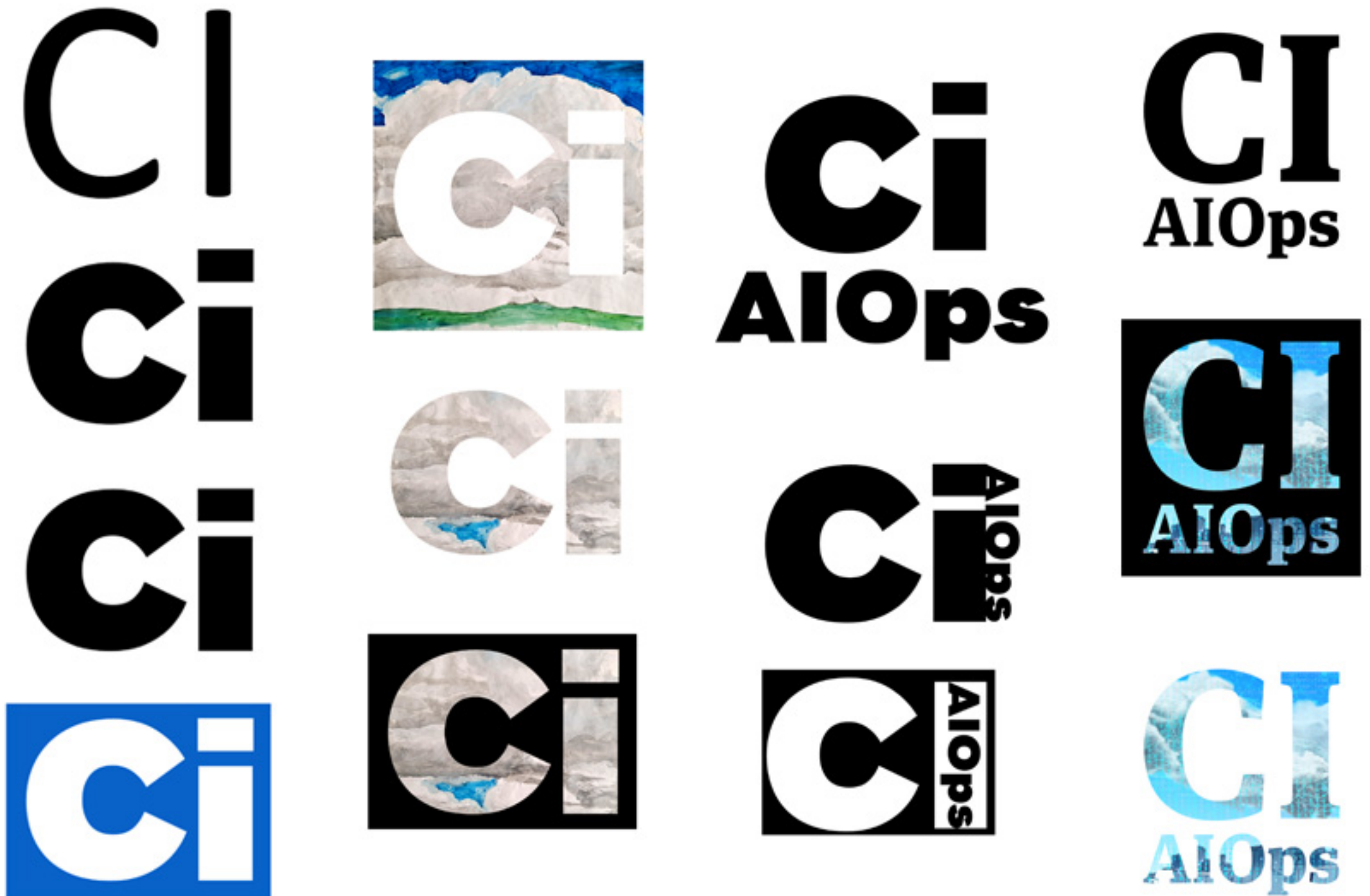
#0762c8 cerulean blue

#ffffff cloud white

#dde5ed iceberg gray

#b1c9e8 pidgeon gray

#94a9cb smoky gray

#68798d slate gray

#5299e1 blue gray

#68798d lime green

#68798d sforest green

cloudintelligence.org

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

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 dissapearance of the icebergs signifies the change of climate.

Pigeon 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 2022 publication.

All of these networks can be managed from ads.microsoft.com/signup/mca for free.

LinkedIn

"One of the great things about LinkedIn is it isn't the same kind of networking that happens at conventions." -Melanie Pinola, Senior Staff Writer & Editor at Consumer Reports

There are about 446k data scientists on LinkedIn. The following are the popular data science groups with their member count.

Cloud Computing, Cybersecurity, SaaS, Data Centre & Virtualization

670k members

Cloud Computing

526k members

Artificial Intelligence, Deep Learning, Machine Learning

458k members

Big Data, Analytics, Business Intelligence & Visualization Experts Community

425k members

Machine Learning Community

371k members

Data Mining, Statistics, Big Data, Data Visualization, AI, Machine Learning, and Data Science

286k members

Big Data, Machine Learning, Data Science, Artificial Intelligence, IoT & Blockchain

142k members

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

28k members

The following relevant hashtags have been found to be popular:

#bigdata	7,124,588 followers
#cloudcomputing	3,887,015 followers
#artificialintelligence	2,420,724 followers
#machinelearning	1,716,682 followers
#datascience	795,123 followers
#AIOps	1,453 followers

This is what a LinkedIn post looks like using the Cloud Intelligence / AIOps design guide using the MLsys'22 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 • 👥

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 ...see more

The MLSys'22 Workshop on Cloud Intelligence / AIOps

In conjunction with the 5th Conference on Machine Learning and Systems

April 14th, 2022 Santa Clara Convention Center

👍 ❤️ 🌿 2,526,464 • 334,658 comments
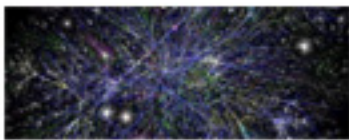
👍 Like   💬 Comment   ↗ Share   ✈ Send

FaceBook

"FaceBook is primarily an advertising platform." -Mark Zuckerberg, CEO Meta
"FaceBook is the frontline for stopping hate." -Jonathan Greenblatt, CEO ADL

Artificial Intelligence & Deep Learning
495k members

Artificial intelligence, Machine learning, Deep learning
185k members

Artificial Intelligence and Machine Learning
174k members

Deep learning
167k members

Data Mining / Machine Learning / Artificial Intelligence
135k members

Python Machine Learning
133k members

Computer Vision
99k members

Machine Learning & Artificial Intelligence Group
93k members

Deep Learning and Machine Learning
90k members

Data Science, Machine Learning, Deep Learning and Artificial Intelligence
80k members

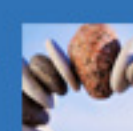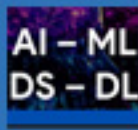### Deep Learning / AI
61k members

Data Science - Machine Learning, Artificial intelligence, Deep Learning
58k members

Machine Learning, Artificial Intelligence and Data Analytics
50k members

Artificial Intelligence | Machine Learning | Data Science | Deep Learning
50k members

Awesome AI Papers (Deep Learning, Computer Vision, Robotics, NLP etc.)
43k members

Artificial Intelligence: Deep Learning, Machine Learning & Neural Networks
39k members

Artificial Intelligence | Data Science | Deep Learning | Machine Learning
38k members

Cloud Computing
36k members

Data Science/Cloud Computing, AI & Machine Learning
25k members

MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE PROFESSIONALS GROUP
25k members

Cloud is Future (AWS, Azure, VMware or Google Cloud etc.)
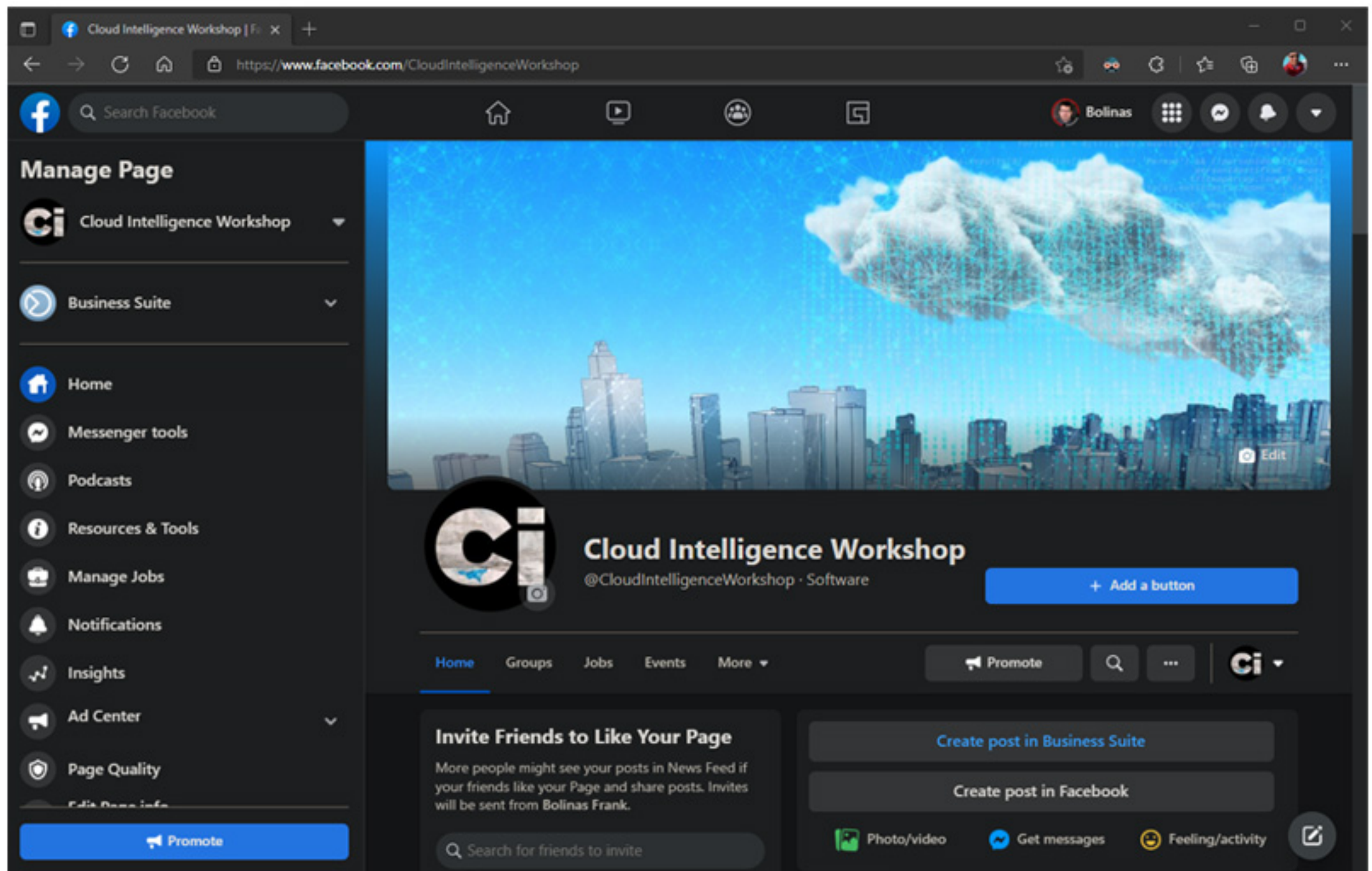**24k members**

Bigdata Machine Learning
21k members

The following relevant hashtags have been found to be popular:
#machinelearning — 126k people
#cloudcomputing — 48k people
#AIOps — 1k people

Facebook

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

Twitter

The Cloud Intelligence / AIOps Workshop can gain public awareness through tweets. The following are popular data science accounts:

@Azure
882k followers

@analyticbridge
233k followers

@Datasciencectrl
184k followers

@DataSciFact
152k followers

@DeepLearn007
129k followers

@odsc
90k followers

@bigdata
45k followers
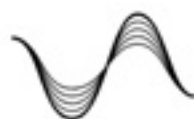
@datascifellows
32k followers

The following relevant hashtags have been found to be popular:

#ai	380 tweets per hour
#machinelearning	140 tweets per hour
#datascience	130 tweets per hour
#artificialintelligence	100 tweets per hour
#bigdata	100 tweets per hour
#analytics	80 tweets per hour
#ml	60 tweets per hour
#cloudcomputing	50 tweets per hour
#AIOps	250 total tweets

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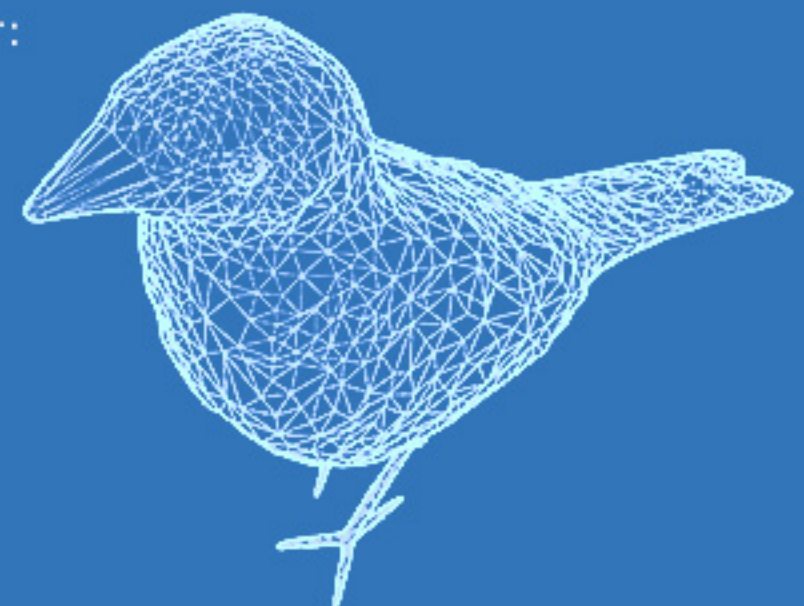
Twitter

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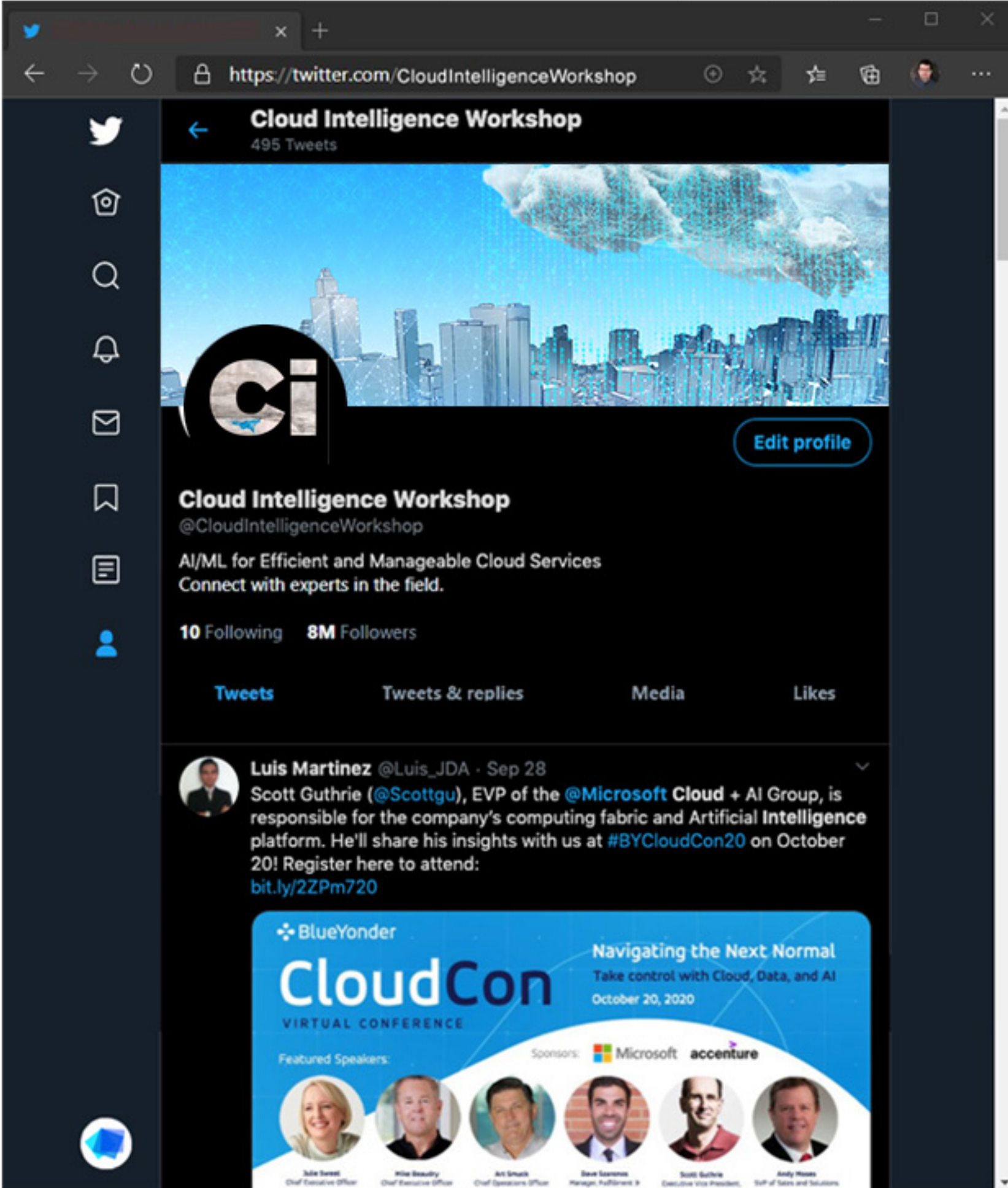
Instagram

The Cloud Intelligence / AIOps Workshop can gain public awareness through Instagram posts.

The following relevant hashtags have been found to be popular:

#ai	4.1 M posts
#artificialintelligence	1.7 M Posts
#ML	1.6 M posts
#NLP	1.5 M posts
#machinelearning	1.3 M posts
#bigdata	1.0 M posts
#AIOps	2.7 k posts

Instagram

This is what an Instagram post could like using the Cloud Intelligence / AIOps Design Guide:
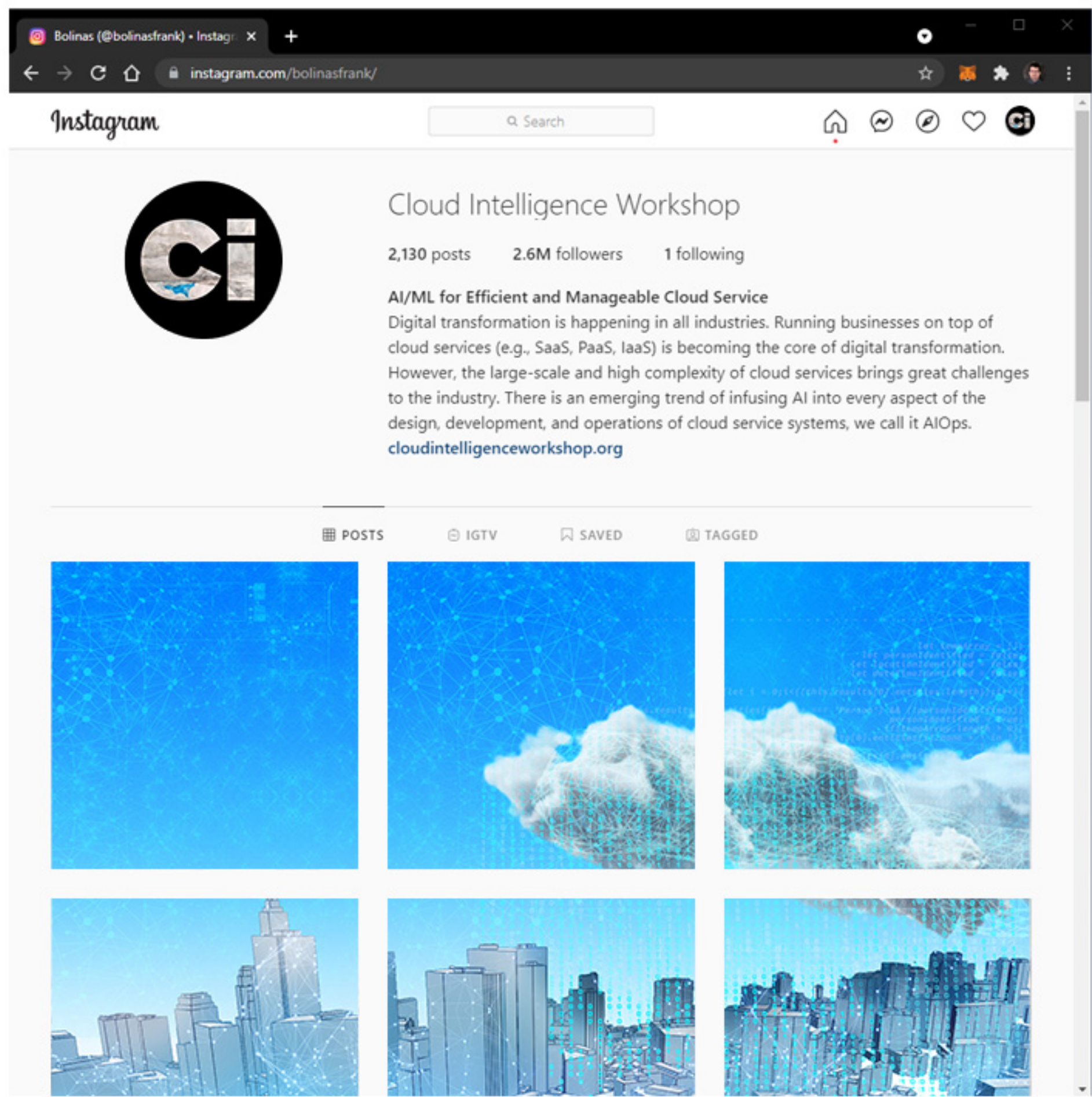
Other conference workshop sites put social links in the main navigation.

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