

State of the Foundation Q4

October - December 2018

CLOUDFOUNDRY

January 2019



The final quarter of 2018 did not slow down. We held our best-ever **Cloud Foundry Summit** in Basel, Switzerland, released a **video on interoperability** featuring Chip Childers and published a **research report on What's Driving Companies to Cloud**. The year ended with 65 members – four of whom joined in the final quarter of 2018. **Training courses** ballooned to more than 19,000 registered developers, and the **CF for Developers course** was updated to version 1.1 with new content around buildpacks, routing and service brokers. More than **4,000 articles** mentioned Cloud Foundry and the **Meetup community grew** by over 2,000 members, demonstrating continued momentum in the [Cloud Foundry universe](#).

Please enjoy our updates from the last quarter.





Marketing and Events

CLOUD FOUNDRY EU SUMMIT

This October, the European Cloud Foundry Summit was held in Basel, Switzerland. Our fourth European Summit drew 961 attendees from 36 countries.

- 60 percent of attendees were first-time attendees at Summit and another 60 percent self-identified as Cloud Foundry end users.
- Members and user companies demonstrated support via 33 sponsorships, including four Platinum sponsors: Dynatrace, Pivotal, SAP and Swisscom.
- The week of Summit, social media impressions for @cloudfoundry on Twitter garnered 198.7k impressions with 1,922 engagements. #CFSummit was a trending hashtag both Wednesday and Thursday, used 134 times during Summit.
- A precise media and analyst strategy attracted attention from four European countries: France, Germany, Switzerland and the UK, bringing in over twenty journalists and eight analysts.
- All Cloud Foundry Summit keynotes and presentations have been uploaded to [YouTube](#). The videos have received more than 3,390 views since being uploaded.



CONTENT

Our blog received almost 40,000 pageviews in the fourth quarter, making this a good avenue for the Cloud Foundry community to reach a large audience. Our [research reports](#) continue to generate leads -- and media coverage. Since it was published in December, the [What's Driving Companies to Cloud](#) report has been downloaded 54 times with a 25 percent conversion rate on the landing page and been read over 425 times. We have also translated multiple reports into Chinese and Korean for our expanding Asia audience. Our [video series](#) on Cloud Foundry's latest Kubernetes integration projects was released in December, and has received nearly 1,400 views in less than a month.



USER STORIES

We completely revamped our case studies program in the fourth quarter, hiring a dedicated user stories manager to surface new users, follow up with known users, refresh older case study material, and develop brand new content on user stories. Since EU Summit, our User Stories Manager has written over a dozen new user stories and interviewed even more users. Look for a roll-out of new user stories in Q1 2019.



Marketing and Events



DIGITAL

- **Ecosystem:** [The Foundry](#) has become the world's largest open source marketplace with over 5,600 technology solutions and new entries continue to be added. In the first half of 2019, we will continue to promote The Foundry and highlight the services offered.
- **Interoperability:** The Cloud Foundry Foundation website received 108k new visitors and over 280k unique pageviews in Q4. The top three pages visited were Get Started, Why Cloud Foundry and EU Summit. New pages for Project Eirini and CF Containerization were also published.
- **Engagement:** We are continuing our focus on the China market. The website (cloudfoundry.cn) launched in Q3. In Q4 geo-location was added, content updated with strong SEO terms and the site was indexed on Baidu. Currently, 78 pages are indexed, keywords are in the top 50 and first 5 pages of search results and top terms are Cloud Foundry Platform, Cloud Foundry Open Source and Cloud Foundry Platform. We also worked on Baidu Baike; 70 percent of the content is successfully revised on that platform. The Cloud Foundry account on Weibo (China's primary social media tool) had over 21k views by the end of November.



EVENTS AND SPEAKING

During the fourth quarter, the team spoke at multiple industry events.

- In December, Abby, Devin, Swarna, Kim and Chris attended KubeCon + CloudNativeCon in Seattle, with a co-located Cloud Foundry Day.
- During November, Abby traveled to Hong Kong where she attended the Fortune Global Tech Forum in Guangzhou, China. She also met with our users at Comcast Labs in Philadelphia. Kim and Chris attended KubeCon + CloudNativeCon in Shanghai, where they worked the booth and evangelized Cloud Foundry for many local Chinese attendees. Additionally, Kim attended AWS re:Invent.
- In October, Abby attended Ascent Conference in New York en route to Basel, where Cloud Foundry EU Summit took place. Caitlyn and Chris attended Open Source Summit in Edinburgh where they worked booth duty and discussed Cloud Foundry with hundreds of interested attendees.



Marketing and Events



INDUSTRY OPINION RESEARCH

In the second half of the year, we have continued to conduct different internal and external research streams to provide Foundation leadership, members and the industry at large with insights on market trends, tracking for technology adoption and metrics on IT decision-maker satisfaction and progress in their cloud journey.

- **Global Perception Study 8:** In Q4, the Foundation published a report based on the findings from Q3's focus groups and survey research. The research continues to track adoption and awareness of different technologies, as well as key market trends. This wave demonstrated a significant shift along the cloud journey for IT Decision Makers (ITDMs). A selection of findings were published in the report [What's Driving Companies to Cloud](#). A second report will be released in Q1 2019.



MEDIA + ANALYSTS

Global press coverage: 4,193 total articles, with 480 mentioning Cloud Foundry Foundation specifically.

Highlights:

- TechCrunch: [Cloud Foundry expands its support for Kubernetes](#) (10/10)
- ZDNet: [Cloud Foundry embraces Kubernetes](#) (10/10)
- SiliconANGLE: [Cloud Foundry expands support for Kubernetes-based containers](#) (10/10)
- VMBlog: [Huawei Cloud Becomes a Cloud Foundry Infrastructure Provider](#) (10/11)
- Information Age: [A unique CTO: Helping the technical community navigate in the open](#) (11/5)
- The New Stack: [An Interview with Cloud Foundry CTO Chip Childers](#) (11/5)
- insideBIGDATA: [In Digitization, Learn How to Learn More](#) (11/7)
- GeekWire: [Why some open-source companies are considering a more closed approach](#) (11/19)
- Information Age: [Managing cloud infrastructure post-migration – a CTO guide](#) (11/20)
- The New Stack: [What the Kubernetes Consolidations Mean for the Future of Cloud Native](#) (11/21)
- IT Business Edge: [How to Identify the Top Digital Transformation Consulting Companies](#) (11/30)



Marketing and Events

- [Linux.com: Cloud Foundry, Cloud Native, and Entering a Multi-Platform World with Abby Kearns](#) (12/6)
- [TechRepublic: Improved understanding and familiarity of cloud drives adoption, survey shows](#) (12/13)
- [NetworkWorld: Kubernetes vendors target container security, operations and management](#) (12/14)
- [App Developer Magazine: Open source, Kubernetes, and developers, according to Abby Kearns](#) (12/17)
- [EnterpriseTech: Cloud Comfort Level is Growing, Survey Finds](#) (12/17)
- [The Stack: Cloud computing in 2019: views of the industry](#) (12/19)
- [Forbes: Cloud Foundry And The PaaS You're Already Running](#) (12/21)

Press Releases:

- [Cloud Foundry Focus on Interoperability Continues with Two New Projects Integrating Kubernetes](#) (10/10)
- [Huawei Cloud Becomes a Cloud Foundry Infrastructure Provider](#) (10/10)
- [Cloud Foundry 2018 European Summit Begins in Switzerland, Launches Certified Systems Integrator Program](#) (10/10)
- [Cloud Foundry Closes 2018 European Summit in Switzerland](#) (10/12)
- [Global Survey: Maturity of the Technology Spurs Cloud Adoption More than Business Drivers or Culture Change](#) (12/11)

Analysts:

- 17 briefings and advisory sessions in Q4 2018 with 26 analysts from 10 firms including Gartner, Forrester, IDC, 451 and Redmonk
- Highlights:
 - Nine analysts from nine firms attended the European Summit Analyst lunch
 - 451 European Summit Research Note: [Cloud Foundry and the Philosophy of Agility](#)
 - IDC Spotlight: [The Cloud Foundry Foundation Announces Deeper Kubernetes Integration](#)



Marketing and Events



SOCIAL MEDIA

- **470** new Twitter followers
- **176** New Followers on LinkedIn
- **481** New Subscribers on YouTube
- **Twitter Highlights:** Engagement on Twitter increased from the previous period. We will continue our focus on engagement on Twitter, identifying influencers and engaging with those influencers as well as encouraging conversations on social media.
 - 771.8k impressions
 - 5,221 engagements
 - 1,048 link clicks



PROJECT LIFECYCLE AND LEAD CHANGES

- Eric Malm (Pivotal) has taken over as the new new Application Runtime PMC Lead. Dieu Cao will continue on as the PMC Council Chair and will remain active in the community.
- Marco Voelz stepped down as the BOSH Core Europe Project Lead, and Felix Riegger (SAP) will be taking over that role. Marco will stay on as BOSH PMC Lead.
- Adam Hevenor stepped down as the Project Lead for the Loggregator team, as he is rotating into an internal role at Pivotal. Johannes Tuchscherer (Pivotal) has stepped into that role.
- Preethi Varambally has stepped down as the project lead for the CF Networking team and has joined the CF Infrastructure team. Jonathan Sirlin (Pivotal) has been nominated to be the new lead.
- Matthew McNeeney has stepped down as the project lead for the Services API team, and moved to a role internal to Pivotal. He will remain co-chair of the Open Service Broker API group. Laurel Gray (Pivotal) has been nominated to be the new SAPI lead.
- Florian Mueller (SAP) has become co-chair of the Open Service Broker API group, as Doug Davis is moving to a new project at IBM.
- The CF Permissions project has successfully concluded.



NOTABLE PROJECT UPDATES

- The BOSH team released a [document articulating their vision and strategy for the future](#). They also [announced](#) the [BOSH Linux Stemcell Support Policy](#). Reminder: various BOSH CPI's [moved out of incubation](#), and the grace period for these repositories in the cloudfoundry-incubator is now over.
- The CAPI and CLI teams [announced](#) a new team working between the two: the v3 acceleration team, which intends to complete the v3 CC API, deprecate v2, and introduce a new, major CLI release, v7.
- It has been [proposed](#) that CLI v7 will no longer have the - no-start tag.
- The CLI team announced the CF CLI [minimum supported version policy](#) for 2019. CF CLI [v6.40.1](#) was released. Read about it [here](#). [v6.41.0](#) was also released. Read about it [here](#). It includes the ability to assign a stack to a buildpack, among other things.



- Release Integration released cf-deployment [v5](#) and [v6](#). Here are [notes](#) on the scope of v6. As of v6.0, cf-deployment deployed with support for both cflinuxfs2 and cflinuxfs3 stacks. Read about that [here](#). In cf-deployment v7, cflinuxfs3 will become the default, though cflinuxfs2 will continue to be supported until the end of March 2019. Here are [notes on the proposed scope](#) for v7. Target release date is January 14th.
- The Routing team has been working on a routing plane based on Istio and Envoy, and has reached significant milestones. Behold, the new [Istio BOSH release](#)! Read more about this [here](#). They released routing-release [v0.183.0](#). Read about it [here](#). And [v0.184.0](#), which now has experimental support for weighted routing using istio-release. Scaling of integration with Istio Pilot has now surpassed their target of 20K apps!
- Project Eirini is now passing 100 percent of CATS -- a big milestone! Here's a [lengthy discussion](#) about whether Eirini should be included as an option in the 2019 Cloud Foundry Certification requirements.
- The Garden team announced the end of life on the Garden-shed filesystem driver. Read about this [here](#).
- UAA released versions [v4.21.0](#) - [v4.26.0](#).
- Diego Persistence cut CSI release [v1.0.0](#).
- The Loggregator team released Log-Cache CLE plugin [v2.0](#).
- Stratos released [v2.2.0](#).
- [Project Blockhead](#) was rewritten in Golang, and can now be deployed as a BOSH release or a Kubernetes Helm chart.
- App Autoscaler published their first GA release, [v1.0.0](#)! And they've begun discussing a UI integration with the Stratos team.

SECURITY ADVISORIES FROM JULY 1, 2018 TO SEPTEMBER 30, 2018

- 35 Security Advisories were published by the Cloud Foundry Vulnerability Management Team during this time period. Advisories are published [here](#).
- Nine of these notices were Cloud Foundry CVEs, with the remaining 26 from upstream projects.



Developer Training and Certification

- Over **19,000 students** have registered for either the [one-day MOOC](#) or [four-day developer trainings](#) hosted by The Linux Foundation.
- The [CF for Developers](#) course was recently updated to version 1.1, with new content around buildpacks, routing and service brokers.
- A new version of the [Introduction to Cloud Foundry and Cloud Native Software Architecture](#) was launched in October, in partnership with Stark and Wayne. This release updated the material to ensure recent updates to the Cloud Foundry Application Runtime are included.
- Tim Harris has moved on from the CFF to the next step in his career, and the CFF has expanded its partnership with [Resilient Scale](#) in support of our educational and professional certification programs.



Community Management

Our efforts on community engagement and development continued into the last quarter of 2018. The Cloud Foundry Ambassador program, regional Meetups, member- and Foundation-led Cloud Foundry Days, and Cloud Foundry Summits have showcased the strength of our community.



MEETUPS

The Cloud Foundry member community has continued using Meetups to amplify conversations in the community. [Cloud Foundry Meetups](#) across the world are now at 160 groups with nearly 88,000 members -- 2K more than in the third quarter, demonstrating continued momentum in the community.

Meetups between October and December include:

- *Cloud Native, Agile Metrics, and Turtles, hosted by Pivotal London - Cloud Native Apps Meetup group on Oct 2.*
- *Unconference at Cloud Foundry Summit Europe 2019, organized by anynines and Engineer Better on Oct 10.*
- *Understanding Container Abstractions and their Applications, hosted by Dallas Cloud Native Meetup group on Oct 16.*
- *Building an SRE foundation with Pivotal Cloud Foundry Dojo services, hosted by Dallas Cloud Native Meetup group on Nov 13.*
- *Introduction to IBM Multi-cloud Manager & Object Storage technology, hosted by Toronto IBM Cloud Meetup group on Dec 5.*
- *A case study in Remote Paired Programming, hosted by Dallas Cloud Native Meetup group on Dec 18.*



CLOUD FOUNDRY DAYS

[Cloud Foundry Days](#) bring Cloud Foundry to a regional audience curated by hosting members. In Q4, the Cloud Foundry Foundation hosted two Cloud Foundry Days co-located at Kubecon Shanghai and Kubecon North America 2018 with ~100 attendees at each event.



Community Management



AMBASSADOR PROGRAM

The [Cloud Foundry Ambassador program](#), which began in 2016, has steadily gained momentum since its inception. A few key highlights of this program are:

- The Ambassadors have continued to represent the community and evangelize the technology at regional Meetups, Cloud Foundry Days (as speakers and program chairs), and Cloud Foundry Summit (as speakers, program co-chairs, and advocates to make our community welcoming).
- The [Cloud Foundry Ambassador webpage](#) is home to profiles for each Ambassador -- currently at 50 and growing.



Membership and Operations

Cloud Foundry Summit NA 2019: The 2019 North American Summit will be held in Philadelphia, Pennsylvania, from April 2-4, 2019.



New Members: The Foundation closed the year with **65 members**. We added four new members since our 2018 Basel Summit: HCL joined the Foundation as Gold and Atomist, LogDNA and Zettaset joined as Silver.

HCL



logdna

Zettaset

Certified Providers: The Foundation ended the year with **eight Certified Providers**.

Member Management: The Foundation kicked off Gold Member elections for Gold Representative seats on the Board of Directors as of December 18, 2018.



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