

Public cloud? Private cloud? What is the difference?

Prepared for: Business/Person/Event Name

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Agenda

- What is Driving IT to a New Approach?
- What is Cloud Computing/ Cloud Delivery Models
- Cloud Computing Application/Workload Analysis Best Practices

IT Infrastructure and Operations Challenges

Complexity

- Too many technologies, tasks, and tools
- Ever expanding data

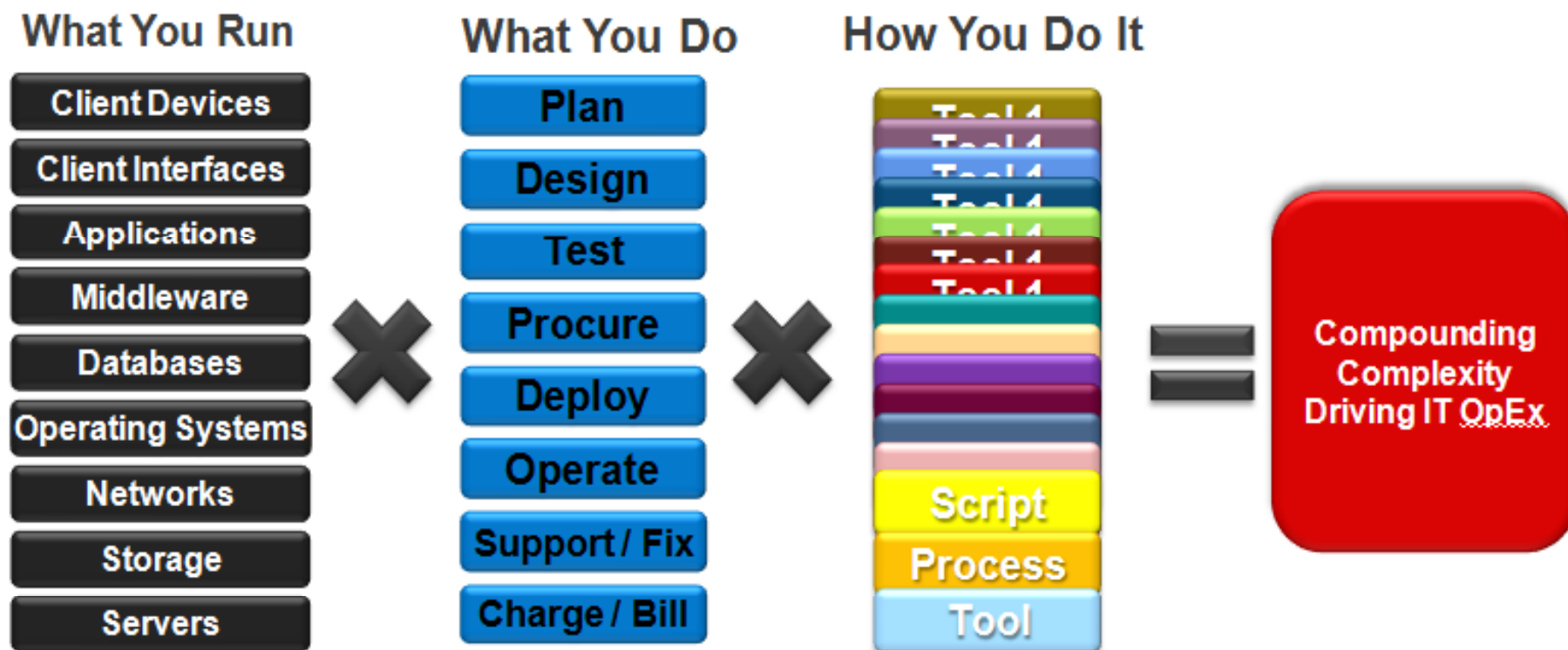
Heightened Expectations

- Services, and infrastructure, on demand
- Infinite scalability

Cost Pressure

- “Free” consumer services
- Public cloud providers offering Virtual Machines at 1/10th the cost of internal IT

Complexity also prevents driving economies of scale

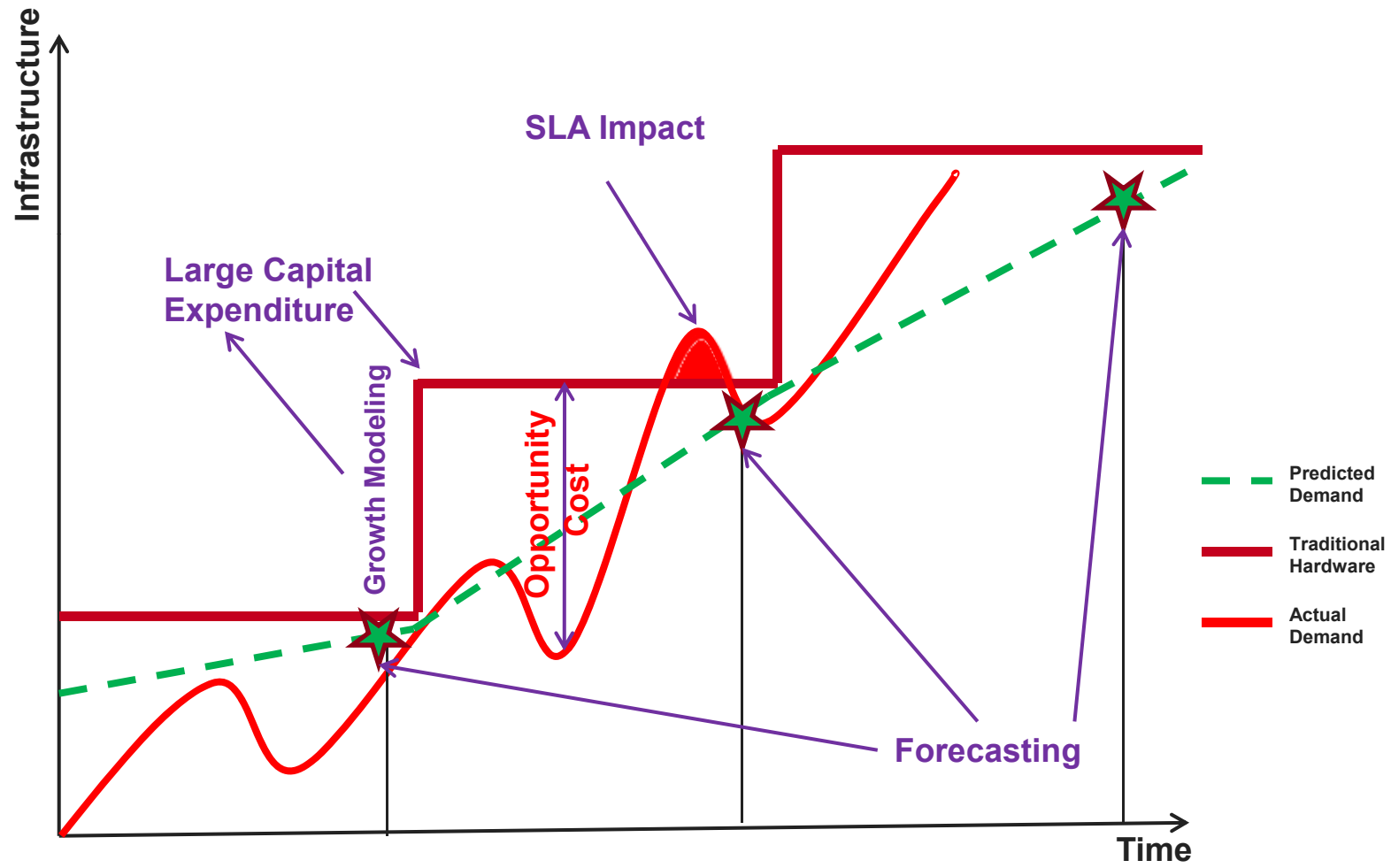


Hundreds of unique tools...

Scores of unique IT skill-sets...

Dozens of unique processes...

Traditional Capacity Planning Wasteful Over-provisioning vs. Risk

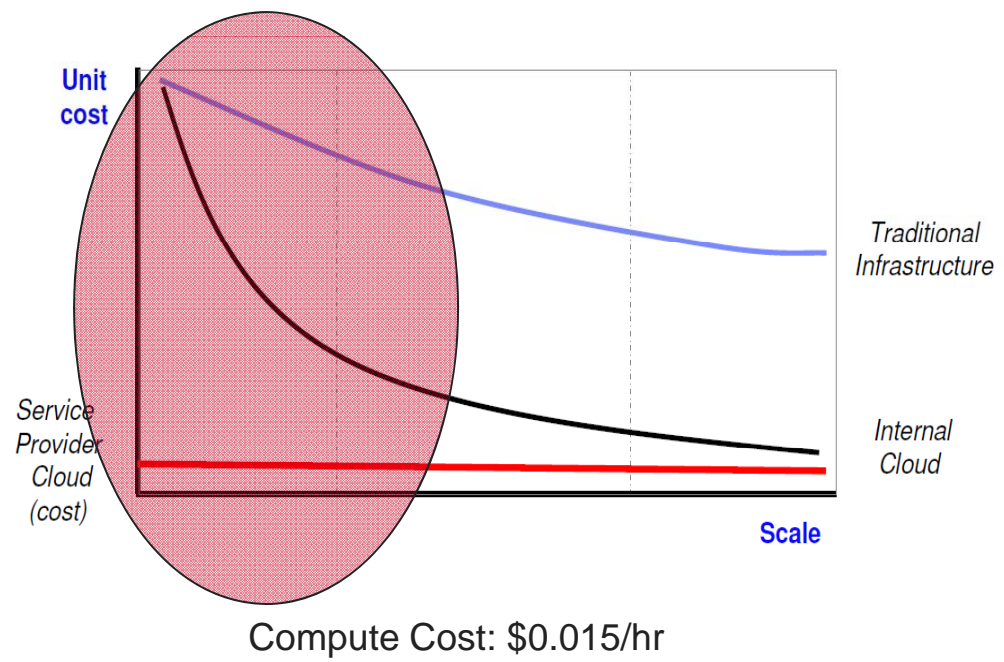
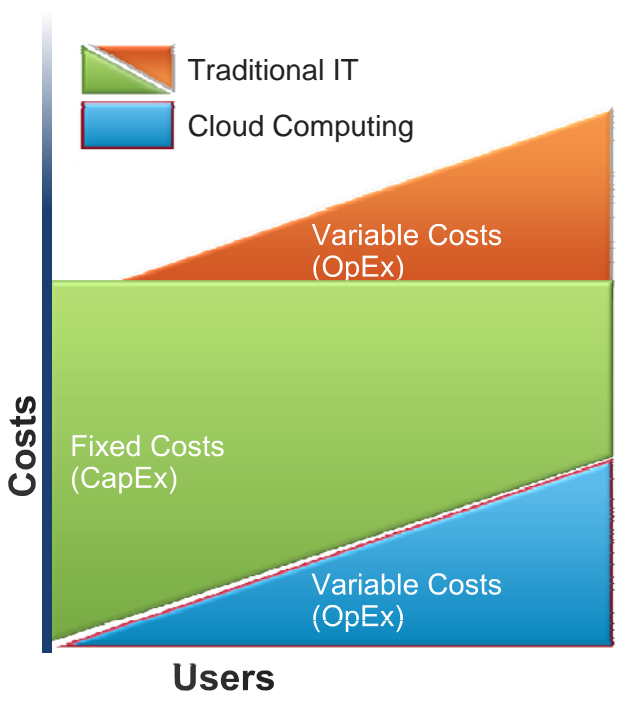


Cost Structure of IT Infrastructure

Shift from CapEx to OpEx is very attractive

Internal IT teams now have a widely publicized cost benchmark from Rackspace

Cloud Computing Economics



What's Driving IT to a New Approach?

Market Forces

- The Economy
- Anytime, anywhere IT
- IT as strategic enabler

CLOUD COMPUTING

Business Forces

- Defer and avoid costs
- Fix the IT bottleneck
- Map supply and demand more effectively
- De-capitalize IT
- Automate Operations

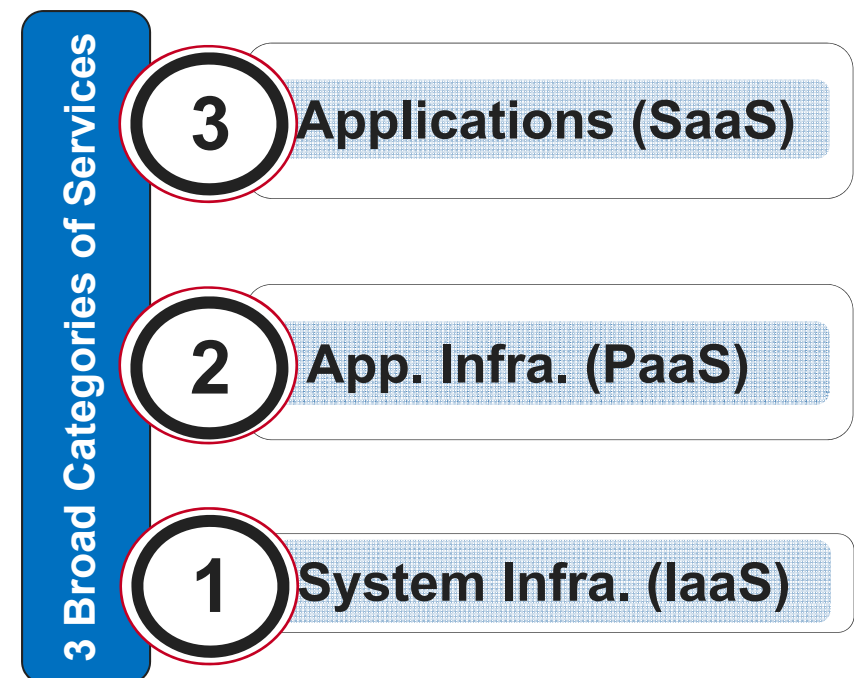
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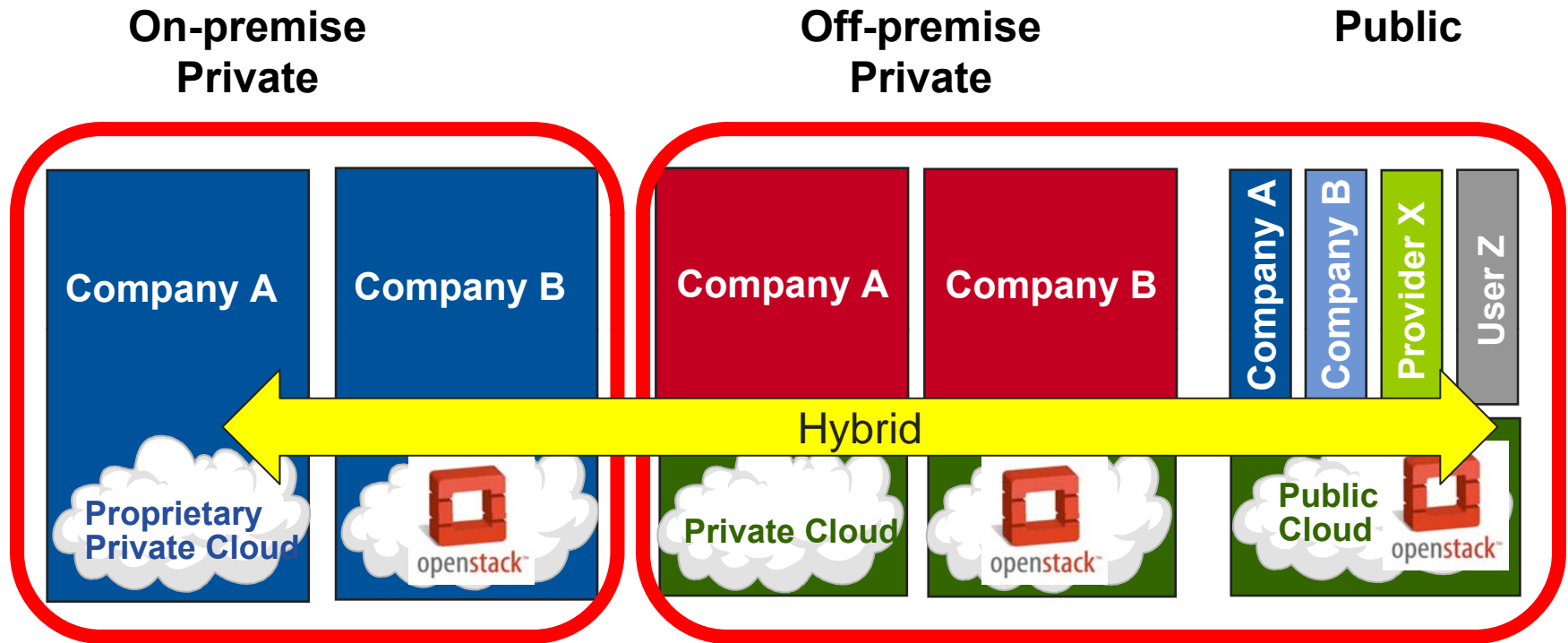
Cloud Computing: Rackspace's working definition and characteristics

A style of computing where dynamically scalable and often virtualized resources are provided as a service.

- "Unlimited" processing and storage
- Abstracted/pooled resources
- Elastic: scale up or down
- On demand, Self-service
- Highly automated
- Consumption-based billing



Cloud Delivery Models: Public vs. Private



- Implementing a Cloud Service
- HW, SW, Data Centers
- Manage the implementation
- May be outsourced or delivered as a managed service

- Consuming a cloud service
- No hardware, SW or Data Centers
- Manage the service
- May use partner to facilitate use of or add value to the service

Potential Benefits and Concerns

Private Cloud

- *Control* over security, data, availability
- Investment protection
- Legacy integration

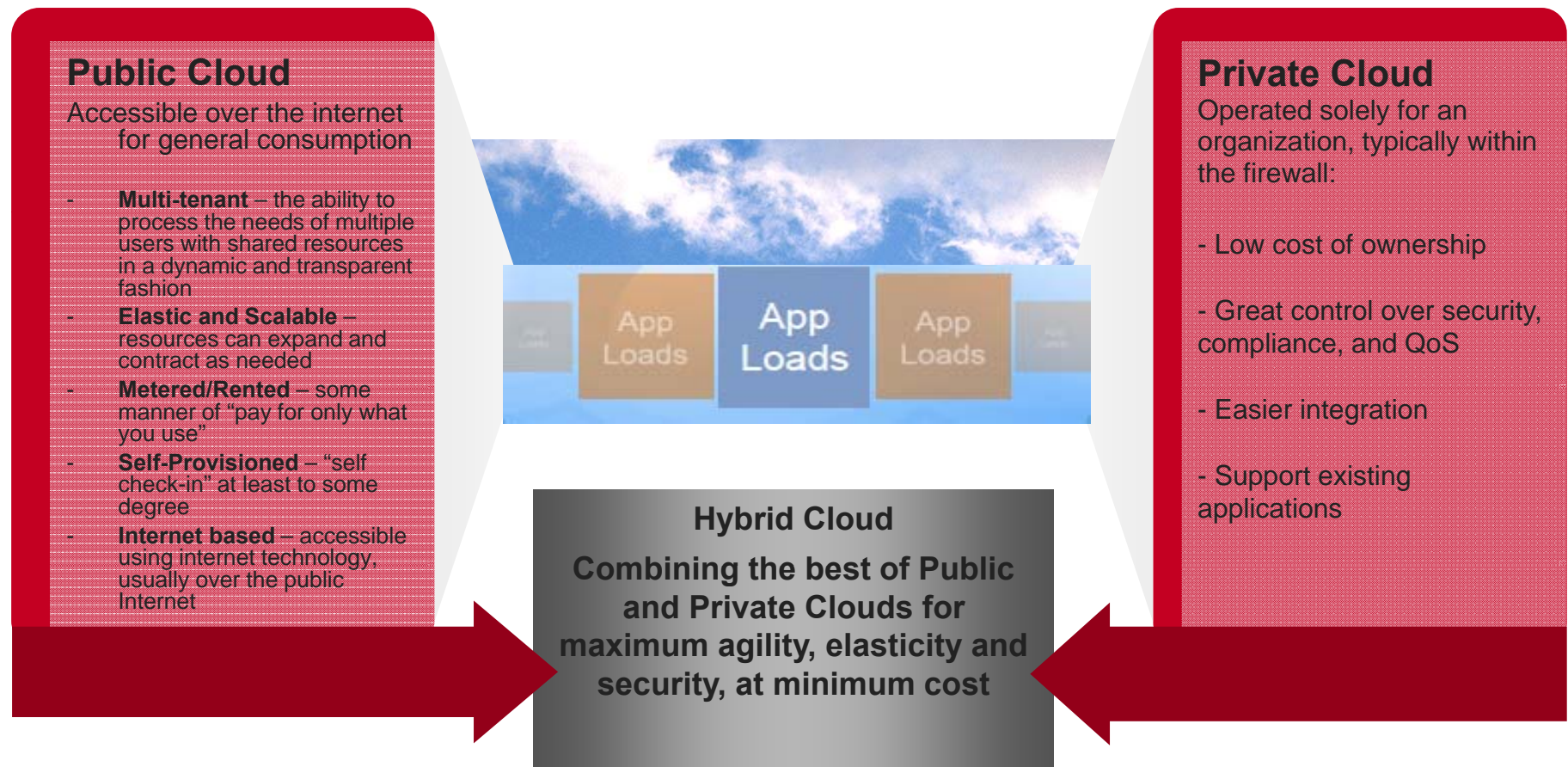
- **CapEx still required**
- **Limited Agility**

Public Cloud

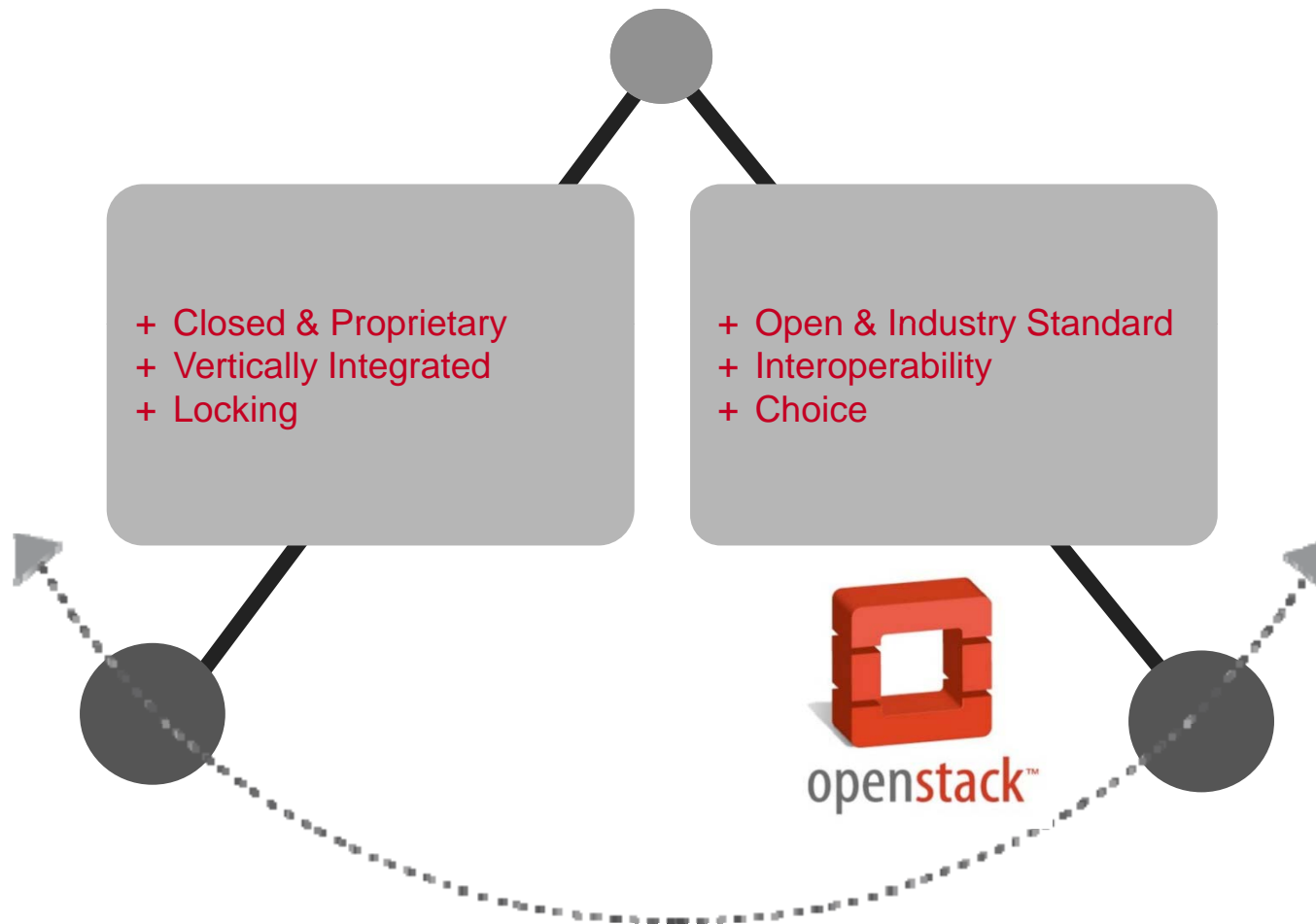
- Minimal capital requirements, no upfront risk/commitments
- Agility
- Efficiencies of vast scale

- **Less control over Security**
- **Regulatory concerns**

Cloud Delivery Models: Hybrid Cloud



Open vs. Proprietary Cloud Solutions



Agenda

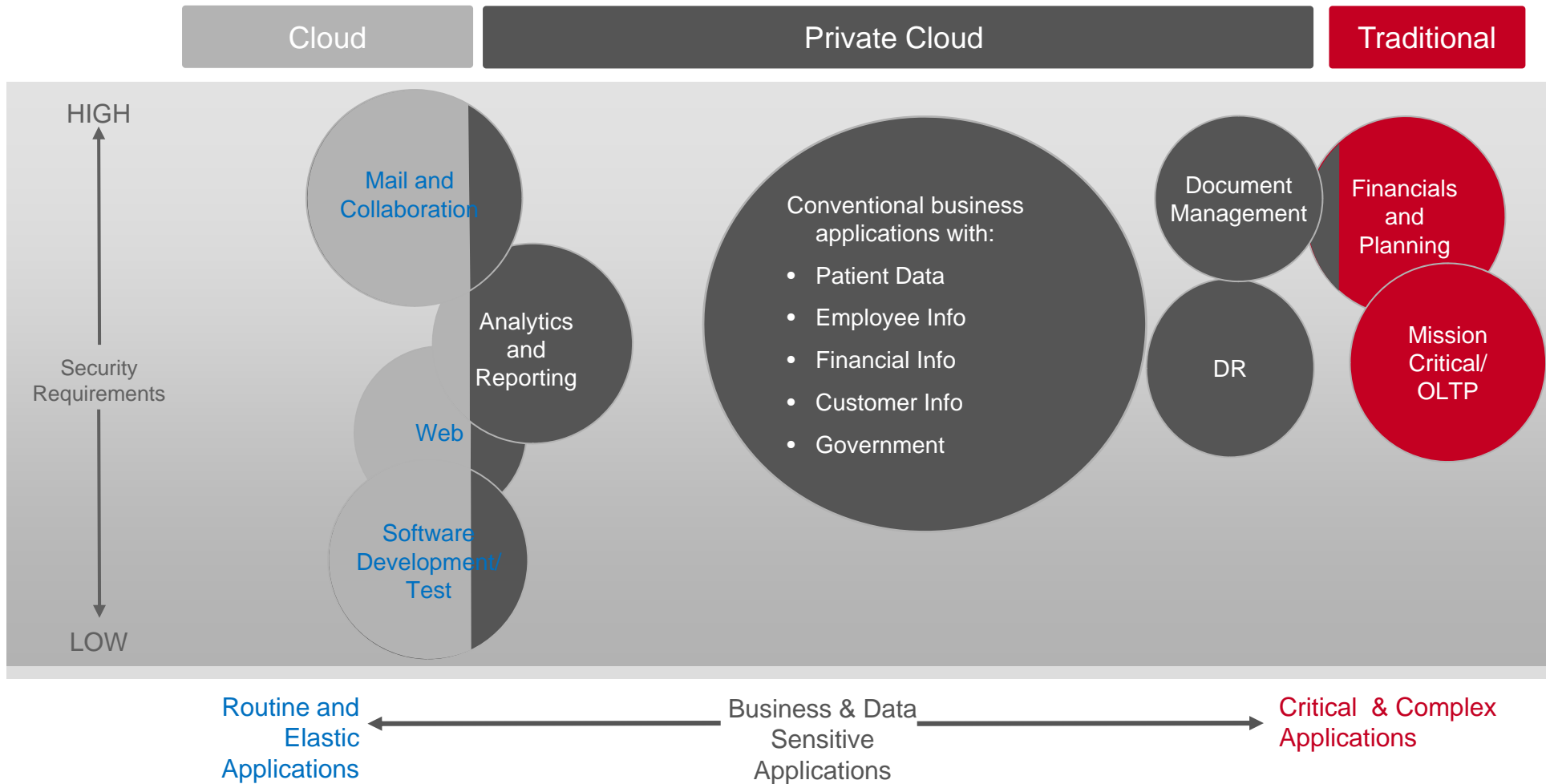
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Why Move Application to Cloud

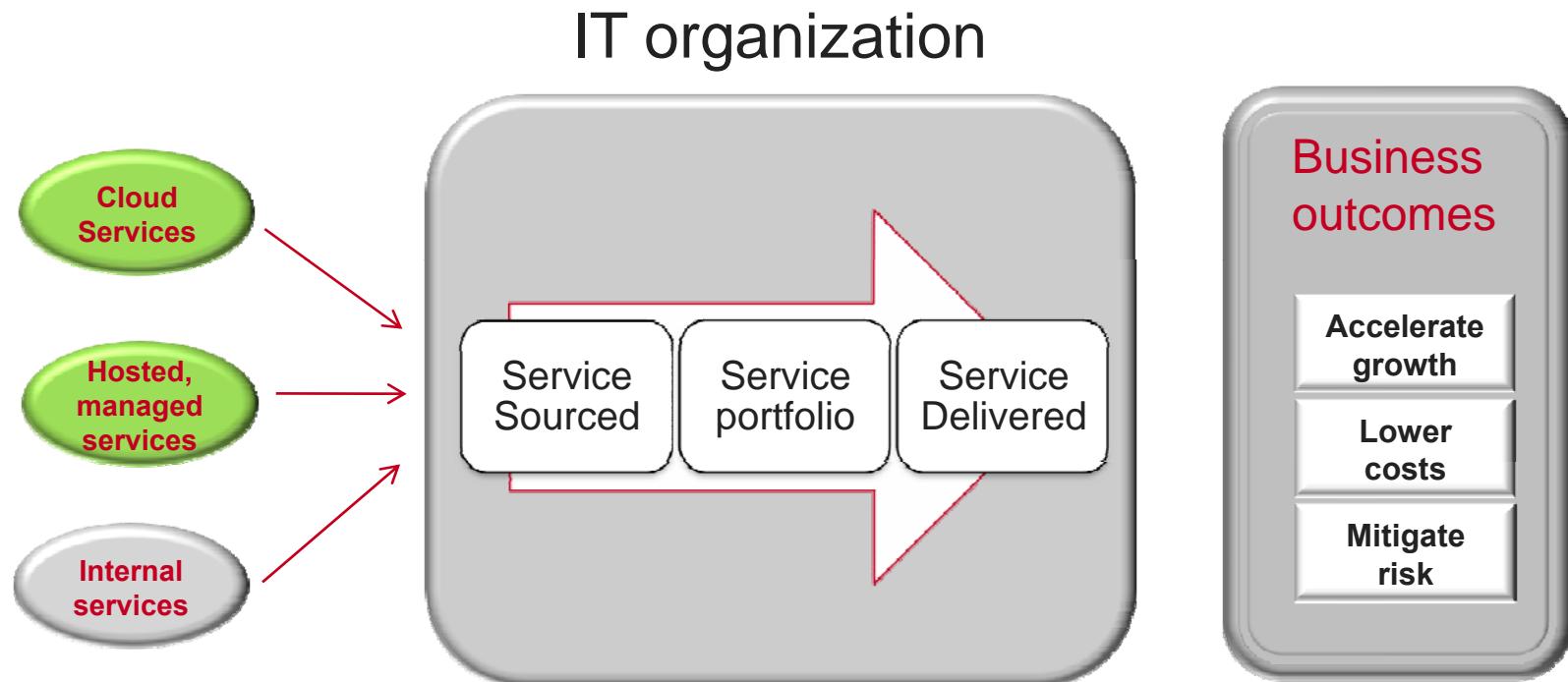
- **Elasticity** – resources can be provisioned and de-provisioned in real time to meet workload demands
- **Utility** – resource usage is provided on a “pay as you go” basis, as opposed to the traditional approach of incurring the upfront capital expenses and ongoing operational expenses, even if the resources are under-utilized
- **Ubiquity** – services from the cloud are available from the world-wide web, enabling user interfaces that go beyond traditional workstations and include cell phones and other appliances

Which Cloud is “Right” for Your Application

This is relative, not definitive positioning

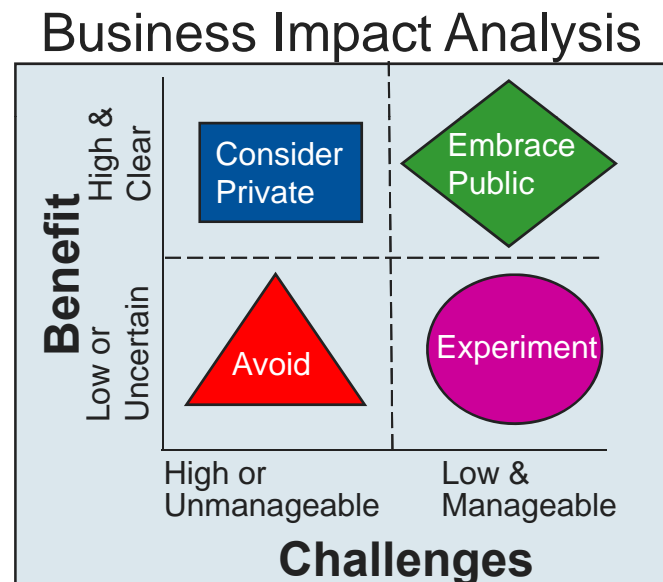


Source and Govern Services That Result in the Right Business Outcome



Consuming Cloud Computing Services

- **Benefits**
 - Capability & capacity on demand
 - Reduced operational complexity & cost
 - Variable operational cost models
 - Leverage provider innovation & new solutions
- **Challenges**
 - Security, regulatory/compliance
 - Lack of transparency & control
 - Technical issues & service assurance
 - Not always the least expensive approach
- **Mainstream Use Cases**
 - Variable/volatile workloads, rapid provision/change
 - Dev. & test, RAD for opportunistic applications, web applications, selected SaaS, simple HPC
- **Best Practices**
 - Start with a business impact analysis
 - Establish governance policies
 - Leverage existing sourcing models
 - Develop contingency plans upfront



Wrap Up

- Cloud computing has quickly emerged as one of the top new technologies in the IT industry
- A structured approach based on workload analysis is recommended to determine the appropriate applications for the cloud
- There is tremendous value in moving the right applications to the cloud
- Chose an Open architecture cloud provider that can best meet the needs of your business

Try it now!