

The Cloudcast (00:02.065)

Good morning, good evening, wherever you are and welcome back to the Cloudcast. We are coming to you live from the massive Cloudcast studios here in Raleigh, North Carolina. Aaron, good to be with you, man. I know you've been traveling a bunch. How you been? How are things?

Aaron Delp (00:14.69)

Good, good, good. Everything's been good. Yeah, it's so funny. like, you know, and we've said this many times on the show. It's like, hey, you know, after the New Year or after the holiday season, like, we'll have more time. And then it's now the holiday. And then we're like, we were just talking about, we're like, man, we don't have any time because now it's sales kickoffs for both of us. like, there's always something.

The Cloudcast (00:25.329)

Yeah.

The Cloudcast (00:32.992)

It is the ultimate kiss of death between us if we ever mention, hey man, I think I've got some free time coming up. I'll be able to, no, no, that is the ultimate kiss of death. Well listen, we're doing this show because we are coming up on 1,000 shows. And in fact, I think we've actually done more than 1,000 shows on Cloudcast. if I look at our numbering, it says 996. If I look at our

hosting provider, tells us it's like 1,025. So I'm just going to call it like about 1,000 shows, which I guess we should take that as a milestone. We've continued to do something for 15 plus years. So that's something. But I was.

Aaron Delp (01:13.326)

And I actually know where the Lost Episodes are, by the way. Yeah. So I don't know if you remember this, because this, I mean, this is a long time ago. Remember when we did the Lennox Conf and like we did all the shows like back to back to back at the event. And I mean, was like, yeah, it was like 10, 15 shows or something like that. And we just dumped them in the feed one day. And that's, by the way, like part of the show for today is lessons learned. One thing to learn is don't dump

The Cloudcast (01:14.462)

you do.

The Cloudcast (01:26.612)

Yeah, yeah, yeah, yeah.

Aaron Delp (01:43.182)

10 shows into your feed all at once because the listeners get really pissed. So and we didn't number them, we just put them because we were just like, gosh, we just got to these out the door. like, we're just published.

The Cloudcast (01:45.127)

Yeah, I do remember that. Yeah. Yeah.

The Cloudcast (01:51.294)

Yeah. That's right. That's right. Yeah, they might have been.

They might've just been the, yeah, that was an interesting trip because we went down, I think we went to New Orleans for like, it was like a Linux con event or, you know, it was like a Linux, what was it? Whatever was prior to the CNCF. It was, you know, the Linux, whatever. Yeah, that was, I remember we met the guys who were CoreOS and I remember it was Alex and Brandon and they were telling us about this new company that was going to build a new version of Linux. And we were like, what in the, why?

Aaron Delp (02:04.482)

Yeah.

Aaron Delp (02:11.97)

Yes.

Aaron Delp (02:28.493)

You

The Cloudcast (02:28.61)

And they congratulated them. They went on and basically didn't invent containers, but figured out containers and Kubernetes and all sorts of other good things. Yeah, that is one of those moments, think, back on when you're like, why are you doing that? And they were far enough ahead that they were like, oh, no, there's new thing coming. You don't even know about it yet, but it's going to be a big deal. So anyway, so I you know.

Aaron Delp (02:51.957)

Yeah.

The Cloudcast (02:52.957)

A few weeks ago, I was listening to one of our favorite podcasts, the acquired podcast, and they

I guess they apparently have hit some sort of milestone. I forget which one it was. They've been doing it for some number of years. Maybe it's 10 years, something like that. And they did sort of a look back on lessons they've learned from, let's call it their 10 years of doing shows. And so I thought, well, we've come up on 1,000. There probably are some lessons that we've learned, but also lessons that might be useful to the audience. I made a list of 10. We might get through all of them. We might only get through a few of them. We might come up with some other stuff. But I thought this might be

might be useful not so much as just purely nostalgic but sort of you know some stuff that you know as we're you know already talking about things like cloud 2.0 or the next generation some stuff maybe is useful to kind of at least capture for know for nostalgia reasons for learning reasons for whatever reasons.

So first one I had on my list was lesson one, why did we create the Cloudcast? And I kind of framed this in the context of career expansion. So for anybody who doesn't know, why in the world did we start this thing?

Aaron Delp (03:47.819)

Yep, agreed.

Aaron Delp (04:02.061)

Oh man. Yeah. So it was funny because I actually remember this. both had, I don't know. I don't want to say dead end jobs, but boring jobs at the time, um, in traditional infrastructure. And, and you know, we're two guys in North Carolina. We're not in Silicon Valley. And I remember this. We were sitting at dinner. We sat next to each other at dinner. It was like, I think it was my Giotto's or something like that, like over, over at streets at South point and

The Cloudcast (04:09.201)

Yeah, yeah, yeah, yeah.

Aaron Delp (04:28.791)

We just kind of got to talking and it was like, man, how do you stay on top of this stuff? And how do we do this stuff? And how do we kind of keep our careers going? And we were just like, hey, let's kind of do a podcast. Let's see what happens. it was very off the cuff, like how all this was created. And it was a way to just keep learning, right?

The Cloudcast (04:41.521)

Yeah. Yeah. Well, and I think, and I think he, yeah. I, well, I think you hit on it. Cause I actually, I was, I was talking to somebody the other day who, you know, who was actually saying, you know, I feel like I want to do a podcast and you know, my, my thing to them was, you know, not so much like, should you do a podcast? Should you not? You know, I obviously it's, it takes a lot of time. There's a of people that do them, but

But it was sort of the idea of like, you should always be sort of working on some sort of thing outside of your job, but probably still in your industry that's.

that's going to give you some new skills, some useful skills. I think if nothing else, we learned a lot. We met a lot of people. We developed some new skills that I think we've probably used over the last 15 plus years job-wise and all. So to me, all that sort of stuff, like you said, yeah, we started this thing strictly because we didn't live in Silicon Valley and we felt really disconnected from stuff. yeah, now I guess if I

bring that full circle. do feel like, you know, other than, you know, we're not going to call up like Elon Musk or Sam Altman or something, but I feel like we could probably call up most interesting people in the tech industry and be like, Hey, can you give us an hour of your time? Cause cause people are interested in it. And that's, that's kind of a nice superpower to have at this point. So

Aaron Delp (06:01.397)

Absolutely. The the and I would say this to the to those out there that like may want to do something like this. I mean, once once you kind of get everything going, I mean, and we'll talk about it, I'm sure like consistency be a key. But but to your exact point, the the the conversations we have off recording is just as important as the conversations when we hit record.

The Cloudcast (06:23.873)

Yeah, yeah, yeah, yeah. Yeah, mean, the number of things that we've learned just because you start talking to people and they're like, oh, you've got an interest in it is pretty amazing. Second thing I have on my list, and I get this question all the time. I don't know that I would have gotten it 15 years ago or 10 years ago, but people ask all the time. go like, how did you learn? How are you able to learn all these topics that we covered? Because I think,

If we look at the Cloudcast while the name Cloud is in there, we probably cover hundreds of niches of topics within here, whether it's economics or technology or strategy or all these sort of things. How have you been able to learn stuff? I do feel like if we look back on it, we've been pretty good at figuring out how to at least be relevant enough to ask questions.

I think there's a skill that goes along with that, but how have you been able to learn stuff?

Aaron Delp (07:23.467)

Yeah, so I'll put two points into that. So first of all, think learning to learn is a skill in itself, right? Like, like, you know, when we first did this show, it was not too long after I left working at a reseller, E plus technology. And we used to joke of how many certifications I had in the industry. I think at some point I had like 15 certifications or something and like

The Cloudcast (07:29.831)

Mm-hmm, mm-hmm, mm-hmm.

The Cloudcast (07:46.545)

Yeah, yeah.

Aaron Delp (07:52.514)

You were you were coming off your CCIE back in the day and like we just had this thing of like we just always were kind of learning skills, right? And so once you kind of learn that framework and you have that interest and you keep moving things forward. So that's one piece of it. But then the second piece of it is comparing it to something you already know. There's very few net

new concepts in this industry. There might be new technologies and might have new names. But at the end of the day,

The Cloudcast (08:10.631)

Yeah, yeah.

Aaron Delp (08:23.081)

It's abstracting something, it's encapsulating something, it's acting like this other thing or the way it's transported or this or that. I mean, a lot of it is just evolution of other technologies. And so how can you compare it to something else and put it in your head and then easily explain it to others?

The Cloudcast (08:41.829)

Yeah, I think.

Yeah, I think you really hit on the two things. One is sort of having a perpetual curiosity, whether it's like, did that work? Or just a willingness to sort of ask questions like, starting from the perspective of going like, it's OK to not know stuff, but having the ambition or the curiosity to go, I'm going to ask the question. And even if it's a quote unquote dumb question, I think is important. then, I think the

at what you end up figuring out, and this is as important as learning the details of it is, there are so many things in our industry that once you learn a few basic patterns, whether it's like how a protocol works or how a system works or how a marketplace works or whatever it is, if you sort of configure it out once,

it becomes such a really good template for being like, OK, here's this new thing. Does it look like the thing that I'm working off of? So it's no different than if you go to a restaurant and you look at the menu and you're like, OK, there's the Italian meal. It's got this and that, or here's a steak meal. so in your mind, you've got 85%, 90 % of what it looks like. And then you're figuring out the other 10%. And if you can do that, then yeah, it's not as overwhelming to be like, oh, what's the new thing? So yeah.

All right, third thing I had on my list. For you, and I'll give my opinion on this as well, but what do you think the biggest cloud trends that we've covered have been? We've covered obviously a lot of things, obviously lots of change over the last 15 years, but what do you think are the biggest trends that we've covered, which one of those are still pretty relevant to where we're going?

Aaron Delp (10:30.409)

Yeah, so I think I'm just going to sum it all up. And I remember this one moment very distinctly. And it was kind of funny. Like some of the technologies and some of the technology waves we've talked about over the years, like you'll get onto it first or I'll get onto it first. we're like, you know, we kind of talk about things and then there's lots of things that have come and gone. But I distinctly remember this one time here. Like, hey, there's this thing.

think it's pronounced Kubernetes and like we're gonna do a show about it.

And it was like, you know, I'll never forget that for you're just like, just jump on the podcast, dude. Like we'll figure it out. And I'm like, all right, cool. Like that was the like the one of the biggest transitional moments, I think for us. Like, yeah, I mean, sure. There was always the cloud and and the rise of AWS and all the other hyperscalers and all the services and, you know, all those other things. but I just maybe it was just because of the name.

The Cloudcast (11:07.175)

Do you remember that?

The Cloudcast (11:14.193)

Yeah. Yeah.

Aaron Delp (11:34.005)

I don't know, but I remember that one moment where I was like, what is this?

The Cloudcast (11:37.222)

Yeah, yeah. Yeah, that was, yeah. I think we might come back to that in sort of moments you remember, but yeah, that I do remember. I think for me, I think it was sort of two things and they're more like byproducts of the cloud. think one of them was just, you what happens when, you know, the sort of, make technology immediate.

Right? part of that, comes from like we went back 15 years. Anything that we needed to do, like the cloud wasn't really a thing, SAS really wasn't a big thing. It was like, you have to go acquire some amount of hardware. You have to install some amount of software. You have to figure out a whole million set of settings. You do all this stuff. And that just assumes like you could wait long enough to get some things. And then you could start to begin to be like what you could do. And I think between.

the cloud making thing sort of immediate and like, you know, just kind of the barriers that broke down of like, have an idea right now. I want to go try and do this thing. and then the other part of it was just, you know, it was again, when we started this thing, the, the proliferation of like stuff, proliferation. Yeah. the, the, stuff that you could kind of do for free or, or at almost zero cost, you know, whether it was like open source or free or a free tier on the cloud or, know, whatever that was like

Aaron Delp (12:53.069)

Mm-hmm.

The Cloudcast (12:58.861)

between those two things to me, think are as, I don't know, transformational as anything that we've seen over, and that obviously has ramifications for a lot of stuff, like, from like where we

were, you getting those certifications or me sitting in a closet doing a CCIE and pulling cables and just, that piece, the immediacy piece of it always comes back to me is like, what happens when you have no friction?

And I think that was big. Fourth question, or fourth lesson, I guess. We obviously went through a lot of transitions. Cloud was one of them, but we went through all the layers of the stack, whether it was IaaS or PaaS or SaaS. Mobile came along. Like you said, Kubernetes and the whole open source community. As those things were going on, it's always weird to think about, OK, this thing is happening right now.

Aaron Delp (13:30.871)

Yep, agreed, agreed.

The Cloudcast (13:55.678)

But then a couple years into it, you're like, oh, OK, that was a big transition versus, OK, that really just turned out to be a feature or a bump. Like, oh, it was Service Master. was Wasma. That was a bump. How did you find yourself eventually thinking about technology transitions? Did you kind of have any sort of framework to go, OK, we're at the beginning of something, or we're in the middle of something, or?

I should stop thinking about the technology, I start thinking more about the economics or like, you know, did you figure, did you ever figure out a way to kind of think about technology transitions?

Aaron Delp (14:30.737)

Yeah, I think the biggest thing that I, the way I kind of always thought about this was, you know, I kind of realized pretty early on in the podcast that we started the podcast around a wave in the industry, but then there was going to be another wave and then there was going to be another wave. I mean, it was very much like I, I always just kind of in my head thought of everything in waves. And then there was going to be, is this a big wave or a little wave? And, and, you know,

The Cloudcast (14:44.637)

Mm-hmm.

Aaron Delp (15:00.491)

And then also what I really, and this probably goes into what our next lesson is going to be, but for me, I really stepped back and thought about this of, okay, does it change the financials? And what I mean by that is like pre-cloud, like we were, hey, you go buy servers and you go install them in a colo or in a data center and everything was very CapEx heavy. then...

you know, this transition to OPEX and that kind of fundamentally changed a lot of things and said like, I started to think about it of like, is this a technology transition or is it something that fundamentally changes business structures and business models, whether it's, you know, way

companies make money or the way companies expense. And that was always kind of my big framework of comparing things.

The Cloudcast (15:48.721)

Yeah. Yeah.

Aaron Delp (15:55.566)

Typically the big ones were tied to some big financial change.

The Cloudcast (15:57.586)

Right, right. Yeah, no, I think that makes a lot of sense. think, yeah, we would have a lot of discussions, some of them on the show, a lot of them kind of off the show, because, you know, again, when transitions are going on and you're kind of trying to figure it out, sometimes you start talking through some stuff and you're like, God, do I sound really stupid thinking about it this way? Or do I, you know, am I kind of picking up on something? But yeah, I think we were constantly sort of asking ourselves, like,

Are we in the middle of something? Is this a big thing? And again, I think we were always trying to figure out, let's say it was a new technology. It was like,

Is this a new technology that like one company sort of is captured? Is there a community that's capturing this? You know, does it does it does it have competition against it? You know, is it like is there three or four options for this? know the the old like Kubernetes versus Mesosphere versus Docker swarm kind of things and But yeah, I think yeah, I kind of agree with you. I think you

You kind of needed to look at two things. You had to be like, okay, how big and how competitive and how wide is the market? And then like you said, yeah, what are the economics of this thing look like? Are they changing stuff? And I think, you know, the way I think about this, especially in the context that you just talked about, you know, put this into perspective, like, you know, even if even if you were just looking at it the old days of like, buy hardware, buy software, go install stuff, blah, blah, like there really weren't radical, radical changes. mean, there was, you know, there was radical changes of like,

people moved off a mainframe which came from a single vendor and was horizontal. But I mean, for the most part, at the beginning of some of this stuff, was like, well, VMware really changed stuff. They radically changed the economics. But nobody else was really radically changing the economics, per se. And then Cloud came along, and then it felt like you were always having to push and pull a lever of technology, economics, technology, economics, market competition. So the dynamics, I think, got really

The Cloudcast (17:58.206)

got much more complicated over time. So following up on that, guess, how important, so you probably more so than me came from a very technical background. You were very hands-on.

You trained in engineering. My background was more business and I learned the technology. How important was it for you as an engineer or in engineering roles to learn the business side of things, business side of whether it's technology or cloud? How important was that for your career?

Aaron Delp (18:02.868)
Agreed. Agreed.

Aaron Delp (18:28.808)
can't stress enough how much important it was because, and probably the podcast, mean, we probably started it at around the right time without even me really realizing it of if I want it to advance in my career and, you know, kind of keep advancing within an organization, you need it to have a business discussion.

And you need it to be able to not just be technology for technology's sake, like we used to say sometimes. And so this whole concept of like, being a really, really good technologist in most instances will only get you so far, unless you're like a CTO or a founder and somebody who, quite frankly, the career isn't as much of a thing. Like at some point, you got to talk to somebody

and that somebody typically is going to have a business background and you got to sell them on something or you got to convince them of something. the whole idea, and we've talked about it many times, I mean, it's almost like the unofficial motto for the show is follow the money, right? And the podcast really taught me to step back and think about, okay, hey, this is a cool technology, but like, is it saving time? Is it saving money? How is it impacting the business?

and allowed me to have those discussions.

The Cloudcast (19:54.896)

Right, right. Well, and I think the other thing that I think we both learned over time was if you don't, I mean, you kind of have to understand both to a certain extent, right? Obviously, you're looking at the technology if you have enough of a background or whether you're comparing it to other things in the past. You're kind of validating like, OK, A, does this work? And then B, like,

Is it really any different? Right? You know, is it, is it significantly faster? Is it significantly cheaper? Is it significantly, you know, broader scope? But then the other thing I think, and we, you we sort of learned this from, you know, hundreds of interviews with, people is if you don't have a framework in your mind of like, how did the economics of this stuff work? You know, whether it's like the current economics or the, know, what, could happen because of the technology, like it's really easy to get fooled by like some interesting demos or

a really passionate technology leader who's just like, this is going to change the world. You guys don't understand it yet, but you've got to trust me. And at some points, you do have to sort of go, OK, I'm going to let this slide because the world changes, and when the world changes or when technology changes, sometimes you can't wrap your head around the whole thing. You didn't

know how big the internet was going to get or how pervasive mobile would be or whatever. But yeah, I think we always kind of came back to sort of being like, you know.

that feels a little bit snake-oily. there's no way those, or not even so much they're lying, but like that math just doesn't work and it will never work. And I think we're seeing that right now with AI stuff where as much as we're figuring out the technology, we always keep coming back to being like, is this ever going to be profitable? Or what is this ever going to cost somebody or something like that? So yeah, think you got to figure out both those muscles. Your job may not require you to do both of them, but yeah, I think.

Aaron Delp (21:21.612)

No, no. Yes, yes.

The Cloudcast (21:46.902)

We can't recommend it highly enough. sort of learn a little bit of both as you're going along.

Aaron Delp (21:53.46)

No, no, I'll add this to I think like we've had many discussions after podcasts, you know, over the years. And it is kind of funny, I think. I mean, we've stopped tracking it. But I mean, you know, how many billions of dollars in, you know, acquisitions and exits and all these other things like I mean, we tracked it for a long time and it was, you know, kind of a hero metric for us on the show. But but I do take pride in the fact that that we, you know, we sought out good guests and we sought out, you know,

The Cloudcast (22:07.483)

Yeah.

Aaron Delp (22:22.729)

up and coming startups. And I think we got pretty good at picking the horses, if you will. And there would be sometimes where like, you know, somebody would go in the show and then after the show, we're like, they're never going to make it. But it was rare. Like it was rare.

The Cloudcast (22:32.541)

Yeah, yeah, right, right, yeah. Yeah, I mean, think we, yeah, we would keep track of that. We would say, hey, there's so many guests got acquired or what was the value of their acquisitions and so forth. And that was a little bit of a vanity metric for ourselves, but I think it was also a way for us to sort of go, are we doing a good job at picking quality guests or quality topics? Because at the end of the day,

We didn't want to waste people's time who were listening to the show. I mean, like, you know, just a little bit behind the scenes, like we probably get 15 or 20 requests a day to have people come on the podcast. And so there is a, you know, we didn't necessarily back in the day, but I mean, there is a certain amount of effort that we felt like we needed to go through and a little bit

of diligence to be like, yeah, are these guys just another, you know, monitoring company? Are they just another security company? Is there really anything?

Useful here and you know, we didn't obviously get them all right and you know, we're like a venture capitalist You know, we got a percentage of them, right? But yeah, I think we we tried we you know, and we still do we try very hard to to You know not I don't want to say that anybody's a bad guess but we also you know want to make sure that when we're looking at new technologies that You know, hopefully a year from now if somebody's just picking up the podcast they can be like, oh that one's still relevant or that company's still relevant or that person, you know that you know, we're not

We're not finding a bunch of like, they went under and they scammed a bunch of folks. yeah. Next lesson. Yeah, yeah,

Aaron Delp (24:00.427)

Real quick though, I did want to say this because you brought that up. I would love to see a study of how many monitoring and observability podcasts we've done as a percentage of 1,000 shows. Anyway, sorry.

The Cloudcast (24:07.291)

You

Yeah, yeah, the discussion came up a lot. Yeah, the discussion came up a lot. Although, yeah, I looking back, know, Datadog, great partner, great sponsor, great partner, always did really well. Jeremy Burton's company, Observe, just got acquired. And so we still found some good ones, even though there was a lot of them. So next lesson, so kind of open-ended question, what structural changes do you think? So if we were fast forwarding five years from now or something,

Aaron Delp (24:31.07)

You

The Cloudcast (24:39.581)

you know, and you're talking to a classic IT organization, could be a bank or a healthcare company or automotive or whatever, like how would you forecast or project that the cloud will have impacted them, right? As opposed to just like, you know, you know, they allowed Snapchat to scale or something, but like, you know, what do you think we're going to look back on, you know, a few years from now and be like, this is what modern IT looks like because of the cloud or because of the changes that happen with the cloud, stuff like that.

Aaron Delp (25:11.352)

man, that's a really good one. I'd say you go ahead and then I'm going to think while you go ahead.

The Cloudcast (25:14.545)

Yeah. Yeah. mean, think to me, I think there's a couple of things to it. think a lot of the things that were core to the cloud being successful. whether it was like, I mean, if you think about the cloud, you go back to even just like the AWS days and when Hamilton would talk about what they did. I mean, a lot of those things.

we now see as really commonplace in modern IT. it's like, try and be consistent as possible everywhere. So the old thing of being like, we got to have three vendors for everything. It's like, no, isn't. was like, ruthless consistency as much as you possibly can, automate as much as possible. And that's still, I would say, most enterprises maybe are 20 % automated, 25 % automated. But I think that is going to continue to expand because, the

It's like I say, like every business, every business project is a technology project sitting right behind it. Right? So there's business opportunity, there's technology project behind it. And those are only going to come faster. So the more you can be consistent, the more you can, you can automate things, the more you can make things sort of self-service or even put it behind an API, I think is going to be important. you know, those fundamental things that you kind of expect out of AWS and we're very different, you know, 10 years ago, I think are going to be

really commonplace. And then I think the other thing that we're going to see, you know, it's starting to get there, but it's going to be better is like the sort of awareness and visibility of like the financials of what's going on and the accountability for it. mean, like, you know, I think back to, you know, one of our original guests was a guy named Matt Ellis from cloud ability. And, you know, he was very much at the beginning of being like, I'm helping all these companies that are doing cool cloud stuff have some visibility into what's going on with their

with their thing and they were our go-to like, let's talk about finance person for years. Now that's starting to become kind of commonplace, whether it's called FinOps or whatever it is. I feel like that, those are gonna be the legacy that'll build on whatever comes next.

Aaron Delp (27:28.147)

Yeah, yeah. And I was going to add one other one, too, that it's almost like at this point, it's kind of almost become a bit of a running joke, too. So yeah, I think cloud really had a good financial lesson and a good accountability lesson. Because yeah, I can say going back to data center operations days, mean, we didn't necessarily know where everything was all the time. Even though it's somewhere in that data center, we didn't know how many there were. We didn't know what was going on. You didn't necessarily think about power.

The Cloudcast (27:47.996)

Yeah.

Aaron Delp (27:58.004)

you know, unless it was how much power to the rack, as long as the thing turned on, you didn't care about the electric bill. Like, so you had this whole idea of IT just kind of, you know, ran. It

was either, it was very binary. It was very on or off. And this whole idea of, well, how efficient is it running? That's certainly something to add. then, but then also too, there's upper limits to it all because one thing cloud, you know, kind of taught us in AWS, know,

preached for years is like, you can have anything pretty much run as much as you want across availability zones and this and that. And then a bunch of people you see with some of the AWS outages and some of the other things going on recently, a lot of people, either it was too expensive to do in multiple AZs or it was just too hard. And so people are like, the cloud's up most of the time. When it goes down, we're all going down.

The Cloudcast (28:44.219)

Yeah.

The Cloudcast (28:50.331)

Right, right, right.

Yeah, yeah, you're right. There was a certain amount of shared risk, whether or not you really signed up for it or not, that you kind of got with the cloud that you didn't necessarily have. You didn't necessarily have kind of pre-cloud, but at the same time, you had offloaded a certain amount of risk of being like, hey, Bill's going to accidentally kick over the power cord that takes out seven racks in the data center because he's a klutz or something like that. So yeah, I think that's another good one.

All right, we are getting closer to the end. We're getting towards the bottom of the list here. So that is our first six. OK, so we have four left. What lesson from an episode do you think about the most frequently? And you sort of mentioned it. At least you mentioned the Kubernetes one. Any other sort of lessons, episode where you're like, man, I think about that all the time?

Aaron Delp (29:48.747)

So I know we've told this story, but I don't know that we've told it in a couple of years now. One of the very first cloudcasts we did, it had to be in the first 20, I'd say. I could go back and look it up, but it was the first podcast we ever did on Paz. And I don't know if you were... So...

The Cloudcast (30:04.987)

Yeah. I know what you're talking about. what you're going to I think it's now. think, yeah, yeah, yeah. was the Paz company that Red Hat acquired that they never used the technology. Yeah.

Aaron Delp (30:16.678)

Yes, yes. And so this dude and we talked to him and it was the funniest thing because this is this is what made me appreciate. OK, you know, I probably need to do a little research and I probably need to learn how to interview people because that was probably one of the most awkward episodes ever because like maybe we weren't prepared. Maybe, you know, the guests, maybe he just wasn't expecting it, but it was just.

awkward pauses and awkward silences. And you could tell we didn't get it. And he wasn't explaining it in a way that we were going to get it. And, so like, I learned a pretty early lesson. was like, okay, I need to at least do enough research to be able to have a conversation with this person.

The Cloudcast (30:55.356)

Yeah.

The Cloudcast (31:03.453)

Well, and the funny thing about that one, and I've got sort of a follow up one on that, was, I mean, he was so frustrated with us. it was a very, very new technology. I think it was really weird for us because it was very new. And quite honestly, I don't know that we've ever had a scenario like that. In fact, we've told guests before in the pre-talk, like,

Hey, this stuff's really new to us. So we apologize if we ask any dumb questions. to me, was really interesting to watch a guest who didn't view the podcast as an opportunity to sort of educate people. And he really was like.

I kind of want to be coordinated for whatever I was doing. But it's a good lesson of like, especially if you're a startup founder or you're like, every opportunity you get to sort of speak about something in public, whether you're selling or you're teaching or you're educating or you're evangelizing, even if it's like to 10 people, there's somebody on the other end sort of viewing you going like, huh.

That person made it really difficult for me. I had one of those moments. I had one of those moments. I interviewed Alexis Richardson and there was another guy. for anybody who's listened to show for a while, you've probably heard me say, and I know guests have heard me, I am absolutely the worst worst at pronouncing people's names, whether their name is Jack Smith or Tom Chen, or it could be the simplest name in the world. And I think I kept calling Alexis Alexi and

Aaron Delp (32:17.482)

You

The Cloudcast (32:44.721)

And the other guy's name I kind of got wrong too. And Alexis at one point went, my name is Alexis. And he really got mad at me. I was just like, man, once I've seen it in my brain, it gets in my brain. I was just like, I'm so sorry. I'm so sorry. But the great part about it is every time I see him in public, he's great. And we joke about it. And he's a super good guy. And he's always been great about everything else. like,

Aaron Delp (32:53.618)

Yeah, he did, man. He got mad.

The Cloudcast (33:09.829)

Yeah, don't don't I guess, you know, like you said, do your homework, but you you absolutely will screw stuff up. You will. I guess the other the other lesson I take away from this and, know, there's probably a million lessons that we we talked about some of other stuff. You know, we we did a show and I've mentioned this before. We randomly did a show with a guy who, you know, probably wouldn't fall deeply, deeply into the technologist realm because we've been lucky to have founders and CTOs and all sorts of PhDs and stuff. This was a guy who

Aaron Delp (33:13.918)

Hehehehehe

The Cloudcast (33:39.87)

And I forget what show it was. We'll try and find it. You can look it up. This guy was a coal miner and he was in Kentucky. He was a coal miner in Kentucky and his mine basically got shut down and he was sitting there and unfortunately that part of the country became very impoverished because the main industry sort of went away. so he sort of began

Aaron Delp (33:47.538)

Yes, yep.

The Cloudcast (34:03.901)

teaching himself software just because he was looking for something else. And I think he kind of got wrapped up in the idea that, you know, there was a whole movement in the United States. It was like, well, you know, you can be a coder, you know, if you, can be a coder and you can work your way out of it. And so he started teaching himself software and unfortunately, you know, one of the byproducts of, these areas becoming impoverished is they, you know, they were getting addicted to certain drugs, painkiller drugs and fentanyl and other stuff like that. And he, he had built this amazing application that got some, funding from somewhere.

that would help you if you ever got yourself into a critical situation with some sort of drug overdose or if you're a friend or something. And that one always kind of resonates with me because I'm like, as much as we talk about all the things of technology and the Kubernetes or the MCPs or the service meshes of the world, at some point in time, it always comes back to being like, what the heck does that technology do? And when it does something that's that impactful,

And somebody was just like, I just wanted to solve that one problem. And that thing is literally life and death. That's the kind of stuff that resonates with you. you're just kind of like, good for you, Good for you for figuring that stuff out, for kind of literally dragging yourself up from your bootstraps and then making a huge impact on the world, even in your little part of the world. So I remember that one a lot.

Aaron Delp (35:15.691)

Yeah.

Aaron Delp (35:26.087)

Agreed. Of course.

The Cloudcast (35:26.877)

What surprised you the most? So we're on number eight. What surprised you the most about the cloud 1.0 era?

Aaron Delp (35:36.44)

this is going to sound weird to say, but that it actually isn't even bigger than it was. I mean, I don't want to say it hasn't been big, but I mean, like, you know, the running joke is, mean, we're still in the first inning. you know, how many years later it's about to be the cloud two, our area, but we're still in the first inning of the cloud one error. I'm, I'm actually, it made me have an appreciation for status quo.

The Cloudcast (35:43.005)

Yeah.

Aaron Delp (36:06.685)

And it had made me have an appreciation for going back to the business side and the finances side of all of this. you know, for all of the cloud that did happen, there's a lot of cloud that didn't happen. And and and, know, like we is again kind of as technologists, you just kind of like line it all up and you go, hey, you know, if I was starting a business, there's, you know, I do this and I do this and I do this and you do this.

But the whole idea of legacy technologies and tech debt and some of these other things, as big as cloud is and as big as the impact it is, I'm actually surprised more than that.

The Cloudcast (36:48.091)

Yeah, no, think that's a great one. I'm trying to decide if I'm going to make this into a show or not, but I was sitting there thinking the other day, and I started doing some math and making some spreadsheets and trying to guess a bit. Like you said, the original sort of talk when Cloud was coming out was like,

this is going to replace everything. Like everything will be in the cloud. And you know, is the, you the original Andy Jassy, like, why would you never do this? It's always going to get cheaper. It's always going to get easier. Like everything should live here. And, and I got to thinking about it I was like, okay, you know, AWS has done X amount of revenue growth, you know, GCP has done X amount, you know, Azure has done X amount, you know, let, let's call that, I don't know, \$250 billion worth of, and then I was like, where did that money come from?

Like did that money all come, did it all sort of get taken away from the quote unquote old guard companies? Did it all come out of IBM and Oracle and HP and Cisco revenue? Or like how much of that was like net new, you know, just technology spend? Cause you know, we do

always have, you know, 3%, 5%, 8%. And so kind of, there's a part of me that wants to do, maybe it's a weekend perspective. That's like kind of a look back on the last 10 years, 15 years of like,

Okay, we know how much money is being spent in the cloud. How much of that got taken from somewhere else? Essentially is the, it moved and it didn't get replaced. And how much of that's of new and trying to figure out some way to kind of have a guesstimate of what that looks like. I felt like that might be an interesting metric to sort of carry forward as we go forward. But okay, I think for me, the one that surprised me the most, and I guess to put it in context,

Aaron Delp (38:27.603)

Yeah, I love it.

The Cloudcast (38:35.421)

Was OpenStack and and I mean it in the context of You know OpenStack kind of came along Not because people were like I want a new technology, but because people were like I don't I don't want You know, it was sort of stuck between me I don't want VMware and I don't want AWS right or you know like it was a it was a whole set of people that were like I Don't want that to be the thing that dictates where the future goes and it was I think it was amazing to me

to watch how many people got behind that, of more out of anger than like, know, like technology has a tendency to be like, I'm gonna attract curious people trying to solve net new problems. This was all these people sort of trying to, you know, build technology kind of out of anger, right? So there was a little bit of that. It was really interesting to sort of watch the community building, the community fighting.

the creation of a foundation, the governance around that, just sort of watching all of that sort of come together. And as it was coming together, the number of people that kind of didn't realize how dysfunctional it was. I don't mean, OpenStack is a terrible thing. mean, it's gone on and it was a running joke for kind of a while. It's gone on to sort of find its level and it has its place. like, the, everything about that for about

four or five years, whether it was like how it got created, how the foundation of it got created, how people, you know, knew nothing about open source. We're now learning about open source, but, at some point there just wasn't broader realization of like, my gosh, I can't believe that this is the quagmire we created. And you know, it didn't get figured out faster than it did. But I think, I think a lot of things sort of learn from that, you know, whether it was like Kubernetes learned from that and other things learned from that. And so that, that to me will be always be sort of the

the epitome of the contrast to AWS is sort of what happened with OpenStack.

Aaron Delp (40:39.635)

Yeah, yeah. And I'll add this to it because you got me really thinking about that. It was amazing to me, you know, as somebody who like, yeah, I worked, know, during those heydays, I worked for a storage company that was well integrated into OpenStack and had, I mean, some of the world's biggest deployments. But it was amazing to me because, you know, I do tech demos and we talk to customers and all that.

how many hoops you would jump through. And it always ended up being like, look, we're cloud-like and look how much we're like AWS. yeah, like it was like looking back, I'm like, wow. Yeah, we really were trying really hard. Like it was just kind of swimming upstream a lot.

The Cloudcast (41:13.639)

Yeah, yeah.

The Cloudcast (41:29.265)

Yeah, yeah, yeah, yeah. Yeah, those were interesting days. mean, craziest thing is like, think if anybody ever goes to our YouTube channel, video that has the most, the group of videos that has the most downloads by like an order of magnitude, like 10x is all the ones about OpenStack. So it just sort of tells you a little bit about even our little podcast back in the day 10, 12 years ago, like people just were like, my God.

An alternative. Okay, let me dive into that thing. okay, two more. And I think we're gonna bang through these pretty quickly. Lesson number nine, what did you expect to happen, which never really happened?

You know, what was the thing you were like, okay, yeah, this is coming next. And it just didn't really materialize.

Aaron Delp (42:12.61)

man.

Aaron Delp (42:18.89)

So I'm not gonna say that it never materialized, but it never, like in our thing of big waves, little waves, I thought serverless was gonna be a bigger wave. I mean, it's there, and there's serverless technology as foundations of things, but I mean, there's no serverless conf anymore, and there's no big serverless startups anymore.

The Cloudcast (42:32.305)

Yeah, yeah, yeah, yeah, yeah, yeah.

The Cloudcast (42:44.156)

Right, right.

Aaron Delp (42:46.666)

I thought serverless, like in my mind, you know, it solved the technology problem. It solved the business problem. Like, like it checked all my boxes of like, okay, cool. Like this is good. And, and it had its couple of years for sure. Um, yeah. Yes.

The Cloudcast (42:59.133)

Oh yeah, I mean we spun up an entire podcast on it. I we went to their events and I mean it was the closest representation of like what cloud was supposed to be. Like you just got it, you just got resources, you didn't have to manage them, you didn't have to spin them up, you only paid for what you used, it was super granular. You were like, God, this is the thing. And then.

you know, like, you know, like everything else that looks like a silver bullet, you're like, and what are the trade-offs? And, and I think, I think unfortunately the trade-offs, you know, overwhelmed what was there. So it does make you sort of wonder like, okay, you know, there was a serverless one. is there going to be a thing in a couple of years where people are like, Hey, you know, they'll call it something else, but we'll be like, cool. They figured out the five, you know, the five deadly sins of the original serverless is now.

Aaron Delp (43:34.378)

Yeah.

The Cloudcast (43:54.14)

this new thing. That wouldn't surprise me if that sort of evolves over time. think my thing that I expected to happen was there was just that long period of time sort of between Kubernetes, kind of the rise of Kubernetes, the rise of the CNCF, and then all the stuff that sort of came after that. nobody.

Nobody ever figured, I mean, we came up with a million new technologies from Service Mesh to Wasm to, you know, all kinds of things. I mean, there was always 10 new projects at, at, KubeCon and they just, they never figured out a monetization model. mean, VCs just kept funding and kept funding and kept funding and you just kept watching all of them. And you're like, all of you have come up with all sorts of technologies.

And none of you have figured out any, any, any, any variation of a monetization model. It's all just, it was just a whole period of time of being like, well, I hope Google buys me or I hope somebody buys me. there was, it was like nobody ever tried to figure out an alternative other than, well, we sort of made a SaaS service, which most of them weren't funded to do. So I'm sort of surprised for as much interesting technology came out of that.

you know, that that never, that never kind of, nobody, nobody even tried anything really different, which sort of surprised me. You know, they all went, well, there'll never be another Red Hat, or the Red Hat's not a real model, but yet nobody else figured anything else out, and Red Hat continues to make a bunch of money. And I don't say that like, you know, as sort of a humble brag, because I work for Red Hat, but like, you know, like,

Aaron Delp (45:35.08)

Yeah.

The Cloudcast (45:39.646)

The one model that did work was there. Everybody poo-pooed it, and nobody ever figured out anything different other than being like, well, how about proprietary? I'm just going switch my license to be proprietary. And you're like, OK, OK, OK. So all right, last one, lesson number 10. We've made it this far. What were the most important lesson? What was the most important lesson you sort of personally learned over the last 1,000 shows, the Cloud 1.0 era?

Aaron Delp (45:50.25)

Rug pull, rug pull.

Aaron Delp (46:11.13)

so this will actually, this might come as a surprise to you because I don't necessarily talk about it as much on this show, but actually the, importance of open source and the importance of the open source ecosystem. you know, because prior to really jumping into cloud and kind of going through all the evolutions and technology waves, I really wasn't exposed to open source prior to this, like at all full stop. You know, I worked for.

you know, big vendors and sold big software and big hardware and, you know, not one company I worked for had ever had an open source product. And, you know, as far as I was concerned, you know, that was the crazy Linux people kind of thing. Right. And I mean, for me, that's been far and away. The biggest thing is, yeah, maybe the monetization models aside, the impact of it. I mean, it's just

The Cloudcast (47:06.395)

yeah. Yeah, yeah, yeah. Yeah, we should do a whole show on that someday of like, hey, you your job now involves open source. Like, what are you in for? We should put that on the whiteboard and come back and remember that one. Because yeah, I think we both could share some pretty interesting stories about being like, this is what you thought, this was the reality. Or these are the questions you get from people who've never dealt with this stuff. Like, this is their shock and awe and stuff.

Aaron Delp (47:09.351)

Amazing.

The Cloudcast (47:35.486)

I think for me, I'll take two things away. One of them is just sort of a behavioral thing that I think we got from the podcast, which was like, at the end of the day, people have given us all sorts of feedback, good and bad, and all sorts of things. think the two things that we have always talked about more than anything else is number one, be consistent so that if anybody is going to bother to give you their time, be consistent in respecting that. So we've always...

And you and I have had text messages at one in the morning being like, you going to put the show out today? It's really important to get it out on Wednesday. So I think consistency in what you do is really important. And then I think the other thing is quality is super important. quality is really hard to do. And for us, it started with just being like, make the audio quality better. And that took us a long time to figure out. And I think it's with gas and.

you know, people have a million options and, and, and they will, they will gravitate towards quality. And I'm not trying to make a statement that like we're better quality than anybody else, but I think we've, we've, we've tried really hard on those two things more than anything else. And we've probably, we've probably gotten a million, you know, takes and opinions and stuff wrong, but I, I, I do feel good about that. And I think that. Tried to carry that over into my day-to-day job. and I think the last, the last thing, and and I think we've talked about this a million times, whether it's off, off screen or on screen or whatever.

you know, it is, it is really, really hard for all the technology that comes along and all the, you know, dev ops and this ops and that ops and all the combined words that mash together, man, any, anytime you are, you are trying to solve a, a people problem or an organization problem or a culture problem or a perceived problem with technology. mean, you are, you are in for the hardest thing you've ever, you've ever dealt with in your life.

Right. And, and, you know, I think the DevOps community learned that I think the platform engineering community is relearning that it is just really, really hard to change culture. And we take it for granted and we just, you know, we go, well, you know, somebody spoke at an event and they, know, they did this differently. It's just going to work in my organization. That that's probably the biggest personal lesson I took away was, you know, any, anytime somebody was in front of me and the expectation was like, the way this will succeed is you're going to change the culture of something.

The Cloudcast (50:02.621)

triple the cost, triple the length it's gonna be and triple the amount of difficulty it's gonna be, because it's just hard. People are hard to change, institutions are hard to change. I try and be much more aware of that, because I definitely wasn't aware of it earlier, when we were doing this stuff.

Aaron Delp (50:24.786)

Yeah, yeah, I think there's always been this like if you're if you're a technologist you you can kind of go well that the technology is better like it just makes sense just do that and you know like what's your problem like what what what do you what do mean you have feelings about this right so

The Cloudcast (50:32.027)

Right. Yeah. Just take, take less steps. Yeah.

The Cloudcast (50:41.467)

Yeah, exactly. Well, good, man. I think the last 1,000 shows have been worthwhile. I hope they've been valuable in some way to people. And I'm not trying to convey this as we're not going to do this anymore. But it did feel like a pretty good milestone to stop and pause and think about it and maybe share some things with folks. So any last thoughts on 1,000 or whatever the heck the actual number is? think we're definitely coming up to the end of like it's been 15 plus years. We're onto our 16th year. So we'll just call it that.

Any last thoughts before we wrap it up?

Aaron Delp (51:15.004)

No, no, it's been fun. mean, yeah, this, you know, 1000 ish shows. It's been a it's been definitely a fun journey. And and for sure, it's been something that I've learned a lot. I've taken away a lot of lessons and hopefully, you know, some of the listeners out there have as well.

The Cloudcast (51:17.499)

Yeah.

The Cloudcast (51:30.395)

Yeah, so, well, cool. We've been hinting around at it. We have a show coming up here in, I don't know, or two where we're gonna kind of dive into some new stuff we're gonna do. It's probably gonna kick off in early February. So you folks won't have to do anything. You won't have to change anything, but there'll be some stuff that'll be evolving and we'll dive into sort of what our thinking is around that stuff here in a show or two. We wanna get towards the end of January, first part of February and we'll kind of kick that off. So.

Aaron, thanks for the time, man. I will talk to you again soon. And folks, for everybody listening, thanks for telling a friend. Thanks for helping us grow the community for 1,000, whether you've been around for one show or 999 of them. But thanks again. We'll talk to you next week.