

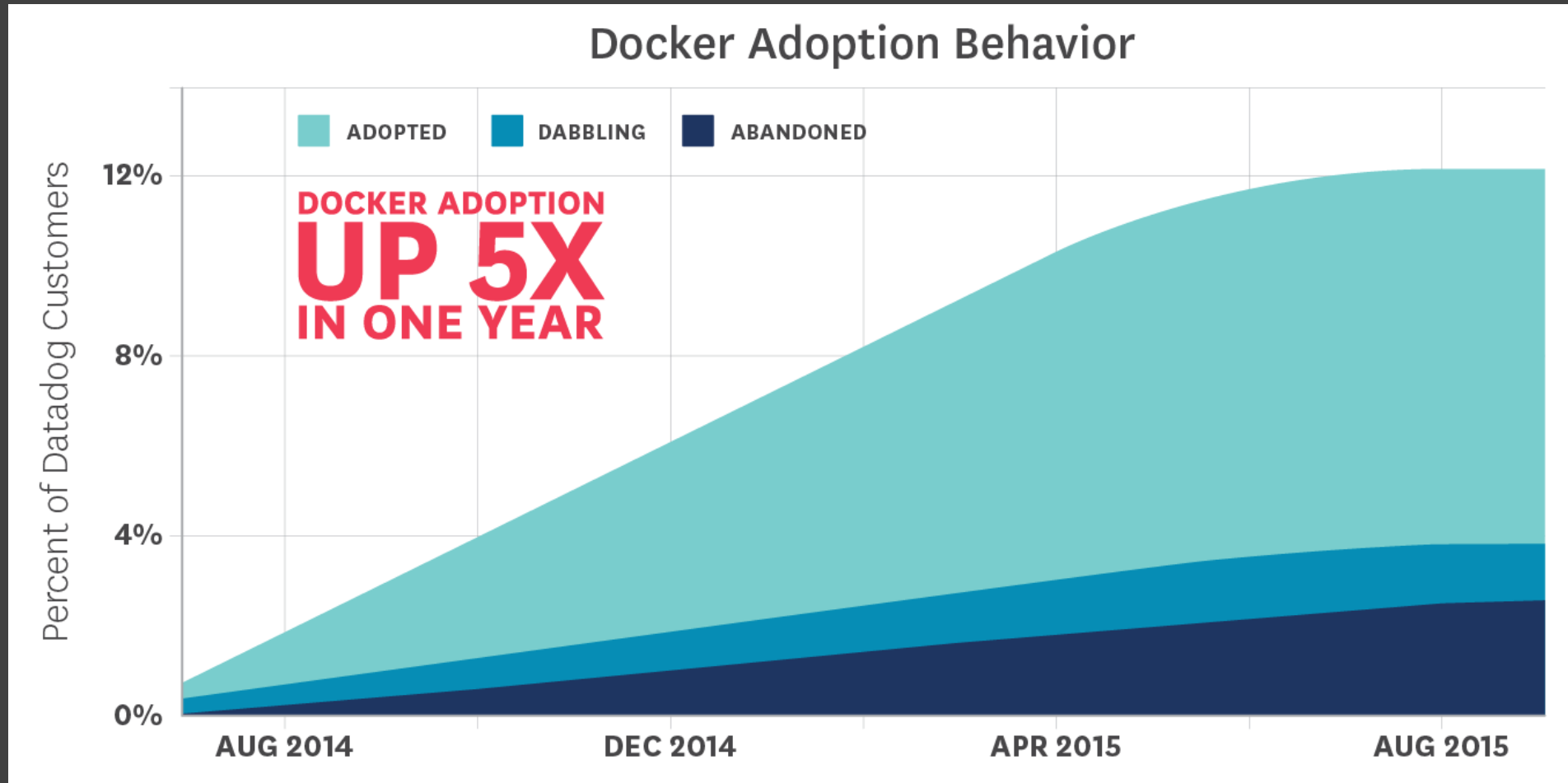
# Docker industry research roundup, circa 2015

([Docker Austin Meetup](#))

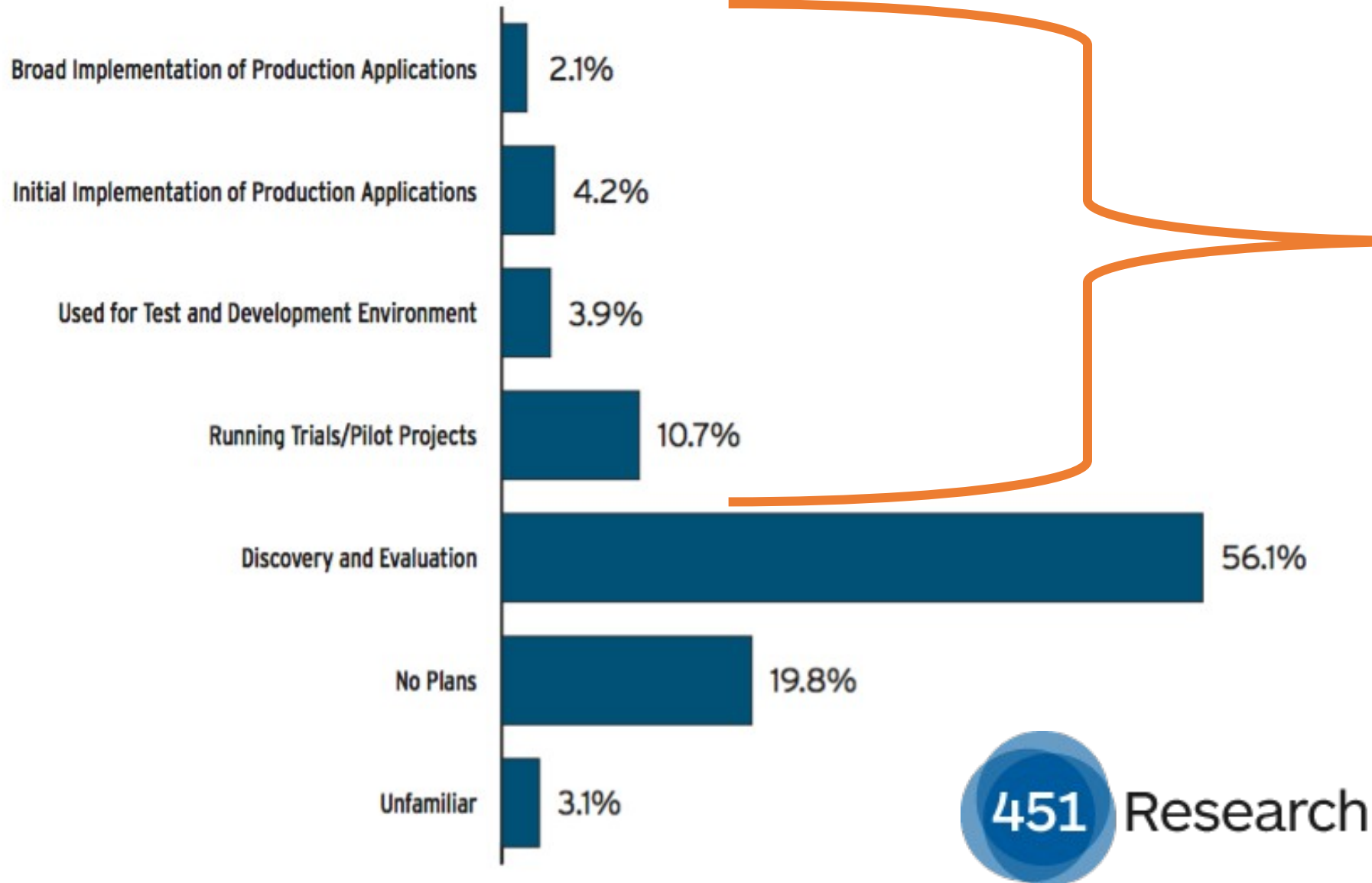
[@cote](#) | 07 Jan 2015 | [cote.io](#)

# Much growth in Docker interest, use

*1.8% use in 2014 to 8.3% use in 2015, over 7,000 companies using DataDog*



Which of the following best describes your organizations adoption of container technologies?

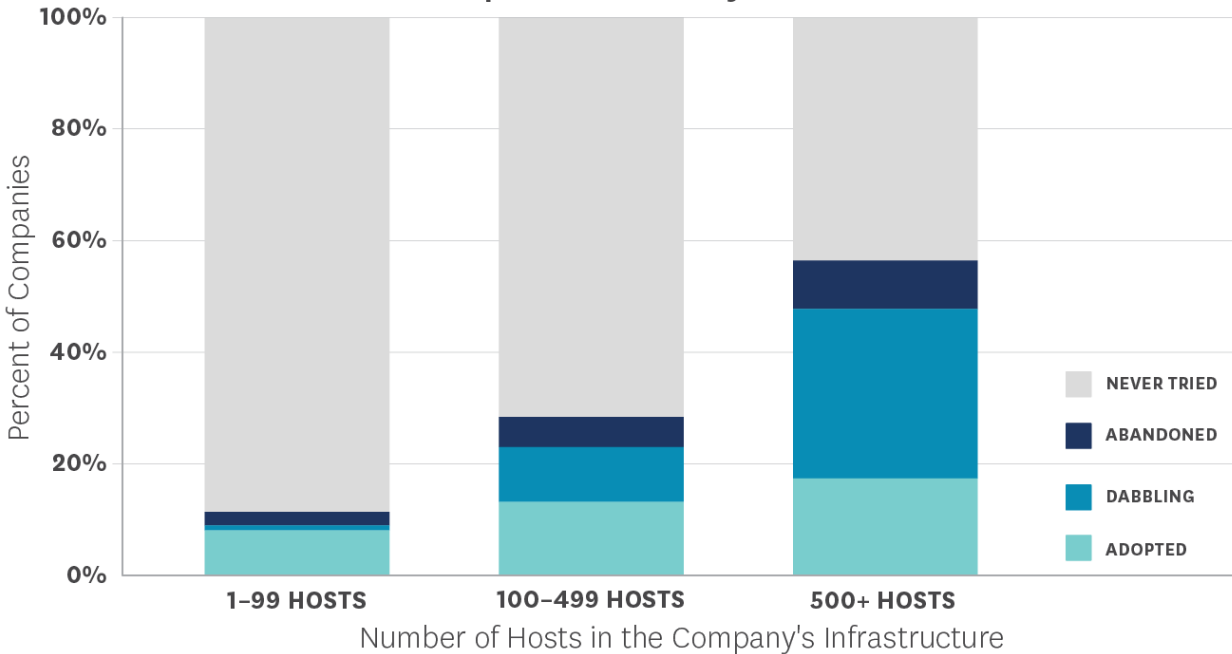


DataDog aligns well with other studies

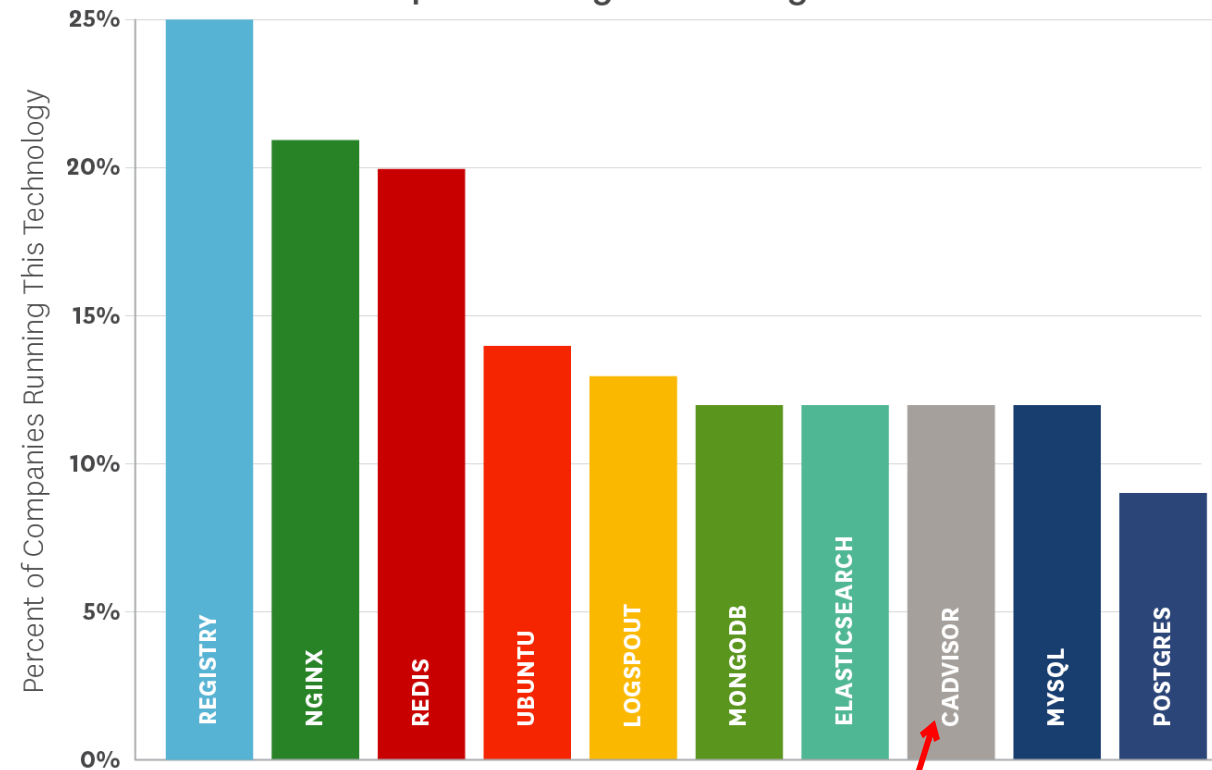
- 20.9% “doing something”
- 6.3% in production
- DataDog study: 2/3 of companies that try Docker adopt it

# Demographics: big web & mobile?

### Docker Adoption Status by Infrastructure Size



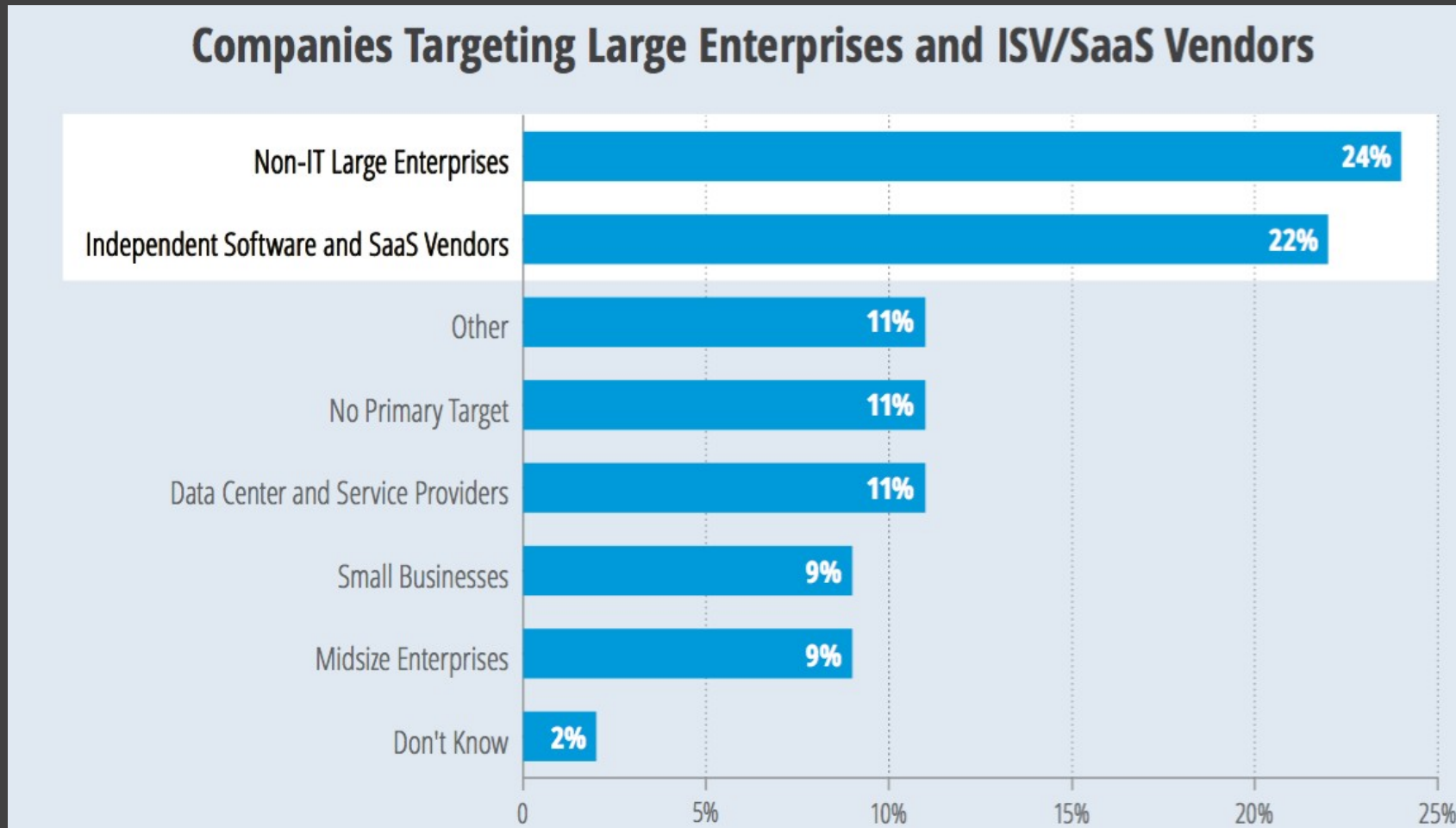
### Top Technologies Running on Docker



“Used by Kubernetes to collect metrics from containers.”

# “Container” vendors are targeting large companies & other tech co.’s

More money than time types?



Q: What type of enterprise are you primarily targeting? n=46, survey completed May 2015.

Source: [“The Docker & Container Ecosystem.” The New Stack, Fall 2015](#), chart by work by [Lawrence Hecht](#).

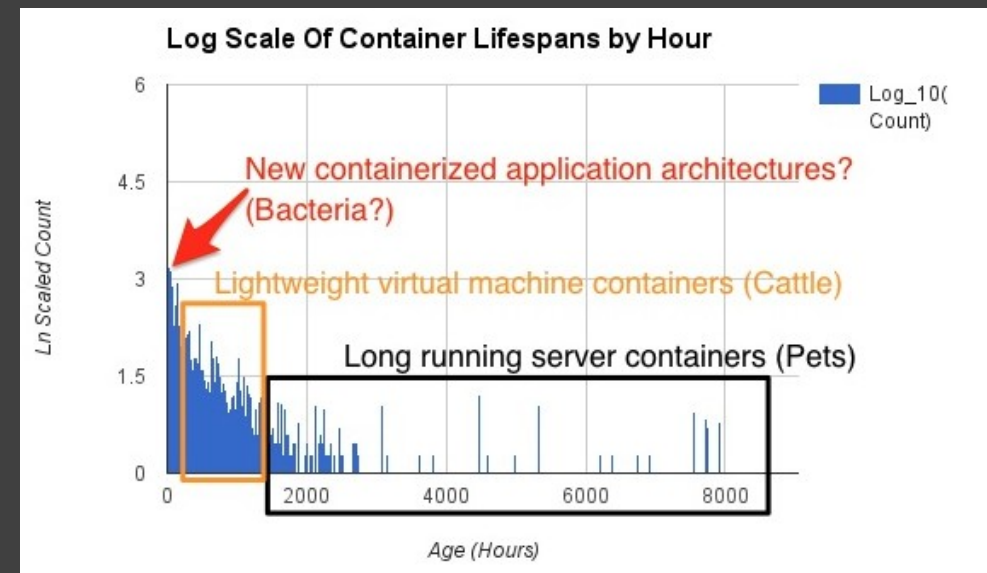
# Containers are ephemeral

*Fits with single-process per container, "Unix style programming," microservices*

**"At companies that adopt Docker, containers have an average lifespan of 3 days, while across all companies, traditional and cloud-based VMs have an average lifespan of 12 days."**

[DataDog, Fall 2015](#); run on 6% of the hosts  
DataDog monitors, n=7,000

**"[A] large percentage had a lifespan of less than an hour, many just two minutes or less."**



Reported in *The New Stack*, June 2015. Based on New Relic analysis of across 300 customers in beta "using an aggregate of 40,000 to 60,000 containers daily."

# Three emerging approaches

(1.)

Build containers,  
configure them on  
your own

(2.)

Use a container  
orchestration &  
management  
toolchain

(3.)

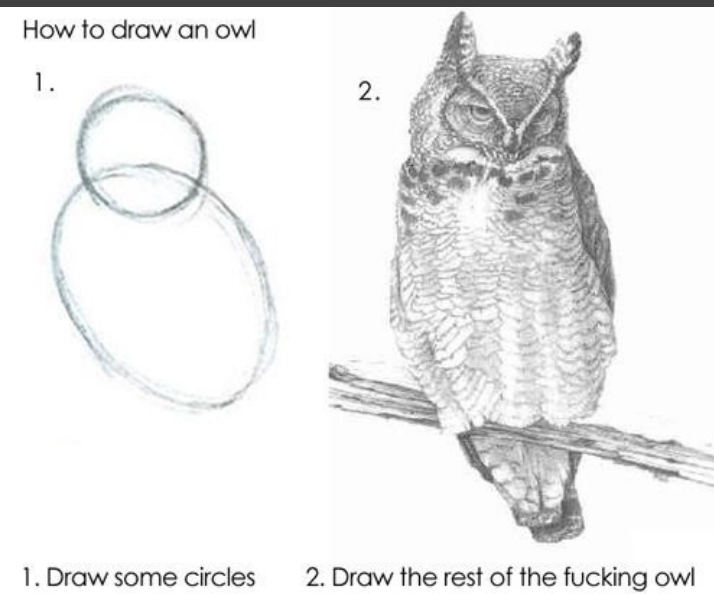
Use a PaaS/“cloud  
platform,” using, but  
“hiding” containers



Shameless plug! See how we think of all this nonsense at Pivotal, start with [this talk](#): “Cloud Native Promises in the Land of Continuously Delivered Microservices.”

# Each year, it's the same story with cloud: expect less, or be burned

- **Yak Shaving:** "Through 2018, more than 70% of IT organizations planning a private PaaS will deploy a container service (rather than PaaS framework software)."
- **Computers suck:** "Through 2018, over 80% of organizations that deploy or assemble self-managed PaaS frameworks will not achieve the expected cloud PaaS experience."
- **Rotting meatware:** "Because they are too focused on technology, many organizations miss the essential organizational and cultural changes that are a part of the cloud transformation as much as the technological change." (Gartner,



Less of this...



More of this...

# Thanks!

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