Navigating the Cloud Native Community for End Users

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June 25, 2019

CLOUD NATIVE
COMPUTING FOUNDATION

Agenda

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

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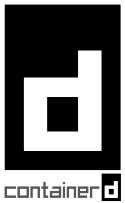
CNCF mission

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



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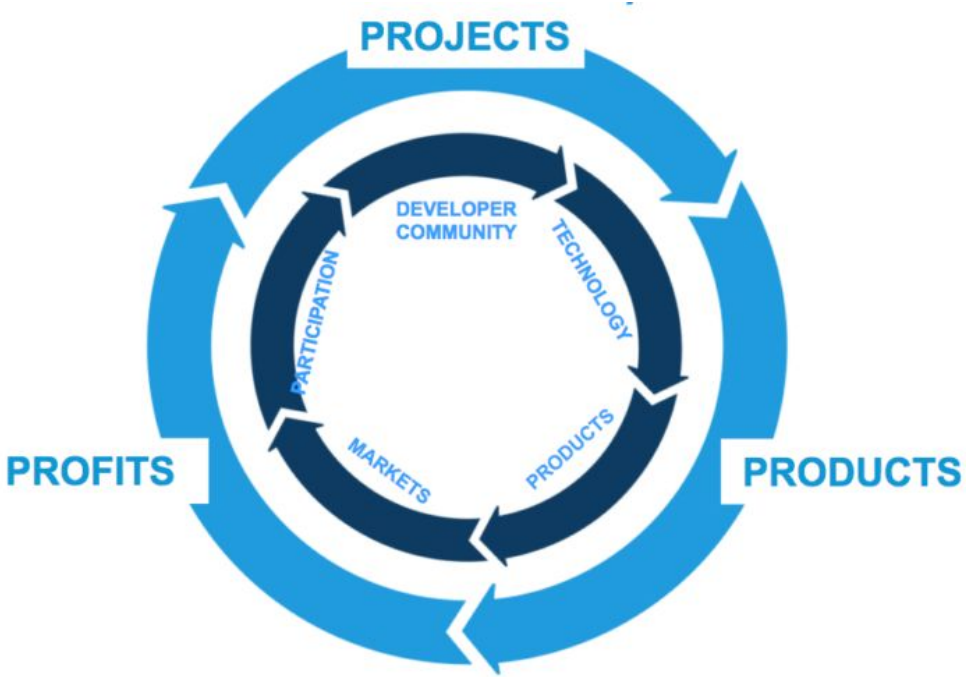
Non-profit, part of Linux Foundation, founded December 2015



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End User Supporters

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Academic/Nonprofit

CableLabs, CAMBIA, CENGN, CLOUD FOUNDRY, GOLDEN GATE UNIVERSITY, INTERNET 2, NAIC, NIPR, OpenCloud Foundation, SEL, ADVANCED RESEARCH COMPUTING TECHNOLOGY SERVICES, WIKIMEDIA FOUNDATION

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10 staff

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In practice

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In practice

- Community

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In practice

- Community
- Documentation, translation

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In practice

- Community
- Documentation, translation
- Security audits

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In practice

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

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In practice

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

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CNCF Cloud Native Landscape

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Overwhelmed? Please see the CNCF Trail Map. That and the interactive landscape are at l.cncf.io

Greyed logos are not open source

App Definition and Development

Database

CNCF Incubating: Vitess

Streaming & Messaging

CNCF Incubating: NATS

Application Definition & Image Build

CNCF Incubating: Helm

Continuous Integration & Delivery

Orchestration & Management

Scheduling & Orchestration

CNCF Graduated: Kubernetes

Coordination & Service Discovery

CNCF Graduated: CoreDNS

CNCF Incubating: etcd

Remote Procedure Call

CNCF Incubating: gRPC

Service Proxy

CNCF Graduated: Envoy

API Gateway

Service Mesh

CNCF Incubating: Linkerd

Runtime

Cloud-Native Storage

CNCF Incubating: Rook

Container Runtime

CNCF Incubating: containerd

CNCF Incubating: cri-o

CNCF Incubating: rkt

Cloud-Native Network

CNCF Incubating: CNI

Provisioning

Automation & Configuration

Container Registry

CNCF Incubating: Harbor

Security & Compliance

CNCF Incubating: Notary

CNCF Incubating: Open Policy Agent

CNCF Incubating: TUF

Key Management

Platform

Certified Kubernetes - Distribution

Certified Kubernetes - Hosted

Certified Kubernetes - Installer

PaaS/Container Service

Observability and Analysis

Monitoring

CNCF Graduated: Prometheus

Logging

CNCF Graduated: fluentd

Tracing

CNCF Incubating: Jaeger

CNCF Incubating: OpenTracing

Chaos Engineering

Serverless

Cloud

Public

Special

Kubernetes Certified Service Provider

Kubernetes Training Partner

l.cncf.io

This landscape is intended as a map through the previously uncharted terrain of cloud native technologies. There are many routes to deploying a cloud native application, with CNCF Projects representing a particularly well-traveled path

CLOUD NATIVE COMPUTING FOUNDATION

CLOUD NATIVE Landscape

Redpoint Amplify PARTNERS

But, the CNCF doesn't do:

- Support

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But, the CNCF doesn't do:

- Support
- Consultancy

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But, the CNCF doesn't do:

- Support
- Consultancy
- Product management

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But, the CNCF doesn't do:

- Support
- Consultancy
- Product management
- Feature roadmaps

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What is the End User Community?

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End users

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

Excludes vendors, consulting and training partners.

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CNCF End User Community

Plus 9 non-public members

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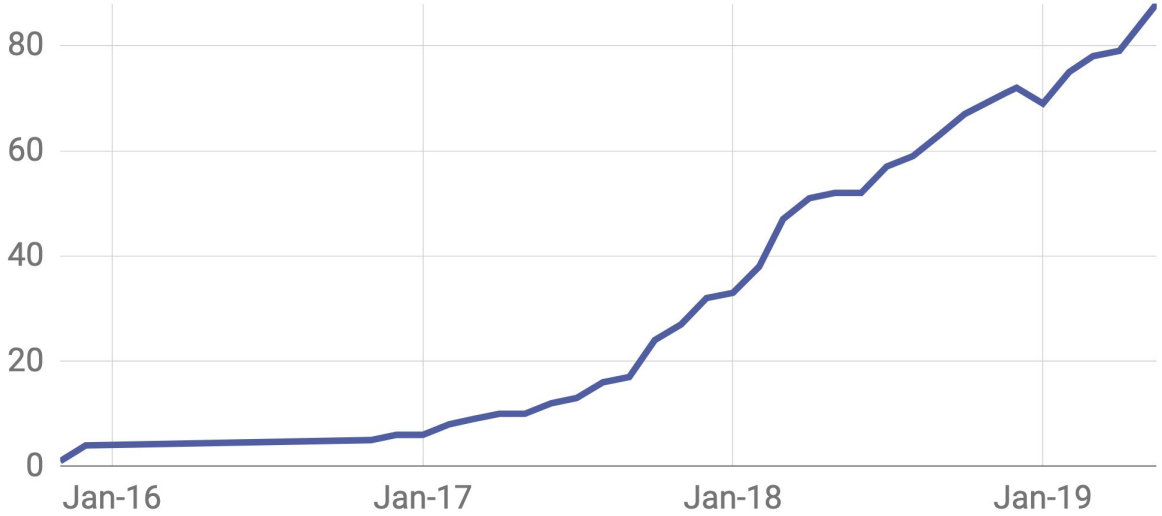
End User Community Membership Growth



Newest member

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Hired October 2018

Understand end user needs

Ensure that end users are active and engaged in the community

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But why isn't everything open?

Closed mailing list and calls creates a vendor neutral space.

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

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The CNCF helps end users:

1

Navigate the ecosystem

2

Hire engineers

3

Align with cloud native

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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."

ADVANCED RESEARCH COMPUTING TECHNOLOGY SERVICES
UNIVERSITY OF MICHIGAN

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1

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

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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."

Spotify®

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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

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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

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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

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“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.”

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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.

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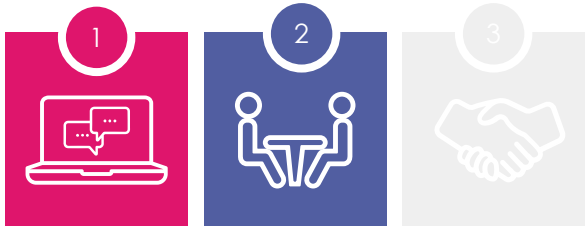
EU Supporter



$4500
($1800 < 300 employees)

cncf.io/endusersupporter

EU Member

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

cncf.io/lfmembership

Both include 5 annual tickets to KubeCon
(2 if less than 300 employees)

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

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Join now

Plus 9 non-public members

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Thanks!
Slides at oicheryl.com
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