



PERCONA

Cloud of Serfdom or Cloud of Freedom

Peter Zaitsev,
Founder at Percona
22 February 2024

ConFoo.ca
DEVELOPER CONFERENCE

My Perspective

- **Involved in Open Source since late 1990s**
- **Early Staff member of MySQL AB**
- **Founder, until recently CEO at Percona**
- **Investor, Advisor, Mentor in Open Source Businesses**
- **Open Source Advocate**

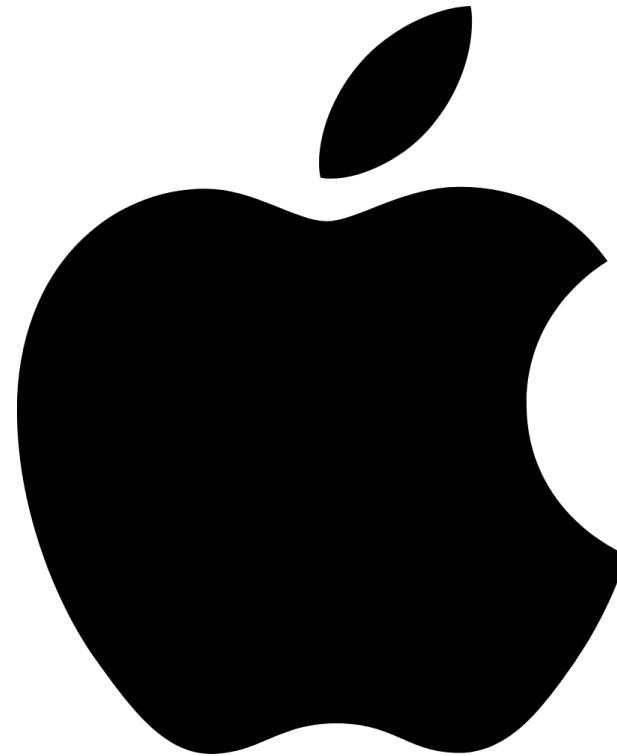
Better

**Everything being Equal
Open Source is a better
choice**



Investment

It is smarter to invest in your resources in making Open Source better rather than paying for Proprietary Software

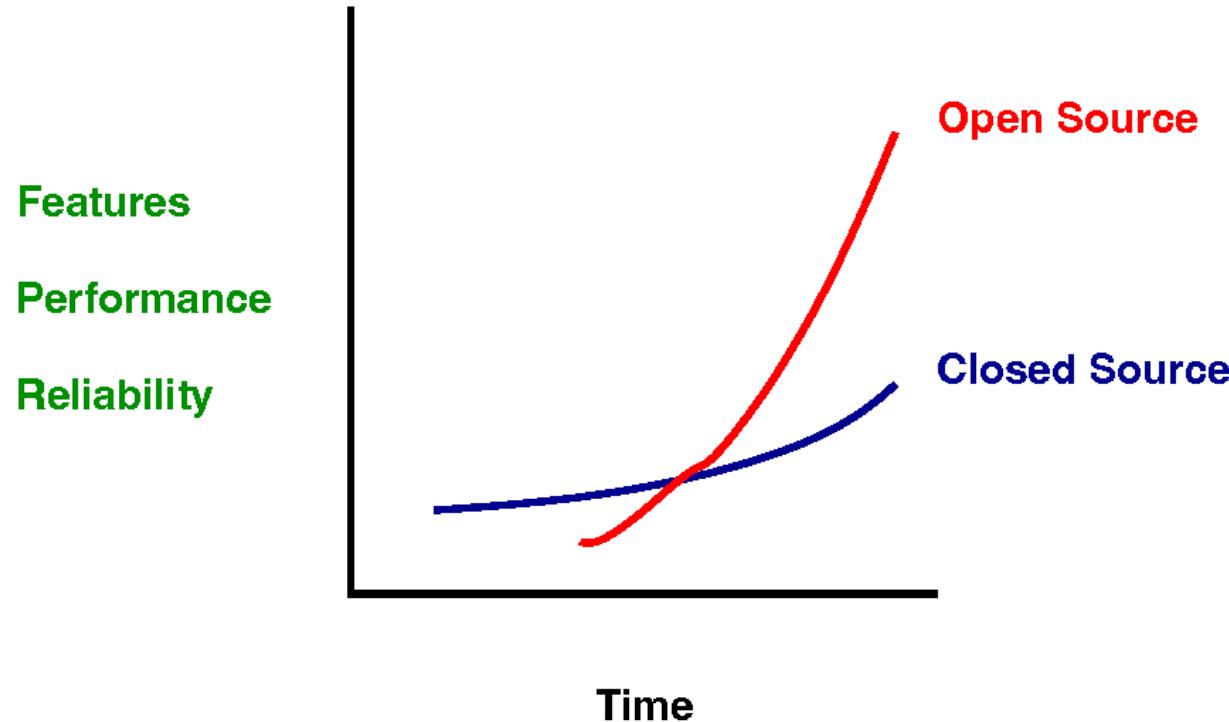


Paths

Monopoly or Competition?

Open Source and Proprietary

Rise of Open Source



12 / 51

<https://momjian.us/main/writings/pgsql/forever.pdf>

Have we
been here
before ?



Have We Been Here Before?

2000s



2020s

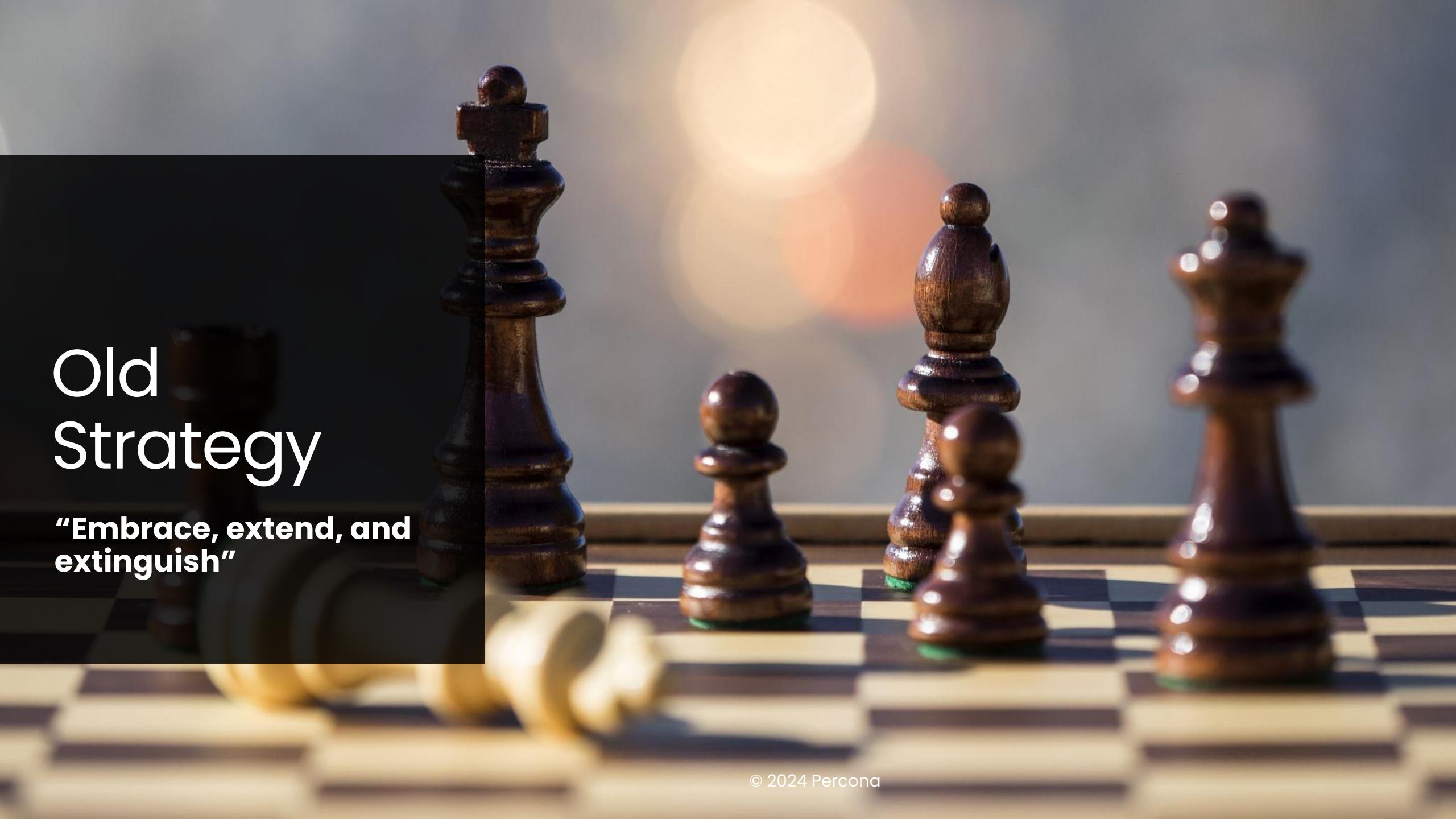


Open Source in the Cloud

**But do Cloud Vendors not
just make Open Source
easier ?**

Old Strategy

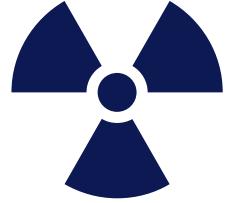
***“Embrace, extend, and
extinguish”***



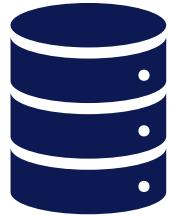
Usability and Ease of Use

New frontier for the competition





Software Explosion



Data Explosion



**Do More with
Less (skills)**

Reasons

Cloud only Skills

**Increasingly “Open
Source Experts” have
only Managed Cloud
Solutions Skills**

Cloud Vendor Push

1

**Using their
Proprietary or
Managed solutions
as Best Practice**

2

**Increasing Price
Difference for such
Managed Solutions**

3

**Embracing Scaling
by Credit Card**

Venture Funded Open Source

**Often Abandon Open Source Licenses to Create
Monopoly—Protect themselves from Unfair
Competition from the Cloud.**

Open Source Community

**Largely embraces adoption by Cloud
Vendors as it increases user base**



**Focus through last decade was
growth at any cost**



**Pushing as much data to third
parties (Cloud Vendors) makes
sense**



**No resource to put on Open Source
requiring “elbow grease”**

Growth at any Cost

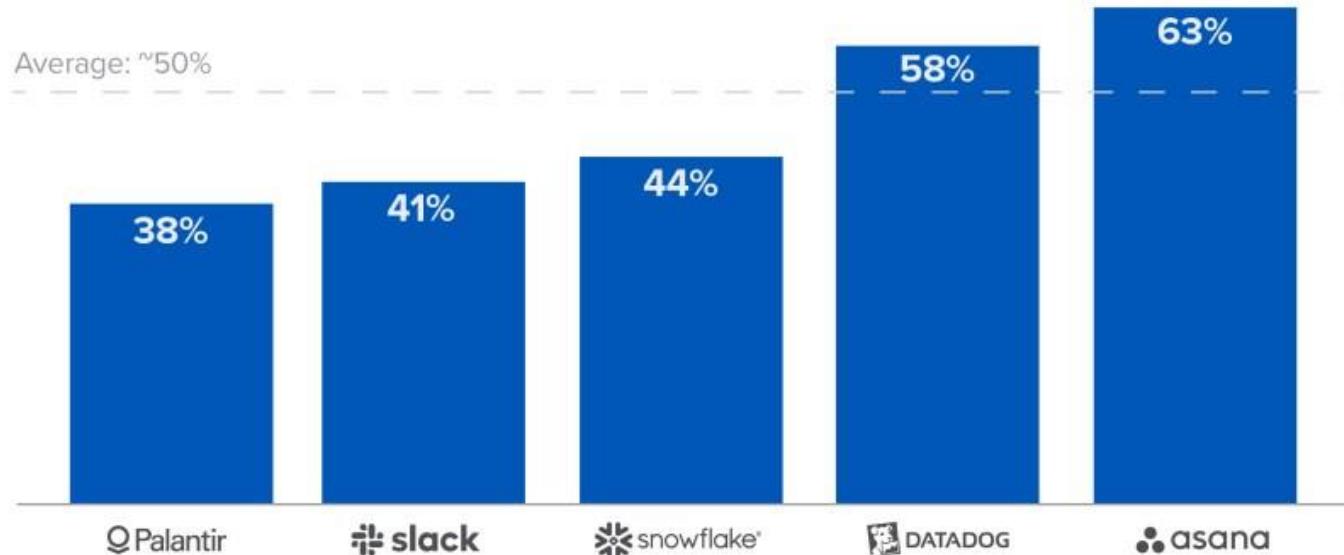
Subsidized Cloud

**First dose of Heroin is
Free**



Things are Changing

Estimated Annualized Committed Cloud Spend as % of Cost of Revenue



Source: Company S-1 and 10K filings

<https://a16z.com/2021/05/27/cost-of-cloud-paradox-market-cap-cloud-lifecycle-scale-growth-repatriation-optimization/>

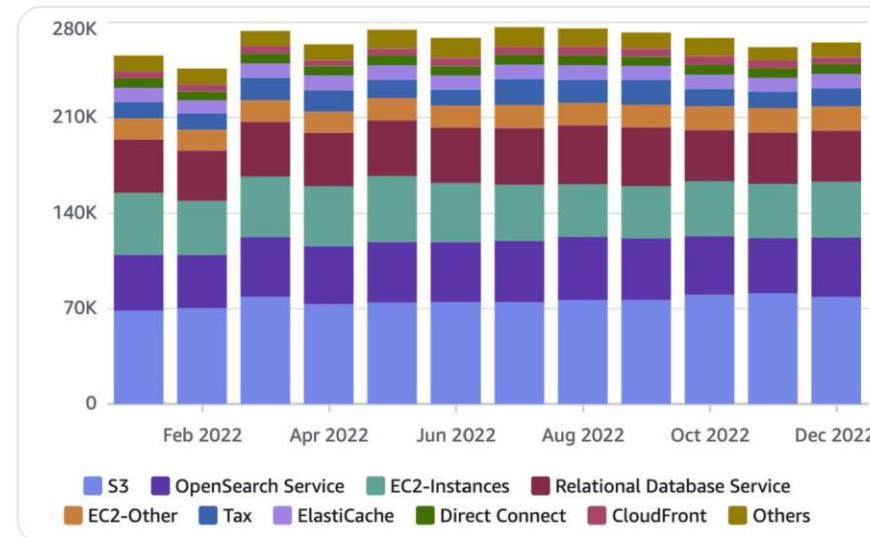
37 Signals leaving the cloud



DHH ✅
@dhh

...

We spent \$3,201,564.24 on cloud in 2022 at [@37signals](#), mostly AWS. \$907,837.83 on S3. \$473,196.30 on RDS. \$519,959.60 on OpenSearch. \$123,852.30 on ElastiCache. This is with long commits (S3 for 4 years!!), reserved instances, etc. Just obscene. Will publish full accounting soon.



7:08 AM · Jan 12, 2023 · 717K Views

341 Retweets 119 Quote Tweets 2,488 Likes

<https://twitter.com/dhh/status/1613508201953038337>

37 Signals says cloud repatriation plan has already saved it \$1 million

CTO David Heinemeier Hansson reckons he's on track to hit \$10 million over five years

 Simon Sharwood

Mon 18 Sep 2023 // 03:31 UTC

David Heinemeier Hansson, CTO of SaaS project management outfit 37Signals, has posted an update on the cloud repatriation project he's led, writing that it's already saved the company \$1 million.

Hansson has previously revealed that his company spent \$3.2 million a year on cloud computing, most of it at Amazon Web Services. His repatriation plan called for the company to spend \$600,000 on eight meaty servers that each pack 256 virtual CPUs, and have them hosted at an outfit called Deft.

That plan was projected to save \$7 million over five years.

In his Saturday post, Hansson wrote he now thinks he can find \$10 million of savings in the same period.

BREAKING
Americans w
widespread c
outages, cau

And it seems
to work for
them...

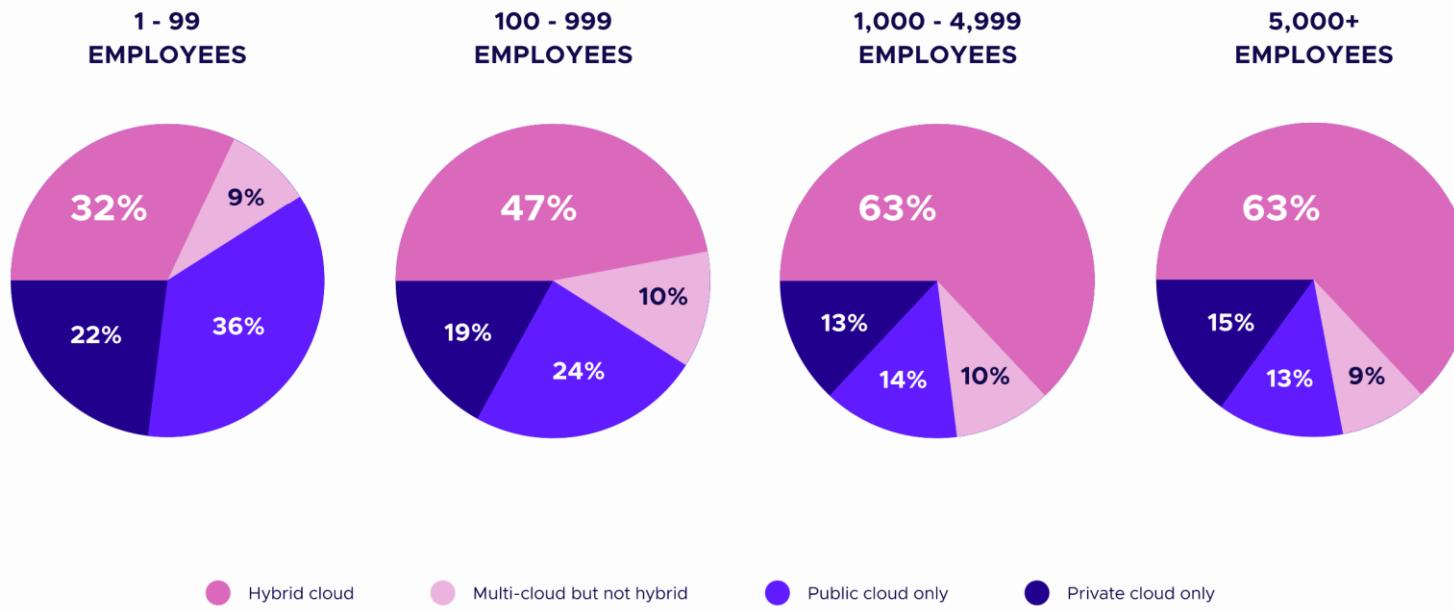
https://www.theregister.com/2023/09/18/37_signals_cloud_repatriation_savings/

GitOps

Declarative Versioned Infrastructure as a Code

Hybrid Cloud

**Which of the following combinations of data center and cloud architectures does your organization use?
(By organization size)**



<https://www.cncf.io/reports/cncf-annual-survey-2022/>

Open Source Catches Up Again



- **Lock-in with Cloud Vendor**
- **Use Proprietary Solutions**
- **Highly Differentiated Cloud**
- **Hostage**
- **No Vendor Choice**

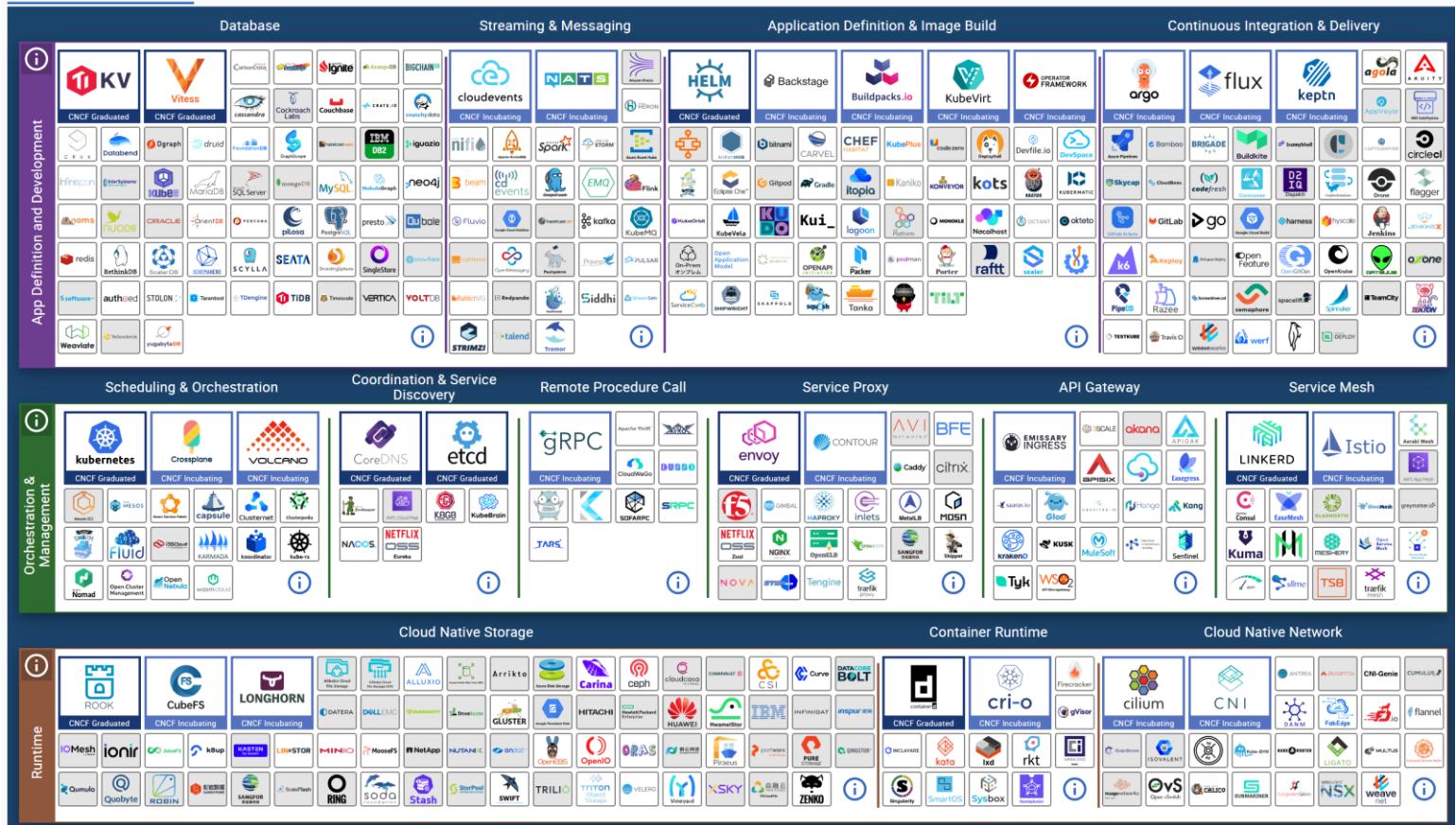


CLOUD NATIVE
COMPUTING FOUNDATION

- **Freedom to Run Anywhere**
- **Use Open Source**
- **Cloud Is Commodity**
- **Customer**
- **Choice of Vendors**



Cloud Native is Going Strong



<https://landscape.cncf.io/>

Giving Cloud Its Originally Intended Role of Commodity Infrastructure

What is Cloud Computing?

An analogy: think of electricity services...

You simply plug into a vast electrical grid managed by experts to get a low cost, reliable power supply – available to you with much greater efficiency than you could generate on your own.



Proprietary
Services in
the cloud
are on
inevitable
path to...

enshittification

[ɛnʃɪtifi'keɪʃən] • noun

*Converting utility into
futility for corporate greed.*

Your Choice of Cloud

Cloud of Serfdom

Use a lot of Proprietary Features of your cloud vendor



Cloud of Freedom

Use Cloud Vendor as Commodity, Use Open Source



Smart API – Kubernetes



DOK Community



Dok
Community

<https://dok.community/>

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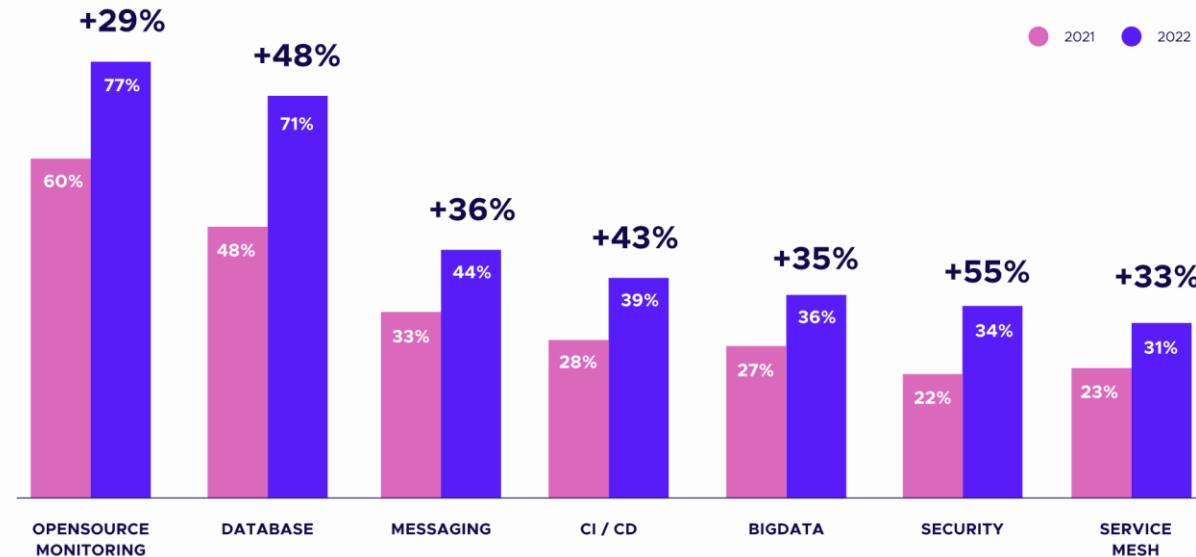
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Adoption Areas

KUBERNETES GROWTH AREAS

Focusing on non-application workloads, enterprises used an increasing variety of technologies. This reflects the need to enhance Kubernetes with better observability, security, and service-to-service communications. Other technologies enable specific use cases like CI/CD tools or databases.

Across all categories, **open source projects rank among the most frequently used solutions.**



<https://www.cncf.io/reports/cncf-annual-survey-2022/>

Kubernetes
Powers many
DBaaS



*influx*data



crunchy data



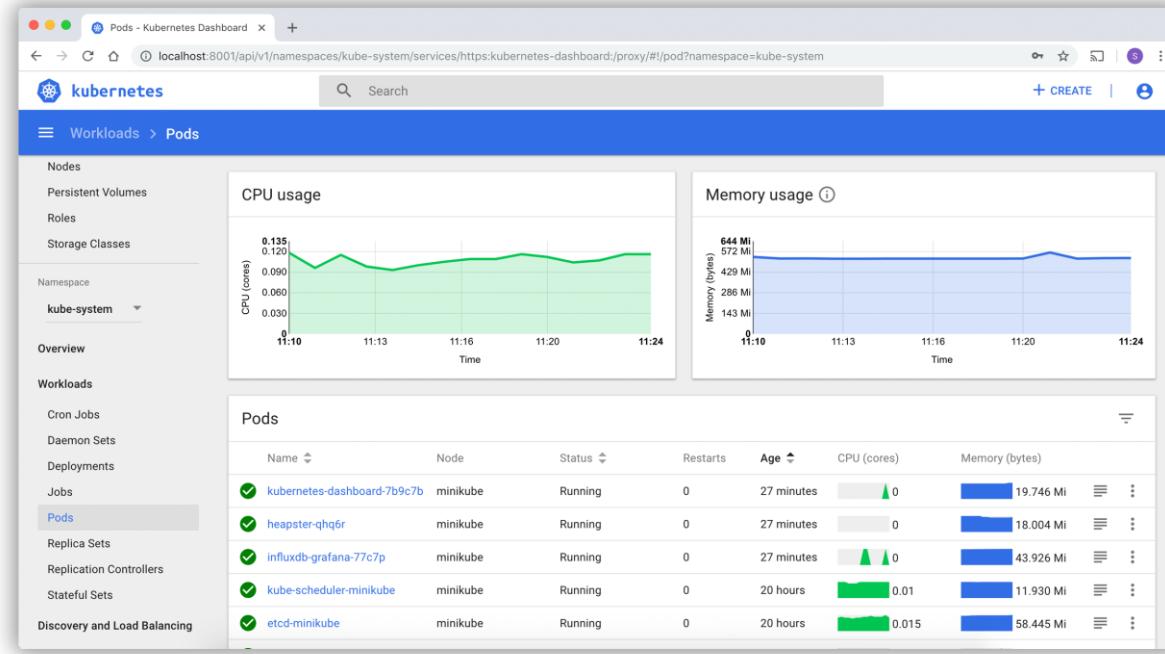
Anywhere



K3S

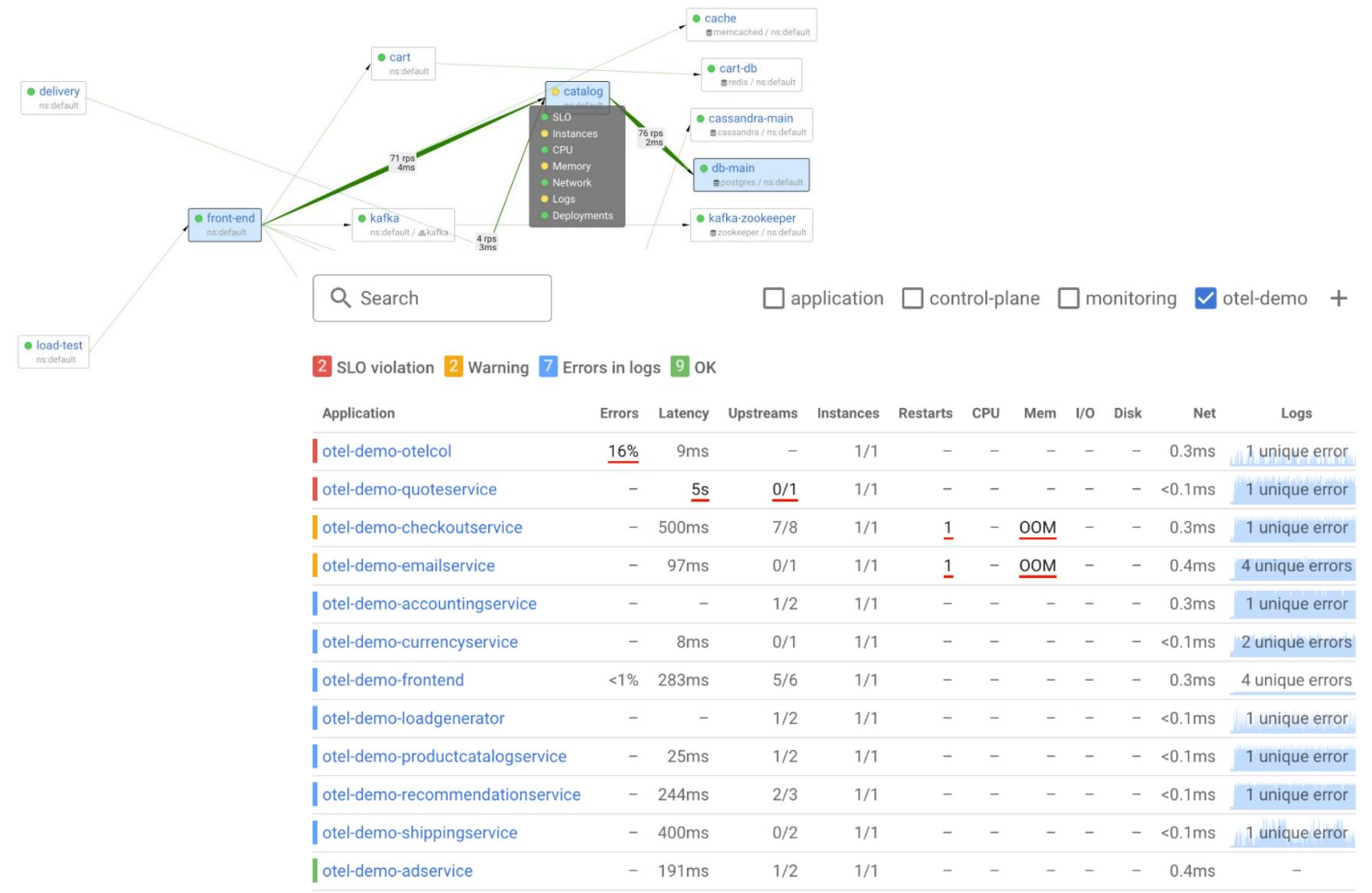
Lightweight Kubernetes

The certified Kubernetes distribution built for IoT & Edge computing



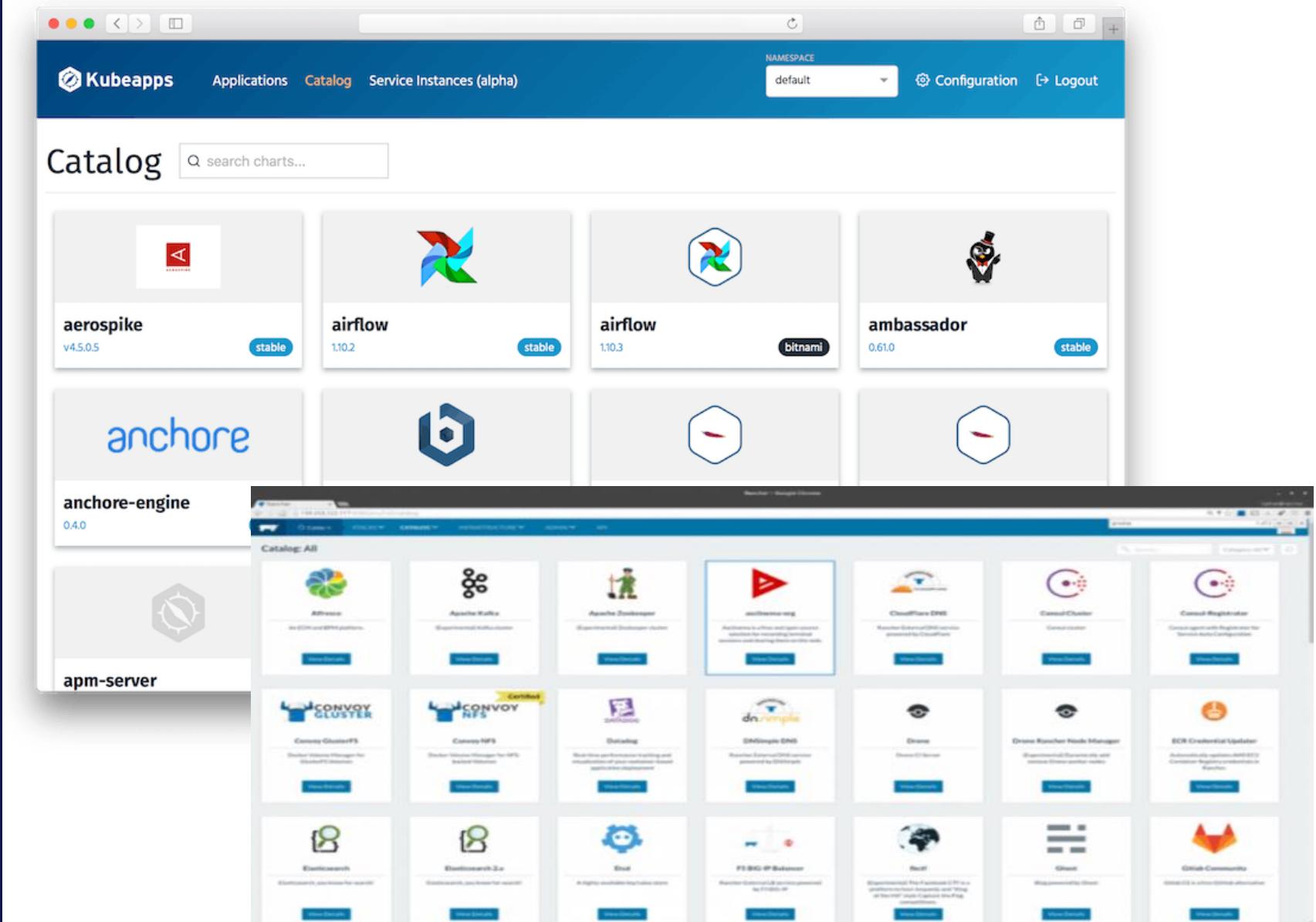
Dashboards

Simple Open Source Observability



<https://coroot.com>

Applications



Databases

Databases
are Special

ORACLE

**Oracle does not have customers,
Oracle Has Hostages ☺**

Data Has Gravity

Hard to Move

Attracts/Pulls other Applications

Creates More Severe Vendor Lock-In

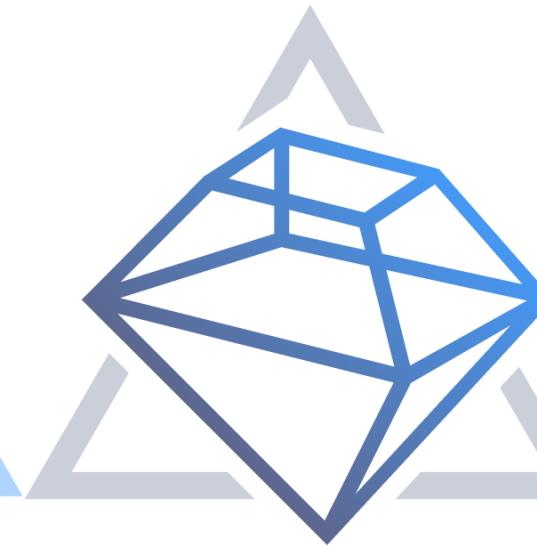
Should be your focus in Achieving your Freedom



Mission Critical: Open Source Database Software



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Distribution for
MySQL

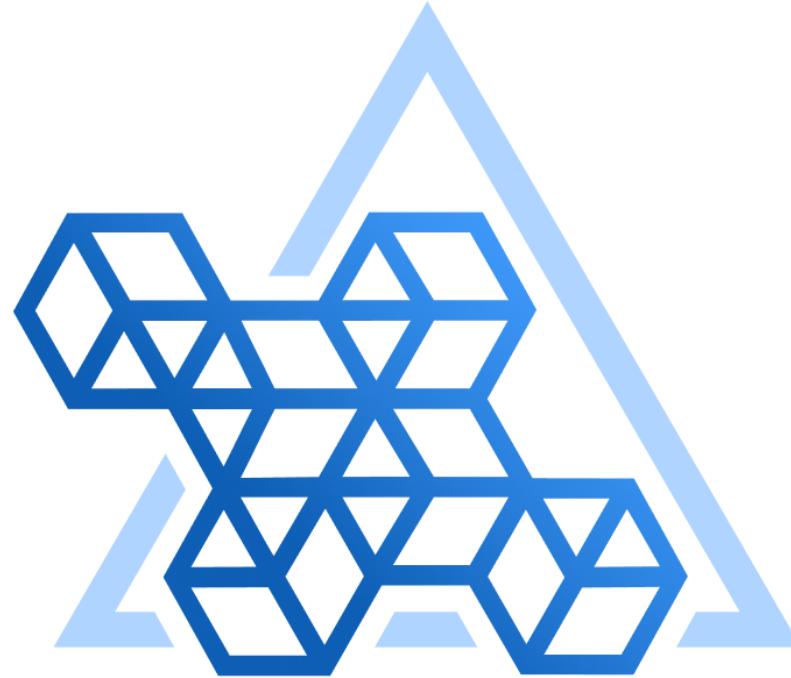


PERCONA
Distribution for
PostgreSQL



PERCONA
Distribution for
MongoDB

“Operators”
to run them
on
Kubernetes



Observability and Simplified Management



PERCONA
Monitoring and
Management

Percona
Everest –
Open Source
DBaaS
Powered by
Kubernetes

PERCONA

Everest Product Documentation



<https://docs.percona.com/everest/>

Expertise you
can count on



Support



Consulting



Managed Services

Call For Action



Embrace Open Source in the Cloud



Invest in Making it Better



Spread the Word



Run Percona

Thank you, Let's Connect!

<https://www.linkedin.com/in/peterzaitsev/>

<https://twitter.com/PeterZaitsev>

Cloud of Serfdom

<http://www.peterzaitsev.com>