



Cloud Operator Days Tokyo 2023

~Effortless Operation~

Sponsorship Prospectus

Cloud Operator Days Tokyo 2023 Organizing Committee ver. 2023.04.10

<https://cloudopsdays.com/>

A New Era of Effortless Operation

Under the main theme of “A New Era of Effortless Operation,” we would like to share new challenges, successes and failures, and know-how gained from experience in actual operation.

Monitoring, log collection, and trend analysis are necessary to efficiently manage resources and to detect and recover from failure at an early stage. In the new era of cloud operations, these tasks will also be automated and utilize artificial intelligence technology to reduce the burden on operations work, aiming for early detection and response to errors and failures.

We are considering the following main tracks for this year’s event, but we are open to a wide range of topics as long as they are operations-related and in line with the purpose of the event.

- AIOps
- War stories (failures, troubleshooting)
- Automation (Dev/Ops, CI/CD, IaC)
- Cost management
- OpenStack
- Monitoring and Log Observability
- Public cloud operations (AWS, Azure, GCP, etc.)

[Cloud Operator Days Tokyo]

A tech event focused on cloud operators. Cloud operators include not only infrastructure engineers who are operating cloud infrastructure (IaaS, PaaS, CaaS, FaaS), but also those who create and operate applications on cloud infrastructure. We would like to grow this event as a community that can develop operations technology and educate and train young engineers who are interested in infrastructure and application operations by presenting and sharing techniques, problems, and solutions related to operation.

Last year’s third event featured more than 70 online, on-demand sessions, followed by a one-day hybrid closing event, and was accessed by more than 2,000 viewers. <https://cloudopsdays.com/archive/2022/>

This year we plan to hold the event again with online, on-demand session delivery and a closing event to be held offline.

Purpose

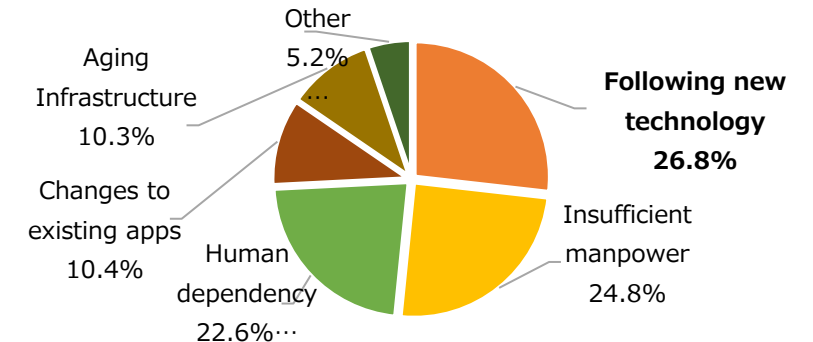
Why focus on “operations engineers” ?

The building and operation of cloud infrastructure systems are two sides of the same coin, but the main topics covered in technical articles, books, documents, and technical events and cutting-edge case studies inevitably lean toward building. However, if we consider the “life” of an enterprise IT system, most of its lifetime is occupied by “operations”. It should be obvious that the know-how related to operation is the information that most engineers want to acquire.

In the enterprise field, operations engineers are involved in a wide range of tasks, from day-to-day stable operation to fixing problems, responding to incidents, and performing various types of maintenance. The dilemma is that it is difficult to share know-how with the outside world, and even if you want to provide information, you cannot put it in a form that can be understood by outsiders. In addition, there seems to be a psychological feeling of embarrassment in exposing case studies to the outside world, since it is necessary to tell stories of failure and hardships.

Unfortunately, it is not so convenient to find a way out of this situation. If there is anything that can be done, it would be to prepare more places where the situation in the field can be discussed as openly as possible. In the same way as with open source development, opening up the know-how of cloud operations will be a shortcut for more engineers to grow together.

Operational challenges (multiple choice)
from CODT2022 audience survey



Event Outline

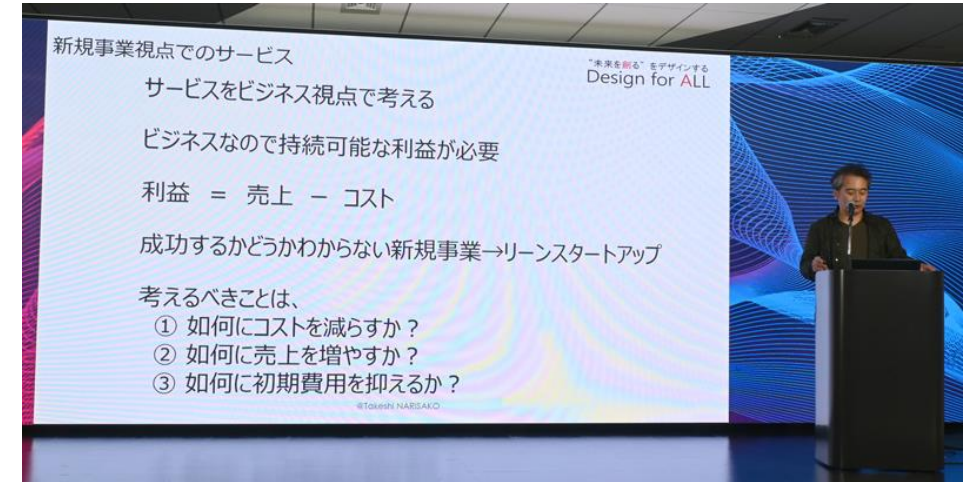
Cloud Operator Days Tokyo (CODT) 2023

Theme: A New Era of Effortless Operation

Host: CODT2023 Organizing Committee

Fee: Free (advance registration required)

Expected Viewers: 2,000



2022.05.29 CODT2022 Media Event

Takeshi Narisako

(Gifu University Visiting Professor / Design for ALL Co-founder / DENSO)

Dates (Format):

- late July 2023 Pre-event (online/live | half-day | event intro | targeting media)
- late August 2023 On-demand delivery (online | 60 sessions | CFS/Sponsor/Invited content)
- mid September 2023 Closing Event (offline | one-day | Keynote/Panel/LT/Award Ceremony)
- October 2023 Archive available

Host

Cloud Operator Days Tokyo 2023 Organizing Committee

Chair: Akihiro Hasegawa (AXLBIT)



Committee Members:

Kanako Fukuoka (New Relic)

Yushiro Furukawa (LINE)

Kenta Gomi (NTT East)

Yudai Kudo (Hitachi Solutions)

Sakiko Ida (New Relic)

Takuya Ito (Redhat)

Shintaro Mizuno (NTT)

Akira Oiwa (Yahoo!)

Yuma Taguchi (NTT East)

Hideki Takashima (NTT AT)

Mitsuhiro Tanino (LINE)

Mariko Tokikuni (NTT East)

Takuro Yamaguchi (VMware Japan)

Yuki Yamashita (Redhat)

Past Events

	CODT2020	CODT2021
Registrants	1,422	1,908
Viewers (unique)	1,387 (July 2021 two-day program; live streaming)	1,821 (July/August 2021; four week on demand viewing) 408 (2021.08.27 closing event – award ceremony viewers; live streaming)
Sessions	43	54
Sponsors	13	19
Main Session Tracks	Application development Troubleshooting Large-scale operation OpenStack Organization Theory	Large-scale system operation Internal Infra (infosys, dev infra) operation Operation automation (Dev/Ops, CI/CD) Operation war stories (failures/troubleshooting) Cloud Native Telecom Operator Meetup (CNTOM)
Top Viewed Sessions	Rakuten Mobile "Complete Virtualization" KDDI's approach to "agile development" IaaS infra supporting Yahoo! JAPAN's 80 billion PV/month How to Troubleshoot Cloud Infrastructure Static Testing Strategy for Infrastructure as Code	How to Start SRE: NTT DOCOMO "RAFTEL"'s Practice Confronting the Super PayPay Shopping Festival NFV changing the way telcos operate - cloud-native (KDDI) OpenShift for Kubernetes Operation Yahoo Japan's IaaS Kubernetes cluster update story
Event Report (Japanese)	https://cloudopsdays.com/wp-content/uploads/2020/09/CODT2020_report.pdf	https://cloudopsdays.com/wp-content/uploads/2021/09/CODT2021_report_final.pdf

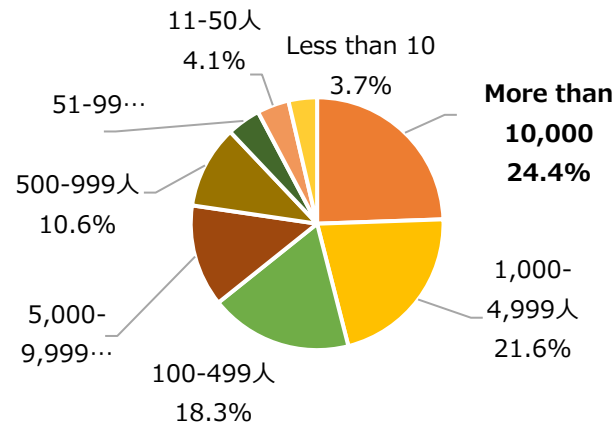
Past Events

	CODT2022		CODT2023 「Unplugged」 2023.02.14
Registrants	2,039	Registrants	144
Viewers (unique)	1,846 (On-demand session viewers) 501 (7/27 Closing Event - Hybrid)	participants	96(off-line)
Sessions	71	Purpose	A completely offline operational engineers' roundtable discussion. Unlike a traditional conference, this was be a fishbowl-style discussion of the real voices of engineers. As the name "Unplugged" suggests, this was a great opportunity for speakers to not only give, but also take away information from each other through discussion.
Sponsors	24	Main Session Tracks	Large infrastructure incidents Operational HR Deployment Monitoring and logging Technology acquisition strategy Bare metal Remote troubleshooting Agile teams Latest technology roundtable
Main Session Tracks	Large-scale system operation War stories Operation automation (Dev/Ops, CI/CD) Internal infrastructure Service and application operations Product and technology trends Cloud CoE	Top Viewed Sessions	
Top Viewed Sessions	<ul style="list-style-type: none"> - KDDI's internal upgrade of its OpenStack NFV infrastructure - Gameday at a credit card company - unleashing "Gremlin" on Kubernetes - The evolution of accident prevention efforts at Yahoo! Japan - Rethinking Effective Alerts - Building Japan's Largest Containerized Data Center 	Event Report (Japanese)	
Event Report (Japanese)	https://cloudopsdays.com/wp-content/uploads/2022/09/CODT2022_report_final.pdf	Log	https://etherpad.opendev.org/p/JP-CODT-2023-Unplugged

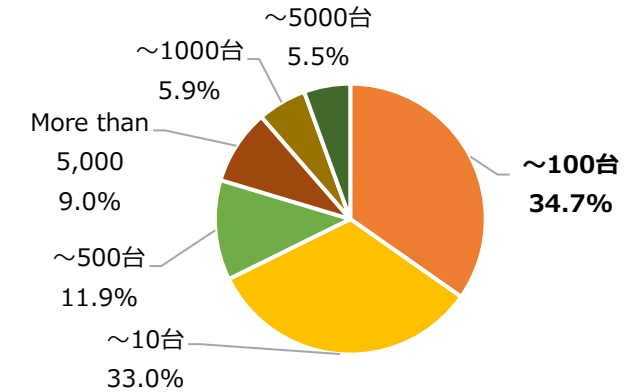
Attendee Profile

Infra Engineers 60% | Software Engineers 20%
Managers, Group Leaders, Other Tech Staff 20%

Number of Employees

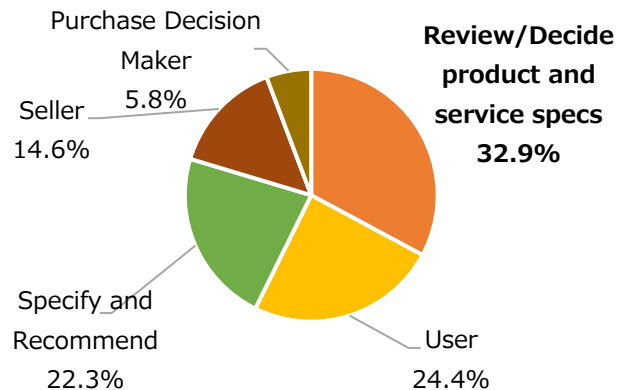


Size of cloud (nodes) operating in current project

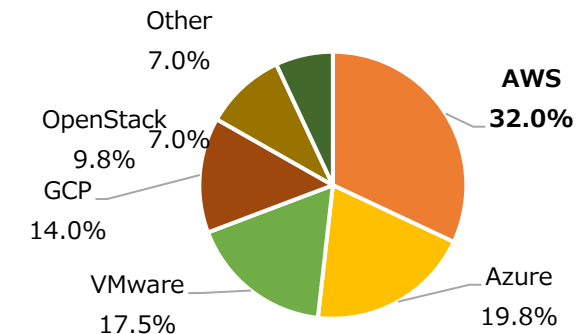


CODT2022 Viewer Survey Responses

Involvement in Purchase Process



Cloud infra operating/using (multiple response)



Event Contents

Apr-May Call for Speakers (CFS)

Call for Sponsors

Jun-Jul Program

- CFS evaluation/selection
- Organized session proposals
- Sponsor session submission
- Track selection; session grouping

Sponsorship Deadline (late June)

Late Jul Pre-event

- online; live streaming
- Targeting media

Goal – event outline/contents PR

- promotion
- media collaboration



Late Aug On Demand Session Streaming

- 2-week period of on-demand session streaming
- 60 sessions (CFS/invited/sponsor)

Mid Sep One-day Offilne Closing Event

- Offline
- keynote, panel, LT sessions
- Cloud Operator Award Ceremony
- Sponsor exhibit booths

Sep-Oct On-demand Archive Streaming



Cloud Operator Awards

Following the August on-demand session streaming period, a one-day offline event will be held to close CODT2023 in mid September. Keynote speeches by prominent global guests, operator panel sessions, and the “Cloud Operator Awards” ceremony will be held.

During the on-demand streaming period, viewers will be asked to nominate sessions for the awards through a survey for each session, and the Evaluation Committee will decide on the winning sessions.

Images from “Cloud Operator Awards” Ceremony



Voice of a CODT2021 Cloud Operator Award Winner

Jayoung Oh, Rakuten Mobile

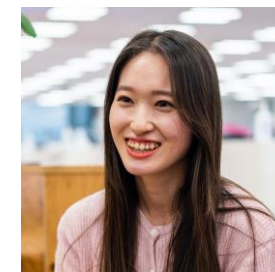
I am honored to receive such an award. I have never given a presentation outside the company before, but since I was given this opportunity, I decided to take on a new challenge and gave a presentation on the automation of cloud platform operations that I am currently working on. I was able to win the “Young Operator Award” thanks to the support of my team members from the preparation stage of my presentation.

2021年12月23日

楽天モバイルのエンジニアが「Cloud Operator Days Tokyo 2021」で「ヤングオペレーター賞」を受賞！

クラウドプラットフォームの開発プロセスを自動化する施策を発表しました

https://corp.mobile.rakuten.co.jp/blog/2021/1223_01/



Sponsor Levels and Benefits

	Diamond	Platinum	Gold	Silver
Sponsorship Fee (not inclusive of 10% sales tax)	2,000,000 JPY	800,000 JPY	400,000 JPY	100,000 JPY
Past OSDT and CODT sponsors Sponsors will be entitled to a 10% discount off the above sponsorship fees				
Lead Data (advance registration data)	○ all registrant data (estimated 2,000 registrants)	○ sponsor session registrant data (estimated 100-200 registrants)	○ sponsor session registrant data (estimated 100-200 registrants)	—
Speaking Session(s) (pre-recorded video content provided by sponsor) (On demand streaming)	○ 20 min x 2 sessions (viewer tracking data provided)	○ 20 min x 1 session (viewer tracking data provided)	○ 20 min x 1 session (viewer tracking data provided)	—
Video Ad (video ad content provided by sponsor)	1 min. video slot during closing event	30 sec. video slot during closing event	—	—
Real Exhibit Space + LT speaking slot (Closing Event)	○	○	—	—
Logo (event site/streaming platform/closing event)	○	○	○	○
Archive (on streaming platform; limited time)	○	○	○	—

Lead data provided (in Japanese only): name, work email address, work phone number, work department, work title

Cloud Operator Days 2022 Sponsors

Diamond



Platinum



Gold



Silver



Tool Sponsor



Applications and Inquiries

Sponsorship Application

<https://forms.gle/YFneuKiRt4Pz6TLb7>

Please complete the online CODT2023 Sponsorship Application Form to apply.

Initial Application Deadline

The initial application deadline is set as **Monday, June 26, 2023**. If you are unable to meet this deadline, please contact the Event Office to confirm availability.

Invoicing of Sponsorship Fees

Following the application deadline, sponsors will be provided with a pdf version of the sponsorship fee invoice for confirmation. Payment of sponsorship fees will be requested to be completed **within 30 days of invoicing**. If you cannot meet the payment deadline, please contact the Event Office with details and requests.

Cloud Operator Days Tokyo 2023 Event Office

c/o e-side, inc.

POC: Chie Miyamoto, Yuka Nishijima, Scott Macdonald

Tel: 81-3-6435-8789 Fax: 81-3-6435-8790

email: codt2023-office@e-side.co.jp

Sponsorship Agreement

Execution of Agreement

Organizations that sponsor the Event (hereinafter referred to as "Sponsors") must comply with all provisions described in the following regulations. If a Sponsor violates any of these rules, the Organizer may reject the application for sponsorship, terminate the sponsorship agreement, cancel or change the speaking session, or give instructions to remove or change the online booth content. In such cases, any fees paid in advance by the Sponsors will not be refunded. In addition, the Organizer will not compensate the Sponsor or any related parties for any loss or damage incurred by the Sponsor or any related parties due to cancellation of the sponsorship agreement, cancellation or change of the speaking session, or removal or change of online booth content.

Qualification

The Organizer reserves the right to determine whether the Sponsor's products, services, etc. are appropriate with the purpose of the Event.

Date of Agreement

The Sponsorship Agreement will be effective as of the date the completed Sponsorship Application Form is received by the Organizer.

Payment of Sponsorship Fee

The Sponsor shall pay the full amount of the invoiced Sponsorship Fee by bank transfer to the bank account designated by the Organizer by the deadline stated on the invoice. If the payment of the Sponsorship Fee cannot be confirmed by the due date, the Sponsorship Agreement will be terminated. If the Organizer incurs any damage in this case, the Sponsor shall compensate for all such damage.

Cancellation of the Sponsorship Agreement

If the Sponsor wishes to terminate the Sponsorship Agreement in whole or in part after it has been executed, it must do so in writing. The sponsor will be required to pay 30% of the sponsorship fee on cancellations made on or before June 26, 2023 (Monday) and the full sponsorship fee on or after June 27, 2023 (Tuesday). If the Organizer incurs damages in excess of the cancellation fee, the Sponsor will be required to compensate for such damages separately.

Transfer of Sponsorship Benefit

The Sponsor will not assign or lend all or part of the speaking slots, advertising slots or online booth to other companies without the permission of the Organizer.

Cancellation of the Event

The Organizer reserves the right to cancel the event at any time. In the event of cancellation, the Organizer will reimburse the Sponsor an amount deemed reasonable by the Organizer. The Organizer will not be responsible for any expenses or damages exceeding the original sponsorship fee.

Liability for Damages

The Organizer shall not be held responsible for any typographical errors or omissions that may occur in any work produced for this event.

Handling of Personal Information

When obtaining personal information through the Event, Sponsors shall comply with the Protection of Personal Information. The purpose of use of personal information must be announced or notified, and the information must be used within the scope of the purpose of use. The Sponsor shall be responsible for the management of the personal information it obtains. In the case damage is caused to a participant, the Sponsor shall bear full responsibility and shall be responsible for resolving any dispute.

Refer to the following for an explanation of how the Organizer obtains personal information.

Cloud Operator Days Tokyo Privacy Policy <https://cloudopsdays.com/privacy-policy/>

Please note that sponsor's information will be provided to contractors for purposes of event operation.