

# Cloud Native Computing Foundation (CNCF) End User Community Benefits

The Cloud Native Computing Foundation builds sustainable ecosystems and fosters a community around a constellation of high-quality projects that empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds.

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.

## Join us!

Organizations join CNCF's End User Community to collaborate with other users of CNCF projects and learn from each other in a vendor-free zone. Additionally, they want to take an active role in voicing their thoughts on projects and support the growth and evolution of the cloud native ecosystem their business relies upon.

### Primary challenges End User Community members are looking to solve are:

1. Solving an immediate technical need
2. Growing an engineering organization
3. Building your business strategy around cloud native

### Why join? Becoming a member of CNCF can help solve these challenges in the following ways:

*Solving an immediate technical need:*

#### Collaborate

Share best practices, challenges & experiences with other end users and work directly with project maintainers in our monthly meetings.

#### Voice your thoughts and needs

Join monthly meetings to give feedback directly to CNCF, our Technical Oversight Committee (TOC) and hear from other End User members across industries.

#### Attend

Receive 2 to 5 tickets (\$2,200 - \$5,500 value) to attend the premiere event in the cloud native community, KubeCon + CloudNativeCon, in either North America, China or Europe.

Participate in the End User Partner Summit, a KubeCon pre-event only open to CNCF End User Community members.

*Growing an engineering organization:*

#### Increase brand visibility

Participate in our End User Case study program, panels and blogs to elevate your organization's use of CNCF projects with the community and gain exposure helpful in hiring top talent.

#### Recruit talent

Participate in the new CNCF End User Recruiting Booth at KubeCon + CloudNativeCon to recruit the best and brightest in the cloud native space.

#### Stay educated

Hear monthly presentations by maintainers on the latest updates to CNCF projects + other End User members.

*Building your business strategy around cloud native:*

#### Align your business strategy

Work with other organizations of the [TODO Group](#) to help build an open source culture and open source program office within your organization. This is included in your Linux Foundation Membership.

#### Educate leadership and legal teams in open source

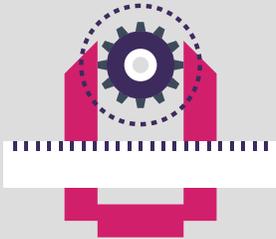
The Linux Foundation offers the [Open Source Leadership Summit](#) and [Legal Summits](#) to members.

There are two ways to join CNCF's End User Community.

- CNCF End User Membership (Non-Profit, Academic, Silver, Gold, or Platinum levels)
- CNCF End User Supporter

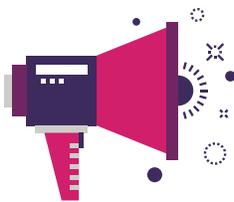
# CNCF End User Supporter Benefit Programs:

The End User Supporter level is for organizations who are just getting started in their adoption of open source cloud native technologies. This is the lowest level and only grants access to the End User monthly calls and the programs below. Formal member voting rights and benefits of CNCF and the Linux Foundation (LF) are not included.



## 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 your organization's business. Share your digital transformation story and open source activity to show competitive market differentiation and recruit talent. CNCF projects are highlighted and include video testimonials with written components to be shared via our wide-reaching media channels and analyst relationships.



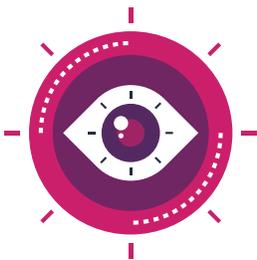
## Ambassador Program

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.



## 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. This event is the perfect place to learn about existing and new projects, upcoming trends and network with the community. End Users receive complimentary tickets to attend and the opportunity to recruit as an End User Sponsor.



## PR/AR / Thought Leadership / Speaker Support

The CNCF team has established relationships with dozens of global business 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.



## CNCF Blog

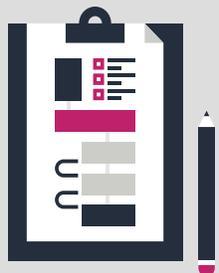
Showcase your thought-leadership and industry commentary, as well as share your experiences, positive and challenging, working with CNCF projects here.

## 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.

# CNCF End User Membership (Non-Profit, Academic, Silver, Gold, or Platinum levels) Benefit Programs:

End User Membership is for organizations who are heavy users of open source cloud native technologies. In addition to consuming open source technology, your organization is aiming to give back. Businesses that want a strategic partnership with the CNCF + LF join at this level. Includes all the benefits of an End User Supporter membership, plus:



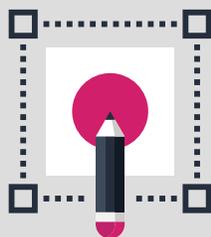
## Linux Foundation Membership

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 engage with the LF's TODO Group to establish open source best practices at their company.



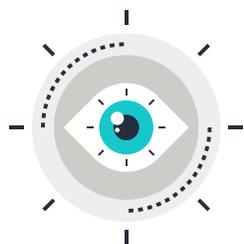
## Training and Certification Discounts

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). We also have a multitude of partners that offer training across the globe. Training courses are open to everyone; however, member companies receive higher volume discounts with the LF.



## 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.

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](mailto:kwussow@linuxfoundation.org) or set up a time to talk at [www.calendly.com/kwussow](https://www.calendly.com/kwussow)