



ONE
SUMMIT

Conference Transparency Report

ONE Summit 2024

Networking, AI, Cloud Native, Edge/IOT

April 29–May 1



ONE Summit 2024 Transparency Report

Spring 2024

ONE Summit 2024 gathered **403** attendees from **202** organizations in **32** countries around the globe, with **78%** hailing from North America.

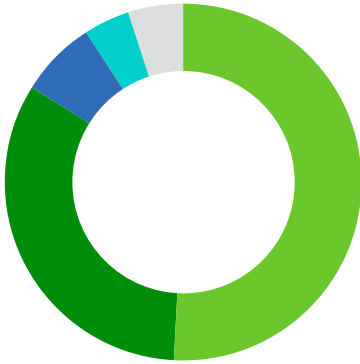
Feedback from attendees was positive, with an overall average satisfaction rating of over 90%. 100% said they would recommend it to a friend or colleague.

Registration and demographics

This year's event attracted an incredible mix of attendees from across the open networking & edge ecosystems.

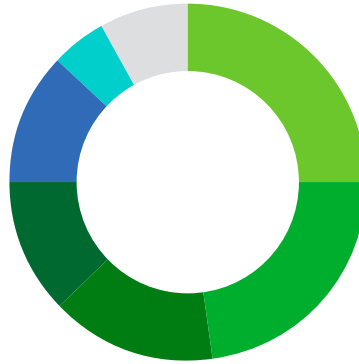
- Attendees came from a range of industry sectors including Consumer Goods, Professional Services, Non-Profit, Telecommunications, and Information Technology. **More than 50% were from Information Technology companies.**
- Attendees with a range of job functions including Architect, Application Developer, Executive Leader, Management, DevOps, Product and Business Development, Marketing, and Academics. **24% of attendees were in Executive positions.**
- Attendees from **202** organizations
- Attendees from **32** countries
- **78%** of attendees from North America





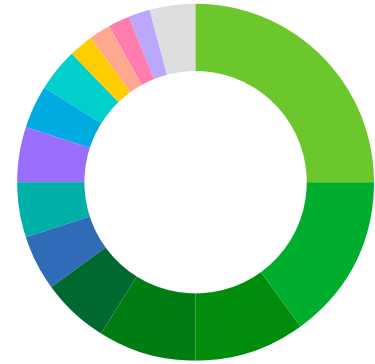
Industry Breakdown

■ Information Technology	51%
■ Telecom	33%
■ Non Profit Organization	7%
■ Professional Services	4%
■ Other	5%



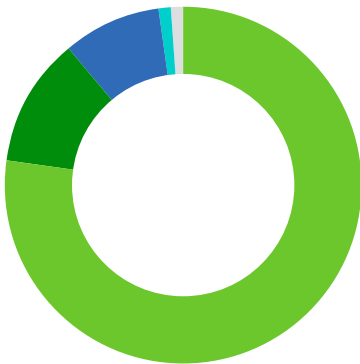
Job Level Breakdown

■ Individual Contributor	25%
■ Director	23%
■ Manager	15%
■ CXO / ED	12%
■ VP / SVP / GM	12%
■ Academic	5%
■ Other	8%



Job Function Breakdown

■ Executive Leader	25%
■ Architect	15%
■ Other	10%
■ Manager - Technical Teams	9%
■ Marketing	6%
■ Application Developer (Front-end/Back-end/Mobile/Full Stack)	5%
■ Product/Biz Dev	5%
■ Systems/Embedded Developer	5%
■ Professor / Academic	4%
■ Manager - Other	4%
■ DevOps/SRE/Sysadmin	2%
■ Media / Analyst	2%
■ Student	2%
■ Manager - OSPO	2%
■ Other	4%



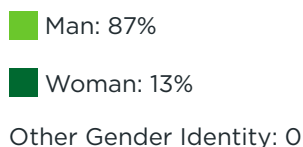
Regional Breakdown

■ North America	78%
■ Europe	12%
■ Asia	9%
■ Australia + Oceania	<1%
■ No Value	1%





Speaker gender diversity



D&I initiatives

The Open Networking & Edge Summit received the highest rated Gold Badge from the CHAOSS D&I Event Badging Program, showing that we foster healthy D&I practices.

Our initiatives for diversity and inclusion included the following:

Travel Funding & Scholarships

To encourage and increase the participation of a diverse community, we were pleased to offer diversity and need-based scholarships and discounts to this year's event.

Travel funding and full conference registration was covered for 4 recipients.

Nursing Room

A private nursing room was made available at the event to aid in the comfort and accessibility for our nursing attendees.

Inclusive Speaker Orientation Course & Accessibility Resources for Speakers

Presentation accessibility resources and access to the Linux Foundation's online orientation course to learn tips/tools to use when speaking to encourage inclusivity in presentations and messaging were provided to all speakers.

Zen Zone

A dedicated zen zone for sensory relaxation, meditation, and worship was available for all attendees. Attendees could go if, for any reason, they couldn't interact with other attendees at that time

Communication Stickers

Communication stickers were available for attendees to indicate their requested level



of interaction with both other attendees and press (including photographers and videographers).

All-Gender Restrooms

Specific restrooms were dedicated as all-gender for attendees who feel more comfortable using all-gender facilities.

Content

Featuring **70+** talks including keynotes, co-located events, breakout sessions, and lightning talks, ONE Summit delivered content across **4 tracks**: The Future of Open Innovation, AI Implementation Across Telecom, Cloud, Enterprise, and Edge, Securing and Automating the Open End-to-End Network, Deployment Use Stories: Where Slides Meet the Real World.

This year's Program Committee included 10 members. Together, they reviewed 138 submissions from our CFP. Thanks to the hard work of this committee, the content at the event was rated very highly by event attendees with over 95% saying they found the conference content and sessions to be informative and useful.

PROGRAM COMMITTEE MEMBERS:

Gergely Csteri, *Nokia*
Beth Cohen, *VZN*
Joe Pearson, *IBM*
Daniel Lazaro, *AVEVA*
Byung Woo Jung, *Ericsson*
Amy Zwarrico, *AT&T*
Laxshmi Pradeep, *Meta*
Sridhar Rao, *The Linux Foundation*
Snehal Patel, *Walmart*
Gene Bagwell, *Verizon*

Pronoun Stickers

Pronoun stickers were available for attendees to share their pronouns with other conference attendees. Attendees were expected to be respectful of all pronouns.





Top 10 Most Attended Conference Sessions:

1. Lessons Learned from Using Nephio to Manage a Real-World 5G Core - István Kispál, Nokia
2. Applying AI/ML Methods to Diagnose Network Issues Using Telemetry Data - Frank Brockners, Cisco
3. Running Complex Network Function Workloads with Nephio - Ciaran Johnston, Ericsson & Stephen Wong, Google
4. Nephio & Gen AI: Empowering Efficiency in 5G/O-RAN and Beyond - Sana Tariq, Telus Canada; Alexis de Talhouët & Bala Varadaraju, Red Hat
5. Code Vs. Data: Optimizing NFV Orchestration with Nephio - Tal Liron, Google
6. SONiC and AI - Xin Liu, Microsoft & Wei Bai, Nvidia
7. Lifecycle Management of OAI O-RAN Network Functions via Nephio - Sagar Arora, OpenAirInterface Software Alliance; Alexis de Talhouët, Red Hat; Sana Tariq, Telus Canada
8. Towards a New Era of Edge Computing - Open Software on Open Hardware - Tiejun Chen, VMware & Tina Tsou, Lead, InfiniEdge AI, LF Edge
9. Embracing a Data-Driven Approach to Network Automation - Jason Edelman, Network to Code
10. Automating Private 5G Network Functions and Infra with Nephio - Amar Kapadia, Aarna Networks; Soubhagya Panda, Tata Communications

ONE Summit 2024 featured:

- 12 Keynotes
- 65 Breakouts
- 3 Lightning Talks
- 2 Co-Located Events
- 1 Mini Summit
- Executive Innovation Forum

Every session at ONE Summit 2024 was recorded and is available on the [LF Networking YouTube channel](#).



Sponsors

ONE Summit was supported by **21** sponsors and two media partners. The Sponsor Showcase comprised 16 sponsor booths and the LF Networking Lounge. Attendees visited the showcase each day to learn about the latest projects and products and interact with other community members. 315 leads were collected with an average of 26 leads per sponsor.

Thank you to our 2024 Sponsors!

PLATINUM



GOLD



SILVER



BRONZE



OPENGOVCON: 6G INNOVATION DAY



MEDIA PARTNERS





Marketing and social media

We employed a broad range of marketing tools to promote ONE Summit 2024 (both ahead of and during the event), including a mix of earned, owned, and paid elements, which included:

- Social Media
 - Organic posts across owned channels
 - Boosted posts on LinkedIn
 - Speaker cards
 - Keynote cards
 - Sponsor cards
- Email
 - Robust, targeted email campaign to encourage speaking submissions and registrations
- Online advertising
- PR
 - Press releases
 - Press & analyst engagement
 - Blogging



Social results

Summary: Strong uptick in engagement & impressions during the 1-2 months ahead of ONE Summit, with LinkedIn serving as our main social vehicle. Total LinkedIn and X impressions across LFN and LF Edge accounts was 28K+.

LinkedIn

We leveraged LF Networking and associated community accounts to promote ONE Summit activity; below is a snapshot of key results.

LFN LINKEDIN

LFN LinkedIn’s **impressions were up 30%** in the lead-up to ONE Summit over the previous month, with an average **engagement rate of 7.8% per impression** (vs. 4.4% the previous month).

Performance Summary		
View your key profile performance metrics from the reporting period.		
Impressions	Engagements	Post Link Clicks
16,322 ↗ 30.1%	1,265 ↗ 128.3%	907 ↗ 178.2%
Engagement Rate (per Impression)		
7.8% ↗ 75.5%		

LF EDGE LINKEDIN

One month leading up to the event, we saw **133% increase in impressions and 249% increase in engagements** on the LF Edge LinkedIn page over the previous month.

Performance Summary		
View your key profile performance metrics from the reporting period.		
Impressions	Engagements	Post Link Clicks
9,450 ↗ 132.6%	680 ↗ 248.7%	384 ↗ 351.8%
Engagement Rate (per Impression)		
7.2% ↗ 49.9%		

ADJACENT COMMUNITY PROMOTIONS ON LINKEDIN

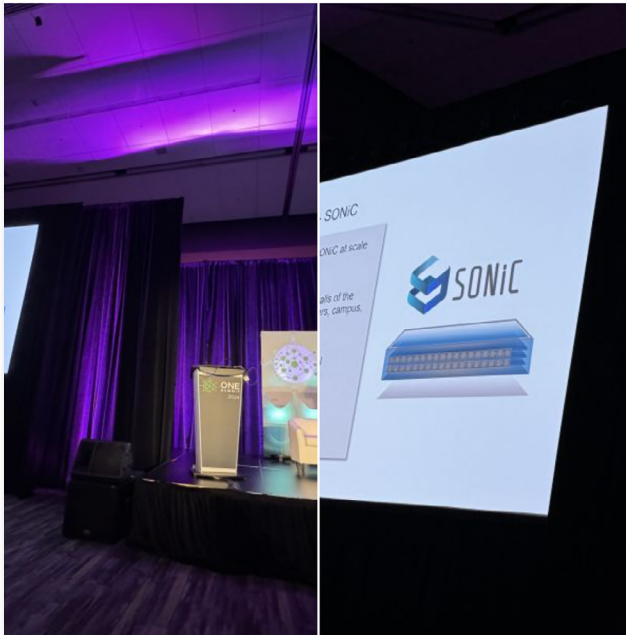
Additional communities helped to promote ONE Summit, with promotional activity coming regularly from: SONiC, Nephio, CAMARA, DENT, and Open Programmable Interface, as well as from speakers and sponsors directly. Sample posts include:

SONiC
3,597 followers
2w · Edited · 🌐

🎤 Live from #ONESummit 2024! **Dave Temkin** of **Walmart** is delivering a powerful keynote on how Walmart is making waves by deploying SONiC in its data centers, witnessing substantial operational benefits. The move doesn't stop here—the team plans to expand SONiC to stores, distribution centers, and campuses nationwide.

💡 This initiative highlights Walmart's commitment to not only leveraging open-source technology but also contributing to the SONiC community. Check out who else is using SONiC: <https://hubs.la/Q02vzBsFO>

#ONESummit2024 #OpenSource #WalmartTech #SONiC



Nephio
1,580 followers
2w · 🌐

Good morning from San Jose Convention Center!

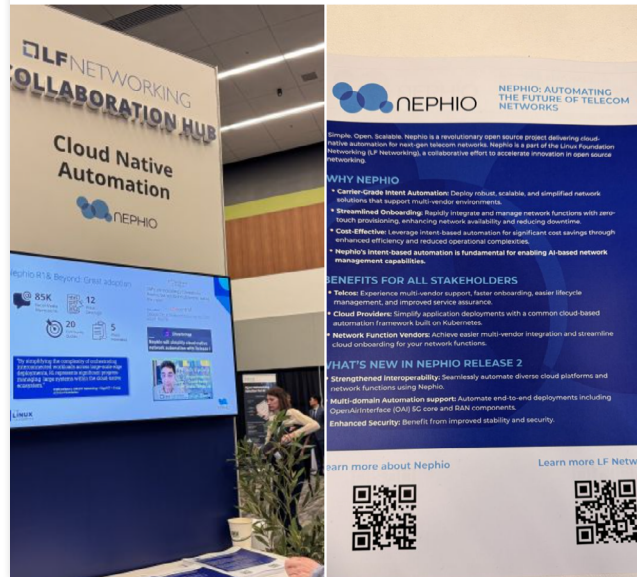
We are thrilled to be back for Day Two of #ONESummit, and we'd love to see you at the LF Networking Nephio booth!

Come grab some #ONESummit swags (while supplies last) and mingle with Nephio contributors and community members.

We're here to answer your questions about Nephio, automating the future of telecom networks, and how you can get involved in the project.

See you at the booth!

#LFNetworking #Nephio #OpenNetworking #Community #OpenSource




DENT NOS
164 followers
1w · 🌐

📸 A snapshot from **PLVision's** Taras Chorny's ONE Summit talk on the SAI Virtual Switch in DentOS.

We had a fantastic time connecting with the DENT and the broader open source community in San Jose last week. Thanks to all who attended!

Sign up for our newsletter to stay engaged with DENT: <https://hubs.la/Q02w4qR80>

#DENTNOS #ONESummit #LFNetworking #Networking #NOS #OpenSource



Email Campaign

This ONE Summit featured a heavy email campaign, starting in the fall of 2023 to encourage CFP speaking submissions. A more robust campaign kicked off in February with the goal of increasing registrations. In total, close to 60 emails were successfully sent to 2.5M combined recipients across targeted and segmented lists within the ONE Summit and related community databases. The average open rate was 14%.


CAMARA Project
1,399 followers
1mo · 🌐

Keynote alert! **#CAMARA** community member & Board Treasurer, **Alicia Miller** of **Verizon**, will present a keynote address at Open Networking & Edge Summit on May 1 in 🌟 Silicon Valley!

✅ Alicia will speak on "Revolutionizing Connectivity: Unleashing the Potential of Network APIs," with some examples of CAMARA in action.

Register to in person in San Jose, CA, April 29 - May 1>>> <https://lnkd.in/e9AnZukn>

#onesummit #APIs #telcos #opensourceThe Linux Foundation LF Networking

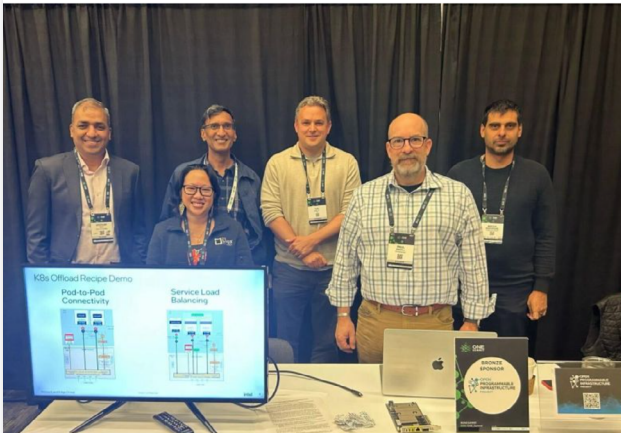


Sally Cooper and 25 others · 1 comment · 1 repost

Open Programmable Infrastructure Project
281 followers
2w · Edited · 🌐

The **#OPIProject** team is at **#ONESummit** and are ready to chat. Stop by our booth to walk through demos, ask questions or learn more about the new lab we just announced! <https://hubs.ly/Q02vB-pL0> **Open Programmable Infrastructure Project LF Networking LF Edge Keysight Technologies Intel Corporation NVIDIA F5 #opensource #DPUs #news**

Sridhar Rao, Ph.D. Maemalynn Nokdhes Meanor Venkat Pullela Dan Daly Paul Pindell Mircea Dan Gheorghe

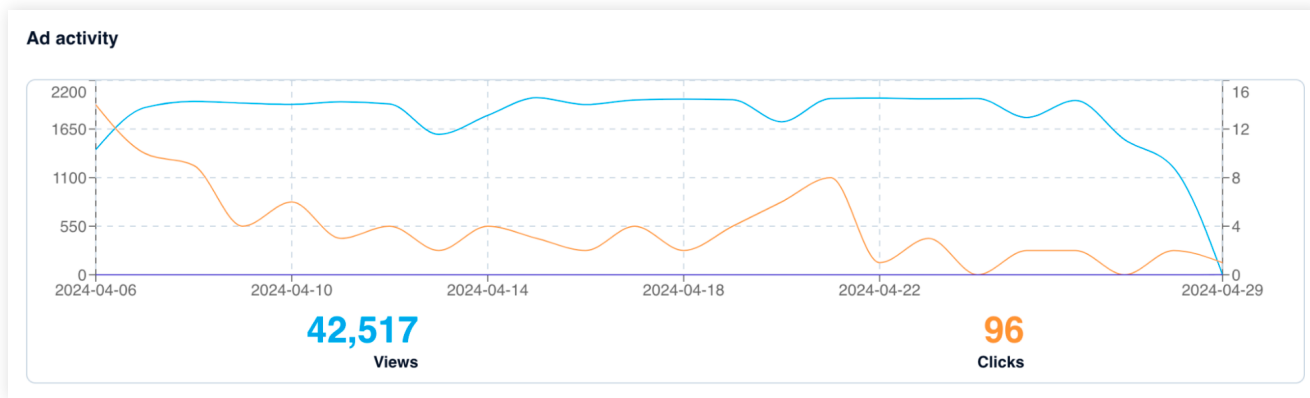


Emails topics included





- Save the Date
- CFP Submissions
- Content highlights
- Top Reasons to attend
- Registration promos (e.g. Early Bird discount, Alumni discount, Day Passes, etc.)

Online Advertising

In the final lead-up to ONE Summit, we initiated a targeted digital ad campaign to incite registrations. The campaign ran from April 6 - April 29 and produced 42,517 total views that reached over 2500 people, with a click rate of 96 and 13 total conversions.



SAMPLE ADS

	160 x 600.png	Wide Skyscraper		300 x 250.png	Medium Rectangle
	180x150 .png	Small Rectangle		728 x 90.png	Leaderboard

Press Activity

ONE Summit brought a handful of press analysts onsite to San Jose, including:

- Fierce Networks editor **Mitch Wagner**
- Freelance journalist **Chris Preimsberger**
- AvidThink founder **Roy Chua**
- Converge Network Digest's **Jim Carroll**
- Dell'Oro analyst **Sameah Boujelbene**
- Light Counting's **Roy Rubenstein**
- Edge Research Group's founder **Jim Davis**

Linux Foundation & project news during the event included:

- [SONiC, the Leading Open Source Network Operating System, Sees Unparalleled Growth With 10 New Members and Expansion into Enterprise Edge](#)
- [LF Networking Signs MOU with Open Air Interface, Expands into a Next-Generation Collaboration Hub with Advancements Across AI + Networking, and Cloud Native](#)
- OPI announces new Testing Lab
- [Linux Foundation Launches Paraglider to Reduce Complexity for Developers and Network Operators Within and Across Clouds](#)
- [Open Edge Computing Hits Critical Mass as LF Edge Expands Technical Reach with 4 New Projects](#)
- [Vodafone Joins LF Edge as Premier Member, Initiates New Project "InstantX"](#)
- [Qualcomm joins LF Networking as Platinum member, Brings Expertise in Intelligent Communication and Computing to Open Source Ecosystem](#)



Coverage Highlights

“Open source helps [Walmart] build a performant network spanning 10,000-plus locations...[E]ven an organization with the scale of a Walmart — or Amazon, Google or another hyperscaler — can’t develop all the technology it needs internally... Open source makes it possible for companies to collaborate on their IT needs.”

— Mitch Wagner, Fierce Network

“Paraglider is looking at the issue of cloud networking from a different perspective than other efforts...The promise of Paraglider is its capability to provide a unified, simplified API across multiple clouds, enabling users to directly specify their network-level connectivity needs.”

— Sean Michael Kerner, SDxCentral

KEY COVERAGE SAMPLING

- SDxCentral: [“SONiC expands open source network operating system with enterprise edge and new members”](#)
- Mobile World Live: [Vodafone joins Linux Edge group in industry push](#)
- Fierce Network: [Walmart’s mammoth global network leverages open source](#)
- SDxCentral: [How the Linux Foundation aims to simplify multicloud networking](#)
- Fierce Network: [The US is losing the 5G race, but 6G is just getting started](#)
- Arcweb: [New Open Edge Computing Projects Launched by LF Edge](#)
- Microsoft Azure Networking Blog: [Paraglider project released as open source to simplify networking within and across clouds](#)



ONE
SUMMIT