

# Continuous Delivery Foundation: Messaging

## *CDF Mission + Vision*

***Tagline: The Continuous Delivery Foundation seeks to improve the world's capacity to deliver software with security and speed.***

The Continuous Delivery Foundation (CDF) exists to establish best practices of Continuous Delivery, from the standpoints of people, processes and technology; to propel the education and adoption of Continuous Delivery throughout industries across the globe; and to facilitate cross-pollination of the delivery ecosystem in order to improve the world's capacity to progress software updates with security and speed.

We will do this by growing a user-first, collaborative ecosystem rooted in the best practices of high-performance technology organizations; serving as a home to mature and nascent projects dedicated to a continuous delivery model; creating a cohesive body of educational materials for practitioners of all levels; and governing with fairness, integrity and intention.

The Continuous Delivery Foundation exists to:

- Provide a non-competitive home base for individuals and organizations using, building and maintaining Continuous Delivery tools to innovate together, share best practices and keep a finger on the pulse of the rapidly evolving world of software development.
- Develop and offer standardized educational materials for individuals and organizations using or considering the implementation of Continuous Delivery technologies, including training courses, tutorials and related literature.
- Serve as an information portal for organizations seeking use cases, legal advice and other answers to technical and non-technical questions about the adoption and implementation of Continuous Delivery and other open source technologies.
- Drive the broader ecosystem of Continuous Delivery project development by providing technical guidance and oversight as needed to maturing and potential incubation projects.

## Who We Are

The Continuous Delivery Foundation is led by a team of accomplished professionals passionate about delivering beautiful software swiftly and simply.

Our [Governing Board](#) is responsible for strategic direction and business governance of CDF, while the [Technical Oversight Committee](#) (TOC) provides guidance on the development of new projects. The Outreach Committee coordinates messaging, events, PR, Blogs and other marketing related activities.

Learn more about our [charter](#) and the [members](#) who are fueling the growth of the Continuous Delivery movement.

## *Continuous Delivery Foundation: Membership Value*

### Why Join the Foundation?

Join the Continuous Delivery Foundation to improve the world's capacity to progress software innovation to end users with security and speed. Whether you're using, selling or creating Continuous Delivery technologies, your membership at the Foundation grants you unfettered access to proven methodologies, real-time innovation and a seat at the table to steer the conversation.

Through your membership, the CDF enables businesses of all sizes to collaborate and share R&D with other industry leaders in a non-competitive environment with a shared vision for the DevOps movement and Continuous Delivery capacities.

Your membership is a vital part of the ecosystem. It makes it possible for the CDF to remain an agnostic voice in a competitive market and equips us with the means to bring training, education and events to the Continuous Delivery ecosystem. The more you participate, the more you get in return.

## End User Value Proposition

Your membership positions you as a leader in modern software development practices, and gives you unparalleled access to influence the project roadmaps and deliver the best possible user experience for your developers. Your membership and feedback on the direction of Continuous Delivery technologies advances the development of these tools by pushing your teams to contribute upstream and impact vendor oversight of the projects.

## Vendor Value Proposition

Your membership is vital to boost the world's capacity to progress software updates with security and speed. Membership will help support critical open source projects within the delivery ecosystem, and provides a platform to collaborate with leaders in emerging technologies and practices. Join the community driving the future of continuous delivery.

Foundation membership provides the unique opportunity to foster relationships with a provider, end users or a potential buyer, and associate your company and brand with one of the preeminent bodies promoting modern software delivery practices.

## *Technology Messaging*

The “What?” — The Continuous Delivery ecosystem helps organizations progress software changes quickly and efficiently across the pipeline by continually coordinating the many activities required to push software updates to end users, enabling faster feedback and higher adoption.

The “Why?” — Solutions in the Continuous Delivery ecosystem work together to move software updates from cradle to grave as fast as possible, quickly, securely and reliably. Continuous Delivery technology is a critical capability needed for effective implementation of DevOps practices. Organizations that adopt Continuous Delivery practices and technologies improve outcomes, elevate their developers’ experiences and deliver new innovation to users more quickly and smoothly.

## *Value Propositions by Audience/Value*

### **Core positioning:**

Continuous Delivery ensures that organizations can progress software quickly and efficiently across the pipeline by continually pushing new innovation to their users, enabling faster feedback and higher adoption.

### **Value proposition for Developers**

Continuous Delivery automates the progression of software updates across the lifecycle and allows you to incorporate feedback from users in real time by continually releasing changes — consistently, easily and securely.

### **Value proposition for Executives**

Adopting Continuous Delivery streamlines internal processes, delivers software faster and cuts costs to the bottom line while improving user experience.

### **Value proposition on CD's Relationship to DevOps Culture**

Continuous Delivery is an integral component of healthy DevOps practices that facilitates the culture change that goes hand in glove with digital transformation.

### **Value proposition on CD's Relationship to Security**

Continuous Delivery provides security by ensuring that updates can be progressed rapidly, consistently and with high quality.

### **Value proposition for Open Source**

Continuous Delivery technologies housed inside the Continuous Delivery Foundation are collectively developed by leaders in the emerging technology and open source sphere.

### **Value proposition for Speed**

Only Continuous Delivery technologies enable constant improvements and updates to features, bugs, configuration changes and more to ensure your users always have the best version possible.

### **Value proposition for Interoperability**

Coordination of the many tools required for a healthy Continuous Delivery ecosystem is a key factor in building out your pipeline. The Continuous Delivery Foundation is where interoperability discussions happen.

## *Continuous Delivery Projects*

The following language was taken from each project's respective website:

- Jenkins: As an extensible automation server, Jenkins can be used as a simple CI server or turned into the continuous delivery hub for any project.
- Jenkins X: Automated Continuous Delivery for Kubernetes.
- Spinnaker: Spinnaker is an open source, multi-cloud continuous delivery platform for releasing software changes with high velocity and confidence.
- Tekton: Tekton is a flexible open-source framework for creating CI/CD systems, allowing developers to build, test, and deploy across cloud providers and on-premise systems.
- Screwdriver: Screwdriver is an open source build platform designed for Continuous Delivery.