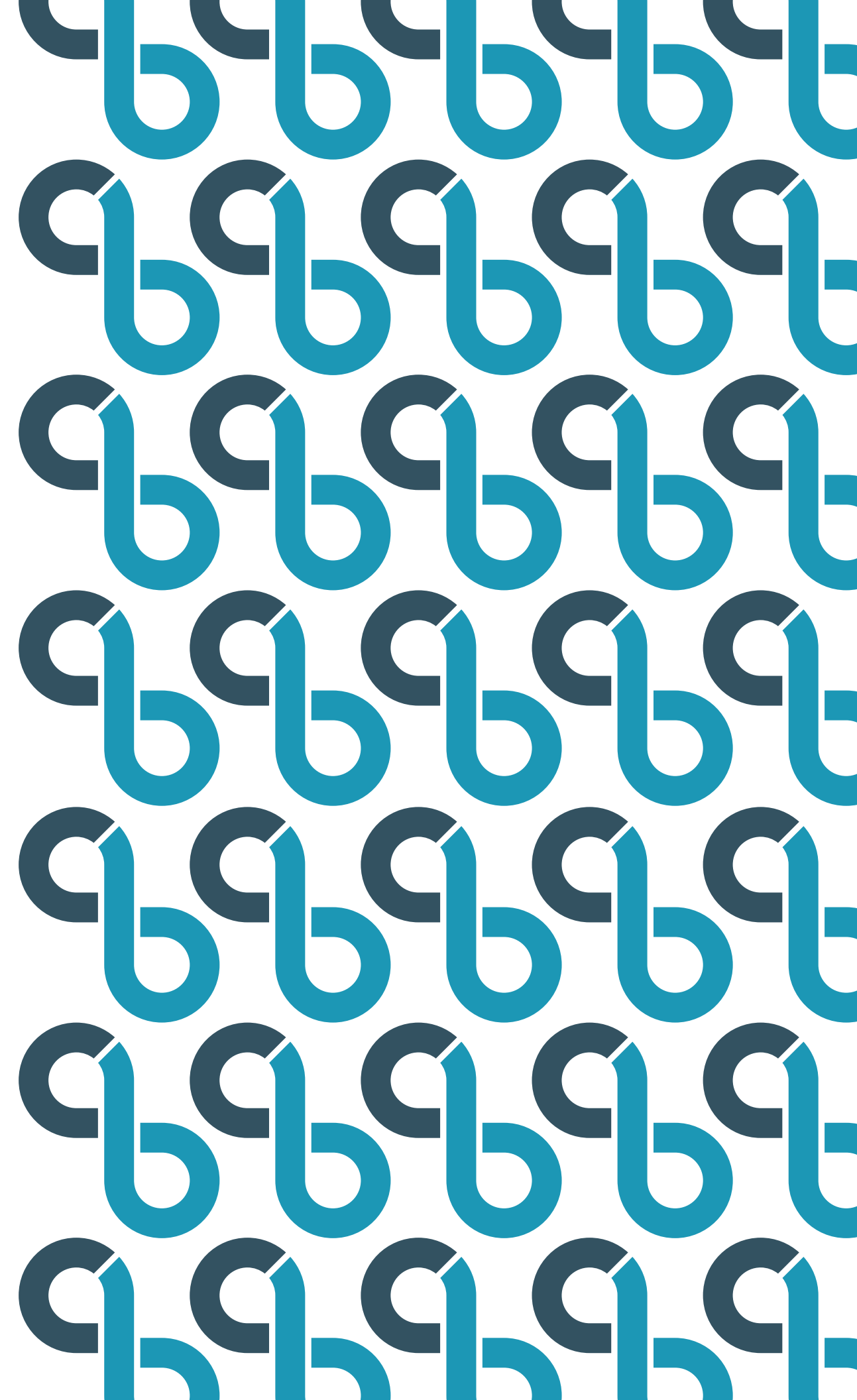# Brand Guidelines

Version 1.0

Welcome

Thanks for taking the time to explore the CloudBees brand guidelines.

Our brand is both the foundation for who we are and a powerful tool for expressing that identity to others. Every visual and verbal element we create is a part of that brand and has the potential to make an impact.

This document helps ensure we're all on the same page in how we present the CloudBees brand – it should serve as both a starting place and a reference point for everyone creating communications for the brand.

Contents

Part One:
Brand Platform & Messaging

Brand Platform

OUR VISION (USED INTERNALLY)

Software at the speed of ideas.

OUR KEY AUDIENCE

DevOps teams and management looking to continually innovate and win through software.

OUR VALUE PROPOSITION (USED INTERNALLY)

We are the hub of enterprise Jenkins and DevOps, providing the only secure, scalable and supported Jenkins-based platform to help companies continually deliver and improve the software that fuels their business.

OUR PROOF POINTS

» Deep DevOps and Jenkins expertise.
» Enterprise-grade platform.
» Expert-level support.
» Largest ecosystem of the most critical tools needed for software development and delivery.

OUR PURPOSE

Bringing great ideas to life sooner and maximizing both the impact and business value of software by providing smarter solutions for accelerating software development and delivery.

OUR PERSONALITY

TRUSTED • PASSIONATE • IRREVERENT
CURIOUS • COLLABORATIVE • AUTHENTIC

THE "WHAT DID YOU SAY THE NAME OF YOUR COMPANY WAS?" PITCH

Hi, I work at CloudBees. I am the _____.

We help enterprise companies by providing a smarter way to develop and deliver software, so they can create amazing, impactful software as fast as they can think it up.

We've taken Jenkins – the most trusted and popular DevOps platform – and added enterprise-grade security, scalability, support and all the critical tools you need.

That way, teams can focus on their next great idea, rather than the day-to-day hassles of building, testing and deploying it.

Brand Values & Personality Traits

Our values and personality traits define who we are, what we believe and how we want to be perceived.

BECAUSE WE VALUE	WE ARE	
Integrity	Trusted	We know that many people and companies rely on us, and we don't take the responsibility lightly. We strive to uphold our reputation for honesty, transparency and a genuine desire to do the best for our employees, customers and the Jenkins community.
Progress	Passionate	We truly believe that software will continue to make the world a better place, and we have an important role to play in making it happen. We want to be the ones leading the charge – bold, forward-thinking, outspoken, inspirational.
Creativity	Irreverent	We're confident in who we are and in what we're doing, and we don't feel the need to stand on tradition. We're ready to challenge current thinking, try new things and stand out in the industry, so we can truly make a difference for our customers.
Intelligence	Curious	Improvement can only happen with a thorough understanding of what's working and what can be done better. We're passionate about digging in and taking a closer look at both new and old ideas: We ask the right questions, challenge what can be done differently and come up with intelligent solutions to the problems we find.
Community	Collaborative	We wouldn't have a product without the support of a large and diverse community. We wouldn't have a product if we didn't think there was inherent value in helping teams better work together. Helping each other out, and making each other better, is at the heart of everything we do.
Individuals	Authentic	Although we're working with big companies, on big projects, we're still all just people, and strive to treat each other as such – with empathy, sincerity, honesty and consideration.

Company Descriptions

25 WORD

CloudBees is the hub of enterprise Jenkins and DevOps, providing the fastest path from ideas to software with smarter solutions for continuous development and delivery.

50 WORD

CloudBees is the hub of enterprise Jenkins and DevOps, providing companies with smarter solutions for accelerating software development and delivery. We've taken Jenkins – the most trusted DevOps platform – and added enterprise-grade security, scalability, manageability and support, so companies have the fastest path from great ideas to impactful software.

100 WORD

CloudBees is the hub of enterprise Jenkins and DevOps, providing companies with smarter solutions for accelerating the development and delivery of the software that fuels their business. We've taken Jenkins – the most popular, trusted platform for automated software delivery – and added enterprise-grade security, scalability, manageability and expert-level support. With CloudBees, teams can build, test and deploy software with confidence. By making the development and delivery process more productive, manageable and hassle-free, CloudBees puts companies on the fastest path to transforming their great ideas into great software, so it can start making an impact sooner.

Trademarks

OUR TRADEMARKS

» The CloudBees part of our logo image is a registered trademark.

» The name CloudBees is a registered trademark and at first reference should be followed by the ® symbol.

» CloudBees Jenkins Enterprise, CloudBees Jenkins Operations Center, DEV@cloud and the CloudBees Jenkins Platform are trademarks of CloudBees and should be followed by the ™ symbol at first reference.

» Now obsolete product names: RUN@cloud, CloudBees Jenkins Platform - Team Edition, ClickStarts, ClickStacks, Nectar, AnyCloud

Jenkins Community Guidelines

We have agreed to abide by the following guidelines for using the Jenkins name in CloudBees-authored content:

» On all CloudBees website pages, the first use of the word Jenkins must be linked to this page: www.cloudbees.com/jenkins/about

» On all collateral, the following citation must appear in the same area as our copyright/trademark text: The CloudBees Jenkins Platform is built on top of open source Jenkins, an independent community project. Read more at: www.cloudbees.com/jenkins/about

» The words "CloudBees" and "Jenkins" must never appear together, unless it's in a form approved by the Jenkins community. There should always be some element separating them. For example, "CloudBees + Jenkins" is acceptable to the community.

» We must not refer to our products as Jenkins Enterprise or Jenkins Operations Center. CloudBees must always be part of the name.

» We must also not use the CloudBees logo to represent the "CloudBees" part of the name—the full product name must be used in the same text.

» Additionally, the community has also asked us to ensure that partners adhere to these same guidelines in their own content creation.

Part Two:
Brand Tone & Voice

Brand Tone & Voice

Our tone is used to guide our verbal expression – it's about how we speak, and how we make you feel. Here's what's most important to us, as far as tone:

Our voice is CONFIDENT and INSPIRING.

We want to revolutionize not just *how* companies build software, but *why*, making execution faster and easier, so there can be a greater focus on ideas. To introduce large-scale change like this, we need to be bold, confident, rallying. We want to bring people together, get them excited about the possibilities of our platform – and the future – and convince them to join our cause as both users and evangelists.

Our voice is SINCERE and FRIENDLY.

DevOps can be a tricky, jargon-y topic, but we truly believe what we're doing is important and useful and can genuinely make things better for companies, teams and individuals. Therefore, we need to make complex concepts clear, conversational and straightforward, because we want people to fully understand the value of what we do. We also want people to feel they're part of an exciting, worthwhile community, so we should be welcoming, inclusive and helpful.

Our voice is ORIGINAL and IRREVERENT.

As one of the originators, leaders and innovators in DevOps, we're the ones setting the tone for the rest of the community. We don't follow the trends, we shape them, so we must be forward-thinking and unique, and offer fresh takes and new perspectives. We don't mind being irreverent or quirky sometimes, because we're comfortable with who we are.

Part Three:
Brand Elements

CloudBees Brand Guidelines

Brand Elements Introduction

This section is where our look comes to life. With every piece you create, you have a new opportunity to make a powerful visual impression. Our brand is distinctive – it should stand out and grab attention. But doing that successfully takes some discipline. In the following pages, we've gathered all the visual elements that will help you in this process.

Logo
Primary Logo

THE CLOUDBEES LOGO

Our logo is the heart of our visual identity. The infinity symbol within the CloudBees wordmark conveys the linking together of disparate processes, and the continual iteration and improvement that is core to all that we offer our customers.

Logo
Positive & Reverse Signatures

POSITIVE SIGNATURES

The CloudBees Signature has the strongest visual impact when used in color on a white background. The full-color signature is the primary signature; all other logos should be used sparingly and only when reproduction limitations force their use.

cloudbees®

PRIMARY FULL-COLOR SIGNATURE
- Use this version whenever possible
- Use ONLY on white or light-colored backgrounds

REVERSE SIGNATURES

When using any CloudBees Signature on a black background, use the color reverse signature; all other logos should be used rarely and only when reproduction limitations force their use. Use the White Reverse Signature on medium to dark color backgrounds, making sure you maintain sufficient contrast.

cloudbees®

WHITE REVERSE SIGNATURE
- Use VERY infrequently
- CloudBees colors are preferred for background colors, but can use on any medium to dark background
- Specialized use: to be used ONLY when reproduction limitations force its use

Logo

Logo Lockup

THE CLOUDBEES/JENKINS LOGO

This is the CloudBees and Jenkins logo lockup. It can be used on a white or colored background. Please use the lockup as a single graphic.

Logo

Clear Space & Minimum Size

CLEAR SPACE REQUIREMENTS

To create the greatest visual impact, keep the area around the CloudBees Signature completely clear and free of text, graphics, type, photographs, illustrations and other visual elements.

CLEAR SPACE

x = measurement

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "x" as shown. This measurement is equal to the x height of the logo.

MINIMUM SIZE

1.5" or 108 px

We want the logo to stand out, and be clear and readable, so it should be no smaller than 1.5" (or 108 pixels).
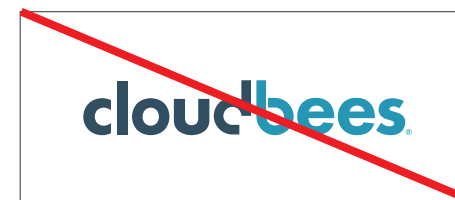
Logo

Incorrect Usage

INCORRECT USE OF SIGNATURE

To protect the integrity of the CloudBees identity, it's important to use only the artwork provided in these guidelines. Do not alter the Signature in any way. The following are examples of incorrect usage:
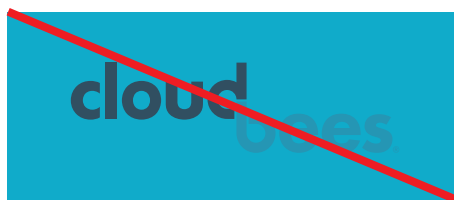
DO NOT
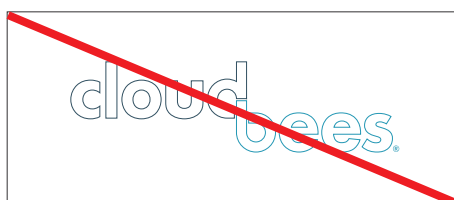use logos on backgrounds with insufficient contrast

DO NOT
flip or rotate the logo, reposition the signature or rearrange the elements
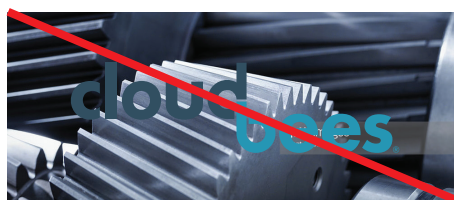
DO NOT
place the color signature on a patterned background or photo

DO NOT
use unapproved colors

DO NOT
create an outlined version of the logo

DO NOT
substitute other typefaces

DO NOT
add extraneous effects to the logo. This includes, but is not limited to: bevel and emboss, lighting effects, outlines/strokes and drop shadows

DO NOT
use the logo as a repeated pattern, "wallpaper" or other decorative device

Typography

Primary

PRIMARY TYPEFACE: LATO

Lato is the primary typeface for all printed and most web marketing communications. Clean, modern and just slightly irreverent, Lato conveys our commitment to leadership, smarter solutions and bringing impactful ideas to life.

In general, Lato Regular should be used for headline and body copy. Lato Light should only be used for headline copy. Use Lato Bold to highlight selected copy.

DEFAULT WEIGHT

Lato Light is our primary typeface.

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORTING WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz

LATO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ   *abcdefghijklmnopqrstuvwxyz*

LATO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ   *abcdefghijklmnopqrstuvwxyz*

LATO REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ   **abcdefghijklmnopqrstuvwxyz**

LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ   ***abcdefghijklmnopqrstuvwxyz***

LATO BOLD ITALIC

Typography

Secondary

SECONDARY TYPEFACE: ARIAL

Arial can be used for HTML and PowerPoint copy when Lato is not a reliable or practical option. Arial Regular is used as an equivalent to Lato Light and Regular. Arial Bold can take the place of Lato Bold.

DEFAULT WEIGHT

Arial is our secondary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR

SUPPORTING WEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ   *abcdefghijklmnopqrstuvwxyz*

ARIAL REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ   **abcdefghijklmnopqrstuvwxyz**

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ   ***abcdefghijklmnopqrstuvwxyz***

ARIAL BOLD ITALIC

Graphic Element

THE CB INFINITY MARK

A slight variation on the symbol in the main logo, the C and B Infinity Mark represents CloudBees' commitment to iteration and improvement, as well as our unique ability to help customers connect their processes together in an uninterrupted flow.

This mark can be used on its own as a standalone icon, or, unlike the primary logo, it can be incorporated into a repeating pattern to add visual interest. However, when using the CB Infinity Mark, as a standalone element or as part of a pattern, please use the brand-standard light and dark blue only (i.e., don't use other two-color pairings).

INFINITY SYMBOL
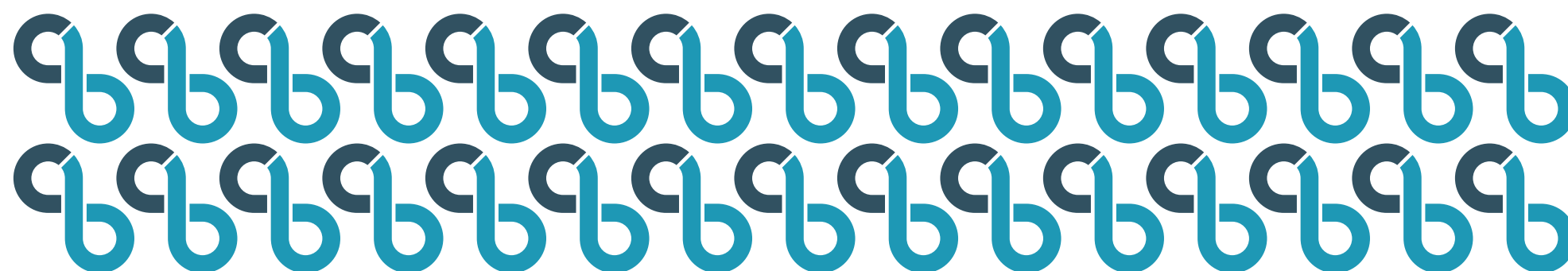
Icons

CLOUDBEES ICON SYSTEM

Deceptively simple, the CloudBees icons clearly and elegantly express the visual concepts they're representing using rounded, interconnected, minimalist lines to convey the idea of continuity.

Icons primarily use the lighter CloudBees blue. Use white icons on a dark background.

ICONS

Color

PRIMARY AND SECONDARY COLORS

The CloudBees primary color palette consists of a dark blue, light blue, dark gray and light gray. These colors convey the sense of calm confidence. surety and trust we offer our customers as they're developing and delivering software with us.

The secondary color palette serves as accent colors complementing the primary colors, adding a sense of boldness and irreverence that show that we, as leaders in the industry, are not afraid to take charge and stand out.

PRIMARY

#335061	#1997B5	#323132	#6D6B6D
R:51 G:80 B:97	R:25 G:151 B:181	R:51 G:49 B:50	R:109 G:107 B:109
C:83 M:60 Y:45 K:27	C:79 M:25 Y:22 K:0	C:69 M:65 Y:61 K:59	C:58 M:51 Y:48 K:16
PMS: 7545	PMS: 7702	PMS: Black	PMS: Cool Gray 10

SECONDARY

#57B948	#F89C20	#F47928	#D8D4D3
R:87 G:185 B:72	R:249 G:157 B:32	R:244 G:121 B:41	R:216 G:212 B:211
C:68 M:0 Y:99 K:0	C:0 M:45 Y:98 K:0	C:0 M:65 Y:95 K:0	C:14 M:13 Y:13 K:0
PMS: 360	PMS: 137	PMS: 158	PMS: Cool Gray 1

Color

Jenkins Community

#222222
R:34 G:34 B:34
C:67 M:66 Y:62 K:65
PMS: Black

#54575A
R:84 G:87 B:90
C:66 M:56 Y:53 K:29
PMS: Cool Gray 9

#DDDDDD
R:221 G:221 B:221
C:12 M:9 Y:10 K:0
PMS: Cool Gray 1

#33647F
R:51 G:100 B:127
C:84 M:54 Y:35 K:12
PMS: 7699

#F3D0B3
R:243 G:208 B:179
C:4 M:12 Y:23 K:0
PMS: 475

#CB3725
R:203 G:55 B:37
C:14 M:93 Y:100 K:4
PMS: 7626

#8CB8CA
R:140 G:184 B:202
C:45 M:15 Y:15 K:0
PMS: 549

Primary Visual

PRIMARY VISUAL

CloudBees' primary visuals utilize dynamic photography of DevOps teams and management getting things done with color overlays of both the primary and secondary colors to add visual interest and energy.

The CB Infinity Mark is included as well – either a partial view in close-up, or as part of a repeating pattern – to convey ideas of flow and process.

Primary Visual (Cont.)
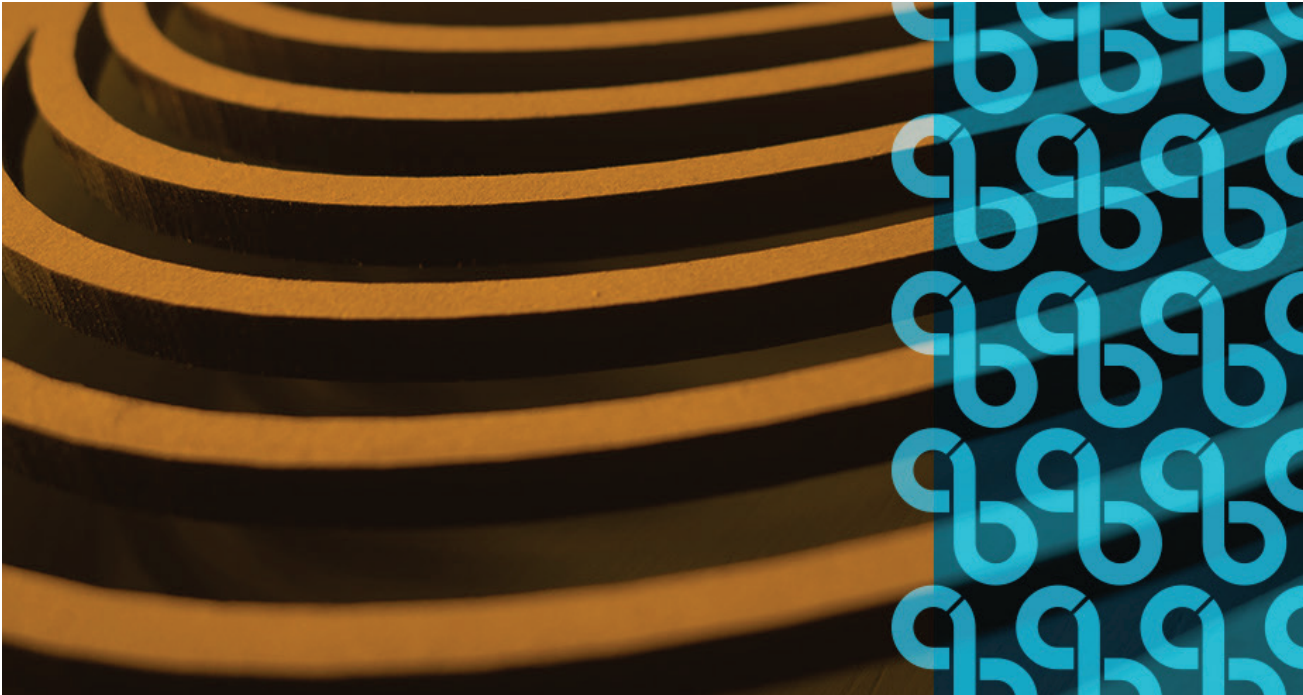
Secondary Visual

SECONDARY VISUAL

Secondary visuals take advantage of the same color overlays and Infinity Mark usage as the primary visuals, without the use of photography.

Secondary Visual (Cont.)

SECONDARY VISUAL

Photography

OFFICE LIFESTYLE

Photography should convey groups of people working in small teams in modern settings – getting things done, making progress, having an impact.

The photos should have a candid and authentic look and feel – the models should not look posed or insincere. Their clothing should look professional, but not too formal.

Overall, the photography should have a slightly muted, desaturated tone.

Photography

CONTINUOUS DELIVERY

Modern and clean, photography should utilize rounded, repeated elements to convey ideas of continuity, iteration and connection.
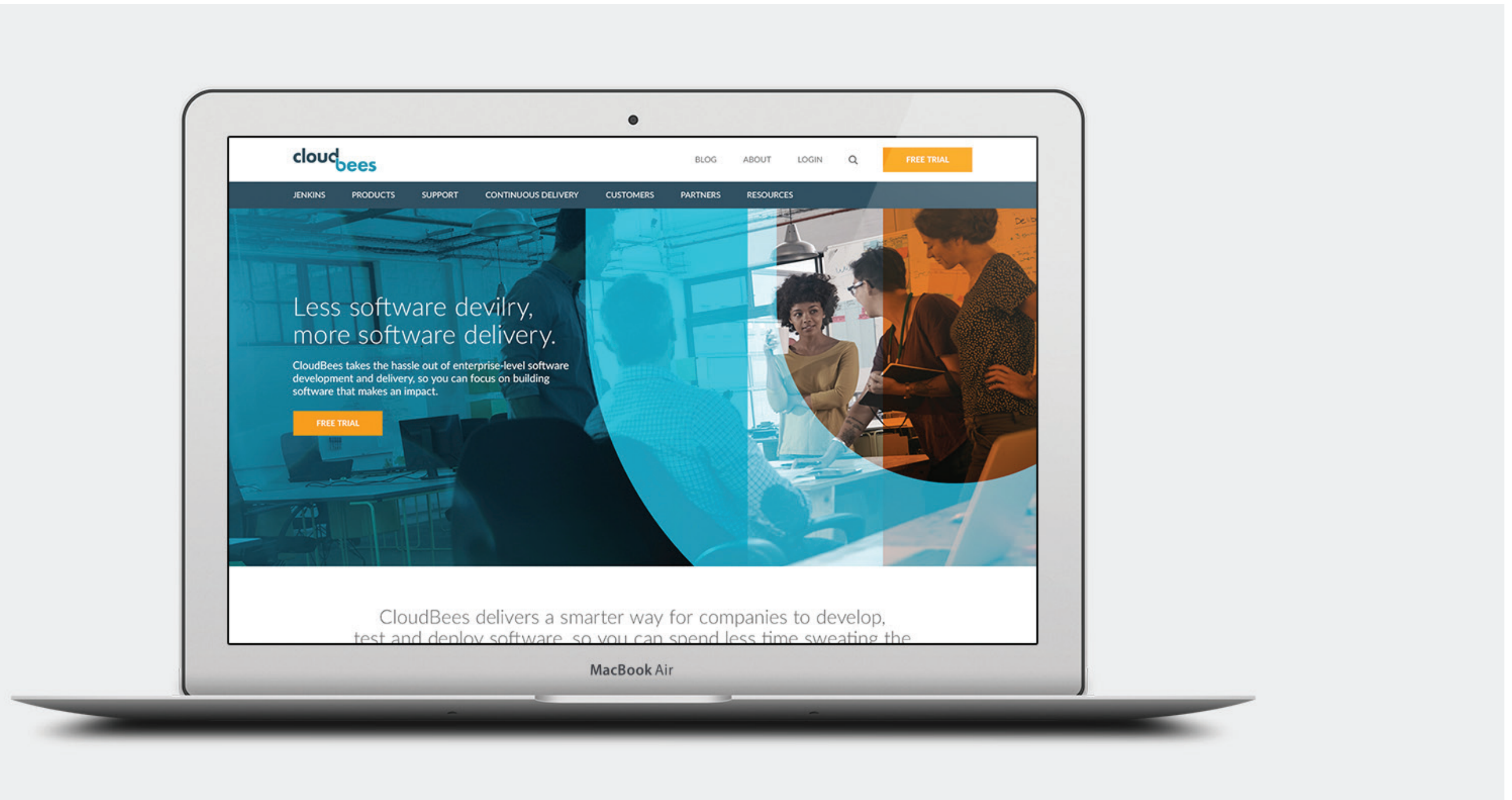
Photography should also convey a sense of upward movement, however, to represent progress and impact.
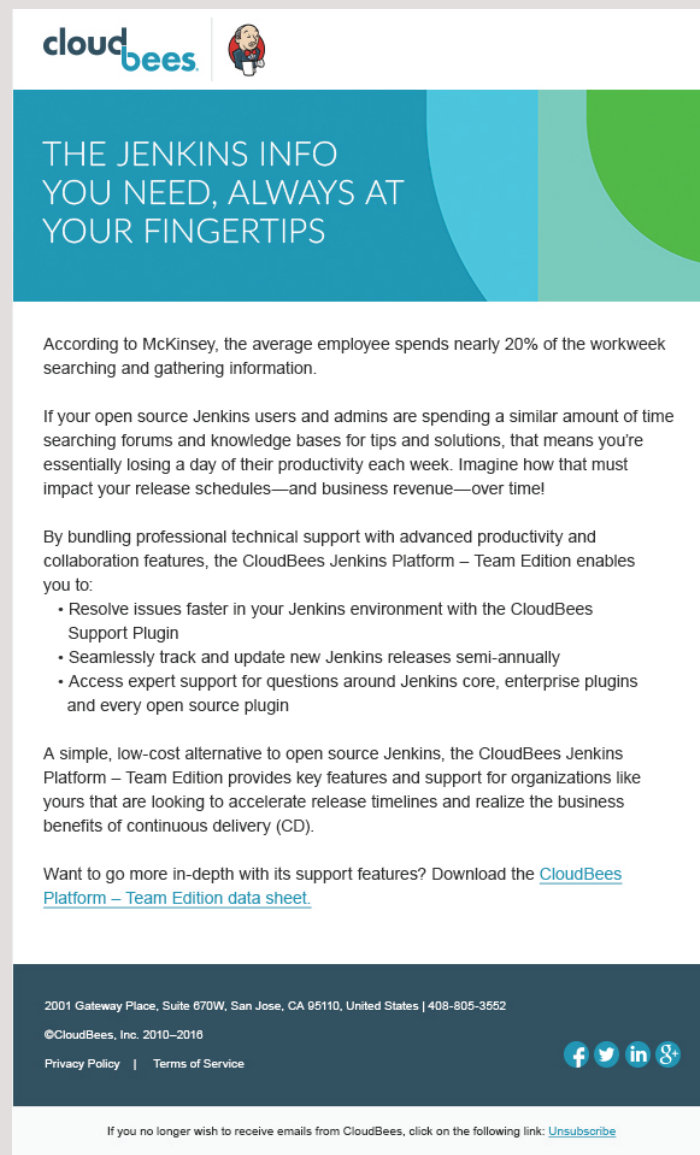

CloudBees Brand Guidelines

Part Four:
Examples of Work

Digital

WEBSITE

Digital

EMAIL TEMPLATE

Email 1

cloudbees

THE JENKINS INFO YOU NEED, ALWAYS AT YOUR FINGERTIPS

According to McKinsey, the average employee spends nearly 20% of the workweek searching and gathering information.

If your open source Jenkins users and admins are spending a similar amount of time searching forums and knowledge bases for tips and solutions, that means you're essentially losing a day of their productivity each week. Imagine how that must impact your release schedules—and business revenue—over time!

By bundling professional technical support with advanced productivity and collaboration features, the CloudBees Jenkins Platform – Team Edition enables you to:
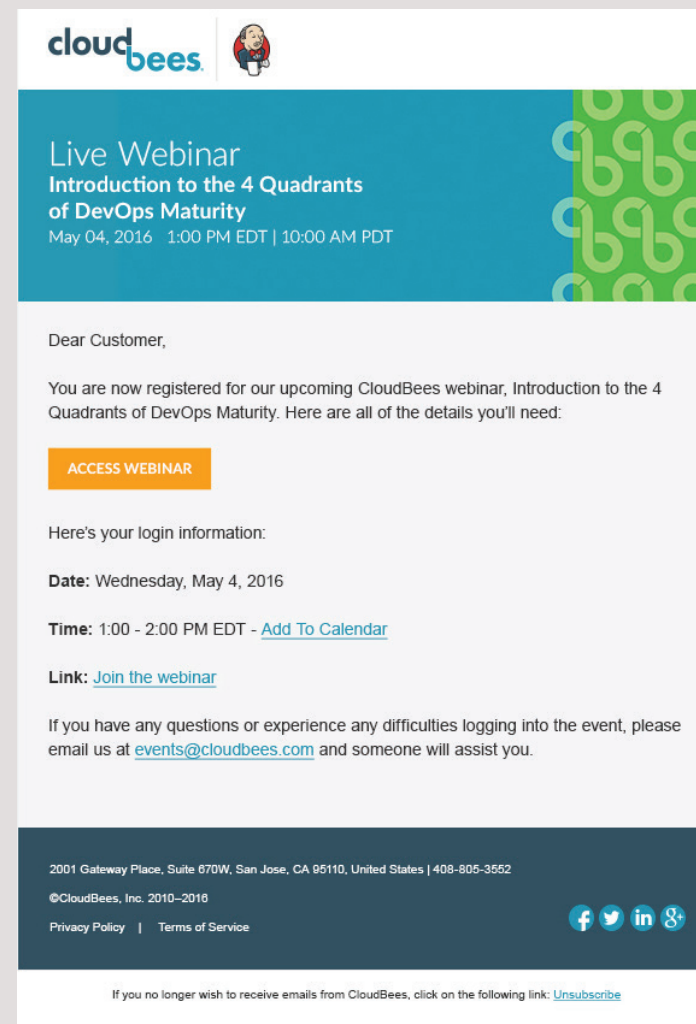- Resolve issues faster in your Jenkins environment with the CloudBees Support Plugin
- Seamlessly track and update new Jenkins releases semi-annually
- Access expert support for questions around Jenkins core, enterprise plugins and every open source plugin

A simple, low-cost alternative to open source Jenkins, the CloudBees Jenkins Platform – Team Edition provides key features and support for organizations like yours that are looking to accelerate release timelines and realize the business benefits of continuous delivery (CD).

Want to go more in-depth with its support features? Download the CloudBees Platform – Team Edition data sheet.

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Email 2

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Live Webinar
Introduction to the 4 Quadrants of DevOps Maturity
May 04, 2016 1:00 PM EDT | 10:00 AM PDT

Dear Customer,

You are now registered for our upcoming CloudBees webinar, Introduction to the 4 Quadrants of DevOps Maturity. Here are all of the details you'll need:

ACCESS WEBINAR

Here's your login information:
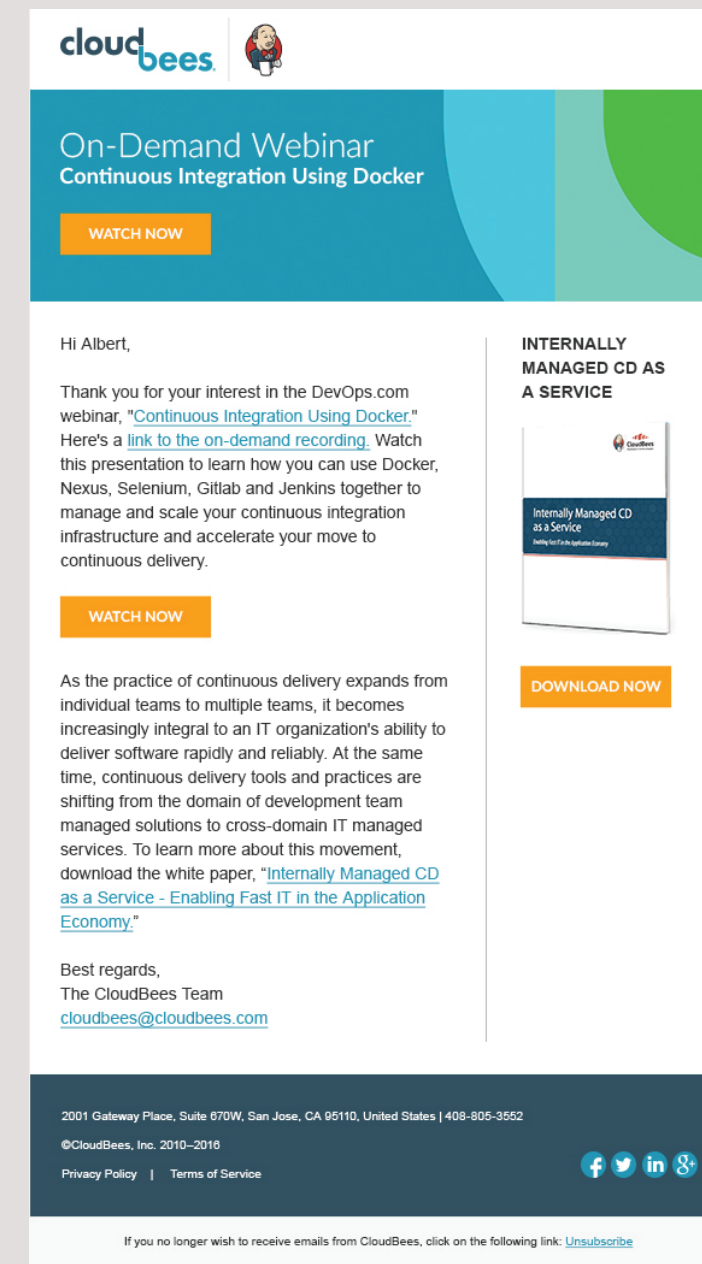
Date: Wednesday, May 4, 2016

Time: 1:00 - 2:00 PM EDT - Add To Calendar

Link: Join the webinar

If you have any questions or experience any difficulties logging into the event, please email us at events@cloudbees.com and someone will assist you.

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Email 3

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On-Demand Webinar
Continuous Integration Using Docker

WATCH NOW

Hi Albert,

Thank you for your interest in the DevOps.com webinar, "Continuous Integration Using Docker." Here's a link to the on-demand recording. Watch this presentation to learn how you can use Docker, Nexus, Selenium, Gitlab and Jenkins together to manage and scale your continuous integration infrastructure and accelerate your move to continuous delivery.

WATCH NOW

As the practice of continuous delivery expands from individual teams to multiple teams, it becomes increasingly integral to an IT organization's ability to deliver software rapidly and reliably. At the same time, continuous delivery tools and practices are shifting from the domain of development team managed solutions to cross-domain IT managed services. To learn more about this movement, download the white paper, "Internally Managed CD as a Service - Enabling Fast IT in the Application Economy."

Best regards,
The CloudBees Team
cloudbees@cloudbees.com

INTERNALLY MANAGED CD AS A SERVICE

DOWNLOAD NOW

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Digital

POWERPOINT

Print

BUSINESS CARD

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Representative

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Email: salouf@cloudbees.com

16 South 17 Street,
Richmond, VA 23219

cloudbees.com

Print

POSTCARD

Free Jenkins Assessment

Improve your DevOps maturity with help from CloudBees, the hub of enterprise Jenkins and DevOps.

Infrastructure
Is infrastructure a bottleneck for your DevOps tooling?

Scalability
Is your Jenkins environment tuned and performing optimally?

Resiliency
Are your teams impacted by downtime? How fast can you recover?

Adoption
Are your teams promoting adoption of your DevOps tools?

Security
Is your Jenkins environment secure? Or vulnerable?

Maturity
Do your pipelines extend beyond build into test and deploy?

Sign up for a **free assessment** from the Jenkins experts at CloudBees. We'll grade your use of best practices for optimizing Jenkins and deliver an executive-ready report card summarizing your Jenkins installation.

www.cloudbees.com/jenkins-assessment

cloudbees.

Print

CASE STUDY

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cloudbees

CASE STUDY

neustar.

Neustar Empowers Developers and Speeds the Delivery of Reliable Software Services

CHALLENGE
Meet time to market objectives for delivery of highly reliable software services by enabling developers to focus on core development tasks

SOLUTION
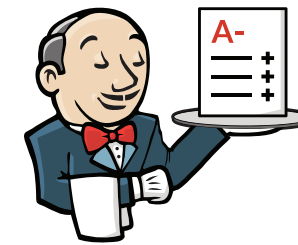Use continuous delivery practices, Jenkins and the CloudBees® Platform to shorten the development lifecycle, increase build frequency and minimize IT infrastructure overhead

RESULTS
» Infrastructure maintenance overhead cut by 67%
» Development time reduced by 25%
» Build frequency increased by a factor of 4x

PRODUCTS
» CloudBees DEV@cloud™

As the first real-time provider of cloud-based information services and data analytics, Neustar is known for managing complex, authoritative data registries. Among its many service lines, Neustar provides marketing analytics to enable targeted, relevant ads, local phone number portability services for telecommunications companies in the US, administers top-level Internet domains (.biz and .us), manages domain name services (DNS) and directory services and powers a leading cloud-based digital rights library.

Because customers depend on Neustar services for business-critical operations, reliability is paramount — both in the software Neustar development teams build and in the process they use to build it. Neustar developers use continuous integration (CI) with Jenkins and the CloudBees® DEV@cloud™ managed Jenkins service to speed application development while ensuring consistent, reliable delivery.

"CI with Jenkins helps us meet our time-to-market objectives, because it empowers our development teams to build and deliver software as quickly as they can," says Jason Shawn, director of cloud services and platforms at Neustar. "DEV@cloud maximizes the value of Jenkins because it enables our teams to focus on development instead of administering tools and infrastructure, and because CloudBees provides Jenkins trouble-shooting expertise that we do not currently have throughout our organization."

CHALLENGE: GIVE DEVELOPERS THE POWER TO DEVELOP

"Building software should be completely simple and transparent. In the past, we had too many engineers dedicated to managing build infrastructure instead of developing software. Now those engineers are back to developing new features, and our build infrastructure is supported by CloudBees experts who live and breathe Jenkins. I sleep better at night, because I know that our software delivery infrastructure is reliably humming along the ability to set-it-and-forget-it is a huge comfort."

Jason Shawn
Neustar, Director of cloud services and platforms

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cloudbees

With more than 600 developers on two dozen teams working on about 50 service lines, Neustar is continually looking for ways to improve its development process. "At Neustar, we are moving to a DevOps model, and as part of that we want all of our developers to be as fully engaged in the process as possible, without the baton-passing and finger-pointing that is common in traditional waterfall approaches," says Shawn.

One result of the company's policy on developer empowerment was that numerous development teams had set up their own development infrastructure, with many including open-source Jenkins instances. The maintenance burden imposed by this arrangement soon became apparent. "We had three full time engineers who were managing the IT infrastructure instead of developing new features for our products," says Shawn. "Because every team had was doing things a bit differently, it was also difficult to shift engineers to new teams." Neustar management sought to increase consistency and reduce administration overhead, but wanted a provider that they could rely on. "Whenever I engage with service providers, I want best-of-breed, industry leaders, because ultimately the responsibility for them lies with me."

SOLUTION: A SOLUTION FOR ACCELERATING THE DELIVERY OF RELIABLE SOFTWARE AND MINIMIZING ADMINISTRATION OVERHEAD
Neustar adopted the CloudBees DEV@cloud development platform and CI with Jenkins.

Some developers initially expressed concerns about the decision to build in the cloud. These concerns were alleviated when CloudBees engineers participated in a Neustar security risk assessment and on-premise executors were set up to comply with the company's firewall policies.

Neustar development teams began migrating existing development projects to DEV@cloud, and management decided that all new development projects would be required to use continuous integration with the CloudBees platform.

The teams linked DEV@cloud with their GitHub setup, so that code commits automatically trigger Jenkins builds.

Neustar has also implemented several recommendations offered by CloudBees engineers to improve development efficiency. "We have taken advantage of the best practices and Jenkins expertise we've received from CloudBees without having to do the R&D work ourselves," says Shawn. "For example, they alerted us to the Jenkins Workflow facility and plugin."

With Workflow, teams working in continuous delivery environments can use Jenkins to orchestrate development and deployment processes in a single place rather than across build jobs. Neustar plans to use Workflow as it moves towards continuous testing and delivery.

"Our ultimate goal with CloudBees is to build an automation pipeline that goes from check-in, to build, to test and to delivery in one fell swoop," says Shawn.

RESULTS

Infrastructure maintenance overhead cut by 67%.
"Before CloudBees, we had a labor shortage because three of our engineers were working full time maintaining our Jenkins instances and builds," says Shawn. "Now, one developer handles that responsibility part time. By moving to CloudBees, we minimized overhead and freed engineering resources to work on productive development projects."

Development time reduced by 25%.
"I can say with a high degree of confidence that across all service lines we have achieved a 25% reduction in development time with DEV@cloud," says Shawn. "We're more productive because we've eliminated many of the problems that used to cause builds to fail and we can focus on higher-value uses of Jenkins."

Build frequency increased by a factor of 4x.
"We had a number of jobs that we used to run nightly, that we now run three or four times daily. Other jobs that we ran only on demand, we are now running nightly," says Shawn. "In the end that kind of improvement enables us to move from feature request to deployment faster, and that is what matters to our customers and our business."

Learn More About Neustar
www.neustar.biz

cloudbees

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The CloudBees Jenkins Platform™ is built on top of open source Jenkins, an independent community project. Read more at: www.cloudbees.com/jenkins/about

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PRODUCT BRIEF

(Brochure — left page)

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PRODUCT BRIEF

CloudBees Jenkins Platform Private SaaS Edition

Jenkins-based Continuous Delivery as a Service for your Private Cloud

WHAT IS THE CLOUDBEES JENKINS PLATFORM?
The CloudBees Jenkins Platform™ is the proven, fully-featured, enterprise platform for implementing continuous integration (CI) and continuous delivery (CD) powered by Jenkins and includes:

» The core open source Jenkins technology
» Advanced enterprise features developed by CloudBees®
» Professional technical support for Jenkins and Jenkins plugins available 24x7

WHAT IS THE PRIVATE SAAS EDITION?
The CloudBees Jenkins Platform – Private SaaS Edition is a turnkey, elastic Jenkins as a Service solution for enterprises to run on their private cloud infrastructure. The Private SaaS Edition makes the CloudBees Jenkins Platform capabilities available on-demand to all project teams across an enterprise in a self-service fashion. This allows an enterprise to easily move all their application projects to continuous delivery powered by Jenkins. The Private SaaS Edition is available on either OpenStack or Amazon Web Services private clouds and is certified on Red Hat OpenStack Platform with an available reference architecture design guide.

WHY DO YOU NEED THE PRIVATE SAAS EDITION?
You may benefit from the CloudBees Jenkins Platform—Private SaaS Edition if:

1. You are a developer and you want to accelerate innovation with continuous delivery

2. You are a Jenkins administrator and you want to provide Jenkins as a Service to your application project teams

3. You are a shared services or DevOps manager and want to optimize operations of your organization's continuous delivery environment on a private cloud with advanced analytics and management capabilities

JENKINS DOMINATES THE CI AND CD SPACE:
» Over 70% of Java professionals surveyed use Jenkins*
» Over 128,000 active installations of Jenkins
» Over 1,100 Jenkins community plugins for integrating with third-party technologies or for adding new capabilities
» Advanced CD pipeline automation capability with Jenkins Pipeline

Your organization is very likely using open source Jenkins today. As with any critical piece of infrastructure software, you need professional technical support and enterprise features for Jenkins in order to achieve your goals with minimal risk.

* ZeroTurnaround's 2014 Java Tools Research Report: zeroturnaround.com/rebellabs/java-tools-andtechnologies-landscape-for-2014/

CloudBees is the Enterprise Jenkins Company

CloudBees Jenkins Platform – Private SaaS Edition

Private SaaS Edition Control Tier

Private Cloud Infrastructure

(Brochure — right page)

Technical Overview

» The CloudBees Jenkins Platform—Private SaaS Edition deploys to your private cloud infrastructure. OpenStack and Amazon Web Services are supported today with other platforms coming soon.

» The Private SaaS Edition leverages Docker containers internally to provision instances of the CloudBees Jenkins Platform—Enterprise Edition software on-demand. Let the Private SaaS Edition spin up new Jenkins servers in minutes. No knowledge or administration of the Docker containers is required.

» Leveraging private cloud and Docker containers allows the Private SaaS Edition to optimize resource usage and share compute resources across your Jenkins workload.

» The Private SaaS Edition control tier optimizes resource usage and provides resiliency and automatic failover for Jenkins servers.

» The CloudBees Jenkins Operations Center provides a secure portal for self-service provisioning as well as advanced monitoring and analytics.

CloudBees Jenkins Platform – Private SaaS Edition

Private SaaS Edition Control Tier

Private Cloud Infrastructure

FEATURES AND BENEFITS:

Fast Provisioning of Jenkins Masters and Agents
» The Private SaaS Edition installer will set up the environment of Jenkins masters and agents. Simply identify private cloud virtual machines and the Private SaaS Edition will handle provisioning Jenkins environments on demand.
» Fast provisioning of masters: Less than one minute to bring a new team on-board with a new master
» Fast provisioning of agents: Agents are automatically provisioned and ready to be used as part of the Private SaaS Edition installation

Built-in Elasticity for the Jenkins Environment
» Reduce infrastructure costs and optimize resource usage with containers and private cloud deployments. Minimize hardware requirements and eliminate server request wait times.
» Elastic masters and agents
» Extend across cloud platforms

Automatic Failover and Recovery for Jenkins
» Master failover and recovery
» Agent failover and recovery
» Job continuity in case of master or agent failures

Advanced Analytics and Monitoring
» Build analytics: Insights into build-specific issues across masters
» Performance analytics: Insights into performance issues across masters
» Cluster health-check metrics

Get More Information
www.cloudbees.com/products/cloudbees-jenkins-platform/

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Environment

TRADE SHOW

Environment

OFFICE

Thank You

The work you do helps build the CloudBees brand. The creativity and commitment you bring to the process is what helps us stand out.

If you ever have any questions about the brand, please feel free to email marketing-team@cloudbees.com.

For writing guidelines, please refer to the online CloudBees Style Guidelines (Writing).

For all branded assets, please visit the CloudBees Branded Assets on Google Drive.