

Cloud Trends, Adoption and Services

Vladimir Urayev

Sr. Sales Specialist, DC&Cloud, EMEA

CLOUD DEPLOYMENT MODELS

On Premises

Applications

Data

Runtime

Middleware

O/S

Virtualization

Servers

Storage

Networking

Infrastructure (as a Service)

Applications

Data

Runtime

Middleware

O/S

Virtualization

Servers

Storage

Networking

Platform (as a Service)

Applications

Data

Runtime

Middleware

O/S

Virtualization

Servers

Storage

Networking

Software (as a Service)

Applications

Data

Runtime

Middleware

O/S

Virtualization

Servers

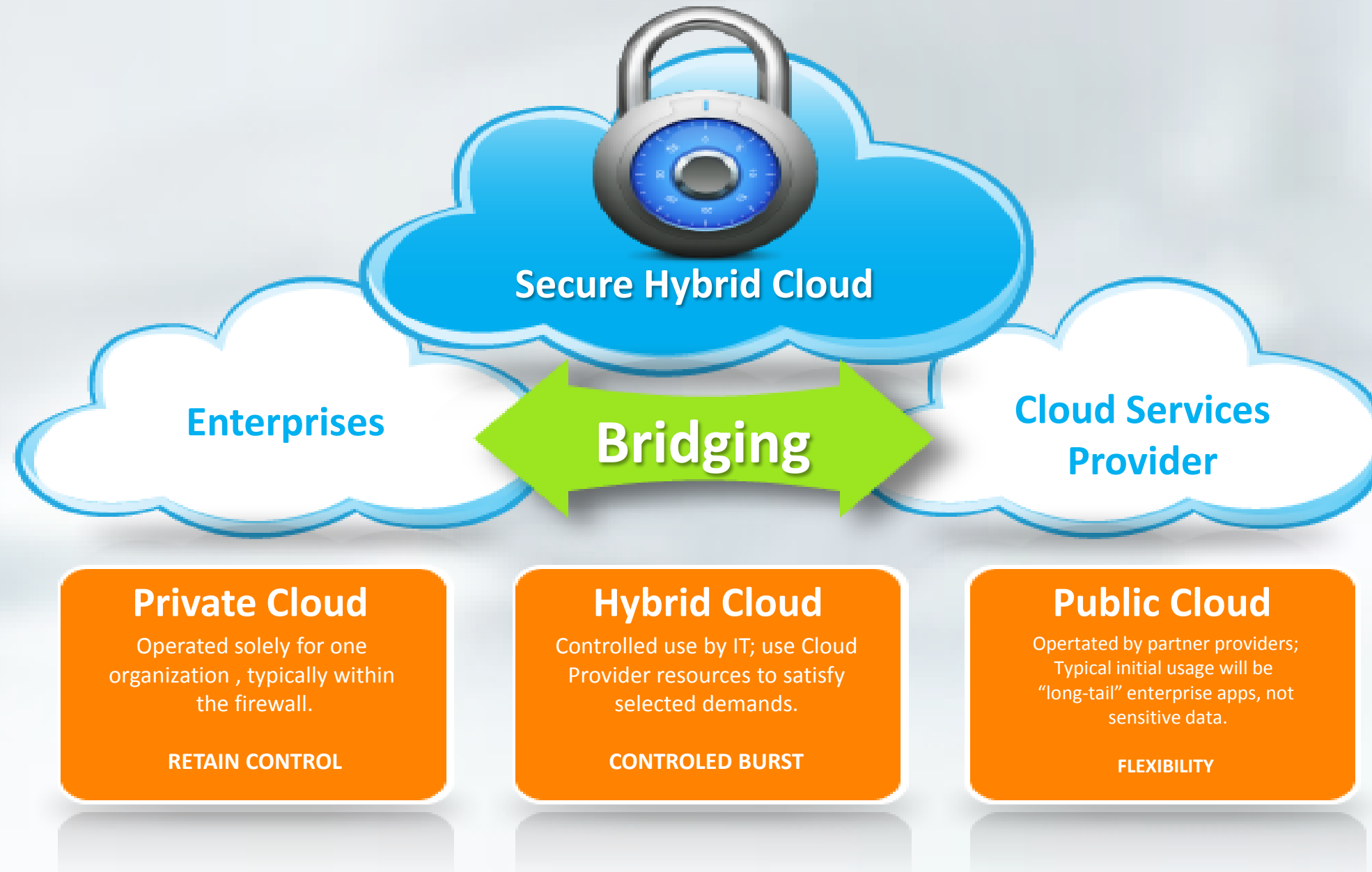
Storage

Networking

You Manage

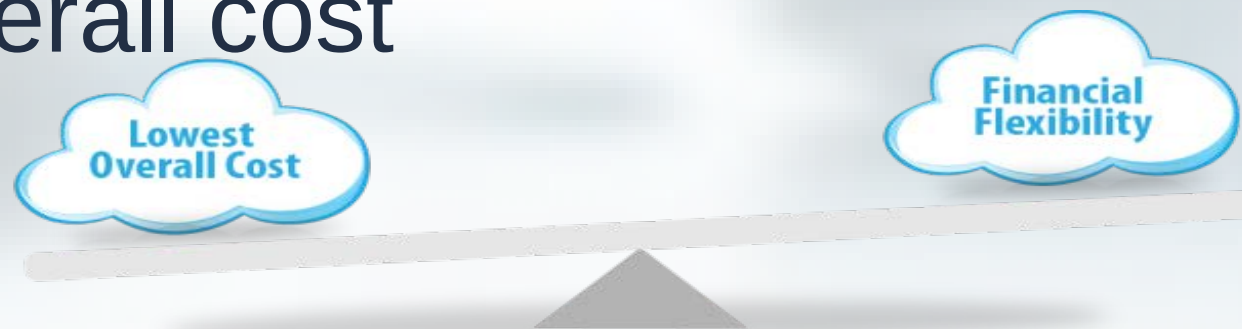
Vendor Manages

Cloud Models

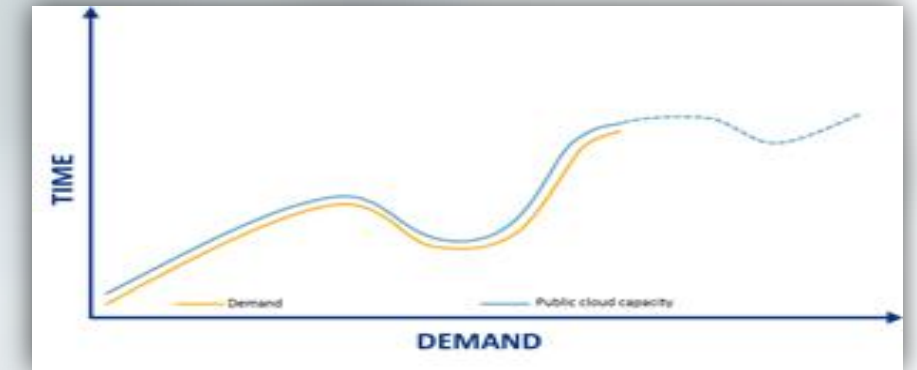


Financial Characteristics of Cloud

- Either choose a move to OPEX – generally will pay a higher price per unit
- Or choose a CAPEX model – lower overall cost



Public cloud



Private Cloud



Data Centers and Clouds are Changing

48%¹

Data center outages
caused by human
error.

↑ 7.7 ZB²

Projected amount of
data center network
traffic by 2017.

(1 ZB = 1 trillion GB)

82%³

Enterprises who have
hybrid cloud strategy.

Scale & Automation will be critical to creating future-proof clouds and data centers.

1. Ponemon Institute, 2013 Study on Data Center Outages

2. Cisco Global Cloud Index

3. RightScale 2015 State of the Cloud Report

IT Quickly Moving Toward Cloud

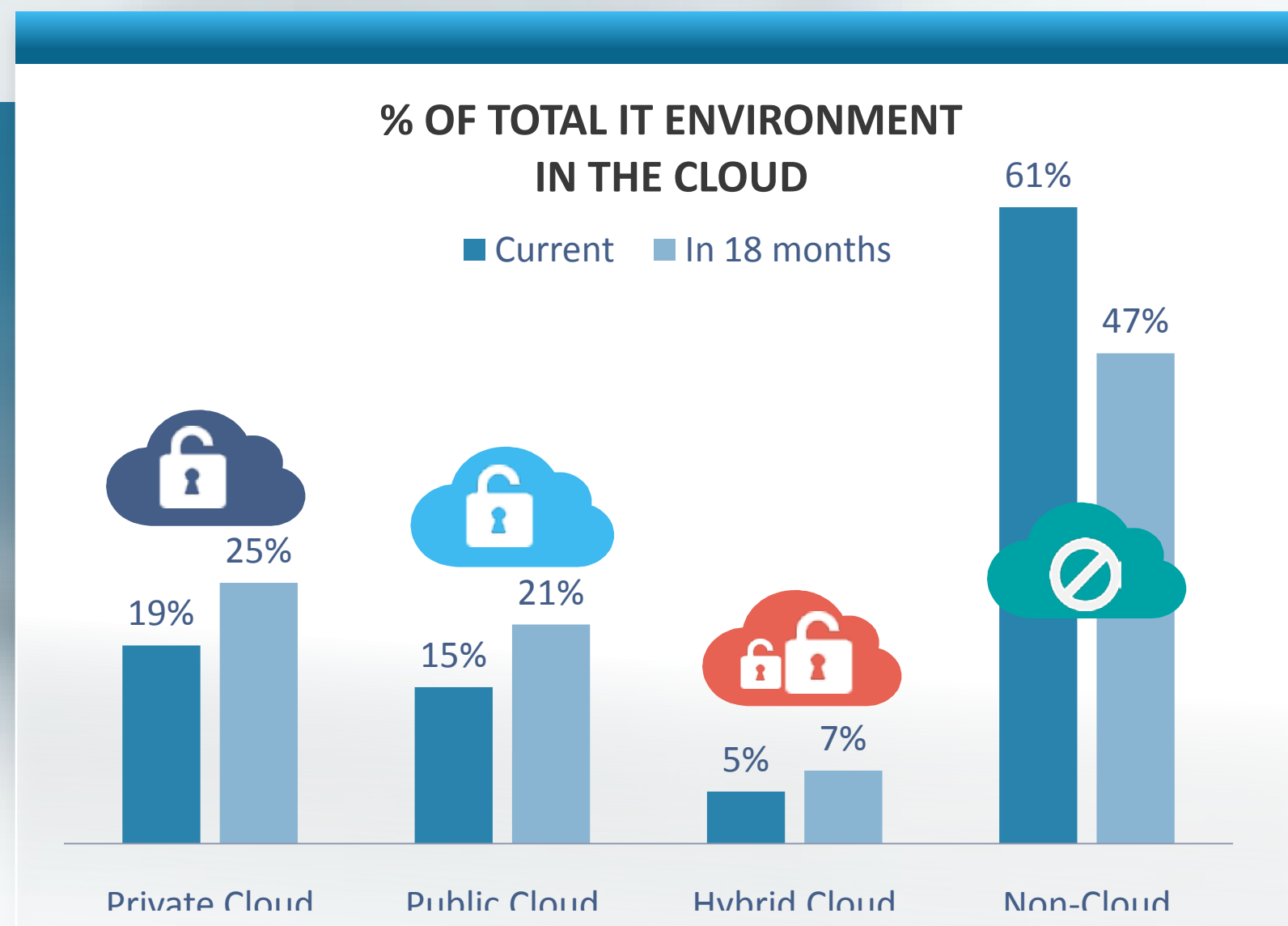
Percentage of respondents utilizing different types of Cloud computing environments.....

57% Private Cloud

60% Public Cloud

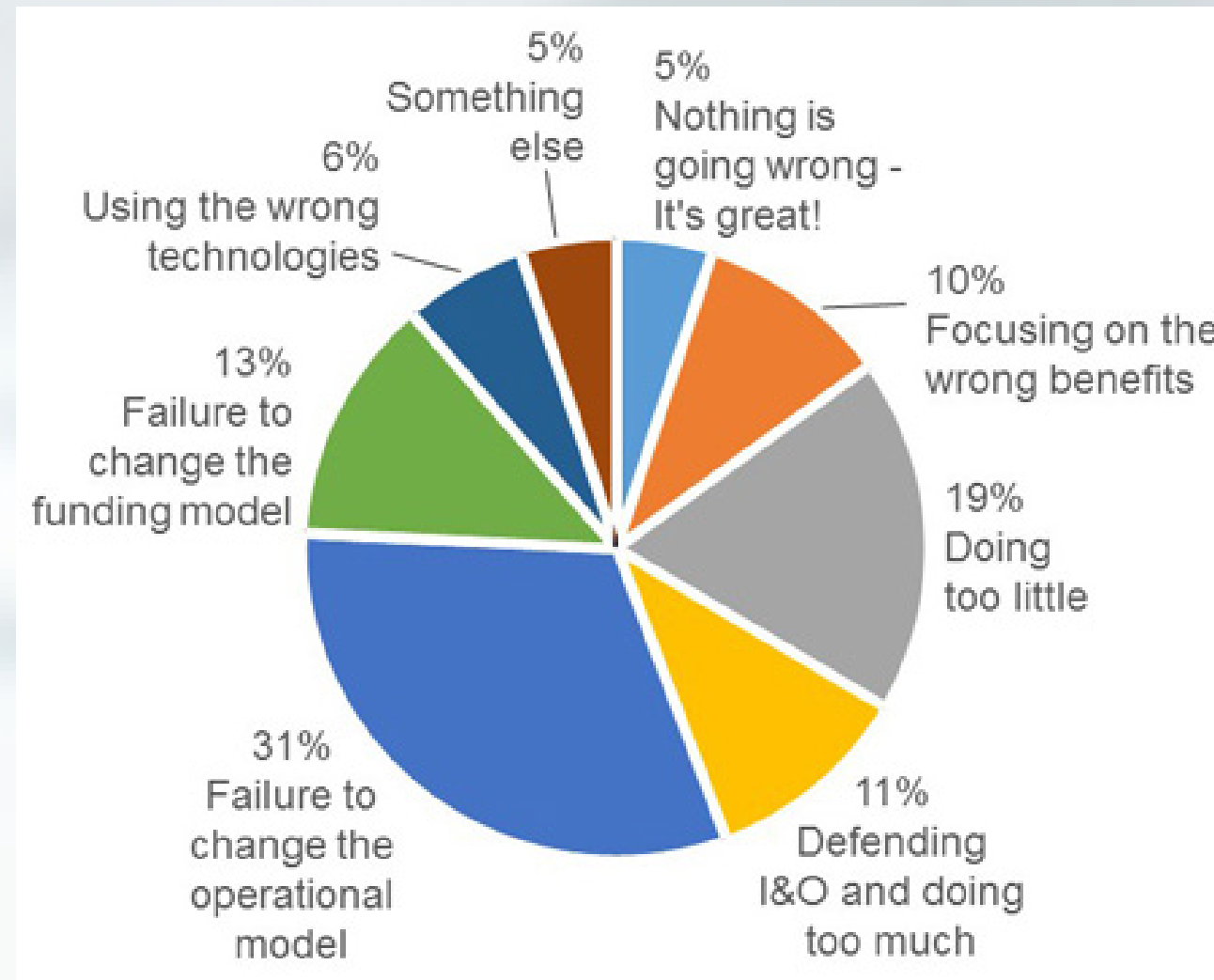
19% Hybrid Cloud

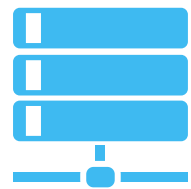
Source: [IDG Enterprise Cloud Computing Study 2014](#)



How easy is it to adopt the Cloud?

Problems encountered by 95% of Private Clouds

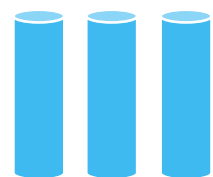




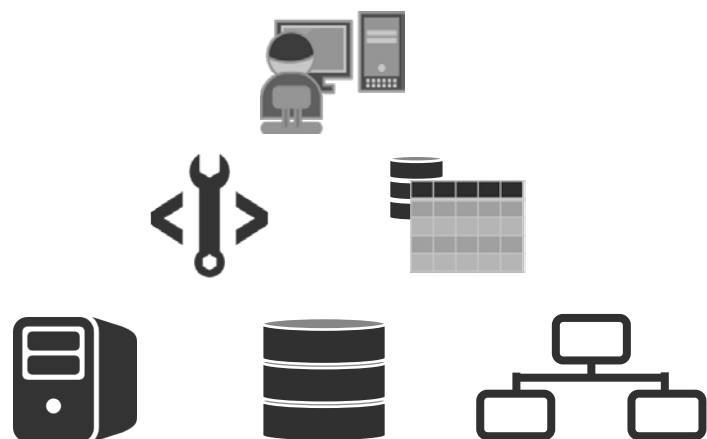
FROM DATA CENTERS



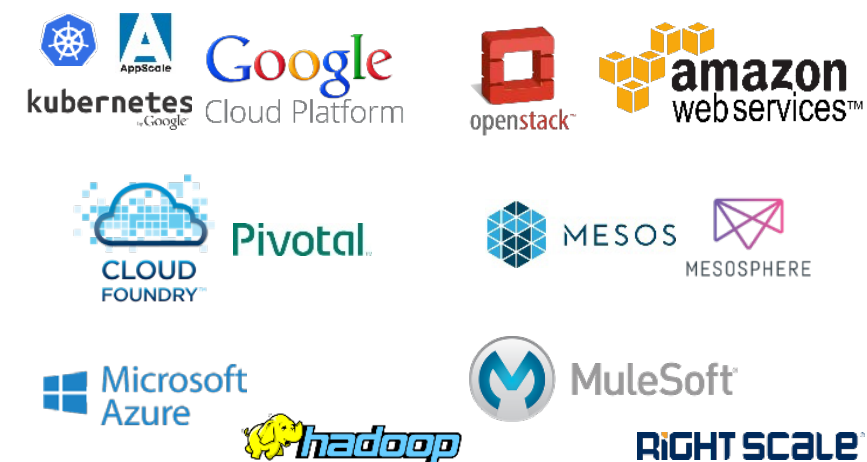
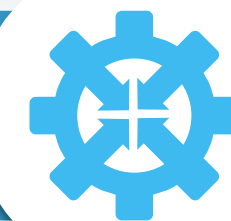
TO SERVICE CENTERS



FROM SPECIALIZED SILOS



TO CONVERGED DEVOPS



Applications Driving Design Change

Modern App Flows



ATTRIBUTES

- Increased Machine to Machine
- East-West traffic

REQUIREMENTS

- Flatter Topology
- High performance and consistent

Network Virtualization



ATTRIBUTES

- Virtualized with Bare metal
- Introduction of Network Overlays

REQUIREMENTS

- Physical to Virtual (P2V) integration
- Overlay visualization & management

Everything “As-a-Service”



ATTRIBUTES

- Scale-out
- On-demand

REQUIREMENTS

- Multi-tenancy
- Simple to operate, easy to scale

Who Are You?



Commercial Buyers



Off-the-shelf buyers

Value simplicity

Limited customization



Open Source



cloudstack

Frustrated off-the-shelf

Hands on and technical

Requires customization



Dev Ops



ANSIBLE

Highly skilled, DIY

Self-reliant, highly adept

Automation is key

Customers Desired Outcomes



Increase Agility

Rapidly deploy apps
Provide elastic scale
Remove resource silos



Reduce Costs

Lower OPEX
Increase ROI
Improve efficiency



Enhance Experience

Accelerate response time
Increase uptime
Automated response



Reduce Risk

Protect digital assets
Thwart advanced threats
Ensure compliance

Thank You
