

End User Lounge: Benefits Edition

Cheryl Hung, CNCF VP Ecosystem

Katelin Ramer, CNCF Business Development Manager

Mary Campbell, Sr. Manager, Corporate Training

Kristi Tan, CNCF Senior Integrated Campaigns Manager

KubeCon + CloudNativeCon Europe 2021



Agenda

- Introductions
- What is the CNCF end user community?
- Training and certification opportunities
- How to build your cloud native brand
 - Online programs & case studies
- Q & A



Introductions!



Cheryl Hung
VP Ecosystem

Fun fact: I used to be an extra in movies for fun, including Bohemian Rhapsody, Redemption, Johnny English 3...



Katelin Ramer
BD Manager

Fun fact: In college, my music genre of choice was hardcore metal. :)



Mary Campbell
Sr. Manager,
Corporate Training

Fun fact: In my late 20's, I lived on a 42' sailboat in the Caribbean for 2 years



Kristi Tan
Sr. Integrated
Campaigns
Manager

Fun fact: I love musicals and saw Hamilton on Broadway!



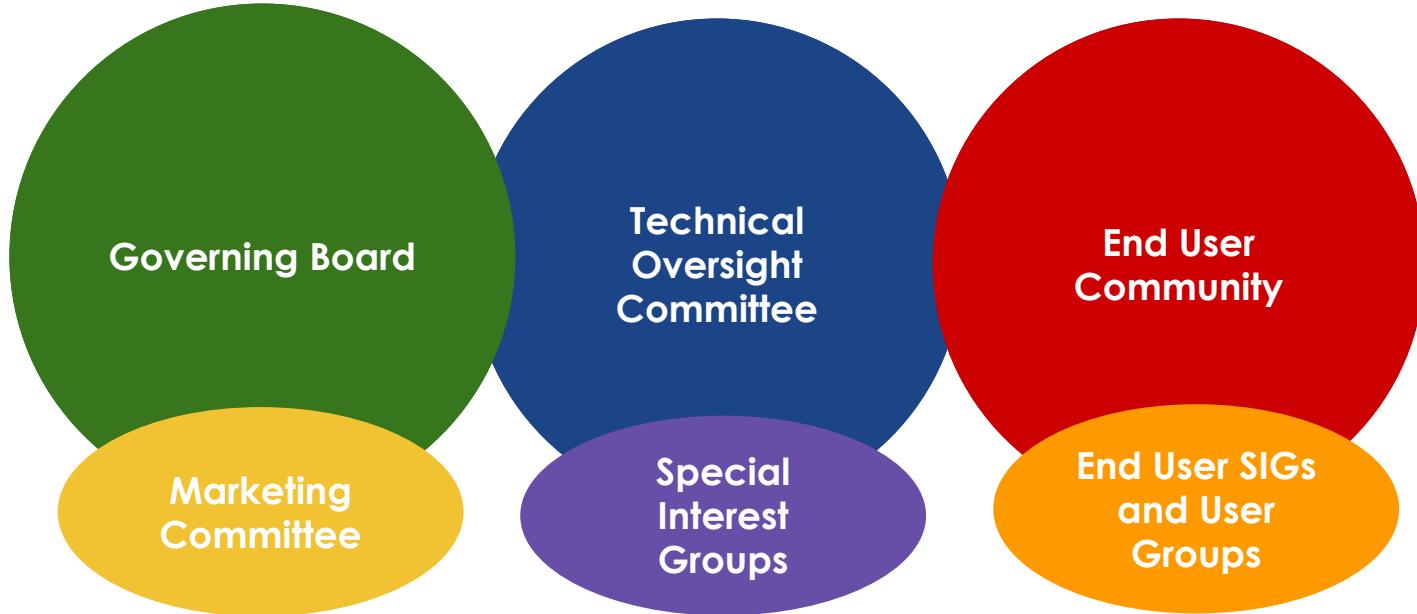
What is the End User Community?

End users

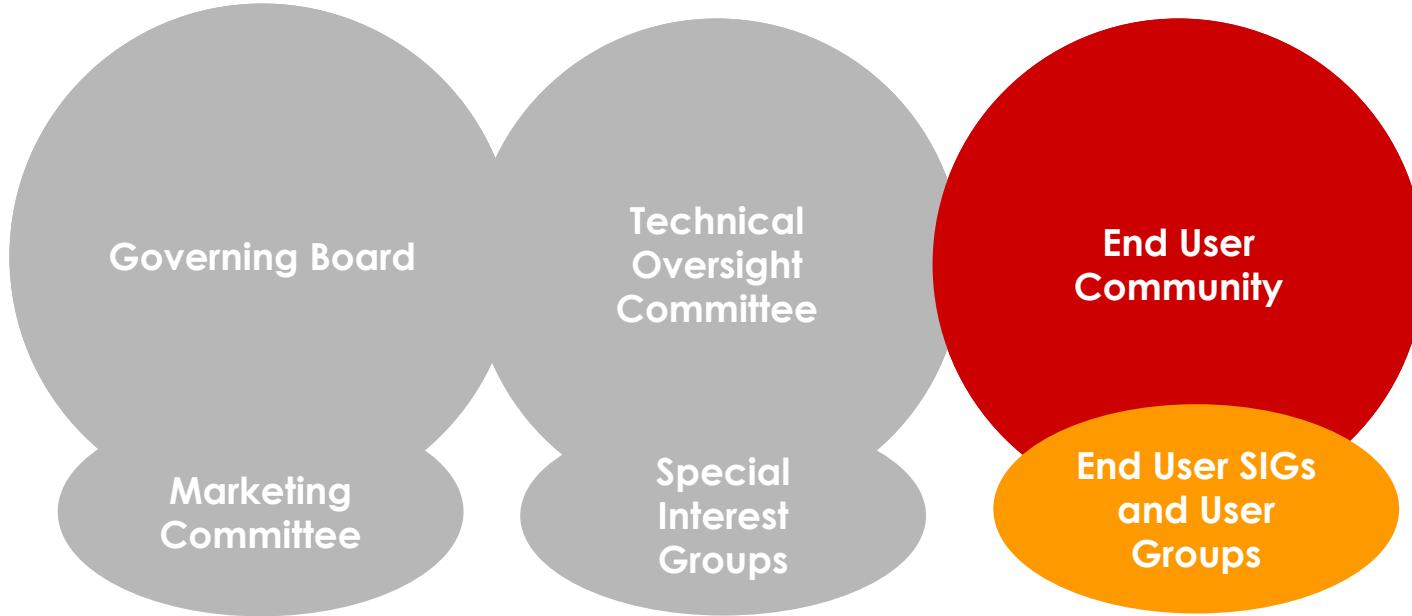
- use cloud native technologies internally
- **do not sell** any cloud native services externally

Excludes vendors, consultancies, training partners, telcos.

CNCF Structure



CNCF Structure

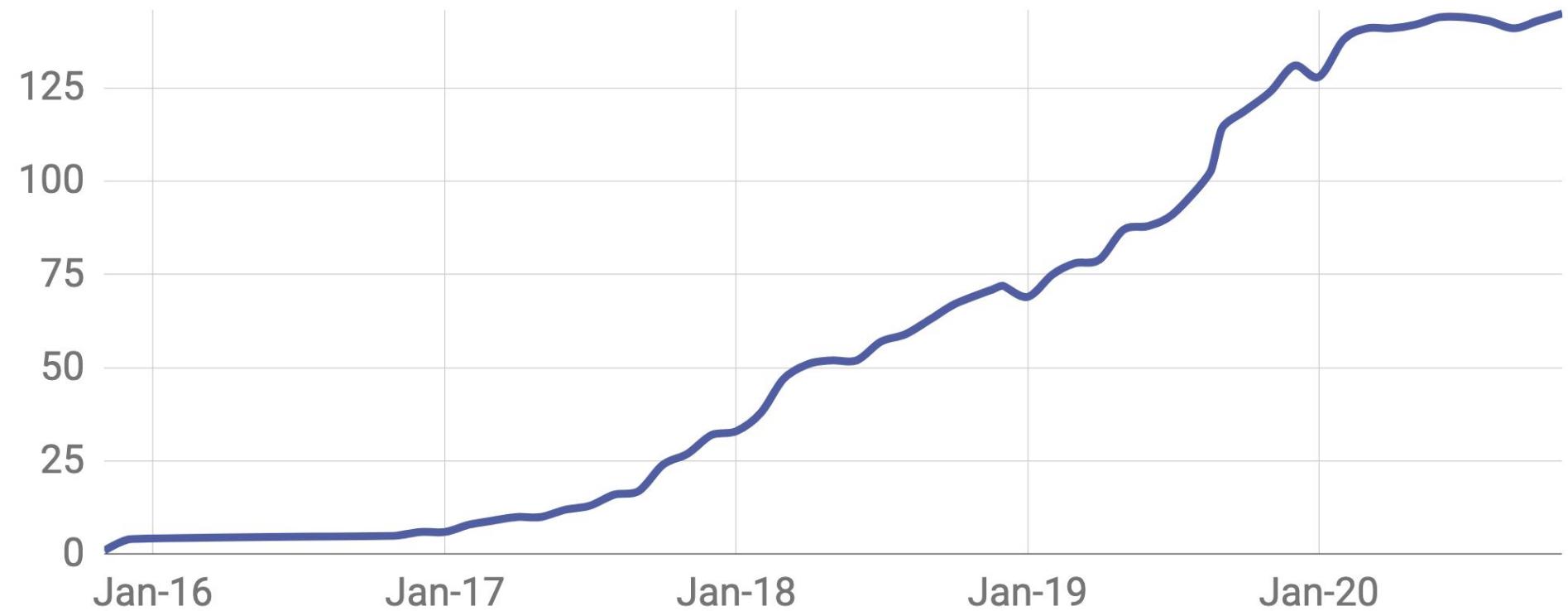


- Real end users of these technologies
- Communicate back requirements
- And good and bad experiences

140+ Companies in the End User Community



End User Community Membership Growth



CNCF Top End User Award

Bloomberg



JD.COM



intuit.

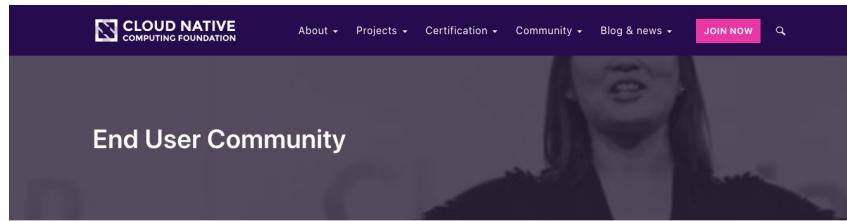


Spotify NEW!



cncf.io/enduser

NEW!



Join the vendor-neutral community of cloud native practitioners

The CNCF End User Community is a vendor-neutral group of [more than 140 organizations](#) using cloud native technologies to build their products and services. These experienced practitioners help power CNCF's [End User-driven open source](#) ecosystem, steering production experience and accelerating cloud native project growth.

A card featuring the Zalando logo and a quote: "Cloud native powers radical agility at Europe's leading online fashion platform". It includes a 'Read Zalando Case Study' button.

A card featuring the Spotify logo and a quote from Jai Chakrabarti: "We wanted to be part of the Kubernetes community to benefit from added velocity, reduced cost, and alignment on best practices." It includes a 'Read Spotify Case Study' button.

A card featuring the JD.com logo and a quote: "Simplicity and Stability: how Harbor enables image authorization, authentication and access control for China's largest retailer." It includes a 'Read JD.com Case Study' button and a statistic: "60% Maintenance Time Saved".

A card featuring the Apple logo and a quote from Alena Prokharhyk: "The Kubernetes community is a huge asset to the platform." It includes a 'Watch Alena's Keynote' button.

Explore the benefits in joining the cloud native end user community



Navigate the cloud native ecosystem
[View Case Studies](#)



Recruit top engineering talent
[Position your organization to attract](#)



Optimize your open source strategy
[View Case Studies](#)

Why join the End User Community?



The CNCF aims to help end users navigate the cloud native ecosystem, recruit talent, and adopt cloud native successfully.



Why join the CNCF End User Community?

1



Navigate
the
ecosystem

2



Recruit
engineering
talent

3



Grow open
source
leadership

1



Navigate
the
ecosystem

Companies need to understand how to navigate cloud native and open source.

- Find peers with similar challenges through the CNCF User Groups
- Collaborate on best practices
- Meet project maintainers
- Contribute to the [CNCF Technology Radar](#)

CNCF User Groups



Developer
Experience



Service Mesh
User Group

INDUSTRY SPECIFIC



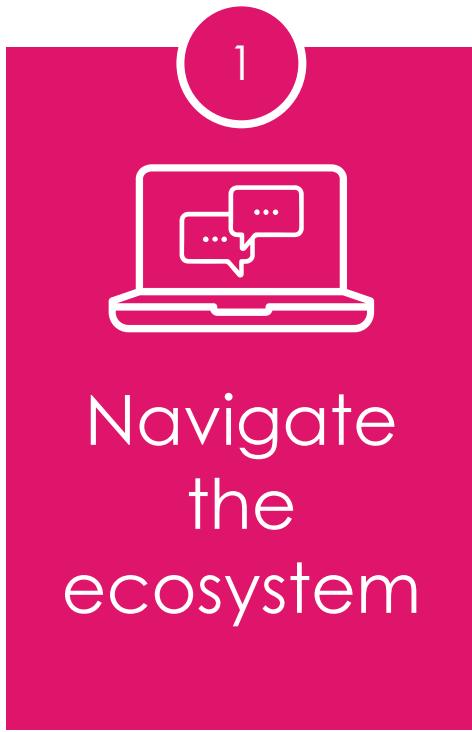
Telecom User
Group



Financial Services
User Group



Research User
Group



Complimentary tickets to KubeCon **Silver / Gold / Platinum**

- 10 tickets to in-person events (~\$15,000 value)
- Unlimited tickets to the virtual events

Supporters

- 2 tickets for 0-300 employees (\$3,000 value)
- 5 tickets for >300 employees (\$7,500 value)
- Unlimited tickets to the virtual events

Meet the End User Community face-to-face at the End User Partner Summit, an event exclusively for our community members.

2



Recruit engineering talent

Share your journey and technical stack with the CNCF community to help recruiting.

Engineers are attracted by open source, modern tooling and interesting challenges.

2



Recruit
engineering
talent

Technical marketing opportunities

- CNCF case studies, blog posts, online programs

At KubeCon CloudNativeCon

- Sponsor an end user booth
 - \$21k booth discounted to \$7,000
- Invitations to private media and analyst panels
- Get assistance with CfPs

3



Grow open source leadership

For companies who want to formalize open source engagement, including under the Linux Foundation.

Educate leadership and legal, and meet peers in other open source program offices.

3



Grow open
source
leadership

CNCF

- Quarterly executive engagement with CNCF staff

- Governing Board participation

Linux Foundation

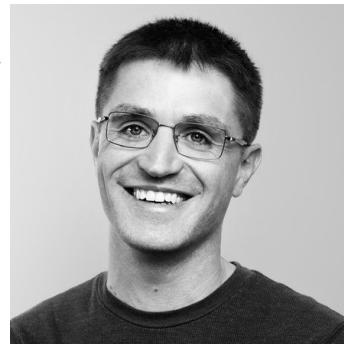
- Open Source Program Office

- Attend Legal Summit, Open Source Leadership Summit



"I really love the CNCF End User Community. Its bi-weekly meetings are really interactive and engaging, where everyone feels heard and safe to share their experience, offer feedback, and learn from others. Looking forward to seeing the group grow!"

– Alena Prokharchyk, Software Engineer at Apple, CNCF TOC



"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."

– Dave Zolotusky, Senior Staff Engineer at Spotify, CNCF TOC

Bloomberg



"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."

– Kevin Fleming, Member of the CTO Office, Bloomberg



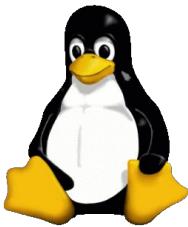
Linux Foundation Training & Certification Benefits for CNCF End User Members/Supporters

Mary Campbell | Senior Manager, Corporate Training Solutions



LF Training Capabilities

Unlike other training providers, we work directly with the open source projects and their communities to develop training and certification offerings. We have experienced staff in place to quickly develop and deploy high quality online, self-paced and instructor-led training options from projects like:



kubernetes



HYPERLEDGER



CLOUD**FOUNDRY**



LF Certification Offerings

- > 100% online, performance-based exam platform
- > Deep track record - exams for multiple projects
- > Experienced staff can work with experts to build and deploy exams
- > Focus is on entry level Certification, allows specialized providers to thrive
- > Option to bundle Certification exams with training to ensure adequate preparation



2020 Open Source Jobs Report

The [2020 Open Source Jobs Report](#) from The Linux Foundation and edX found:

- Qualified open source talent is still in short supply: 93% of hiring managers report difficulty finding sufficient talent with open source skills.
- DevOps' rise: DevOps pros have risen to the most sought after job role, with 65% of companies looking to hire more DevOps talent, up from 59% in 2018.
- Online training gains popularity during the COVID-19 era: 80% of employers now provide online training courses on open source, up from 66% two years ago.
- Certifications grow in importance: 52% of hiring managers are more likely to hire someone with a certification, up from 47% two years ago.
- Cloud technology is hot: Hiring managers report open cloud technologies has the highest impact: 70% are more likely to hire a pro with these skills



IT Certification Council & IDC Findings on the Value of Certification

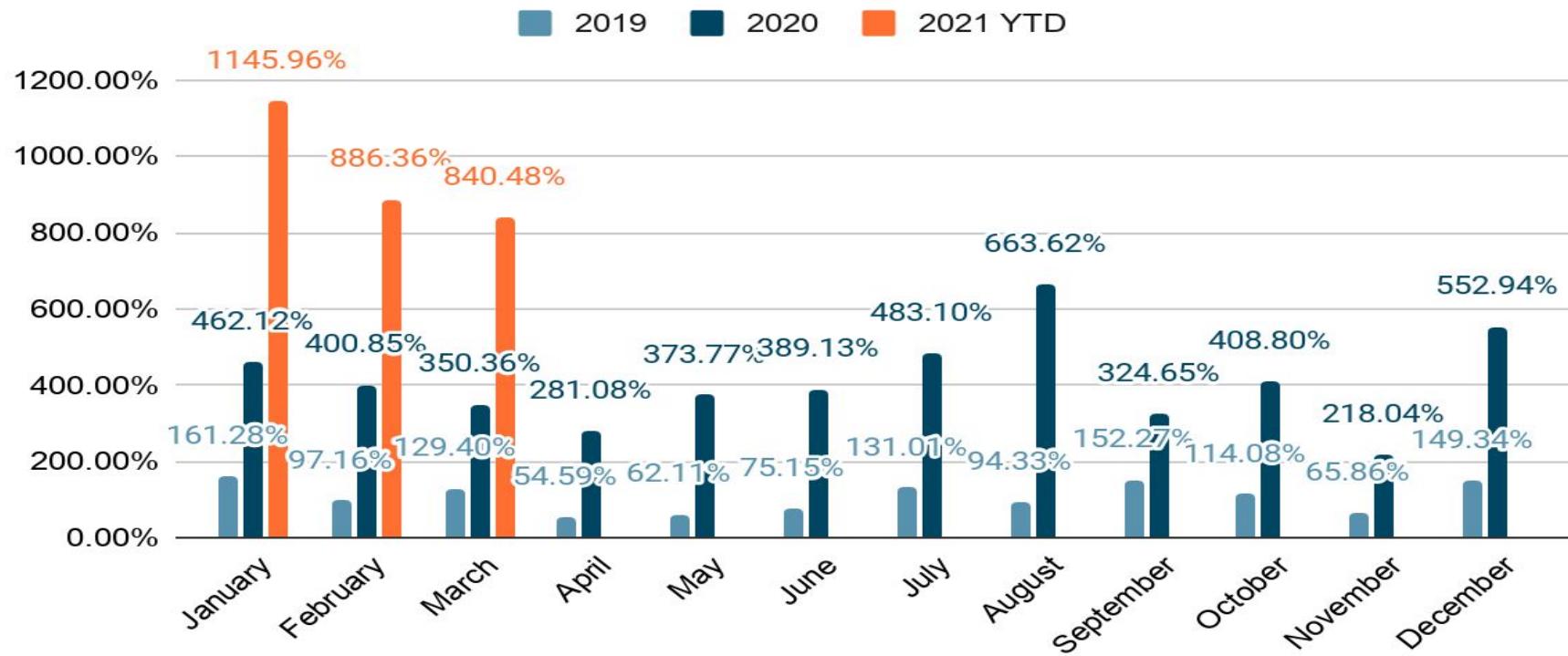
In October 2020, the IT Certification Council released a report from IDC on how certification helps organizations meet IT goals:

- Certified application developers are 90% more productive and 60% more efficient.
- Certified professionals help reduce unplanned server downtime by 56%.
- Certified IT professionals responsible for core IT activities are 17% more productive than non-certified team members.
- IT professionals with one certification have 2.5x the influence on strategic IT projects as IT professionals with no certifications in their first year in a role.
- IT professionals with two to five certifications have as much professional influence after three years as IT professionals with no certifications after six years.



Year-on-Year Growth in LF Certifications

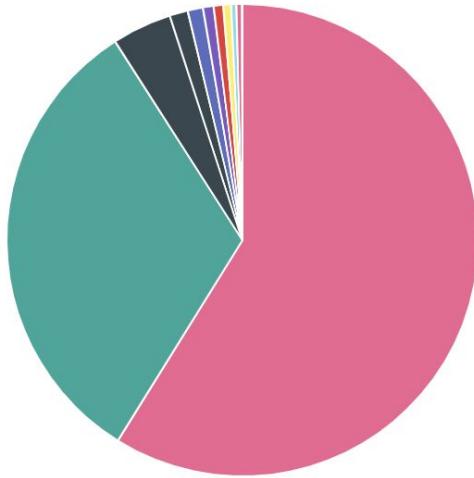
% increase in exams taken vs. 2018



Distribution of 33,340 Certifications Total

All Active LF Certifications (Faraday)

Certification is Achieved or Renewed



● CKA
● JSNAD
● COP

● CKAD
● CHFA
● CHFD

● LFCS
● JSNSD
● CHSA

● CKS
● LFCE

● CFCD
● LFCA

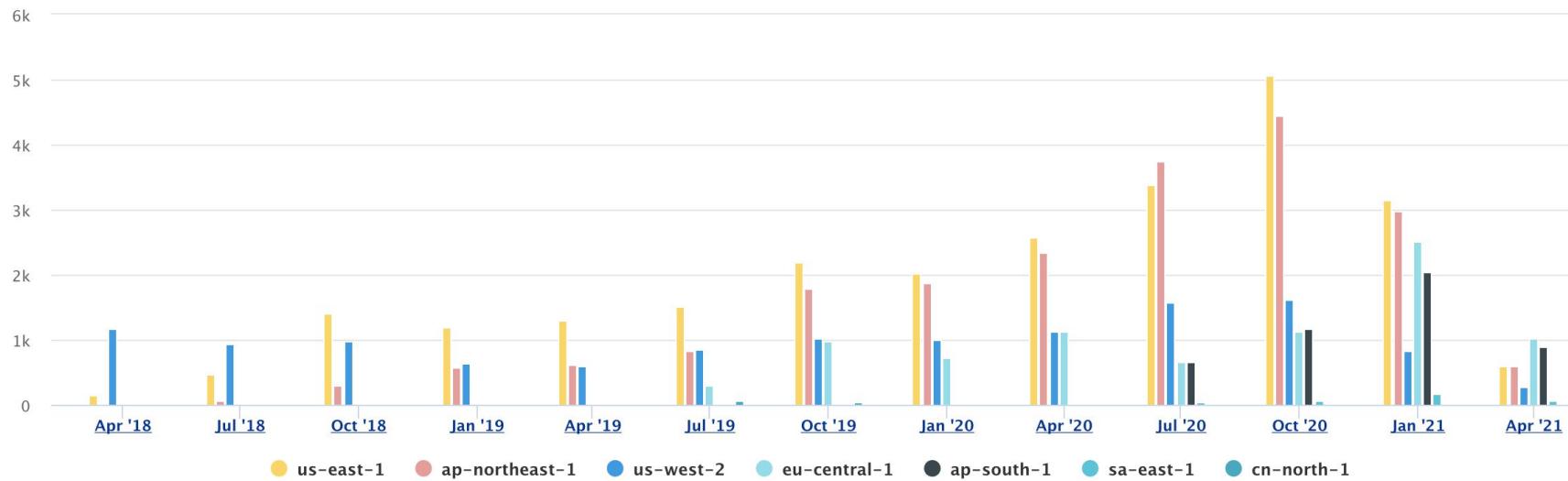


Reservation Volume by Region, Quarterly

Count by Region

Reservation Volume by Region, Quarterly

Count by Region



CNCF End User Training/Certification Benefits

<u>CNCF END USER SUPPORTERS</u>	<u>Quantity Included</u>	<u>Purchase Value</u>
Any of the following: <ul style="list-style-type: none">• eLearning Class• Certification Exam• eLearning + Certification Bundle	5	\$2,495 USD
<u>CNCF END USER MEMBERS</u>	<u>Quantity Included</u>	<u>Purchase Value</u>
1-year eLearning & Certification Subscription: <ul style="list-style-type: none">• All seat-holders get “unlimited” access to entire eLearning catalog• All seat-holders get access to any 1 certification exam	15 subscription seats	\$7,500 USD



E-Learning

100% online, self-paced courses to efficiently get your team up to speed.

- Cost effective and scales to a broad audience
- Provides the fundamentals needed to quickly adopt, culturally adapt, and be able to support new open source solutions
- 30-40 hours of content per class that teams can consume at their own pace
- Performance-based labs in every chapter



Certification

Entirely performance-based, timed and proctored exams.

- Monitored through webcam
- Test from anywhere, almost any time
- Digital badge issued to student and registered on our website
- Being home to the open source projects (CNCF, CFF, Hyperledger, etc.), the Linux Foundation's are the most sought-after and highly credited industry certifications



Examples of cloud native training paths

Cloud & Containers



Recommended Online, Self-Paced Courses:

- › LFS132 Introduction to Cloud Foundry and Cloud Native Software Architecture
- › LFS141 Exploring GraphQL: A Query Language for APIs
- › LFS151 Introduction to Cloud Infrastructure Technologies
- › LFS153 Building Microservice Platforms with TARS
- › LFS157 Introduction to Serverless on Kubernetes
- › LFS158 Introduction to Kubernetes
- › LFS201 Essentials of Linux System Administration
- › LFS216 Linux Security Fundamentals
- › LFD232 Cloud Foundry for Developers
- › LFS241 Monitoring Systems and Services with Prometheus
- › LFS242 Cloud Native Logging with Fluentd
- › LFS243 Service Mesh Fundamentals
- › LFS244 Managing Kubernetes Applications with Helm
- › LFS253 Containers Fundamentals
- › LFD254 Containers for Developers and Quality Assurance
- › LFD258 Kubernetes Fundamentals
- › LFD259 Kubernetes for Developers
- › LFS260 Kubernetes Security Essentials

Cloud Engineer Bootcamp – eLearning & Certs

This program will prepare an absolute beginner to learn the most in-demand cloud computing skills in about 6 months

“Suggested” Timeline		\$999/student promotion \$2300 list price (Further discounts for bulk purchases)
Weeks 1-4		Essentials of Linux System Administration (LFS201)
Weeks 5-9		Linux Networking and Administration (LFS211)
Week 10		Linux Foundation Certified SysAdmin Exam (LFCS)
Weeks 11-14		Containers Fundamentals (LFS253)
Weeks 15-18		DevOps and SRE Fundamentals (LFS261)
Weeks 19-23		Kubernetes Fundamentals (LFS258)
Week 24		Certified Kubernetes Administrator exam (CKA)



Advanced Cloud Engineer Bootcamp – eLearning & Certs

This program will prepare an absolute beginner to learn the most in-demand cloud computing skills in about 6 months

“Suggested” Timeline		\$999/student promotion \$2300 list price (Further discounts for bulk purchases)
Weeks 1-4		Containers Fundamentals (LFS253)
Weeks 5-9		Kubernetes Fundamentals (LFS258)
Week 10		Certified Kubernetes Administrator exam (CKA)
Weeks 11-15		Service Mesh Fundamentals (LFS243)
Weeks 16-19		Monitoring Systems and Services with Prometheus (LFS241)
Weeks 20-23		Cloud Native Logging with Fluentd (LFS242)
Week 24-26		Managing Kubernetes Applications with Helm (LFS244)



OSPO Series (Open Source Management & Strategy)

7 course series for employee education of Open Source

- Open Source Introduction
- Open Source Business Strategy
- Effective Open Source Program Management
- Open Source Development Strategies
- Open Source Compliance Programs
- Collaborating Effectively with Open Source Programs
- Creating Open Source Projects



FOR MORE LEARNING PATH EXAMPLES

SEE APPENDIX

- . DevOps/Site Reliability
- . Systems Engineering
- . System Administration
 - . Networking
 - . Blockchain
- . Application Development
 - . Kernel Development
 - . Embedded Development



Marketing Opportunities

Kristi Tan - Building your brand

Case Study: Your Cloud Native Journey



Showcase the positive impact cloud native technologies have on your business and how they ensure your future success.

We will highlight integration across all CNCF projects and include [video testimonials](#) and [written components](#) to be shared across CNCF and project channels.



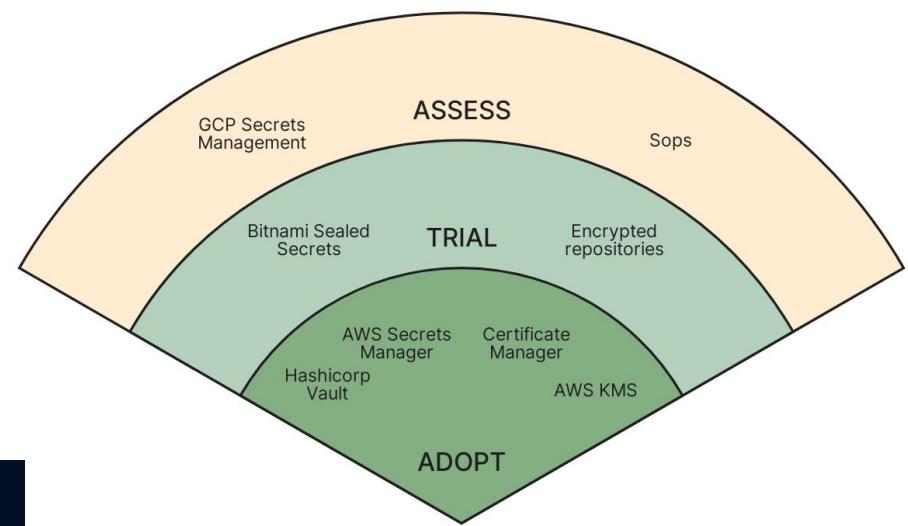
Latest Technology Radar: Secrets Management

Announcement on February 23, coverage included:

- **ITOps Times:** CNCF Technology Radar provides recommendations for tools for secrets management
- **DevClass:** Vault for secret keeping? CNCF End User Technology Radar spots surprising interest

CNCF Technology Radar

Secret Management, January 2021



Media Interviews with Global Business Publications

Publications like Bloomberg/BusinessWeek, The Financial Times, & Wall Street Journal report news and analysis on major IT trends and technology innovators.

We will arrange interviews with business/tech reporters interested in writing about how cloud computing is transforming your company and disrupting your industry. Earned media coverage validates your story with an extremely large, global, and senior audience to help drive talent acquisition and brand awareness.

Harvard
Business
Review

TECHNOLOGY

How Cloud Computing Is Changing Management

by Quentin Hardy

FEBRUARY 08, 2018

BLACKROCK®

“Blackrock, the world’s largest asset manager, recently built and released an investor research application using Kubernetes in 100 days....”



Contribute to CNCF Blogs

The CNCF blog program is a great way to showcase thought-leadership and industry commentary, as well as share technical walkthroughs of some of CNCF's projects.

Add a call-to-action to your blog!

- Share contact info of writer - twitter, slack, email
- Links to company websites
- Links to projects websites or Github
- Can advertise if they are hiring and who to contact if interested
- Accept content from CNCF members, project maintainers, and CNCF ambassadors
- Previously vendor-neutral published content can be re-purposed on the CNCF blog



CNCF Blog

Showcase your thought-leadership and industry commentary, as well as share technical walkthroughs for CNCF projects here.

Review CNCF blog guidelines

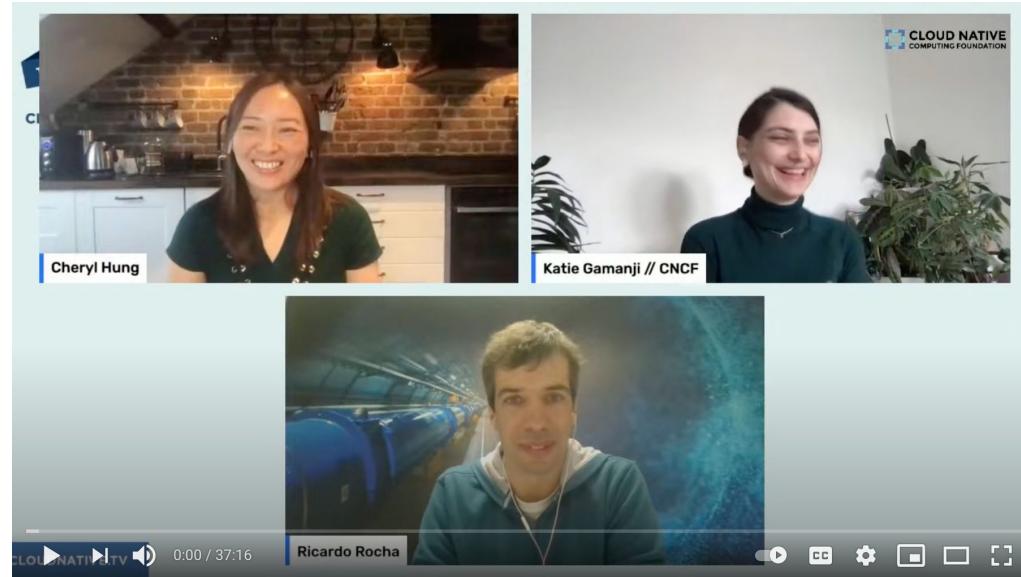
To submit a blog, email
blog@cncf.io



Online Programs - End User Lounge

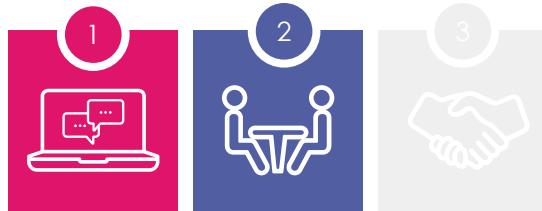
The End User Lounge is a livestream show hosted once a month on Twitch. The End User Lounge spotlights various end users and their participation in the community.

We want to have you on the show and invite you to sign up for a spot via [Calendly](#) today. No livestream experience necessary - think of this more of a fireside chat with our CNCF End User team for the world!



Joining the End User Community

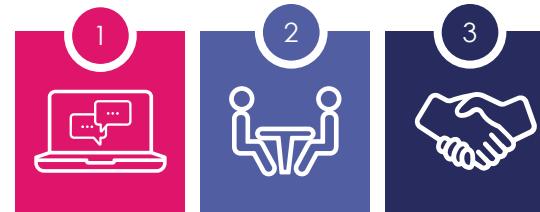
End User Supporter



\$4,500
(\$1,800 if less than 300 employees)

cncf.io/endusersupporter

End User Member



\$500 - \$370,000
(Silver, Gold, Platinum)

cncf.io/lfmembership

cncf.io/ enduser

	Non-profit	Academic	Supporter (0-299 employees)	Supporter (300+ employees)	Silver	Gold	Platinum
Annual membership dues	\$500	\$1000	\$1800	\$4500	<u>Silver fee scale</u>	\$120,000	\$370,000 with 3 year commitment
Private Mailing List	✓	✓	✓	✓	✓	✓	✓
Private Calls	✓	✓	✓	✓	✓	✓	✓
Private Event at KubeCon	✓	✓	✓	✓	✓	✓	✓
Blog and case study submission	✓	✓	✓	✓	✓	✓	✓
\$7k KubeCon Recruiting booth	✓	✓	✓	✓	✓	✓	✓
Virtual KubeCon tickets	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
KubeCon in-person tickets	0	0	2	5	10	10	10
Linux Foundation Training	0	0	5 coupons	5 coupons	15 seats subscription + 10 coupons	15 seats subscription + 10 coupons	15 seats subscription + 10 coupons
Online programs	✗	✗	✗	✗	2 activities a quarter (on-demand, YouTube, livestream)	4 activities a quarter (on-demand, YouTube, livestream)	4 activities a quarter (on-demand, YouTube, livestream, live webinar)
Run for Governing Board	✗	✗	✗	✗	✓	✓	Automatic Seat
Executive engagement	✗	✗	✗	✗	✗	Quarterly	Personalized

End User Member (CNCF and LF combined)

Platinum Member	\$370,000*
Gold Member	\$120,000
Silver Member	<p>5,000 employees +: \$50,000 3,000 - 4,999: \$45,000 1,000 - 2,999: \$35,000 500 - 999: \$25,000 100 - 499: \$15,000 50 – 99: \$10,000 Less than 50 employees: \$7,000</p>
Academic or Nonprofit	\$500 Nonprofit or \$1,000 Academic

*Three year minimum commitment



CNCF Events



kubecon.io

Next steps / contact



Cheryl Hung

VP Ecosystem

chung@linuxfoundation.org



Katelin Ramer

BD Manager

kramer@linuxfoundation.org



Mary Campbell

Sr. Manager, Corporate Training
mcampbell@linuxfoundation.org

Book a call:

calendly.com/cncf-end-user-eco/ck



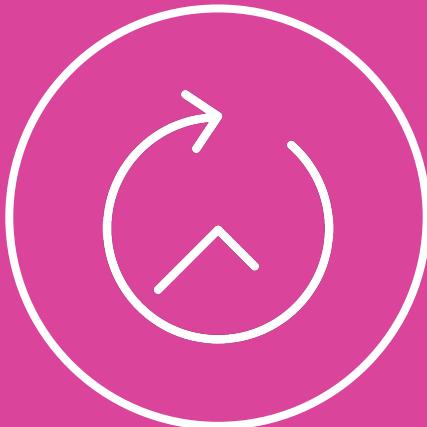
Thank you!



CLOUD NATIVE
COMPUTING FOUNDATION

Appendix

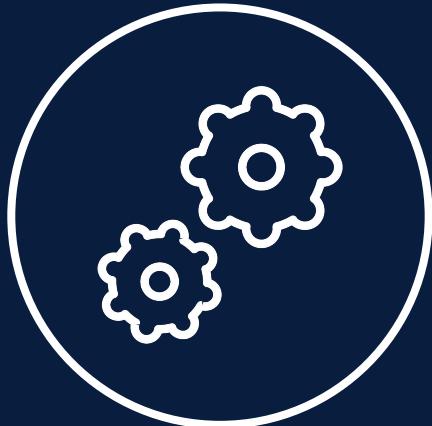
DevOps/ Site Reliability



Recommended Online, Self-Paced Courses:

- › LFS201 Essentials of Linux System Administration
- › LFS216 Linux Security Fundamentals
- › LFS261 DevOps and SRE Fundamentals: Implementing Continuous Delivery
- › LFS266 DevOps for Network Engineers

Systems Engineering/ Architecture



Recommended Online, Self-Paced Courses:

- › LFS201 Essentials of Linux System Administration
- › LFS211 Linux Networking and Administration
- › LFS216 Linux Security Fundamentals

Recommended Instructor-Led Classes:

- › LFS311 Linux for System Engineers
- › LFS422 High Availability Linux Architecture
- › LFS430 Linux Enterprise Automation
- › LFS462 Open Source Virtualization

System Administration



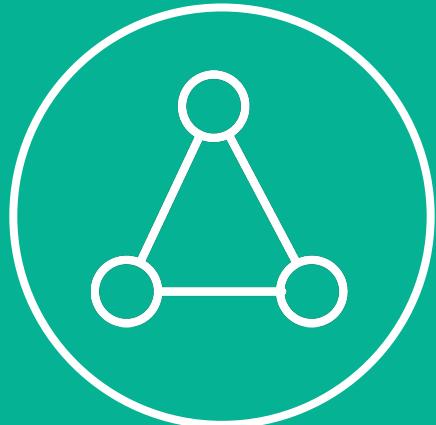
Recommended Online, Self-Paced Courses:

- › LFS101 Introduction to Linux
- › LFS201 Essentials of Linux System Administration
- › LFS211 Linux Networking and Administration
- › LFS216 Linux Security Fundamentals

Recommended Instructor-Led Training Classes:

- › LFS300 Fundamentals of Linux
- › LFS301 Linux for System Administrators
- › LFS311 Linux for System Engineers
- › LFS416 Linux Security
- › LFS422 High Availability Linux Architecture
- › LFS426 Linux Performance Tuning
- › LFS430 Linux Enterprise Automation
- › LFS462 Open Source Virtualization

Networking



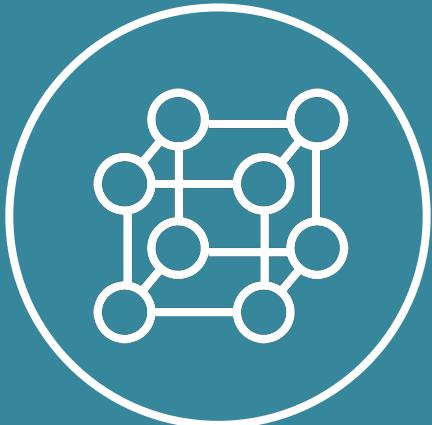
Recommended Online, Self-Paced Courses:

- › LFS201 Essentials of Linux System Administration
- › LFS211 Linux Networking and Administration
- › LFS263 ONAP Fundamentals
- › LFS264 OPNFV Fundamentals
- › LFS265 Software Defined Networking Fundamentals

Recommended Instructor-Led Classes:

- › LFS465 Software Defined Networking Essentials

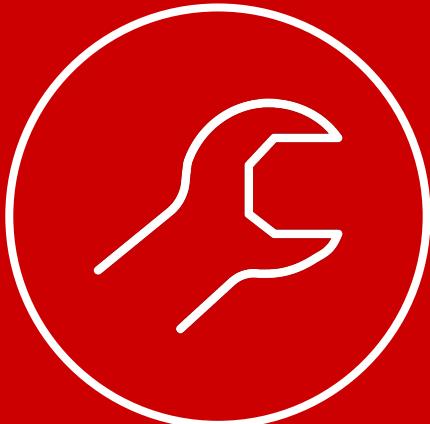
Blockchain



Recommended Online, Self-Paced Courses:

- › LFS 170 Blockchain: Understanding Its Uses and Implications
- › LFS171 Introduction to Hyperledger Blockchain Technologies
- › LFS172 Introduction to Hyperledger Sovereign Identity Blockchain Solutions: Indy, Aries and Ursa
- › LFS174 Hyperledger Sawtooth for Application Developers
- › LFD271 Hyperledger Fabric Fundamentals
- › LFS272 Hyperledger Fabric Administration
- › LFS273 Hyperledger Sawtooth Administration

Application Development



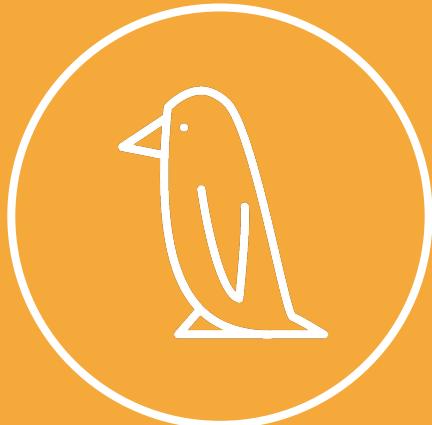
Recommended Online, Self-Paced Courses:

- › LFS174 Hyperledger Sawtooth for Application Developers
- › LFD232 Cloud Foundry for Developers

Recommended Instructor-Led Classes:

- › LFD301 Introduction to Linux, Open Source Development, and Git
- › LFD401 Developing Applications For Linux

Kernel Development



Recommended Online, Self-paced Courses:

- › LFD102 A Beginner's Guide to Open Source Software Development
- › LFD103 A Beginner's Guide to Linux Kernel Development
- › LFD201 Introduction to Open Source Development, Git and Linux

Recommended Instructor-Led Classes:

- › LFD301 Introduction to Linux, Open Source Development and Git
- › LFD401 Developing Applications For Linux
- › LFD420 Linux Kernel Internals and Development
- › LFD430 Developing Linux Device Drivers
- › LFD440 Linux Kernel Debugging and Security

Embedded Development



Recommended Instructor-Led:

- › LFD301 Introduction to Linux, Open Source Development and GiT
- › LFD420 Linux Kernel Internals and Development
- › LFD435 Developing Embedded Linux Device Drivers
- › LFD440 Linux Kernel Debugging and Security
- › LFD450 Embedded Linux Development
- › LFD460 Embedded Linux Development with Yocto Project