NAVIGATING THE CLOUD FOUNDRY ECOSYSTEM OF ECOSYSTEMS
AN ISV PERSPECTIVE

Ivan Dwyer | Head of Business Development | Iron.io
Iron.io is a developer platform for building highly scalable, serverless, event-driven applications.

- **2011**: Iron.io founded
- **2014**: IronMQ and IronWorker Available on Pivotal Web Services Marketplace
- **2015**: Iron.io formally joins the Cloud Foundry Foundation
- **Today**: Iron.io announces initiative to bring “serverless” to the Cloud Foundry ecosystem
"If you want to define and control any aspect of the cloud marketplace, you need to succeed at user experience and ecosystem.”

- James Urquhart
A single open source ecosystem is relatively easy to understand...

- **VENDORS** provide solutions
- **EXPERTS** provide support
- **COMMUNITY** provides advice
- **USERS** provide feedback
but what about an ecosystem of ecosystems?
Cloud Foundry is not a Multiverse
Interoperable Technology Platform
Certified distributions means applications will behave the same across various distributions and clouds.

Focused Cloud Offerings
Enterprise-grade platform offerings are tailored to specific verticals and/or geographies.

Extendable Services Marketplace
Ability to easily add 3rd party services to complement the core platform via service broker API.

Shared Developer Community
Industry wide participation with governance to ensure Quality contributions and equal participation
Our mutual interest is to lead digital transformation within the modern enterprise
Businesses are on the hook to deliver continuous innovation to their customers.

Developers are on the hook to deliver continuous innovation to the business.
“The four Ps of digital transformation: portfolio, processes, people, and platform.”

- Manoj Mone
Many modern enterprises are choosing Cloud Foundry to be the foundation for future application development...
with the commercial distribution chosen based on its characteristics, surrounding ecosystem, and the company behind it.
Once the foundation is in place, a wide range of cloud native applications and workloads are built on top...
Capable of being distributed across a multi-cloud environment; public and private.

Cloud Native Workloads

- 12-Factor Apps
- Microservices
- Batch Jobs
- Serverless

Additional services extend the core platform capabilities to meet operator and developer requirements...

<table>
<thead>
<tr>
<th>Service Extensions</th>
<th>Cloud Native Workloads</th>
<th>Data Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring</td>
<td>12-Factor Apps</td>
<td>SQL/NoSQL</td>
</tr>
<tr>
<td>API Management</td>
<td>Microservices</td>
<td>Cache</td>
</tr>
<tr>
<td>CI/CD</td>
<td>Batch Jobs</td>
<td>Message Queues</td>
</tr>
<tr>
<td>Dev Tools</td>
<td>Serverless</td>
<td>Big Data</td>
</tr>
</tbody>
</table>
with best-in-breed providers covering the full spectrum of solutions for an end-to-end enterprise-grade system.
There may be **overlap** in feature sets, sales efforts, and business models...
but the sum of the parts **is stronger** than any single part.
Lest we forget - we have all encountered this situation in an RFP
What’s it like being an ISV in this platform-centric world?
How I break down the full Cloud Foundry landscape

<table>
<thead>
<tr>
<th>infrastructure</th>
<th>telecom</th>
<th>public</th>
<th>private</th>
<th>open</th>
<th>hosted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Interest</td>
<td>Cloud Providers</td>
<td>Distribution Providers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solutions Integrators</td>
<td>Service Providers</td>
<td>End Users</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>implementation</th>
<th>support</th>
<th>tools</th>
<th>APIs</th>
<th>operators</th>
<th>developers</th>
</tr>
</thead>
</table>
Why **Iron.io** Joined the Cloud Foundry Foundation

- Strategic alignment with a leading industry wide technology movement
- We found an identifiable place for us in the modern enterprise stack
- We have a shared vision around developer empowerment & abstraction
- Customers are finding us through partners & community participation
- Multi-cloud / multi-platform capabilities are key to our own success
- We provide a clear value add to the digital transformation process
"Have something to bring to the table, because that will make you more welcomed”

- Randy Pausch
## Our **Value Add** to the Cloud Foundry Ecosystem

<table>
<thead>
<tr>
<th>What We Bring</th>
<th>Why You Should Care</th>
<th>How We Make it Happen</th>
</tr>
</thead>
<tbody>
<tr>
<td>A new and different way to power workloads within cloud native applications</td>
<td>Keeps all application workloads within the same environment</td>
<td>Deploy components within the platform and integrate with the runtime</td>
</tr>
<tr>
<td>A best-in-breed suite of services for job queueing, scheduling, and processing</td>
<td>There is a gap in the core platform for managing event-driven async workloads</td>
<td>Create installable packages and templates with platform specific documentation</td>
</tr>
<tr>
<td>An interoperable solution comparable to AWS SQS and Lambda</td>
<td>Enterprises want the full service suite, but as multi-cloud solutions to avoid lock-in</td>
<td>Implement our services within Cloud Foundry deployments</td>
</tr>
<tr>
<td>A clear answer to modern development trends including Docker and “serverless”</td>
<td>Developers in any organization want to keep up with the latest trends</td>
<td>Collaborate for co-marketing and co-sales initiatives</td>
</tr>
</tbody>
</table>
Learning The **Cloud Foundry Way**
Service Broker
Ability to add Iron.io to marketplaces for purchase, user account provisioning and project creation.

BOSH Deployable
Iron.io platform components packaged for operator installation, with customizable configurations.

Cloud Controller API
Coordinating Iron.io workload lifecycle management with various platform components such as Loggregator.

Diego Runtime Integration
The ability to deliver the Iron.io runtime as a Diego application that spins up Diego tasks. (COMING SOON)
We have encountered some **gaps** throughout the integration process.
“Supporting developer choice is important. For instance, the choice to deploy just code or a Docker image.”

- Chip Childers
When is the right time to commit to and invest in a technology partnership?
Invest where interest meets demand... meets **mutual** product alignment
How do we make sure the business lines up to be \textit{mutually beneficial}?
Platform Licensing
Hosted SaaS or on-BYOL license model. Scale based on volume of concurrent processing containers.

Professional Services
Virtual or on-site implementations and integrations to get up and running quickly.

Support Subscriptions
Ongoing support tiers to tackle issues and help on demand from our 24x7 Customer Success team.

Developer & Operator Training
Learn best practices around Docker-based development and the Iron.io serverless experience
Any joint customer initiative must result in a **win-win-win** between the partners and the end user.
Be upfront about the total **platform + services** costs.

Avoid **hidden fees** and double charging for instances.
As an ISV, we do have to remain neutral and focus on our value add across the entire IT ecosystem.
“I am unopinionated about how opinionated the platform should be”
- Me
I do believe that Cloud Foundry and Iron.io both provide the correct abstraction layer.
Enabling developer empowerment within the modern enterprise.
Our next act is determining where we can contribute back to the community
THANK YOU
GET IN TOUCH!

ivan@iron.io | @fortyfivan