CLOUD NATIVE
COMPUTING FOUNDATION

Cloud Native Computing Foundation (CNCF) Member Benefits

The Cloud Native Computing Foundation builds sustainable ecosystems and fosters a community around a constellation of high quality projects that orchestrate containers as part of a microservices architecture. CNCF serves as the vendor-neutral home for many of the fastest-growing projects on GitHub, including Kubernetes, Prometheus and Envoy, fostering collaboration between the industry's top developers, end users, and vendors.
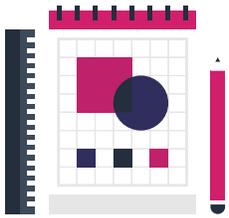
CNCF has over 250 members including the world's largest public cloud and enterprise software companies as well as more than a hundred innovative startups. Join your industry peers in helping build and shape the cloud native ecosystem.

Join us!

Organizations join CNCF because they want to take an active role in supporting the growth and evolution of the cloud native ecosystem:
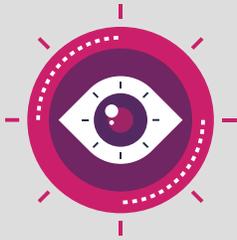
▶ **Network with other members of CNCF**

▶ **Support the community by helping fund services that CNCF-hosted projects rely on**

▶ **Demonstrate thought leadership in the cloud native space**

▶ **Raise awareness of CNCF projects so they can quickly reach critical mass**

▶ **Be part of defining and maintaining the technologies that are at the forefront of the industry**

CNCF members have the opportunity to participate in unique, wide-reaching networking and marketing programs. These programs provide a trusted, neutral view of projects being used to deliver real value to customers. Differentiate and be seen as a leader in the cloud native space by taking advantage of the following opportunities:
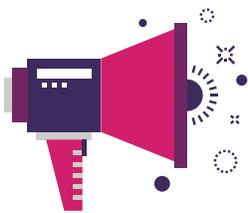
CNCF Marketing Committee

Participate in the marketing committee to engage with your peers in the cloud native space. Help craft upstream artifacts that will enable you to reuse or remix these materials to better serve your customers. Working together, we can synthesize the stories of the disparate projects into a cohesive narrative to clearly communicate the value of the cloud native ecosystem.
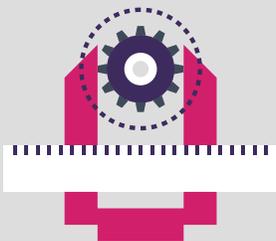
CNCF Webinars

CNCF webinars provide a cost effective way to showcase your organization's thought leadership by educating new and existing community members about best practices, trends, and new technologies. Webinars are marketed via a variety of social channels and available for later viewing on YouTube.

PR/AR / Thought Leadership / Speaker Support

The CNCF team has established relationships with dozens of global businesses and technology reporters who can help broadcast your open source leadership and cloud native expertise. We provide media/analyst relations and a speaker's bureau to amplify brand awareness and thought leadership for CNCF members and technologies. Collaborating closely on major initiatives like KubeCon, earned media coverage boosts your industry credibility and influence.
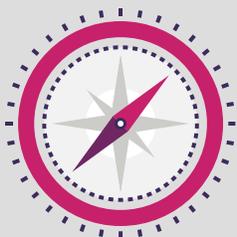
End User Case Studies

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. We would like to feature your customers here. Integration across all CNCF projects are highlighted and include video testimonials with written components to be shared via our wide-reaching media channels and analyst relationships.

CNCF Blog

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

Kubernetes Blogs + KubeWeekly

While both of these are community driven efforts, CNCF members receive guidance and advice on content to best share your Kubernetes story or tutorial with the community.

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.

Certified Kubernetes

The Certified Kubernetes program ensures that your version of Kubernetes supports the required APIs. For enterprises and startups using Kubernetes, conformance enables interoperability from one Kubernetes installation to the next. Certification is free for members and allows the use of the trademark 'Kubernetes' in your product name (e.g., Acme Kubernetes Engine).

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. KCSP partners offer a high level of Kubernetes support, consulting, and professional services for organizations embarking on their Kubernetes journey. Members have the opportunity to join this group of organizations to feature your cloud native consulting expertise.
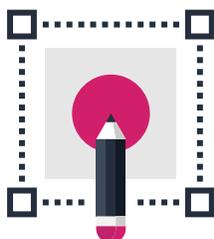
Kubernetes Training Partner (KTP)

The KTP program features training providers with deep experience in cloud native technology training. All KTPs must meet strict benchmarks for experience and quality, be a KCSP, resell the CKA and/or CKAD exam, have deep knowledge of Kubernetes, and involvement in the community.

Training and Certification

CNCF, in partnership with Linux Foundation, manages training and exams for our projects. In particular, we run training and certification for Kubernetes with Certified Kubernetes Administrator (CKA) and Certified Kubernetes Application Developer (CKAD). All curriculum materials are open source and we encourage our members to offer training and resell our exams. Members participate in developing and updating content to ensure it matches industry best practice as well as proposing new training and certification exams.

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.

TOC Contributor

CNCF's Technical Oversight Committee (TOC) provides technical leadership to the cloud native community. Its functions include defining and maintaining the technical vision for the Cloud Native Computing Foundation, approving new projects, and removing or archiving old ones. TOC Contributors are representatives from CNCF member companies that assist the TOC in providing technical due diligence for potential projects, assisting projects and working groups, and producing technical content.
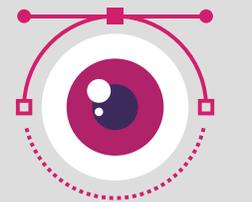
KubeCon + CloudNativeCon

CNCF organizes the largest conferences for Kubernetes and other cloud native technologies, with over 4,000 attendees at each of our last two events. There are three conferences per year: Europe in the beginning of the year, China in the middle, and North America at the end. Members receive a discount when sponsoring these events, and a larger discount for sponsoring multiple conferences in the same year. Members have the opportunity to engage with the marketing committee in the year round planning for these events and to offer detailed suggestions and reviews.
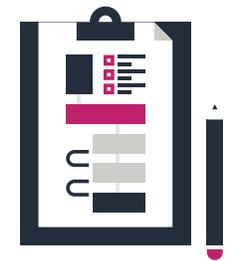
Interactive Landscape Placement

CNCF's interactive landscape is a comprehensive survey of all cloud native products and projects. CNCF membership is recognized in the pop-up view of your products and projects, and the default view of the landscape shows CNCF member items before non-member ones.

Speaking Opportunities

CNCF organizes a number of small events around the world and is invited to speak at many others. We often ask members to support and represent CNCF at such events.

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. You can access leadership in open source compliance, legal issues, and technology excellence. Members also receive exclusive access to events like the Open Source Leadership Summit and Legal Summits. Members can also choose to engage with the LF's TODO Group to help establish open source best practices at their company.

If you'd like to learn more about our membership levels and the benefits that CNCF can provide: Please contact Katelin Wussow at kwussow@linuxfoundation.org or set up a time to talk at www.calendly.com/kwussow