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Europe 2026

#KubeCon #CloudNativeCon

CNCF Members

Leaving Your Mark In The Community



David Palilonis
Membership Development
The Linux Foundation



Danielle Cook
CNCF Ambassador, PMM
Akamai



Jake Pineda
Membership Strategist
CNCF



Members Enable Velocity



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In the past 10 years,

275,000+ contributors

made

3,350,000+ code commits

1,200,000+ pull requests

and

18,800,000+ contributions

Across 232+ Projects

and

190+ countries

Kubernetes is the highest velocity project outside of Linux
github.com//velocity

The Stakes Are Higher Now



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Cloud Native Adoption Has Reached Near-Universal Scale

82% of container users
deploy Kubernetes
in production, up
from 66% in 2023.



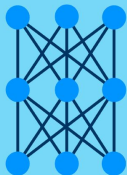
Cloud native
adoption reaches
98% across surveyed
organizations.



Kubernetes Is Now the Default in Production Environments

Kubernetes Has Become the Platform for Generative AI

47% of organizations
deploy AI models
occasionally, with only
7% deploying daily.



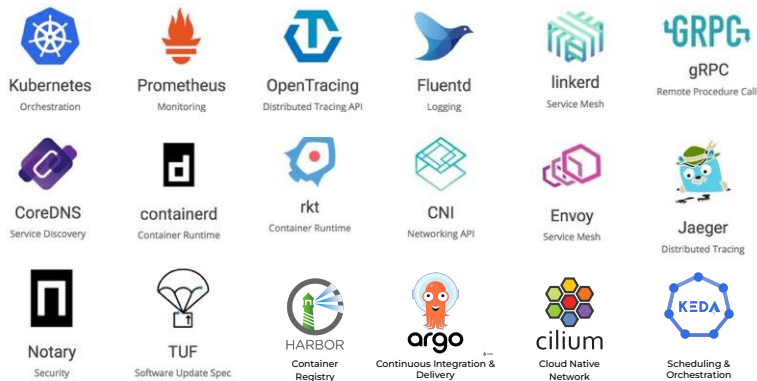
66% of
organizations
use Kubernetes
to host generative
AI workloads.



Maturity gap between "experimental" and "daily production"

What is CNCF?

The **Cloud Native Computing Foundation** or CNCF hosts critical components of the global technology infrastructure. CNCF brings together the world's top developers, end users, and vendors and runs the largest open source developer conferences.



750+ Members and Growing

Platinum Members



Gold Members



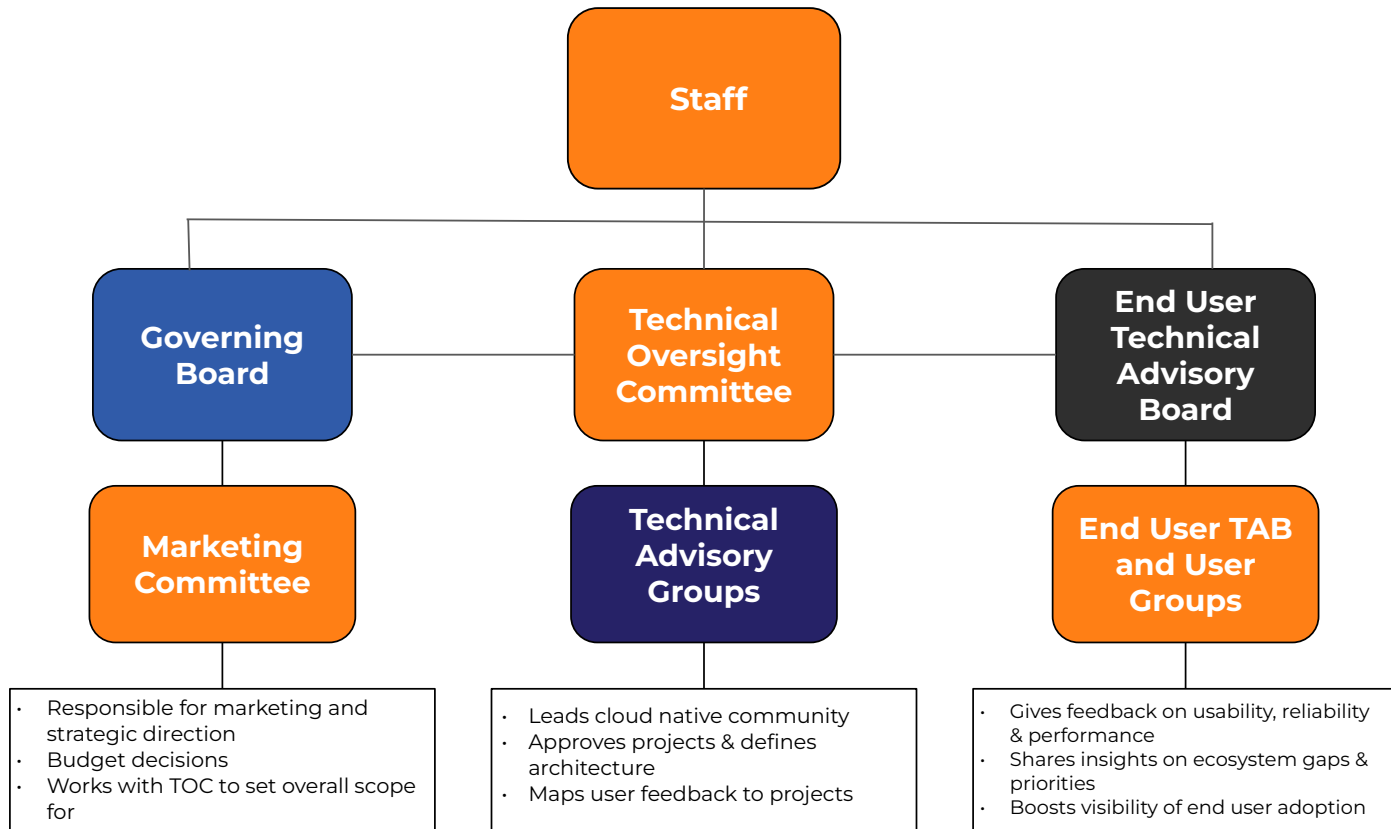
600+ Silver members



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Where Members Show Up In Governance



Members compose the Governing Board

The CNCF Governing Board (GB) oversees marketing, business, and budget decisions. The GB's responsibilities include working with the TOC to establish the overall scope for the CNCF, but they do not make technical decisions.

The GB convenes 3 to 5 times annually. Only nominees from a CNCF member company are eligible for a seat on the board.

HCLTech



HITACHI



Google Cloud

Alibaba Cloud

ORACLE

Infosys

FUJITSU



Microsoft
Azure

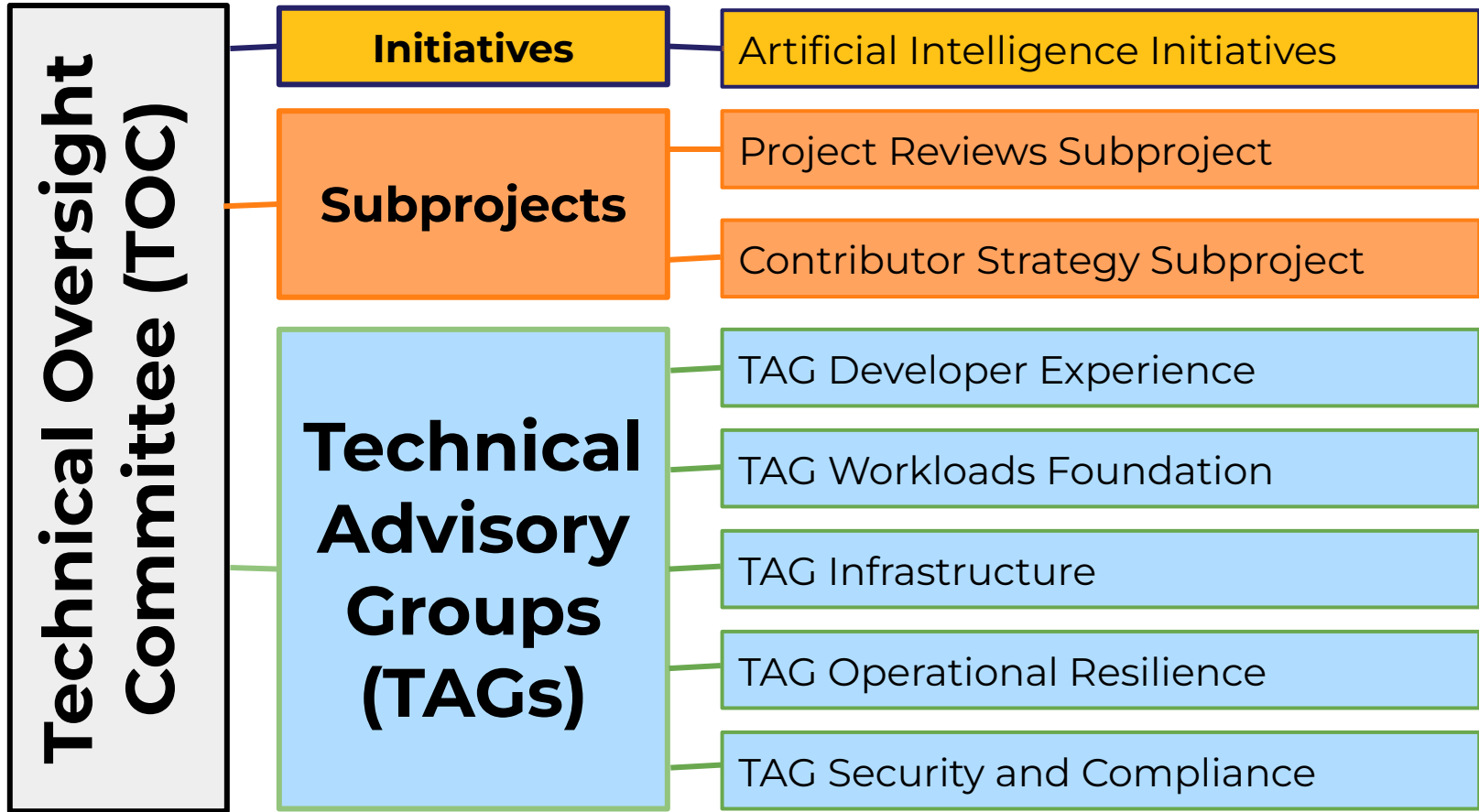


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End User Technical Advisory Board (TAB)

The CNCF End User Technical Advisory Board (TAB) acts as a vital voice of end users within the CNCF community. It plays a key role in advancing topics of concern to end users, enhancing visibility into end user adoption of CNCF projects, and raising awareness about the needs and perspectives of end users in the cloud native ecosystem.

Members are vital to this body, and hold pivotal seats.

LOCKHEED MARTIN 



The
New York
Times

BlackRock

 **CVS**
Health



INTUIT

JPMORGAN
CHASE & CO.



 **BOEING**

TOYOTA

Participation Spectrum



What Changes When Organizations Joins

What Member Organizations Gain	What Developers Gain
Access to conformance programs enabling innovative and vetted solutions	Upstream contributions receive full organizational backing, ensuring protected time for the work
Influence in the direction of key infrastructure initiatives	Eligibility for governance roles on the GB; TAB; TAG
Shared R&D investment to reduce duplicative work	Case studies and talks carry the weight of an official member organization
Driving cooperation in the growth of security, AI/ML, and edge computing	Access to private member channels, working groups, and early feedback loops with maintainers
Work and contributions highlighted in official channels, offering visibility beyond GitHub.	Certifications (Kubestronaut, KCNA, CKA) connect to a recognized member ecosystem

Devs shape projects / Membership shapes the ecosystem



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The Feedback Loop



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Every input strengthens the loop. Every loop strengthens the ecosystem.

Members Innovating



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- Platinum member **IBM**, Utilizes **Knative Eventing** for watsonx to orchestrate machine learning model training, which has reduced training time by over 60% and simplified the system's architecture. This new approach eliminated more than 40,000 lines of code and a microservice, lowering maintenance overhead and costs.
- As a Silver End User member, **DataGalaxy** leveraged **Dapr** to transform their complex legacy system into a more maintainable, modular architecture. This change not only improved developer productivity but also enabled them to integrate new, reliable AI and analytics features for enhanced user experience.



Members At Scale



Spotify

- Replaced homegrown orchestration with **Kubernetes**
- Service creation: **1 hour → seconds**
- CPU utilization improved **2-3x**
- Largest service handles **10M+ requests/sec**



Michelin

- Rebuilt entire K8s platform on **open source** in 2024
- **44% reduction** in platform costs
- **85% faster** upgrade lead time
- K8s footprint **doubled**



Grafana Labs

- Used **Jaeger tracing** to diagnose query latency
- Query performance improved by up to **10x**
- Processes **tens of thousands** of queries per second
- Operational confidence grew by an **order of magnitude**



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The Cost of Consuming Without Contributing



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According **The Linux Foundation Research** report “**ROI for Open Source Software Contribution**”, organizations already invest heavily in open source, but often do so inefficiently.

Feedback suggests that contributing reduces these costs.

*Source: <https://www.linuxfoundation.org/research/contribution-roi>



What the Investment Actually Returns

4.8x 

benefit-to-cost ratio for foundation membership specifically.

24% 

increase in overall OSS contribution rates.



contributors report that ROI has increased over time.

Foundation membership delivers the same ROI as direct OSS usage, but with a fraction of the internal engineering overhead.

It's the highest-efficiency way to contribute.

*Source: <https://www.linuxfoundation.org/research/contribution-roi>

What Does An Ideal Member Look Like?



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Contributes upstream, **even with competitors.**



Shares knowledge. & **enriches the community.**



Invests in their people's participation and **create leaders.**



Actively participates in the community.



Drives **new initiatives** and projects.



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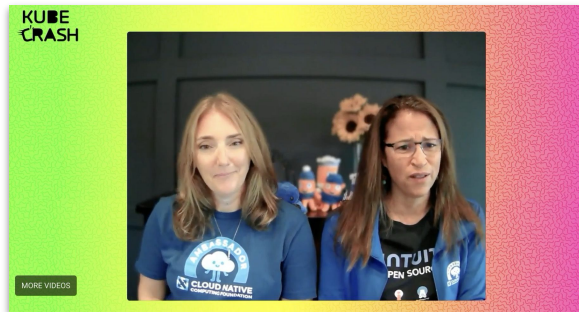
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Voice of the Customer



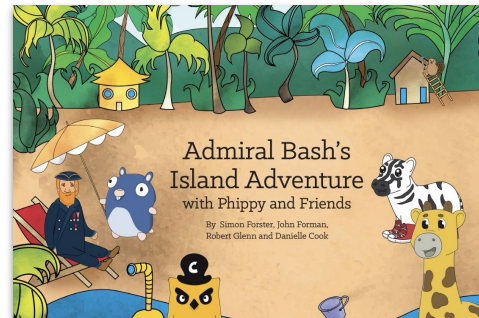
Who Am I & Why Should You Care?



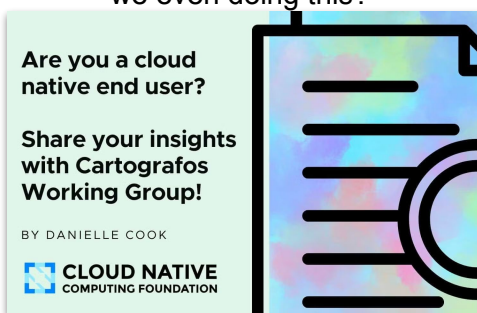
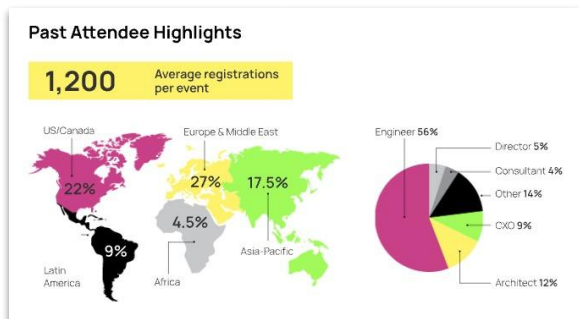
Co-founder and co-organizer of KubeCrash, virtual event



Keynote at KCD NYC 2025 "Why are we even doing this?"



Author, Maintainer of CNCF Cloud Native Maturity Model - turned children's book!



How I Measure CNCF Membership Impact

1. Awareness (Top of Funnel)

- CNCF webinars on YouTube: tracked registrations, attendance, and engagement
- Speaking opportunities: reach and audience growth
- CNCF blog contributions: monthly publishing cadence

Proof

- One blog published in 2022 is still a **Top 12 CNCF blog** by traffic

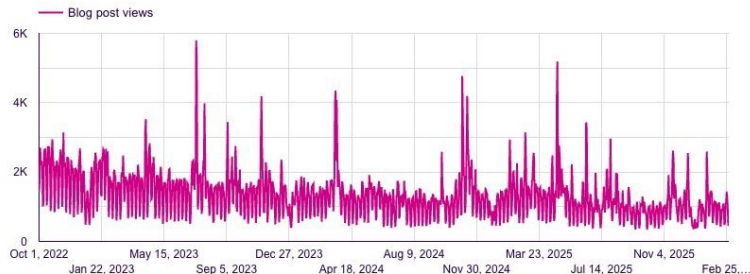
Kubernetes best practice: How to (correctly) set resource requests and limits

Posted on October 20, 2022 by Andy Suderman

CNCF projects highlighted in this post



Blog Analytics



	Page title	Page path	Engaged se...	Avg engagem...
11.	Understanding Kubernetes Gateway API: A Modern Approach to Traffic Management CNCF	/blog/2025/05/02/understanding-kubernetes-gateway-api-a-modern-approach-to-traffic-management/	5,112	00:00:43
12.	Kubernetes best practice: How to (correctly) set resource requests and limits Cloud Native Computing Foundation	/blog/2022/10/20/kubernetes-best-practice-how-to-correctly-set-resource-requests-and-limits/	5,068	00:00:35

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2. Engagement (Community Influence)

- Consistent presence in CNCF content + events
- Developer and practitioner interaction
- Ambassador + community participation

How I show it:

- Content performance over time (views, shares, comments)

3. Business Impact (What Leadership Cares About)

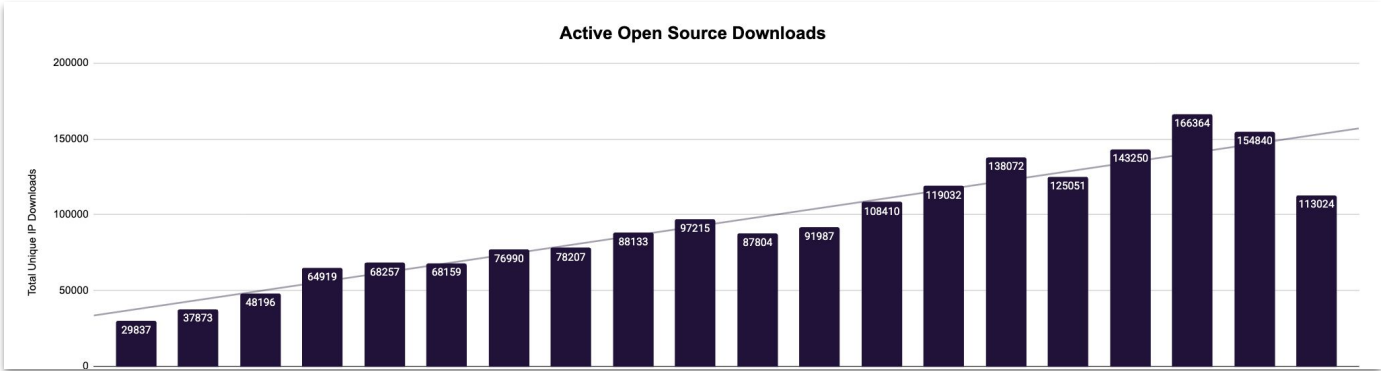
- Traffic driven back to company properties
- Pipeline influence from CNCF-sourced leads
- Brand credibility in cloud native buying cycles

How I show it:

- Referral traffic + attribution (domain authority)
- Content-assisted conversions
- Sales/team feedback (“heard about you via CNCF”)

Business Impact: Metrics that Matter

Year	X	X	X	X
CNCF Referral Traffic	3%	8%	14%	12%
Conversion Rates		1%	13%	22%
Deals in Pipeline		1	2	5





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How to Start

(Click Items Below For Corresponding Links)

- Join [CNCF Slack](#)
- Visit the [Contributor Guide](#) and [CLOtributor](#) Sites
- Explore [Working Groups](#)
- Join a local [Community Group](#) meetup
- Submit [a case study](#)
- Explore the [Conformance](#) (for Vendors) and [Kubestronaut](#) (for Individuals) programs
- Review [member benefits](#) and [End User](#) community pages



CLOUD NATIVE AI
WORKING GROUP





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THANK YOU!





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Find Us on LinkedIn

- David Palilonis 
- Danielle Cooke 
- Jake Pineda 

