

# 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

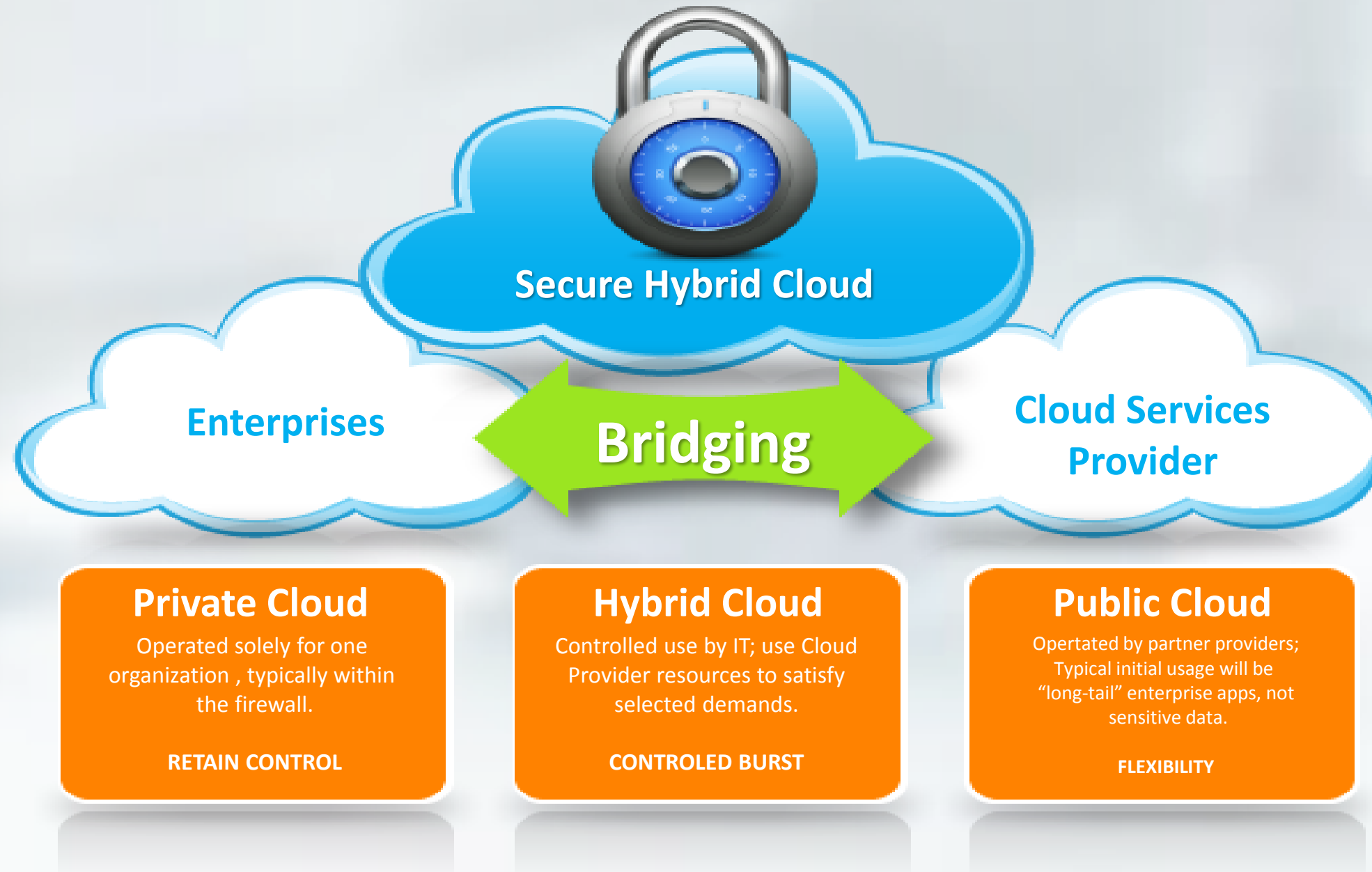
Storage

Networking

You Manage

Vendor Manages

# Cloud Models

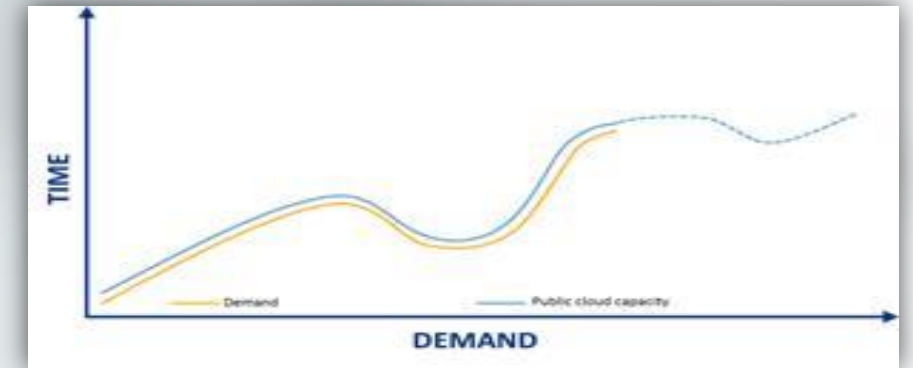


# Financial Characteristics of Cloud

- 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%<sup>1</sup>

Data center outages caused by human error.

↑ 7.7 ZB<sup>2</sup>

Projected amount of data center network traffic by 2017.

(1 ZB = 1 trillion GB)

82%<sup>3</sup>

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

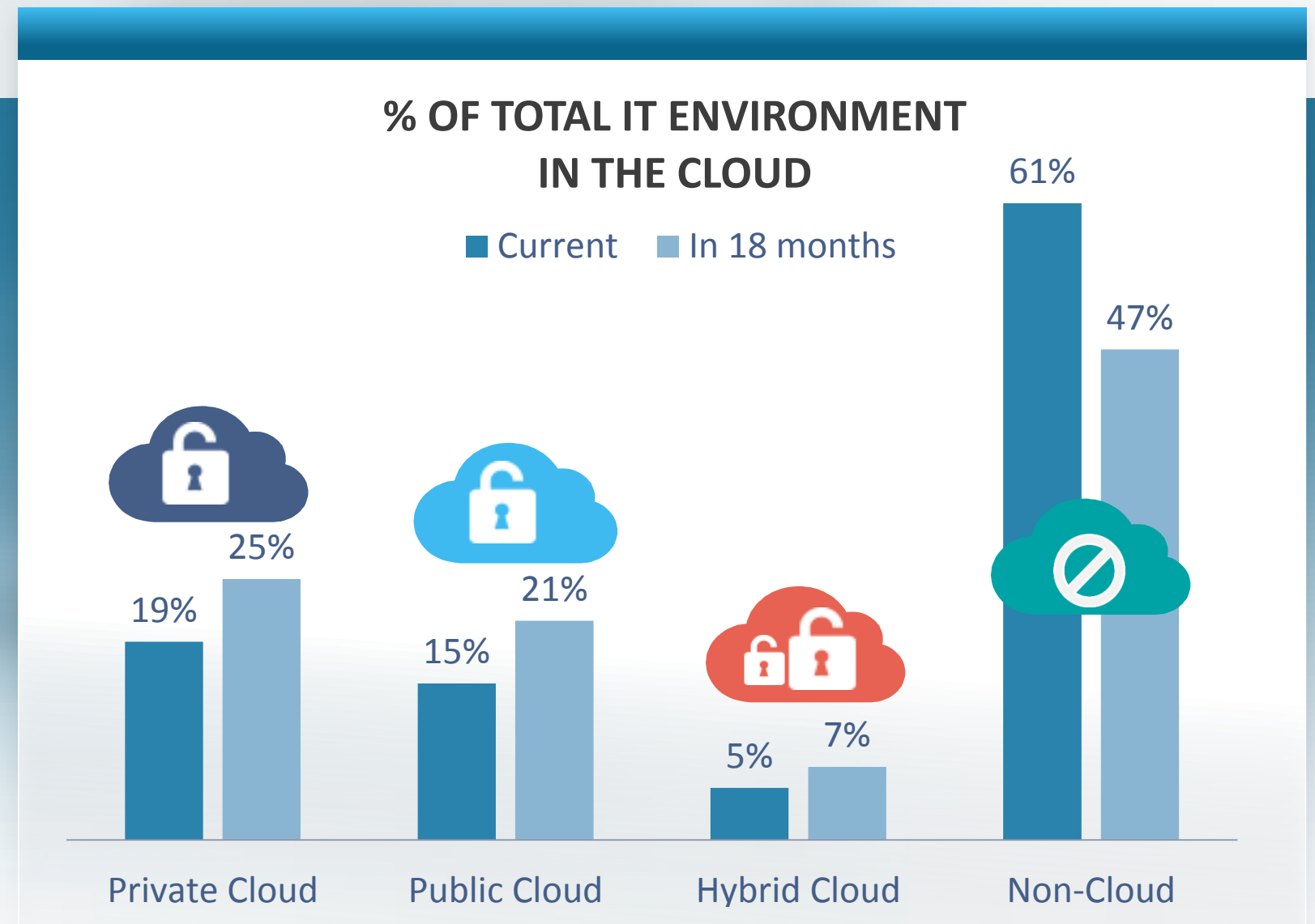
# IT Quickly Moving Toward Cloud

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

**57%** Private Cloud

**60%** Public Cloud

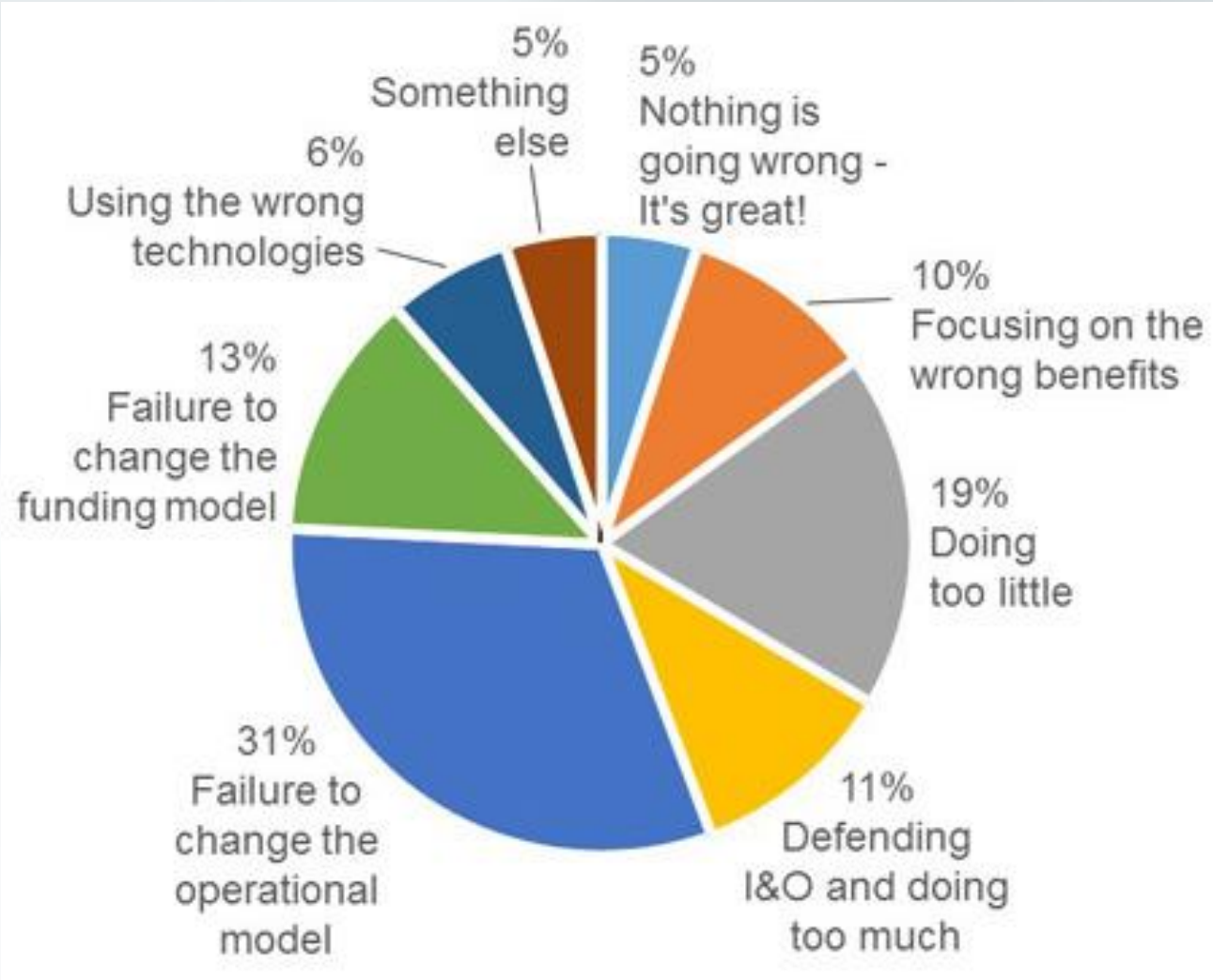
**19%** Hybrid Cloud



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

Logos for various enterprise software and operating systems:

- SAP
- Polycom
- SIEBEL
- Exchange
- ORACLE
- APACHE HTTP SERVER
- Microsoft .NET
- MySQL
- Windows Server
- Linux



# TO SERVICE CENTERS

Logos for various cloud services and SaaS applications:

- Office 365
- Google Apps
- workday
- Dropbox
- salesforce
- zendesk
- S (Salesforce)
- NETSUITE



# FROM SPECIALIZED SILOS

Icons representing specialized silos and infrastructure:

- Person at a computer
- Wrench and code symbols
- Stack of server racks
- Server cabinet
- Database cylinder
- Organizational chart



# TO CONVERGED DEVOPS

Logos for various DevOps and cloud infrastructure tools:

- kubernetes
- AppScio
- Google Cloud Platform
- openstack
- amazon web services
- Cloud Foundry
- Pivotal
- MESOS
- MESOSPHERE
- Microsoft Azure
- hadoop
- MuleSoft
- RIGHT SCALE



# 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



---

Frustrated off-the-shelf

Hands on and technical

Requires customization



## Dev Ops



ANSIBLE

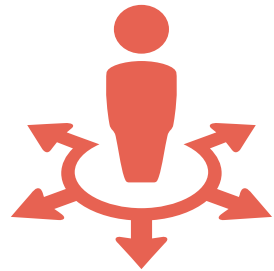
---

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

---