~~Three~~ Four Cloud Foundry Stories

Coté – Cloud Foundry Day, October 7th, 2025

I'm from marketing,
and I'm here to help.

* Code word for "Kubernetes."

50%

of enterprise apps run on private cloud

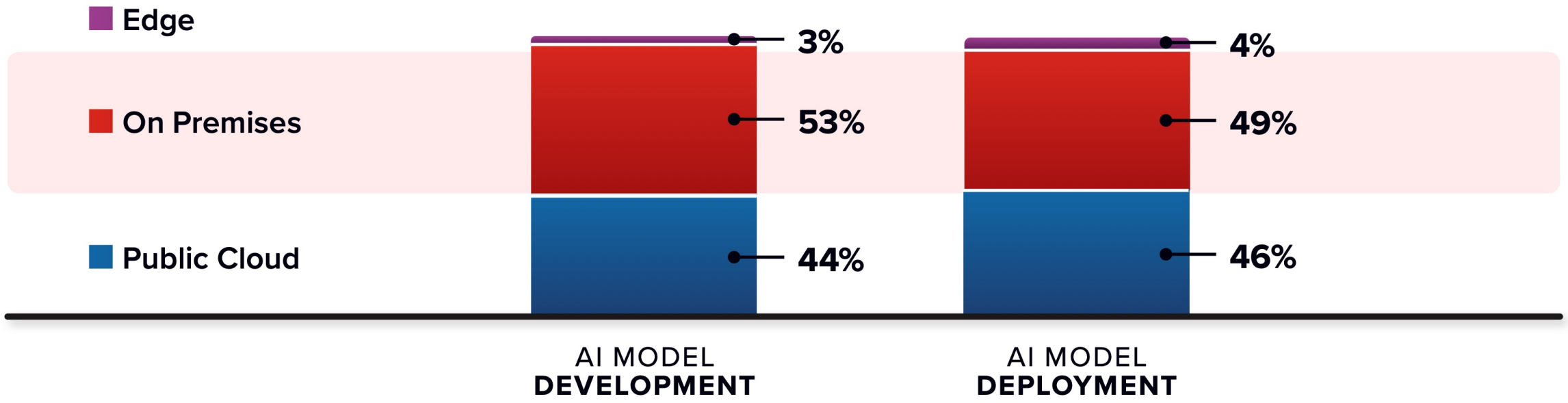
Source: "Platform Engineering for Private Cloud," Coté, NDC Oslo 2025.

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)



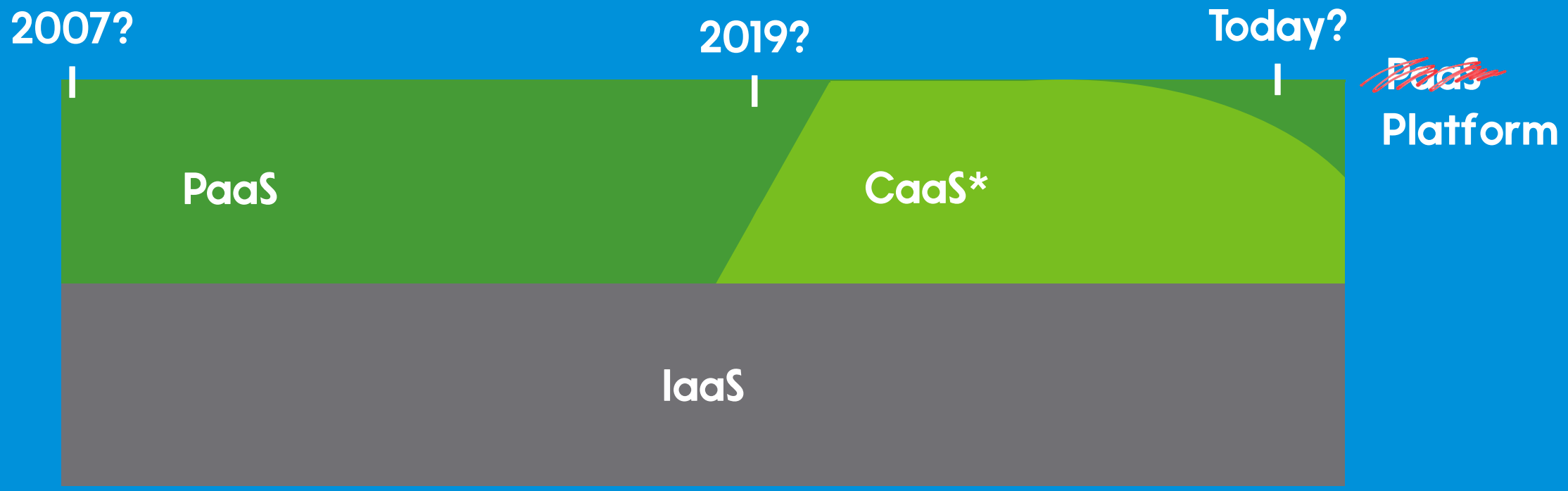
Note: Public cloud includes public cloud provider, managed services provider, and special-purpose cloud. On premises includes private cloud, traditional infrastructure, and colocation provider. n = 411; Source: IDC's *AI Infrastructure Survey*, July 2024.
For an accessible version of the data in this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

🇺🇸

🇪🇺

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



* Code word for "Kubernetes."

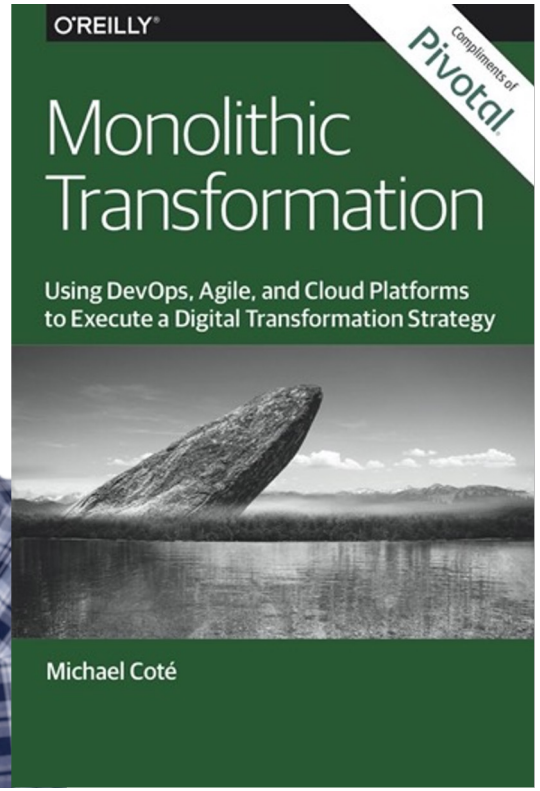
This is the perfect time for Cloud Foundry.

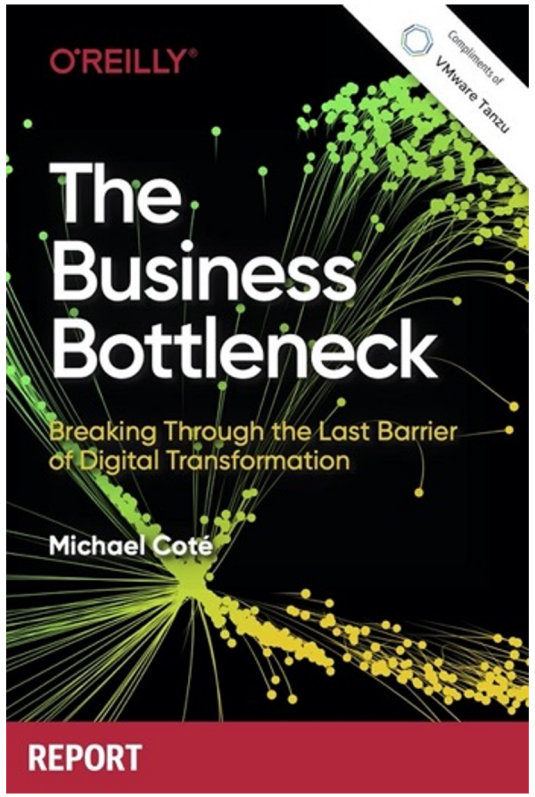
But...

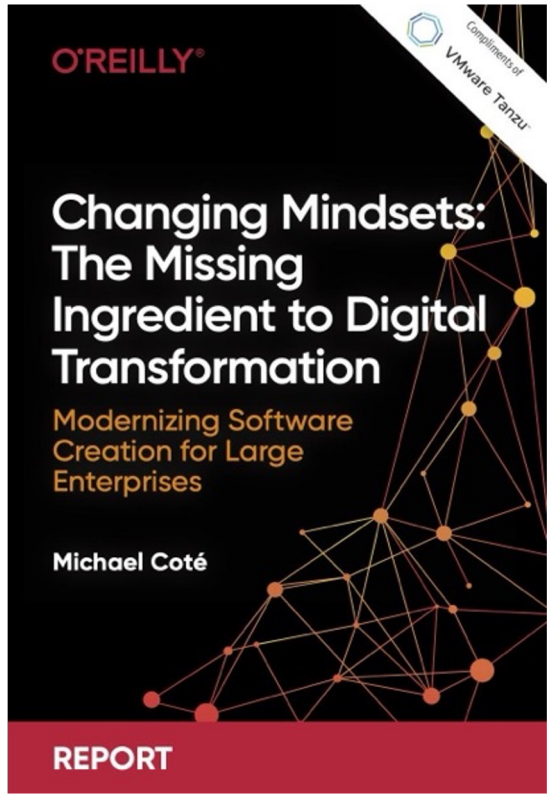
Not enough people know about Cloud Foundry.

Coté

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







SOFTWARE DEFINED Interviews

SOFTWARE DEFINED TALK

RedMonk

DELL

451 Research S&P Global Market Intelligence

Pivotal

vmware

Tanzu by Broadcom

Coté
My Flight Log
Flighty Friends
Settings
ALL-TIME
2025
2024
2023
2022
DFW → AUS 19 Feb 2015
Dallas to Austin AA 2297
AUS → DFW 09 Mar 2015
Austin to Dallas AA 1365
DFW → CVG 09 Mar 2015
Dallas to Cincinnati AA 3258
CMH → CLT 12 Mar 2015
Columbus to Charlotte AA 4692
CLT → AUS 12 Mar 2015
Charlotte to Austin AA 5366
AUS → PHX 11 May 2015
Austin to Phoenix AA 5607
PHX → SJC 11 May 2015
Phoenix to San José AA 778
SJC → LAX 13 May 2015
San José to Los Angeles AA 5739
LAX → AUS 13 May 2015
Los Angeles to Austin AA 1261
MIA → GIG 17 May 2015
Miami to Rio de Janeiro AA 905
AUS → DFW 17 May 2015
Austin to Dallas AA 2297
DFW → MIA 17 May 2015
Dallas to Miami AA 280
DFW → MIA 18 May 2015
Chukchi Sea
Bering Sea
Beaufort Sea
Greenland Sea
Norwegian Sea
Stockholm
Berlin
Baffin Bay
London
Paris
Madrid
Labrador Sea
Hudson Bay
Vancouver
ROCKY MOUNTAINS
GREAT PLAINS
San Francisco
Los Angeles
Chicago
Montréal
Toronto
New York
Washington
North Atlantic Ocean
Dallas
Houston
Mexico City
Caracas

devops, microservices and platforms, oh my!
Pivotal
SPIDER POD

CenturyLink
HUAWEI

Case Study Runbook*

- **Goal** - the product is useful, widely used, & worth considering.
- **Who** - why they are normal, not a one-off weirdo, " just like us."
- **Speeds & feeds** – magnitude, impressive performance.
- **Business outcomes** – why/how it helps the organizations, usually apps.
- Generalization - "this is just one story of 1,000's."
- **Hook** – a story or astounding statement, something memorable.
- **CTA**– try it, move to the next stage of persuasion, etc.*

* Focused on users & buyers, also useful for influencers, investors, employees, & internecine corporate cultures.

The “It just works.”

One Bank's Platform, using Cloud Foundry since 2018

Cloud Foundry Supports:

- 6,400+ developers.
- 300+ unique applications.
- 50,000 containers.
- 2 sites, 4 foundations.
- 1,000 Ais month/month

Business Uses:

- Retail banking.
- Payments.
- Open Banking.
- GenAI.
- More…

Most figures from August, 2024. Uses as of September, 2025.

Outcomes 👍

- Trusted to deploy during working hours, heightened awareness periods.
- 99% faster setup - completely self-service developer onboarding.
- 75% reduction in time spent patching.
- ~25% more time coding, over 6,400+ developers.
- Happy developers, happy apps.

As of September, 2025.

The “Open Sourcer”

using Cloud Foundry since 2017

Cloud Foundry Supports:

- 9,500 application instances.
- 300 developer teams.
- Migrated to OSS 4 years ago.

Business Uses:

- All customer facing retail banking.
- Payments.
- Internal apps.

Sources: Rabobank attendees, CF Day EU 2025, October 7th, 2025.

Outcomes 👍

- Team of 4 platform engineers.
- €60/app/month HA apps.
- Weekly repaves.
- Runs across AWS and Azure.
- Happy developers, happy apps, happy customers.
- Zero outages blamed on CF in past year.

Sources: Rabobank attendees, CF Day EU 2025, October 7th, 2025.

The “Impressive Performance.”*

* Variation: The “CompliantAF.”

charles SCHWAB

using Cloud Foundry since 2014

Cloud Foundry Supports:

- 120,000 application instances.
- 28,000 production cf pushes per month (68k prod + dev)

Business Uses:

- Retail trading.
- Broker-dealer operations
- Stock-plan (RSU) services.
- Wealth management.

Sources: "Enterprise Grade Platform Engineering at Charles Schwab," Coté, September, 2024, based on Schwab's Explore 2024 panel [TANP2089LV].

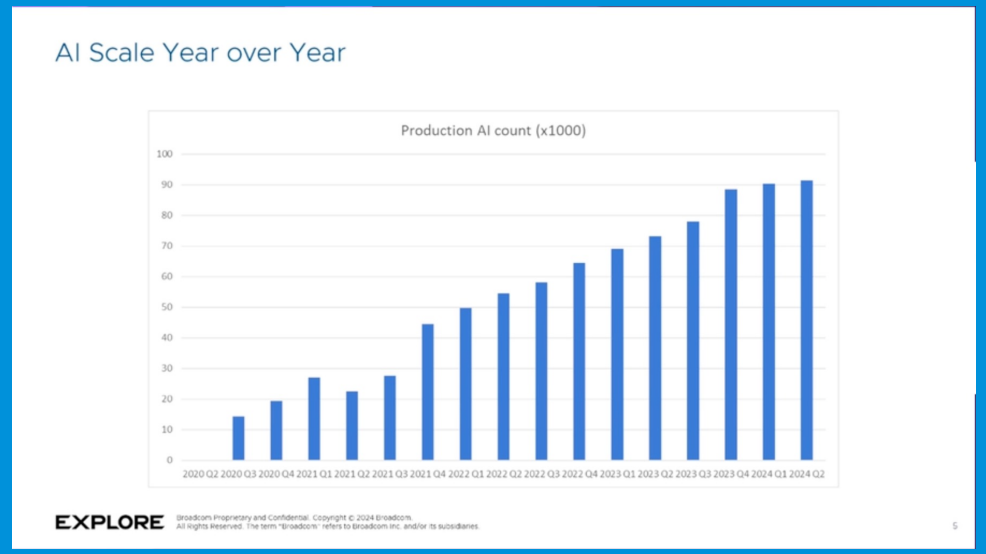
Outcomes 👍

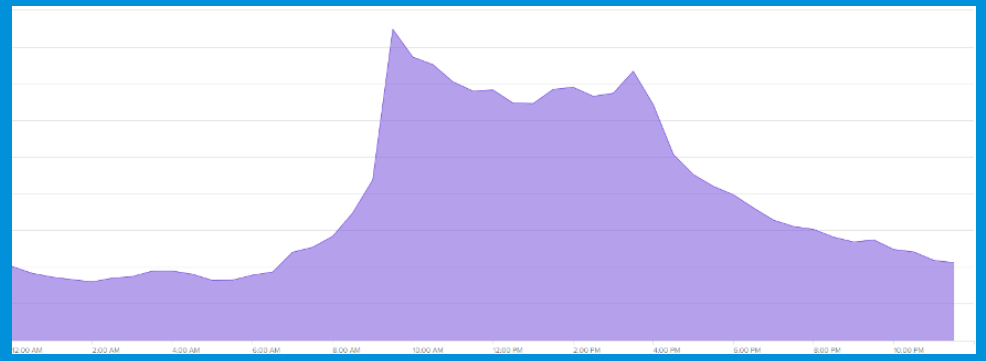
- No-fee trading enabled by keeping operating costs low

- Managing hundreds of thousands of app instances with 3-person team

- Handles daily load, “market-storms.”

Easier audits and governance





First 15 minutes of market open

Sources: “Enterprise Grade Platform Engineering at Charles Schwab,” Coté, September, 2024, based on Schwab’s Explore 2024 panel [TANP2089LV].

The “Transformer.”

DATEV

Cloud Foundry Supports:

- 17,000 application instances.
- 30,000 containzerized workloads
- 350 teams using Cloud Foundry
- 50 teams using Kubernetes

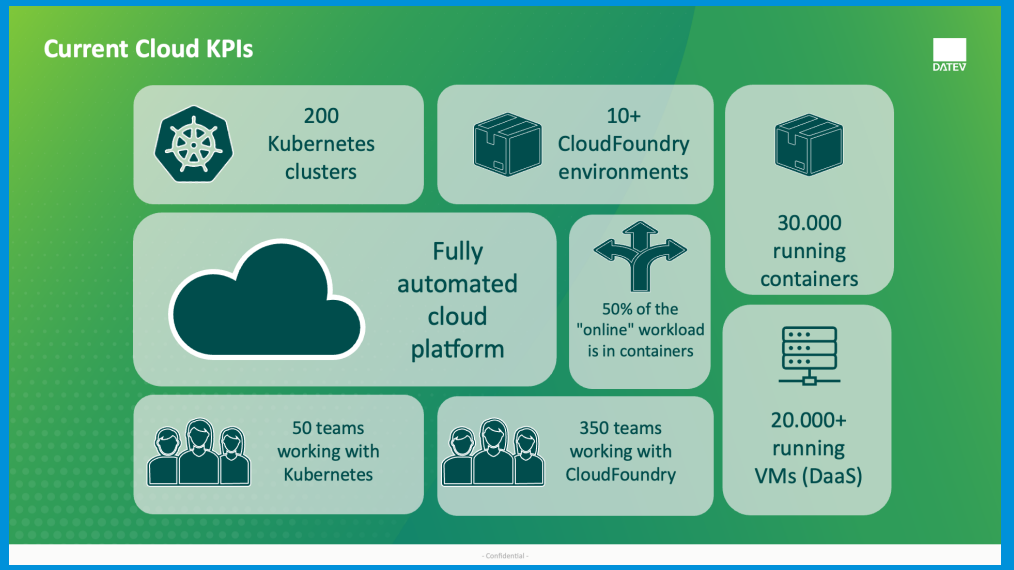
Business Uses:

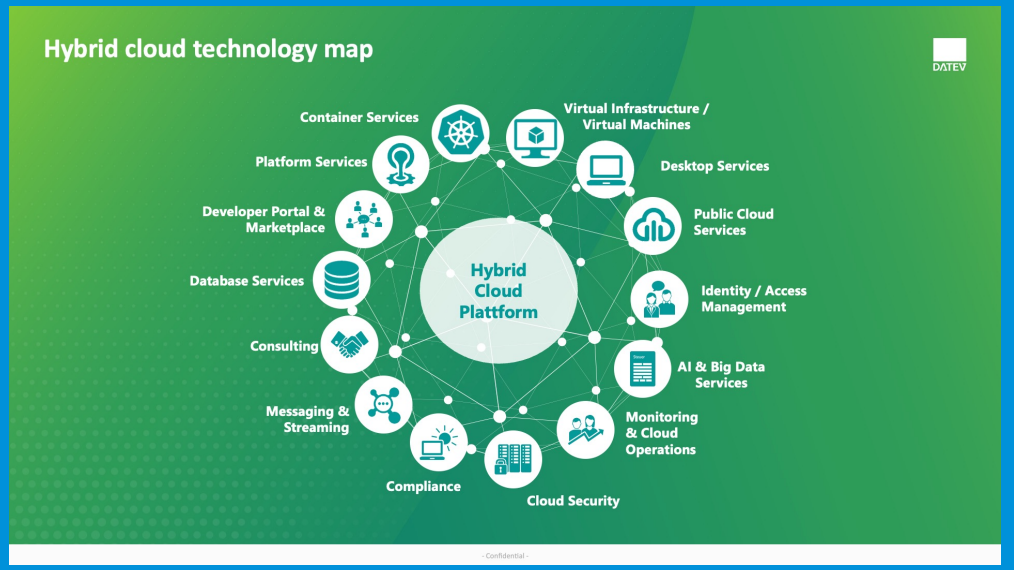
- Tax accounting
- Audit
- Office management

Sources: Jürgen Sußner, October, 2025; DATEV case study and video;

Outcomes 👍

- Modernization and standardization.
- More appdev, less opsdev.
- Patching in 2 to 3 days.
- Integrate with mainframes.





Sources: conversations with Jürgen Sußner, DATEV, October, 2025; DATEV case study and video.

More

- Mercedes-Benz: “300 application projects, 3,000 application instances, and around 1,500 platforms services” (2023).
- JPMorgan Chase: 1,522+ apps, 15,000 deploys a day (2022).
- SB Payment Service: 5 minute app releases (since 2019).
- Comcast: long-time Cloud Foundry user.
- Several militaries and security forces.

Sources: Tanzu case studies and videos, sources linked; possible other users: TheirStack, retrieved September 30th, 2025. CF Summit EU 2025.

CTA

- If you're a Cloud Foundry user, tell your story.
- If you're a Cloud Foundry seller, get your customers to tell their story.
- Case studies of major users.
- Tell me the stories, and I'll tell them.

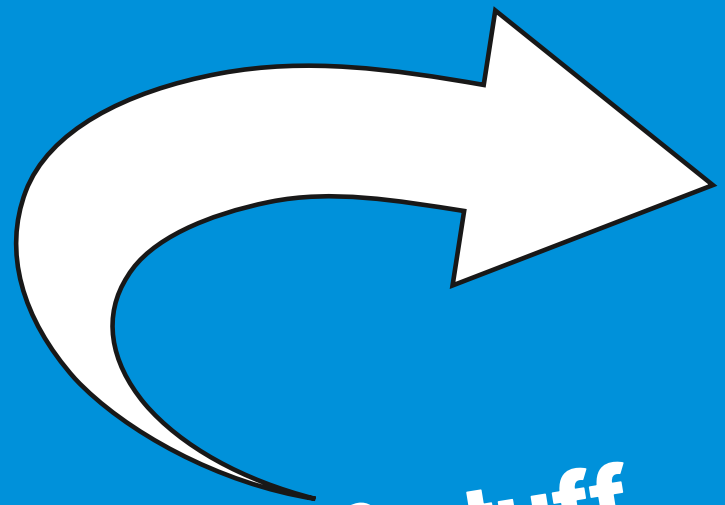
Right now

- Cloud Foundry Weekly.
- cfgmgmtcamp, Ghent, 2 Feb 2026 – CFP closes 10 Oct 2025.
- KubeCon EU, AMS, March, 2026 - CFP closes 12 Oct 2025.
- Others: SREDay, DevOpsDays, Container Days, NDC, VMUG, Explore.
- *The New Stack* articles.
- Wherever you can click "publish."

Thanks!

📨 https://newsletter.cote.io/

🏢 cote@broadcom.com



Slides & stuff