Navigating the Cloud Native Community for End Users

Cheryl Hung, CNCF Director of Ecosystem

KubeCon CloudNativeCon EU, May 22, 2019

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

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CNCF Director of Ecosystem

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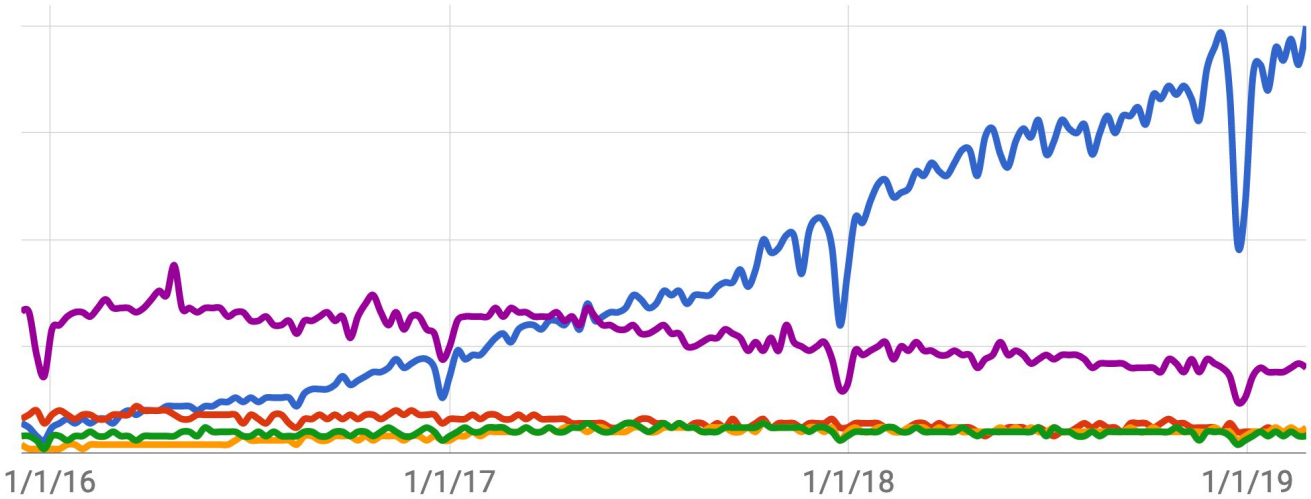
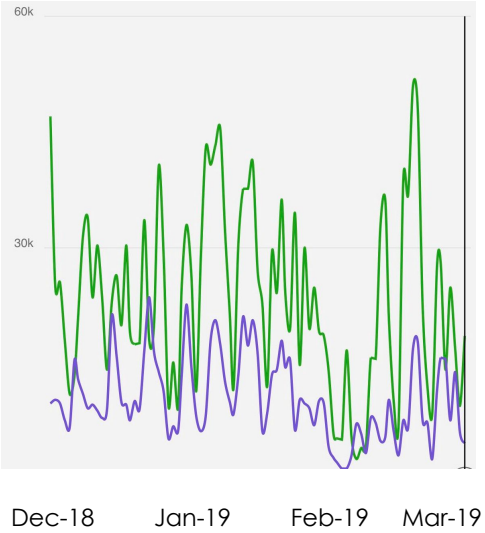
Kubernetes in Search Trends

Google Trends



Kubernetes OpenStack Mesos Docker Swarm Cloud Foundry

WeChat



Kubernetes OpenStack

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Github + Slack

77,370 commits

2,104 contributors

#kubernetes-users

61,804 | 6 | Ne

1,007 Open ✓ 44,832 Closed Author Projects Labels Milestones Reviews Assignee Sort

kubelet: lookup node address for external provider if none is set area/cloudprovider area/kubelet cncf-cla: yes kind/feature priority/important-longterm release-note sig/node size/L 5
#75229 opened 2 hours ago by andrewsykim

Add metrics to monitor the kubelet http server ✕ area/kubelet cncf-cla: yes kind/feature needs-priority ok-to-test release-note-none sig/node size/L 7
#75228 opened 2 hours ago by haiyanmeng

apiserver log streaming & de-flake audit test ✕ cncf-cla: yes kind/feature kind/flake priority/important-soon release-note sig/api-machinery sig/auth sig/testing size/XL 3
#75226 opened 2 hours ago by tallclair v1.15

Add bracket to the sig-window tag ✓ approved cncf-cla: yes kind/bug lgtm release-note-none sig/storage sig/windows size/XS 3
#75225 opened 2 hours ago by jingxu97 v1.14

kubeadm: print key inside the upload-certs phase of init approved area/kubeadm cncf-cla: yes do-not-merge/hold kind/bug lgtm priority/critical-urgent release-note-none sig/cluster-lifecycle size/S 3
#75224 opened 2 hours ago by neolit123

kubelet: include init containers when determining pod QoS cncf-cla: yes lgtm needs-kind needs-priority release-note sig/apps sig/node size/M 2
#75223 opened 3 hours ago by sjenning

Remove Istio manifests and configure-helper code ✕ cncf-cla: yes do-not-merge/cherry-pick-not-approved kind/cleanup needs-priority ok-to-test release-note-none sig/cluster-lifecycle size/XXL 7
#75221 opened 3 hours ago by ostromart

Fix the network policy tests. cncf-cla: yes do-not-merge/cherry-pick-not-approved do-not-merge/release-note-label-needed needs-kind needs-ok-to-test needs-priority sig/testing size/XS 4
#75219 opened 4 hours ago by lzang

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Meetups in 48 countries, 108k members

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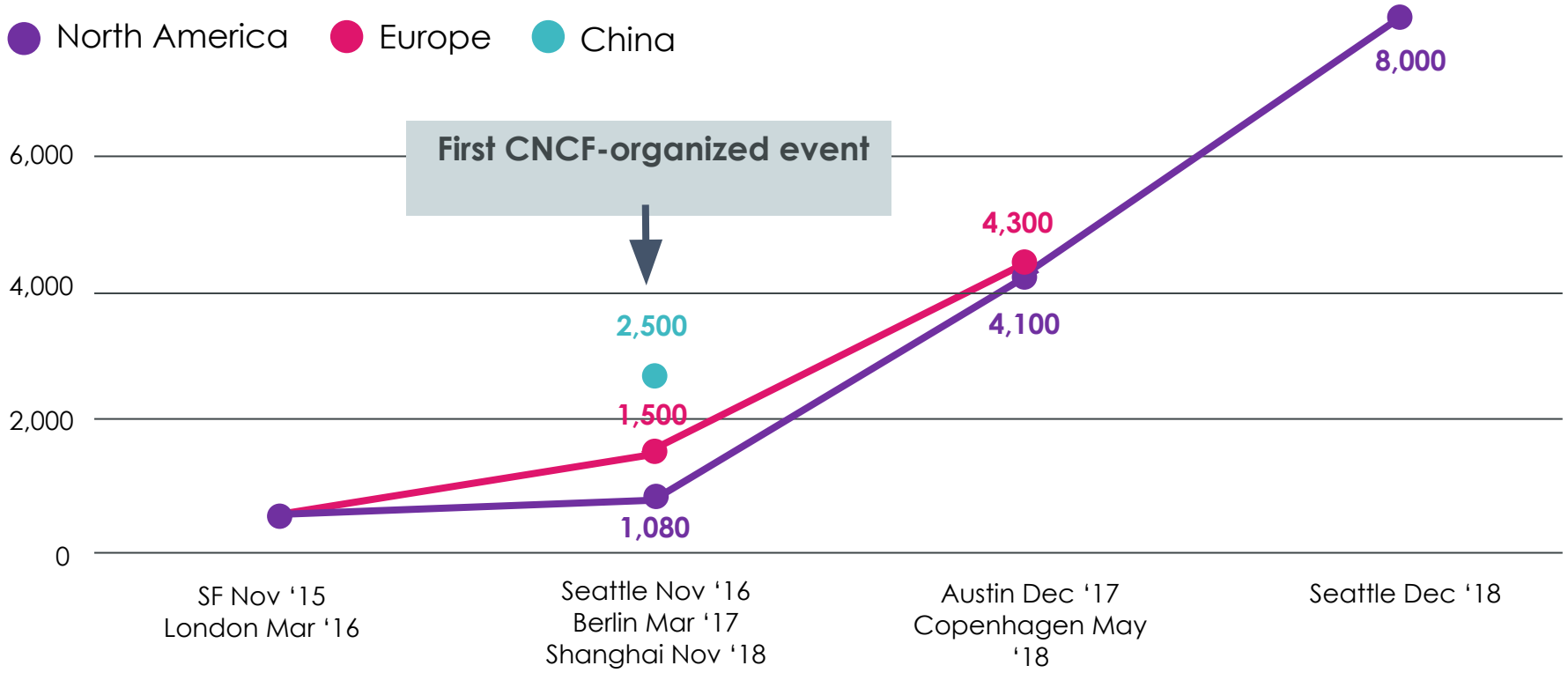
KubeCon + CloudNativeCon Attendance



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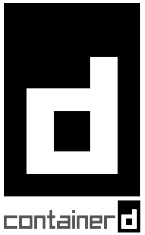
CNCF Mission: foster and sustain open source projects around cloud native



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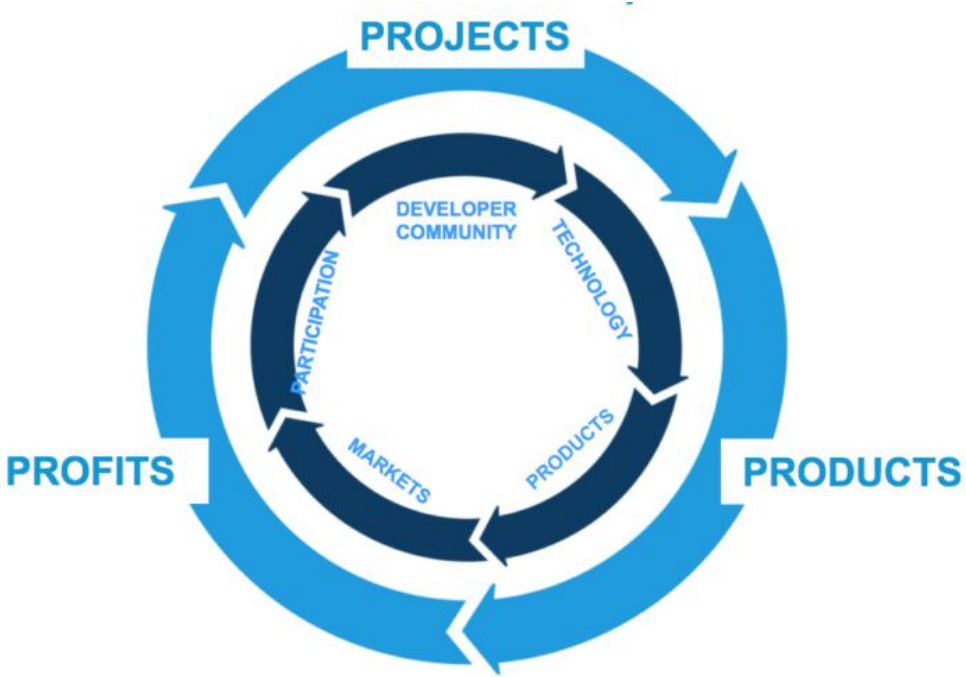
Non-profit, part of Linux Foundation, founded December 2015



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In practice

- Community
- Documentation
- Translation
- Security audits
- Certification
- Legal
- Marketing & PR
- Events

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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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88 companies in the End User Community

Plus 9 non-public members

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You do *not* need to join to:

- Contribute to projects
- Donate a project to the CNCF
- Speak at KubeCon
- Write a blog for kubernetes.io

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The CNCF helps end users:

1

Navigate the ecosystem

2

Be heard

3

Align with cloud native

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How does it work?

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1

Navigate the ecosystem

"The CNCF rallies the community around these projects and provides the support that they need. We see that as planting a seed for the future in a world where we are using CNCF technologies and benefiting from the training, certification, and conformance it brings to the industry."

The New York Times

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1

Navigate the ecosystem

5 free tickets to KubeCon (2 if less than 300 employees)

Engage with peers

- SIGs in Developer Experience, Finance, Telecom
- End User Partner Summit

Give direct feedback to projects

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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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2

Be heard

"Our greatest contribution to the community has been in the form of speaking. We've spoken at multiple conferences about our use of CNCF projects, including successes and our failures."

Spotify®

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2

Be heard

Brand awareness

- Case studies
- Media and analyst meetings at KubeCon

Recruiting

- End user booth at KubeCon

Early feedback on CfPs for KubeCon

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2

Be heard

"We are in the position to run things at scale, in a public cloud environment, and test things out in way that a lot of people might not be able to do. We're in a great position to contribute back some of those learnings."

Pinterest

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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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3

Align with cloud native

"Intuit has been an active participant in CNCF activities and as a result, Jeff Brewer, Intuit VP and Chief Architect of the Small Business and Self Employed Group at Intuit, was elected to the TOC as the representative of the end-user community. "

intuit

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How do you get involved?

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Joining

End User Supporter

End User Member
(Silver, Gold, Platinum)

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End User Supporter

cncf.io/endusersupporter

Convert 5 KubeCon tickets! (2 if under 300 employees)

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End User Member

$500 (non-profit) up to $370,000 (Platinum)

cncf.io/lfmembership

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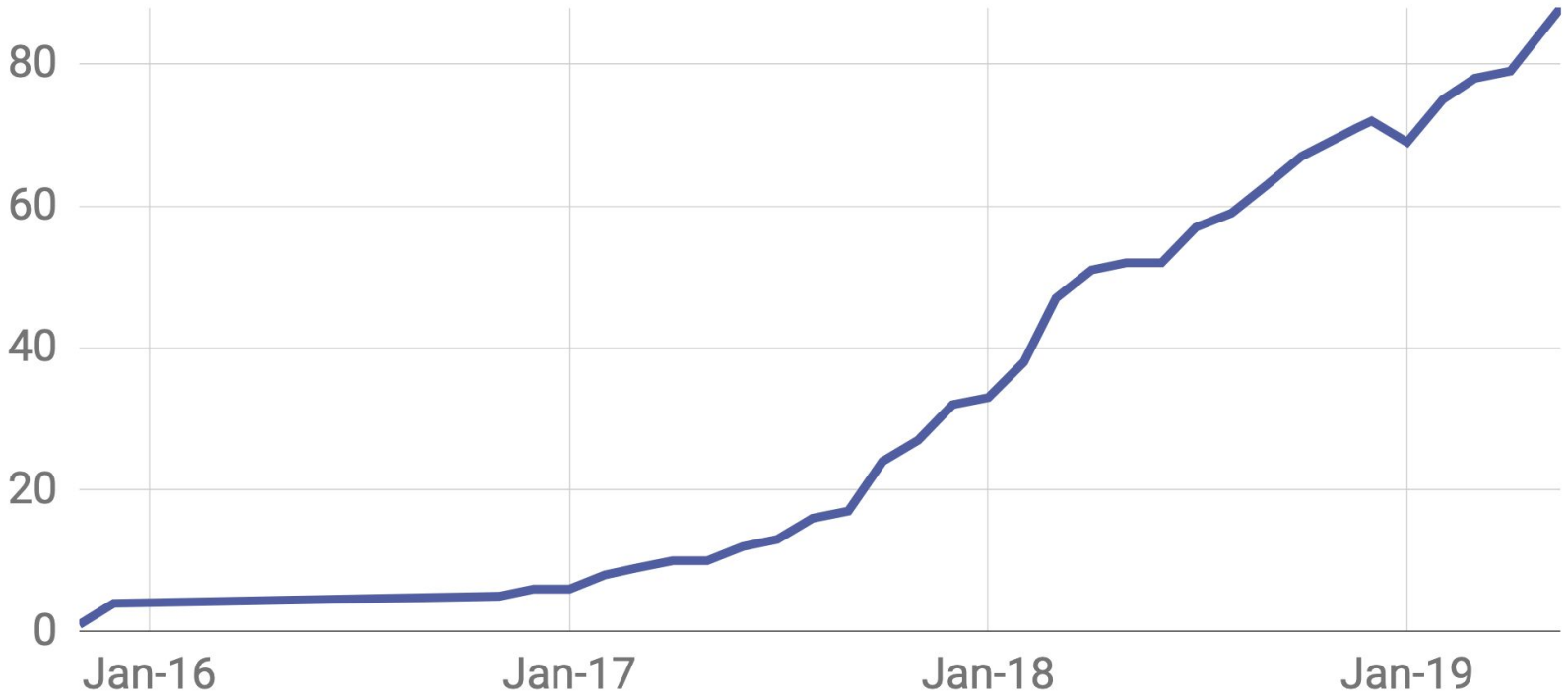
Growth of End User Community



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Thanks!

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