WSO2CON 2024

Hello Choreo



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WSO2

“It sucks the life out of developers; it makes products difficult to plan, build, and test; it introduces security challenges; and it causes user and administrator frustration.”

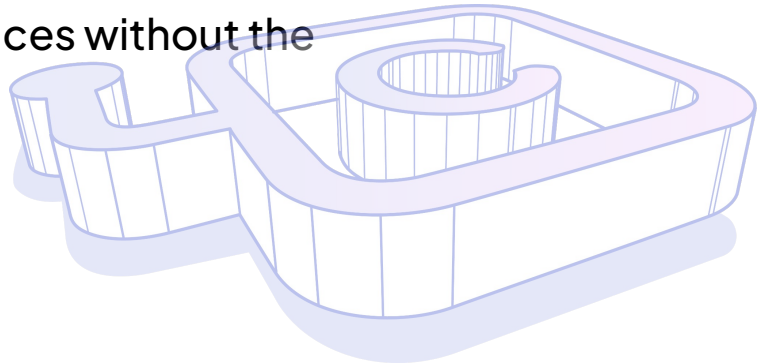
- Lotus Notes creator and Microsoft veteran Ray Ozzie -



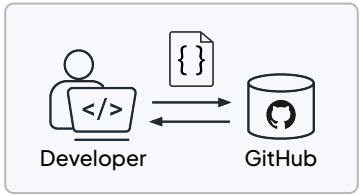
What problems are addressed by Choreo ?

choreo

- Improve developer productivity by simplifying developer workflow
- Help DevOps and Platform Engineers to operate at scale without the complexity
- Deliver modern cloud native apps/services without the cognitive load



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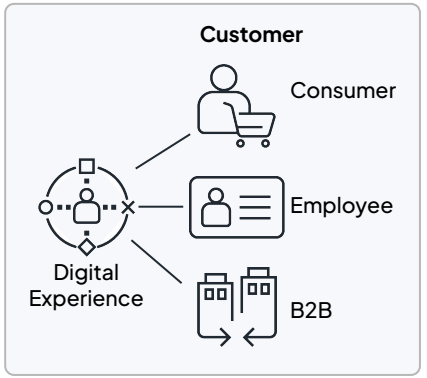


You write code. You want to get it to the hands of the customer ASAP.

Value creation

Pain points

- Runtime architecture, CICD, DevOps, Environments, SecOps, Configuration Management, Version management, Testing, Observability, Analytics, SRE,
- Code writing also needs access to reuse
- DevOps goes to Canary etc.
- Self Service and policy-driven
- Zero Trust environment



Consumption

Choreo Internal Developer Platform as a Service.



Delivered via Choreo core capabilities

Collaboration

- Discover
- Reuse
- Architecture

Scalability

- Effortlessly
- Cost effectively
- Automated

"Security is always excessive until it's not enough."

- Unknown -



Security

- Shifted
- Zero trusted
- Observed

"The best way to predict the future is to create it."

- Peter Drucker-



Future proofing

- Monolith to Microservices
- Working with AI
- Serverless to Platformless

AI Co-pilot

- Companion/Mentor
- Autonomous agents
- Operational excellence

How customers are using Choreo

IIIT Hyderabad (India) - Choreo connects IIIT research institutes across India via one API gateway and marketplace so that nonprofits can centrally access APIs to applications and services.

Fat Tuesday (USA) - Choreo integrates all their stores via APIs so that sales, inventory, and other data can be automatically fed to their CRM, minimizing errors and saving time.



Clearitt (Australia) - Uses Choreo to host a SpringBoot app and Ballerina services that enables account netting for SMEs.

Top Marks AI (UK) - Exposes and monetizes AI functionality that grades exams and provides constructive feedback on essays using Choreo.

How customers are using Choreo



3 Crowns Tech - Planning to run 50+ K8s services on Choreo. They will now be able to manage their deployment, which runs seamlessly on AWS and interconnected edge data center, without dedicated in-house expertise.



Zimi Life - They don't have dedicated DevOps resources or Kubernetes expertise in-house. However, with Choreo, they easily moved multiple workloads to a new Kubernetes cluster.



Holmesglen TAFE - Choreo will enable student enrolment and lifecycle management, and teacher-student virtual interactions by exposing internal APIs to their experience channels like the student portal.



Avinya Foundation - Choreo simplifies running a scalable architecture on K8s so that volunteer developers can easily access backend services for the university website, teacher and student schedules, enrollment, and other vital functions.

"If you want to go fast, go alone. If you want to go far, go together."

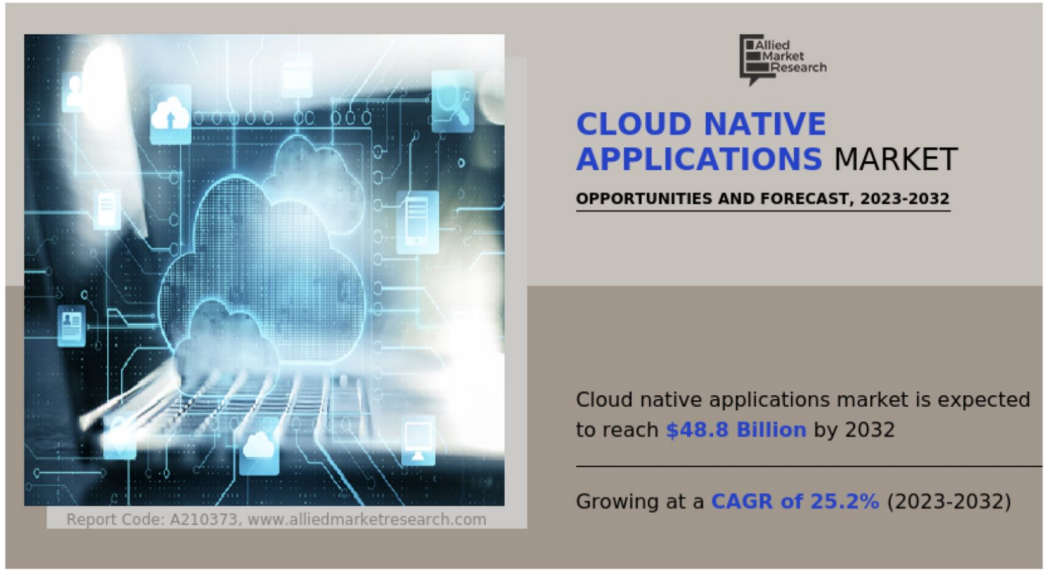
- African Proverb -



Choreo partners – SI and Delivery partners

- New program
- Special offers in 2024
- New revenue opportunities

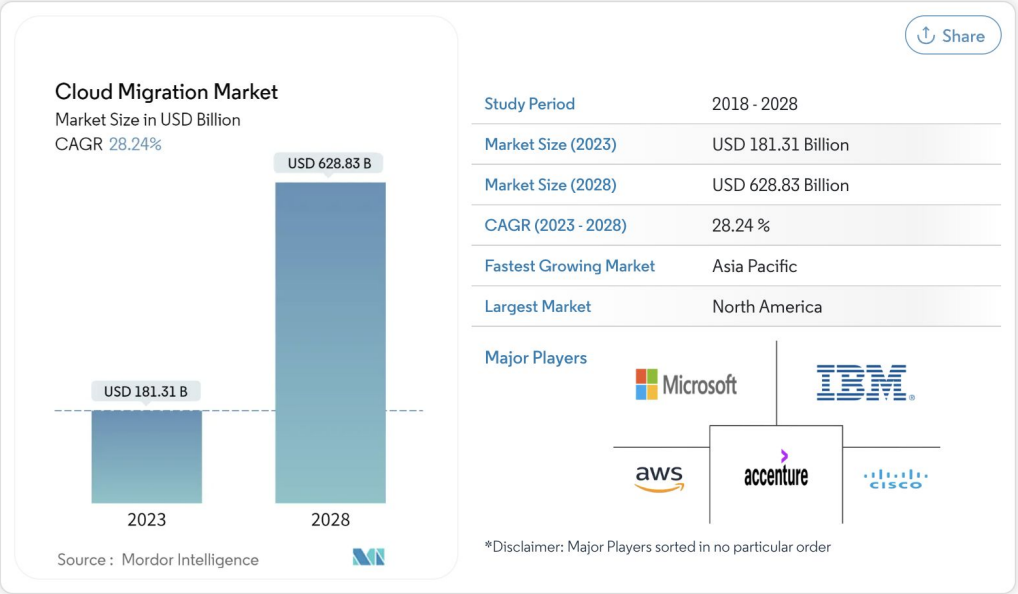
Cloud native application development market size



- Market size **$48.8** billion by 2032
- Growing at CAGR of **25.2%** (2023–32)

https://www.alliedmarketresearch.com/cloud-native-applications-market-A210373

New opportunities for our partners



- Market size **$628+** billion by 2032
- Growing at CAGR of **28.24%** (2018–28)

https://www.mordorintelligence.com/industry-reports/cloud-migration-services-market

Choreo partners – Platform partners



Azure - As a global SI partner with Microsoft, Choreo is offered on Azure as a cloud data plane as well as private data plane. Choreo is also available via Azure Marketplace.



AWS - AS a global SI partner with Amazon, Choreo is offered on AWS as a private data plane. We are also working on enabling Choreo on AWS Marketplace.



Aiven - As an SI partner for Aiven's data services we have enabled these data services within Choreo. Helping you to consume data services without having to configure and manage them.



Vultr - a global provider of cloud infrastructure and services. We have started working with them in integrating Choreo private data planes on their K8S infrastructure. Look out for some exciting news to follow.

Our positioning, value proposition and the competitor landscape

Our positioning within the competitive landscape

- A complete platform for **Enterprise Software Engineering**
- **Multi-cloud** and **Hybrid** without compromise
- Focused on **developer efficiency** and **productivity**

Choreo value proposition

Developers

- Freedom to focus on application design and architecture, and not infrastructure
- Code in any language, and offload all devops + secops to Choreo
- Design and build secure & resilient distributed systems

Architect / CTO / CIO

- Govern distributed systems and facilitate easy reuse
- Deliver more business solutions with smaller teams that skill up on the business not platforms
- Lockin-free SaaS
- Security by default

LoB / CMO

- Deliver awesome digital experiences for customers faster
- Build deeper understanding of customers
- Freedom to innovate in a managed environment approved by IT
- Lower TCO and higher ROI

Choreo vs competition

Choreo - Focused on helping enterprises solving the problem of enterprise software engineering process without having to think of building a platform themselves.



Harness - Focused on software delivery, DevOps, SREs and PEs.



Heroku - Application hosting with platform services required for app development.



RedHat OpenShift - Focused on Kubernetes infrastructure management and tooling for app development.



Mega Cloud - Many disconnected products, giving the developers the option to pick and choose. Typically enterprises using mega cloud will ended up building something like Choreo.

* AWS, Azure, GCP and others such as Alibaba Cloud, Oracle Cloud etc

Signups to Choreo

16k+

Since GA in March 2022

Teams

67+

Customers on PAYG

Enterprises

29+

Customers with committed deals

Components created

21k+

Since GA in March 2022

Deployments

750k+

Top 20 customers

API calls

500m+

Top 5 customers

Question Time!

