Sponsorship Prospectus

Spotlighting Cloud Operators! ～The Future of AI, Reality for Operators～

Under the main theme of "The Future of AI, Reality for Operators," we would like to share new challenges, successes and failures, and know-how gained from experience in actual operation.

The future of AI is full of unlimited possibilities, and it is expected that the evolution of the technology will drastically change the way cloud operations are conducted. However, the reality is that cloud operators actually face many challenges such as operational automation and scalability, security and compliance, while managing complex infrastructure with limited human resources. The event will explore how the evolution of AI technologies interact with the field of cloud operations.

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
- Operation War Stories
- Automation (Dev/Ops, CI/CD, IaC)
- Team Building, Training/Education
- OpenStack
- Monitoring, Log, Observability
- Managing Public Clouds
- Other operation-related topics

[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 50 online, on-demand sessions, followed by a one-day hybrid closing event, and was accessed by more than 1,000 viewers. https://cloudopsdays.com/archive/2023/

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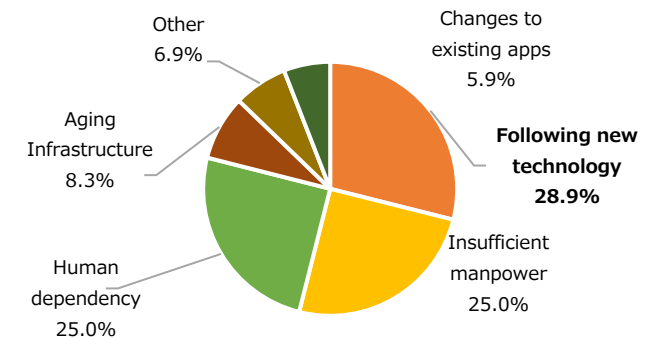
Purpose

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 CODT2023 audience survey

Changes to existing apps 5.9%
Following new technology 28.9%
Insufficient manpower 25.0%
Human dependency 25.0%
Aging Infrastructure 8.3%
Other 6.9%

連載
"運用者に光を"「Cloud Operator Days Tokyo 2021」の歩き方
https://gihyo.jp/admin/serial/01/codt2021/

Event Outline

Cloud Operator Days Tokyo (CODT) 2024

Theme: Spotlighting Cloud Operators!
　　　～ The Future of AI, Reality for Operators～

Host: CODT2024 Organizing Committee

Fee: Free (advance registration required)

Expected Viewers: 2,000

2023.09.14 CODT2023 Closing Event
Toshiaki Iwamoto
（GURUNAVI, INC. ／CTO）

Dates (Format):
- July 10, 2024   On-demand delivery (online｜60 sessions｜CFS/Sponsor/Invited content)
- September 6, 2024   Closing Event (offline｜one-day｜Keynote/Panel/LT/Award Ceremony)

Host

Cloud Operator Days Tokyo 2024 Organizing Committee
Chair: Akihiro Hasegawa（AXLBIT）

Committee Members:
Sakiko Ida（New Relic）
Takashi Iwamoto（ENECHANGE Ltd.）
Toshiaki Iwamoto（GURUNAVI, INC.）
Yuki Osawa（ForgeVision, Inc.）
Yudai Kudo（Hitachi Solutions）
Kenta Gomi（NTT East）
Shinako Bansai（NTT-ME）
Naomichi Shimazu（DENSO）
Yuma Taguchi（NTT East）

Hideki Takashima（NTT AT）
Daichi Toyooka（NTT-ME）
Susumu Tomita（DENSO）
Takeshi Narisako（DENSO）
Teruaki Noyama（NTT-ME ）
Kanako Fukuoka（New Relic）
Yushiro Furukawa（LINE）
Shintaro Mizuno（NTT）
Yuki Yamashita（NTT）
Hanayo Masutani（Chatwork）

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
Registrants	2,039
Viewers (unique)	1,846 (On-demand session viewers) 501 (7/27 Closing Event - Hybrid)
Sessions	71
Sponsors	24
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	- 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)	https://cloudopsdays.com/wp-content/uploads/2022/09/CODT2022 report final.pdf

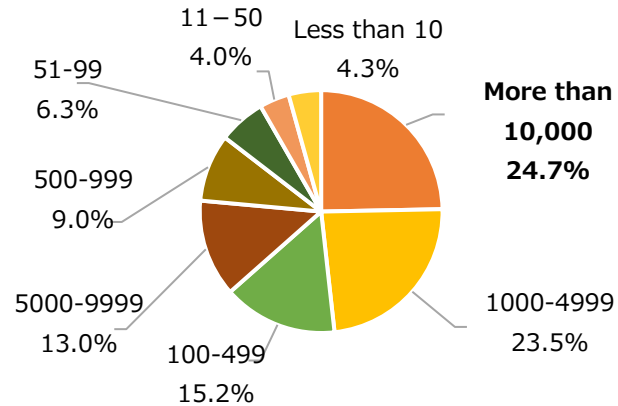|	CODT2023「Unplugged」 2023.02.14
Registrants	144
participants	96(off-line)
Purpose	A completely offline operational engineers' roundtable discussion. Unlike a traditional conference, this was be a fishbowl-style discussion of the real voices of engineers. As the name "Unplugged" suggests, this was a great opportunity for speakers to not only give, but also take away information from each other through discussion.
Main Session Tracks	Large infrastructure incidents Operational HR Deployment Monitoring and logging Technology acquisition strategy Bare metal Remote troubleshooting Agile teams Latest technology roundtable
Log	https://etherpad.opendev.org/p/JP-CODT-2023-Unplugged

開催実績

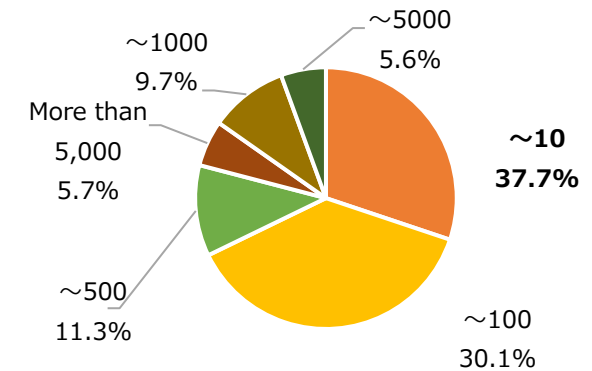|	CODT2023
Registrants	879
participants	111 （9/14 Closing event)
Sessions	53
Sponsors	14
Main Session Tracks	- AIOps - War stories (failures, troubleshooting) - Automation (Dev/Ops, CI/CD, IaC) - Cost management - OpenStack - Monitoring and Log Observability - Public cloud operations (AWS, Azure, GCP, etc.)
Top Viewed Sessions	・- The industry 's first Generative AI Observability Assistant - Transforming operations with next-generation AIOps. ・Practice of in-house development - NTT East 's progress in in - house cloud development, barriers to external development and a sustainable development system. ・Introduction of an operation integration platform that realizes 'standardization of operation', 'sharing of operation personnel' and 'control of operation'. ・What system operations are required in the age of cloud computing? -Incident management and security operations suited to the changing environment.
Event Report (Japanese)	https://cloudopsdays.com/wp-content/uploads/2024/02/CODT2023 report final.pdf

Attendee Profile

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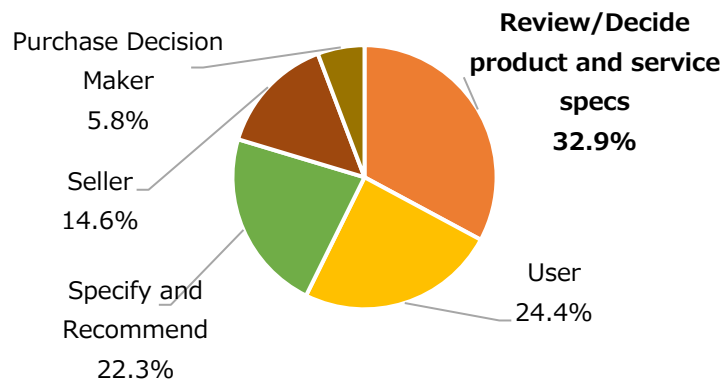Managers, Group Leaders, Other Tech Staff 20%

Number of Employees

- 11−50 4.0%
- Less than 10 4.3%
- 51-99 6.3%
- **More than 10,000 24.7%**
- 500-999 9.0%
- 5000-9999 13.0%
- 100-499 15.2%
- 1000-4999 23.5%

CODT2023 Viewer Survey Responses

Size of cloud (nodes) operating in current project

- ~5000 5.6%
- ~1000 9.7%
- More than 5,000 5.7%
- **~10 37.7%**
- ~500 11.3%
- ~100 30.1%

Involvement in Purchase Process

- Purchase Decision Maker 5.8%
- **Review/Decide product and service specs 32.9%**
- Seller 14.6%
- Specify and Recommend 22.3%
- User 24.4%

Cloud infra operating/using (multiple response)

- others 8.0%
- OpenStack 9.7%
- GCP 11.4%
- **AWS 39.1%**
- VMware 13.7%
- Azure 18.1%
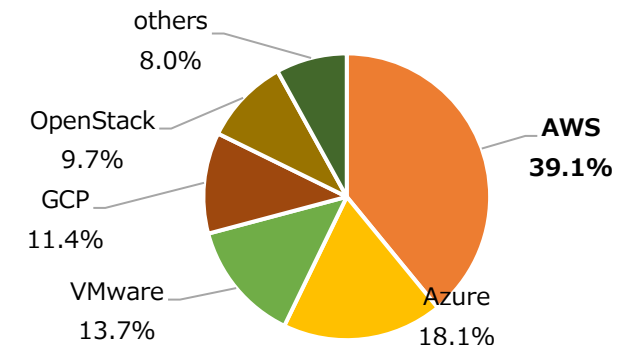
Event Contents

Mar-May   Call for Speakers (CFS)

Initial deadline for applications (10 May)

Call for Sponsors

Initial deadline for applications (31 May)

Jun-Jul

Program Building
- Early June - notification of CFS initial selection results
- Late June - 5-minute session video recording/submission
- Late July - notification of selection to speak at Closing Event

On Demand Session Streaming
- Begins 10 July
- 2-week selection period, open to the public
  until the September 6 closing event
- 60 sessions (CFS/invited/sponsor)

6 Sep   One-day Offline Closing Event

docomo R&D OPEN LAB ODAIBA

- Offline
- Keynote, Panel, LT sessions
- Cloud Operator Award Ceremony
- Sponsor exhibit booths
- Reception Party

① On-demand Session Streaming

From July 10 (2-week selection period, open to the public until the September 6 Closing Event) during the on-demand streaming period, 60 session videos will be simultaneously available on-demand. (Selected CFS adopted sessions / Organized sessions / sponsor sessions)

Session video streaming site
(searchable by theme and tag; viewer tracking data provided)

Session Video

On-demand session video streaming begins July 10, 2024 (tentative)
(2-week selection period, open to the public until September 6 Closing Event)

② Closing Event（Offline）

Following the on-demand streaming period, a one-day offline event will be held on September 6, 2024 to conclude CODT2024. The Closing Event will feature keynote speeches by prominent global guests, cloud operator panel sessions, and the CODT 2024 Awards Ceremony to recognize outstanding content from the on-demand sessions.

	Cloud Operator Days Tokyo 2024 Closing Event
Date:	6 September 2024; One day
Venue:	docomo R&D OPEN LAB ODAIBA
Format:	Offline
Fee:	Free (advance registration required)
Content:	Keynote, Panel, selected CFS sessions, Sponsor Booths, OPS Meetup
Attendees:	300

September 6, 2024 Offline
docomo R&D OPEN LAB ODAIBA

Cloud Operator Awards

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.

The winning sessions will be selected by a panel of judges, who will present the "Cloud Operator Awards" during a ceremony at the one-day offline closing event on September 6, 2024.

Images from "Cloud Operator Awards 2023" 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.

23 Dec 2021
Rakuten Mobile engineers won the Young Operator Award at Cloud Operator Days Tokyo 2021!Announces measures to automate the development process of its cloud Platform
https://corp.mobile.rakuten.co.jp/blog/2021/1223_01/
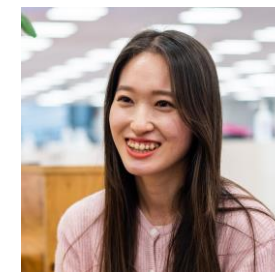
docomo R&D OPEN LAB ODAIBA

docomo R&D OPEN LAB ODAIBA will be the venue for the closing event on September 6, 2024. Keynote, selected CFS Sessions, and OPS Meetup Sessions will be held in four different rooms within the venue. After the event, a reception will be held at the main venue.

September 6, 2024 Offline
docomo R&D OPEN LAB ODAIBA

https://docomo-openlab.jp/

Sponsor Levels and Benefits

	Diamond	Platinum	Gold	Silver
Sponsorship Fee (not inclusive of 10% sales tax)	2,000,000 JPY	800,000 JPY	300,000 JPY	150,000 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)	○ 15 min x 1 sessions (viewer tracking data provided)	○ 15 min x 1 session (viewer tracking data provided)	○ 15 min x 1 session (viewer tracking data provided)	_
Speaking Session(s) (Closing Event)	○ 30 min x 1 sessions ○ 10 min x 1 keynote	○ 15 min x 1 session	_	_
Real Exhibit Space (Closing Event)	○Booth Exhibit	○Booth Exhibit	○Panel Exhibit	_
Video Ad (Closing Event) (video ad content provided by sponsor)	1 min. video slot during closing event	30 sec. video slot during closing event	_	_
Logo (event site/streaming platform/closing event)	○	○	○	○

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

Applications and Inquiries

Sponsorship Application

https://forms.gle/KPYXLUUkEnZRAcsq8

Please complete the online CODT2024 Sponsorship Application Form to apply.

Initial Application Deadline

The initial application deadline is set as **Friday, May 31, 2024.** 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 2024 Event Office

c/o e-side, inc.
POC: Yuka Nishijima, Scott Macdonald
Tel: 81-3-6435-8789 Fax: 81-3-6435-8790
email: codt2024-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 May 31, 2024 (Friday) and the full sponsorship fee on or after June 3, 2024 (Monday). 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.