



# OpenTelemetry makes observability simple.

Liz Fong-Jones (@lizthegrey) &  
Sarah Novotny (@sarahnovotny),

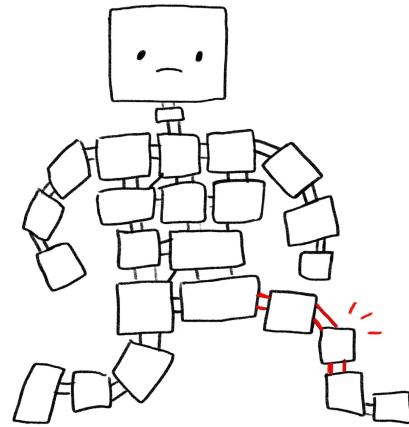
on behalf of @OpenTelemetry



# Cloud-native systems are complex.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Microservices. Deep systems.



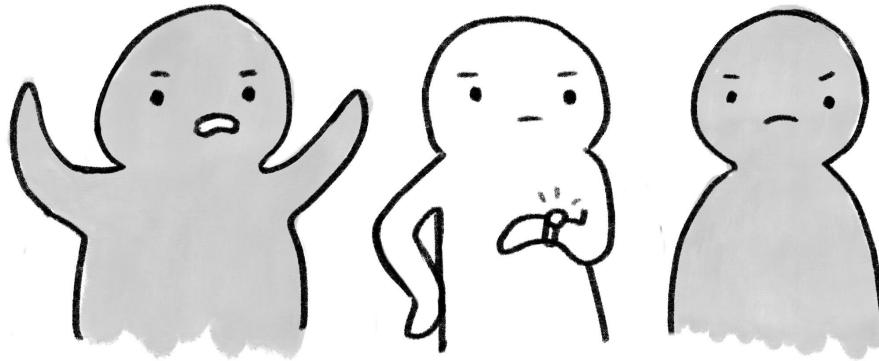
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Cloud providers. Serverless.



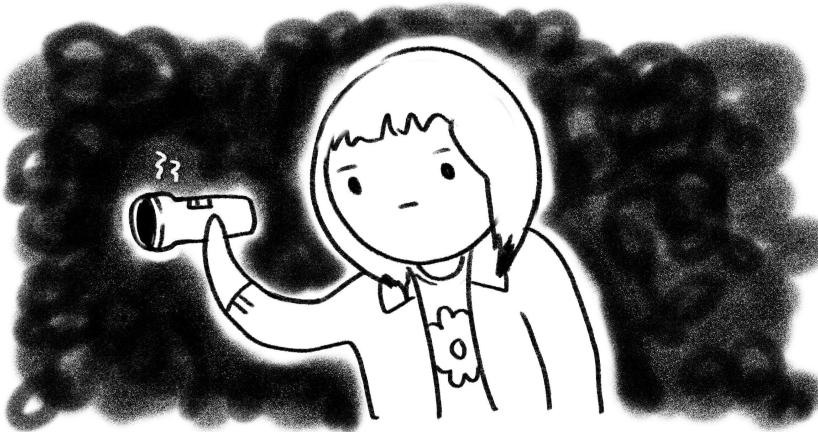
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



Each user's experience matters.



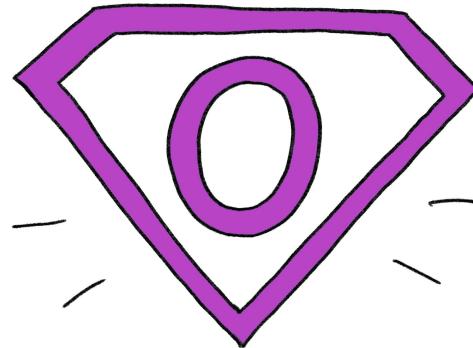
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



and it's hard to see clearly...



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



We need **observability**.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# New methods for cloud-native systems.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Why has o11y been hard to achieve?



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Confusion of o11y & instrumentation.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



## Fragmentation of solutions.



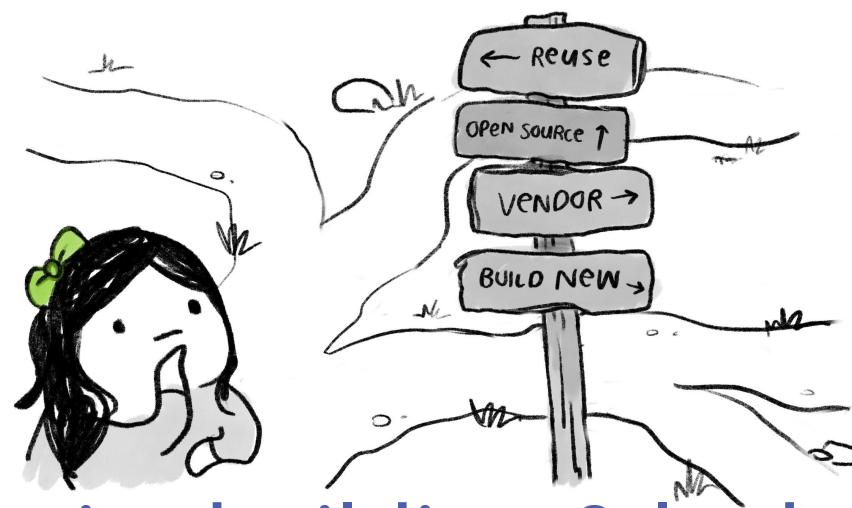
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Lack of common terminology.



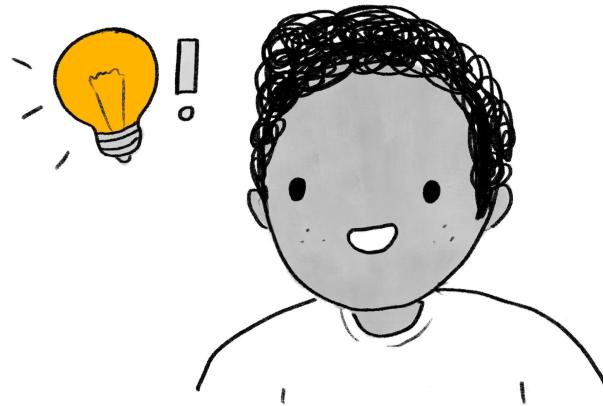
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Empire-building & lock-in.



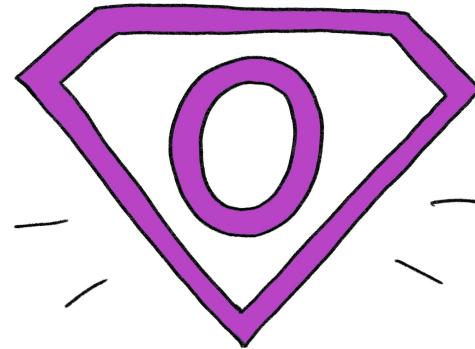
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



Let's refocus on users.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



Observability is an imperative.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



Now things have changed!



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# OpenCensus and OpenTracing



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.

A blue megaphone with a yellow handle and a yellow cone pointing upwards and to the right.

are now **openTelemetry**!



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Users win.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Providers win.



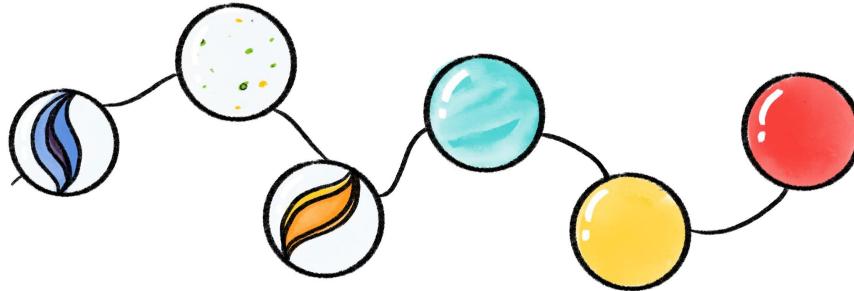
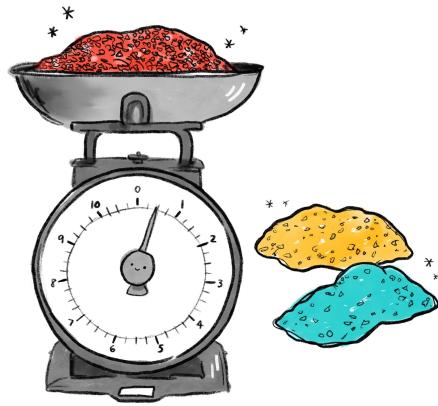
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Accomplishments to date.



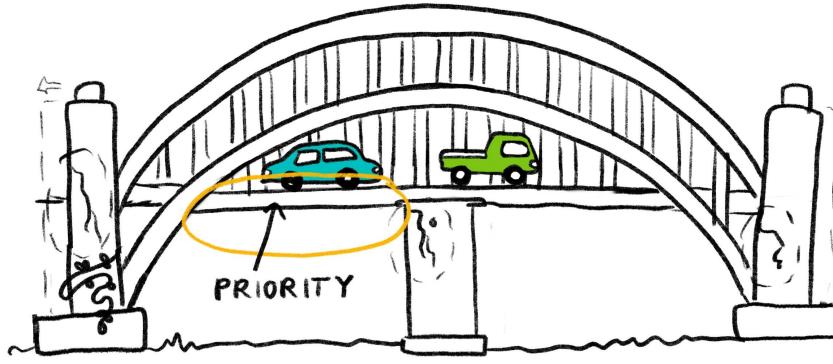
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Metrics and tracing. Simplified.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



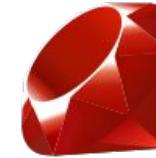
# Collection & compatibility bridges.



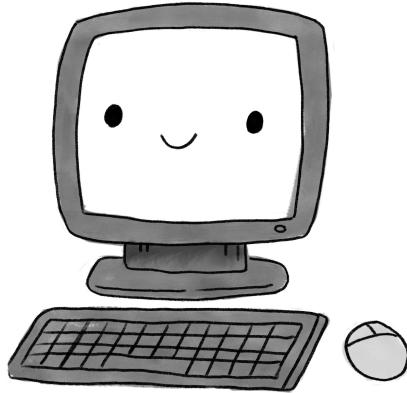
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



## Robust language support.



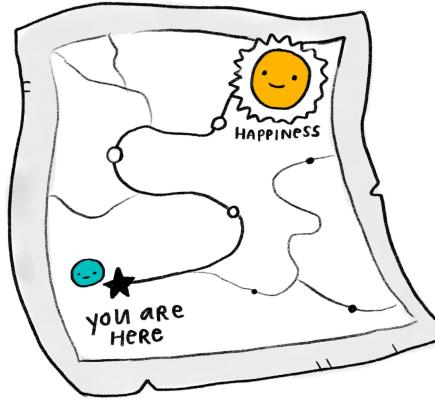
@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



Time to show off.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# Features and stability ahead.



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



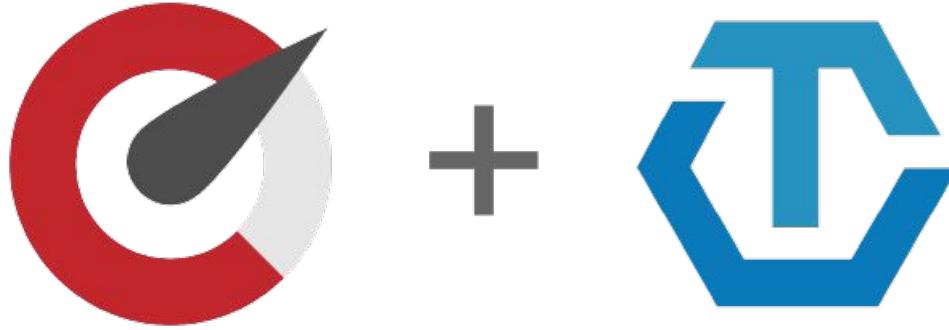
JAEGER



Prometheus



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



# OpenCensus and OpenTracing



@sarahnovotny & @lizthegrey, #KubeCon. Illustrations by @emilywithcurls.



dynatrace



splunk®

Uber



Google Cloud

Montréal



Zillow®



Postmates



Join us in building the future!

