Navigating the Cloud Native Community for End Users

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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
- CoreDNS
- Containerd
- Fluentd
- Envoy
Non-profit, part of Linux Foundation, founded December 2015
400+ Members and Growing (Silver 2)
10 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:

- Support
But, the CNCF doesn’t do:

- Support
- Consultancy
But, the CNCF doesn’t do:

- Support
- Consultancy
- Product management
But, the CNCF doesn’t do:

- Support
- Consultancy
- Product management
- Feature roadmaps
What is the End User Community?
End users

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

Excludes vendors, consulting and training partners.
End User Community Membership Growth

Newest member

Apple logo
Hired October 2018

Understand end user needs

Ensure that end users are active and engaged in the community
But why isn’t everything open?

Closed mailing list and calls creates a vendor neutral space. You don’t need to join to use or contribute!
The CNCF helps end users:

1. Navigate the ecosystem
2. Hire engineers
3. Align with cloud native
"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."
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
“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.”
Awareness

- Increase number of KubeCon talks from end users
- Case studies
- End user booth at KubeCon
- Media and analyst meetings at KubeCon
“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
Run for Technical Oversight Committee and Governing Board Open Source Program Office

- TODO Group
- Education
- Legal Summit
- Open Source Leadership Summit

Align with cloud native
“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

$4500
($1800 < 300 employees)

cncf.io/endusersupporter

EU Member

$500 - $370,000
(Silver, Gold, Platinum)

cncf.io/lfmembership

Both include 5 annual tickets to KubeCon
(2 if less than 300 employees)
Cheaper to be an End User Supporter ($4500) than to buy 5 KubeCon tickets ($5500)!
Join now

Plus 9 non-public members
Thanks!
Slides at oicheryl.com