Cloud Foundry Marketing Suggestions

Coté – CF Day NA 2025 – May yth, 2025

Opportunities & urgency

Cloud Foundry is for developers

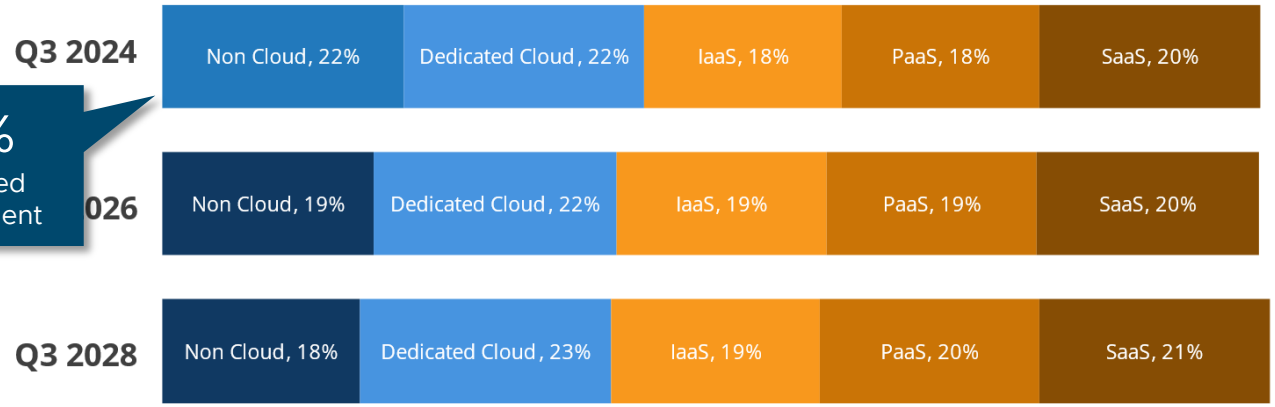
Legible value ("ROI")

More (customer) stories

Opportunity

Cloud buyers increased their level of cross-platform interoperability in 2024. They also relied more upon providers for the management of their IT environments

Where are all your organizations applications deployed?



44% dedicated environment

Level of Interoperability Between Clouds

Public Cloud	**41%**	Hosted Dedicated Cloud
On Prem Dedicated Cloud	**39%**	Public Cloud
Hosted Dedicated Cloud	**38%**	On Prem Dedicated Cloud
Public Cloud	**38%**	Public Cloud

HOW THE EDGE IS MANAGED

IAAS EDGE

- 49% of IaaS deployments are considered as remote of edge deployments

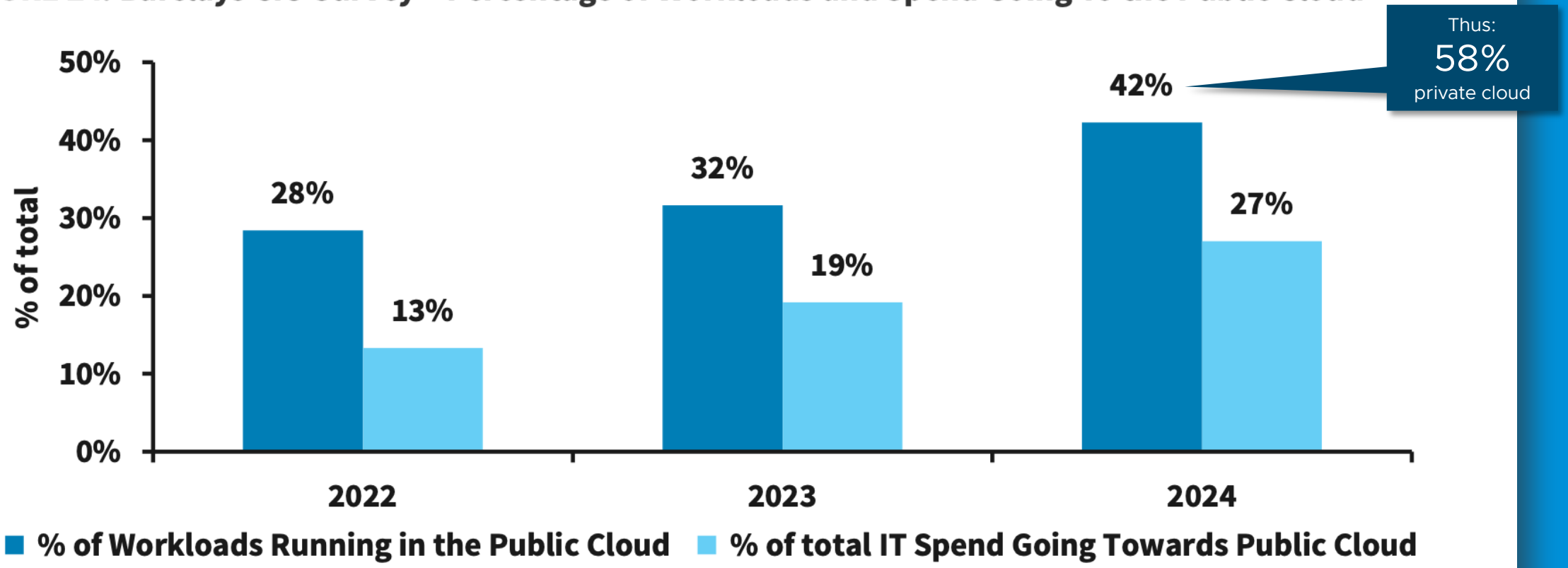
DEDICATED EDGE

- 48% of dedicated cloud environments are classified as remote or edge deployments.

N = 1,724, QC6 Source: QDV1 3Q24 Cloud Pulse Survey, October 2024, IDC

Source: IDC, IDC Cloud Pulse, 3Q24: Executive Summary – Vendor Perception, doc #US51134624, December 2024. n=1,724 IT decision makers, developers and LOB cloud influencers and decision makers; 35% tech companies, 25% 1k to 4.9k staff, 25% 5k+ staff.

FIGURE 24. Barclays CIO Survey – Percentage of Workloads and Spend Going To the Public Cloud



Source: Barclays CIO Survey program.

Source: "1H24 CIO Survey: 2024 Outlook Sustained," Barclays, April, 2024. n=100, 94% were CIOs, NA and EMEA, 7% tech companies.

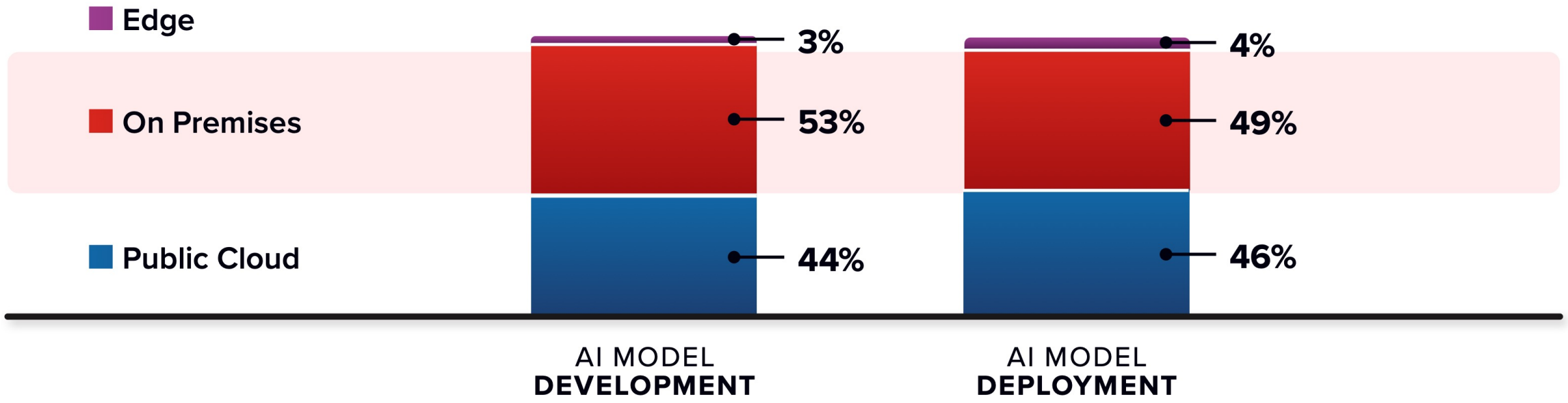
Source: AI generated Trump Cloud; "The Cloud Man," found on Whoopah, does not appear to ben actual Rene Magritte painting.

FIGURE 5

Deployment Location for the Development and Deployment of AI Models

Where does your organization primarily develop and deploy AI models?

(Percentage of respondents)

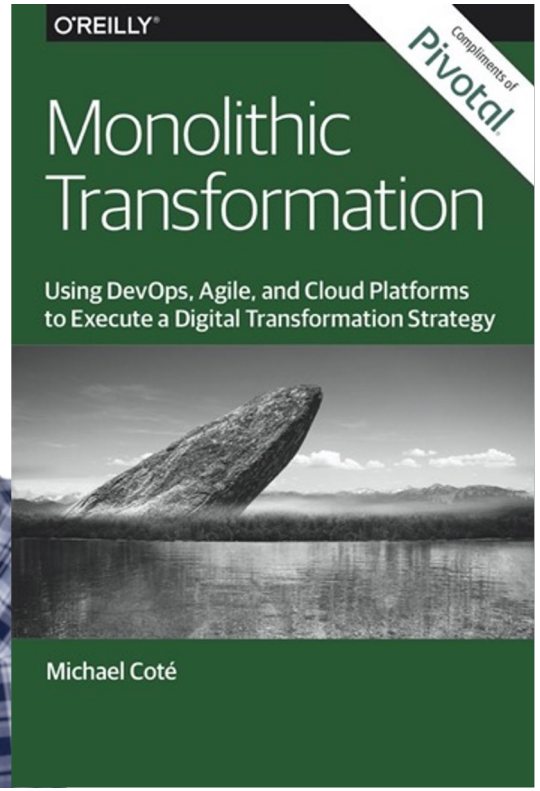


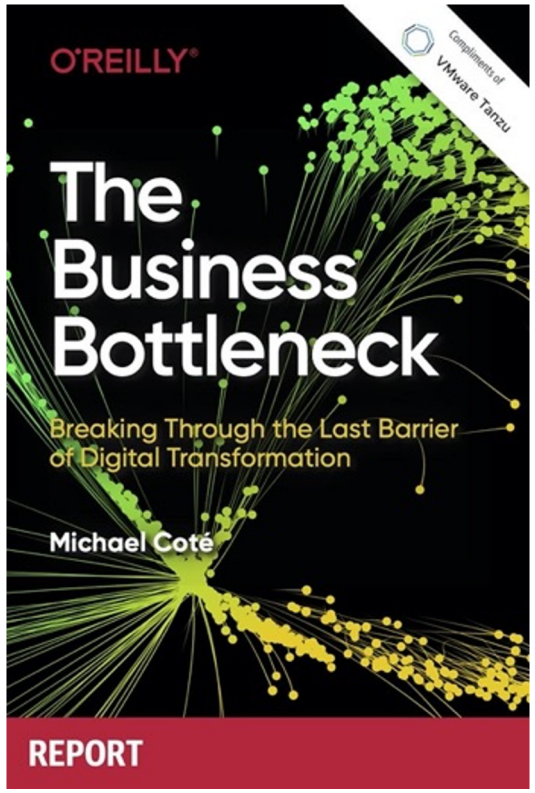
Note: Public cloud includes public cloud provider, managed services provider, and special-purpose cloud. On premises includes private cloud, traditional infrastructure, and colocation provider. n = 411; Source: IDC's *AI Infrastructure Survey*, July 2024.
For an accessible version of the data in this figure, see Figure 5 Supplemental Data in Appendix 1.

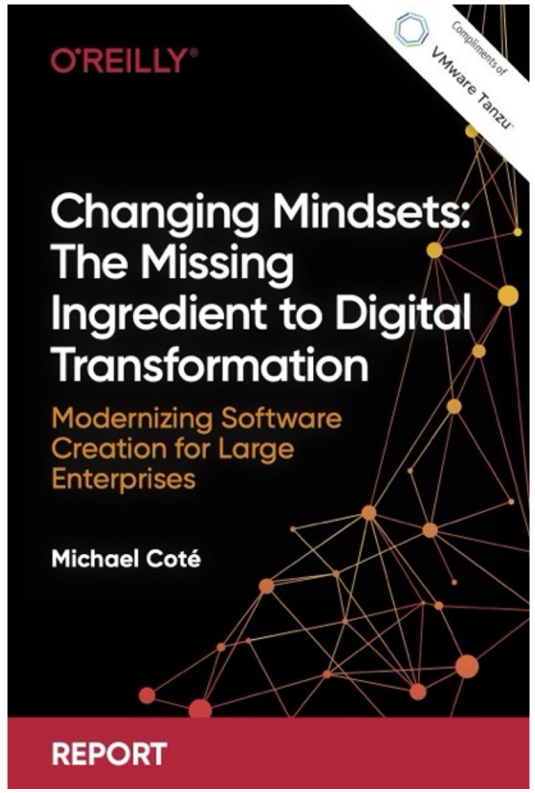
Source: IDC White Paper, sponsored by Broadcom, On-Premises AI Infrastructure Balances Innovation and Security, doc #US52747024 December, 2024.
Conducted July, 2024, n=411.

Coté

https://newsletter.cote.io/ | cote@broadcom.com







Tanzu Talk

SOFTWARE DEFINED TALK

RedMonk

DELL

451 Research S&P Global Market Intelligence

Pivotal

vmware

Tanzu by Broadcom

Positioning

2010 – OpenStack

2011 – Cloud Foundry

2014 – Kubernetes

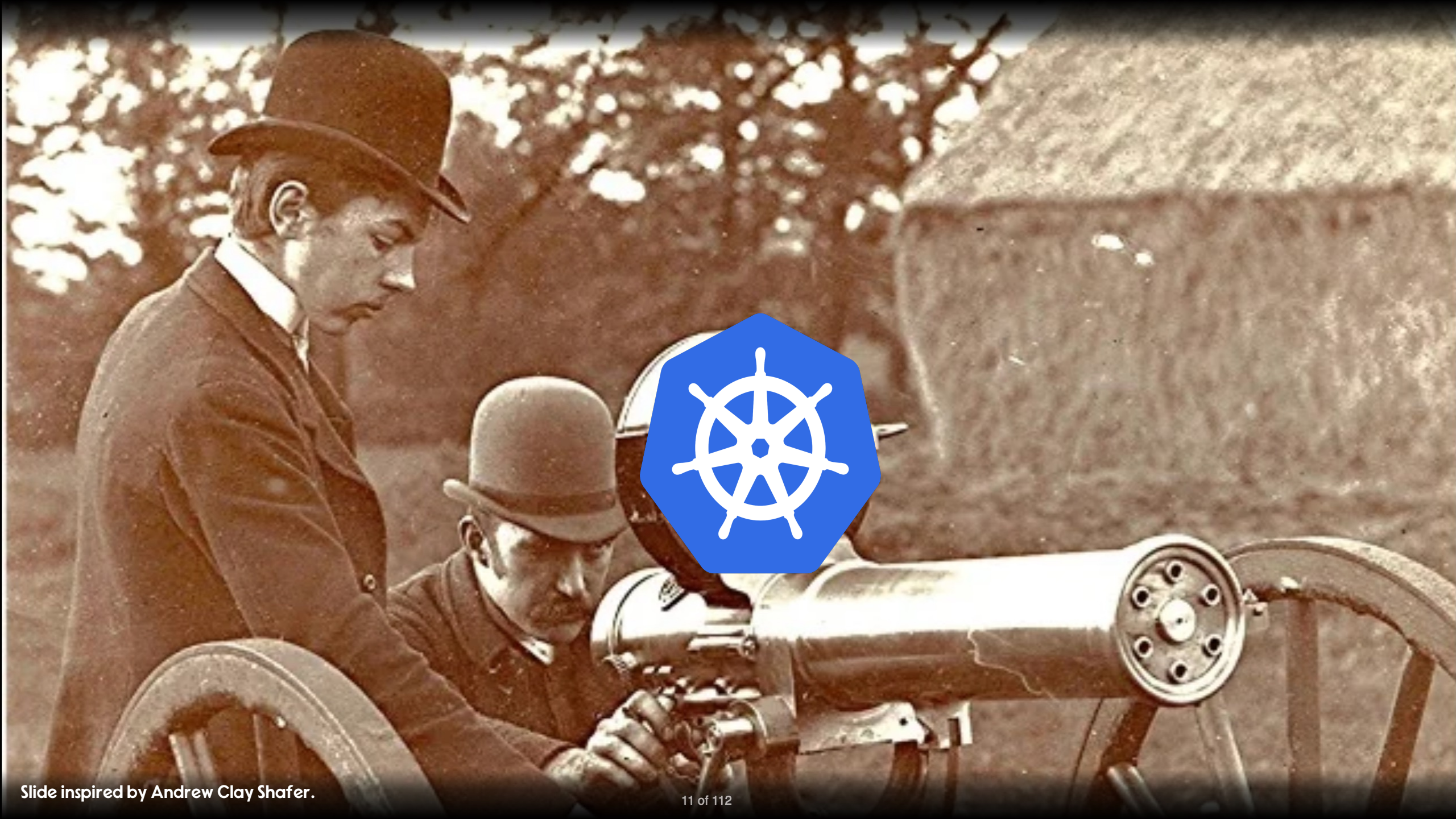
Source: Wikipedia, accessed May 6th, 2025.

DJ Hyde & Sikh

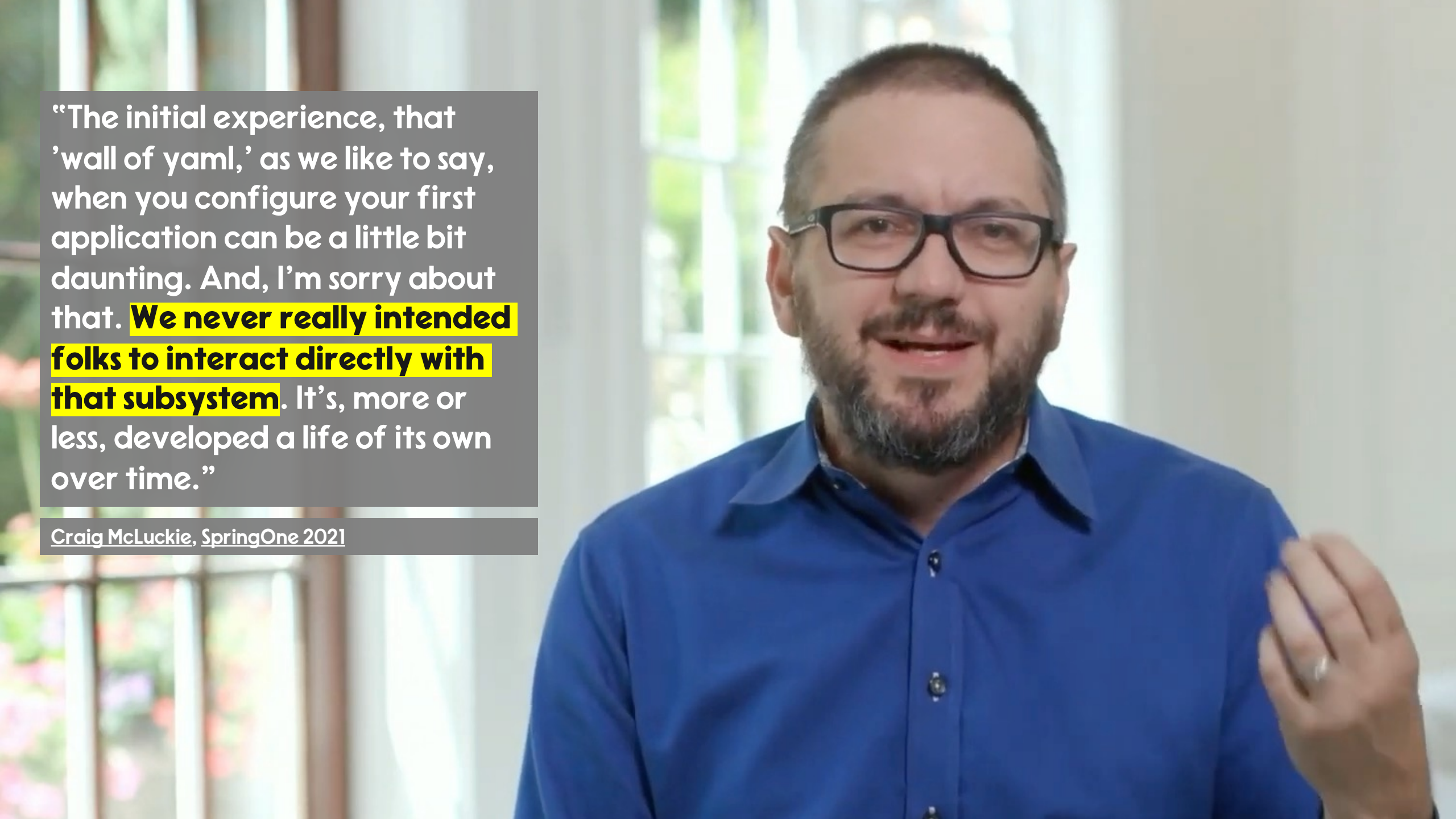
San Diego, October 2012

Unintentional Coté

Atlanta, May 2014



Slide inspired by Andrew Clay Shafer.


"The initial experience, that 'wall of yaml,' as we like to say, when you configure your first application can be a little bit daunting. And, I'm sorry about that. We never really intended folks to interact directly with that subsystem. It's, more or less, developed a life of its own over time."
Craig McLuckie, SpringOne 2021

Kubernetes is for operators

vmware

Cloud Developers Bill of Rights

www.DeveloperRights.org

- The Right to Code
- The Right to Build Applications (and Only Applications)
- The Right to Cloud Portability
- The Right to a Choice of Frameworks
- The Right to a Choice of Application Services
- The Right to Platform Transparency
- The Right to Emigrate
- The Right of Ownership
- The Right to Be Left Alone
- The Right to Open Source

#cfoundry 10

Source: VMware, Apr 12, 2011, part 01, part 02, part 03, part 04, part 05, part 06, part 07, part 08, part 09.

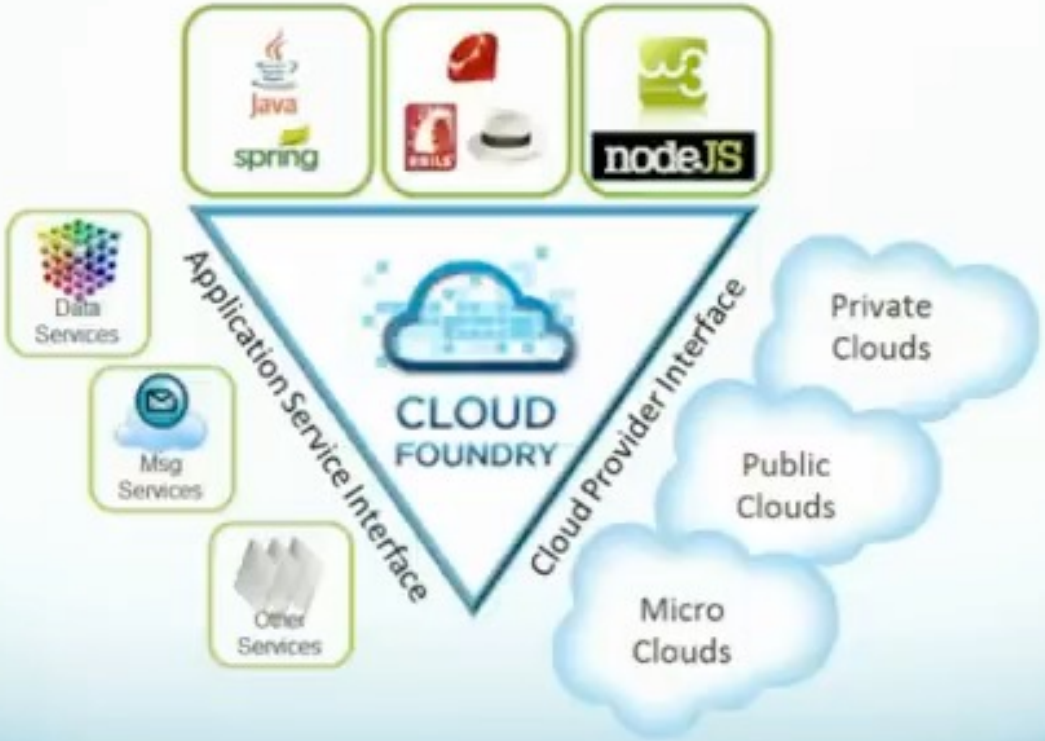
vmware

CLOUD FOUNDRY

@cloudfoundry
#cfoundry

www.cloudfoundry.com

The Open Platform as a Service



#cfoundry 13 CLOUD FOUNDRY

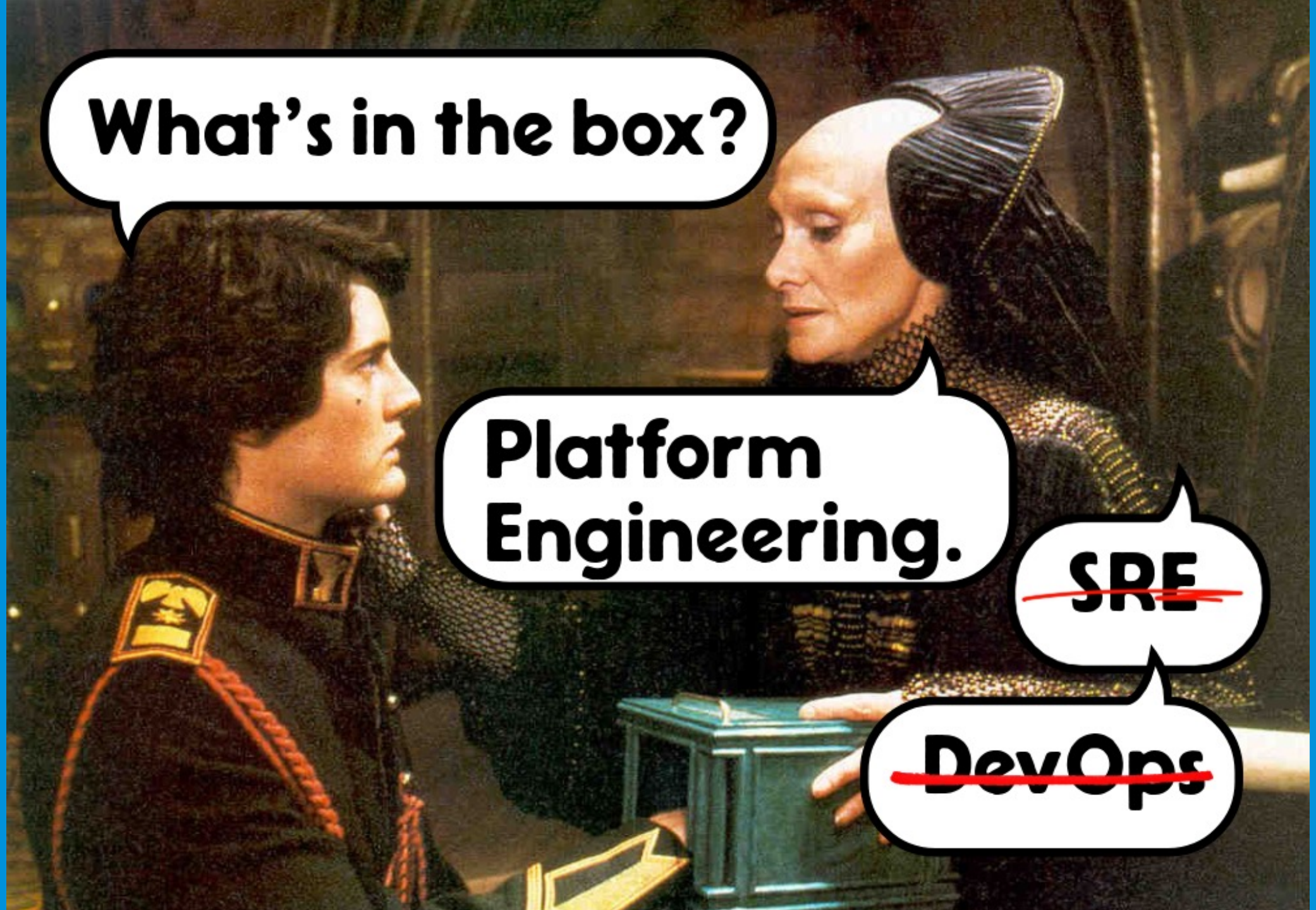
Source: VMware, Apr 12, 2011, part 01, part 02, part 03, part 04, part 05, part 06, part 07, part 08, part 09.

Cloud Foundry is for developers

docker
ICHIBANTOYS
CUSTOM LEGO KITS, LEGO PARTS & MORE
VISIT | WWW.ICHIBANTOYS.COM
CONTACT | SHOP@ICHIBANTOYS.COM
dockercon14 | eu
December 4-5, 2014 - Amsterdam
Build your favorite stack at the booths!
docker
Atlassian
intel
ING
Shippable
ClusterHQ
IBM
Microsoft
amazon web services
Jelastic
tutum
Xebia
vmware
cloudsoft

Cloud Foundry is for developers

Developers can't install Cloud Foundry.

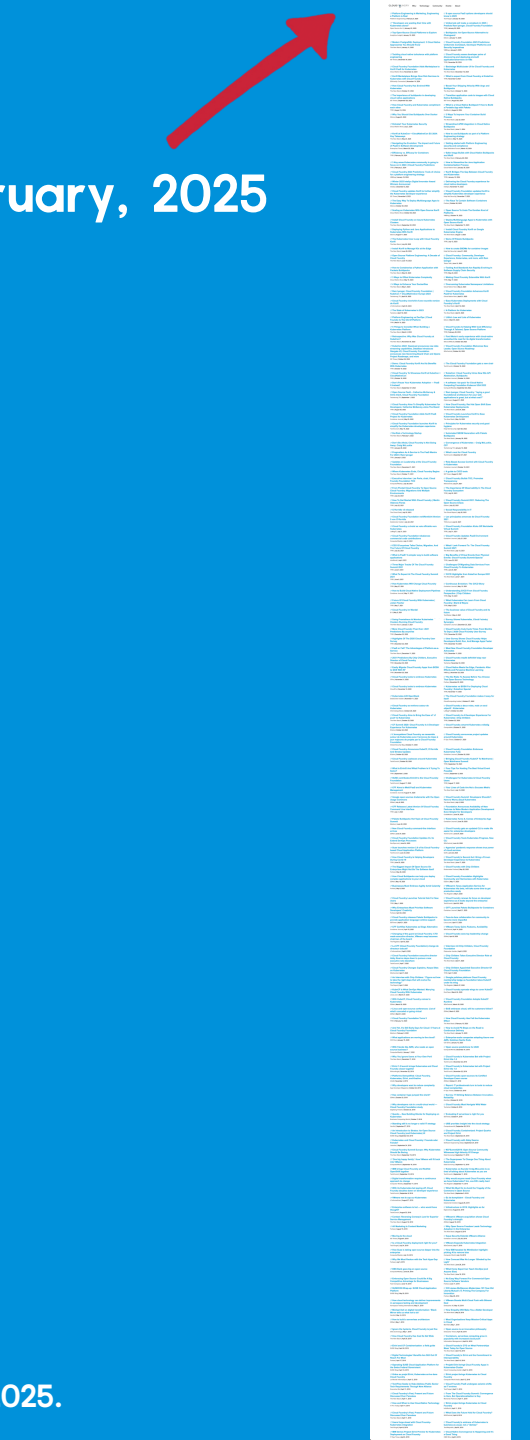

What's in the box?
Platform Engineering.
~~SRE~~
~~DevOps~~

"It is difficult to get a [person] to understand something when [their] salary depends upon [them] not understanding it."

I, Candidate for Governor: And How I Got Licked, Upton Sinclair, 1935.

We need Cloud Foundry on developer laptops

February, 2025



April 2019

First post: November 2015

Source: CloudFoundry.org newsroom, accessed May 7th, 2025.

Some marketing tools

“What have you done for me lately?”

Tales of ROI, or,

Metrics == Money

Thanks!

https://newsletter.cote.io/

cote@broadcom.com

Slides