

2019-06-18 Branding/Positioning Call

Date

18 Jun 2019

Meeting Recording:

https://wiki.tungsten.io/download/attachments/10060441/20190618-MWG-positioning_call.mp4?api=v2

Attendees



- VM (Vicky) Brasseur (she/her)
- Lisa Caywood
- Randy Bias
- Will Stevens
- Maddison Long
- Syed Ahmed
- Jill Lovato

Agenda

- Start the Recording (started!)

Minutes

- RLB with the background on TF
 - Call to action that the project needs to move forward
 - Still currently very much in Carrier Land
 - Mostly carriers or hosting-type companies are leaning in
 - Need to get out of the network-focused messaging around Contrail & TF
 - Marketing messaging
 - Make docs useful for non-network-engineers
 - Make project easier to deploy with k8s
 - Why Kubernetes matters
 - Has effectively won the app platform world for the future
 - Is standard, with a broad reach
 - Accordingly, align well with CNCF and that ecosystem
 - Get mentioned in the same breath as Calico
 - Get more folks to recognize that TF is a good CNI for k8s
 - swill: SDN space is in a bit of turmoil right now wrt the market
 - Some projects are having a challenging time (ODL)
 - Opportunity to establish leadership in the market
 - Separate from k8s, but still worth mentioning & keeping in mind

- LC: So...appeal of SDN is dead? Or the concept? Or...?
 - RLB: SDN is VMware messaging to network IT folks
 - New market is now developers, so need to speak their language
 - Focus on networking (L4-L7) with Istio (and other service mesh), Envoy, etc.
 - Aren't thinking of networking/SDN terms
 - Are thinking of k8s terms
 - For instance: Tigera & Calico are messaging around security, not SDN
- swill: Are in a consumer market now; were in a delivery market for a long time
 - Based on consumer demand, rather than what the provider wants to build
 - Developers just want the features. Don't care how it's implemented.
 - Want to consume functionality.
 - In the past, esp around SDNs, service providers were in the tech & pushed it up the stack whether consumers wanted it or not
 - Thinks TF has the capability to support both sides of this
 - Carriers/telcos aren't going anywhere Edge computing
 - TF has bright future in this way
 - Handles multi-cloud & interconnect between different services quite well
 - One of only SDNs that handles service chaining in a coherent manner
 - On other side, is a big gap between service providers and customers
 - Offering infrastructure, but developers want to consume platform
 - Service providers have to start delivering PaaS to attract workloads of developers Kubernetes
 - Don't need to market as much to service providers since they know about it a bit more
 - But still opportunity there w/the SDN shakeup
 - TF well-positioned to be the solution to their problems
- Key audiences
 - Service providers (intentionally vague; many different sorts)
 - To expose the functionality to be consumed
 - Value prop to this audience revolves around their consumers
 - Provide platform that's intuitive and easy to use from a platform perspective
 - RLB: Carriers don't care quite as much about what the customers want
 - Use TF as an internal tool to get operational leverage and scale
 - Are quite comfortable with the direct sales model (Juniper stepping in and providing a networking solution)
 - Support for open source model, but prefer commercially supported implementations
 - swill: A lot of orgs are forced to adopt a service provider model even for their own IT
 - Enterprise application developers **on public clouds**
 - Using k8s as base substrate
 - Consuming the services
 - Not traditional on-prem enterprise IT (these are wrapped up in vmware)
 - Go for the enterprise devs early in their app lifecycle
 - Start using TF early on, easier to transition to IT
 - Trojan horse play 😊
 - As soon as they adopt public clouds for enterprise apps, you step into mult-cloud land where TF plays very well
 - Public clouds?
 - No, they're not a target audience for us
 - But recently they're starting to figure out that multi-cloud is a thing
 - Have a sympathetic ear because of this, but not a target audience
- Hybrid cloud
 - RLB: TF can drive security and policies even in public clouds
 - Can be a good story here for basic multi-cloud across public clouds
 - "Easy failover to GCP if there's an AWS outage..."
 - Hard to do 2 deployments on 2 different clouds; TF abstracts this away and makes it easier
 - swill: Example: geopolitically, hybrid cloud is becoming more critical in Canada
 - Data Sovereignty can become a requirement, simply because data needs to live at home while services are hosted in public cloud
 - TF has the ability and functionality to simplify this
- Define "service provider" swill
 - Traditional: telcos
 - New: a service being operated by a team other than that consuming it
 - Internal-only
 - Public
 - Consumers care about **consuming** tech as a service, not running it
 - Even if they run it, they'll consume it as a service
 - Anyone who builds and runs a platform that delivers services
- Looking forward for vrouter
 - There's talk of a next-gen vrouter, separate from TF
 - RH, Juniper, Intel
 - Ubiquitous networking mesh
 - Would ship with the linux kernel, standard interface
 - Could then select the SDN controller you want
- Comparing what TF is today against other things that the audiences are looking at. What does TF offer that the others don't?
 - VMB: What even are the competitors here?
 - In k8s ecosystem, it's all Calico (and commercial Tigera)
 - Cilium
 - ODL not really a player as much in our audiences
 - Canal (Flannel + Calico)
 - DPDK/SmartNics (but in layman's terms; terms that the developers **think** they understand are totally cool) - marketing the outcome: packet performance acceleration
 - What does TF do to solve the problems?
 - Enable use of DPDK
 - Move network work out of the kernel and into userspace

- Allows for much better perf
- A feature of DPDK but TF allows you to leverage it without changing your entire architecture
- swill believes that with the rise of edge computing then having some sort of network performance optionality will become table stakes
- Service Chaining
 - TF handles better than most other options
 - Will dig into this a lot more next time
- Multi-site connectivity is well handled
 - Separate from multi-cloud hybrid
- Security
 - Dig into more next time
- BGP
 - Not everyone supports it and it's surprisingly useful

Action items

- [Lisa Caywood](#)For next time: dig into Service Chaining, Security, BGP