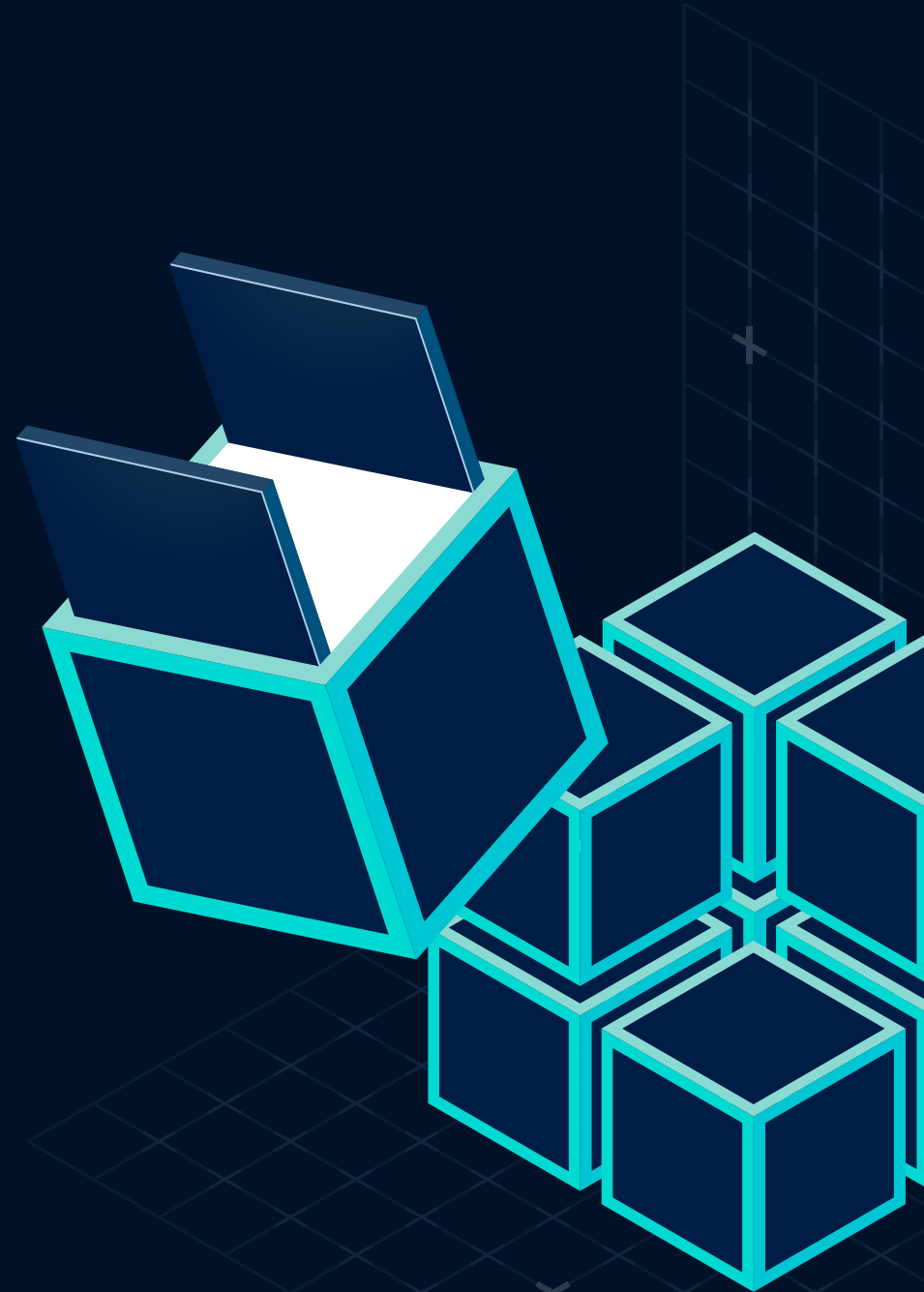# KUBERMATIC

A Brief "Brief" for

C-Level Executives on Kubernetes

In 2011, Marc Andreessen famously said "Software is eating the world". How right he was. Ten years later, we've seen every enterprise in every industry turn into a software centric organization, challenged to deliver applications to rival the likes of Amazon, Google, et al. **Adapt or die is probably truer than ever before.**

Because of this, Kubernetes has seen an **extraordinary rate of adoption in large organizations worldwide** and it's become a very hot topic with C-level Executives.

So What Is Kubernetes?

Here is what you need to know

- It's software, originally created by Google (part of an internal project called Borg, started in 2003 to manage its own internal operations)

- Google released it to the world in 2014 as an open-source product maintained by the Cloud Native Computing Foundation

- It runs between all of your applications and the hardware or cloud that they sit on

- It has been enthusiastically adopted and recommended globally because

  - ✓ It solves a lot of problems
  - ✓ It does so economically
  - ✓ It is very efficient
  - ✓ It protects existing investments, where necessary
  - ✓ It makes every organization, large and small, more dynamic and therefore more successful

It's a Complex (IT) World

The world still runs on hardware and software, but even this landscape is changing, with **less reliance on hardware and more on cloud** and even what is referred to as the "edge" of the cloud.

With each new business innovation, companies have to add more and more applications to deliver value. And since those applications are only loosely coupled and do not necessarily talk to each other, they're hard to manage.

Most organizations today have a combination of hardware and virtual systems that have been implemented over time. **Some workloads and applications continue to function optimally in their legacy systems** (for now) and may be expensive and complex to replace.

Because Kubernetes is open-source (not proprietary or restricted in terms of its use), it allows for a variety of dissimilar systems to be integrated, (i.e., to talk to each other) to **use the best of everything for maximum output and efficiency.**

Most organizations struggle to manage the plethora of applications and workloads in a variety of different systems, so internal improvements are slow and painful and getting new products and services to market face unacceptable delays.

By bringing together all of these disparate elements under one roof, **Kubernetes significantly accelerates software development to deliver better products and services faster and at lower cost.**

Think of Kubernetes as a High Functioning Brain

Essentially, Kubernetes is like a very high functioning brain that controls all of the operations in the body, both from an awareness, as well as from a practical perspective. Like the brain, **it automates all of the tasks that are required for growth, maintenance, healing and optimal performance.**
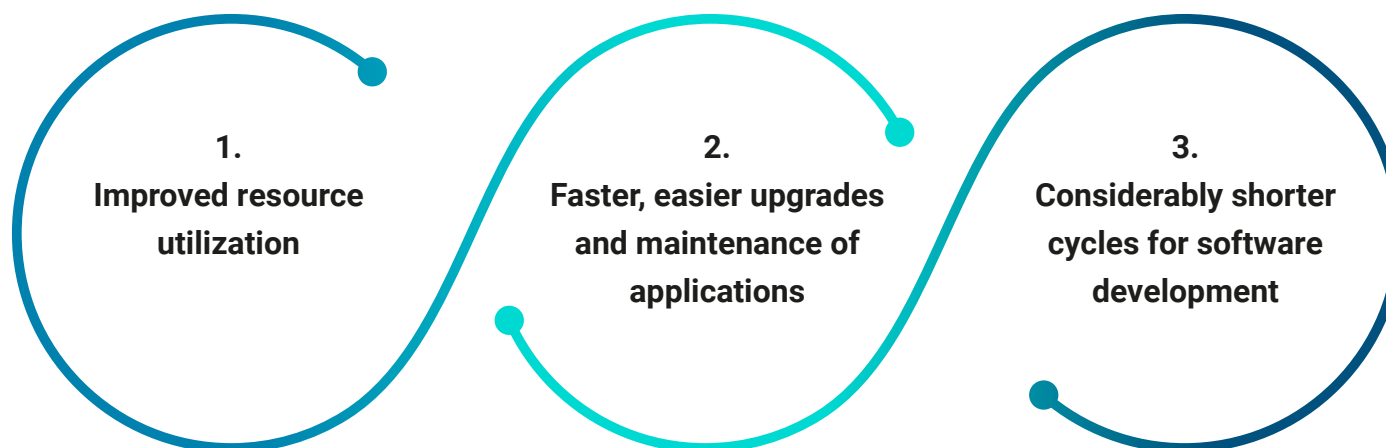
Kubernetes is the mediator that coordinates all of the piece parts, using the best of what is available with the best of what needs to be added. It has become very popular in both large and small organizations, due to its transparency and flexibility.

It's also the preferred choice because of its budget conscious approach. Essentially, **Kubernetes can migrate to this end state of speed and efficiency one step at a time,** one application at a time, regardless of what exists in your IT infrastructure today.

Managing business processes is critical to the success of every organization today. Automation is a key factor and Kubernetes is the demonstrated solution to achieve this.

The major **business benefits**, according to the most recent surveys, revolve around the three key elements of any software centric organization (that's you!):

1.
Improved resource utilization

2.
Faster, easier upgrades and maintenance of applications

3.
Considerably shorter cycles for software development

Still Have Questions? We Can Help!

This brief summary has hopefully provided some understanding of what and why Kubernetes. Of course, the pieces are a little more complicated. In fact, a lot of our energy is going into just that - ongoing automation to reduce the complexity of Kubernetes operations. Because in the end, we want your team to focus on where the business value lies: great, innovative applications.

As the leading European Kubernetes specialist, Kubermatic can help your organization transform into a lean, more efficient enterprise to streamline your operations, reduce costs and bring better services to market faster.

To learn more about Kubermatic Kubernetes solutions, schedule a free consultation with us via **sales@kubermatic.com**.