

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!

The CNCF End User Community helps organizations to:

① Navigate the ecosystem



Companies need to understand how to navigate cloud native and open source.

- Find support from peers
- Collaborate on best practices and shared challenges
- Meet project maintainers

"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."

② Recruit engineering talent



Share your journey and technical stack with the CNCF community to help recruiting.

Engineers are attracted by open source, modern tooling and interesting challenges.

"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."

③ Align with cloud native



For companies who rely on cloud native for core business.

Get strategic alignment with CNCF for leadership and legal, and run an open source program office.

"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 commit-

Engage with peers

- 5 free tickets to KubeCon (2 if less than 300 employees)
- Developer Experience SIG
- Finance, Telecom User Groups
- End User Partner Summit

Engage with projects

End User Feedback Forum

Online

CNCF case studies, blog posts, webinars

At KubeCon CloudNativeCon

- Sponsor an end user booth
- Get assistance with CfPs
- Media and analyst meetings

tee which defines the future direction of the project and that's very important for us to have a voice."

CNCF

Run for TOC and Governing Board

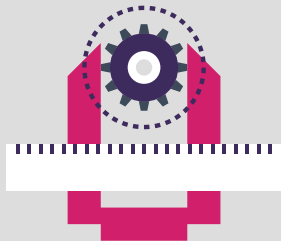
Linux Foundation

Open Source Program Office

Attend Legal Summit, Open Source Leadership

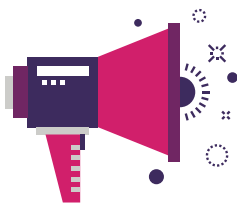
CNCF End User Supporter Benefit Programs:

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.



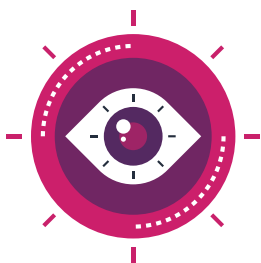
Ambassador Program

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

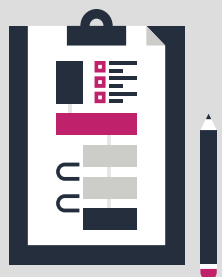
Showcase your thought-leadership and industry commentary, as well as share your experiences, positive and challenging, working with CNCF projects here.

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.

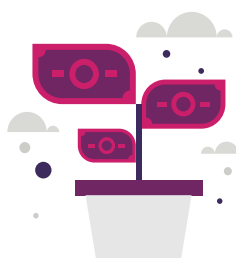
CNCF End User Membership (Non-Profit, Academic, Silver, Gold, or Platinum levels) Benefit Programs:

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:



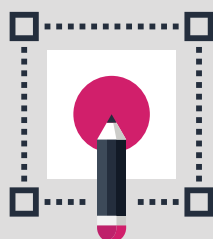
Linux Foundation Membership

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.



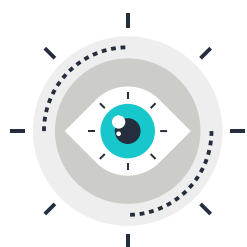
Training and Certification Discounts

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 or set up a time to talk at www.calendly.com/kwussow