

# CNCF Overview

This presentation is available at:  
<https://github.com/cncf/presentations>

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# Who is CNCF?

The CNCF hosts critical components of the global technology infrastructure. CNCF brings together the world's top developers, end users, and vendors and runs the largest open source developer conferences.

# CNCF is part of the Linux Foundation

The Linux Foundation is much more than Linux today



## Security

We are helping global privacy and security through a program to encrypt the entire internet.



## Networking

We are creating ecosystems around networking to improve agility in the evolving software-defined datacenter.



## Cloud

We are creating a portability layer for the cloud, driving de facto standards and developing the orchestration layer for all clouds.



## Automotive

We are creating the platform for infotainment in the auto industry that can be expanded into instrument clusters and telematics systems.



## Blockchain

We are creating a permanent, secure distributed ledger that makes it easier to create cost-efficient, decentralized business networks.



## Web

Node.js and other projects are the application development framework for next generation web, mobile, serverless, and IoT applications.



We are regularly adding projects; for the most up-to-date listing of all projects visit [tlfprojects.org](https://tlfprojects.org)



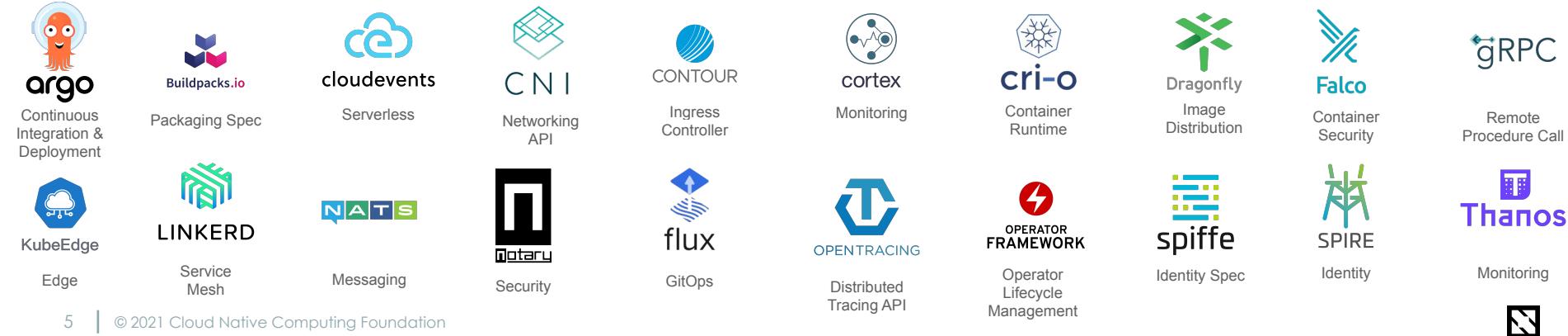
# Cloud Native Computing Foundation

- Nonprofit, part of the Linux Foundation; founded Dec. 2015

## Graduated Projects



## Incubating Projects



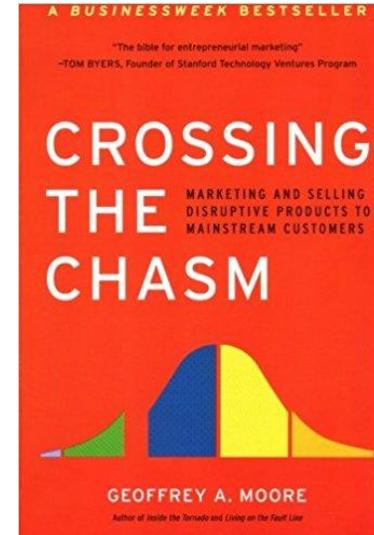
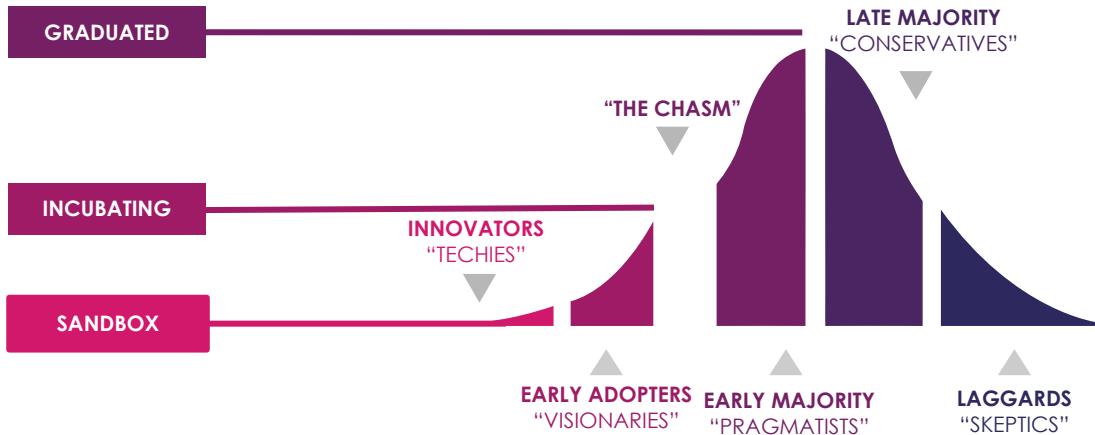
# Cloud Native Computing Foundation

## Sandbox Projects

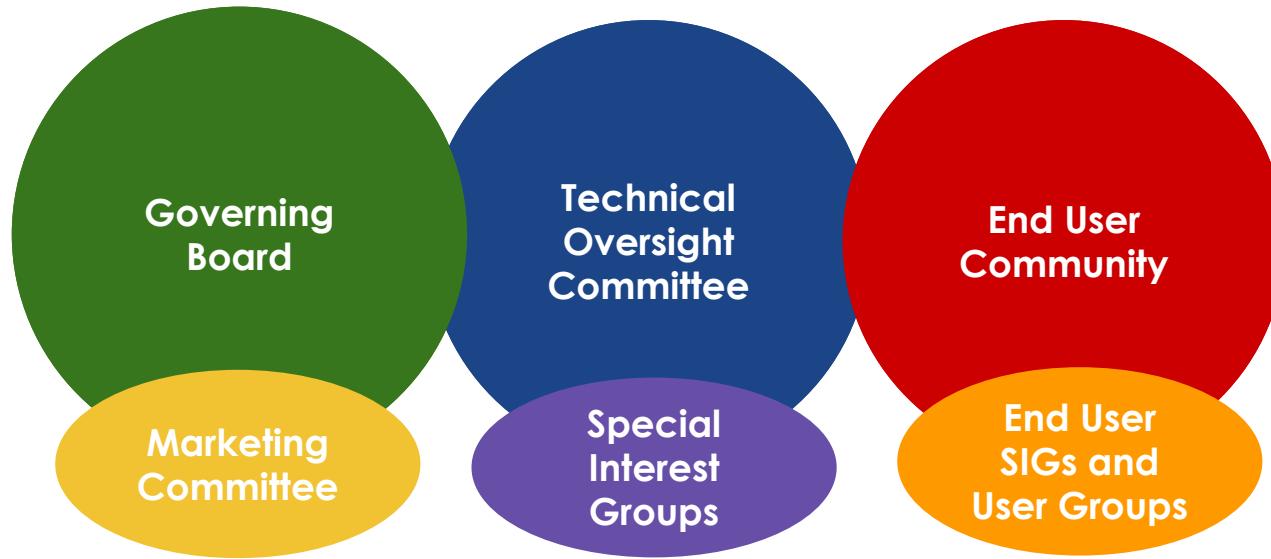
 <b>ArtifactHub</b> Artifact Hub Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Athenz</b> Cloud Native Computing Foundation (CNCF) Funding: \$1M	 <b>Backstage</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>BFE</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>BRIGADE</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>CertiManager</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Chaos Mesh</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>ChubaoFS</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Cloud Custodian</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>CNI-Genie</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Crossplane</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M
 <b>dex</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>flagger</b> Cloud Native Computing Foundation (CNCF) Funding: \$2M	 <b>flux</b> Cloud Native Computing Foundation (CNCF) Funding: \$2M	 <b>in-toto</b> Cloud Native Computing Foundation (CNCF) Funding: \$1M	 <b>K8S</b> Cloud Native Computing Foundation (CNCF) Funding: \$1M	 <b>KEDA</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>keptn</b> Cloud Native Computing Foundation (CNCF) Funding: \$1M	 <b>KubeVirt</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>KUDO</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Kuma</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Kyverno</b> Cloud Native Computing Foundation (CNCF) Funding: \$2M
 <b>Litmus</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>LONGHORN</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Network Service Mesh</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Open Service Mesh</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>OpenEBS</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>OPENMETRICS</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>OpenTelemetry</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>OpenYurt</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>PARSEC</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Porter</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Pravega</b> Reliable streaming storage Cloud Native Computing Foundation (CNCF) Funding: \$3M
 <b>SCHEMABERO</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Service Mesh Interface (SMI)</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Service Mesh Interface</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>STRIMZI</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>TELEPRESENCE</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Tinkerbell</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Tremor</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>Virtual Kubelet</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M	 <b>VOLCANO</b> Cloud Native Computing Foundation (CNCF) Funding: \$3M		



# CNCF Project Maturities



# CNCF Structure



- Mainly vendors
  - Fund the organization
  - Marketing and strategic direction
- 11 top technical architects
  - Admit new projects
  - Acts as a resource to projects
- Real end users of these technologies
  - Communicate back requirements
  - and good and bad experiences



# CNCF is End User driven open source - 140+ organizations



# The world's largest cloud and software companies

## Platinum Members



## Gold Members

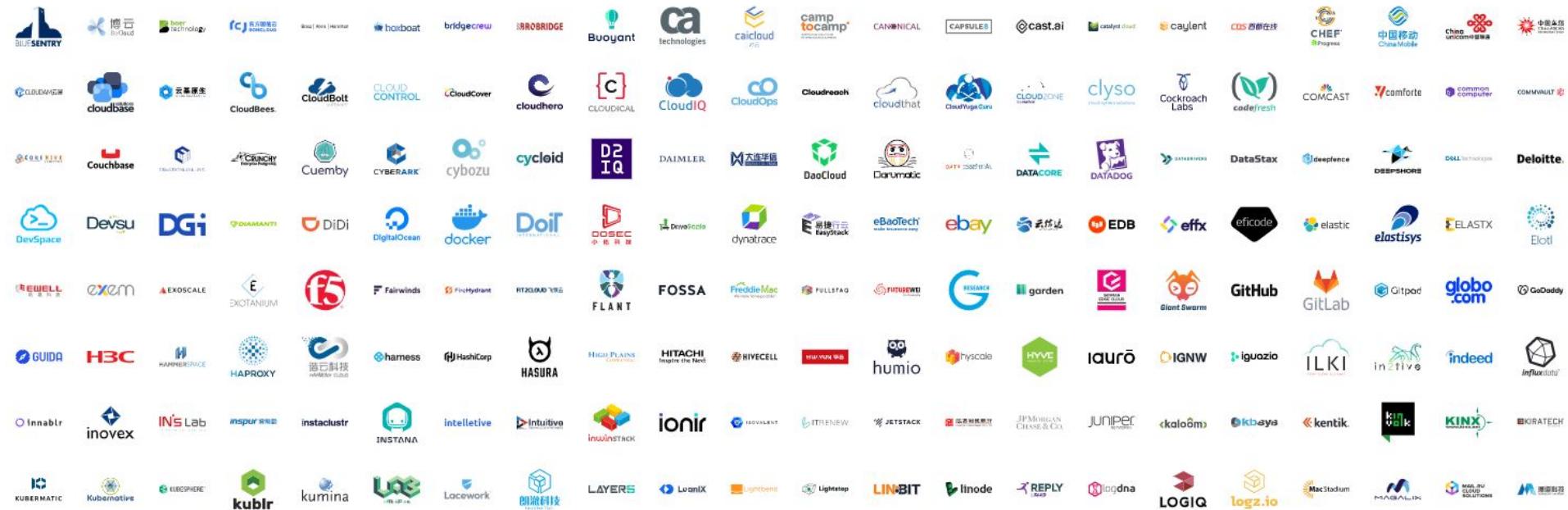


## Academic/Nonprofit Members



# and innovative startups - 630+ members

## Silver Members



See all Silver members in the member landscape!



# CNCF Ecosystem Support

CNCF's mission is to make cloud native computing ubiquitous.



**CLOUD NATIVE**  
COMPUTING FOUNDATION

# CNCF Cloud Native Definition v1.0

Cloud native technologies empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds. Containers, service meshes, microservices, immutable infrastructure, and declarative APIs exemplify this approach.

These techniques enable loosely coupled systems that are resilient, manageable, and observable. Combined with robust automation, they allow engineers to make high-impact changes frequently and predictably with minimal toil.

The Cloud Native Computing Foundation seeks to drive adoption of this paradigm by fostering and sustaining an ecosystem of open source, vendor-neutral projects. We democratize state-of-the-art patterns to make these innovations accessible for everyone.

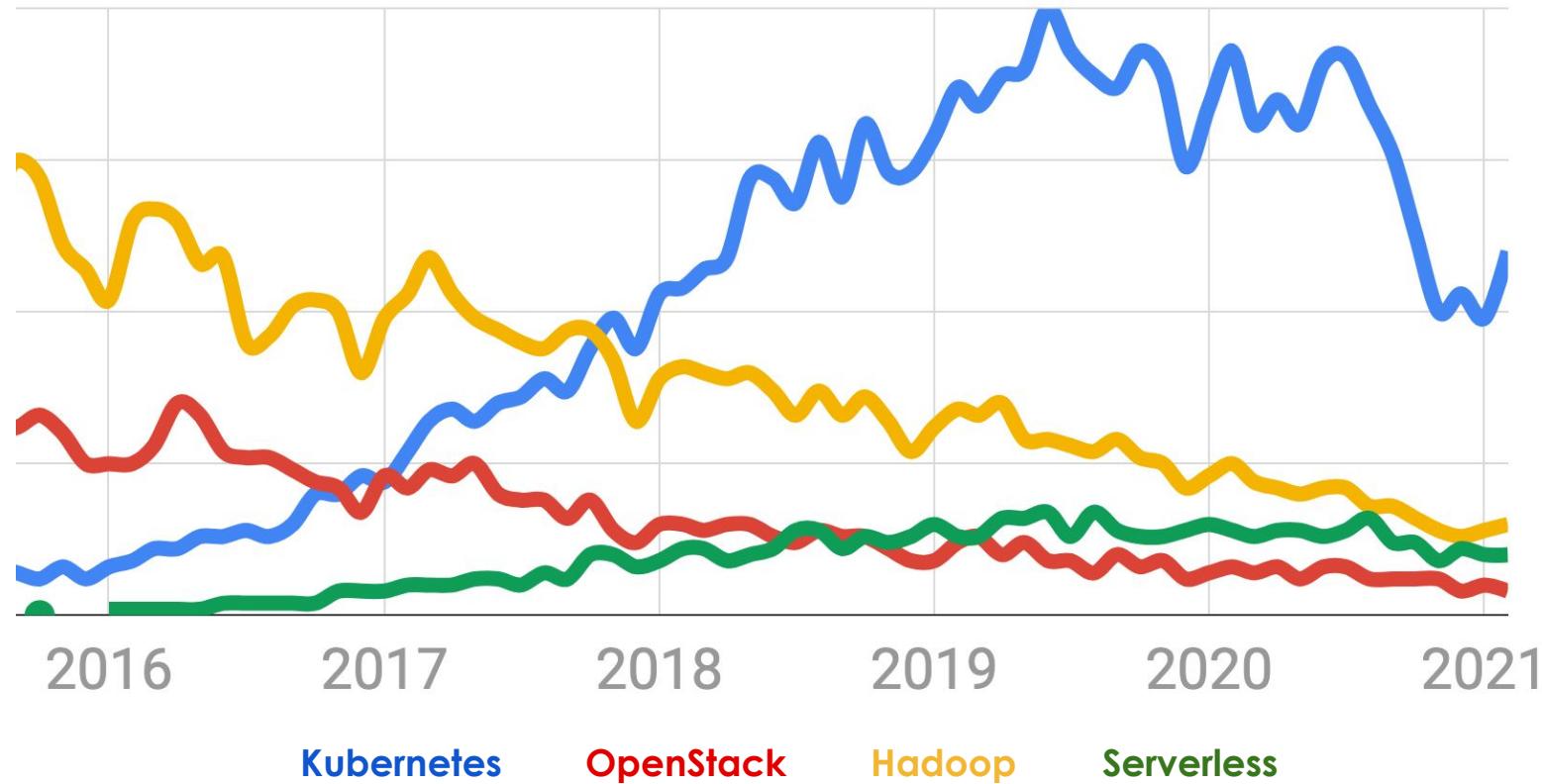


# Why Organizations Are Adopting Cloud Native

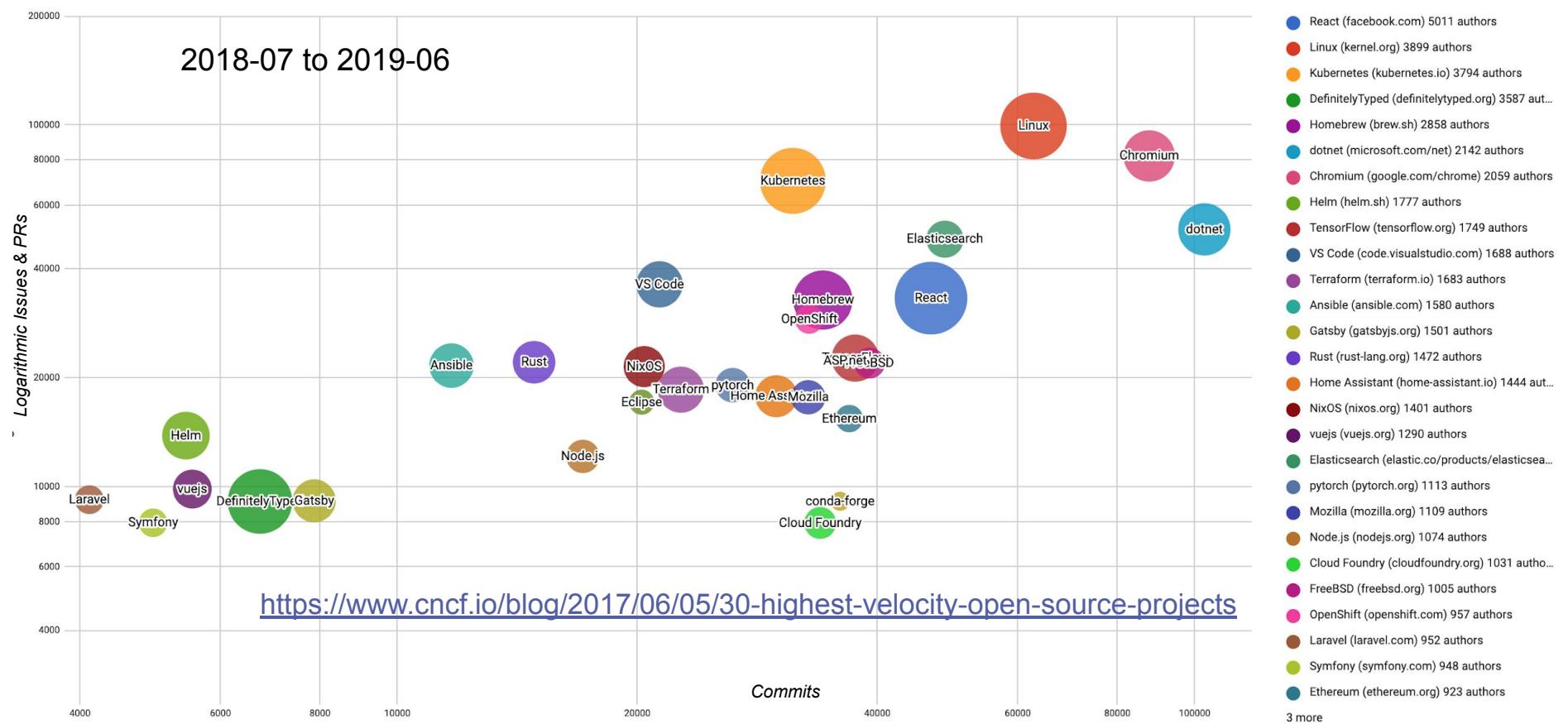
1. Better resource efficiency lets you to run the same number of services on less servers
2. Improved resiliency and availability: despite failures of individual applications, machines, and even data centers
3. Cloud native allows multi-cloud (switching between public clouds or running on multiple ones) and hybrid cloud (moving workloads between your data center and the public cloud)
4. Cloud native infrastructure enables higher development velocity – improving your services faster – with lower risk



# Kubernetes in Search Trends



# 30 Highest Velocity Open Source Projects



# CNCF Cloud Native Interactive Landscape

[Reset Filters](#)

Grouping

No Grouping

Sort By

Stars (high to low)

Category

Any

CNCF Relation

Any

License

Any

Organization

Any

Headquarters Location

Any

**Example filters:**[Cards by age](#)[Open source landscape](#)[Member cards](#)**Cards by stars**[Cards from China](#)[Certified K8s/KCSP/KTP](#)[Cards by MCap/Funding](#)[Download as CSV](#)

The Cloud Native Trail Map ([png](#), [pdf](#)) is CNCF's recommended path through the cloud native landscape. The cloud native landscape ([png](#), [pdf](#)), serverless landscape ([png](#), [pdf](#)), and member landscape ([png](#), [pdf](#)) are dynamically generated below. Please open a pull request to correct any issues. Greyed logos are not open source. Last Updated: 2019-07-12 2:17:13Z

You are viewing 1,158 cards with a total of 1,725,127 stars, market cap of \$10.38T and funding of \$57.68B.

Try it now at  
<https://l.cncf.io>

[Tweet](#) 694

Landscape

Card Mode

Serverless

Members

No Grouping (1158)



Kubernetes

Cloud Native Computing Foundation (CNCF)  
★ 55,292

Elastic

Elastic ★ 42,628  
MCap: \$7.09B

Netdata

Netdata ★ 39,579



Ansible

Red Hat ★ 38,340  
MCap: \$33.43B

Redis

Redis Labs ★ 37,543  
Funding: \$146.6Mserverless  
Serverless ★ 30,993  
Funding: \$13M

Grafana

Grafana Labs ★ 29,826  
Funding: \$1.23M

No Code

No Code ★ 29,736



Dubbo

Apache Software Foundation ★ 27,880



etcd

Cloud Native Computing Foundation (CNCF) ★ 26,033



Prometheus

Cloud Native Computing Foundation (CNCF) ★ 25,134



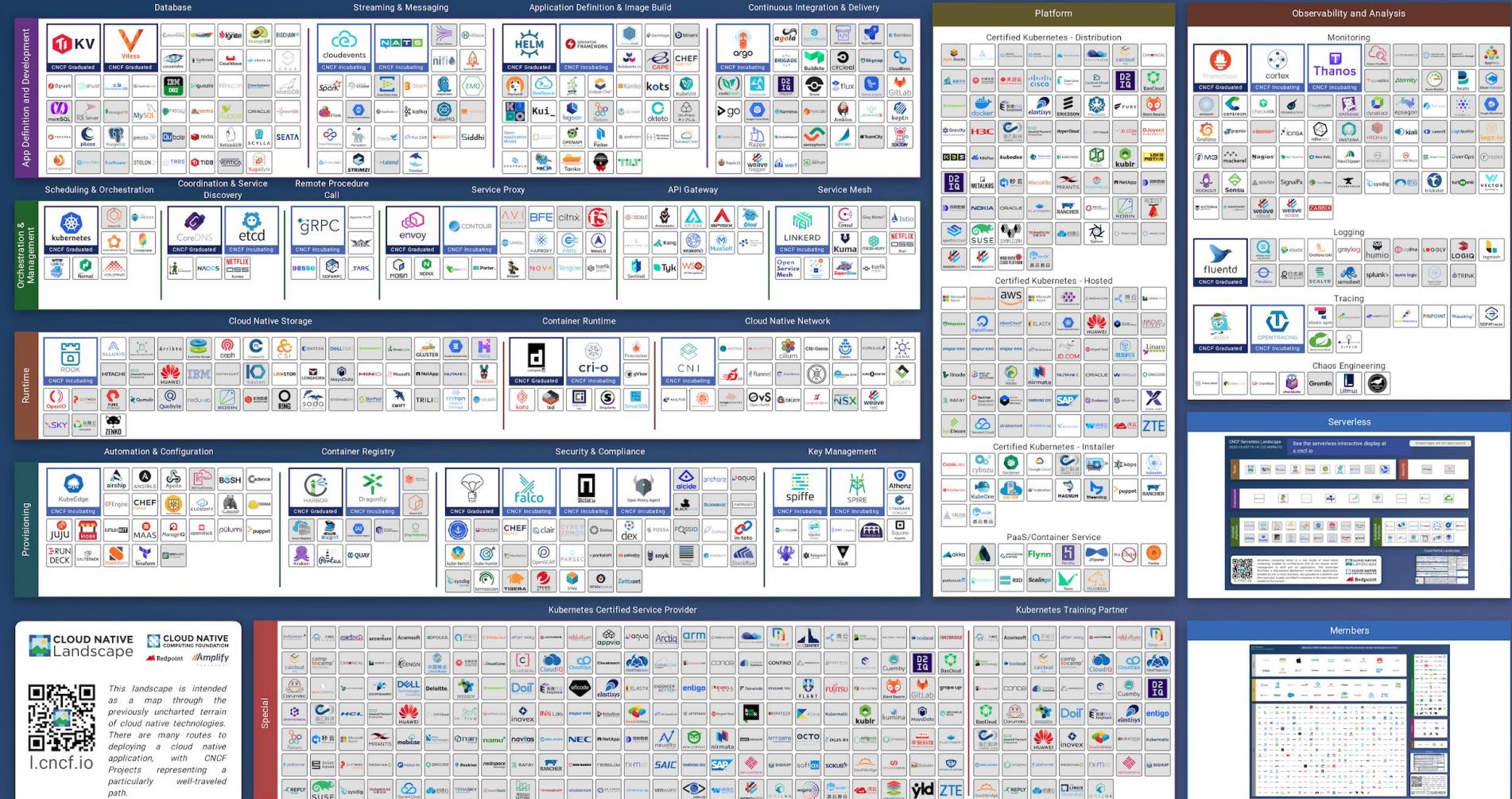
Traefik

Containous ★ 23,355  
Funding: \$1.06MApache Spark ★ 22,617  
Apache Software FoundationKong ★ 22,580  
Funding: \$69.1M

RethinkDB

Linux Foundation ★ 22,388

gRPC ★ 22,130  
Cloud Native Computing Foundation (CNCF)GitLab ★ 21,901  
GitLab Funding: \$168.2MSentry ★ 21,457  
Funding: \$26.5M



# Cloud Native Trail Map

Trail Map: [l.cncf.io](https://l.cncf.io)

## CLOUD NATIVE TRAIL MAP

The Cloud Native Landscape ([l.cncf.io](https://l.cncf.io)) has a large number of options. This Cloud Native Trail Map is a recommended process for learning about cloud native technologies. At each step, you can choose a vendor-supported offering or do it yourself, and everything after step #3 is optional based on your circumstances.

### HELP ALONG THE WAY

#### A. Training and Certification

Consider training offerings from CNCF and then take the exam to become a Certified Kubernetes Administrator or a Certified Kubernetes Application Developer [cncf.io/training](https://cncf.io/training)

#### B. Consulting Help

If you want assistance with Kubernetes and the surrounding ecosystem, consider leveraging a Kubernetes Certified Service Provider [cncf.io/kscsp](https://cncf.io/kscsp)

#### C. Join CNCF's End User Community

For companies that don't offer cloud native services externally [cncf.io/enduser](https://cncf.io/enduser)

### WHAT IS CLOUD NATIVE?

Cloud native technologies empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds. Containers, service meshes, microservices, immutable infrastructure, and declarative APIs exemplify this approach.

These techniques enable loosely coupled systems that are resilient, manageable, and observable. Combined with robust automation, they allow engineers to make high-impact changes frequently and predictably with minimal toil.

The Cloud Native Computing Foundation seeks to drive adoption of this paradigm by fostering and sustaining an ecosystem of open source, vendor-neutral projects. We democratize state-of-the-art patterns to make these innovations accessible for everyone.



[l.cncf.io](https://l.cncf.io)  
v20200501

### 1. CONTAINERIZATION

- Commonly done with Docker containers
- Any size application and dependencies (even PDP-11 code running on an emulator) can be containerized
- Over time, you should aspire towards splitting suitable applications and writing future functionality as microservices



### 3. ORCHESTRATION & APPLICATION DEFINITION

- Kubernetes is the market-leading orchestration solution
- You should select a Certified Kubernetes Distribution, Hosted Platform, or Installer: [cncf.io/cck](https://cncf.io/cck)
- Helm Charts help you define, install, and upgrade even the most complex Kubernetes application



### 5. SERVICE PROXY, DISCOVERY, & MESH

- CoreDNS is a fast and flexible tool that is useful for service discovery
- Envoy and Linkerd each enable service mesh architectures
- They offer health checking, routing, and load balancing



### 7. DISTRIBUTED DATABASE & STORAGE

When you need more flexible networking, use a CNI-compliant network project like Calico, Flannel, or Weave Net. Open Policy Agent (OPA) is a general-purpose policy engine with uses ranging from authorization and admission control to data filtering. Falco is an anomaly detection engine for cloud native.



### 9. CONTAINER REGISTRY & RUNTIME

Harbor is a registry that stores, signs, and scans content. You can use alternative container runtimes. The most common, both of which are OCI-compliant, are containerd and rkt.



### 2. CI/CD

- Setup Continuous Integration/Continuous Delivery (CI/CD) so that changes to your source code automatically result in a new container being built, tested, and deployed to staging and eventually, perhaps, to production
- Setup automated rollouts, roll backs and tests
- Argo is a set of Kubernetes-native tools for workflow management, approvals, notifications, workflows, and events using gRPC and progressive delivery and M-Lops

### 4. OBSERVABILITY & ANALYSIS

- Pick solutions for monitoring, logging and tracing
- Consider CNCF projects Prometheus for monitoring, Fluentd for logging and Jaeger for Tracing
- For tracing, look for an OpenTracing-compatible implementation like Jaeger



### 6. NETWORKING, POLICY, & SECURITY

To enable more flexible networking, use a CNI-compliant network project like Calico, Flannel, or Weave Net. Open Policy Agent (OPA) is a general-purpose policy engine with uses ranging from authorization and admission control to data filtering. Falco is an anomaly detection engine for cloud native.



### 8. STREAMING & MESSAGING

When you need higher performance than JSON+REST, consider using gRPC or NATS. gRPC is a universal RPC framework. NATS is a multi-modal messaging system that includes request/reply, pub/sub and load balanced queues. CloudEvents is a specification for describing event data in common ways.



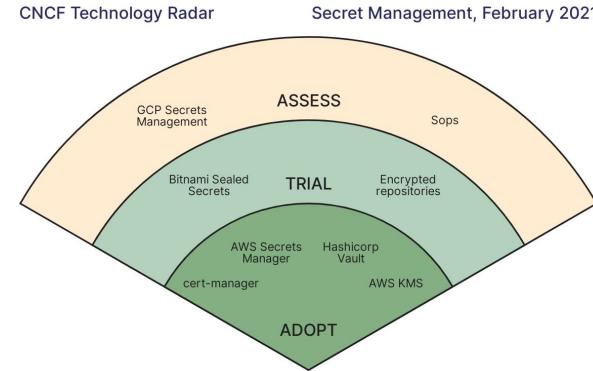
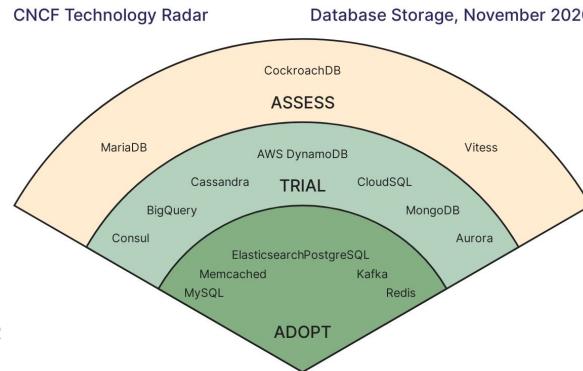
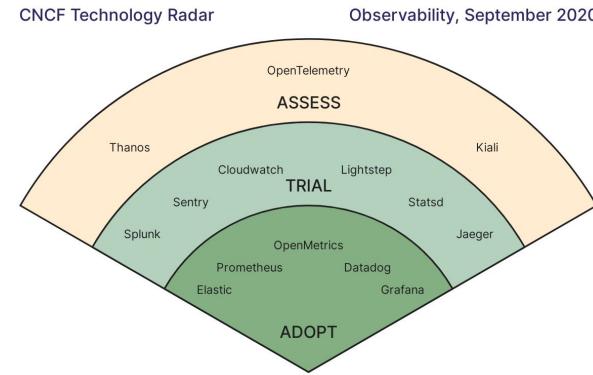
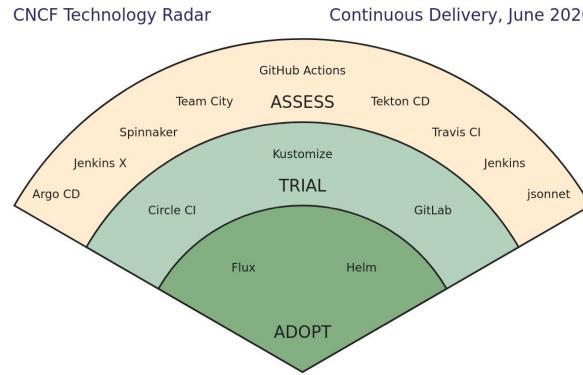
### 10. SOFTWARE DISTRIBUTION

If you need to do secure software distribution, evaluate Notary, an implementation of The Update Framework.



# CNCF End User Tech Radar

A technology radar is an opinionated guide to a set of emerging technologies. The CNCF End User Technology Radar is intended for a technical audience who want to understand what solutions end users use in cloud native, and which they recommend.



# Gather with the Community

- Meet our Ambassadors
  - Local cloud native influencers
- Mentorship Programs
  - Learn and grow in open source
- Cloud Native Community Groups
  - Local meetup event
- Kubernetes Community Days
  - Regional events where cloud native connects
- KubeCon + CloudNativeCon
  - Premier worldwide cloud native events!
  - Co-located events
- Speaker's Bureau
  - Find a speaker for your next event





# Contribute - code & cloud native evangelism

## CODE - Technical Oversight Committee

- Special Interest Groups
  - [App Delivery](#)
  - [Contributor Strategy](#)
  - [Network](#)
  - [Runtime](#)
  - [Security](#)
  - [Storage](#)
  - [Observability](#)
- Working Groups
  - [Continuous Integration \(CI\)](#)
  - [Serverless](#)
- 80+ projects
- [CNF Test Suite](#)
- [CNF WG](#)

## NON CODE - Cloud Native Evangelism

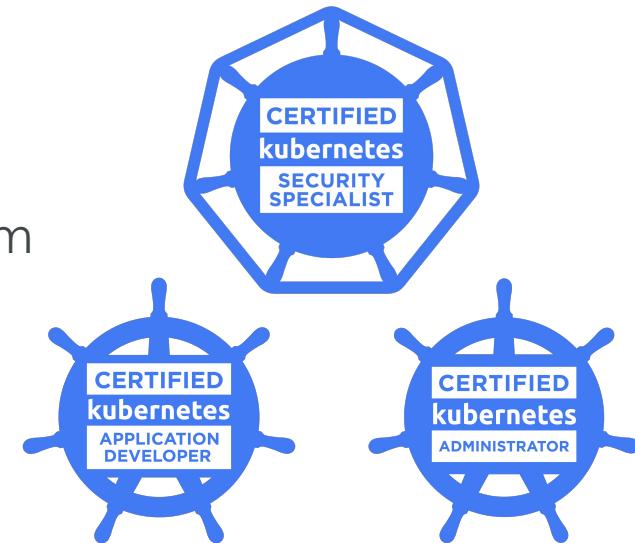
- Cartografos WG - coming soon!
- [CNCF.io blog](#) (projects and members)
- [Kubernetes.io blog](#) (open to all)
- Marketing Committee (members only)
  - [Business Value Subcommittee](#)
  - [Cloud Native Glossary](#) (open to all)
- [Online Programs](#) (members only)



# Certifications, Trainings, & Partners

# Millions of Trained and Certified Professionals

- Kubernetes MOOC hit 165,000 enrollments
- Certified Kubernetes Administrator ([CKA](#)) exam hit 37,000 enrollments
- Certified Kubernetes Application Developer ([CKAD](#)) hit 18,300 exam registrations
- Additional Courses include:
  - Service Mesh Fundamentals
  - Manager Kubernetes Applications with Helm
  - Cloud Native Logging with Fluentd
  - Intro to Service Mesh with Linkerd
  - Intro to Serverless on Kubernetes
  - Intro to WebAssembly



# Kubernetes Certified Service Provider

A pre-qualified tier of vetted service providers who have deep experience helping enterprises successfully adopt Kubernetes through support, consulting, professional services and/or training.

## Benefits

- Placement on the first tab of <https://kubernetes.io/partners/>
- Recognized in the community as a leader and expert in helping businesses adopt Kubernetes.
- Increase awareness of your brand when end users are searching for consulting partners
- KCSPs are featured on <https://kubernetes.io/partners/#kcsp>, and <https://www.cncf.io/certification/kcsp/>, and <https://landscape.cncf.io> which in aggregate receive more than 25,000 page views per month on their listings of KCSPs.

## Requirements

- Three or more engineers who pass the [CKA exam](#)
- A business model to support enterprise end users
- A Kubernetes professional services landing page on your website that details your training, consulting, implementation, and support service offerings.
- Be a CNCF member



# 190+ Kubernetes Certified Service Providers



# Kubernetes Training Partners (KTP)

A tier of vetted training providers who have deep experience in cloud native technology training.

Individuals or corporations who are looking for specialized training that maps directly to the Certified Kubernetes Administrator (CKA) and Certified Kubernetes Application Developer (CKAD) exams can choose from a list of KTPs who have passed this highly-rigorous qualification process.

- **Requirements of becoming a KTP are as follows:**

- Be a CNCF member (required for KCSP)
- A landing page that includes information on your Kubernetes training offering
- Ability to demonstrate your training capabilities by meeting strict benchmarks for experience and quality
- Are an existing KCSP or are able to prove sufficient proficiency in the KCSP requirements
- Reseller of the CKA and/or CKAD exam
- Current requirements found here KTP Program



# 50 Kubernetes Training Partners (KTPs)



# Certified Kubernetes Conformance

Software conformance ensures that every vendor's version of Kubernetes supports the required APIs, as do open source community versions.

For organizations using Kubernetes, conformance enables interoperability from one Kubernetes installation to the next. It allows them the flexibility to choose between vendors.



CNCF runs the [Certified Kubernetes Conformance Program](#). The world's leading enterprise software vendors and cloud computing providers have Certified Kubernetes offerings.



# 105 Certified Kubernetes Conformance Partners



# CNCF Membership Benefits

CNCF is positioned to bolster **cross-company collaboration and interoperability** with our neutral IP zone, rich contributor programs, and most importantly, the trust end users place in us

# Your Membership Benefits

Organizations join CNCF because they want to take an active role in supporting the growth and evolution of the cloud native ecosystem.

## CNCF Membership Provides:

1



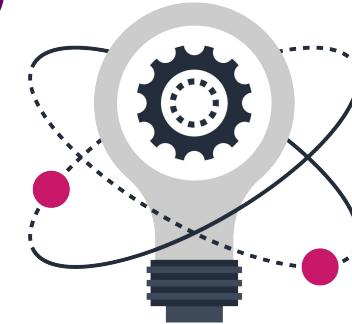
Marketing Amplification  
and Brand Awareness

2



Cloud Native Community  
Engagement

3



Thought Leadership Across Key  
Technology Trends



# Marketing Amplification and Brand Awareness

Broaden your reach and awareness in the community with CNCF marketing programs.

As a member you can participate in:



## CNCF Marketing Committee

Participate in the marketing committee monthly to engage with your peers in the cloud native space.



## Kubernetes Blogs + KubeWeekly

Both of these are community-driven efforts. CNCF members can submit cloud native stories and tutorials with the community.



## CNCF Online Programs

Showcase your organization's open source technology by educating new and existing community members about best practices, trends, and new technologies through webinars, videos, and livestreams.



## KubeCon + CloudNativeCon

CNCF organizes the world's largest open source developer conferences focused on cloud native technologies.



## CNCF Blog

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



## Public Relations & Analyst Relations Support

CNCF supports members with quarterly analyst reports including Top Analysts by keyword, quotes, and research highlights.



# Community Engagement

CNCF is a constellation of open source projects. Members of CNCF leverage many programs to engage with our project's ecosystems and share their stories. As a member you can participate in:



## End User Case Studies

End User stories help elevate the technical conversations to business objectives and challenges. This program features real-world use cases and the impact these cloud-native projects are having on end users' businesses.



## Ambassador Program

Become a cloud native advocate and be recognized for your expertise in the cloud native space. You will be empowered to educate local communities around the world to learn about CNCF projects and technologies.



## Kubernetes.io Partner Placement

The kubernetes.io partner page includes separate lists for Certified Kubernetes, KCSP, and KTP partners. One CNCF member reports that 18% of their incoming leads start from kubernetes.io or cncf.io.



## Kubernetes Community Days

Run a local event to bring together the cloud native community in your region. CNCF provides the platform, guidelines, and tooling to help make your event a success.



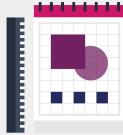
## Linux Foundation Membership

The Linux Foundation (LF) is the organization of choice for building sustainable open source ecosystems. When you join CNCF, you also join the LF. This allows your organization to engage with the larger open source community, including representatives from more than 1,000 of the top technology companies around the world.



# Thought Leadership

**Members of the CNCF can network and help shape the cloud-native market.**  
**As a member you can participate in:**



## Governing Board Participation

Participate in elections to serve on the [Governing Board](#) to oversee the vision of CNCF and work with the TOC. The world's largest names in cloud and software are part of the CNCF GB.



## Certified Kubernetes

The Certified Kubernetes program ensures that your version of Kubernetes supports the required APIs.



## Kubernetes Certified Service Provider (KCSP)

The KCSP program highlights a pre-qualified and vetted tier of service providers who have deep experience helping enterprises successfully adopt Kubernetes.



## Kubernetes Training Partner (KTP)

The KTP program features training providers with deep experience in cloud native technology training.



## Market Research

CNCF provides independent market research so members can keep their pulse on the open source ecosystem and where technology trends are heading.



## TOC Contributor

CNCF's Technical Oversight Committee (TOC) provides technical leadership to the cloud native community.



## Interactive Landscape Placement

CNCF's interactive landscape is a comprehensive view of all cloud native products and projects available in the ecosystem. Anyone looking to adopt cloud native comes here to review what technologies they should assess and adopt. The landscape had 5.9M pageviews in 2020 alone!



# CNCF and LF Combined Annual Dues

<b>Platinum Member</b>	<b>\$370,000*</b>
<b>Gold Member</b>	<b>\$120,000</b>
<b>Silver or End User Member</b>	<b>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</b>
<b>Academic or Nonprofit</b>	<b>\$500 Nonprofit or \$1,000 Academic</b>

\*Three year minimum commitment



# Silver Membership



**Silver level membership is for those organizations that want to demonstrate their support for CNCF and help grow the CNCF ecosystem. We encourage organizations just getting started in contributing to our communities to begin their partnership with CNCF at the Silver level.**

## Silver members are eligible to:

- Participate in all Marketing, Community, Thought Leadership opportunities above.
- **Participate in elections** to appoint one (1) representative to the **CNCF Governing Board**. Three (3) maximum Silver representatives will sit on the board representing all Silver members.
- Opportunity to host **2 marketing activities per quarter**, including on-demand webinars, livestream, and YouTube playlist submissions, through CNCF's Online Programs, availability permitting.
- Receive **discounts** on KubeCon + CloudNativeCon and Linux Foundation event sponsorships.
- Demonstrate your organization's support for the Foundation by **displaying your logo** on the **CNCF & LF websites** and in marketing materials.
- Access to Linux Foundation's **invitation-only Linux Foundation Member Summit** and **Linux Foundation Legal Summit** for one individual per company.
- Feature your organization in the quarterly CNCF and LF Silver **New Member announcement**.
- **Ten coupon codes** good for any eLearning, certification exam, or eLearning/exam bundle. Additional terms apply.
- Feature your company's events on our events.linuxfoundation.org community events calendar:  
<https://events.linuxfoundation.org/about/community/>

# Gold Membership



**Gold level membership is for those organizations that want to put their organization in full view in support of CNCF and our mission. Organizations that join at the Gold level are deeply committed to using open source technology, helping CNCF grow, voicing the opinions of their customers, and giving back to the community.**

## Gold members are eligible to:

Enjoy all benefits included at the Silver level, plus;

- **Participate in elections** between **only other Gold members** to appoint one (1) representative to the [\*\*CNCF Governing Board\*\*](#).  
Three (3) total Gold representatives will be elected to represent all Gold members.
  - Voice your opinions amongst the leaders in the industry and help determine the strategic direction of CNCF.  
The top public and private cloud providers and software companies sit on the CNCF Governing Board.
- Receive **greater insight into CNCF strategy and project roadmaps** through increased engagement with the CNCF General Manager, Chief Technology Officer, and staff.
  - The team will make themselves available to help achieve your goals whether those are in open source contribution, new market creation, investment opportunities, industry trends, and/or open source project donation. A business and strategy review meeting with CNCF leadership and Gold member stakeholders will be held once per year virtually or at a CNCF event.
- Opportunity to host **4 marketing activities per quarter**, including on-demand webinars, livestream, and YouTube playlist submissions, through [CNCF's Online Programs](#), availability permitting.
- Increased access to Linux Foundation's invitation-only Linux Foundation Member Summit.
- Mention in CNCF **KubeCon keynote** plus **customized press release** upon membership announcement with the CNCF PR team.

# Platinum Membership



Platinum level membership is the highest tier of membership and for those organizations who are change agents in the industry. Platinum level organizations are dedicated to the advancement and adoption of CNCF projects and work in concert with CNCF + LF team members to grow their exposure and contributions. Platinum members want to take the most active role in enabling cloud native computing to be ubiquitous and are recognized for their thought leadership.

## Platinum members are eligible to:

Enjoy all the benefits of Gold and Silver levels, plus;

- Hold one (1) guaranteed seat on the CNCF Governing Board + one alternate (1) representative as a voting member in any subcommittees or activities of the Governing Board.
- Receive greater **insight into CNCF strategy and projects** through engagement with the CNCF leadership team.
  - Platinum level members have the unique opportunity to **customize their experience** with CNCF. The team will make themselves available to help achieve your strategic goals. CNCF can help with guidance in open source contributions, new market creation, and/or open source project donation. **Have ideas? Just ask!**
  - A business and strategy review meeting with CNCF leadership and Platinum member stakeholders will be held twice per year, in person or virtual.
- Enjoy most prominent placement in displays of membership including on the website and in marketing materials.
- Receive **first choice** to participate in any KubeCon + CloudNativeCon **Diamond Sponsorship lotteries**
- Inclusion in **KubeCon + CloudNativeCon keynote** announcement. **Speaker of your choice** will be featured for 60 seconds **on stage** virtual or in-person.

# Academic and Nonprofit



- The Academic and Nonprofit level of participation is limited to academic and nonprofit institutions respectively.

## Academic/Nonprofit members are eligible to:

- Participate in all Marketing, Community, and Thought Leadership opportunities above.
- Receive discounts on KubeCon + CloudNativeCon sponsorship.
- Identify your organization as a member and display your logo on the CNCF website and in marketing materials.
- Feature your organization in the quarterly CNCF New Member announcement.



# Benefits snapshot

Membership benefits	Academic/Nonprofit	Silver	Gold	Platinum <small>Minimum of three year commitment</small>
	LF Associate included	<u><a href="#">LF Silver benefits included</a></u>		
<b>Strategic community engagement guidance</b>	n/a	n/a	Yearly	Customized
<b>Governing Board election and participation</b>	n/a	Yes	Yes	Guaranteed seat
<b>Member marketing programs</b>	Yes	2 per quarter	4 per quarter	4 per quarter + live webinar
<b>Membership press announcements</b>	Quarterly group release	Quarterly group release	KubeCon keynote mention + customized PR	KubeCon keynote mention + feature speaker, and customized PR
<b>Logo recognition on CNCF.io, the landscape, and LF website</b>	Yes	Yes	Yes	Yes
<b>Event sponsorship discounts</b>	Yes	Yes	Yes + 2nd choice in Diamond lottery	Yes + 1st choice in Diamond lottery



# Join our CNCF End User Community

The CNCF aims to help end users connect with other end users, recruit talent, and adopt cloud native successfully in a vendor neutral environment.

# End User Community



CNCF offers multiple opportunities for End Users to contribute and have their voices heard. Companies that use cloud native technologies internally, but do not sell any cloud native services externally, are eligible to join the [End User Community](#). This is an opportunity to collaborate with your peers on best practices, work directly with project maintainers, and provide feedback to CNCF.

## Benefits of joining the CNCF End User Community include:

- A private monthly conference call, mailing list, and Slack channel. Each month, we organize an opportunity for End User members to hear from leaders in the cloud native community, including project maintainers, Governing Board and Technical Oversight Committee members, prospective project leaders, and each other.
- Voting to select **two representatives** from the End User Community to serve on the [Technical Oversight Committee \(TOC\)](#).
- Opportunities to promote your engagement with the CNCF community including your logo on the website and mentions in press releases and analyst briefings. (This is optional; we support End User Community members that wish to keep their engagement private).
- In person events grant EUC members 5 tickets to attend the premiere event in the cloud native community, KubeCon + CloudNativeCon, in Europe, China, or North America (2 tickets for companies with less than 300 employees). [Unlimited tickets are available to all KubeCon + CloudNativeCon Virtual events](#).
- End User Members will receive a 15-Seat Starter Pack Subscription to eLearning and certification – a \$7,500 value. This means that 15 employees will be able to tap into unlimited access to the entire eLearning catalog and one certification exam for one year.
- End User Supporters will receive five 100% off coupon codes – a value of up to \$2,500 – for any eLearning class, certification exam, or eLearning + Certification exam “bundle” in the Training and Certification Catalog

	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
<u>Online programs</u>	✗	✗	✗	✗	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

For a detailed breakdown of levels and benefits check out this [presentation](#).

# Referral Program



Grow the  
community

For every End User Supporter or above  
that either a Vendor or End User refers,  
**CNCF will donate 5 virtual diversity  
scholarships** in the name of the referring  
company

**Send contact info to [info@cnmf.io](mailto:info@cnmf.io) or use  
this email with a warm introduction**

Need reference materials to share? Check out  
the [Battle cards](#).



# Joining CNCF is easy!

Join now: <https://cncf.io/join>

*or*

General Inquiries: [info@cncf.io](mailto:info@cncf.io)

PR: [pr@cncf.io](mailto:pr@cncf.io)

Event Sponsorships: [sponsor@cncf.io](mailto:sponsor@cncf.io)

Membership: [memberships@cncf.io](mailto:memberships@cncf.io)

This presentation is available at: <https://github.com/cncf/presentations>

# Appendix

# Why You Should Host Your Project at CNCF

- A neutral home increases contributions
- Endorsement by CNCF's Technical Oversight Committee
- Engagement with End User and Service Provider Communities
- Full-time press and analyst relations teams
- Tens of thousands of dollars per year in documentation, security audits, case studies, and other support services
- Maintain your committers and define your own governance, as long as it's neutral
- Full-time staff eager to assist
- World-class events team, track at KubeCon + CloudNativeCon around the world, and custom events for your project
- Worldwide meetup groups
- Cloud resources for CI and scale testing



# From Virtualization to Cloud Native



- Cloud native computing uses an open source software stack to:
  - segment applications into *microservices*,
  - package each part into its own container
  - and dynamically orchestrate those containers to optimize resource utilization

