

Navigating the Cloud Native Community for End Users

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May 22, 2019

Agenda

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

CNCF mission

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



kubernetes



Prometheus



envoy



CoreDNS

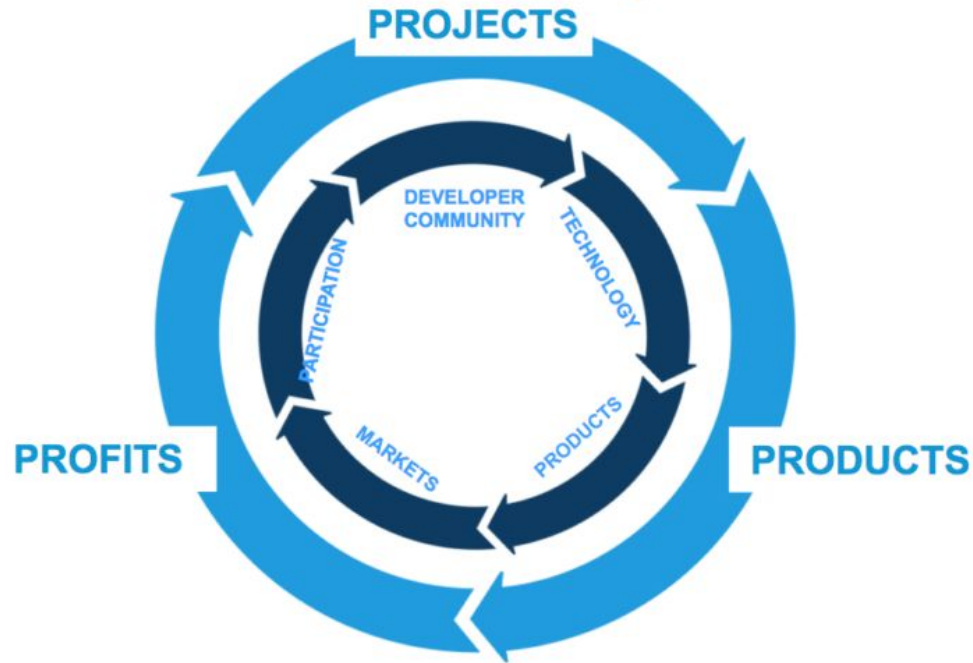


container 



fluentd

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



400+ Members and Growing

Platinum Members



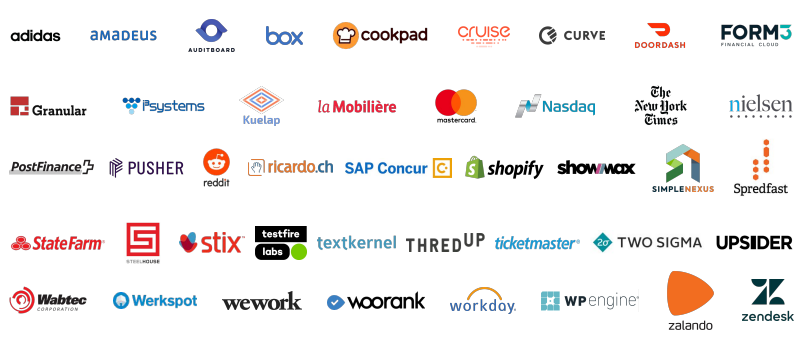
Gold Members



End User Members



End User Supporters



Academic/Nonprofit



@oicheryl



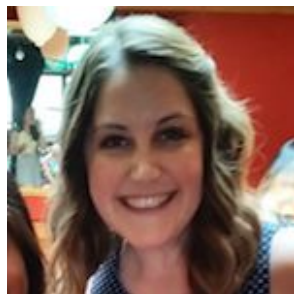
400+ Members and Growing (Silver 1)



400+ Members and Growing (Silver 2)



8 staff



In practice

In practice

- Community

In practice

- Community
- Documentation, translation

In practice

- Community
- Documentation, translation
- Security audits

In practice

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

In practice

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

But, the CNCF doesn't do:

- Consultancy

But, the CNCF doesn't do:

- Consultancy
- Support

But, the CNCF doesn't do:

- Consultancy
- Support
- Feature roadmaps

What is the End User Community?



**Governing
Board**

**Marketing
Committee**

**Technical
Oversight
Committee**

**End User
Community**

End users

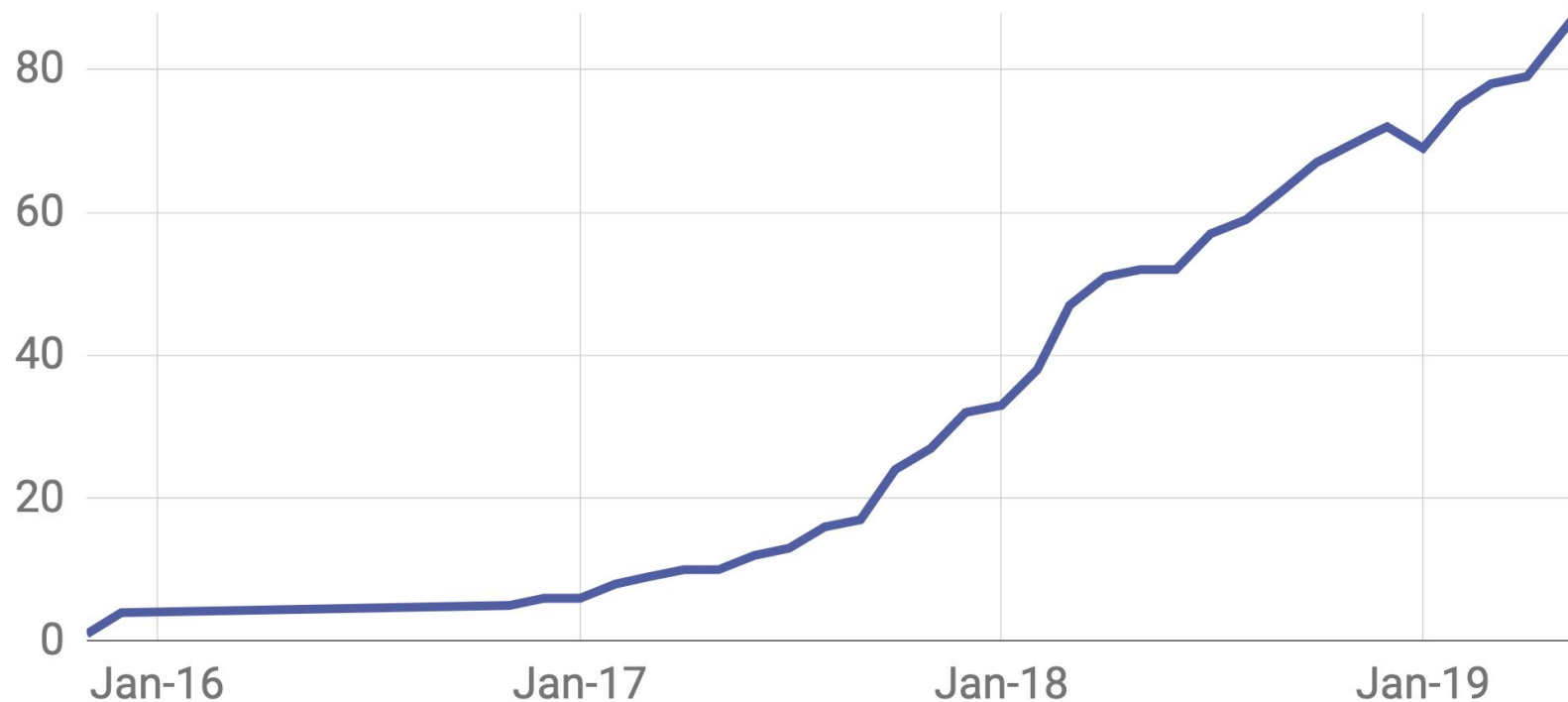
- use cloud native technologies internally
- **do not sell** any cloud native services externally

Excludes vendors, consulting and training partners.

CNCF End User Community



End User Community Membership Growth



Hired October 2018



Understand end user needs

Ensure that end users are active and engaged in the community

The CNCF helps end users:

The CNCF helps end users:

1



Navigate
the
ecosystem

The CNCF helps end users:

1



Navigate
the
ecosystem

2



Hire
engineers

The CNCF helps end users:

1



Navigate
the
ecosystem

2



Hire
engineers

3



Align with
cloud
native

But isn't everything open?

But isn't everything open?

Closed mailing list and calls - vendor neutral zone

But isn't everything open?

Closed mailing list and calls - vendor neutral zone

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

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.”



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

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.”



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

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

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

“It’s not an option to not do open source.


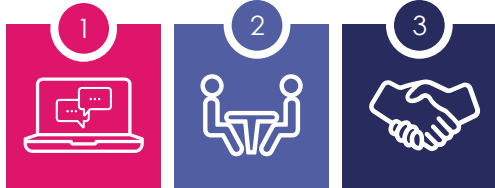
If we don’t get involved with cloud native and take the lead, we will fall behind our competitors.”

How do you get involved?


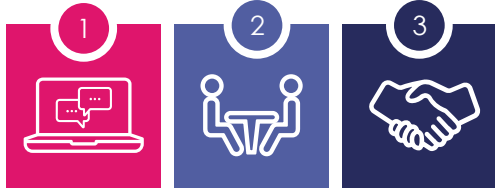
Are you an end user?

End user use cloud native technologies internally, but **do not sell** any cloud native services externally

Excludes vendors, consulting and training partners.

	EU Supporter cncf.io/endusersupporter	EU Member cncf.io/lfmembership
Programs		

chung@linuxfoundation.org

	<h2>EU Supporter</h2> <p>cncf.io/endusersupporter</p>	<h2>EU Member</h2> <p>cncf.io/lfmembership</p>
Programs		
Annual cost	<p>\$4500 / \$1800 (< 300 employees)</p>	<p>\$500 - \$370,000 (Silver, Gold, Platinum)</p>

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

Be part of the CNCF End User Community



Thanks!

Slides at oicheryl.com



CLOUD NATIVE
COMPUTING FOUNDATION